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A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS.

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

# THE FOURTH ESTATE

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship,"  
Lecture V.

TWO DOLLARS A YEAR

No. 932

NEW YORK, SATURDAY, JANUARY 6, 1912

TEN CENTS A COPY

## ANOTHER BANNER YEAR FOR THE BOSTON GLOBE

The total business of the Boston Globe for the year 1911 was the largest in its history.  
The cash receipts from circulation for December, 1911, were the largest of any one month in its history.

### ADVERTISING TOTALS FOR 1911

For the year 1911 in the four Boston newspapers having Daily and Sunday editions:

1. Boston Globe . 8,376,061 lines

Showing a gain of 447,953 lines over 1910.

- |    |                   |           |       |
|----|-------------------|-----------|-------|
| 2. | Second Paper..... | 6,148,240 | lines |
| 3. | Third Paper.....  | 5,855,750 | lines |
| 4. | Fourth Paper..... | 3,258,825 | lines |


The above totals include all kinds of advertising, from that of the big department store to the smallest want advertisement.

*TOTAL  
WANT ADS  
FOR 1911*

1. Boston Globe . 498,600 Want Advt

Showing a gain of 18,723 advertisements over 1910

2. Second Paper..... 158,044 Want Advt


 Globe's Lead.... 340,556 Want Advt

Want advertisers trace results. They know just what they get for the money they expend in advertising. In Boston they use the Globe.

*TOTAL  
AUTOMOBILE  
ADS FOR 1911*

1. Boston Globe . . . 304,188 lines

2. Second Paper..... 287,334 lines

 Globe's Lead..... 16,854 lines

To sell automobiles in Boston and New England advertise in the Globe.

### CIRCULATION AVERAGES

Average Circulation of  
DAILY Globe for 1911 . . 184,614

Average Circulation of  
DAILY Globe for Dec., 1911 187,178

The Boston Daily Globe has a larger circulation than that of any other two-cent newspaper published in the United States. The Daily Globe is circulated in the homes of Boston and its surrounding territory, among the people who answer advertisements and who have the money with which to respond to them.

Average Circulation of  
SUNDAY Globe for 1911 . . 323,147

Average Circulation of  
SUNDAY Globe for Dec., 1911 324,476

The Boston Sunday Globe is recognized as one of the best advertising mediums in the world. Circulated in the homes of the substantial and well-to-do people of Boston and New England, it brings phenomenal results to advertisers.

## FOREIGN NATIONS TURNED DOWN.

### WAY THEREBY OPENED TO BRING PAPER QUESTION TO CUSTOMS COURTS.

The Federal Government has denied the formal requests made by Germany, Austria-Hungary, Norway, Sweden and Denmark for the free admission into the United States of wood pulp, print paper and paper board made from wood pulp cut on unrestricted lands.

In rendering this decision the Treasury Department purposely opens the way for importers who are now paying the duty under protest to bring a test case before the Board of General Appraisers in New York which may be carried to the United States Court of Customs Appeals.

Several bills are already pending in Congress to repeal the Canadian reciprocity act but a decision by the Customs Court holding that it was not the intention of Congress to have the wood pulp provision of the reciprocity act effective unless Canada herself accepted the entire act will remove all troublesome features so far as the Government's relations with European nations are concerned.

The situation that has grown out of the wood pulp provision in the Canadian reciprocity law has already resulted in trade discriminations by Germany against this country.

The German Government recently negotiated trade conventions with Japan and Sweden, granting concessions on tool steel and manufactured rubber, and under the most favored nation clauses of conventions between Germany and other Governments these concessions have been extended to other countries.

Similar reductions, however, have not been extended to the United States and will not be extended pending a settlement of the wood pulp question. The State Department regards these concessions as discriminations against American commerce.

In view of the fact that the present action of the Federal Government is for the purpose of obtaining a judicial settlement of the question it is likely that there will be no attempt on the part of this Government to retaliate, at least not until the wood pulp question is settled. Germany has already made it clear that she will not continue the discriminations after the United States Government has granted her equal concessions with Canada.

In announcing the decision the Treasury Department gave out this statement:

"Careful consideration having been given to the brief presented on both sides of the question whether or not the provisions of section 2 of the act of July 26, 1911, granting free entry to Canadian wood pulp, print paper and paper board made from wood cut on unrestricted lands should be extended to similar articles produced in countries other than Canada with which this country has treaties granting the most favored nation treatment with respect to the imposition of customs duties, it has been decided that inasmuch as the questions presented contain many elements of doubt as to the proper interpretation and interrelation of the treaties and statutes involved the right of free entry will be denied.

"This action will provide the only

means of having the issues subjected to judicial determination, as the importers who feel aggrieved by the ruling may carry their protests to the Board of United States General Appraisers and then to the Court of Customs Appeals. The Department has issued instructions to the appropriate officers to have them cooperate with the importers in bringing the cases forward for speedy hearing and determination."

It is acknowledged that there is some doubt in the minds of President Taft and his Cabinet advisers as to the exact intention of Congress in making operative section 2 of the Canadian reciprocity measure granting free admission to wood pulp and print paper from Canada independently of the rejection of the measure by the Canadian voters.

Mr. Taft is not certain that Congress really intended to admit Canadian wood pulp and print paper free of duty unless there were similar concessions from Canada in the reciprocity pact.

Mr. Taft and his Cabinet feels that the best way out of the question would be to submit it to the customs court.

By way of answer to the Administration's act in denying to the nations of Europe the right of free entry of their wood pulp and print paper to the United States, the House Committee on Ways and Means soon will report out a bill putting wood pulp and print paper, from all countries, on the free list.

This statement was made Wednesday by Representative Rainey, of Illinois, a Democratic member of the committee. Mr. Rainey said also that he expects the bill to pass the House at the present session.

It is considered likely the Senate will pass the bill, in view of the fact that it approved a similar arrangement with Canada last Summer. Senator Cullom, of Illinois, Republican leader of the Senate and chairman of the Senate Committee on Foreign Relations, called attention to that circumstance when he was asked Wednesday for his opinion regarding the passage of the proposed bill.

The ruling of the Treasury Department is interpreted by many members of Congress to mean that the President has yielded to the pressure brought to bear on him by the paper manufacturing interests of the United States, and is taking refuge behind the courts.

This feeling is strengthened by the fact that the quantity of wood pulp and print paper now imported from Europe is inconsiderable compared with that brought in from Canada.

If the courts should decide that the amendment was defeated, it would mean an end to free pulp wood and print paper from Canada, as well as the other nations interested.

### GUTHRIE STAR IS OUT.

The Morning Star has begun to appear in Guthrie, Okla. A. W. Maxwell is the editor and Mrs. Margaret Day secretary and manager. The Star office is splendidly equipped and was moved to Guthrie from Lawton, where it was formerly used in the publication of the Lawton Star, recently consolidated with the Lawton News-Republican.

## ONLY MORNING DAILY SOLD.

### WILMINGTON NEWS PASSES TO CONTROL OF GROUP OF NEW YORKERS.

Control of the Wilmington (Del.) Morning News has been sold by Edgar M. Hoopes to a syndicate, composed chiefly, it is said, of New Yorkers. Their names, however, are not divulged. Some of the older employes become stockholders also, and, for the present at least, there will be no change in the force, except that it is to be strengthened.

Mr. Hoopes retains an interest, but retired from the active control on January 1. He will spend the winter in the South for the benefit of his health. He is interested in numerous advertising ventures.

The News is the only morning daily paper published in Delaware. It is a Republican journal. Colonel Edgar L. Haynes, a member of the staff of Governor Lennell, is business manager and will continue in that capacity, for the present at least.

### PULP ENTRY LIMITED.

While foreign nations are clamoring for the free entry of wood pulp and paper into the United States on an equality with Canada, the Treasury Department has decreased the supply which can be imported from Canada without duty through an order relating to the Indian lands of Ontario.

In future, wood pulp or paper made from the woods of these lands must pay duty because of the Canadian regulation prohibiting the exportation of wood cut from Ontario Indian lands for the manufacture of wood pulp. These places these lands in the same class as the crown lands upon which exportation restrictions are placed and is in accordance with the agreement with Canada.

### CHANGES ON THE EVENING MAIL.

A number of changes have occurred on the staff of the New York Evening Mail within the last few days, chief of which is the appointment of Robert E. MacAlarney to the position of city editor. Mr. MacAlarney, up to a short time ago occupied a similar office with the New York Evening Post for many years.

William Worth Mills has joined the Mail as special staff correspondent, and Rollin Kirby is doing cartooning. Jonas Platt, Jr., has been placed in charge of the Saturday Illustrated Supplement, succeeding Roderick C. Penfield, who is going on a short trip to Europe.

### SUNDAY WORLD DINNER.

The staff of the New York Sunday World gave a banquet at the Hotel Astor on Thursday evening in honor of Ralph Pulitzer, president of the Press Publishing Company. Thomas McVeigh, Jr., was toastmaster, and the guests included ex-Congressman Bourke Cockran, Police Commissioner Waldo and others of note.

## HAND SELLS TO WILBER- DING.

### VETERAN RETIRES FROM ACTIVE WORK AS A SPECIAL REPRESENTATIVE.

T. S. Hand, for many years active as a special newspaper representative with the Hand-Knox Company, and more recently of the Wilberding-Hand Company, has retired from active association with the latter firm.

His interests in the company have been purchased by his partner, Joseph C. Wilberding. The other stockholders, Frederick I. Thompson and Charles M. Palmer retain their holdings and will be associated with Mr. Wilberding in the conduct of the business.

## PLANS FOR HACKENSACK DAILY PROGRESSING.

Mayor Charles W. Bell of Hackensack, N. J., who last month purchased the Bergen County Democrat of his city, is rapidly completing plans for enlarging the paper to a daily by February 1. He has organized the Democrat Publishing Company, with himself as president, and James Norton secretary-treasurer.

He plans to take the active management of the daily and Mr. Norton, who is at present in editorial charge of the Weekly Democrat, will be editor. George W. Mortland will be the advertising manager.

The Democrat is installing the first rotary perfecting press in Bergen County and other new equipment in its own building at 74 Main street.

### SPECIAL AGENCY CHANGES.

The Denver Post from the Wilberding-Hand Company to Hunton, Lorenzen & Woodman, New York and Chicago.

Joliet (Ill.) Herald—(foreign representation)—from Payne & Young to Franklin P. Alcorn, New York, in the East, and F. W. Henkel, Chicago, in the West.

The Joliet (Ill.) News has appointed Payne & Young, New York, and Chicago, as its general foreign representatives.

The Moline (Ill.) Dispatch and Rock Island (Ill.) Argus have appointed C. I. Putnam to represent them in the East.

## FIRE ON THE CINCINNATI COMMERCIAL-TRIBUNE.

A fire broke out late Thursday night in the building of the Cincinnati Commercial-Tribune causing damage estimated at \$25,000. Work on Friday morning's edition was delayed for two hours on account of wet machinery.

### SCORCHED BY FIRE.

A fire that destroyed the buildings adjoining it threatened for a time to burn the home of the Louisville Courier-Journal on Thursday night. As it was, the newspaper plant was badly scorched.

The Middleboro (Ky.) Thousandsticks has changed from a weekly to a semi-weekly.



## PASSING OF THE LANDMARK.

### NORFOLK'S OLDEST DAILY SOLD TO VIRGINIAN-PILOT.

Charles S. Abell, who purchased the Norfolk (Va.) Landmark eighteen months ago at a reputed cost of \$120,000, has sold out to the publishers of the Virginian-Pilot and returned to Baltimore, where he has an interest in the Sun. The Virginian-Pilot absorbed the property on January 1, adding "and the Landmark" to its title. It is reported that Mr. Abell lost between \$40,000 and \$50,000 in the enterprise.

The Landmark was the oldest daily paper in Norfolk, being founded in 1873 by Charles Barron Hope. A syndicate, headed by S. S. Nottingham, sold the paper to Mr. Abell. It has been independent Democratic in politics. Norfolk, a city of about 68,000 population, now has two daily papers, the Virginian-Pilot in the morning and the Ledger-Dispatch, evening. The former also publishes a Sunday edition.

The combination will be represented in the foreign advertising field by the Benjamin & Kentnor Company, New York and Chicago, which has heretofore looked after the interests of the Virginian-Pilot.

### TOWNSEND ENGAGES IN ADVERTISING WORK.

Myron Townsend, well known in newspaper circles of a number of the larger cities of the country, has joined the advertising force of the Timken-Detroit Axle Company, Detroit, and Timken-Roller Bearing Company, of Canton, O. He will be located in the latter city. Mr. Townsend has had a wide experience in newspaper work and has been connected with newspapers in New York, Chicago, Boston, St. Louis, Cincinnati, Indianapolis, Worcester, Rochester and Syracuse. Until a short time ago he was editor of Print, and the House Organ Review, in Boston.

### MCCANN OPENS OFFICES.

The recently organized H. K. McCann Advertising Company has opened offices in the Bowling Green Building, 11 Broadway, New York. The staff of the agency, besides Harrison K. McCann, until recently advertising manager of the Standard Oil Company, consists of Ralph St. Hill, John P. Hallman, Herbert N. Casson, Thomas Nast, Jr., Harrison Atwood and Ellery W. Mann.

### DEMOCRATS GET A PAPER.

Senator J. B. Hendricks and a syndicate of local Democrats have purchased the Sheridan (Wyo.) Daily Enterprise from Joseph J. Daly. The Enterprise for the last two years has been a Republican paper, but it will now be changed.

The Aurora (Mo.) Daily Advertiser has installed a new Goss perfecting press.



R. D. VAN ALSTIN.

GENERAL MANAGER OF THE HARRISONBURG (VA.)  
ROCKINGHAM DAILY RECORD.

### NEW VIRGINIA DAILY IS ENTERPRISING.

The Rockingham Daily Record, which was established at Harrisonburg, Va., on September 16 last, during its short existence has established for itself an enviable record for enterprise and growth. The paper is equipped with a modern and up to date plant, consisting of a Duplex Press, Models 5 and 8 linotypes, and other facilities for publishing a modern newspaper. This entire equipment was purchased new and installed in less than one month's time and the first issue of the paper had a paid-in-advance circulation in excess of two thousand. The efforts for circulation were continued and on January 1 the Record is able to announce a circulation in excess of 6,200, of which nearly 5,600 are paid in advance to January 1, 1913.

There are reasons for this remarkable growth. Harrisonburg is

a town of less than five thousand population, but it is a central point of 70,000 population. In this district no metropolitan paper can reach its subscribers before one o'clock, which is several hours later than subscribers of the Record receive their paper. About seventy per cent of this population live on rural routes and these people cannot receive a daily paper the same date as printed, unless they take a Harrisonburg paper.

The Record gives its readers the news of the town, county and state by means of a complete and efficient staff of correspondents. The news of the world is derived through the International Leased Wire Service. The Daily Record prints five days a week, eight pages, and on Saturdays from twelve to twenty pages. That the local advertisers appreciate the value of the Record as an advertising medium is evidenced by the fact that one of the local de-

partment stores conducted an advertising campaign during December, starting with nine full pages in one issue and following by a full page nearly every day during the sale. Another local dealer has given the Record a contract for a full page advertisement once a week for a year.

Other merchants have given contracts for large spaces to be used during 1912. These contracts have been given after the paper was carefully tried out by them and they were convinced that the Record gave them results, and foreign advertisers are already falling in line, too.

The Record gives advertisers a sworn statement of circulation. Plans are under way for an extensive circulation campaign for 1912 and the management conservatively estimates that before next January the circulation will exceed ten thousand.

The company publishing the Record is capitalized at \$25,000, which is fully paid in.

H. W. Bertram is the president and editor of the Record, and G. E. Croushorn is secretary-treasurer. R. D. Van Alstin is the general manager. The latter's achievement in installing the Record's complete plant in a month from the date he agreed to take charge was widely commented on at the time.

Mr. Van Alstin, who was in New York this week, is a stockholder in the newspaper and is enthusiastic over the prospects of the enterprise. Formerly for several years he had charge of the Petersburg (Va.) Index-Appeal and has had a practical experience in the publishing field. For the present he will handle foreign advertising direct.

### AD MEN AFTER BOWLING CHAMPIONSHIP.

The New York Evening World's Free Championship Bowling Tournament will open its eighth season on Monday, January 22, at the White Elephant Bowling Academy, New York. An advertising men's team, composed of M. H. Long, of the Barnard & Branham Special Agency; Charles Nobbe, of the Decker Advertising Agency; Lord Brocker, New York office of Julius Matthews; Frank Cray, the American Ink Company and Fred P. Motz, Eastern manager of the Barnard and Branham Special Agency, will take part this year. The men will roll in the order named.

### NEW AD MANAGER FOR THE BROOKLYN TIMES.

George Holland, advertising manager of the Newark Star for the past year, has resigned to become advertising manager of the Brooklyn Times. Mr. Holland was formerly with the Pittsburgh Gazette-Times and Chronicle Telegraph, and later with the New York Press.

### BOSTON OFFICE FOR BLOCK.

The Paul Block Special Agency has opened a new Boston office in the Tremont Building in charge of N. Frederick Foote as resident manager. Mr. Foote will look after the New England interests of the various publications represented by Mr. Block's office.

## ALLEN GOES TO THE WASHINGTON HERALD.

J. W. Allen, for the past year a member of the executive staff of the Omaha Bee, has been appointed business manager of the Washington (D. C.) Herald and assumed his duties this week. Before leaving the members of the Bee staff tendered Mr. Allen a silver loving cup.

Mr. Allen has been engaged in newspaper work for twenty-two years, having obtained his first experience with the Scripps-McRae League in Cincinnati in 1890. He was successively with the Cincinnati Tribune and New York Evening Mail and purchased an interest in the Indianapolis Sentinel in 1905, which he sold the next year to go to the Pacific Coast, where he became manager of the Los Angeles Herald.

Mr. Allen and John W. Hunter, publisher of the Washington Herald, are old friends and were formerly associated on the Chicago Journal in 1896 and 1897. Mr. Allen declares he gave up the idea of starting a newspaper of his own because of the many opportunities he saw in the Herald property.

## FIGURING A PAPER'S VALUE.

EDITOR THE FOURTH ESTATE.

SIR: All newspapers, I understand, claim as an asset their Associated Press franchise and subscription list. If such is the case there must be a basis for figuring its value, which I would like to find out if such information is available.

I have seen values placed on same but I regard them as potential, not real. I have compiled a few questions regarding same and would appreciate it very much if you could give me the desired information.

Value Associated Press franchise, how determined?

Is there any difference in value between morning and evening service?

Subscription list.

Morning edition daily except Monday.

Evening edition daily except Saturday.

Evening edition daily except Sunday.

Weekly edition.

Value between paid in advance circulation and circulation on credit.

FRANK NEWKIRK,  
care THE FOURTH ESTATE.

W. J. Serlin, for a number of years connected with Detroit newspapers, has organized the Serlin Advertising Company in that city.

## ST. PAUL DAILY NEWS

Daily average circulation for November was 59,479 an increase of 6,208 over same month a year ago. The advertising gain was 68,110 agate lines.

The Largest Circulation of Any St. Paul Newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kearney City, Boyce Bldg., New York.  
G. O. DAVIES. Chicago. J. P. ANTREDEL.

ADVERTISING MEDIUM.

ADVERTISING MEDIUM.

## The Banner Year for the CHICAGO RECORD-HERALD

### IN ADVERTISING

During 1911 The Record-Herald contained a total of 24,480 columns of advertising, the largest amount ever published in this paper in any one year and

## A Gain of 2,091 Columns

over the year 1910. This is not only the largest gain for any one year in the history of The Record-Herald but a far greater gain than that of all of the other Chicago morning papers combined. Following is a statement of the advertising gains and losses of all the Chicago morning papers for the year 1911:

*The Record-Herald, Gain 2,091 cols.*  
*The Tribune . . . Loss 1,262 cols.*  
*The Examiner . . . Gain 1,405 cols.*  
*The Inter Ocean . . . Gain 75 cols.*

The above advertising figures are furnished by the Washington Press, an independent audit company.

### IN CIRCULATION

The sworn net sold circulation of The Record-Herald for 1911 was as follows:

*Daily Average Net Sold . 200,132*  
*Sunday Average Net Sold . 213,690*

This is by far the highest average net sold circulation, daily and Sunday, for any year in the history of the paper, showing

*A Daily Average Gain of . 52,017*  
*A Sunday Average Gain of 25,194*  
OVER THE YEAR 1910.

During the year 1911 the Association of American Advertisers and the Auditing Department of N. W. Ayer & Son certified to the circulation of The Record-Herald.

NEW YORK OFFICE, 710 TIMES BUILDING

## HOLMES MAY GET BACK INTO HARNESS.

William Holmes, formerly business manager of the New York Press, will probably be appointed business manager of the New York Sun by its new publisher William C. Reick.

A year ago Mr. Holmes resigned from the Press and since has been living on his farm at Salisbury, Md. Mr. Holmes was with the Press for fifteen years, becoming business manager when the present owner acquired it.

On several occasions in the past Mr. Holmes was called by the courts to settle accounts of bankruptcy reorganizing agencies, notably those of William Moll and the Biggs-Young-Shone Co. As assignee

of the latter he has just been relieved by the courts.

When Mr. Holmes took charge of the latter case it appeared that the newspaper creditors would receive only about fifteen per cent. Instead of making a disbursement at that time he ran the concern as an agency and at the end of two years distributed over fifty per cent. to the creditors. It has been admitted on all sides that this is a most remarkable showing.

It is reported that next Monday the Laffan News Service, conducted in connection with the Sun, will change its name to the Sun News Service.

The plant of the Morgan City (La.) Tribune was recently considerably damaged by fire.

## 'FRISCO PUBLISHERS ARE ARRESTED.

John D. Spreckels, proprietor; Charles W. Hornick, general manager, and Ernest S. Simpson, managing editor of the San Francisco Call, are under arrest on a misdemeanor libel charge preferred by H. A. Moss, a stock and grain broker recently convicted in the police court of having violated a city ordinance against the operation of buck-et shops.

Moss, who conducts a business with branches in several cities, was forced to close his San Francisco offices as a result of his conviction in the police court. He sued the publishers of the Call, which has taken the lead in a campaign against alleged bucket shops, for \$100,000 damages.

Offences alleged in the criminal complaint are the publication of an editorial denouncing Moss as a swindler and a news item to the same general effect.

## BUYS AN OHIO DAILY.

Miles McCullough, of Worthington, O., has purchased the Pomeroy (O.) Daily News. Mr. McCullough is an experienced newspaper man and will make improvements in the property. L. H. R. Foulk retires from connection with the paper, but Mr. Schlaegel and Mr. Hobart will continue to be identified with the News for the present.

## "DOWN EAST" DAILY TO BUILD.

Harris M. Dolbeare, publisher of the Wakefield (Mass.) Daily Item, is about to begin the erection of a new building on a prominent corner of the business section to house his newspaper. When the building is completed Mr. Dolbeare will install considerable new and better machinery.

## KEYSTONE DAILY SOLD.

The Allentown (Pa.) Daily Review has been purchased by George H. Hardner, for the last two years proprietor of the Allentown Democrat. The item was founded by the late Cyrus Kuntz, whose widow now sells the property. It is stated that the papers will be continued separately.

The Johnsonburg (Pa.) Press is the name of a four-page daily started last month for free distribution.

Largest proved high-class evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.



## BUSINESS OPPORTUNITIES.

## EVENING PAPER.

Only daily in Central West City of 25,000 population, extensive plant, can be bought \$125,000—net earnings justify larger price.

## NEW YORK STATE WEEKLIES.

We have two, showing attractive net earnings on asking prices—both with good development possibilities.

## LAW AND BANKING PUBLICATIONS.

Earning annually amounts almost equal to purchase prices.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine properties that are not "hawked."  
200 Fifth avenue, NEW YORK.

## PRINTERS' SUPPLIES.

"IPSCO" METALS ARE BEST  
EVERY POUND GUARANTEED  
Linotype ..... 46%  
Stereotype ..... 36%  
Monotype ..... .08  
Compositotype ..... .15  
E. J. B. New York City.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
Proven Newspaper Supplies,  
117 John Street NEW YORK, U. S. A.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS.

## STANDARD

ENGRAVING CO., Inc.

7th and Chestnut Sts., Philadelphia, Pa.  
DAY AND NIGHT FORCES,  
PROMPT SERVICE.

We have the reputation of being the makers of the Best Newspaper Cuts.

## BERK NOW THE HEAD.

The company publishing the Hutchinson (Kan.) Gazette, has undergone a reorganization. K. C. Berk is now at the head of the corporation and associated with him are H. A. Hart, C. T. Warren, H. S. Thompson and Sam S. Graybill. The company has taken out a state charter showing \$20,000 capital.

## EXPLOITING SEATTLE.

The Seattle Chamber of Commerce has organized a publicity bureau to exploit the city. It is composed of twenty-five members, who will work under the direction of R. H. Mattison.

## The Puget Sound Country has

THE HEALTH of a temperate climate.

THE SCENERY of a combined Switzerland and Norway.

THE WEALTH of forest and field, of mine and factory, of rails and sails.

SEATTLE IS ITS PRINCIPAL CITY AND ITS BIGGEST NEWSPAPER IS

THE

SEATTLE TIMES  
DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

## "SUCCESS" A FAILURE IN THIS INSTANCE.

MAGAZINE WITH THE INSPIRING  
NAME GOES THE WAY OF  
MANY OTHERS.

Success Magazine has gone to the wall. It couldn't get enough money to keep going, so it will suspend, and the creditors, who had not been unfriendly in extending credit, will ask for a receiver.

In the December number it was announced that the magazine for January and February would be combined, this because there had been difficulty in delivering the November issue to Western subscribers because of the new postal regulations, but it was also realized that unless financial aid came to the publishers the magazine would have to suspend. There will be no further number.

Ever since the 1907 panic the magazine has lacked the financial support it needed. A year ago the National Post Company purchased the magazine, and Gifford Pinchot helped in the reorganization, although it was said that he did not put any money into the company.

The magazine was founded fourteen years ago by Dr. Orison Sweet Marden,

When the National Post Company took over the magazine Dr. Marden became one of the editors. E. E. Garrison became president of the company; J. L. Gulbert vice-president and treasurer, and Samuel Merwin editor and secretary.

## WORLD'S FINE CONCERT.

The first of the series of sixty-one free concerts provided for the New York public by the fund of \$10,000 donated by the New York World was given before 3,500 persons in the auditorium of Normal College on Sunday evening. It was necessary to close the doors when the capacity of the hall was exhausted, leaving several thousand persons on the outside.

The second in the series will be given tomorrow evening. Mme. Schumann-Heink was the star of the evening and was given one of the greatest ovations of her career by the World's guests.

## "BUNNY" TO RETIRE.

C. E. Schultz, who, under the pen name of "Bunny," for the last eleven years has drawn the "Foxy Grandpa" comics for the Hearst newspapers, retires from newspaper work on February 1. Mr. Schultz's contract expires then and he will give his entire time to plaster art work, which, as already told in THE FOURTH ESTATE, he took up a short time ago with considerable success.

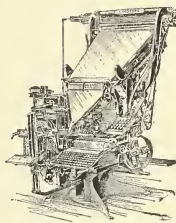
## NEW HAVANA HOME.

El Dia, of Havana, has moved into a building of its own on Galiano street. It now owns a \$35,000 press and a battery of four linotypes. The publishers are Congressman Andre and Don Manuel Espinosa. Heretofore the paper has been printed at the plant of the Havana Post.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

## The Multiple Machine Idea IN NEW JERSEY.



QUICK-CHANGE MODEL 8  
Three-Magazine Linotype

Long Branch, N. J., Dec. 22, 1911.

Mergenthaler Linotype Co.,

Gentlemen: We have been using our new model 8 three-magazine linotype for two months and wish to express to you our appreciation of its excellent service. The changes of faces are so easily made that we do not take the time to sort our copy but send it to the operator and he makes the changes in faces as often as it is necessary. This, you will understand, is of great advantage to an office of the class of the Long Branch Daily Record.

Yours truly,

LONG BRANCH DAILY RECORD.

By C. L. Edwards.

Trenton, N. J., Sept. 27, 1911

Mergenthaler Linotype Co.

Gentlemen: The model 8 machine, one of which we recently purchased, needs to be seen in operation to show how superior it is to the No. 5.

With three magazines practically always in position, a variety of head lines, straight news and advertising matter may easily be composed, dependent only upon the skill of the operator.

There seems not the slightest doubt about the universal ejector blade being a wonder.

Very truly yours

ADVERTISER PUBLISHING CO.

## The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.  
SAN FRANCISCO: 618-646 Sacramento Street.  
NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## WOULD KILL EDITOR.

Recently an attempt was made to assassinate Editor Ricardo de la Torriente of La Politica Comica, of Havana. A former employee, who was implicated in the scheme, was arrested by the police and the plot was discovered in time to prevent carrying it out. Torriente was severely injured in another attempt to kill him early in the year.

## JOURNALIST GOMEZ RETIRES.

President Jose Manuel Gomez of Cuba has withdrawn from active journalistic work, and sold his interest in El Triunfo to Dr. Modesto Morales, his partner. The pa-

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

per will continue as a Liberal organ. Dr. Morales is now the Liberal candidate for election to the House of Deputies.

## TO PUBLISH GERMAN PAPER.

The Schenectady Herold Printing Company (N. Y.) has been incorporated with a capital of \$5,000 to publish a newspaper. The directors are Oswald E. Heck, Thomas Unseld, Sr., and Thomas Unseld, Jr., of Schenectady.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Tres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

MAIN OFFICES:  
105 WEST 40TH STREET  
(Tilden Building), NEW YORK.  
NEW YORK.

PHONE 5200 BRYANT,  
Long Distance 5 Frank Lines.

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

NO. 932 FOR THE WEEK ENDING SATURDAY, JANUARY 6, 1912

## BANKERS WAKING UP TO OPPORTUNITIES.

Considerable space has been devoted recently by THE FOURTH ESTATE to discussions by leaders in various business callings and professions on the worth and necessity of publicity in their particular lines of endeavor. Probably the discussion on the topic has incited among no body of business men more interest of late than in the banking and financial circles of the country.

It is fast being realized in financial advertising as well as in every other branch of business publicity that the idea that a mere card in a newspaper or a magazine was all that was necessary to draw the public attention is a thing of the past. This form of advertising most bankers now regard—quite rightly, too—as an absolute waste of their money, and each year finds a smaller number of them holding to standards that are obsolete.

The aggressive and enterprising bankers now aim to say in their advertisements something that is intelligible and enlightening to prospective customers. They endeavor, in language that is convincing—and yet not departing from the conservative line surrounding their business—to make their offerings attractive to the public. In a recent editorial on the subject the Financial World said:

The modern spirit in advertising which is fast converting the old school of conservative bankers had its origin amid lowly and squalid environments. In fact, it sprang directly from the operations of get-rich-quick promoters.

Not until the get-rich-quick element had demonstrated the magic power of advertising as a method to separate the public annually from between \$75,000,000 to \$100,000,000 did bankers themselves fully wake up to their neglected opportunities.

If investors can be induced to spend hundreds and thousands of

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch); 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

dollars on securities about which they know nothing, and buy from persons who are absolute strangers to them, influenced entirely by the vivid descriptions of the glittering offerings in the advertising columns, why should not instructive advertising by legitimate investment bankers whose names alone are the insignia of honesty—prove even more effective?

This fact the wide awake and enterprising banker divined quickly and with this conclusion once become fixed it did not take long before it blossomed forth from a fad into an accepted standard from which to approach the public.

Now we find clever men in advertising, specializing in the creation of attractive and convincing financial publicity which will interest the public, stimulate the buying of sound securities, and accomplishing this without encroaching upon that feature of the banking business which high class financiers regard as sacred—their boasted reputation for conservatism.

The high degree of skill reached in financial advertising of an educational character may be judged by the volume of it that is now seen in all publications. The new methods are forcing from the market the get-rich-quick security offerings.

The public desire is to have the bankers make the selections and it will buy eagerly when the offerings are attractively described. Financial advertising men fully recognize this trend of thought and shape their efforts to cater to it.

## THE PRESS OF NEW CHINA.

Nothing is more truly indicative of the national awakening in China than the vernacular press, edited by these same foreign educated Chinese, which has already played a great part in the present revolution by fostering and feeding the idea of self-government and by enabling the leaders of the insurrection to keep their fingers constantly on the pulse of public opinion.

Just as the liberal press of Mex-

ico was mainly instrumental in ending the Diaz regime, says Collier's Weekly, so the modern press of China—which seems to have sprung up almost in a single night, so rapid has been its rise—bids fair to be the chief factor in ousting the Manchū dynasty from Peking.

Nothing depicts more graphically the newly-found freedom of the Chinese press than the announcements with which several leading papers of the central provinces greeted their readers recently on the Chinese New Year: "Chinese, rouse yourself, exert your strength, and claim for yourselves a share in the government of your country such as is enjoyed by the powerful nations of the west."

And this, remember, in a country where only one-fifth of the population can read and write, and where, eight years ago, the editor who was daring enough to publish such an appeal would have been punished by torture or decapitation.

## NOTE AND COMMENT.

For the seventh successive year the New York World printed in excess of a million separate advertisements during 1911. Complete figures show that in the morning and Sunday editions, only, there appeared during the twelve months exactly 1,520,184 advertisements. These figures, compared with the World's record of 1902, when it printed 908,938 advertisements are the best indication of the way the World has grown in the last ten years.

People have long ceased to place any limit to the World's achievements and watch now only for record breaking figures. The World first passed the million mark in 1905 when its totals reached 1,134,959, and its lowest record since has been 1,200,873, which was in the panic year of 1908.

The display advertising staff of the Philadelphia Public Ledger is made up of a list of hustlers who seem appropriately adapted to their work. By a singular coincidence, putting their names all together gives the following novel combination:

T. Flynn.  
H. Volk.  
E. L. Wingert.

P. op Dailey.  
U. gerty.  
M. F. Oc  
C. E. Be  
M. H. K  
S. H.

G. F. Go  
J. J. O'N  
J. A. O'  
W. C. Rau  
M. H. Gre  
T. F.

L. smith.  
E. ill.  
D. onnell.  
G. hley.  
E. nwald.  
R. ose.

The Pueblo (Colo.) Star-Journal, on December 31 issued a special New Year's edition in connection with its regular Sunday edition which consisted of sixty-four pages. There were twenty-six pages of solid half-tone views of the city's principal buildings, residences, churches and manufacturing plants, as well as views taken of the San Luis Valley. This is

said to be the most pretentious edition of a daily newspaper ever issued in the state of Colorado outside of Denver, and gives evidence of enterprise on the part of the Star-Journal's management and influential standing in its community.

The Boston Post reports that 1911 was the greatest business year in its history. It gained 171,838 lines of advertising over the year 1910, printing a total of 5,059,740 lines; while its average circulation daily, exceeded the previous year by 26,759 per day, and Sunday, 33,847 per issue. The average daily circulation for the year was 349,979, and the Sunday, 300,323 copies.

The foreign advertising in the Post figured greatly in the increase. This department is in charge of C. F. Kelly & Co., New York, in the East, and C. George Krogness, Chicago in the West.

Another record year for the Seattle Times closed with the last day of 1911. In every respect the paper lived up to the standard set by Colonel Aiden J. Blethen and his sons since they assumed charge of the paper now more than fifteen years ago. The Times has averaged over 1,000,000 lines of advertising per month for several years, and its circulation is in excess of 65,000 daily and 85,000 Sunday. The Times is represented in the foreign field by the S. C. Beckwith Special Agency.

The Payne & Young Special Agency auspiciously begins the new year with important changes on two of the principal newspapers on its list, the Grand Rapids News and the San Francisco Post passing to the management of James B. Pinkham. Both changes auger well for the papers affected and will no doubt offer their foreign representatives greater opportunities for showing their mettle as business getters.

The New York Star came out on Monday in a new dress. The headlines, formerly inconspicuous, whether large or small were in heavy face type, bringing every article into prominence.

The New York Herald Syndicate announces that "The Jump-Ups," a new color feature, will be ready in February. It is pronounced the kind that makes and holds circulation. Verses are by Paul West and drawings by Loomis.

The Szabadsag, of Cleveland, which claims to be the oldest Hungarian daily newspaper in the United States and the national organ of the American Hungarians, is observing its twentieth birthday, and to mark the event has issued a 112-page edition.

The Christmas charity fund collected by the New York American last year amounted to \$22,985.26. This was gathered principally from various benefit athletic meets, boxing shows and theatrical entertainments held during the month of December. It is estimated that this sum provided for 48,000 Christmas dinners and the purchase of nearly 100,000 toys for children.



## PURELY PERSONAL.

Charles Hopkins Clark, editor of the Hartford (Conn.) Courant, was recently entertained by President and Mrs. Taft at the White House.

J. L. Tucker, general manager of the Portland (Me.) Press, is working on a special "Porcupine Edition" to be issued shortly. He was in New York for a few days last week.

Frederick H. Stevens, proprietor of the Hayland (N. B.) Observer, is back at his desk after a siege of illness.

W. F. Stanley, the retiring owner of the Psaco (Wash.) Progress, was tendered a dinner a few days ago by his fellow citizens.

C. H. Slocum, publisher of the Omro (Wis.) Herald, has been so fortunate as to again land the printing for Winnebago county for the year 1913.

William J. Slater, business manager of the Kalamazoo (Mich.) Telegraph-Press, on New Year's Day was presented with a handsome gold watch fob by the members of the mechanical departments as an expression of their esteem and good wishes.

James O'Donnell Bennett, dramatic editor of the Chicago Record-Herald, has been honored by the students at the Howland School by naming their dramatic club after him.

G. H. Gordon, formerly editor of the Dresden (Can.) Standard, is now connected with the sales department of the Brown Jewelry Company, Ltd., of Toronto.

Frank E. Roberts, for a long time the city hall reporter for the Utica (N. Y.) Observer, has been appointed confidential secretary to the new Republican mayor of Utica.

W. M. O'Beirne, editor of the Stratford (Can.) Beacon, is spending some time in the Ottawa Valley recuperating from a nervous breakdown.

J. Harry Connor, formerly a Cincinnati newspaper man and now connected with the Cosmopolitan Press Association, spent the Christmas holidays in Cincinnati with his mother.

John Martyn of the Ripley (Can.) Express is pretty nearly recovered from his recent illness.

William J. Masson, night editor of the Oneonta (N. Y.) Star, is critically ill.

Wilfred Lazure has resigned from the staff of the Sherbrooke (Can.) Tribune to study law at McGill University.

J. B. Buchanan, president of the Live Stock Reporter Company, of Fort Worth, Tex., was presented with a fine Axminster office floor rug by his staff for Christmas.

R. L. Goldberg, the New York Mail cartoonist, is again on the stage with his popular cartooning stunt. He is at present on the Wil-

liams Theater Circuit and is being well received everywhere.

John A. Auld, editor of the Amherst (Can.) Echo, recently suffered a severe illness.

Martin Butler, proprietor of the Frederickton (N. B.) Journal, has not yet fully recovered from his illness.

Bishop Rudolph Dubs, editor of the German publication of the United Evangelical Church, at Harrisburg, Pa., has just undergone an operation on one of his eyes.

A. R. Brennan, editor of the Summerside (Can.) Journal, has been spending a short vacation in Ontario.

J. W. Hartinger, editor of the Farnhamville (Ia.) Index, is the father of a new baby boy.

Thomas Cooke, financial editor of the Louisville Herald, is nearly himself again after his recent illness.

George F. Grinnell, editor of Forest and Stream, is preparing a new book on outdoor life.

George M. Bailey, chief editorial writer of the Houston (Tex.) Post, on account of pressure of other business has resigned from the San Jacinto Park commission.

G. L. Hurd, editor of the Stanfield (Ore.) Standard, is the new president of the East Oregon District Agricultural Association.

William H. Samson, for many years a newspaper man in Rochester, has moved to New York and is now associated with the Metropolitan Art Association and the Anderson Auction Company.

A. W. Smith, of the MacLean Publishing Company's papers, Toronto, has returned home from a business trip to the United States.

George Copp of the Guelph (Can.) Mercury staff has been fifty years in the service of that newspaper.

J. L. Stack and Harrison M. Parker, Chicago advertising agents, are in Honolulu for a short vacation.

Charles E. Garrido, editor of La Prensa, of Havana, who has been in Europe for several months, will arrive home in a few days.

W. A. Countryman, formerly editor of the Hartford (Conn.) Times, but now connected with the United States Census Bureau at Washington, visited old friends in New Haven this week.

Roy Brown, managing editor of the Vancouver (B. C.) Province, recently visited his old home in New Brunswick.

Dr. Joseph S. Bloch, editor of the Israelite Wochenchrift, of Vienna, now on a visit to this country, was the chief speaker at a mass meeting held in his honor on Thursday evening in New York by the United Galician-Jewish Societies.

## MISS FITZGERALD USHERING IN THE NEW YEAR.

As 1911 held forth no outlook for any idle moments for Miss Marie V. Fitzgerald, president of the Fair Play Agency Brokerage, she decided that all work and no play makes one a trifle stolid, and so in order to "break the spell," as she declares, she is now in Atlantic City for the New Year week.

Miss Fitzgerald is not only a playbroker, but she is an art critic



MISS MARIE V. FITZGERALD.

and a playwright, so dividing her time among the three has caused remarkable activity. When questioned as to which she liked best of the three, the response was given readily, "Once a newspaper woman, always. It can't be helped." Which has been the case with many.

But then, as Miss Fitzgerald adroitly puts it, "when you are the infant in play brokerage so far as time of existence goes" (for she has been in this sphere but one year) "you do require some rest." And waving an "adieu" to her, one could not but agree.

## IN THE PUBLIC EYE.

Daniel V. O'Connell of the staff of the Boston Post has been appointed private secretary to Mayor Michael A. Scanlon of Lawrence, Mass.

E. L. Rainey, editor of the Dawson (Ga.) News, is being urged to run for railroad commissioner of the state.

Frank E. Harris, editor of the Ocala (Fla.) Banner, may be a candidate for the gubernatorial nomination.

Jesse Suter, well known in Washington and Nashville newspaper circles, is now press secretary to Postmaster-General Hitchcock.

C. A. Scoville, editor of the Alma (Ark.) News and Mulberry Democrat is a candidate for state senator from Crawford County.

Woodson May, who has been connected with various Kentucky

newspapers and lately of Somerset, has been appointed to the staff of Governor McCreary.

Richard J. Jones, proprietor of the Sebring (O.) Times, and three times mayor of his town, is after the Republican nomination for Congressman.

Peter Bolger, long political editor of the Philadelphia Record, has been appointed a member of the Civil Service Board of Philadelphia.

Clarence E. Snively, a Los Angeles newspaper man, is the new executive secretary to the chief of police of his city.

Colonel W. P. Walton, editor of the Lexington (Ky.) Messenger, has been elected secretary of the National Citizens' League, which is advocating currency reform.

Thomas D. Bowman, editor of the Smithville (Mo.) Democrat-Herald, has been appointed deputy United States consul at Nogales, Mexico.

## WEDDING BELLS.

Charles Auld of the Essex (Can.) Free Press has been married to Miss Laura V. Matthews of Inwood.

W. W. Abell, part owner of the Baltimore Sun, was married last Saturday to Mrs. May J. Forbes Zell. The ceremony took place in Baltimore.

Jesse Albert Bunch of the Loveland (Cal.) Herald staff, has been married to Miss Jean Frances Finley. The bride for the past four years has been news and society editor of the same newspaper.

Edward A. Benchley, formerly connected with Boston newspapers and lately with the Board of Trade Magazine, of Worcester, Mass., was recently married to Miss Harville Allen of Worcester.

Frank S. Tolle, editor of the Maysville (Ky.) Independent, has been married to Miss Ivy Cardwell Martin.

J. N. Foster of the Hartford (Ky.) Republican and Miss Anna Eliza Keown have been married.

Miss Isabel McArthur, daughter of J. L. McArthur, publisher of the Granville (N. Y.) Sentinel, were married last week.

Tracy Bird, editor of the Nogales (Ariz.) Oasis, was married last week to Miss Buelah Olney.

## VISITORS IN NEW YORK DURING THE WEEK.

Frederick W. Kaye, business manager the New Haven (Conn.) Times-Leader.

F. W. Worcester, business manager the Memphis News-Scimitar.

J. E. Woodman, president the Hulton, Lorenzen & Woodman Company, New York and Chicago.

A. H. Marchant, advertising manager the Boston Post.

G. J. Auer, publisher the Albany (N. Y.) Knickerbocker Press.

MORE THAN A  
MILLION  
AND A HALF

separate advertisements  
printed during 1911.



FIR  
FAR

Morning and  
Sunday only **1,520**

THE RECORD  
OF THE

NEW YORK

*This Record shows that for*  
**SEVEN**  
**SUCCESSIVE**  
**YEARS**  
*the New York*  
**WORLD**  
*has printed*  
*Over a MILLION*  
*ads each year.*

Number of Separate Advertisements  
for the

The World (The New York  
Metropolitan)

1902.....	908,938	1,
1903.....	929,981	1,
1904.....	928,643	1,
1905.....	1,134,959	1,
1906.....	1,397,245	1,
1907.....	1,405,032	1,
1908 .....	1,200,873	1,
1909.....	1,415,097	1,0
1910.....	1,546,897	9
1911.....	1,526,184	9

THE WORLD'S NET LEAD over its  
number of advertisements printed during

NO OTHER New York newspaper prints EVEN HALF



# ANNUAL REVIEW SECTION OF THE FOURTH ESTATE

No. 932.

NEW YORK, SATURDAY, JANUARY 6, 1912.

PRICE 10 CENTS.

## REVIEW OF THE YEAR 1911 IN THE NEWSPAPER AND AD FIELDS.

A FINE TWELVE MONTHS, BREAKING ALL RECORDS  
—THE PRINT PAPER SITUATION—LABOR PROBLEMS  
—LIBEL NEWS—POST OFFICE DOINGS—CHANGES IN  
INTEREST—NEW PAPERS—CONSOLIDATIONS—AGENCY  
NEWS—NEW IDEAS—FIRES—IMPROVEMENTS—ASSOCIA-  
TION NEWS AND OTHER ITEMS OF INTEREST.

It is probably right to characterize the year 1911 as the most prosperous in the history of American Journalism. Newspapers everywhere have shown gains, both in circulation and in advertising, over 1910, and the present prospect is that 1912 will provide a still further advance, in spite of the fact that it is a Presidential campaign year.

Unlike the magazine field, which is filled with trashy periodicals that have no excuse for existence other than the ease with which a clever promoter can prey upon the credulity of the long-suffering advertiser, and which is fortunately being "cleaned up" by the post office and other departments of the Government, the journalistic field is not "over-done."

With few exceptions, the newspapers of any city of the United States or Canada exist and thrive because there is a demand for all of them in their respective localities. Each has its special army of readers who "swear by" its individual methods of treating the news of the day, and its especial clientele of advertisers who desire to reach economically its particular class of subscribers.

It is perhaps fair to say that the very most important development of the year 1911 has been the awakening of the general advertiser to the fact that the newspaper, rather than the magazine, brings him into intimate touch with prospective customers in any city or section.

And it is not too much to predict that the cumulative effect of this newspaperward movement will put 1912 far ahead of the year just ended in net financial results.

This, with the proverbial propensity of the newspaper man to put his profits into betterment of his paper rather than into his pocket, must find its logical conclusion in a general improvement, or uplift, of the press of America.

### THE PAPER AND PULP FIELD.

The beginnings of a revolution in paper were inaugurated in 1911 with the passage of the Canadian Reciprocity Bill, wherein provision was made for the free admission of Canadian pulps and paper valued at not

more than four cents a pound, when made from unrestricted wood. The rejection of reciprocity by Canada did not affect the pulp and paper section of that bill because that section did not require Canadian concurrence.

It became operative immediately upon the approval of the act by the President, July 26, 1911. The refusal of Canada to grant any concession made the admission of Canadian pulps and paper "a particular favor" to Canada under the terms of treaties of the United States with other countries.

Five of the favored nations which ship pulp and paper to America, viz., Sweden, Norway, Denmark, Germany and Austria-Hungary, applied to the United States Government for the same concession under the terms of their favored nation treaties. The determination of that application was referred to the President, and it is probable that he will pass it along to the Court of Customs Appeal for judicial determination.

Favorable action means practically free paper from all countries. The favored nation treaties provide that the "particular favor" shall immediately become common to them. They object to the delay incidental to judicial determination. Germany indicated its dissatisfaction with the delay of the United States in carrying out its treaty by a retaliatory discrimination on tool steel and rubber in favor of Sweden and Japan.

The limitation of free admission of pulps and paper in Section 2 of the Reciprocity Act to the products of unrestricted wood puts a premium of \$3.75 per ton of print paper upon products of Canadian woodlands not subject to the provincial prohibitions of exportation of pulp wood. The Canadian provinces are confronted by what is a prohibitive rate upon the products of their Crown lands.

There are indications that they are considering plans to modify their restrictions in order that the pulp and paper products of Crown land wood may be entitled to free admission to the United States. The section was framed to exert that pressure and to force that outcome and to insure a supply of free pulp wood for American papermakers.

The agitation of paper matters stimulated many new pulp and paper enterprises. Over 1,000 tons per day of new production of news-print paper will come upon the market during 1912. Eighty-one companies, aggregating capitalization of eighty-three million dollars, were incorporated within seven months to

engage in pulp and paper manufacture.

The Hearst order of 333 tons per day for New York, Chicago, and Boston is to be transferred from the International Paper Company after April 1, 1912. The New York Mill arranged to finance the De Grasse Mill at Pyrites, New York, in order that the bulk of its full supply of 200 tons per day may be ultimately produced at that place.

Preliminary to the passage of the Reciprocity Act the tariff board made an investigation of the cost of producing pulps and news-print paper at American and Canadian mills. Progress was made in the economies of paper manufacture. Paper machines have been speeded up to 700 feet per minute.

A process was invented where by beaters have been dispensed with in preparing material for paper machines.

The Eastern Manufacturing Company, Bangor, installed a plant for removing the bark of pulp wood without waste of wood.

The United States Government established an experimental station in Wisconsin to ascertain the availability of other kinds of wood as substitutes in papermaking.

Uniform and agreed prices were maintained close to the former level by papermakers during 1911, but the advent of new production promises a softening of prices. Papermakers exported news print paper as industriously as the Canadian papermakers shipped in their supplies to American consumers. The stock of news-print paper on hand increased during the year notwithstanding a material reduction in output by paper mills during the summer months.

A group of paper board makers, organized as the Eastern Box Board Club, was indicted during the year for violation of the anti-trust law. The testimony of A. C. Hastings, president of the American Paper and Pulp Association, before the Senate Committee on Finance, with respect to the control of paper prices, was one of the sensations of the trade for the year.

No progress was made in project of papermakers to establish a school to teach papermaking.

A patent was granted to Dr. Hugo Henkel and Director Otto Gessler of Augsburg, Germany, on a method of removing ink from printed paper by means of alkaline bleaching agents.

A deal was completed by which an American syndicate, headed by F. C. Adams of Portland, Me., and Charles A. Barnum of Revelstoke, B. C., obtained control of 700,000 acres of timber and pulp wood land in the interior of British Columbia. It is said to be the intention of the syndicate to build a \$2,000,000 mill at Big Eddy, close to Revelstoke.

The plant of the Ashland Paper Company, Ashland, Wis., began operating.

The \$5,000,000 news-print paper mills of the Brooks-Scanlon Company of Minneapolis, at Powell River, B. C., began operation in October.

The British Industrial Company, Ottawa, Can., purchased 300 square miles of woodland on Lake St. John for a British-Canadian company,

which is being organized to build a mill near St. Felician, about thirty miles up the lake from Roverval, Que.

During the year ending July 31 statistics showed that \$53,000,000 in capital had been invested in pulp, paper and timber companies of Canada.

The Canadian Puget Sound Lumber Company was incorporated to manufacture wood pulp with \$5,000,000 capital.

What was said to have been one of the biggest transactions ever carried through in the Canadian pulp and paper field was the purchase by capitalists by Rudolph Forget, M. P., and others, of 1,100 square miles of timber lands in the St. Maurice River district of Quebec.

The Columbia Mutual Lumber Company was incorporated with \$1,500,000 in Canada to take over the paper and pulp business of the Columbia River Timber and Transportation Company and the Canadian Lumber Company.

The Diamond Mills Company and the Dominion Securities Company purchased an immense tract of standing timber near Revelstoke, B. C. A mammoth paper and pulp plant will be erected by the company a few miles from Revelstoke. The investment, it is said, will amount to \$20,000,000.

The Eastern Canada Pulp and Paper Company raised its capital stock to \$15,000,000.

The Georgia Wood Pulp Company was incorporated at Atlanta, Ga., with a capital of \$1,000,000.

Experiments were made in Germany for producing a mechanical pulp by a process entirely different from that consisting of the defibration of wood by the action of stones.

The B. Grier Paper Company was incorporated in Ottawa with a capital of \$1,000,000.

The income of the International Paper Company for the fiscal year, according to the president's report, amounted to \$23,000,000, an increase over the previous year of \$3,636,716, and the largest in the history of the company. Net earnings showed an increase over the previous year of \$692,351.

The Lake Superior Paper Company, of International Falls, organized during the year with \$8,000,000 capital, took over the property of the Lake Superior Corporation at Sault Ste. Marie, Can.

The rates of railroad carriage on print paper from Little Falls to Albert Lea, Minn., were declared excessive by the Interstate Commerce Commission and a reduction ordered. The maximum charge was placed by the commission at 12½ cents.

Work was started on the \$1,500,000 paper mill of the Minnesota and Ontario Power Company on the Canadian side of International Falls.

The New Brunswick provincial legislature prohibited the export of pulp wood from crown lands to the United States on October 1.

The New Lake Superior Paper Company was chartered in Canada with a capital of \$8,000,000.

The Edward Partington Paper Company, of Canada, practically secured the whole of Union Point, and

will make a large addition to its present plant at that place.

The Norwood Paper Company, Watertown, N. Y., completed \$80,000 worth of improvements to its plant.

Pennsylvania capitalists acquired timber rights to about 500,000 acres of land in the Okefenokee Swamp, Ga., and will erect a pulp mill at Waycross.

The Powell River Pulp and Paper Company's \$2,000,000 mill at Powell River, B. C., started up.

The Quebec Pulp and Paper Company, Ltd., was incorporated in Ottawa with a capital of \$15,000,000.

A French patent was granted to Pierre A. Sparre of Paris on a method of making news and other paper from sawdust.

Three hundred employees of the Ticonderoga Paper Company, Glens Falls, N. Y., struck for an eight-hour day in June.

The Tidewater Paper Mills Company, of New York, was incorporated with \$1,500,000 capital.

#### IN LABOR'S REALM.

Generally speaking, the year was a good one for labor employed by newspapers. Many new scales at an advance were made and the trade in a flourishing condition so far as employees are concerned. The great increase in the price of white paper, which will be in full effect in 1912, will probably induce publishers to take a stiffer attitude in matters than the one that has prevailed in the past. They are always willing to pay for efficiency, but the enforcement of priority laws and other forms of checking output are making a serious disadvantage.

The special committee of the A. N. P. A., composed of Victor F. Lawson, Charles W. Knapp, G. J. Palmer, Herman Ridder, H. N. Kellogg, George C. Hitt, S. S. Carvalho, Bruce Haldeman and Don C. Seitz, completed a new contract for a term of five years with the International Typographical Union, which is considerably modified from the form of the one expiring May 1, when all the contracts between the American Newspaper Publishers' Association and the various international labor unions expire. It permits the local unions to decide as to whether or not they will sign an arbitration agreement. The old form made this arbitrary. The union had no option when the publisher elected to sign it.

Contracts remain to be negotiated with the pressmen and photo engravers. Publishers' Association have signed. The New York City members of the Association have voted unanimously not to sign the new form of agreement. They object to having international law govern on the theory that by constant referendums this law will be so changed as to leave the papers entirely helpless and make arbitration a joke.

There has been a deadlock for three years between the New York Publishers' Association and the Stereotypers' Union. The publishers have offered a raise of three dollars a week to the members of the New York Union, in return for which they require the union to give up all extra charges, such as time within time. This the union is steadily refusing to accept and is waiting the expiration of the arbitration agreement before making a further move. The publishers of New York City are united in their position.

Much protest was aroused among publishers in July by the sudden decision of the I. T. U. to abolish the piece scale as a result of the petition of fifty local unions of the 650 in the organization.

An important arbitration decision was rendered in the case of the I. T.

#### BUSINESS HELPS.

#### BUSINESS HELPS.

Every Editor Needs It.

Every Advertiser Needs It.

# THE WORLD ALMANAC FOR 1912

Treats as usual more than 10,000 topics, including many new departments of research. Among the more prominent features this year are an amplification of the Sports section, and the devotion of greater space to matters of Art, Music, Literature, the Drama, Astronomy, etc. The Statistics of Manufactures, Exports and Imports are exceptionally complete; revised census figures are supplied and the story of the Electrical Development during 1911 is most exhaustive. Information relating to the Commission Form of Government, the Peace Movement, the Income Tax question, the State Regulation of Railroads are a few of the myriad subjects.

Ready January 1.

On News Stands, 25 cents.

(West of Buffalo and Pittsburg 30 cents.)

By Mail, 35 cents.

U. against the New York Times. It is to the effect that an employer may drop an incompetent union employee without consulting his union.

The American Newspaper Publishers' Association moved the headquarters of its labor committee to Indianapolis.

A strike of about 200 printers in the offices of the Chicago American and Examiner occurred in March. The strike was called by the local union without the authorization of the national body and was brought to a speedy close by President Lynch of the I. T. U. The disagreement was over the refusal of the American and Examiner to pay for the half cent per line difference between their columns and those of the other papers of the city. The men declared that by losing the pay for the half cent they were being deprived of union wages. A feature of the strike was that all the papers agreed not to issue a larger paper than the Amer-

ican and Examiner would be enabled to, and as a result for one day Chicago had only four-page papers.

The members of the New York Newspaper Publishers' Association renewed their 1910-11 contract with Typographical Union No. 6 for an other year.

Factory employees of R. Hoe & Co., New York, the printing machinery manufacturers, were on strike for several months for an eight hour day. The company offered to grant it gradually in two years, which was at first refused, but finally accepted. The working time will be gradually cut down until the eight-hour day is reached by July 1, 1913.

#### LIBEL CASES.

There were very few changes in the law of libel, as applied to newspapers, in this country during the year 1911, either in the common law

as laid down in the decisions of the courts or by statute.

The tendency in the English courts in recent years has been to make the law of libel more liberal toward newspaper publishers, while in this country the tendency has been to apply the old English rules with greater strictness.

Especially in cases involving the question of punitive damages have the trial and appeal courts in this country shown a growing tendency to make newspaper publishers subject to vindictive damages, by jury verdicts, for mistakes in publication not due to actual personal malice or ill will, but to some act of carelessness or inadvertence on the part of the writer or editor of newspaper copy.

One of the most interesting of recent novel decisions of the law of libel was rendered in the Supreme Court of New York State, where it was held that it was libelous *per se* to publish in the columns of a newspaper under the head of "Deaths" or "Died" the name of a living person.

It has been frequently said in recent years that the tendencies in the American courts that were unfavorable to newspaper publishers were due to the sensational character of some of the modern newspaper papers of greatest circulation. But in one recent case a New York justice of the Supreme Court went so far as to intimate the opinion that compensatory damages of a plaintiff in a libel suit might be increased by the high character of the newspaper and the honorable method of conducting it, because, as he expressed it, it would make the publication in its columns more readily believed.

It is doubtful, however, that this will ever be declared to be the law of libel by the higher courts of New York or any other State.

The Panama libel case of the United States Government against the Press Publishing Company (the New York World), Joseph Pulitzer, publisher, and members of the staff was brought to an end by the Supreme Court of the United States unanimously deciding that the case was out of the jurisdiction of the federal courts, thereby upholding the decision of the United States Circuit Court of New York, which had quashed the indictments a year previous.

An action for criminal libel by Democratic nominees for the Supreme Court bench in Brooklyn against William Berri, publisher of the Brooklyn Standard-Union, created wide interest during the municipal campaign in November. They had Mr. Berri arrested because he charged them in his paper with buying and otherwise illegally getting their nominations, but decided, when the case came up for hearing, to withdraw the action with apologies. The Standard-Union's charges were the cause of the investigation of the district attorney into the matter, which is still under way.

The Akron (O.) Beacon-Journal won the libel suit brought against it by Herman Preusser, a Cleveland attorney.

A retrial of the criminal libel case of ex-Congressman John Allen against J. N. Bonney, editor of the Corinth (Miss.) Daily Corinthian, resulted in the acquittal of the defendant.

Vincenzo di Auto, editor of the Paterson (N. J.) Messagero, won a suit for libel instituted by Alphonso Lombardi.

The Boston Post lost in a libel action brought by Harry Thurston Peck, and was ordered to pay \$2,500



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damages, from which an appeal is to be taken. The action was for \$50,000, because of an article referring to a breach of promise suit against the plaintiff.

Fred W. Bush, editor of the Athens (O.) Messenger, who published an editorial scoring Judge Kinkaid and Prosecutor Turner of Hamilton County, was fined \$100 and costs "for contempt" and then both were remitted because he had previously made a retraction.

The Baltimore American was awarded the verdict in a \$10,000 libel suit of Isaac P. Dorsey, Democratic supervisor of elections in Somerset County, who objected to the American characterizing the balloting in his district as fraudulent.

Frank Harris Bligh, editor of the Voice of the People, of Tucson, Ariz., was acquitted by a jury of a charge of criminal libel made by James T. Williams, publisher of the Tucson Citizen.

An indictment for criminal libel was returned in November against the Boston Journal by the Middlesex County Grand Jury in connection with the part the Journal played in the investigation into county affairs which involved several public officers.

The libel suit of Hereward Carrington against the New York Times was withdrawn.

The Cleveland Leader was awarded the decision in a libel suit for \$50,000 damages brought by Olga Netherlands, the actress.

The suit of Kellogg Durand, author and Socialist, against the Washington Post for \$2,572, was dismissed as being without cause.

A. R. Fenwick, managing editor of the Seattle Post-Intelligencer, was acquitted of the charge of libeling L. M. Darrow, manager of the Bellingham American-Reveille.

The libel case against the Hamilton (Can.) Times by Charles Baird for \$50,000 damages was dismissed without the defendants being asked to put in any defense.

William R. Hearst brought action for libel against Collier's Weekly for \$500,000 damages on account of one of Will Irwin's articles on the American Press, stating that \$1,000 was paid in an advertisement in the Hearst newspapers would buy an editorial endorsement for the advertiser. The case is yet to be heard.

The suit of James C. Henrighs for \$10,000 damages against the New Orleans Times-Democrat was dropped.

The Irish-American, of New York, lost a suit of \$25,000 to Rev. John F. Baxter.

Charles M. Kelly, editor of the Altoona (Pa.) Times, was acquitted of a charge of criminal libel preferred by J. Riley.

W. C. Lightfoot, editor of the Bradenton (Fla.) Herald, was acquitted of the charge of libel preferred by I. H. Humphries, editor of the Journal.

A Publicist of Montreal and its editor, Tancred Marcl, lost a suit to Senator Dan Durand and had to pay \$200 damages.

The full bench of the Massachusetts Supreme Court upheld the conviction of George H. Pratt, Rev. E. Eben Bayless and the Somerville Evening Sun, accused of libeling Mayor John M. Wood. All were punished by fines.

J. P. McConnell, editor of the Vancouver (B. C.) Saturday Night, was ordered to pay damages of five cents to J. S. Emerson.

The high court of Ontario dismissed the libel suit for \$2,000 damages brought by John A. McIntosh against several Toronto papers because they printed his picture in mistake for a man charged with robbery.

The publishers of the Short Hills (N. J.) Item were ordered to pay

six cents damages to Felix McGee, John V. Dunn, Harry H. Lyons and Everett Shepherdson for libel.

The New York Supreme Court (appellate division) handed down the ruling that officers of a corporation publishing a newspaper cannot be held personally responsible for the publication of a libel in that paper. The decision was rendered in the criminal libel proceedings of John D. Rockefeller, Jr., against the New York American two years previous. The officers of the company were arrested and held by the magistrate, but their cases were appealed. The court, however, ruled that the president of a corporation might come under the provisions of the statute as a manager, and held S. S. Carvalho.

The appellate division of the Supreme Court in New York decided that the New York World did not have to pay the \$15,000 damages which a Cayuga County jury awarded to Albert H. Hamilton, an Auburn newspaperman, who was claiming that during a certain trial he was chased from the courtroom.

The New York Supreme Court jury disagreed in reaching a verdict in the libel case for \$100,000 damages brought against the New York Sun by Captain Ned P. Sorenson.

A libel suit against the New York World by Max Hersch Schlessel was dismissed by the Supreme Court.

The New York World won in a libel suit for \$10,000 damages instituted against it by Allan McDonald because of an article telling of his arrest, which was not sustained by the court. He had already secured damages for false arrest from the detective who arrested him and for libel from the New York Times.

The publishers of the New Orleans Bayou in December, answering the suits for libel instituted by Edward L. Puget and Joseph O. Walton, declared that they would back up the charges made in their paper, as the statutes about the plaintiffs were plain news of an incident in which they were truly involved.

The New York Times was awarded the verdict in a libel suit for \$100,000 brought by Phillip H. Schmidt, a former assemblyman. The Times in 1907 criticised the assemblymen who voted against the Bingham police bill, the plaintiff among them. He and four others took exception to the Times' remarks. The other suits were dropped after the Schmidt decision.

A suit for \$25,000 damages against the New York Times by Moses S. Okun resulted in a mistrial.

General Harrison Grey Ois, Harry Chandler and R. J. Bidwell, publishers of the Los Angeles Times, were arrested on a charge of criminal libel, preferred by labor leaders, but the case was dismissed.

The Richmond News-Leader won a libel action for \$25,000 damages instituted by the Richmond News-Leader.

A \$100,000 libel suit against the Patchogue (N. Y.) Advance by Joseph G. Robin, an indicted banker, was thrown out of the Supreme Court.

Fred W. Sell, editor of the Slaton (Pa.) Star, ended a libel action brought against him by Governor Tener by retracting charges made by his paper.

A John D. Sorenson of the San Francisco Chronicle was dismissed on the ground that there was no case.

The Supreme Court of California ordered a retrial of the libel case in which W. L. Davis had secured from the lower courts an award of \$35,000 damages against the Los Angeles Examiner.

The Supreme Court of Missouri by unanimous opinion reversed the judgment of \$50,000 obtained by Sam B. Cook, former secretary of the state,

against the St. Louis Post-Dispatch. The effect of the decision is to dismiss the suit and enter final judgment for the defendant.

The libel suit of R. T. Telford against the Calgeer (Cal.) Herald for \$10,000 was dismissed with costs against the plaintiff.

The Toronto Mail and Empire and the Hamilton (Ont.) Herald won suits of importance to libel law out of a story of one J. E. Wilkinson having been arrested, charged with stealing stolen ore, which was copied by various other Canadian papers, among them the Hamilton Herald. Wilkinson was fined for breach of mining pact, but not for theft, and he collected various sums of money from smaller papers by threatening them with libel action for charging him with theft. The Herald allowed the action to be brought into the court and with evidence furnished by the Mail and Empire convinced the jury that there was no case against it. The Mail and Empire suit never came to trial.

H. C. Tuck, the blind editor of the Social World, of Berkeley, Cal., was found guilty of criminally libeling Captain of Detectives Peterson and sentenced to prison.

The United States Circuit Court of Clayton County, Mo., in December granted the appeal for a retrial of the suit of B. G. Lewis against the Rural Publishing Company, New York, in which Lewis had previously been awarded \$30,000 damages.

The United States Supreme Court held that the St. Louis Globe-Democrat must pay to Samuel B. Cook \$150,000, awarded to Cook in 1905 for libel damages.

## COURT RULINGS.

A number of rulings of special importance to the newspaper publisher in fraternal relations came down by the courts, the interstate commerce commission, and various state and municipal commissions during the year.

William Bames, Jr., president of the Albany (N. Y.) Journal, and John Halley Lindsay, its business manager, were declared in contempt of court for refusing to divulge names of stockholders in their paper during the investigation of alleged graft in that city. But the case against them fell through.

The publishers of the Bellingham (Wash.) Reveille were acquitted of a charge of libel preferred because the paper had printed a contract which the plaintiff had entered into for sale of merchandise. The state supreme court ruled that the filing of the contract with the county auditor made the contents public property.

E. E. Campbell, owner of the Alton (Ill.) Daily Times, was fined \$100 for contempt of court for making charges against Judge Hillkoecker which he couldn't prove.

Negley D. Cochran, editor of the Toledo News-Bee, and Edmund E. Cook, editor of the Columbus Citizen, were held in contempt of the grand jury to have committed no indictable offense against the state in refusing to testify in May before the Hudson State Committee investigating the bribery scandal.

The state supreme court sustained a judgment of \$1,000 and costs for boycott granted the Escanaba (Mich.) Journal by a lower court five years ago against the local liquor dealers' association.

The United States Court of Appeals in Chicago overruled the decision of the Circuit Court in Indiana in turning over the Star League of Indiana newspapers to George F. McCullough, on the ground that as he was a preferred stockholder, he must be considered a cred-

itor. The Court of Appeals decision was to the effect that on October 3 the papers were to be turned over by the receiver to John C. Shaffer and Daniel C. R. common stockholders, and the receivership brought to a close unless Mr. McCullough was granted the permission to appeal to the higher courts.

The court's order was carried out, the Circuit Court of Indiana refusing to grant Mr. McCullough's petition for a rehearing. The receivership formally ended on October 19 after a period of forty-one months, and Mr. Shaffer assumed charge of the properties.

The Appellate Division of the Supreme Court reversed the decision of the lower court and ordered a new trial of the case against William R. Hearst for damages by persons injured and relatives of others killed during a celebration of Mr. Hearst's election to Congress in 1902.

The Los Angeles Times was indicted under the California law relating to objectionable forms of news made public by published parts of the testimony of several murder cases in October. The Times apologized and the cases were dropped.

Lucian Swift and J. S. McLean lost to minor stockholders the suit in the Minneapolis Journal their suit to retain \$45,000 of the purchase money received for the paper when it was sold in 1908. They claimed they were entitled to that amount as commission for bringing about the sale.

According to a decision of the civil district court of New Orleans a newspaper cannot be forced to bring its files to court to be used as evidence in any suit, as the files are too bulky to remove and too costly in moving. The ruling was made in a case brought by the New Orleans Item.

That a newspaper is in contempt of court when it publishes an indictment without the name of the person so indicted was the decision of Judge Kinkaid in the criminal court of Columbus, O., in fining the Columbus Leader \$400.

The right of a newspaper to refuse to retain in its employ as a carrier a person who solicits subscriptions or delivers papers for another newspaper was upheld by the Missouri Supreme Court in the case of the St. Louis Post-Dispatch, which was sued by William H. Prosser.

The Rhode Island Supreme Court ruled that a photographer may take a picture of anybody in that state without interference so long as he molest no body.

The salt Lake City Herald Company, George E. Hale, general manager, and Arthur J. Brown, managing editor, were declared in contempt of court for having published articles which it was alleged influenced a jury in a law suit.

The United States Supreme Court interpreted the Hepburn rate bill of 1906 to mean that only money, and not advertising, may be accepted by interstate railroads for transportation.

The statute of the state of New York giving cause for action to a citizen against a person, firm or corporation using his or her photograph without authority, for advertising or business purposes, was upheld by the United States Supreme Court as a valid enactment. The case bringing about the decision was one in which Aida T. Rhoades, of Brooklyn, had sued the Sperry & Hutchinson Company for placing her picture on exhibition as an advertisement in a wall case on the street.

## NEWSPAPER MEN IN POLITICS.

Sherman P. Allen, a Washington newspaper man, was appointed as-

sistant secretary to President Taft. Robert O. Bailey, a former newspaper man, was appointed assistant secretary of the United States treasury.

William Barnes, Jr., president and editor of the Albany Journal, was elected chairman of the New York State Republican Committee.

Gilbert M. Hitchcock, proprietor of the Omaha World-Herald; Julia Lea, publisher of the Nashville Tennessean and American, and Hole Smith, governor of Georgia and former owner of the Atlanta Journal, were elected to the United States Senate.

Robert Luce, former newspaper man, was elected lieutenant-governor of Massachusetts, and Albert F. Langtry, publisher of the Springfield Union, secretary of the same state.

Norman E. Mack, publisher of the Buffalo Times, was elected chairman of the State Democratic Committee. He is also chairman of the National Democratic Committee.

#### NEW ENTERPRISES.

An exceptionally large number of new enterprises were established during the year, among the most important being the Los Angeles one-cent Morning and Sunday Tribune and the Nashville Democrat, a morning paper.

One of the merriest newspaper fights in years was the three-cornered affair in Los Angeles between William R. Hearst and his Examiner and General Harrison Gray Otis and his Times. On one side stood J. P. Earl and his Express on the other. It resulted on July 4 in Earl establishing the one-cent morning and Sunday Tribune, and in November the case of the Herald morning Associated Press franchise was examined and the transfer of the Herald to the evening field.

For a time it was thought imminent too that Mr. Earl would invade San Francisco with a one-cent Sunday and morning paper, and although he hasn't done it yet, persons in close touch with the situation on the Pacific Coast say he has not given up the idea.

The Nashville Morning and Sunday Democrat was established in October by a syndicate of local men, with Hickman Price as general manager. It seems to be on a solid foundation and is evidently one of the bright successes of the year.

Other new papers, with their founders, are:

Ames (Ia.) Daily Intelligencer—F. R. and M. C. Conway, publishers of the Weekly Intelligencer.

Argenta (Ark.) Daily Journal—Henry G. Morgan.

Athens (Ga.) Tribune—Blanton Fortson, John R. Burke and others.

Battle Creek (Mich.) News (evening edition of the Enquirer).

Bayonne (N. J.) Review—James T. Proctor and Sons.

Beaver Dam (Wis.) Daily Citizen—E. E. Parker & Son, publishers of the Dodge County Citizen.

Belted (S. C.) Times—Times Publishing Company.

Bessemer (Ala.) Times—Allen Johnson, editor.

Bessemer (Ala.) Daily Standard—stock company headed by J. H. Edmondson.

Bethlehem (Pa.) Daily Herald. Biloxi (Miss.) Advertiser—S. L. Frisbie and Son, publishers of the Weekly Advertiser.

Boise (Ida.) Journal—A. H. Allen, editor.

Boston—John Fleming announced that it was his intention to purchase a Boston daily paper for \$300,000 and give New England a brand new kind of journalism. Nothing came of it, however, and Boston publishers characterized it simply as a semi-Socialist unfounded statement.

Bozeman, Mont.—Plans were announced by James P. Bole, publisher

of the Weekly Chronicle, for starting a daily edition.

The Daily Republican—John H. McIntosh, publisher of Weekly Republican.

Bridgeport (Conn.) Sunday Post. Brownsville (Tex.) Diario de la Frontera—Jose Vera. Bunkie (La.) Morning News—Charles G. Richard and Ray D. Johnson.

Cameron (Tex.) Daily Enterprise—B. L. Grimes.

Canal Dover (O.) Daily Dry—John T. Duff and others.

Centralia (Wash.) Examiner. Chehalis (Wash.) Daily Nugget—Cheraw (S. C.) Herald.

Chicago Day Book, an afternoon newspaper in magazine form.

L'Espresso (Italian daily newspaper)—A. Ferrari and N. Ricciuti.

Daily Union Labor Advocate. Cleveland—The Narodovitch Publishing Company was organized to publish a daily Polish paper.

Colville (Wash.) Daily Bulletin—publishers of the Weekly Statesman Index.

Corpus Christi (Tex.) Daily Democrat.

Denver Morning Maverick—Sam F. Dutton.

Detroit, Mich.—It was reported in December that John J. Barry, formerly part owner of the Detroit Free Press, is going to start a daily paper in that city shortly. Devil's Lake (N. D.) Evening World—H. Z. Mitchell (editor). Dodge City (Kan.) Daily Globe—W. E. Davis and others.

Durham (N. C.) Sunday Sun—edition of daily Sun.

Edmonton (Can.) Journal—added a noon edition.

Fairbury (Neb.) Daily Times—W. C. Laymon.

Gallup (N. M.) Morning Star—Allen Harper.

Guthrie, Okla.—Plans were announced for the starting of a new morning paper in Guthrie by John Gollubie, editor of the State Register.

Hickensack (N. J.) News—Mayor Charles H. Bell, who became owner of this paper, in December, stated he would turn it into a daily on the first of February, 1912.

Hancock (Mich.) Tyomies (daily Finnish Socialist paper).

Harrisonburg (Va.) Record—H. W. Bertram and associates.

Hattiesburg (Miss.) Morning State Journal.

Havana Ulysses Hora (The Last Hour), a Spanish evening edition of the Havana Press.

Hearne, Tex.—A daily paper was scheduled to appear here with F. W. DeCroix as editor.

Houston (Tex.) Press (afternoon)—J. C. Harper.

Huntington (Ind.) Daily Democrat—plans announced in December to have it appear within sixty days.

Indianapolis Sun (one cent Sunday edition) on September 10.

The States-Gazette—German-American (N. Y.) Evening Democrat—Harry S. Rushmore and D. Nelson Raynor.

Johnsonburg (Pa.) Daily Press (a free paper).

Johnstown (Pa.) Leader—by Senator George M. Wertz, William H. Sunshine, W. S. Stutzman and others.

Joplin (Mo.) Daily Tribune—Gilbert Barbee.

Kew-West (Fla.) Morning Citizen—John T. Klurst, and publishers of the Evening Citizen.

Lake Charles (La.) Times—John Marshall, George W. Brayton and Frank M. Terrell.

Lamar (Neb.) Daily Republican-Sentinel—Aaron D. States, publisher of the weekly of the same name.

Louisville, Ky.—The Kentucky Publishing Company in March was

incorporated to establish a new paper in Louisville.

Lansing, Mich.—J. H. Moorman announced plans for a new daily paper in November.

Laurel (Miss.) Argus—Edgar G. Harris.

Lincoln (Ill.) Morning Star—John Edmonds, Neal Edmonds and Charles H. Stuart.

Little Rock (Ark.) Staats-Zeitung (revised).

Longview (Tex.) Daily Times-Clarion—J. W. Johnson.

Los Angeles—At the municipal election in December public opinion was favorable toward the city publishing an official newspaper.

Marietta (Ga.) Herald—E. Christman.

Marshfield, Ore.—A new afternoon paper is planned for this place.

Martinez (Cal.) Standard—Will R. Sharkey and John F. Galvin.

Merced (Cal.) Star—Plans announced in December for enlarging to a daily early in 1912.

Milwaukee Journal—one-cent Sunday edition.

Milwaukee Leader—Congressman Victor L. Berger and the Milwaukee Social Democrat Publishing Company.

Missoula (Mont.) Daily Sentinel—by Frank A. Day and John E. King.

Monterey (Cal.) American—by G. Walter Reed and William Sandhouldt.

Montevideo (Minn.) Daily American—C. D. Hills.

Montour (Ia.) Daily News Era—Roy M. Bosley.

Moscow (Ida.) Daily Star-Monitor—P. L. Orcutt and J. F. Yost.

Mount Pleasant (Tenn.) Daily Advertiser—publishers of Weekly Record.

Muskegon (Mich.) Morning Times—J. C. Wassier, Frank Alberts, James L. Smith, John Branigan.

Nashville Daily Record—J. L. Brooks.

Nebraska University Daily Nebraskan—S. J. Gutter, editor.

New Brunswick Daily News—News Publishing Company.

New Glasgow (N. S.) Evening News.

New York Sunday Evening Sporting Record—Walter St. Denis.—This was another attempt to establish a Sunday evening newspaper in New York at five cents. It lasted but a short time when the Evening Telegram established an opposition paper at one cent. The Sunday Telegram, after a short experiment at that price, was raised to two cents, at which price it now sells.

Norfolk (Va.) Daily Commercial Reporter—J. Lightfoot Brooke and associates.

Orville (O.) Daily Crescent—Williams & Hamilton, publishers of the Tri-Weekly Crescent.

Ottawa (Kan.) Daily Free Lance (a free newspaper)—Crane & Crane.

Palestine (Tex.) Record—F. L. Cohen.

Palestine (Tex.) Morning Telegram.

Petersboro (Va.) Index-Appel—by publishers of the weekly Index-Appel.

Phillipsburg (N. J.) Press—T. Floyd McPherson, James Ingham and Isaac Vanetta.

Phoenix (Ariz.) Sun—by Sam Small.

Pickens (S. C.) Daily Enterprise—C. E. Robinson.

Pittston (Pa.) Morning Herald—William P. McLoughlin.

Plaquemine (La.) Daily Iberville South—F. S. Elliott and associates.

Pulaski (Va.) Daily Times—Rock Hill (S. C.) Herald—J. Otis Hull, J. T. Pain and Alexander Long.

Rome (Ga.) Law Improvement (daily).

Roswell (N. M.) Morning News.

Rahway (N. Y.) Advocate—changed from a semi-weekly to a

daily.

South Bend (Ind.) Morning News. Stapleton (N. Y.) World became a daily.

Storlock (Cal.) Journal (daily edition) by publishers of the weekly Journal.

Vancouver (B. C.) Daily Sun. Vancouver (Wash.) Spokesman—Eugene Lorton.

Vaco (Tex.) Morning News—John G. Murphy and C. H. Tupper.

Wilkes-Barre Sunday Review—By John B. Mooney, William B. McGuire and associates.

#### CHANGES IN INTEREST.

The year was especially notable for the large number of sales of newspaper properties, as will be seen by the list of the principal ones given herewith. Many other smaller papers, weeklies, magazines and trade journals changed owners, but it would be impossible to mention all of them on account of lack of space.

Probably the principal newspaper transactions of 1911 occurred in the closing days, when William C. Root took over the old New York Sun from the estate of the late William M. Laffan.

A most important and far-reaching transaction in trade paper circles occurred in April when twelve publications became the property of a New York holding company capitalized at \$7,000,000, headed by Conde Nast, and officers of the Root Newspaper Association and the David Williams Company. The papers affected were the Iron Age, Iron Age Hardware, Metal Worker, Building Age, Dry Goods Economist, Drygoodsman, Dry Goods Reporter, Boot and Shoe Recorder, the Automobile and Motor Age, Chicago and the Commercial Vehicle and Blue Book.

Other sales of the year and those involved were:

Aberdeen (S. D.) Freie Presse—half interest to Dr. C. A. Homan.

Adrian (Mich.) Times—to Will F. Baum.

Aiken (S. C.) Sentinel—to W. E. Duncan, executor.

Alberta (Alta.) Daily Tribune—interests of J. P. Hurley to partners.

Alexandria (Va.) Gazette—Hulbert Snowden to the Gazette Corporation.

Albany (N. Y.) Daily Leader—to Herbert L. Weil, Louis H. Brush.

Alton (Ill.) Sentinel-Democrat—to J. R. Finnell.

Anadarko (Okla.) Daily Democrat—Mrs. L. C. Roberts to W. B. Stevenson.

Anderson (Ind.) Bulletin—quarter interest to Ralph C. Carter.

Ann Arbor (Mich.) Times-News—Charles Warren, R. L. Warren and Charles Ware to R. T. Dobson.

Antioch (Me.) Times—to Charles H. Fogel and associates.

Ashland (Ore.) Democrat—to Charles Barnett Wolf.

Ashland (Wis.) Press—J. T. Hooper to Robert Knoff to Joe Mitchell Chicago by mortgage foreclosure proceeding.

Ashland (Ky.) Independent—half interest to George P. Ginn.

Ashtabula (O.) Beacon Record and Telegraph—to P. E. Bissell and others.

Atchison (Kan.) Daily Champion—to a stock company of local men.

Atchison (Kan.) Globe—Edgar Watson Howe to his son, Eugene Howe.

Atlantic City (N. J.) Daily Review—interest to Herman B. Walker.

Augusta (Ga.) Chronicle—controlling interest to D. B. Dyer and T. K. Scott to Thomas W. Loyless.

Aurora (Ill.) Daily News—to Congressmen Ira C. Copley.

Bellingham (Wash.) Reville and American—Colonel Alden J. Blethen



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and sons, Joseph and Clarence B. Hethen, to E. W. Purdy and associates.

Baker City (Ore.) Herald—B. T. Kennedy to C. C. Powell and F. W. Tenney.  
Battle Creek (Mich.) Journal—to William A. Thomson and associates.  
Bay City (Tex.) Daily Tribune—interest of F. S. Laurentz to Carey Smith.

Beaver (Pa.) Times—to John L. Stewart.

Belleville (Kan.) Telescope—H. C. Sticher to A. Q. Miller.  
Belton (Wis.) Free Press—controlling interest of D. H. Foster to J. S. Hubbard.

Bessemer (Ala.) Standard—to W. N. Hudiburg.  
Bluffton (Ia.) Banner—Banner Publishing Company to Cecil E. Elliott.

Brady (Tex.) Evening Tribune—to A. R. Crawford.  
Brazil (Ind.) News and Democrat—to M. C. anntling, Ralph H. Plumb and Curtis G. Seefeldt.

Bronson (Mich.) Journal—A. D. Schaffmaster to C. H. Powley.  
Burlington (Pa.) Daily Enterprise—George C. Gunn to a syndicate headed by Snowden Haines.

Cameron (Tex.) Enterprise—Ben L. Jones (expansion of the Milan County Enterprise).

Carthage (N. Y.) Republican—John M. Cruikshank and Richard C. Ellsworth to Floyd J. Rich.

Carder Falls (Ia.) Record—J. W. Jarmigan to L. F. Bladine.

Charlotte (N. C.) Observer—control to A. E. Gonzales.

Chester (Pa.) Daily Herald-Ledger—to Mayor William Ward, Jr. and others.

Cheyenne (Wyo.) State Leader—to a company of prominent state Democrats.

Chicago. Papers of the Illinois Publishing Company—heirs of Richard and Walter R. Michaels to Horace L. Brand.

Chicago Inter-Ocean—negotiations were opened in November by George W. Hinman, publisher, and others, to take over the \$400,000 worth of bonds of the company held by the estate of Charles T. Yerkes. It was reported that the firm interests were offered the bonds, but they went to Mr. Hinman on December 27 by order of the Probate Court for \$200,000.

Chickasha (Okla.) Morning Journal—to R. L. Glover and the Democratic Publishing Company.

Cincinnati Commercial-Tribune—to Francis T. Homer at foreclosure sale.

Columbia (S. C.) Record—to George R. Kooser.

Corsicana (Tex.) Daily Courier-Light—to W. M. Peck, R. E. Prince, E. R. Brown and R. B. Neblett.

Council Bluffs (Ia.) Freie Presse—Mrs. Sophie Becker to Freie Presse Publishing Company.

Dalton (Ga.) Evening Argus—to R. A. Johnson.

Dalton (Ga.) Argus—B. L. Hart-sill to R. A. Johnstone.

Decatur (Ind.) Herald and Journal—receiver to Thad Butler and Milton Stults.

Delphi (Ind.) Daily Herald—Fred W. Baker to Chester A. Gregory.

Denison (O.) Review—H. W. Brush to John L. Sullivan.

Devil's Lake (D. W.) World—H. Z. Mitchell and R. E. Austin.

Duluth (Minn.) Skandinavian—half interest of H. F. Wesenberg to Severin Simonson.

Durango (Colo.) Democrat—to W. A. Bartlett.

Enid (Okla.) Eagle—controlling interest from M. H. Wright to W. M. Taylor.

East Liverpool (O.) Tribune—J. H. Simms to J. Will Davidson and

George C. Simms and later to T. T. Jones and associates.

Emporia (Kan.) Journal—to Sanford Loomis.

Eureka (Cal.) Journal—E. A. Forbes to Frank C. Pollard.

Fitchburg (Mass.) News—to Lafayette Parks.

Flint (Mich.) Daily Journal—to Ralph, George G. and Edmund Booth.

Frederick (Okla.) Enterprise—controlling interest to R. A. Wessell.

Fresno (Cal.)—to W. J. Levinson.

Geneva (O.) Free Press—Times—J. Farshall to the Geneva Printing Company.

Georgetown (Ill.) News—interests of V. W. Lewman to C. E. Ackers.

Germantown (Pa.) Telegraph—H. Edgar Barnes to Curtis E. Blinsinger.

Globe (Ariz.) Silver Belt—James T. Williams to Sidney Bieler and later to Colonel Cleve W. Van Dyck.

Globe (Ariz.) Globe—to Hoval A. Smith.

Good Housekeeping Magazine—to the American Magazine Company.

Grand Forks (N. D.) Daily Herald—George B. Winship to J. D. Bacon and others.

Grand Rapids (Mich.) News—Andrew Lyfe to A. P. Johnson.

Greensburg (Pa.) Daily Tribune—Crombie Allen to R. W. Herbert.

Greensboro (N. C.) News—to Walter Hildebrand and George B. Crater.

Hagerstown (Md.) Globe—Ira W. Hays to Isaac Emmert, Leon D. Emmert, Bessie Emmert and others composing the Globe Publishing Company.

Hastings (Mich.) Journal—interest of Cyrus Boorum to Herbert H. Snyder.

Hattiesburg (Miss.) Herald—interest to W. S. Hyatt.

Helena (Ark.) World—stock of George H. Adams to Charles M. Young.

Herkimer (N. Y.) Democrat—to A. F. Plummerfelt.

Hubbard (Okla.) Daily Democrat—Chubb—controlling interest of C. M. Worral to Frank Costello.

Hobart (Okla.) Republican—Benedict & Ralston to John D. Appleby.

Hot Springs (Ark.) Daily Bulletin—J. P. Burks to John A. Riggs.

Huntington (Ind.) Daily Herald—to George B. Lockwood, Fred Bipus and others.

Huntington (Ind.) News-Democrat—to O. W. Whitlock to W. H. Ormsby.

Huron (S. D.) Morning Herald—Hutchinson (Kan.) Gazette—to K. C. Berk and others.

Interest of A. C. Smith to H. T. Hatch.

Idaho Falls Post—to Henry Gabbe.

Indianapolis Sun—part interest from Russell G. Leeds to George A. McClellan.

Indianapolis News—interests of Charles R. Williams to Delavan Smith.

Ithaca (N. Y.) Daily News—interest of Herbert K. Fowler to Byrd R. Mitchell and Earl E. Atkinson.

Janesville (Wis.) Recorder—to B. G. Goslin and Benjamin Fuellman.

Johnstown (N. Y.) Republican—Charles I. Coombes to Frank L. Rogers.

Joliet (Ill.) Republican—to Joliet Herald and News.

Joplin (Mo.) Globe—to A. H. Rogers.

Kendallville (Ind.) Daily Sun—News—interest of George W. Baxter to Oscar M. Michellins.

Kenton (O.) News—Republican and Graphic—News—Frank Wilson to Earl E. Rutledge.

Klamath Falls (Ore.) Chronicle—to E. J. Murray, to O. W. Smith.

Kirkville (Mo.) Daily Express—

interest of Walter Ridgway to Edward E. Swain, his partner.

Lake Charles (La.) Daily American Express—interest of A. N. Jones and Frank A. Smith.

Laurens (S. C.) Herald—to N. B. Dial and others.

Laurel (Miss.) Daily News, Argus and Chronicle—to the Consolidated Printing Company.

Lawton (Okla.) Daily News—Frank V. Wright to E. L. Gregory.

Lawton (Okla.) Constitution—to John N. Shepler.

Little Rock (Ark.) Democrat—to Elmer Clarke.

Lodi (Cal.) Sentinel—to George M. Moore and F. P. Roper.

Los Angeles Herald—to E. L. Docheny, Guy Barham, Melville P. Frazer and others. The paper was changed by the new owners from the morning to the evening field and the morning Associated Press franchise taken over by the Examiner.

Lynn (Mass.) Evening News—sold by receiver.

Lyons (Kan.) Daily News—interest of Walter A. Johnson to J. W. A. Cook.

Madison (Wis.) State Journal—Amos P. Wilder to Richard Lloyd Jones.

Mankato (Minn.) Daily Free Press—one-fourth interest of J. W. True to his partners.

Mansfield (O.) News—E. P. Cappeler succeeded his father, the late W. S. Cappeller as publisher and general manager.

Marcellus (Mich.) News—A. E. Bailey to E. K. Lane.

Marion (Ind.) Leader—to E. H. Johnson at receiver's sale.

Maryville (Mo.) Tribune—W. S. Paddock to J. F. Hull.

Maysville (Ky.) Daily Independent—Luther G. Reynolds to James Purdon and Frank S. Telle.

McAllister (Okla.) Herald-Democrat—to ex-Governor Charles N. Haskell and W. B. Anthony.

Middletown (O.) Journal—W. M. Sullivan to R. R. Upton.

Middletown (N. Y.) Argus—Abram B. MacArdle and family to Charles A. Evans and A. A. Parkhurst.

Milwaukee Journal—interest acquired by Judge J. E. Dodge.

Minneapolis Svenska Amerikanska Posten—The three-year fight in the courts over the possession of this newspaper was settled in November and the paper turned over to Swan J. Turnblad.

Moberly (Mo.) Monitor—one-third interest to Albert S. Wels.

Modesto (Cal.) Daily News—interest to O. E. Perigo.

Moline (Ill.) Dispatch—interest of Mrs. W. F. Eastman to John Sundine.

Monroe (Wis.) Evening Times—Emery A. Odel to Howard W. Chadwick.

Morristown (N. J.) News—receiver to Edward A. Quayle.

Montpelier (Vt.) Argus—the Argus-Patriot Publishing Company to George and Morris F. Atkins.

Montpelier (Vt.) Journal—Frank T. Parsons to Colonel H. E. Parker.

New Decatur (Ala.) Twin City Telegram (daily)—Harkreader & Shelton (lessees) to William A. Warner and Huatt Brothers (owners).

New London (Conn.) Record—George W. Runyon to the New London Publishing Company.

Nevada City (Cal.) Evening Transcript—to Fred W. Ross.

New York Hungarian News—controlling interest to L. W. Warady.

New York Morning Telegraph—to William E. Lewis, William E. Masterson, John H. Delany and others, comprising the Lewis Publishing Company.

Nevada City (Cal.) Transcript—

controlling interest to Fred W. Ross and Samuel Butler.

Niagara Falls (N. Y.) Cataract Journal—interest of George T. Smith to his brother Congressman Charles B. Smith.

Noblesville (Ind.) Ledger—leased to Verne Wicker and Walter Essington.

Norristown (Pa.) Daily Register—to Allen Kneule.

Norristown (Pa.) Daily Register—stock of Albert K. Kneule to Irwin H. Hardman and Elwood S. Moser.

Nowata (Okla.) Daily Star—half interest to George H. Mosser.

Nyack (N. Y.) Daily Star—to Earl J. G. Carnochan.

Oaklahoma City Times—Dennis Flynn to C. B. Edgar.

Olean (N. Y.) Times—C. D. Straight to J. R. Droney, M. G. Fitzpatrick and Thomas Sullivan.

Ontario (Cal.) Republican—to Crampton Allen and H. L. Allen.

Oroville (Cal.) Daily Mercury—interest to Duncan C. McCallum.

Paragould (Ark.) Daily Soliphone—J. R. Taylor to Griffin Smith (name also changed to Daily Press).

Parsons (W. Va.) Dispatch—News—Judge Reese Blizzard to H. C. Ogden.

Paterson (N. J.) Press-Chronicle—interest of Charles A. Shriner to William B. Bryant.

Perth Amboy (N. J.) Chronicle—interest from Charles L. Steuerwald to Wilbur G. Miller.

Petaluma (Cal.) Evening Courier—J. C. Arthur to E. A. Every.

Philadelphia Financial Bulletin—to H. H. Lansing.

Philadelphia Evening Telegraph—Barclay H. Warburton to Rodman Wanamaker.

Pittsburg Post and Sun—receiver to A. F. Braun, representing the Farmers' District National Bank.

Plover (O.) Call—interest of Daniel F. Cook to Merritt C. Speidel.

Plainfield (N. J.) Daily Press—to Leslie R. Fort.

Port Jervis (N. Y.) Evening Gazette—to David F. Cook.

Portland (Me.) Daily Press—to the Fidelity Trust Company.

Portsmouth (O.) Blade—controlling interest to William M. Miller.

Prince Rupert (B. C.) Optimist—G. R. T. Sawle and C. H. Sawle to the Prince Rupert Publishing Company.

Provo (Utah) Herald—J. David Larson to J. C. Graham, Ross Draper and others.

Pueblo (Colo.) Chieftain—Isaac N. Stevens to B. B. Brown and G. G. Williams.

Pullman (Wash.) News—to William Goodyear.

Racine (Wis.) Daily News—interest of E. Q. Bangs to R. O. Jasper-son.

Racine (Wis.) Daily Times—to Oliver E. Remy and associates.

Raleigh (N. C.) Times—J. V. Sims to John A. Park and associates.

Redding (Cal.) Democratic Register—interest of Frank Robinson to W. D. Egbert.

Revana (Mich.) Times—to A. E. Borden.

Riverside (Cal.) Morning Enterprise—interest of Edgar A. Johnson to H. W. Monroe.

Rocky Mountain (W. Va.) Herald—Frank S. Carol to Jack Dawson.

St. Johns (Que.) News—E. R. Smith & Son to a stock company.

St. Joseph (Mo.) Gazette—half interest G. H. Larke to C. D. Morris, John Swanger, E. E. E. McJinney and Harry Mitchell.

St. Louis Republic—stock of Walter B. Carr to David R. Francis, making him controlling owner.

St. Louis—Considerable interest was created by the negotiations of William R. Hearst to purchase the St. Louis Star from E. G. Lewis in Au-

gust. The courts wouldn't sanction the sale of the property, however, as it was at the time in the hands of a receiver.

Sacramento (Cal.) Union—L. E. Bontz to the L. E. Bontz Publishing Company.

Salem (O.) Daily Herald—Kirby & Co., to George H. Gee and Walter W. Beck.

San Angelo (Tex.) Standard—one-third interest by W. David Jones to J. C. Murphy and C. H. Tupper.

San Antonio (Tex.) Light—G. D. Robbins to Charles S. Diehl and Harry L. Beach.

San Antonio Express—to F. G. Huntress, Jr., and C. V. Holland.

San Bernardino (Cal.) Daily News—interest to Winfield S. Ingram.

San Marcos (Tex.) Daily Herald—W. S. Davis to the San Marcos Printing Company.

Saskatoon (Can.) Evening Capital—to the Capital Publishing Company. Sharon (Pa.) News—J. W. Miller to C. C. Connor.

Sherbrooke (Can.) Tribune—interest of N. C. Foley to J. Nichol.

Sheridan (Wyo.) Daily Enterprise—Joseph J. Daly to Senator J. B. Hendricks and others.

Shreveport (La.) Journal—A. J. Frantz and associates.

Smart Set Magazine—William d'Alton Mann to John Adams Thayer.

Somerset (Ky.) Journal—to William Carter.

South Bend Times—John B. Stoll to Gabriel R. Summers, publisher of the News.

Staunton (Va.) Dispatch and News—H. E. West to a syndicate headed by R. B. Caldwell.

Staubenville (O.) News—H. G. Simpson and E. H. Blair to F. M. Bickertstaff.

Stockton (Cal.) Mail—quarter interest to A. L. Cowell.

Success Magazine—interest of F. H. Higgins to Samuel Merwin, David G. Evans and C. C. Harrison, who formed a \$1,000,000 corporation (suspended Dec. 29).

Three Rivers (Mich.) Daily Commercial Hustler—interest to Harvey Burgess.

Trenton Staats-Zeitung—E. S. Stahl to William Zensel.

Trenton (N. J.) Times—interest of Walter Fox Allen to John H. Sines.

Trinidad (Colo.) Chronicle—News—Daniel W. Stone to Jesse Northcutt.

Urbana (O.) Tribune and Citizen—to Frank B. Wilson.

Utica (N. Y.) Press—controlling interest Otto A. Meyer to George T. Dunham.

Valley City (N. D.) Times-Record—interests of F. E. Packard to L. P. Hyde.

Vancouver (Wash.) Spokesman—Eugene Lorton to M. Ross.

Vermont (O.) Times—controlling interest to Dan C. Gasson and J. L. Miller.

Wadena (Miss.) Pioneer Journal—to W. E. Verity.

Wapakonette (O.) Daily News—controlling interest of Congressman Good to William C. Hoffer.

Washington (Pa.) Daily Times—Beaver Publishing Company to John L. Stewart.

Waukegan (Ill.) Daily Gazette—J. B. Hungerford to Leonard F. Sawvel.

Waukegan (Ill.) Daily Sun—Frank H. Just to William J. Smith and Frank G. Smith.

Webster City (Ia.)—Freeman-Tribune—L. E. Bladine to associates.

Wilmington (Del.) Morning News—control sold by Edgar M. Hoopes to a syndicate.

Xenia (O.) Republican—Frank L. Smith and Burch Smith to Austin

M. Patterson, Finley Torrence, H. S. Bailey and others.

Wichita Falls (Tex.) News—interest F. J. Arkins.

Winfield (Kan.) Daily Free Press—Guy H. Findley to George A. Platts.

Winfield (Kan.) Free Press—Guy H. Findley to W. G. Anderson.

Winnipeg Free Press—Ex-Secretary of the Interior Clifford Sifton sold his holdings in the Free Press.

Winnipeg (Can.) Der Nordwesten—to Gothard Maron and others.

World Today Magazine—to William R. Hearst, and moved to New York.

#### CONSOLIDATIONS.

No really important newspaper consolidations occurred during the year, the magazines furnishing those involving the most interest. The most important mergers were:

Attica (Ind.) Daily Ledger and Saturday Press. (The daily paper was discontinued.)

Attica (Ind.) Journal and Hub.

Beloit (Wis.) Daily Gazette and Daily Call.

Binghamton Republican and Herald.

Canon City (Colo.) Daily Record absorbed the Weekly Cannon.

Detroit Volksnachrichten taken over by August Marxhausen, publisher of the Abendpost.

Draper (S. D.) Democrat and Republican.

El Centro (Cal.) Record and Imperial Valley Press.

Electrical Review, the Western Electrician and Electrocraft—merged by Charles W. Price.

Engineering News, of New York—added to the list of the Hill Publishing Company.

Floresville (Tex.) Advertiser and Health Resort.

Frankfort (Ky.) State-Journal and News.

Franklinville (N. Y.) Chronicle and Journal.

Goldfield (Nev.) Daily News and Tribune.

Grand Forks (N. D.) Times and Herald.

Greensboro (S. C.) Daily News took over the Evening Telegram.

Greensboro (N. C.) Daily News and Telegram (Telegram the purchaser).

Hastings (Mich.) Journal and Herald.

Huntington (Ind.) Herald, Times and Democrat—merged into the Herald (all daily papers).

Kalamazoo (Mich.) Telegraph and Evening Press.

Ladies' World and McClure's Magazine and publications.

Lansing (Mich.) State Reporter and Journal (under the name of the Journal-Republican).

Leamington (Ont.) News and Post.

Lockport (N. Y.) Daily Review and Evening Journal.

McHenry (N. D.) Free Press and Tribune.

Montgomery (Me.) Tribune and stated that he would merge his Cavalier and Scrapbook Magazines and change them from monthlies to a weekly.

Norfolk (Va.) Landmark—Charles S. Abell to the publishers of the Virginian-Pilot.

Okmulgee (Okla.) Herald and Republican (Herald a free paper).

Orville (O.) Crescent and Observer.

Park River (N. D.) Republican and the Gazette-News.

Piqua (O.) Helmet by the Daily Call.

Pullman (Wash.) News and Herald.

Reading (Pa.) Telegraph and Times.

Schenectady (N. Y.) Star and Union.

South Bend Times and News, Gabriel R. Summers, publishers.

Stites (Ida.) Daily Eagle and Signal.

Success and National Post Magazine (suspended December 29).

Sweetwater (Tex.) Signal and Reporter.

Troy (N. Y.) Press-Standard.

Tulsa (Okla.) Chief and Citizen—by J. N. Sykes, publisher of the Tulsa County Journal, of Broken Arrow.

Tulsa (Okla.) Post and Democrat.

Walden (N. Y.) Citizen and Herald.

Watson's Magazine, of Thompson, Ga., and the Taylor Trotwood Magazine, Nashville.

Wichita Falls (Tex.) Times absorbed the Evening News.

Yachting Magazine with Outing, New York.

Yuma (Cal.) Sentinel and Examiner.

#### NEWSPAPER NECROLOGY.

Frank A. Munsey after a year's trial decided to drop the one-cent Sunday edition of his Boston Journal. The Columbus News and the New Orleans News got into financial difficulties and were compelled to discontinue.

The experiment of a newspaper given away free, tried out in Oklahoma City, ended disastrously in Augusta for backers after a tight going existence lasting several years. The publishers of the Free Press and the Pointer were compelled to sell their plant and business to C. B. Edgar, publisher of the Times.

Other suspensions were:

Asbury Park (N. J.) Journal.

Attica (Ind.) Daily Ledger.

Byron (Okla.) Republican.

Butte (Mont.) News.

Chicago Daily Socialist.

Chicago Daily Starfish—published by students of Wendell Phillips High School.

Cornelia (Ga.) Progress.

Dayton (N. M.) Pecos Valley Echo.

Emporia (Kan.) Gazette (daily edition); weekly retained.

Fairbury (Neb.) Weekly News.

Findlay (O.) Republican.

The Findlay (O.) Evening Jeffersonian.

Girard (Kan.) Times.

Globe (Ariz.) Globe-Democrat.

Grimm (Ga.) Daily Herald.

Kankakee (Ill.) Republican.

Leon (Kan.) Indicator.

Lewiston (Ida.) Evening Teller (daily edition).

Liberty (Mo.) Democratic Alcalde.

McAlister (Okla.) Herald-Democrat (daily edition) Republican.

Macomb (Ill.) Daily Eagle.

Marshalltown (Ia.) Evening Herald.

Mexico City El Nacional.

Milwaukee (Mich.) News.

Moline (Ill.) Mail (Sunday edition).

Montrose (Minn.) Graphic.

Mountain (Can.) Herald.

Moyie (B. C.) Leader.

New Auburn (Minn.) Herald.

New Haven (Conn.) Palladium.

Nemaha (Neb.) Advertiser.

Newburyport (Mass.) Evening Leader.

New Philadelphia (O.) Tuscarawas Independent.

Paduach (Ky.) Gazette.

Plainfield (Ind.) Daily Caller (after a single appearance).

Prince Albert (Can.) Daily News (daily edition).

Quebec, La Vigie (daily edition).

Redcliff (Sask.) Review.

Regina (Can.) Town Topics (a free newspaper).

Richmond (Ind.) Palladium (Sun-

day edition).

Regina (Can.) Labor's Realm.

Ridgway (Pa.) Morning Democrat.

Sierra (Cal.) Daily Times.

Somerset (Ky.) Republican.

Spokane Inland Herald.—F. B. Gregg, who took over the Herald from the defunct Allan Haynes Publishing Company in February, was compelled to discontinue the paper in May.

The Springfield (O.) Times (daily edition).

Thustville (Pa.) Evening Courier.

Toronto Globe (evening edition).

Toronto Mail and Empire (evening edition).

Trenton (Kan.) Daily News.

Van Buren (Ind.) News-Eagle.

Walla Walla (Wash.) bulletin (Sunday edition).

The Woman's National Daily of St. Louis, changed to a weekly.

#### CHANGES IN PRICE.

Very few changes in price among the newspapers occurred, although it was reported on several occasions that the Chicago papers were contemplating all the big price wars in the industry. So far the only action taken in this direction was by the Chicago American and Daily News, which in December raised the daily to two cents to readers in the suburbs.

The Albany (N. Y.) Argus, reduced its price to one cent, as did also the Pittston (Pa.) Daily Gazette.

The Newark (N. J.) Star increased its price to two cents; also the New York Sunday Evening Telegram, after starting and publishing several editions at one cent.

#### NEW BUILDINGS.

New homes, enlargements to plants and various other improvements were very numerous. Among those announcing plans for or moving into new buildings were:

Alexandria (Va.) Gazette.

Bakersfield (Cal.) Echo.

Baltimore News.

Beaver (Pa.) Daily Times.

Binghamton (N. Y.) Evening Herald.

Birmingham Ledger.

Boston Post.

Bowling Green (Ky.) Times-Journal.

Calgary (Can.) Herald.

Catholic Standard and Times. Philadelphia.

Charlottetown (P. E. I.) Guardian.

Chester (Pa.) Morning Republican.

Chicago Evening Post.

Chicago German newspapers of the Illinois Publishing Company.

Cleveland Plain Dealer.

Davenport (Ia.) Times.

Des Moines Register and Leader and Evening Tribune.

Detroit Times.

Detroit Free Press.

The Elmira Star-Gazette.

Franklin (Pa.) News.

Germanstown (Pa.) Independent.

Grand Rapids (Mich.) News.

Greenville (Ky.) Sentinel.

Greensboro (S. C.) News.

Hamilton (Ont.) Journal.

Hartford Post.

Havana—El Dia.

Indianapolis Star.

Jameson (Ky.) Morning Post.

Joliet (Ill.) Herald.

Kansas City (Mo.) Star and Times.

Lake Placid (N. Y.) News.

Langston Monotype Company, Philadelphia.

Libby (Mont.) Western News.

Los Angeles Times.

Louisville Herald.

Louisville Courier-Journal.

W. R. Hearst bought land occupying an entire block at Broadway and Central Park West, from 60th to 62d streets, New York, to erect a building



## THE FOURTH ESTATE.

JANUARY 6, 1912.

to serve for a headquarters for his local newspapers and magazines.  
Macon (Ga.) Telegraph.  
Mason (Ia.) Globe-Democrat.  
Mattoon (Ill.) Journal-Gazette.  
Medicine Hat (Can.) News.  
Mergenthaler Linotype Company, Brooklyn, N. Y.  
The Milwaukee Sentinel.  
Mobile (Ala.) Item.  
Montreal Herald.  
Moose Jaw (Sask.) Evening Times.  
New York Globe.  
New York Jewish Daily Forward.  
New York Times.  
Niagara Falls (N. Y.) Cataract Journal.

Oncida (N. Y.) Union.  
Oxnard (Cal.) Daily Courier.  
Paris (Ill.) Morning Gazette.  
Pasadena (Cal.) News.  
Pittsburg Press.  
Portland (Ore.) Journal.  
Portsmouth (O.) Blade.  
Poughkeepsie (N. Y.) Star.  
Regina (Can.) Standard.  
Regina (Can.) Leader.  
St. John (N. B.) Telegraph and Times-Star.

San Francisco Examiner.  
Sedalia (Mo.) Democrat.  
Sherbrooke (Que.) Tribune.  
Stockton (Cal.) Daily News.  
Stockton (Cal.) Record.  
Sydney (N. S. W.) Post.  
Syracuse (N. Y.) Journal.  
Toronto Globe.  
Toronto News.  
Toronto Saturday Night.  
Toronto Telegram.  
Trenton (N. J.) Evening Times.  
Troy (N. Y.) Evening Times.  
Vancouver (B. C.) Province.  
Washington (D. C.) Star.  
Washington Herald.  
Winnipeg Free Press.  
Winnipeg Post.

## NEWS BUREAU NOTES.

The year 1911 was a period of remarkable growth for the International News Service and the National News Association, allied organizations which conduct the news service and newspaper syndicate business formerly known for many years as the Hearst News Service. Considerably more than a hundred new clients have been added during the year.

The American Telegraph Press was organized at Washington in November by Winfield Jones and others. Leased wire service was immediately begun and offices opened in the principal cities.

The Associated Press carried on experiments, which were reported to be entirely successful, in sending news by telephone. The tests were made during about thirty papers in the Central West.

The Associated Press enjoyed a prosperous year. During the twelve months from January 1, 1911, it admitted to membership representatives of fifty-two daily newspapers, or an average of one each week.

In the news service took an unusually wide range, covering at once and in extended form the revolution in China, the disturbances in Persia, the Mexican revolution and the Italian Turkish war. Among other foreign events reported were the constitution contest in England, the coronation of King George, the Franco-German controversy over the Moroccan question, the Indian Durbars, and the Canadian Reciprocity campaign in the Dominion of Canada and the United States.

In the domestic field the record-breaking journey of President Taft, as well as the dynamic cases in Los Angeles, proved unusually interesting.

During the year the Canadian daily newspapers formed a co-operative news-gathering organization and entered into an alliance, offensive and

defensive, with the Associated Press. On the last day of the year a new service to the leading South American newspapers was begun.

The British and Colonial Press Service, of Canada, was reincorporated as the British and Colonial Press, Ltd.

The Bohemian-American Press Bureau opened for business in Chicago. The Klein News Service was started in New York.

The Mong News Bureau was organized in Kansas City by W. D. Meng.

The New York Sunday Telegraph Syndicate was started by F. B. Warren on April 2.

The Publishers' Press developed its Special Leased Wire Feature News Service and entered the seven night news field.

It operated an exclusively leased wire, chiefly for Sunday papers, extending from New York to the Pacific Coast and to New Orleans through the South.

Walter E. Watts, Robert R. Johnston and Walter L. Shuleman incorporated the United States Press Association in New York.

## AMONG THE GENERAL AGENTS.

The year was productive in setting the ground work of a general campaign for advertising betterment. A. S. P. A., the A. C. C. A., the Association of National Advertising Managers and various allied state and local organizations all laid definite plans and started active work to bring about a "house cleaning," which will be continued during the next year.

Probably the most important accomplishment in the general agency field during the past year was the decision of the national advertising agents to form an association similar agents to the American Newspaper Publishers' Association, the purpose of which will be to eliminate prevalent abuses in advertising relations between the advertiser, agent and publisher and to bring about by co-operation a general betterment of methods and means of conducting business.

The decision to form a national organization followed the example of fifty-one New York agents in April in organizing the Association of New York Advertising Agents, and occurred at the convention in Boston of the Associated Advertising Clubs of America. Frank Presbrey, of New York, was made chairman of a committee to draw up a constitution and by-laws, to be presented at a meeting to be held before March, 1912.

The following agents were granted recognition by the A. N. P. A. during the year:

Louis E. Anfenger, St. Louis; Arkenberg-McCoy, Chicago; Toledo, O.; Blumenthal Bros., St. Louis; Burkitt & John, Chicago; Canadian Advertising, Limited, Montreal, Can.; Constantine Agency, Seattle;

J. W. Davis, Chicago; Donovan & Armstrong, Philadelphia; George W. Edwards, Philadelphia; Ferry-Hanly Advertising Agency, Kansas City, Mo.; J. J. Geisinger Company, Philadelphia; Carl M. Green Company, Detroit;

Henry King Hannah, New York; Frances Holmes, Los Angeles; H. B. Humphrey Company, Boston; Fredrick Hyskell & Son, Portland, Ore.; J. Roland King, Chicago; H. H. Levey, New York; Mcclay & Mullally Brothers, New York;

Palmer Advertising Service, Butte, Mont.; John O. Powers Company, New York; Publicity Bureau of Richmond, Richmond, Va.; Albany O.; Blumenthal Bros., St. Louis; Roylatt, Toronto, Can.; William C. St. Clair, Chicago; Philadelphia; Stewart Davis Agency, Chicago;

Charles H. Touzain Agency, Chicago; Tracy-Parry Company, Phila-

delphia; Van Cleave Company, New York; Wolff-Houston Company, San Antonio.

Boston agents in October followed the example of their co-workers in New York and established a local organization, headed by Allan R. Wood.

Work was begun on a Chicago office building to be used exclusively by advertising men at 119 Madison street.

N. W. Ayer & Son opened a Cleveland branch office.

Koy K. Bailey established the Bailey Advertising Agency in Chicago.

K. H. Baker started in business in Toronto.

Charles H. Barnard started in the advertising service business in New York in September.

The Bennett-Brown Agency was incorporated in Chicago by Claude K. Brown, Arthur Bennett and Lambert Casper.

John E. Blaine was elected president of the Blaine-Thompson Agency, Cincinnati, succeeding his brother, the late E. T. Blaine.

The Bloomingdale & Weiler Advertising Agency made in business during December in Philadelphia.

George W. Bricka became the sole owner of the Stoddard & Bricka Agency, New York.

The Campbell-Ewald Company absorbed the Campbell Advertising Company, Detroit.

The Carolina Advertising Agency was established at Charleston, S. C., by Samuel Rittenberg.

The Cramer-Kasselt Advertising Company, of Milwaukee, opened an office in Des Moines. The Donovan & Armstrong Agency started in Philadelphia.

W. W. Dunkle entered in business for himself in Chicago.

The Dunlap-Ward Agency, of Chicago, took over the Baldwin-Decker Agency, of the same city.

The Ewald-Campbell Advertising Company was established in Detroit.

Richard L. Fenton purchased an interest in the Howland-Gardner Agency, New York.

J. L. Flanagan opened an agency in Birmingham, N. Y.

The Fleming-Van Brook Company started in the general agency business in St. Louis.

W. W. Fry was admitted to membership in the firm of N. W. Ayer & Son.

The Charles H. Fuller Agency, Chicago, opened a branch office in Indianapolis.

William Ray Gardiner acquired a half interest in the H. S. Howland Agency, New York.

J. Geisinger started in business in Philadelphia.

The agency of J. J. Gibbons, Ltd., Toronto, opened a Winnipeg branch.

The Giles-McAllister Advertising Agency, Salt Lake City, was dissolved and Malcolm McAllister and John D. Giles founded separate agencies.

The Goldstein-Conhaim Agency was established in Chicago in November by E. S. Goldstein and Hubert J. Conhaim.

The Carl M. Green Agency was started in Detroit by Carl M. Green and Charles M. Steele.

The Gundlach Advertising Company, of Chicago, moved to the People's Gas Building.

The Hall-Taylor Advertising Company of Milwaukee opened a Chicago office.

Jesse D. Hampton was appointed United States representative of the S. H. Benson Advertising Agency, of London.

D. J. Hinman assumed the management of the Namrod Agency, New York.

The Hub Advertising Company opened offices in the Republic Build-

ing, Chicago, with Walter McDougall at its head.

The Huguet Agency was established in New York during November by Henri A. L. Huguet.

The Hummer Agency, of St. Louis, opened a Chicago office.

The Interstate Advertising Company was organized in Richmond by William L. Burford, Harry L. Stone and Fairfax C. Jones.

Control of the Ireland Agency, of Philadelphia, in July was by court order again placed in the hands of Howard I. Ireland.

Harry Johnston acquired an interest in the John H. Leddy Agency, New York.

Benjamin F. Kirtland became vice-president of the Leven Advertising Company, Chicago.

Charles S. Knowlton was elected vice-president of the Homer W. Hedge Company, New York.

The "Lawrence-Sampson" Agency opened offices in Denver.

J. W. Lindau opened an advertising and sales promotion bureau in New York.

Frank H. Little was elected vice-president and William J. Boardman a director of the George Batten Company, New York.

Lord & Thomas discontinued their Boston office.

The Lotos Advertising Agency, of New York, succeeded the Irving J. Rosenbaum Company.

The Lynam Lloyd Advertising Agency was established in New York.

The H. K. McCann Company was incorporated in New York during December by H. F. McCann, advertising manager of the Standard Oil Company, J. P. Hallman and H. W. St. Hill.

Wesley McCurdy purchased an interest in the McPherson Agency, of Winnipeg.

William McPherson Chamberlain started in business in Detroit.

D. Maxwell Merry purchased an interest in the Nolley Agency, New York.

George L. Mitchell & Co. was incorporated to conduct a general agency business in Philadelphia. The J. C. Moss Company, Buffalo, and the Newman-Chase Agency, Syracuse, combined.

The National Advertising Company was incorporated at Muncie, Ind.

The Osmond & Bubb Advertising Agency was incorporated in Philadelphia with a capital of \$15,000.

R. F. Outcalt, famous newspaper cartoonist, retired to enter the advertising field.

The Edward C. Plume Company was incorporated in Chicago.

The Frank Presbrey Company, New York, opened a Connecticut office in Hartford, in charge of Joseph Goodman.

The Proctor & Collier Advertising Company of Cincinnati, opened a New York office.

J. A. Richards was elected secretary-treasurer of the New York Advertising Agents' Association in November, succeeding Frederick H. Sweeney.

The Rose Agency was revived in New York.

William R. Rowe resigned as business manager of the Kansas City Journal in December and became associated with the L. Roy Curtis Agency, Kansas City.

A. A. Schell acquired a half interest in the Chapman Agency, Portland, Ore.

Henry Schott opened an agency in Kansas City.

The Seelye Advertising Company was started in Portland, Me.

D. Minard Shaw was elected vice-president of the McManus Advertising Company, Detroit.

Prescott Simpson became sole proprietor of the Fowler-Simpson Com-

pany, Cleveland.

The George Simms Advertising Agency, New Orleans, was incorporated with a capital of \$10,000.

The Horn-Baker-Smith Agency started business in Winnipeg, Can., and Charles O. Smith later became a member of the firm.

The St. Clair-Edwards Agency of Philadelphia was dissolved.

W. J. Serlin established an agency in Detroit.

Rowe Stewart purchased an interest in the Tracy-Farry Agency, of Philadelphia.

The name of the A. E. Swett Agency, Chicago, was changed to the O. C. Wilson Advertising Agency.

The Texas Agency was launched in Houston by A. C. Owen.

The J. Walter Thompson Company opened a Canadian office in Toronto, in charge of John C. Kirkwood.

The George Enos Throop Agency started business in Chicago.

The Charles H. Touzalin Advertising Company started business in Chicago.

George W. Tryon became associated with Albert P. Hill and organized the Hill & Tryon Agency in Pittsburgh, succeeding the Hill & Stocking Agency, and the agency opened branch offices in New York.

Dr. John D. White was elected president of the White Advertising Company, Seattle, succeeding C. V. White, his brother, who died in July.

Stanley Wilcox retired from the Coupe & Wilcox Agency.

W. K. Willigan entered the general agency field in St. Louis.

#### AMONG THE SPECIAL AGENTS.

Lee Agnew, Eastern representative of the Chicago Record-Herald for fifteen years, retired from the special agency business. James B. Woodward succeeded him as the representative of the Chicago Record, and also appointed to look after the foreign advertising interests of the Boston Globe.

The Barnard & Branham Special Agency changed its name to the John M. Branham Special Agency, New York and Chicago.

The Paul Block Agency opened a Boston office, in charge of N. Frederick Foote.

Will T. Cresmer acquired an interest in the Williams, Lawrence & Cresmer Company.

Clyde E. Eppstein started in business in New York.

The Fisher Agency, New York, changed its name to S. G. Lindenstein, Inc.

The Hand, Knox Company Special Agency was reorganized after the retirement of Adrian M. Knox and the sale of his stock to Tallmadge S. Hand. Joseph C. Wilberding, well known in the special agency field, secured a majority interest in the

agency and the name was changed to the Wilberding-Hand Company in August. Others to secure stock in the company were Charles M. Palmerton, publisher of the St. Joseph News-Press and well known as a newspaper broker; Frederick I. Thompson, formerly of the Smith & Thompson Agency and now publisher of the Mobile Register, and P. K. Kaufman. Mr. Hand retired in December, selling his interests to Mr. Wilberding.

The Hunton, Lorenzen & Woodman Special Agency started in business at New York and Chicago.

The Jewish Newspaper Association was organized in New York to represent in the foreign field Jewish newspapers.

A. R. Keator, for years with Payne & Young in Chicago, entered in business for himself in Chicago.

The Leonard & Lewis Agency, New York, became the H. F. Lewis Special Agency on the retirement of Mr. Leonard.

Phillip S. Tilden purchased the agency business of the late R. J. Shannon, New York.

The Robert MacQuoid and the Phillip S. Tilden Special Agency lists were merged under the name of the MacQuoid-Tilden Special Agency, New York.

Harlan H. Morris became associated with Harry E. Rodenbaugh in the latter's special agency business in Chicago.

The Payne & Young Special Agency enlarged its New York offices.

W. W. Pierce was appointed Eastern manager of foreign advertising of the Scripps newspapers.

David J. Randall, Eastern representative of the Scripps-McRae newspapers, started in business for himself.

C. L. Turner purchased a half interest in the special agency of Clyde E. Eppstein, New York.

Robert J. Virtue was admitted to partnership in the Western business of the C. H. Eddy Special Agency.

#### BILLBOARD ELIMINATION.

Advertising in public vehicles such as cars of any description is illegal in Chicago, according to an opinion of Assistant Corporation Counsel Gettys in November. If the city permits this class of advertising, he says, it can demand a percentage of the revenue received by the roads.

The Ormond Bill went into effect in New York State giving citizens the right to remove all advertising matter from public highways.

A bill was introduced in the New York Legislature to put such a high tax on billboards as would force them out of existence.

The United States Supreme Court upheld the decision of the lower court prohibiting the omnibus stages of

New York City carrying advertisements on their exterior.

#### CELEBRATIONS.

The Boston Press Club was twenty-five years old on November 21 and marked the occasion by giving a banquet at which Henry Watterson, Melville E. Stone and other newspaper notables of the country were the guests and speakers.

Brooklyn Eagle—seventieth birthday on October 26.

The Buffalo Commercial—100 years old on October 14.

The Detroit Free Press—eightieth birthday in May.

The hundredth anniversary of the birth of Horace Greeley in February was publicly celebrated in many parts of the country.

The New York Times—sixty years old on September 18.

New York Tribune—seventy years old.

The Pittsburg Gazette-Times—125th birthday on July 29.

Portland (Ore.) Journal—fifty years old.

#### CHANGES IN NAME.

Hot Springs (Ark.) Daily Bulletin to the New Era.

Rockford (Ill.) Posten to Svenska Posten.

Winnipeg Nouveliste to Le Soleil de L'Ouest.

#### ASSOCIATION NEWS.

Associations allied with the newspaper and advertising industries had a most progressive and busy year. The ground work for many reforms and improvements were laid and 1912 promises to see the accomplishment of many long-sought ends in both fields of endeavor.

A progressive and successful year in every respect is reported by President Louis Wiley for the Daily Newspaper Club. Much was accomplished in the education of advertisers to the advantages of using newspaper space, and plans were laid for an even busier year for 1912. James W. Adams was elected general manager, and in August Leland Burr became treasurer, succeeding Bernard Ridder, who resigned on account of stress of other business.

The growth of the American Newspaper Publishers' Association in all lines during the past year kept pace with its growth heretofore and conditions warrant even a more successful year for 1912. The membership is steadily increasing, the total now being 315. The number of inquiries recorded in the first quadruple the amount of the first year of the work. The committees on news-print paper, postal reform, labor, advertising agents and press notice elimination made much progress, as may be seen by consulting these various classifications in this review.

The persistency with which a number of press agents, advertising agents and others pay heavy postage tolls indicates that there is still a margin of profit for the professional seeker of free advertising. Nevertheless, it is gratifying to note a continued decrease in the number of those who are asking "something for nothing," and it is believed that during the present year the decrease in number has been greater than during any previous time. Today much copy relegated to the waste basket was formerly published as a matter of course.

The following new members were admitted:

Evansville (Ind.) Courier, Fort Smith (Ark.) Southwest American, Denver Times, Newark (O.) Advocate, York (Pa.) Dispatch, Youngstown (O.) Vindicator, Williamsport

(Pa.) Sun, Beaumont (Tex.) Enterprise, Chicago Daily Farmers' and Drovers' Journal, Allentown (Pa.) Morning Call, Charleston (S. C.) Evening Post, Danville (Ill.) Commercial-News, Danville (Ill.) Press-Democrat, Norfolk (Va.) Ledger-Dispatch, Billings (Mont.) Gazette, Nashville (Tenn.) Democrat.

Eric (Pa.) Dispatch, Beaumont (Tex.) Journal, Harrisburg (Pa.) Telegraph, Toledo (O.) Times, Portsmouth (N. H.) Blade, Indianapolis Sun, Little Rock (Ark.) Democrat (re-instated).

What is adjudged by many to be the most significant move in recent years affecting newspaper publishing, occurred in December, when a group of evening newspaper publishers, numbering among them some of the strongest in America organized the Associated Newspapers, a co-operative association to gather and furnish reading matter of a "non-sensational" nature, to exchange business and editorial facilities of every kind and to carry on vigorous campaign advocating the use of evening papers of the "better class" for national advertising.

The Associated Advertising Clubs of America at its Boston convention in August established a new record for meeting of this kind in point of attendance and interest taken in the matter of bringing about reforms in advertising. Three thousand delegates from Europe, Canada and every state in the Union attended and for the entire week were the guests of the Pilgrim Publicity Association. George W. Coleman of Boston was elected president, and Dallas won the 1912 convention.

Advertising and newspaper men golfers held a number of successful tournaments. The principal one was the American Golf Association of Advertisers and Interests, held at Bretton Woods, N. H. and was won by Thomas M. Sherman of Utica, N. Y. Russell R. Whitman, publisher of the Boston American, was elected president.

The Association of American Advertisers reported a most successful year, a very large number of papers having had their circulation certified to and the membership was enlarged considerably. Charles P. Knill was elected secretary and general manager.

To the work of the Association of National Advertising Managers, under President O. C. Harn, may be attributed a great part of the success of awakening advertisers and publishers to the necessity of advertising reform and the elimination of prevalent misgivings and feelings between the public, the advertiser, and the seller of advertising space. Definite action was laid and the help of practically every advertising and newspaper organization in the country was pledged to help accomplish its purpose.

The International Association of Newspaper Circulation Managers held a very successful meeting in Chicago during June. John D. Simmons of the Atlanta Journal was elected president. The association reports a successful year in every respect, and conditions that auger well for future success. Catholic newspapers of America formed a co-operative news organization to serve outsiders and themselves with authoritative news of the church.

The Association of American Press Humorists, in convention in Boston, elected Newton Newkirk of the Boston Post as president.

What is said to be the first positive effort to stop fraudulent advertising by criminal proceedings was begun by the Advertising Men's League

ADVERTISING MEDIUM.

ADVERTISING MEDIUM.

### ADVERTISING OF ADVERTISING

Everybody is talking about the series of talks now appearing in

*Leslie's Weekly and Judge*

See the current issue.



# AGAIN LEADS THEM ALL!

## THE BOSTON AMERICAN

During 1911 Carried in Paid Advertising

### 3,706 $\frac{3}{4}$ MORE COLUMNS than in 1910

This is 911 $\frac{3}{4}$  Columns more than the combined gain of all the other Boston papers having Daily and Sunday editions.

#### In Display Advertising

The Boston American gained more than the combined gain in display advertising of all the other Boston newspapers having daily and Sunday editions.

#### In Classified Advertising

The Boston American gained more than the combined gain in classified advertising of all the other Boston newspapers having daily and Sunday editions.

The following figures show the total advertising gains made in 1909, 1910 and 1911 by the Boston newspapers having Daily and Sunday editions during that period:

The Boston American Gained 11,117 $\frac{1}{2}$  Columns

THE NEXT PAPER GAINED .....	5722 $\frac{1}{2}$	COLS.
THE NEXT PAPER GAINED .....	5403 $\frac{3}{4}$	COLS.
THE NEXT PAPER LOST .....	3062 $\frac{3}{4}$	COLS.

Whether figured in *agate lines*, *columns* or on a *percentage basis* the *relative position* of the BOSTON AMERICAN and the other newspapers remains the same.

THE CIRCULATION OF THE BOSTON AMERICAN IS

## OVER 400,000 *Daily and Sunday*

LARGEST IN NEW ENGLAND, *Morning, Evening or Sunday*

—This—

is at least 75,000 more than the next Sunday paper, and 300,000 more than any other evening paper, and at least 200,000 more than the combined circulation of ALL the other evening papers.

*The publishers of the American Newspaper Directory have made an exhaustive and minute examination of this circulation down to the smallest detail, and consent has been granted the Association of American Advertisers and the Retail Board of the Boston Chamber of Commerce to conduct similar examinations.*

The Boston American is the only Boston Newspaper that has undergone this authoritative examination during 1911.

BOSTON OFFICE,  
80 Summer Street.

ST. LOUIS OFFICE.  
1301 Third Nat'l Bank Bldg.

NEW YORK OFFICE,  
1121 Brunswick Bldg.

BUFFALO OFFICE,  
533 Ellicott Square.

CHICAGO OFFICE,  
802 Hearst Bldg.

of New York in December. The course which the league will follow will be to gather evidence against "crooked" advertisers and place it in the hands of the public prosecutor for action.

#### FIRES.

The following suffered damage by fire, explosions or other accidents:

The plant of the Anniston (Ala.) Hot Blast in January was blown up for the second time in a month.

Bangor (Me.) Daily News.  
Belleville (Can.) Ontario.  
Bowling Green (Ky.) Times-Journal.

Bridgeton (N. J.) Daily News.

Brooklyn Citizen.

Brooklyn Standard Union.

Colborne (Can.) Express.

Colborne (Ont.) Express.

Dawson (Ky.) Tribune.

Decatur (Ind.) Herald.

Eganville (Can.) Star-Enterprise and the Leader.

Eppworth (Ia.) News.

Greeley (Colo.) Republican.

Greenfield (Ind.) Evening Reporter.

Grinnell (Ia.) Herald.

Havana Ricardo Torriente Poltica

Cornica.

Holyoke (Mass.) Evening Telegram.

Ithaca (N. Y.) Chronicle.

Johnstown (Pa.) Journal.

Joliet (Ill.) Herald.

Lawrence (Kan.) Journal.

Lindsay (Can.) Warrier.

Louisville Herald.

McAllen (Tex.) Monitor.

Morgan City (La.) Tribune.

Muhlenberg (Ky.) Sentinel.

New Glasgow (Can.) Standard.

Oscoda (Mich.) Press.

Oseola (Ia.) Democrat.

Oswego (Kan.) Independent.

Pateron (N. J.) Volksbote-Journal (German up).

Pottstown (Pa.) Ledger.

Springfield (O.) Time.

Stillwell (Okla.) Standard and Sentinel.

Susanville (Cal.) Mail.

Swainsville (Pa.) News.

Terra Haute (Ind.) Star.

Truro (N. S.) News.

#### BUSINESS TROUBLES.

Quite a number of publishing properties met with business troubles. Notably among them were the Spokane Inland Herald, New Haven (Conn.) Palladium, the Columbian-Sterling Publishing Company and the E. G. Lewis enterprises of St. Louis. The Inland Herald of Spokane was sold by the receiver of the Haynes Publishing Company to F. B. Gregg, who after several months was forced to discontinue it. The enterprise cost the stock and bond holders \$500,000, and the final report of the receiver indicated they will not receive a penny of their money.

The Palladium went into the hands of a receiver and was sold to contemporaries who discontinued it. The paper was eighty-two years old.

E. G. Lewis placed all his properties in the hands of a board of trustees, which was to conduct them for five years. Immediately actions for the appointment of a receiver were taken by creditors. In December the properties were pronounced bankrupt by the United States Court and Matt Reynolds appointed receiver.

One of the most sensational business troubles in the publishing field in the past years has been the tangle of the Columbian-Sterling Publishing Company, which resulted in the Hampton-Columbian Magazine having to be sold to satisfy creditors and all the officers of the company indicted for fraud involving \$4,000,000. To save themselves the stockholders purchased the magazine for \$10,000, and after missing the December number

1911 The Most Prosperous Year  
in the history of the

## MEMPHIS NEWS SCIMITAR

336,980 Agate Lines  
ADVERTISING GAIN  
7,200

### Increase In Circulation

For six years THE NEWS SCIMITAR has made a positive and consistent gain in advertising. Despite vicissitudes and handicaps imposed upon it by selfish interest, because of its indefatigable and unceasing fight for principle before self, and notwithstanding its uncompromising attitude on questions of paramount importance to the greatest number of its community, and the elimination of much undesirable advertising, THE NEWS SCIMITAR has enjoyed steady and gratifying progress in advertising as well as in circulation and influence.

#### SIX YEARS GAINS IN ADVERTISING OVER THE PRECEDING YEAR

1906	1907	1908	1909	1910	1911
		Panic Year			Sunday Discontinued
281,148 lines	486,010 lines	68,936 lines	202,314 lines	950,278 lines	336,980 lines

### The Why and the Wherefore of it All

A newspaper's standing in its community is eventually fixed by the value of the service it renders to the people of that community.

A newspaper whose ownership is free from entangling alliances and which renders at all times every service in its power to the good of the greatest number is bound to be carefully read by its readers, who believe in it and stand by it. Such newspapers develop the SUPREME QUALITY as advertising mediums.

A newspaper that day after day and week after week combines honesty in purpose with the publication of

most all the news of the day first is bound to have the most attention from the newspaper readers in its community.

Furthermore, there is always a positive and dominant response to the advertising from the readers of the afternoon newspaper that is supreme in its field. It reaches ninety per cent of the people, at a time when they have the leisurely hours to read and reflect.

This fact makes the advertising columns of the afternoon newspaper the surest, shortest, safest and most economical channel connecting the customer with the merchant.

## Nothing Can Stop It

Represented by PAUL BLOCK, Inc.,  
NEW YORK, 250 Fifth Avenue. Steger Building, CHICAGO.

plan to resume publication again under the old name of Hampton's.

Other troubles were:  
Aiken (S. C.) Sentinel—mortgage foreclosed and paper sold to W. E. Duncan.

Creditors of the Alton (Ill.) Sentinel-Democrat filed a petition for a receiver for the paper.

Ashland (Wis.) Press—mortgage foreclosed by and paper taken over from Robert Knoff by Joe Mitchell Chapple.

Fallinger (Tex.) Ledger went into bankruptcy.

The appointment of a receiver for the Baltimore Italian News Company was asked for.

Beaumont (Tex.) Leader Publishing Company—A. L. Ford, owner, filed a voluntary petition in bankruptcy.

Belleville (Mo.) Daily Tageblatt—mortgage foreclosed and plant seized by sheriff.

Columbus (O.) News—plant sold by receiver in parcels at auction in October.

Decatur (Ind.) Daily and Weekly Durham (N. C.) Daily and Sunday Sun (receivers appointed).

Herald—receiver appointed.

Human Life—assigned for the benefit of creditors in April.

A receiver was asked for the Herbert Kaufman & Handy Advertising Company, Chicago.

Lexington (Ia.) Teller—receiver appointed.

Lynn (Mass.) Evening News—sold by receiver on November 11.

The Morristown (N. J.) News made an assignment.

The Progress Magazine Company, Chicago, was placed in the hands of a receiver.

Employees of the San Francisco Democratic Press Company, publishers of the suspended one cent Daily Standard, filed a petition for a receiver.

Springfield (O.) Time.

Hartwell Stafford, a New York advertising agent.

#### LEGISLATIVE ENACTMENTS.

The state railroad commission granted "legitimate" newspapers of Florida the right to exchange advertising space for railroad transportation in December.

The Arkansas Senate passed a law requiring news agencies such as the Associated Press to furnish service to all papers complying with the requirements of such agency in any city of the state.

The Church Bill, prohibiting the publication of detailed descriptions of trials and executions of criminals, passed both houses of the Illinois legislature in May, despite much protest by the press. Governor Dineen, however, vetoed it.

Governor Dix of New York signed the Bayne Bill providing a year's imprisonment or \$1,000 fine, or both, for false advertising statements. The law became effective September 1.

Minnesota and Nebraska enacted laws compelling puzzle advertisers to pay a certain proportion of the amount of their offer to solvers in cash.

The New York State Senate passed on a bill introduced by Senator Grady to compel the signing of newspaper editorials. The newspapers all over the country protested of the impossibility of such a thing, and after much discussion it was killed in the assembly.

#### NEWSPAPER ENTERPRISE.

Numerous newspapers showed exceptional enterprise in many ways, such as the issuing of special editions, improvements, and circulation promotion, but the individual names of each of these would be too numerous to mention in the limited space allowed. Others took special interest



in aviation, wireless telegraphy and wire telegraph improvements, public improvement, etc.

Frederick L. Seely, publisher of the Atlanta Georgian, conducted a crusade in his paper against the leasing of convicts in Florida, after having been largely instrumental in putting an end to the practice in his own state.

General Charles H. Taylor, editor of the Boston Globe, awarded \$10,000 to the winner of the aeroplane race at the Squantum meet at Cambridge on Labor Day.

A number of attempts were made to win the \$50,000 prize offered by William K. Hearst, for the first man to fly across the continent within thirty days. None succeeded in qualifying for the prize, although Galbraith Rodgers, a New Yorker, accomplished the feat by a round-about route in fifty days and was awarded with a \$500 prize by Mr. Hearst.

For what was said to be the first time in history newspapers were delivered by aeroplane in January by Didier Masson, during the Los Angeles aviation exhibition. Copies of the Los Angeles Times were delivered to subscribers in Pomona and San Bernardino.

Leading German papers of the country launched a campaign for a reformation of the immigration laws at Ellis Island. They were led by Das Morning Journal, the Hearst New York newspaper, and demanded an investigation of the methods of treatment which caused the station to be known as "The Isle of Tears."

The New York Times sent a telegraph and cable message around the world in sixteen and a half minutes, and also awarded a silver trophy to Harry N. Atwood, for his aeroplane flight from Boston to Atlantic City.

The New York World conducted exhaustive experiments on the sending of wireless messages from aeroplanes.

Tests between the World Building and various points at distances were successful to a certain degree. By means of a donation of \$10,000 by the World a series of sixty-one free concerts will be given to New York public during the season by the Symphony Orchestra and Philharmonic Society.

The Boston Journal abolished cuts. The Boston Post in May succeeded in accomplishing a notable circulation feat, when it sent 60,000 copies of the issue containing the account of the \$6,000,000 Bangor fire to Bangor and other Maine cities four hours before any other Boston paper.

The Providence Journal, harangued with the management of the Harvard-Boston aviation meet on Labor Day to have the competitors in the aeroplane race fly over that city.

The St. Louis Post-Dispatch was responsible for having Harry N. Atwood start his flight from St. Louis to New York from that city.

The Publishers of the Williamsport (Pa.) Critic purchased land adjoining its building and will lay out a public park.

The Rochester (N. Y.) Herald conducted a week's aviation meet.

# IN THE P. O. DEPARTMENT.

Beginning December 28 an amendment was made to the Post Office regulations to the effect that publishers desiring to change the name or frequency of issue of their publication will be saved the annoyance of filing an application for re-entry as second-class matter. Only specific notice of change will be necessary.

In the Post Office Department the year was marked by unusual activities in an endeavor to abolish the long standing annual deficit. Legislation was striven for to reduce the number of newspapers and magazines by the persistent urging of President

Taft and Postmaster-General Hitchcock to raise the rates on second class mail.

For the first time since 1883 the department for a fiscal year was conducted at a profit. In the twenty-four months under the charge of Postmaster-General Hitchcock a deficit of \$17,479,770 was changed to a profit of \$219,178 for the fiscal year ending June 30, 1912.

Mr. Hitchcock in his appropriation estimates for 1912 asks for \$260,938,740 for the year, an increase of only \$2,585,740 over the appropriations for the current fiscal year. This increase is the smallest on record. Mr. Hitchcock in his annual report, reiterates that the second-class postage rate should be two cents instead of one cent a pound.

He also urges that by readjustment of the price of railroads for transporting the mails, based on actual cost to the railroads, an annual saving to the government of at least \$9,000,000 could be effected.

The report then goes on to say: "The department's attitude against the fraudulent use of the mails, begun in 1910, has been aggressively continued. There were altogether 529 indictments, and in these cases 184 convictions have been already secured, with but few acquittals. Most of the pending cases will come to trial during the current fiscal year. The swindlers thus indicted had fraudulently obtained from the public many millions of dollars."

The commission appointed by Congress to investigate the postmaster-general's recommendations for the elimination of magazines and periodicals from second-class mail, held meetings in New York for an entire month. Various publishers and experts on postage services and postal matters were examined, and in December it drew up for Congress a bill radically revising the second-class postage rates.

The bill provides that on and after July 1, 1912, the second-class postage rate shall be a flat rate of two cents a pound, or double the present rates on that class. Postmaster-General Hitchcock originally advocated a four-cent-a-pound rate for second-class mail.

Other provisions of the proposed act are:

First—Every publication to be entitled to the two-cent rate must have:—  
First—A bona-fide list of volunteer subscribers; that is, persons who subscribe either by themselves or through agents. These subscribers must pay in advance the full price of the advertised subscription price. Not more than one-quarter of the subscription list shall be composed of those who get gifts, and gift copies do not count unless given by others than the publisher. Nor can there be included in the subscription list any subscribers who are induced by the gift of a premium, prize or other extraneous inducement. No expired subscriptions count.

Second—Not more than fifty per cent. of the general text or reading matter shall consist of fiction.

Third—No bona-fide periodical must be published chiefly for advertising purposes, either by reason of the manner in which it is circulated or by reason of the character of the matter published, and no newspaper or other periodical publication devoting more than fifty per cent. of its space to advertisements shall be carried as second-class mail matter.

All advertisements shall be attached permanently to the publication, and shall not be printed on any substance other than paper, nor on paper of greater weight than that used for the text of the publication.

Fourth—No periodical in the second class postage division shall be published chiefly for free circulation or for circulation at nominal rates.

Fifth—With a regular issue of a newspaper or other periodical publication one supplement may be enclosed. Supplements shall not be printed on any other substance than paper, nor, except in the

case of maps or plans illustrative of the text, shall they differ in form from the body of the publication.

A supplement shall not contain advertisements, but shall be confined to matter germane to the regular issue and supplied in order to complete the body of the publication.

Strenuous protests were registered by the American Newspaper Publishers' Association against any such changes as the bill proposes. The letter was not yet been presented to Congress.

Another committee investigated expenditures in the Post Office Department in an effort to find what saving might be made by placing the serving men on a permanent self-supporting basis.

In the course of its investigation every publisher in the United States was compelled to answer certain questions propounded, with the object of finding out just how much second-class mail has to do with the business in the department. The commission's report has not yet been made public.

The order for the transportation of periodical mail (second class) by fast freight was issued on September 1, 1907. More than \$50,000,000 has been lost by the United States Government in connection with second-class postal matter, the Postmaster-General declared in December. He based his estimates of the loss on statistics for the year 1907 and 1908, the cost of hauling second-class mail being in excess of eight cents a pound, meaning more than seven cents lost by the Government on every pound handled.

His fast freight system, he declares, has already shown a saving of \$1,400,000, and has been so successful that when the contracts with the railroads in the three other sections of the country expire a similar arrangement is to be made with them.

The Review of Reviews Company charged Mr. Hitchcock with personally discriminating against it in compelling its second-class mail to be carried by fast freight, while he allowed contemporaries of the same nature to use the regular trains. An injunction was asked of the United States District Court against the further carrying out of the order, but it was refused. The court's ruling was to the effect that it had no jurisdiction to interfere with a Cabinet officer's action, and the only recourse was to have Mr. Hitchcock impeached, or have President Taft rescind his order. Neither has yet been done.

The Postmaster-General in July issued an order amending section 462 of the Postal Regulations so as to allow coupons, order forms, and other matter intended for detachment to be included in permanently attached advertisements, or elsewhere in newspapers and magazines.

The order provides that advertisements coupons must only be an incidental feature of such publications. They must not be such as to destroy the "statutory characteristics of second-class publications," or be so characterized as to place them within the prohibition of the statute denying the second-class rate of postage to publications designed primarily for advertising purposes.

Because of the difficulty of enforcing it and the annoyance to publisher and subscribers the Department in November extended the time limit of renewing subscriptions to publications holding second-class privileges to one year.

The department gave notice that so-called publishers appearing in newspapers as advertisers for certain piano manufacturers are not genuine and newspapers carrying such ads cannot legally be sent through the mails.

It officially ordered the spelling of

Pittsburgh with the "h."

The publishers of the Atlanta Journal were indicted by the federal grand jury on charges of drawing the government in sending copies of a special edition of the weekly journal through the mails at the one-cent rate to which it was alleged it was not entitled. The United States Court quickly quashed the indictments.

The Richmond Journal and the News-Leader in October were indicted by the federal grand jury on charges of sending obscene and objectionable news matter through the mails. The stories were in connection with the lottery trial.

Some papers vigorously protested. A protest was registered by some newspapers on the indictments against what they termed Postmaster-General Hitchcock's self-assumed censorship of the news.

The One-Cent Letter Postage Association opened offices in Washington to agitate business men to work for a one-cent letter postage.

E. G. Lewis, the former head of the Lewis Publishing Company, of Union City, Mo., in July was indicted by a special grand jury in the United States Court on twelve counts on charges of using the mails to defraud. Edwin C. Madden, former third assistant postmaster-general, counsel for Lewis in his suits against the Post Office Department, declared that lack of intelligent management was responsible for the annual deficit of more than \$9,000,000 in the department.

## MISCELLANEOUS.

A peculiar newspaper famine occurred in New York on the last Sunday in March. A new organization of newsdealers, the Sunday copy club, asked publishers to give them back the old "all unsold" return privilege and a reduction in the wholesale price of Sunday papers of from four to three and a half cents, with an allowance of a half-cent on every copy returned. On March 26 they refused to sell copies of the World, the management of which they blamed for the abolishment of the old return system. The other members of the local publishers' association decided not to place copies of their papers on the stands refusing to sell the World. For two days the trouble continued and only ended when the dealers backed down in their demands.

The American Rotary Valve Company purchased the entire plant, equipment, patent and design of the Jones and Smith Manufacturing Company in August.

The American Type Founders Company absorbed the Barnhart Brothers & Spindler Company.

A statue of the late Joseph Bryan, proprietor of the Richmond Times-Dispatch, erected by the citizens of Richmond, was unveiled.

Andrew Carnegie positively denied a rumor that he was backing an international newspaper to be founded in Paris in the interest of the international peace movement.

The Chicago Tribune established a pension fund for employees reaching the age of sixty years and who have served the paper for a period of twenty years or over.

The Illinois Publishing Company of Chicago, separated the morning and evening editions of their daily papers in November. The papers retain their former titles, the Staats-Zeitung (morning), and the Chicagoer Presse (evening), but are distinguished by separate and published by two different staffs.

The sale of the first July number of Collier's Weekly was stopped in

Boston by order of the police because of an advertisement on the American flag on the front cover. It was claimed to be a violation of the state laws.

The DeForest Advertising service began business at Springfield, Mass. The first prosecution under the new federal act making it a criminal offense to divulge or publish secrets pertaining to the national defense was furnished in the case of Joseph A. B. Fraunfeld, a draughtsman in one of the shipyards at Quincy, Mass. It was charged he disclosed secrets in a magazine article on technical details in the construction of warships.

John H. Feller, editor of the Cleveland Graphic, was sentenced to three months in the state penitentiary for blackmailing.

"Globe Square" was the name given to the two blocks in Dey street adjoining the New York Globe Building by official act of the Board of Aldermen and Mayor Gaynor.

The Grand Rapids (Mich.) News joined the list of papers refusing free theater tickets.

The city council of Hamilton, O., changed the name of Riley street to Journal Square in honor of the Hamilton Journal.

The firm of Harwell & Cannon, New York, newspaper and periodical brokers, was enlarged by the admission of John A. McCarthy.

What is said to have been the largest advertising appropriation for a year ever made by a railroad was voted by the Harriman lines in February. It amounted to \$1,250,000.

H. H. Kohlhaas placed himself open to a charge of contempt of court by refusing to divulge to the Senate investigating committee the name of his informer of facts contained in an article in his Chicago Record-Herald on the Lorimer bribery scandal. He was given a limited time in which to answer, when the person in question came forward and made himself known voluntarily.

The Ladies' Home Journal abandoned its fortnightly edition and returned to monthly publication.

The Lawton (Okla.) Star, a morning paper, moved to Guthrie.

The Lanston Monotype Machine Company showed net profits of \$605,069 for the year ending February 28. Dividends totalling \$329,698 were paid, leaving a surplus of \$325,371. The Lanston Company owing to the heavy business of 1910-11 has outgrown the present facilities of its factory and the erection of a new house is now under way.

Under the new rules governing the United States lighthouse service, employees are forbidden to give information to the newspapers. The matter heretofore obtained from these sources and published free of charge had related to matters of special interest to mariners and had been eagerly sought by them, and its discontinuance causes much annoyance.

At the Lorimer investigation it was brought out that the Chicago Tribune spent \$20,000 in gathering the story that started the investigation of alleged bribery in the election of Senator Lorimer of Illinois.

All representatives of the Scripps-McKee newspapers were voted barred from the floor of the Ohio Senate, after having played an important part in causing the bribery scandal. The resolution especially affected E. C. Cook, editor of the Columbus Citizen, and N. D. Cochrane, editor of the Toledo News, who were arrested for contempt in refusing to testify before the committee.

John J. McNamara, secretary-treasurer of the International Asso-

# THE TRIBUNE

of ONE CENT-DAILY & SUNDAY

## LOS ANGELES

—Passed the half mile stone on the fourth of January and is the biggest and best advertising buy on the Pacific Coast. Regular carrier delivery of the Tribune in Los Angeles and suburbs many thousand copies in excess of any other Los Angeles newspaper.

¶ An advertisement which lacks cleanliness and honesty cannot get into the columns of the Tribune at any price. This is a protection alike to the reader and advertiser.

—Advertisers who come in on the basis of the present low rate are bound to get more than value. We urge you to include the Tribune on your 1912 list and reap the full opportunity of the extraordinary business activity and general prosperity now prevailing in Los Angeles.

¶ Make prove our claim.

### LOS ANGELES TRIBUNE CO.

LOS ANGELES, CAL.

Representatives  
A. K. HAMMOND,  
366 Fifth Avenue,  
NEW YORK CITY

E. D. BERTOLET,  
Boycie Building,  
CHICAGO, ILL.

ciation of Bridge and Structural Iron Workers, with J. B. McNamara, his brother, and Ortie McNamara were arrested in April charged with blowing up the Los Angeles Times building with the loss of nineteen lives on October 1, 1910. They confessed in December, and were sentenced to life imprisonment and twenty years, respectively.

J. F. Mitchim, former publisher of the El Paso (Tex.) Daily News, was acquitted of the charge of murder in killing Monroe M. Harrell, in 1908, on the ground that the act was committed in self-defense.

The New York Evening Mail conducted a twelve-mile road race in May, which established a new record in entries for an amateur athletic event. More than 1,000 competitors started and more than 500 finished.

Because of displeasure occasioned by publication of certain news during the long delay in selecting a United States Senator from New York State, Governor Dix decided to punish the correspondents by limiting his intimacy with them. He put rules into effect that any question they wanted answered, would have to be put to him by one of their number specially selected to interview him.

The New York Times opened a new office in the West End section of London. The Times received a wireless message from Coltano, Italy, 4,000 miles from New York, which is said to be a new world's record.

The Board of County Commissioners of Denver, Colo., decided to appropriate \$100,000 to advertise in the East, raising the money through an additional tax levy.

Jurisdiction over the press by the Interstate Commerce Commission was proposed by President F. A. Delano of the Washash Railroad on the ground that newspapers are semi-public utilities.

An invention designed to counteract the effect of static electricity in the rolls of printing presses was reported to have been completed by John C. Parker and William H. Lines of Rochester.

William Paterson of Schenectady, N. Y., patented an automatic spring tension device for duplex or flat-bed web perfecting presses to prevent loss of time through the wrinkling or breaking of the paper.

The criminal libel suit brought against the Seattle Post-Intelligencer and persons connected with it at the instance of the publishers of the Times, and similar suits against the Times by the owners of the Post-Intelligencer, were dismissed by the prosecuting attorney on instructions of Judge Gay of the Criminal Court.

Police Commissioner of New York ordered that the police must give every help to the press in collecting news in its precinct.

The Racine (Wis.) Times Company increased its capital from \$50,000 to \$75,000.

The Richmond Virginian changed from an evening to a morning publication on July 1.

The Simplified Spelling Board met for its fifth annual convention in New York and elected Thomas R. Lounsbury of Yale president and Andrew Carnegie a vice-president.

The South Dakota Legislature appropriated \$17,500 for advertising the resources of the state.

Because the St. Louis Post-Dispatch raised its advertising rates on July 1 the department stores of the city simultaneously discontinued their advertising in it. On the first of November, however, they decided to come back in a body at the new rate.

The St. Louis Republic ex-



cluded liquor advertisements from its columns in March.

#### PURELY PERSONAL.

Alden J. Blethen celebrated his fiftieth anniversary of ownership of the Seattle Times in August.

Amon G. Carter, business manager of the Fort Worth Star-Telegram, was elected president of the Board of Trade in December.

Herbert O. Ellis, representing the Harmsworth papers of London, visited America to make a composite study of the construction of our newspaper buildings for use in laying the plans for a home for his papers in London.

John V. Ellis in December celebrated the fiftieth anniversary of his editorship of the St. John (N. B.) Globe.

Sir Harold Harmsworth, proprietor of the London Globe, visited the United States and Canada.

George E. Harrison was elected secretary and general manager of the Havana Post.

Oliver S. Hersham, publisher of the Pittsburgh Press, was appointed lieutenant-colonel on the staff of Governor Tener.

Frank A. Munsey began the organization in October of a trust company capitalized at \$2,000,000.

Sir Frank Newnes, proprietor of numerous London publications, visited America.

T. C. Noyes, treasurer of the Washington (D. C.) Star, was elected president of the Washington Board of Trade.

Edward H. O'Hara was elected secretary-treasurer of the Syracuse Herald Company, succeeding Bert E. McKeever.

General Charles H. Taylor, editor and proprietor of the Boston Globe, celebrated his fiftieth anniversary of active newspaper work in Boston.

#### STAFF CHANGES.

James H. Allison was appointed business manager of the Nashville Tennessean and American.

Hugh Allen was promoted to the editorship of the Tacoma Times.

J. E. Allen resigned the advertising management of the Omaha Bee to become business manager of the Washington (D. C.) Herald.

J. Clem Arnold succeeded Frank F. Peard as general manager of the Los Angeles Evening Herald in November.

George J. Auer became business manager of the Albany (N. Y.) Knickerbocker-Press.

O. P. Baldwin was promoted to the office of editor-in-chief of the Baltimore Sun.

Colonel Jasper E. Brady became manager of the Kansas City Post.

H. B. Burney became associate editor of the Birmingham News, succeeding J. R. Hornaday, who went with the Ledger.

Judson H. Carter was appointed business manager of the Tacoma Daily News.

Henry N. Cary retired as business manager of the St. Louis Republic and assumed the office of manager of the Chicago Newspaper Publishers' Association.

S. J. Duncan Clark was made managing editor of the Louisville Herald.

W. M. Clemens resigned as managing editor of the Memphis News-Scimitar to join the Birmingham News in a similar capacity.

He was succeeded by Charles Grant Miller.

Arthur W. Copp became superintendent of the Western division of the Associated Press.

K. A. Angle was appointed business manager of the Little Rock (Ark.) Democrat.

William T. Ely became managing editor of the Madison (Wis.)

#### ADVERTISING MEDIUM.

#### ADVERTISING MEDIUM.

Advertisers desiring to reach the fertile, populous and prosperous

## VALLEY OF VIRGINIA

can do so at the astonishingly low rate of 7 cents an inch, in the

## HARRISONBURG VA.

### ROCKINGHAM DAILY RECORD

and there is NO OTHER economical way of reaching this clientage.

Advertisers guaranteed a circulation in excess of 6000 copies per day, and growing rapidly, as is shown by the following sworn figures:

October Average 4650; Nov. 5478; Dec. 5980  
Average for week ending December 30, 6213

Of this last number 5591 went to paid-in-advance subscribers, and over 5200 are paid up to Jan. 1, 1913.

**THE ONLY PAPER** in this territory giving advertisers sworn statements of circulation. International Leased-Wire News Service, and all the adjuncts of an Up-to-date Daily in a Live City.

R. D. VAN ALSTIN, Manager.

#### State Journal.

Carleton Foss Freese was made business manager of the Providence News.

John P. Gavit was promoted to the office of superintendent of the Central Division of the Associated Press.

Harry Gilmour was made business manager of the Oakland (Cal.) Enquirer.

J. D. Gortowsky became managing editor of the Atlanta Constitution.

George N. Graham became business manager of the Syracuse Herald.

Robert Hanschke became general manager of the Chicago Staats-Zeitung and Abend Press in December.

Charles T. Henderson was appointed publisher of William R. Hearst's Chicago American.

R. O. Jaspersen in December assumed the managing editorship of the Milwaukee Evening Wisconsin.

George E. Kenple was appointed editor of the Houston Chronicle.

Andrew C. Kiefer assumed the general management of the Terra Haute (Ind.) Tribune.

Charles P. Knill was elected secretary and general manager of the Association of American Advertisers.

G. H. Larke became general manager of the Kansas City Post.

Harry M. Lasker sold his interest

in the Paul Block Special Agency and retired from the advertising business.

B. F. Lawrence in November succeeded J. W. Barnhart as general manager of the Star League Newspapers of Indiana.

William P. Leech was appointed general manager of the New York Evening Journal.

Edward B. Lilley was elected to the office of editor and publisher of the Cleveland News, succeeding B. F. Bower, who retired on account of poor health.

Mr. Lilley was succeeded as managing editor of the Cleveland Plain Dealer by E. C. Hopwood.

M. J. Lowenstein resumed charge of the St. Louis Star as general manager.

Edward G. Lowry was appointed managing editor of the New York Evening Post.

Frank D. McDonald was made business manager of the Dayton Journal.

Samuel McDonald became business manager of the Denver Post.

A. N. McKay became general manager of the Salt Lake City Tribune and Telegraph.

Louis A. McMahon was appointed managing editor of the Richmond News-Leader.

J. W. Magers was appointed business manager of the Baltimore Sun.

George A. Murphy assumed the general management of the Grand Rapids (Mich.) News.

Harvey E. Newbranch was made editor-in-chief of the Omaha World-Herald.

A. G. Newmyer became business manager of the New Orleans Item, succeeding Elmer E. Clarke, who purchased the Little Rock Democrat.

A. L. Peterson became managing editor of the San Francisco Globe.

James Burton Pinkham, advertising manager of the New York Tribune, in December became vice-president and business manager of the San Francisco Post.

William E. Pringle and Wallace T. Miller became editor and general manager, respectively, of the Quincy (Ill.) Whig.

Jason Rogers became publisher of the New York Globe, and E. A. Westfall business manager.

Harrison Robertson was made editorial supervisor of the Louisville Courier-Journal.

Roly Robinson retired as secretary-treasurer and business manager of the Atlanta Constitution, and was succeeded by J. R. Holiday.

Emil M. Scholz was appointed business manager of the Pittsburgh Post and Sun in December.

William E. Scripps, son of James E. Scripps, became general manager of the Detroit News.

E. R. Smith was appointed business manager of the New Haven (Conn.) Journal-Courier.

George A. Sosniendyck became general manager of the Newark (N. J.) Star.

David S. Taylor was made managing editor of the Buffalo Courier.

George S. Thurlteill assumed charge of the Springfield (O.) Sun as general manager.

R. W. Uhl was elected president and editor of the Medford (Ore.) Sun.

F. W. Worcester became business manager of the Memphis News-Scimitar.

R. H. Yancey succeeded Gideon H. Baskette as editor-in-chief of the Nashville Banner the latter going with the new Nashville Democrat.

#### OBITUARY.

Death removed from journalism during 1911 one of the foremost figures the profession has known in Joseph Pulitzer, proprietor of the New York World and the St. Louis Post-Dispatch, who died of heart disease on October 20 on his yacht in the harbor of Charleston, S. C., en route to his winter estate on Jekyll Island, off the coast of Florida.

Mr. Pulitzer left the control of the World and the Post-Dispatch to a board of trustees, and the ownership of the papers to his sons, Ralph, Joseph and Herbert. Plans for his \$2,000,000 endowed school of journalism at Columbia University became effective immediately on his death.

and work on the organization of such an institution as he contemplated are now well under way.

Charles Frederick Moberly Bell, managing director of the London Times.

Charles M. Benjamin, part owner of the Theatrical (N. Y.) Journal.

Joel Benton, former journalist, poet and friend of Horace Greeley.

John Bigelow, journalist, lawyer, diplomat and author.

E. R. Blaine, president of the Blaine-Thompson Advertising Company, Cincinnati.

Frederick Bonner, former editor of the New York Ledger.

Joseph Pierson Caldwell, editor of the Charlotte (N. C.) Daily Observer.

W. S. Cappeller, proprietor the Mansfield (O.) News.

Charles Chamberlain, pioneer press

BUSINESS OPPORTUNITIES

To any responsible publisher commanding \$1,000 to \$15,000 cash and desirous of finding a location in a celebrated resort, we can furnish details of a most desirable weekly—one of the best in the country. Annual business over \$20,000—net profit exceeding \$5,000—and an \$8,000 equipment, mostly new. Practically no competition in large and growing field. Price \$30,000, or a little less according to amount of cash buyer can command. Owner can show sound business reasons for selling. This is an exceptional opportunity which we have personally investigated and can recommend. Proposition C. K.

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York

**Do You WANT  
TO SELL OR BUY**

**A NEWSPAPER PROPERTY?**  
Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.  
*Hollis Corbin,* Metropolitan Bldg., New York City

WANTED.—Live newspaper man who can buy at least one-sixth interest in first class Iowa county seat Republican weekly, (worth \$12,000), and take full management of same at good salary. Can buy larger interest later if desired. Write qualifications, age, etc., at once, to "G," care Fourth Estate.

FOR SALE.

**THREE MODEL No. 3**  
LINO TYPES FOR SALE (on account of installing additional Monotypes and discontinuing, of course, of present model). These machines are equipped with motors and large assortment of matrices and magazines. John C. Winston Co., Philadelphia, Pa.

LINOTYPE FOR SALE. Model 4, two letter, with all magazines, matrices and other accessories. In good condition. Has had little use. Chapple Publishing Co., 944 Dorchester Ave., Boston, Mass.

LINOTYPES FOR SALE. Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

MODEL 2 LINOTYPE FOR SALE. Complete with 2 magazines containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad Street, Charlestown, S. C.

representative and newspaper man.

Joseph Clark, former owner of the Leavenworth (Kan.) Tribune.

Dr. Alfred Cochran Lambdin, chief editorial writer for the Philadelphia Public Ledger.

Leander H. Crall, pioneer special agent.

George J. Clement, prominent in the last generation in newspaper circles of New York.

Frank Bennett Colver, one of the founders of the Sandusky (O.) Journal.

William E. Dargie, proprietor the Oakland (Cal.) Tribune.

Robert Stuart Davis, founder of the Philadelphia Evening Call.

William Osborn Davis, proprietor of the Bloomington (Ill.) Panagraph.

James Elverson, proprietor the Philadelphia Inquirer.

R. Fitzgerald, former editor of the Philadelphia Item and son of Thomas Fitzgerald, founder of the paper.

Charles S. Francis, diplomat and publisher of the Troy (N. Y.) Times.

Edington Price Fulton, former editor of the Pittsburg Times.

Franklin Fyles, well known dramatic critic.

John Gilpin, veteran Newport newspaper correspondent, and who is

SITUATIONS WANTED.

**A \$6000.00 MAN IS OPEN FOR**

service with some good newspaper. Proposed change of ownership leads to open negotiations for new field. Would shade salary some for favorable stock proposition. References as to character, business ability, integrity and other qualifications furnished to those who mean business. Would be of no value to personal bulletin or political handbill. Am not financial, but must respect the dress T. M. J., care The Fourth Estate,

ADVERTISING MANAGER.

Young man 25, now business manager of a suburban daily, seeks position as advertising manager or solicitor on live daily. Five years' experience in both agency and newspaper work; has high-class reputation to sustain; can meet men on equity, and always with the interest of his publication at heart. Write today for the record of a man who can do things. E. R., 1170 Madison St., Brooklyn, N. Y.

HELP WANTED.

**OPPORTUNITY FOR  
THE RIGHT MAN.**

*Permanent position with great possibilities open for energetic young Newspaper Business Man. Must be familiar with requirements and operations of Mechanical Departments of Daily Newspapers. Executive and selling qualifications and ability to write good business letters necessary. Address*

**MANUFACTURER,**  
*care The Fourth Estate.*

A part time opportunity is open to a Jewish young man who is a capable correspondent, and is familiar with advertising and advertisers. Address Y. Z., care The Fourth Estate.

A solicitor for a special agency. State age, experience and salary desired. Address SPECIAL, care The Fourth Estate.

said to have originated the society page feature of American newspapers.

William H. Gillespie, founder of the International Association of Circulation Managers.

James M. Glenn, once one of the owners of the Cincinnati Commercial.

Curtis Guild, Sr., founder and editor of the Boston Commercial Bulletin.

Harold C. Kimball, secretary the Rochester Post-Express.

George Edward Mathews, owner and editor of the Buffalo Express.

H. W. Meyer, for many years owner and editor of the Appleton (Wis.) Volks-Freud.

Cornelius McAuliffe, for fifteen years managing editor of the Chicago Record-Herald.

Albert McFarland, treasurer the Los Angeles Times-Mirror Company.

Luke McHenry, proprietor of the Oneida (N. Y.) Union and prominent in Democratic politics of the state and country.

General Alver Bayard Nettleton, founder of the Minneapolis Tribune.

Colonel George A. J. Norman, for half a century in the general adver-

SITUATIONS WANTED.

**BUSINESS MANAGER**

The General Manager of The Fourth Estate says he "does not know why a man with a good record should hide behind a blind ad." This, the answer. The advertiser has a good record. He is now employed. His present position is a good one and his record in it is his best reference. He does not, however, want to peddle his services openly any more than a newspaper proprietor wants to openly offer his newspaper for sale, although he may be willing and anxious to consider reasonable offers.

The advertiser has had thorough training in newspaper work. He desires to change to another field—a change of locality—and points to his record—a good one.

As an economical manager, a department systematizer and harmonizer, and as a new business builder he has been successful.

There are, no doubt, several newspapers in eastern cities that could use his services to advantage and profit. He would like to hear from any such. He has no objection to having his name and address divulged to proper applicants by The Fourth Estate, but it would probably be less complicated and less loss of time if you would communicate direct for further particulars by addressing C. E. W., care The Fourth Estate.

**CHANGE WANTED?**

By Circulation Manager, over 10 years' experience, with good ideas, methods, systems, circulation schemes, etc., to a live daily. At present employed as assistant on large daily. Best references. Address A. J. M., care The Fourth Estate.

**Circulation Manager.**

Thoroughly experienced in New York newspaper circulation. Have spent several years promoting sales of a weekly and a monthly national magazine. Know the details of expense, and can organize and hold circulation at a reasonable cost. Age 31. The requirements of any position cannot exceed my experience and fitness. Address C. A. J., care The Fourth Estate.

**GOOD WRITER**

desires engaging and conservative, high class daily or weekly paper in small city or country town. Address J. T. Munson, 467 W. 23rd street, New York City.

**CIRCULATION MANAGER.**

Thoroughly experienced on morning and afternoon and on daily and Sunday papers in large and small cities. Expert systematizer and organizer with first order, now employed but seeks change. Address J. A. R., care The Fourth Estate.

Energetic young man of good address, character and habits, who has had ample business and editorial experience, seeks responsible connection with advertising or business department of daily newspaper in large city. Address K. F., care The Fourth Estate.

tising agency business in New York.

Dr. Hugh Pitcairn, president of the Altoona (Pa.) Tribune Company.

James A. Randall, founder the Buffalo Times.

Charles H. Remington, well known in the paper and pulp industry.

Charles R. Robertson, general manager of the Canadian Associated Press.

John Schroers, widely known German-American newspaper man and one of the founders of the St. Louis Times.

Count Maximilian von Seckendorff, formerly editor of the Washington Times.

R. J. Shannon, New York special representative.

Clarence E. Sherin, well known

FOR SALE.

Owing to the recent purchase of THE LANSING JOURNAL BY THE STATE REPUBLICAN, and a consolidation of the properties under the name of THE STATE JOURNAL, we offer the following equipment for sale:

One new Duplex Tubular Plate Rotary Press, prints 2-4-6-8-10-12-14 or 16 pages as desired. Capacity 25,000 copies per hour. Equipped with direct connected motor drive and electric control. Also complete stereotyping machinery.

New type, new labor saving furniture, cabinets, cases, etc., all complete.

Write for particulars. This is a duplicate of the equipment in use in THE STATE JOURNAL office. A rare chance to secure a fine equipment at bargain prices.

THE STATE JOURNAL,  
Lansing, Michigan.

**BUSINESS HELPS.**

**WINTHROP COIN CARDS**  
are used by the leading dailies in all parts of the country.

**Classified Collections**

on daily newspapers can be handled at a minimum of expense by the use of Winthrop Coin Cards. Your present collection system can be bettered. Write us for samples, prices and particulars.

THE WINTHROP PRESS,  
Coin Card Department,  
60 Murray Street, New York City.

**DIVIDEND.**

**INTERNATIONAL PAPER COMPANY**  
A dividend of one-half of One Per Cent on the face of the stock has been declared, payable January 15th 1912, to preferred stockholders of record at the close of business at 3 P. M., January 12th. Transfer books will remain open three weeks.

E. W. HYDE, Secretary.

**MISCELLANEOUS.**

**UNITED STATES  
SAFE DEPOSIT CO.,**  
32 LIBERTY STREET.

Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

New York advertising agent.

John P. Smart, New York special representative.

Stephen B. Smith, New York special representative.

John W. Spraight, proprietor of the Fishkill (N. Y.) Standard.

F. R. Swift, proprietor of the Bridgeport (Conn.) Herald and Waterbury Herald.

John R. Walsh, former Chicago newspaper publisher and financier.

William H. Werkheiser, former publisher of the Detroit Daily News.

Thomas T. Williams, business manager of the New York Evening Journal.

Augustin P. Xavier, publisher the Yonkers (N. Y.) Herald.

Frank B. Zdrubek, founder of the first Bohemian newspaper in the United States.

**CHANGE IN LOS ANGELES.**

John B. Elliott, managing editor of the Los Angeles Tribune, has resigned. He is succeeded by C. E. Kloeber, formerly San Francisco manager of the Associated Press.

**CLOVER BUYS A DAILY.**

Samuel T. Clover, owner of the Los Angeles Graphic, has purchased the controlling interest in the Pasadena Daily News.

The Spring City (Tenn.) News, published by C. P. Galloway, has installed a new press.



## CIRCULATION BUILDERS.

NEW YORK  
HERALD  
SYNDICATE

## THE JUMP-UPS.

Verses by Paul West,  
Drawings by Loomis.A new color feature—The kind that  
makes and holds circulation.

Starts February 4.

## Full-page Sunday Features

SPECIAL CABLE  
AND TELEGRAPH SERVICEDaily Features: News Matrices,  
Comic Matrices, Women's Matter  
and Photographs.For particulars of any service apply to  
NEW YORK HERALD SYNDICATE,  
Herald Square, New York City.  
Canadian Branch:  
Desbarats Building, Montreal, Canada.For EDUCATIONAL  
CONTESTS use the

## Tell-us Tellurian

SOMETHING ORIGINAL  
CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.BUILDING UP THE  
CIRCULATION.The Edmonton (Can.) Journal is  
running a voting contest, through  
which the fourteen most popular  
women in its territory will be given  
a trip to California.The Stratford (Can.) Beacon  
will send the ten women who take  
first prizes in its present popularity  
contest on an extended trip through  
the United States next February.The Berlin (Can.) Telegraph has  
concluded a successful subscription  
contest. Prizes were an automobile,  
pianos, watches, etc.The Ottawa (Can.) Journal every  
month devotes considerable space  
to telling of its carrier boys. Por-  
traits and sketches of those doing  
the best work are printed. The  
publishers say their method has  
proven very successful in increasing  
the efficiency of its carrier service.The Forest (Can.) Free Press  
gives a yearly subscription free to  
every new bride in its territory.

## GRIP YOUR READERS.

When in New York, Mr. Publisher, you can't have failed to notice how many  
homeward bound people in the subway, the "L" cars, and the suburban trains were  
intently reading FRANKLIN P. ADAMS' "Always in Good Humor," GRANTLAND  
RICE'S "Sportlight," and other features in the Evening Mail. These features make  
and hold friends. They have the "punch." They build up a following. They're  
WORTH MONEY.

Let us sell you exclusive rights to these features in your territory.

"Nearly all of them continue it,"  
is the report of Publisher H. J.  
Pettypiece.The New Haven (Conn.) Times-  
Leader offers \$10,000 in prizes in a  
subscription contest started this  
week. "Out for 20,000" is the slogan  
used and the contest is called the  
20,000 club. The prizes consist  
of a \$5,000 bungalow, \$1,450  
automobile, player piano, trips to  
Bermuda and diamond rings.

## NEW ENTERPRISES.

WILMINGTON, DEL.—An effort is  
being made in Wilmington, Del., to  
establish a new weekly paper to ad-  
vocate what are known as "progressive  
policies."VANCOUVER, B. C.—Dr. Karl  
Weiss is the editor of the German  
Press, a weekly.H. Wilson of New Westminster  
is planning to start an illustrated  
sporting paper.WALLACEBURG, CAN.—Rev. F.  
Oliver has begun to publish the  
Baptist Monthly in the interest of  
the First Baptist Church. It is  
printed in the Herald-Record office.CORAL, CAN.—N. Ringrose, for-  
merly of the Pembroke Observer,  
has purchased the Citizen plant and  
will revive that paper.RAINY RIVER, CAN.—The Gazette  
there has been purchased by W. O. Chap-  
man from Rueben Allyn. G. H.  
Singleton, late of the Glencoe  
Transcript, is now editor of the  
Gazette.GRANBY, CAN.—The Echo has  
been established as a weekly by the  
Granby Printing Company.KENTVILLE, N. S.—H. G. Harris  
and W. C. Archibald, publishers of  
the Advertiser, have started the  
Maritime Apple in the interest of  
horticulture in Nova Scotia, New  
Brunswick and Prince Edward  
Island.FREEPORT, PA.—The recently sus-  
pended Herald has been revived by  
W. T. W. Kittle, formerly of Phil-  
lip, W. Va.DENBROOK, VA.—The News has  
been started by George Bristow.JONESVILLE, LA.—Lewis Marks,  
late of Winnsboro, is planning to  
start a paper here.STUGARCREEK, O.—The Twin City  
News is a new paper started by A.  
A. Middaugh.GLADE SPRING, VA.—A. T. Hull  
has begun publication of the Vi-  
dette.WATKINS, MINN.—The Weekly  
Star is a newcomer with J. J.  
Moughan at the helm.

## RECEIVER IN THE SOUTH.

The Durham (N. C.) Daily  
Sun Company has been placed in  
the hands of receivers. W. J.  
Grenwood and T. M. Gorman have  
been appointed by the court to  
conduct the paper for a time.JAMES SCHERMERHORN AT  
AD LEAGUE MEETING.The principal speakers at the  
meeting of the Advertising Men's  
League of New York, in the Al-  
dine Association rooms, on  
Thursday evening, were James  
Schermerhorn, publisher of the  
Detroit Times, and Lewis H.  
Clement, president of the Toledo  
Ad Club.Fraudulent advertisements and  
the remedy for them were dis-  
cussed. The speakers agreed that  
newspapers which do not strive  
to keep their columns free from  
fraud were in a great measure to  
blame for existing conditions and  
censured the respectable adver-  
tiser who took no care as to the  
"company" his advertisement  
kept. Such indifference on the part  
of the reputable advertiser,  
they said, prevented the establish-  
ment of a standard of righteous-  
ness.

## CHANGES ON IRON AGE.

George H. Griffiths, Western  
manager of the Iron Age, has been  
elected a director of the David  
Williams Company, which publishes  
that paper. Fritz J. Frank becomes  
secretary, and M. C. Robertson, for  
the past year manager of Iron Age,  
becomes general manager of the  
company.Charles S. Baur, heretofore as-  
sistant manager of Iron Age, is  
now advertising manager, and  
Robert A. Walker, for some time  
past the representative in Pitts-  
burgh, is appointed resident editor.  
W. B. Robinson, Philadelphia  
manager, is now in charge of both  
the Philadelphia and Pittsburgh  
offices.

## AD GOLFERS READY.

The national mid-winter golf  
tournament for advertising men  
will open at Pinehurst, S. C., next  
Saturday and continue for an en-  
tire week. The tournament will  
exceed in extent anything of the  
kind ever held before. There are  
eighty-two prizes to be contest-  
ed for in the fourteen events. In-  
novations in variety are on the  
program, and schedule provides  
for doubling up on a day's play  
in case any event is prevented by  
a storm.

## BRAVERY CAUSES DEATH.

Philip F. Ryan, editor of the Cy-  
lon Observer, was drowned while  
attempting to save his wife and  
little daughter from being carried out  
to sea by the current while they  
were bathing near Mount Lavinia,  
near Colombo, Ceylon, last Sunday.Mr. Ryan had been a war corre-  
spondent in Cuba and worked on the  
staffs of various American and Can-  
adian newspapers. Both Mrs. Ryan  
and her daughter were saved.

## CIRCULATION BUILDERS.

For  
Coupon Clipping  
Campaignyou can use the *American  
Library Atlas of the World*  
on the ninety-eight cent  
plan with good profit.This new census Atlas  
is the best \$4.00 Atlas at  
the low price that has ever  
been offered publishers.Send \$1.25 for sample. I will  
send it to you express prepaid.S. BLAKE WILLSDEN  
CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.MUTT and  
JEFFGreatest daily comic  
series ever known.If you are not using it  
WHY NOT?

Write for particulars.

National News Association  
200 William St., NEW YORK CITY.THE UNITED  
PRESS.BEST Telegraph News  
Services for Afternoon and  
Sunday Morning News-  
papers. General Offices,  
World Bldg., NEW YORK

## Small Features

often make

## BIG CIRCULATION

Use the famous "Adams Features," among  
which are Walt Mason, Abe Martin, Ruth  
Cameron, George Fitch, "Zimmie," Rann's  
"Sidewalk Sketches," The Horoscope.  
Write for sample weekly sets—NOW.The Adams Newspaper Service  
Peoples Gas Building, Chicago*We get the circulation every  
time and generally without  
expense to the publication.*UNITED STATES  
CIRCULATION CO., Inc.

OTTO B. DE HAAS, President.

A. GULLEKSTED, Vice-President.

J. E. McALLISTER, Sec'y and Treas.

First National Bank Bldg., WATERLOO, IOWA

For WASHINGTON REPRESENTATION  
write

## American Telegraph Press (Inc)

307-12 District National Bank Bldg., Washington, D. C.

Features. Complete telegraph and telephone "pony" and special  
news reports for morning and afternoon dailies.

THE CENTRAL PRESS, CLEVELAND.





## *This is OUR Corner of the United States*

THE STATE OF WASHINGTON grew faster than any other state during the decade between 1900 and 1910, increasing from a population of 518,013 to 1,141,990, a growth of 120.4 per cent.

Manufacturing increased between 1904 and 1909 from \$96,953,000, capital invested, to \$222,261,000; employees, from 48,857 to 76,854; value of output, from \$128,822,000 to \$220,746,000.

SEATTLE, the metropolis of the Pacific Northwest, is located on Puget Sound, an arm of the Pacific, having one of the finest deep water harbors in the world. Its population grew from 80,671 in 1900 to 237,194 in 1910, an increase of 194 per cent. It has more commerce, more manufacturing, more railroads, more population than any city in the Pacific Northwest.

In 1904, under the United States census of manufacturers, Seattle was given 953 factories; under the same definition of a factory, Seattle now has approximately 1400. Under a more restricted definition of a factory, adopted by the United States census in its 1910 count, the number of factories in Seattle in 1904 was 467 and the plants today appearing under that restricted definition are 800. Number of employees increased from 7,617 to 17,420; wages paid from \$5,171,000 to \$15,431,000; value of output from \$25,407,000 in 1904 to \$62,766,000 in 1910. (Output for 1911 will exceed this sum.)

# THE SEATTLE TIMES

is one of the foremost Evening and Sunday papers in the United States. Its circulation is net paid and is obtained and maintained without the use of premiums or voting contests. It has averaged above 65,000 daily and 85,000 Sunday for a long time. Its advertising rates are published and maintained. Its quantity of paid advertising has been over a million lines a month for several years.

THE SEATTLE TIMES is owned by newspaper men who give it their personal attention, themselves occupying the three leading places in the daily work of the paper. These men and their families live the City of Seattle and strive to make their publication a part of the real life of the community.

THE SEATTLE TIMES is an established business enterprise, having no debt, either bonded or unsecured, and owning considerable collateral property and securities.

THE SEATTLE TIMES offers to its readers a large paper six nights a week and Sunday morning, delivered for fifty cents a month; and offers its advertisers the lowest advertising rate per line per thousand of circulation afforded by any newspaper in the Pacific Northwest and lower than many of equal circulation in Eastern cities.

Foreign Representatives, THE S. C. BECKWITH SPECIAL AGENCY,  
NEW YORK. CHICAGO. KANSAS CITY.

AND  
HEAD!



184 Separate  
Advertisements

MORE THAN  
HALF A  
MILLION MORE

than any other New York  
newspaper printed.

K WORLD

DURING THE  
YEAR 1911

Printed in the World and Herald  
Ten Years.

Herald's Lead World's Lead

<small>(Advertising in World.)</small>	<small>Over the World</small>	<small>Over the Herald</small>
199	132,261	.....
422	161,441	.....
877	197,234	.....
788	.....	1,171
579	.....	232,666
285	.....	292,747
979	.....	168,894 ( <small>Panic Year</small> )
617	.....	391,480
406	.....	587,491
226	.....	610,958

Best competitor in the  
the past ten years is 1,794,471

*It also shows that for  
SEVEN  
SUCCESSIVE  
YEARS  
the New York  
WORLD  
has printed  
MORE ADS  
than the Herald.*

AS MANY advertisements AS THE WORLD

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid consistency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 78 years' history.

IF YOU ARE LOOKING FOR SIZE only, you may pass up the

## Grand Rapids News

but there are a lot of good people, readers and advertisers, who don't.

PAYNE & YOUNG, Representatives.  
NEW YORK CHICAGO

## FROM THE AD FIELD

## SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

AYER 300 Chestnut street, Philadelphia.—The C. S. Morey Mercantile Company, "Solitaire" brand goods, Chicago; orders for four inches 117 times, thirty inches thirty-one times, and seventy inches nine times being placed with a selected list of Southwestern papers.

The Western Union Telegraph Company; small increase of space being placed with a selected list of papers.

PRESBURY, 3 West 29th street, New York.—The Vanderbilt Hotel, Madison avenue, New York; orders for fifty lines four times and being placed generally on a trade and cash basis.

BEERS, Havana, Cuba.—Majorie Hamilton; fourteen-inch, single-column copy three times a week in leading Spanish papers of Cuba.

Studebaker Automobile Company, South Bend, Ind.; full pages will be run in leading papers of the island this month.

LOWENHERZ, 1376 Lexington avenue, New York.—W. H. Mulder, 357 Atlantic avenue, Brooklyn, N. Y.; some twenty-eight-line for

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

CINCINNATI ENQUIRER  
FIRST AND FOREMOST OF ALL NEWSPAPERS

Foreign Representatives,  
J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

ty-four-time orders being placed with a selected list of papers.

McMULLEN, Cambridge Building, New York.—Asking rates of New England papers on fifty-six lines, three columns, fifty-three and sixty lines five columns two times a week for thirteen weeks for a food product.

SEAMAN, 30 West 33d street, New York.—The Rock Island Railroad Company, 401 Broadway, New York; placing reading notices generally.

THOMPSON, The Rookery, Chicago.—The Davis Milling Company, St. Joseph, Mo.; making some 100-inch contracts with a selected list of papers.

(New York office) The Otis & Hough Company, bankers, Cleveland; renewals being made with a small selected list.

The Horlick Malted Milk Company; orders for two and one-half inches to appear 156 times being placed generally.

BLOOMINGDALE - WEILER, 1420 Chestnut street, Philadelphia.—The Poultry Fancier, Sellersville, Pa.; some three-inch three-time orders being placed with a selected list of Pennsylvania dailies.

DEBEVOISE, 15 West 38th street, New York.—The Hamilton Hotel Company, Ltd., Bermuda; some twenty-eight-line twenty-four time orders being placed with a selected list of papers.

ERICKSON, 21 Park Row, New York.—The Alcock Manufacturing Company, 274 Canal street, New York; orders being placed on contracts.

VOLKMAN, Temple Court, New York.—W. C. Leonard, Saranac Lake, N. Y., some twenty-eight line if orders being placed generally.

HOOPES, 516 Market street, Wilmington, Del.—The Munyon

## ADVERTISING MEDIUMS.

## THE BUFFALO TIMES

goes into the homes in the evening and on Sunday, when the whole family have the leisure to read it.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURGH district reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

Remedy Company, Philadelphia; some two-inch fifty-six-time orders being placed with a selected list of papers.

The J. H. Zeilan Company; some five-inch eod orders for one year being placed with a selected list of Southern dailies.

DYER, 42 Broadway, New York. The Westinghouse Electric and Manufacturing Company, Pittsburgh; orders being placed with a selected list of Western papers.

JOHNSON, 39 Jackson Boulevard, Chicago.—The White Company, automobiles, Cleveland; placing some orders with a selected list of papers.

HOYT, 25 Elm street, New Haven, Conn.—Ammon & Person, "Gold Medal" butterine, Jersey City, N. J., contracts being made with a selected list of New England papers.

GOULSTON, 17 Milk street, Boston; The George Snow Shoe Co., Boston; some 7,000-line contracts being placed with a selected list of papers.

WEBB, Dayton, O.—The Approved Formula Company; Dayton; contracts for 2,000 lines being placed with a selected list of Southern papers.

FOLEY, Bulletin Building, Philadelphia.—The Eckman Manufacturing Company, Philadelphia; 5,000-line contracts being placed with Western papers.

STERNBERG, 12 West 32d street, New York.—The Gotham Manufacturing Company, New York; some 5,000-line contracts being placed with a selected list of Western papers.

SEAMAN, 30 West 33d street, New York.—The Liebig Extract and Meat Company; contracts for

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, New York.  
Tribune Building, CHICAGO.  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS JOURNAL  
EVENING AND SUNDAY

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chicago

5,000 lines being placed with a selected list of dailies.

WILLIAMS, 108 Franklin street, New York.—Orders on Tetter's tea being placed with a selected list of Southern papers.

DIRECT.—"Hostetter's Bitters" 60 First street, Pittsburgh; placing some twenty-four-inch three-time orders with a selected list of Pacific Coast papers.

The Dr. Chase Company, "Dr. Chase's Nerve Food," 224 North 10th street, Philadelphia; some fifty-four-line two-time orders being placed in the Southwest.

The Victor Milling Company, Victor, N. Y.; contracts for 10,000 lines being placed with a selected list of New York State papers.

## AGENCY MOVES.

The Nelson Chesman & Co. Advertising Agency has moved its New York office from 225 Fifth avenue to the twelfth floor of the Fifth Avenue Building, at 23d street. Herbert Durand is the resident manager.

The new eighteen-story building of the Baltimore News is ready for occupancy, and will be formally opened in a short while.

FOR SALE AT A BARGAIN  
Beautiful 3-Color Art Pictures 9x12  
20,000 sets of 8 subjects each

Just the thing for Sunday insert or other special offer to new subscribers.

Address, for samples and prices, Art Bargain, care The Fourth Estate



## ADVERTISING MEDIUMS.

# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
166 5th Ave., N.Y.C. Boyce Bldg., Chicago

## In Quantiv and Quality of Circulation THE TIMES-DISPATCH RICHMOND, IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.  
NEW YORK. CHICAGO.

### JOE RYAN PASSES AWAY.

Joseph E. G. Ryan, widely known  
as a newspaper man and press rep-  
resentative, died in Chicago on  
Tuesday of heart disease, aged forty-  
four years. He was a native of



THE LATE J. E. G. RYAN.

Dublin, Ireland, and had been in  
charge of the automobile and golf  
departments of the Chicago Inter-  
Ocean for a long time. For several  
years past he was in charge of the  
press department of the Horse  
Show in New York, besides being  
interested in various theatrical en-  
terprises in Chicago.

### OTHER OBITUARY NOTES.

JOSEPH M. LEVEQUE, for years  
publisher of the New Orleans Har-  
lequin, and later founder of the

## ADVERTISING AGENCY.

### To MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The first-  
best method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.

## FRANK PRESBREY COMPANY

3, 5, 7 West 29th St., New York

## ADVERTISING MEDIUM.

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of December, 1911, was as follows:  
Daily, 96,349 Sunday, 129,111

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

New Orleans Daily World, which  
suspended, died in New York on  
Saturday.

Mr. Leveque was born in Natchi-  
toches, La., and graduated from  
Vanderbilt University. Began  
newspaper work with the New  
York World. Later he went to  
New Orleans, where he became the  
owner and editor of the Harlequin.  
Then he started the New Orleans  
Morning World, and attacked the  
administration of Chief of Police  
Edward S. Whittaker, who entered  
the editorial rooms and fired three  
shots at the editor.

Mr. Leveque became a librettist  
and wrote "The King's Capital,"  
"The Swimming Girl," and "Ma-  
demoiselle Flirt." He leaves a  
widow and a daughter twenty years  
old.

W. S. GOODHUGH, a former Aus-  
tralian newspaper man, died recently  
at Montreal, aged eighty-eight  
years. He was a native of Lon-  
don, England, and before coming  
to Canada in 1852 was editor of  
the Melbourne Argus.

JOHN WARD HUNT, a New York  
newspaper writer, disappeared mys-  
teriously from the steamship Sax-  
onia on her passage from Liverpool  
to New York. It is believed he  
jumped overboard after dinner  
Christmas night, as he was not seen  
afterwards.

J. PERCIVAL POLLARD, formerly  
connected with the St. Joseph  
(Mo.) News and the Chicago Tri-  
bune, passed away a few days  
in Baltimore. He was also well  
known in theatrical circles and  
wrote several plays.

MRS. NANNETTE ALLISON, who  
as Nannette Martien was widely  
known as a Missouri educator  
through three decades and who  
later attracted national attention as  
the only Democratic woman news-  
paper editor in Kansas, died in Co-

## ADVERTISING MEDIUMS.

## BOSTON GLOBE

AVERAGE CIRCULATION:  
DAILY (2c a copy)

1910 183,720—Dec. av., 188,543.

SUNDAY

1910 321,878—Dec. av., 330,717.

ADVERTISING TOTALS:

1910 7,922,108 lines

GAIN, 1910 586,831 lines

2,394,103 more lines than any other  
Boston paper published.  
Advertisements go in morning and after-  
noon editions for one price.

The above totals include all kinds of  
advertising from the big department store  
to the smallest "want" ad. They are  
not selected from any favorable month,  
but comprise the totals from January 1,  
1910, to December 31, 1910.

## In NEW ORLEANS The ITEM LEADS IN VOLUME OF CIRCULATION IN VOLUME OF ADVERTISING IN EDITORIAL INFLUENCE IN PULLING POWER

JOHN BUDD CO., For. Adv. Reps.,  
225 5th Av., N.Y. Tribune Bldg., Chicago  
Chemical Building, St. Louis.

lumbus, Kan., last Saturday from  
burns received when lighting a gas  
stove. She was sixty-seven years  
of age.

BENJAMIN EMORY WELLES, state  
editor of the Syracuse Herald and  
for forty-five years one of the best  
known newspaper men in Central  
New York, died Wednesday night  
of paralysis.

S. W. CROSS, publisher of the  
Warton (Can.) Echo, died re-  
cently.

E. ROSS DUNCAN, formerly on  
the staff of the Chatham (Can.)  
Daily News, died recently at  
Waukesha, Wis.

SMITH M. ROBINSON, formerly of  
the Chambersburg (Pa.) Herald,  
Waynesboro Gazette and the Fulton  
County Democrat, died recently,  
aged sixty-five years.

ALVAH SHELDON, editor of the  
Eldorado (Kan.) Walnut Valley  
Times, died recently.

THOMAS KING, a member of the  
West York (Can.) Herald staff,  
recently committed suicide.

S. T. COPUS, who had been con-  
nected with various western Ont-  
ario newspapers, was killed by a  
railroad train at Sarnia. He had  
lately been connected with the  
United Gas Company.

FERDINAND LEWIS EUBANK of the  
Goldfield (Nev.) Tribune, is dead  
of injuries received in a recent  
mine accident.

CHARLES A. MARVIN, a political  
writer for Cleveland newspapers, is  
dead.

THOMAS P. COLLINS, formerly  
one of the owners of the Kankakee  
(Ill.) Democrat, is dead of a broken  
neck received in a fall down the  
stairs of his home.

## ADVERTISING AGENCIES.

Est. 1864

## J. WALTER THOMPSON COMPANY.



The experience

of forty seven

successful years

Guarantees to

those who en-

trust their

ADVERTISING  
to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON

### JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



### NEW MANAGER FOR U. P. IN NEW YORK.

W. W. Hawkins, who has just  
been transferred from the manage-  
ment of the Washington office of the  
United Press to take charge of the  
New York bureau of that organiza-  
tion, is well known in the news-  
paper and news service fields.

He began his newspaper career  
with the Springfield (Mo.) Repub-  
lican, and in 1905 became assistant  
managing editor of the Louisville  
Courier-Journal. A year later he  
joined the forces of the old Pub-  
lishers' Press and when the United  
Press was organized he was ap-  
pointed manager of its Pacific Coast  
bureau. He has looked after the  
interests of the organization in var-  
ious parts of the country and is fa-  
miliar with the work in New York  
as on several occasions he has  
served as temporary manager here.

Marlin Pew, who has been the  
New York manager, resigns to take  
a similar position with the News-  
paper Enterprise Association. Perry  
Arnold, heretofore assistant man-  
ager of the United Press in Chi-  
cago, succeeds Mr. Hawkins in  
Washington.

### TO BUILD IN DES MOINES.

Plans are being drawn up for the  
erection of a new home for the  
Des Moines Register and Leader  
and the Evening Tribune. The  
site is a part of the Ingersoll es-  
tate at 613-617 West Locust street.

The Lakeside (O.) Courier is  
making improvements in its plant.

## THE NEW YORK EVENING MAIL

regards the advertising it  
prints as real news of  
interest to all the com-  
munity, and makes up its  
pages accordingly.

203 Broadway, NEW YORK,

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

## NEW AGATE OFFICERS.

The following are the officers of the Agate Club of Chicago for the year 1912: President, C. G. Hammesfahr, Collier's; vice-president, Gilbert Hodges, Munsey's; secretary, J. H. Cattell, Current Literature; treasurer, James Townsend, Butterick publications; assistant secretary, Julius Balmer, People's Popular Monthly.

The resignation of two members and the initiation of four others have completely filled the membership list of the club, leaving a large waiting list.

## NATIONAL P. C. ELECTION.

One of the warmest election campaigns in the history of the National Press Club, at Washington, D. C., resulted in the election of Frederick J. Haskin to the presidency over Ernest J. Walker by a vote of 116 to 82. The other successful candidates for offices are: Frank T. Suter, vice-president; Oswald F. Schutte, secretary; G. A. Lyon, jr., treasurer; H. C. Stevens, financial secretary; and Ira E. Bennett, Arthur J. Dodge, H. L. Dunlap, Jackson Elliott, members of the board of governors.

## SIX-POINT DINNER.

E. LeRoy Pelletier, advertising manager of the E-M-F Studebaker

Important to every  
cautious purchaser of  
advertising space is

## THIS FACT:

THE  
PHILADELPHIA  
RECORD

publishes more display advertising every week than any other Philadelphia paper—and has done so for more than ten years.

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation of any paper in Chicago, Morning or Evening, and largest of any paper west of New York.

The New York  
Morgen - Journal  
THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.  
A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

Corporation, Detroit, will be the principal speaker at the monthly dinner of the Six-Point League of New York next Tuesday at the Aldine Association rooms. Mr. Pelletier's topic will be "Newspaper Advertising and the Part it has Played in the Development of the Automobile."

## THE SPHINX DINNER.

The Sphinx Club, of New York, at its dinner next Tuesday evening at the Waldorf-Astoria will have as its guest of honor Robert C. Ogden, under whose direction the famous New York department store of John Wanamaker was founded. R. F. R. Huntsman, 220 Broadway, New York, is receiving orders for tickets.

## OTHER CLUB NOTES.

Members of the Cleveland Ad club discussed the advantages and disadvantages of the advertising agency at their last noonday luncheon. Particular reference was made to the small advertiser and the service provided by the agency.

The general conclusion was that advertising men were catering less and less to the small advertiser.

At the annual meeting of the Wilkes-Barre Press Club the following officers were elected: President, F. C. Kirkendall; vice-president, George A. Edwards; secretary-treasurer, Patrick J. Ramsey, Paul Bedford, W. S. McLean and Robert Vaughn were elected associate members.

The Binghamton (N. Y.) Mercantile Press Club held "open house" on New Year's Day.

The Seattle Press Club has moved into its new rooms in the Metropolitan Building, the fitting out of which cost \$3,500.

Members of the Ozark Press Association of Missouri were the guests of the business men of Springfield, Ill., recently at a banquet given in appreciation for the entertainment provided for them when they visited the Ozark Land

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

DECEMBER, 1911. AVERAGES

The Daily Post 359,677

The Sunday Post 317,660

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNESS, Western Rep.,  
Marquette Building, CHICAGO.

THE JOURNAL  
IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
Boyce Building, CHICAGO.

and Industrial Commerce Exposition.

The Denver Ad Club is planning to make the trip to Dallas for the A. C. C. A. convention next May by automobile.

At the annual meeting of the Portland Ad Club the votes were in favor of A. G. Clark for president, C. H. More and A. C. Black, vice-presidents, and M. W. Hard, secretary.

The advertising men's club of Lynchburg, Va., will present a bill at the next session of the legislature to make fraudulent advertising punishable as a crime.

W. W. Booth is the new president of the Nevada Editorial Association. P. S. Triplett is the vice-president, D. E. Williams is secretary, and E. M. Steninger is treasurer.

The members of the Louisville Press Club were the guests on New Year's Night of the Transportation Club of Louisville at a banquet at the Pendennis Club.

The Women's Press Club of New York recently held a memorial service in honor of its late honorary vice-president, Mrs. Esther Hermann.

The Pilgrim Publicity Association of Boston, will expend \$10,000 in 1912 in scientific campaigns to advertise New England, to advertise advertising and to promote general prosperity throughout the New England states.

New officers of the Mountain Press Association of Kentucky are: President, Ryland G. Musick, Jackson Times; vice-president, Spencer Cooper, Hazel Green Herald; secretary-treasurer, G. H. Cottle, West Liberty Courier.

John R. Shea has been elected president of the Pueblo (Colo.) Press Club. His associate officers are: Vice-president, Chester Letts;

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

A tabulated statement of circulation by affidavit, furnished on application, and a guaranteed circulation is made a part of each advertising contract.

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE MEMPHIS  
News-Scimitar

is the Leading Afternoon Newspaper in the Mississippi Valley South of St. Louis. Quality, strength and superiority of circulation means returns for advertisers. MEMPHIS does a business of \$300,000,000 yearly.

Represented by PAUL W. LOCKE, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

secretary, R. M. McClintock, and treasurer, Charles W. Patrick.

At a dinner of the newspaper men of Atlanta last week at the New Kimball Hotel plans were laid for the formation of a local press club.

The New Haven (Conn.) Publicity Club held its first annual dinner on Thursday at the Hotel Taft. W. H. Seeley, director of the industrial department of the N. Y. N. H. & H. R. R., spoke on "What the Resources of New England Argue for its Future." Truman A. DeWeese, director of publicity of the Shredded Wheat Company, addressed the men on "The Line of Appeal." Mayor John F. Fitzgerald of Boston gave some suggestions on the value of a "White Way."

The recently organized Bronx Press Club of New York has elected the following officers: President, Joseph E. Ahearn; vice-presi-

"One paper in the home is worth a thousand on the highway."—Quotation.

THE  
NEW YORK  
TRIBUNE

the paper that goes to the home —Application.



JANUARY 6, 1912.

## ADVERTISING MEDIUMS.

There is one simple and accurate kind of circulation statement — NET SOLD describes it. No returns, excluding exchanges, samples, advertisers' and employees' copies. Everything not paid for deducted. That is the only kind of statement made by the

CHICAGO

RECORD - HERALD

## San Francisco CALL

HONEST  
FEARLESS  
Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

dents, George W. Hallock and John H. Nichols; secretary, Maurice J. Spalding, and treasurer, Charles D. Steurer.

F. G. Cramer, the Milwaukee advertising agent, spoke before the Trade Press Association of Chicago last Friday evening on "The Value of Trade Paper Advertising."

The Haverhill (Mass.) Advertising Club has launched a campaign for ornamental street lights in the business district.

Members of the Ad Club of Worcester, Mass., entertained President George W. Coleman of the A. A. C. A. at a Christmas tree festival during the holiday week.

## THE A. A. A. GROWING.

The Association of American Advertisers has elected to membership: John Duncan's Sons, New York; Cluett, Peabody & Co., Troy, N. Y.; the Crocker-Wheeler Company, Amper, N. J.; the Adder Machine Company, Wilkes-Barre, Pa.; and Charles A. Schierer Company, New York.

At the last meeting of the directors L. E. Olwell of the National Cash Register Company, Dayton, O., was elected a member of the board to succeed E. St. Elmo Lewis of the Burroughs Adding Machine Company, who resigned.

## NEW GENERAL AGENTS.

The Interstate Advertising Service has opened offices in the Travelers' Building, Richmond, Va. Its sponsors are William L. Burford and Harry L. Stone, late of the Publicity Bureau of Richmond, and Fairfax C. Jones. The company will do a general advertising business.

The Greensboro (N. C.) News is now installed in its new home at East Market and Davie streets.

## ADVERTISING MEDIUMS.

## The wonderful newspaper that The CLEVELAND LEADER

is publishing has shown its results in increased patronage both in its advertising columns and on its circulation books.

The LEADER is giving the people of Cleveland a newspaper worthy of the sixth largest city of the United States.

PAUL BLOCK, Inc.,  
Managers of Foreign Advertising,  
250 Fifth Ave., NEW YORK.  
Steger Bldg., CHICAGO.

## THE GROWING PAPER OF IS THE BOSTON TRAVELER (EVG)

Net paid circulation Apr. 66,022

The only paper in Boston that publishes a net-paid circulation statement once a month.

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

## COPLEY GETS ANOTHER AURORA NEWSPAPER.

Headed by Congressman Ira C. Copley, a syndicate has purchased the Aurora (Ill.) Daily News, formerly controlled by ex-United States Senator Albert J. Hopkins, and Congressman Copley now controls the local newspaper situation in that city.

Six years ago Congressman Copley bought a controlling interest in the Aurora Beacon, and the bitter political fight which had been waged for twenty years between him and Senator Hopkins became a furious battle for supremacy. Senator Hopkins controlled the Daily News, though it developed recently that friends, and not he in person, owned the stock of the paper.

By the recent primary laws Congressmen Copley will be a candidate for re-election at the spring primaries, although he was elected little more than a year ago.

## PAPER HONORS EDITOR.

The St. John (N. B.) Globe recently issued a special fifty page edition to mark the completion of the fiftieth year of the editorship of John Valentine Ellis. Ellis is believed to be the oldest daily newspaper editor in Canada in point of continuous service.

Mr. Ellis was born in Halifax seventy-seven years ago and at the age of twenty-six became editor of the Globe. He was appointed to the Senate of Canada in 1900, after having served for some years as a member of the Provincial Legislature of New Brunswick and later of the Dominion House of Commons.

## WEEKLY TO EXPAND.

William Ward, the new mayor of Chester, Pa., who has acquired a controlling interest in the Herald-Ledger, a weekly paper, it is understood, intends to convert it into a Republican daily. There are now two dailies there, the Republican (morning) and Times (afternoon). Chester has about 50,000 population.

## ADVERTISING AGENCY.

## THE SOUTH. Growing faster than any other section. Now

is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE

ADVERTISING AGENCY  
ATLANTA, GA.

## ADVERTISING MEDIUM.

## THE MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

## BELL 'PHONE CO. MAY TAKE IN NINE STATES.

Following the recent offer of the American Telephone and Telegraph Company to exchange its stock for the outstanding minority stock of the Cumberland Telephone and Telegraph Company, it is reported that it is proposed to form an operating merger between the latter company and the Southern Bell Telephone and Telegraph Company.

This would result in a new operating unit covering the entire southeastern portion of the country, and comprising nine states, and would be in line with the policy of the American Telephone and Telegraph Company to realign its subsidiary operating companies so as to secure the greatest efficiency and economy of operation.

Both the companies mentioned are controlled by the American Telephone and Telegraph Company and will retain their separate corporate form under the proposed operating amalgamation. It is understood that W. T. Gentry, the president of the Southern Bell Telephone Company, will become the head of the Cumberland Telephone and Telegraph Company, and that James E. Caldwell, the president of the latter company, will be made chairman of its board of directors.

## BUYS AN IOWA PAPER.

A. J. Scheaffer of Hot Springs, S. D., has purchased the Ida Grove (Ia.) Era-Record from A. B. Harrington, who acquired the property from S. L. Frisbie last August. Harrington suffered a nervous breakdown recently and is now ill at the home of his brother in Sioux City.

## MAKING GOOD AS AUTHOR.

W. W. Canfield, city editor of the Utica (N. Y.) Observer, recently sold the manuscript of a novel to the Jewish Publication Society of

## ADVERTISEMENT.

## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

## BURRELLE

15 Lafayette Street, New York City  
Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

## IN MEXICO CITY the advertiser only has to use the MEXICAN HERALD

(Only English Newspaper)

## EL HERALDO MEXICANO

(Only Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

## LARGEST CIRCULATION.

There are in Baltimore 100,000 homes. The combined circulation of the American and the Star is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

## Grand Rapids Evening Press

in Western Michigan, 50,000  
DAILY Circulation,

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

America, and is said to be the first Gentile who has ever furnished the manuscript of a book to that society. Mr. Canfield's is a juvenile story entitled "The White Seneca," and has had so large a sale during the past few months that he has been asked to write a second one in the series, with a view to making a third story in the same vein.

## LOOKING FOR STARK.

F. W. Burgh, general advertising agent, at Rock Island, Ill., is anxious to know the whereabouts of his partner, T. Kymel Stark. The men started the publication of a Rock Island Southern Guide, and they made advertising contracts payable when the book was published. Mr. Stark, however, according to Mr. Burgh's statements, collected a large amount of advance money on these contracts and then quietly disappeared, leaving him to fulfill the contracts.

## ANOTHER PULP MILL.

The Southern Paper Company is planning to build a \$500,000 pulp mill at Moss Point, Miss. It has increased its capital from \$500,000 to \$750,000.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependably, honest advertising.  
Undoubtedly, the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg., Chicago

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

## STAFF CHANGES.

M. M. Cass, formerly editor of  
the Watkins (N. Y.) Express, is a  
new addition to the editorial staff  
of the Rochester Post-Express.

Frank P. Fogg of the National  
Magazine, Boston, assumed his duties  
as editor of the Springfield  
(Mass.) Board of Trade Magazine  
this week. Frederick W. Maim,  
whose appointment to the position  
was recently announced, has de-  
clined in order to become connected  
with the Worthy Paper Company.

Raymond S. Coll has resigned the  
city editorship of the Connellsville  
(Pa.) Courier after ten years' ser-  
vice, and is succeeded by George S.  
Connell.

Alfred G. Perry, general manager  
of the Sidney (O.) Daily Journal,  
has resigned and is succeeded by L.  
O. North, late of the Republican  
and previously of the Lima Republi-  
can-Gazette.

James Evans, for a number of  
years advertising manager of the  
Brush Runabout Company, has  
been appointed to a similar position  
by the Lozier Motor Car Company,  
Detroit, succeeding C. A. Emise,

## ADVERTISING AGENCIES.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, Pres.  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.

Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## ADVERTISING MEDIUM.

## GOLD

represents the commercial  
standard of nations. The

COSMOPOLITAN  
represents the standard of  
magazines.

who has been promoted to sales  
manager.

Percy C. Edrop has left the  
Hearst papers to join the staff of  
the Howland-Gardiner-Fenton Ad-  
vertising Agency, New York.

H. Jenkins, formerly with the  
Cable Piano Company, Chicago,  
has assumed the advertising man-  
agement of the C-N Disinfectant  
Company, New York.

Alex. Hastie, late of the Burns  
(Wyo.) Herald, is now editor of  
the Cheyenne Leader.

Carl H. Smith, formerly with  
the Lewis publications in St. Louis,  
has become advertising manager of  
the Janesville (Wis.) Recorder.

Chauncey L. Parsons has suc-  
ceeded J. A. Waldron as editor of  
the New York Dramatic Mirror.

H. B. Zabriskie, late New England  
representative of the Harper Mag-

## ADVERTISING MEDIUMS.

## THE LEADING PAPER IN THE NATION'S CAPITAL THE WASHINGTON POST

For advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

## SEATTLE "P-I"

THE POST - INTELLIGENCER  
Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

azines, has been appointed adver-  
tising manager of Forest and  
Stream, New York.

Edward C. Compton has become  
editor and general manager of the  
Galion (O.) Daily Leader.

Walter Kennedy, for the past  
two years editor of the Ouray  
(Colo.) Plaindealer, has assumed  
editorial charge of the Grand Junction  
Sentinel.

Karl Edwin Harriman has re-  
signed the editorship of the Red  
Book, Chicago, to join the staff of  
the Ladies' Home Journal, Phila-  
delphia.

A. C. Weston is the new editor  
of the Montrose (Colo.) Empire.  
He represented Mesa County in  
the last Legislature.

John P. White, formerly of the  
Chattanooga News, became editor  
of the Moulton (Ala.) Advertiser  
this week.

H. C. Sturt has been appointed  
editor of the La Platte (Mo.)  
Home Press. Mr. Sturt was for-  
merly engaged in newspaper work  
in England.

John E. Underwood, late of Hess  
Brothers & Co., Rockford, Ill., on  
January 1 became advertising man-  
ager for Sydney Mandel, of Chi-  
cago.

Sidney G. Koon has joined the  
staff of the Walter B. Snow Pub-  
licity Service, Boston. He was  
formerly with the International  
Marine Engineering Magazine.

William P. Rose, late of the  
Lord & Thomas Agency, is now  
connected with Suburban Life.

Arthur Smith of Southington,  
Conn., is doing general work on  
the Bristol Socialistic paper.

Sylvester Chase, formerly with  
the New Haven (Conn.) Register  
has been substituting for Meigs

## ADVERTISING MEDIUM.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
*Over 400,000*

165,426 WANT ADS  
in 1910 in the  
Atlanta Georgian  
and New3.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

## THE DEMOCRAT Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

THE JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

Largest Foreign Language Daily Paper in the U. S.

## JEWISH DAILY FORWARD

91 East Broadway, New York City  
NET PAID DAILY CIRCULATION

113,800

Certified by the Association of American Advertisers

Russell, city editor of the Times-  
Leader, for the past two weeks.

D. H. L. Ferguson of Elizabeth,  
N. J., has joined the staff of the  
Milwaukee Leader, Congressman  
Victor L. Berger's new daily.

## STUDENTS SEE HERALD.

Thirteen members of the senior  
class in mechanical engineering  
from Lehigh University, South  
Bethlehem, Pa., made an inspection  
of the New York Herald building  
on Tuesday.

1911.

In 1911 The New York  
Times published over  
eight million lines of high  
grade advertisements, and  
excluded many thousand  
lines of objectionable and  
specious announcements.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

# METALS

We supply the NEW YORK WORLD, the PHILADELPHIA  
RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS,  
and hundreds of other prominent publications, as well as the  
GOVERNMENT PRINTING OFFICE.

Trade Mark

M &  
E

Registered

MERCHANT  
& EVANS CO.  
Smelters—Refiners.  
PHILADELPHIA.

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER



ADVERTISING MEDIUMS.

NOW IT'S THE  
HERALD

in the morning field at  
WASHINGTON  
and "We Can Prove It."

28,132 NET DAILY  
CIRCULATION  
90 per cent. of which is in Washington  
and suburbs.

JOHN W. HUNTER, Publisher.  
Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

THE ONLY KANSAS DAILY WITH  
A STATE WIDE CIRCULATION.

TOPEKA  
DAILY CAPITAL

CIRCULATION 33,500 GUARANTEED

I'll write it in the contract:  
A larger circulation in Topeka and a  
larger circulation in Kansas than any  
other paper in the State.  
ARTHUR CAPPER, Topeka, Kan.

BUNTING PAPER TO CON-  
TINUE AS BEFORE.

The heirs of the late Isaac N. Bunting have decided to continue the publication of the Grand Junction (Colo.) Sentinel, as a monument to its founder. The paper will be conducted by the estate of I. N. Bunting, and will follow out the policies of the late publisher.

Walter Walker, publisher of the Ouray Plaindealer, and until two years ago news editor of the Sentinel, will be the editor of the paper, and Mark Bunting, son of the deceased, will take the position of business manager.

The town of Shirley (S. D.) is now without a newspaper, the Sun having discontinued.

BRISTOL VA.-TENN.

is a town of 18,000 inhabitants, located on the Virginia and Tennessee State line, midway between Roanoke (Va.) and Knoxville (Tenn.). The town itself not only is an up-to-date community in every respect, with modern schools, street car lines, etc., but is also the center of a large and prosperous manufacturing and distributing district. It has three good papers, the

NEWS (Evening)  
HERALD-COURIER (Semi-Weekly)  
HERALD-COURIER (Daily & Sunday)

These, all published by the Bristol Publishing Corporation, are the only newspapers issued in this town. They are distinctly metropolitan in character—well edited, of excellent typographical appearance, and have a complete telegraphic service. With a combined circulation of 9,700 copies a day, they reach practically every home in Bristol and the adjacent sections.

No other newspaper in the country covers a large metropolitan territory so exclusively as do Bristol's three papers cover this territory.

Send for a copy of "Truth," a book full of facts that may surprise you.

THE BRISTOL PUBLISHING CORPORATION,  
FRANK LEAKE, Manager,  
Bristol, Va.—Tenn.

Foreign Representatives  
PAYNE & YOUNG,  
New York. Chicago.

ADVERTISING MEDIUMS.

THE SYRACUSE  
POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

47,000 CIRCULATION  
DAILY.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.

The TOLEDO  
Daily BLADE

The TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.

HEARST HONORED IN  
SAN FRANCISCO.

William Randolph Hearst was the guest of honor at the banquet given by the officials of the Panama-Pacific International Exposition Company Wednesday night in San Francisco, in recognition of the valuable assistance rendered by him in securing for San Francisco the 1915 Panama-Pacific exposition.

Seven hundred representative citizens gathered around the banquet table and gave enthusiastic approval when Charles C. Moore, president of the Panama-Pacific International Exposition Company and chief speaker of the evening, spoke of the tremendous weight the influence of Mr. Hearst and his chain of papers had in bringing the exposition to San Francisco.

LINE DRAWN ON CITY ADS  
IN PHILADELPHIA.

Acting under an opinion of City Solicitor Ryan, Mayor Blankenburg, of Philadelphia, will not distribute any of the municipal advertising to ward or sectional newspapers.

Mr. Ryan, in an opinion, which was sought by Secretary Foss, pointed out that the law requires that ordinances passed by Councils shall be published in five English and one German daily newspaper.

A paper published once a week is not a daily within the terms of the law, he stated. Payment for publication of advertisements will be regulated as follows: Circulation up to 50,000, ten cents a line; between 50,000 and 125,000, fifteen cents a line; over 125,000, twenty cents a line.

Sworn affidavits of circulation will be required before the order for insertion of advertising is given. Councils have appropriated \$20,000 for the advertising for next year.

The Cynthia (Ky.) Democrat is installing much new equipment.

ADVERTISING MEDIUMS.

In considering circulation remember that the

BOSTON  
HERALD

has both  
Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bldg., New York, Tribune Bldg., Chi.  
Reliance Bldg., Kansas City.

THE ALBANY  
EV. JOURNAL

Best advertising medium  
in New York's capital city

Special Representative:  
BENJAMIN & KENTON COMPANY,  
225 Fifth Ave., N. Y., Boyce Bldg., Chic.

GEORGIA EDITORS WIN IN  
FIGHT FOR INTRASTATE  
MILEAGE.

STATE COMMISSION LAYS OUT A  
STRINGENT AGREEMENT WHICH  
THEY MUST LIVE UP TO.

After a long campaign the weekly editors of Georgia have won their fight for continuance of their custom of exchanging advertising for transportation.

Heretofore the railroad commission had held that the arrangement was a violation of the Hepburn anti-pass law, and an order had been issued which would have discontinued the practice after January 1.

Last summer the editors came before the legislature and succeeded in having a bill passed excepting in their case, but it was vetoed by Governor Hoke Smith.

A few weeks ago the Georgia Weekly Press association, through its president, C. M. Methvin, of Eastman, took the issue up again with the railroad commission with better success.

In its latest decision the commission says:

"The commission will not hold that contracts between common carriers in this state and publishers of newspapers or other regularly published periodicals, as published by the United States postal department for transmission through the mails at publishers' or newspaper rates, for the publication by such newspapers and periodicals of schedules and other advertising matter for said carriers, the same to be charged for at the regularly published advertising rates of such publications and to be paid for in non-transferable press mileage tickets at the passenger rates prescribed by this commission for such carriers, are in violation of its general order No. 3, issued on October 29, 1907."

The order also provides that such contracts shall carry therein the regular scale of advertising rates, and that a copy of such contracts shall be filed with the commission.

It is also provided that such contracts shall be limited to the calendar year, and that press mileage shall be issued only to bona fide employees of the newspapers or publications making such contracts.

ADVERTISING MEDIUMS.

A Powerful List is the  
MILWAUKEE  
GERMANIA LIST

CIRCULATION  
Daily Germania ..... 24,568  
(Only German evening daily in Milwaukee)  
Daily Herold ..... 17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post ..... 45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania ..... 107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly ..... 22,000  
Die Rundschau, Weekly ..... 25,002  
HENRY DE CLERQUE, U. S. Rep.  
703 Schiller Building, CHICAGO.  
LOUIS KLEBAIN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Results are obtained in the  
SAN FRANCISCO  
CHRONICLE

THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.

CHARLES I. BROOKS, Eastern Rep.  
213 Temple Court, NEW YORK CITY

One Cent Daily One Cent Sunday

Indianapolis Sun

Seven Days Seven Cents

Actual Average this year to date 35,055

GEORGE A. McCLELLAN, President  
PAYNE & YOUNG Rep., East and West

THE LARGEST AND MOST MODERN newspaper plant in any Latin-American country is owned by the

HAVANA POST

George M. Bradt, publisher,  
which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba.

The News League of Ohio.

DAYTON NEWS

THE  
SPRINGFIELD NEWS

Reach 75 per cent of the homes of these cities on paid subscriptions, and our Circulation Records and Cash Books are open for your inspection.

Principal Office, DAYTON, OHIO.

SATIRE.

A Weekly Journal of

WIT AND HUMOR

Write for Rates and Particulars  
PULITZER PUBLISHING CO.  
WALTER PULITZER, President

1358 Broadway, New York City.

P. O. SAVES PUBLISHERS

TROUBLE.

An amendment to the postal regulations of interest to newspapers and periodical publishers is made by Postmaster General Hitchcock to the effect that hereafter publishers desiring to change the name or frequency of issue of their publications will be saved the annoyance of filing formal application for re-entry as second-class matter. Only specific notice of change will be necessary.

# THE BOSTON POST'S GREATEST YEAR

Average Daily Circulation for 1911      Average Sunday Circulation for 1911

## 349,979

*Gain* over 1910, an Average of  
26,759 Copies Per Day

## 300,323

*Gain* over 1910, an Average of  
33,847 Copies Per Sunday

## THE BOSTON POST'S GREATEST DECEMBER

Average Daily Circulation Dec., 1911      Average Sunday Circulation Dec., 1911

## 359,677

*Gain* over Dec., 1910, an Average of  
14,192 Copies Per Day

## 317,660

*Gain* over Dec., 1910, an Average of  
17,262 Copies Per Sunday

## TEN YEARS

Note the General Regularity of the Growth of Circulation

	DAILY	SUNDAY		DAILY	SUNDAY
1902	174,173	126,195	1907	243,980	226,763
1903	178,308	160,471	1908	255,534	238,846
1904	211,221	177,664	1909	277,947	248,563
1905	230,427	191,914	1910	323,220	266,476
1906	237,848	228,072	1911	349,979	300,323

## TEN DECEMBERS

Note the General Regularity of the Growth of Circulation

	DAILY	SUNDAY		DAILY	SUNDAY
1902	171,624	134,237	1907	239,605	229,774
1903	195,919	188,715	1908	253,556	237,936
1904	209,330	180,512	1909	289,006	258,663
1905	237,100	211,025	1910	345,485	300,398
1906	233,562	226,928	1911	359,677	317,660

## The BOSTON POST'S GREATEST ADVERTISING YEAR

*Display Advertising in 1911* . . . . 5,059,740 AGATE LINES

*Display Advertising in 1910* . . . . 4,887,902 AGATE LINES

**GAIN in 1911** . . . . . 171,838 AGATE LINES

C. F. KELLY & CO.,  
New York Advertising Managers,  
1 Madison Avenue, NEW YORK.

C. GEORGE KROGNESS,  
Western Advertising Manager,  
901 Marquette Building, CHICAGO.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS.

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

# THE FOURTH ESTATE

TWO DOLLARS A YEAR

No. 933

NEW YORK, SATURDAY, JANUARY 13, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY

## *The BANNER YEAR for the* **CHICAGO RECORD-HERALD**

### *IN ADVERTISING*

During 1911 The Record-Herald contained a total of 24,480 columns of advertising, the largest amount ever published in this paper in any one year and

### *A Gain of 2,091 Columns*

over the year 1910. This is not only the largest gain for any one year in the history of The Record-Herald but

### *A Far Greater Gain than that of All of the Other Chicago Morning Papers Combined*

Following is a statement of the advertising gains and losses of all the Chicago morning papers for the year 1911:

*The Record-Herald, Gain 2,091 cols.*

*The Tribune . . . Loss 1,262 cols.*

*The Examiner . . . Gain 1,405 cols.*

*The Inter Ocean . . . Gain 75 cols.*

The above advertising figures are furnished by the Washington Press, an independent audit company.

### *IN CIRCULATION*

(All unsold and returned papers, all exchanges and copies furnished to employees and advertisers are deducted in determining the net paid circulation of The Chicago Record-Herald.)

The sworn net sold circulation of The Record-Herald for 1911 was as follows:

*Daily Average Net Sold . 200,132*

*Sunday Average Net Sold . 213,690*

This is by far the highest average net sold circulation, daily and Sunday, for any year in the history of the paper, showing

*A Daily Average Gain of . 52,017*

*A Sunday Average Gain of 25,194*

**OVER THE YEAR 1910.**

During the year 1911 the Association of American Advertisers and the Auditing Department of N. W. Ayer & Son certified to the circulation of The Record-Herald.

NEW YORK OFFICE, 710 TIMES BUILDING — J. B. WOODWARD, Representative

## HEARST AND THE GEORGIAN.

HIS ENTRANCE TO ATLANTA IS CONSIDERED TO BE IMMINENT.

From developments of the past week there seems to be good ground for the belief that William R. Hearst is to start his long contemplated string of additional and new newspapers in Atlanta, Ga. Mr. Hearst, who went to the Pacific Coast with his family a few weeks ago, returned to New York yesterday by way of Washington. He attended the Jackson Democratic Harmony Dinner at the Capital and conferred there with Frederick Seely, proprietor of the Atlanta Georgian and News, relative to the sale of same. The conference was also attended by S. S. Carvalho, general manager of the Hearst newspapers, and John Temple Graves, editor of the New York American, who was editor of the Georgian before he became connected with the Hearst organization. However, at the time of going to press, it was authoritatively stated that the deal had not been closed.

Mr. Hearst, it is said, plans to issue in the Georgian and News a morning, evening and Sunday newspaper, edited by Mr. Graves, who founded the News. For a long time Mr. Hearst is understood to have had an option on the paper. He has had Atlanta in view for a newspaper for more than a year, and at various times has been reported as having made offers for the Constitution and the Journal, but the publishers of these properties held out a price that he considered too high.

A conspicuous headline on the first page of William R. Hearst's New York American on Monday read: "California in Favor of Mr. Hearst for President." Many politicians take the publication to mean that Hearst is going to enter the race.

The article under the headline purports to be an interview with Nathan Cole, Jr., Democratic National Committeeman from California, who is quoted as saying that "Mrs. Phoebe Hearst is one of the most honored women of the Pacific Coast and if her son desires California to support him it will do so." Cole is also quoted as saying that the Wilson boom is "decidedly on the wane."

A few weeks ago Hearst made the announcement: "I am a Democrat."

### PRESTON'S CHANGE.

G. W. Preston, for the past seven and a half years advertising manager of the Duluth (Minn.) News-Tribune, has resigned and on next Monday will assume the management of the advertising department of the Omaha Bee.

The Franklin (Ind.) Republican has advanced from a weekly to a semi-weekly.

The Woodstock (Can.) Carleton Sentinel has installed a new typesetting machine.

## SELLING AUTOS BY NEWSPAPERS.

THEIR RESPONSIBILITY FOR THE INDUSTRY'S EVOLUTION.

E. Leroy Pelletier, sales and advertising director of the E-M-F Motor Company, delivered an address at the monthly dinner of the Six-Point League of New York on Tuesday on "The Relation of the Daily Newspaper to the Automobile Industry," which was generally credited to have been one of the finest ever given before that organization. Many facts from practical selling and advertising experiences were related to the wonderment of hearers by the speaker, who characterized the relation of the newspaper to the automobile industry as that of its godfather, in that the newspaper adopted the automobile industry and is responsible for what it is today.

Mr. Pelletier holds that the newspaper as an advertising medium for automobiles stands supreme. "Today," he said, "the automobile is the largest buyer of newspaper space in the world, and the newspaper is entitled to all the toll it collects from the automobile industry since it has done more than any other agent to foster and develop it."

He said he credited himself with being the pioneer in using the newspapers to sell automobiles and told of the strong opposition he met with when he first made known his intention of deserting all other media for the newspapers. He was said to know nothing about selling, but one of the men who opposed him so strongly then, he said, is now the most successful branch manager in Chicago, by working on the plans he laid.

"My plan is to concentrate through the daily newspapers in the various centers," he said, and by combined local campaigns make my campaign national. In one of our recent campaigns we used 2,200 Sunday and daily newspapers, covering almost as many cities and towns all over the United States.

"Few people know how much we in the automobile industry owe the daily newspaper. Few people realized what it meant to the automobile industry when Henry Ford defeated the Selden Patent. True it was a legal fight, but through the daily newspapers the public was kept informed of every move of the game. The newspapers secured a neutral position and for the most part were equally liberal in publishing both sides of the case.

### HIS POLICIES.

"I have been asked whether better results could be secured from the morning or evening newspapers. My answer is, I do not know. I have used principally the Sunday paper for two reasons. First, because of their tremendous circulation, and second, because my long-winded copy requires plenty of time for

perusal. It is not unusual for us to publish a full newspaper page of copy in eight-point—sometimes I do not even have room for a good headline. The purchase of an automobile is an important event in the life of most men. It is a matter of discussion in the family frequently for weeks before the final decision is reached.

"To read a 5,000 word advertisement and digest it requires from one to two hours of the average man's time. Most people read slowly and comprehend more slowly. I claim you've got to argue the matter with the prospective customer. Our results prove that if the copy is interesting and you can place it before him on a Sunday morning he will read it through. Then the family will discuss it during the day. That we get big results in this way has been proven.

"One of the most important things we accomplish through newspaper advertising is selling the dealer, but the newspaper does not stop at creating the original demand, we have found other and more important use for it."

Here the speaker went on and told how it is used for following up the sales of new model machines (when defects that break out when the product passes to the hands of purchasers may create dissatisfaction among agents and buyers) in explaining the reasons therefor and offsetting the damage done in the mind of the prospective customer.

"It would be impossible to time any other campaign so as to reach the spot at the right moment. Through the newspaper we can do this. When necessary we can do it by telegraph, and our slowest time is the schedule of the fastest time across the continent," he said.

"When I tell you that if you could stop the flow of automobiles from our factories for one week you would pile up a million dollars' worth of cars on our hands, you would appreciate what any delay in sales means. It calls for a tremendous campaign—and time is the essence. We find we can meet such a condition through the daily newspapers, and wait only until the storm has blown over to start the demand anew.

"In conclusion I will repeat that the relation of the daily newspaper to the automobile industry is that of foster parent and savior."

### OFFICERS OF PHILADELPHIA PRESS ARRESTED.

Benjamin G. Wells, president; John B. Townsend, secretary and treasurer; Samuel Wells, editor, and Thomas S. Walker, a reporter of the Philadelphia Press, were arrested Thursday on charges of criminal libel brought by City Solicitor Michael J. Ryan, who was elected on the reform ticket.

Mr. Ryan alleges that through a conspiracy he has been maliciously libeled through a series of stories appearing in the Press.

## PRESIDENT TAFT ON PAPER.

WHY HE FAVORED DENIAL OF FOREIGN REQUESTS FOR FREE ENTRY.

President Taft in a message to the House of Representatives on Tuesday furnishes information in response to a resolution of the House adopted on December 8 last in regard to the wood pulp situation.

The resolution, which was introduced by Representative Harrison of New York, called for a report upon the duty imposed by collectors of customs upon wood pulp and print paper from foreign countries, and what representations had been made by foreign Governments to the United States to obtain, under the most favored nation clauses of their conventions with this country, free admission of wood pulp and print paper from their respective countries.

In view of the confusion and lack of certainty as to the meaning of Section 2 of the Reciprocity Act, President Taft recently directed the officers of the Treasury to deny the diplomatic requests and to levy the usual rate of duty on wood pulp and print paper from foreign countries.

The purpose of the President's action was to bring a test case in the United States Court of Customs Appeals. Mr. Taft's message was as follows:

"The questions of low rates in reference to the proposed admission of free wood pulp and paper from European countries with which we have treaties concerning favored nation clauses are two:

"First, whether the second section of the act promote reciprocal trade relations with the Dominion of Canada and for other purposes, in view of the failure of the two questions above stated before the first question, whether the favored nation clause extends the benefits of the second section of this act to the countries with which we have treaties containing favored nation clauses.

"I have therefore directed that the refusal of the Treasury Department to admit wood pulp and paper and other articles under the joint effect of the Canadian reciprocal trade treaties and the favored nation clauses of the treaties with other countries shall stand as the attitude of the Government pending the consideration of the two questions above stated before the tribunals regularly appointed by law for the consideration of such questions."

From Berlin comes word that the German attitude regarding duties on wood pulp entering the United States will depend more upon the position taken by the Ministry of the Interior than on the Foreign Office.

According to an official statement the German Foreign Minister is consulting the Minister of the Interior and the Minister of Finance, and the policy of Germany will not be definitely announced until the question has been fully considered.

Whether an appeal to The Hague will eventually be made also depends on the result of these consultations. In government circles there does not seem to be the slightest concern about the matter.

The Goss press of the Mobile Item is named "Gladys."



# SAN FRANCISCO CHRONICLE

## GAINS FOR 1911

Chronicle Gains in Local and Foreign Display Advertising for Year 1911  
 Chronicle Gains in Local and Foreign Display Advertising for 6 Consecutive Months in 1911  
 Chronicle Gains in Local and Foreign Display Advertising for December, 1911 Over 1910.  
 Chronicle Gains in Automobile Advertising for Year 1911.  
 Chronicle Gains in Summer Resort Advertising for Year 1911.  
 Chronicle Gains in Schools and Colleges Advertising for Year 1911.

## GAINS FOR THE YEAR 1911

Show the Chronicle First in Display Advertising.

CHRONICLE	GAINS.....	409,766 lines
EXAMINER	GAINS.....	305,368 lines
CALL	GAINS.....	261,772 lines

For Six Consecutive Months The Chronicle Has Made Steady Gains in Advertising—Greater Gains than Either the Examiner or Call.

## GAINS FOR PAST SIX MONTHS

### LOCAL DISPLAY ADVERTISING

CHRONICLE	GAINS.....	185,136 lines
EXAMINER	GAINS.....	169,274 lines
CALL	GAINS.....	7,728 lines

### FOREIGN DISPLAY ADVERTISING

CHRONICLE	GAINS.....	91,392 lines
EXAMINER	GAINS.....	65,898 lines
CALL	GAINS.....	58,856 lines

## December, 1911, Compared with December, 1910

Shows the Chronicle Gains More in Total Advertising than Either the Examiner or Call

*Chronicle gains more in Local Advertising than either Examiner or Call.*

LOCAL DISPLAY ADVERTISING		
Chronicle	Gains.....	104,020 lines
Examiner	Gains.....	61,054 lines
Call	Gains.....	28,434 lines

*Chronicle gains more in Foreign Display Advertising than either the Examiner or Call.*

FOREIGN DISPLAY ADVERTISING		
Chronicle	Gains.....	23,282 lines
Examiner	Gains.....	5,992 lines
Call	Gains.....	7,560 lines

*Chronicle gains more in Total Display Advertising than either Examiner or Call.*

TOTAL DISPLAY ADVERTISING		
Chronicle	Gains.....	143,010 lines
Examiner	Gains.....	132,832 lines
Call	Gains.....	50,596 lines

## CHRONICLE LEADS AS USUAL IN AUTOMOBILE ADVERTISING

*In 1911 for the Third Successive Year*

During the 12 months ending December 31, 1911, the San Francisco newspapers printed automobile advertising as follows:

CHRONICLE.....	309,789 lines
EXAMINER.....	296,682 lines
CALL.....	240,579 lines

The Chronicle is the logical medium for the automobile Advertiser. The advertiser who uses the CHRONICLE has his field well covered.

## SUMMER RESORT ADVERTISING

*The Chronicle Gains—Both the Examiner and Call Lose in 1911 Over 1910*

CHRONICLE	GAINS.....	9,276 lines
EXAMINER	LOSES.....	16,383 lines
CALL	LOSES.....	7,731 lines

## SCHOOLS AND COLLEGES ADVERTISING

Herewith are the figures for the past two years—the same relative lead has been maintained by the Chronicle for many years—each year showing a substantial gain over the preceding years:

—1910—			
CHRONICLE.	EXAMINER.	CALL.	
MAY.....	154 lines	375 lines	304 lines
JUNE.....	1,025 lines	3,171 lines	3,076 lines
JULY.....	3,463 lines	2,009 lines	2,825 lines
AUGUST.....	3,948 lines	450 lines	610 lines
SEPTEMBER.....	301 lines	126 lines	140 lines
	8,891 lines	6,131 lines	6,955 lines

—1911—			
CHRONICLE.	EXAMINER.	CALL.	
MAY.....	1,725 lines	244 lines	325 lines
JUNE.....	3,661 lines	1,361 lines	1,669 lines
JULY.....	8,561 lines	4,623 lines	4,245 lines
AUGUST.....	6,702 lines	9,556 lines	5,683 lines
SEPTEMBER.....	2,719 lines	772 lines	1,893 lines
DECEMBER.....	2,913 lines	1,152 lines	814 lines
	26,281 lines	17,688 lines	14,629 lines

## EFFICIENT HANDLING OF NEWS.

BIG SUCCESS CLAIMED FOR METHOD USED BY THE SEATTLE TIMES.

How the principles of scientific management that made famous the name of Taylor had been evolved by a newspaperman and were being applied to the gathering and editing of news at the very time that Louis D. Brandeis was advertising them to the country by his argument before the Interstate Commerce Commission, and months before the magazines expounded the theory to the nation was related by Clarence B. Blethen, managing editor of the Seattle Times, in a talk before the students of the Department of Journalism of the University of Washington on December 20.

By the excision of red tape from his news-editing force on a plan worked out by himself after a study of the organizations of the leading newspapers of the United States, Mr. Blethen is doing with eight men the work that was formerly done with sixteen and has reduced by twenty minutes for the first edition and thirty for the second the time between the entry of news to the office and its going on the press. This betterment takes no account of sundry reductions in office rent and in the numbers of that necessary evil, the office boy.

Before Mr. Blethen adopted the new plan in August, 1910, having devoted several months prior to that to its evolution, the Times was using a managing editor, an assistant managing editor, six general copy-readers, a state editor, a telegraph editor, a Sunday editor and an assistant, a city editor and an assistant, and two local copy-readers.

The paper now gets out its editions six after six during a week and one Sunday morning edition, besides a Sunday, with a managing editor, an assistant to the managing editor, a city editor, an assistant city editor, who helps out on the copy-desk in emergencies and is a sort of all-around man in the office, and four copy-readers.

"Formerly," said Mr. Blethen, "time was wasted after news came into the office by determining which editor it ought to reach. Then more time was wasted in consultations and notes from one head to another."

"Now all news goes direct to the managing editor. The city editor

is responsible merely for directing the work of the reporters and passes his stories direct to the managing editor, who determines the prominence each story is to have and puts it into a basket from which all the copy-readers take stuff without discrimination.

"The assistant to the managing editor sends the copy up stairs after the desk has read it and keeps track of how much has gone up. He also makes the 'Bulldog' and the 'Pink,' a late afternoon sports edition."

The managing editor's desk on the Times is flanked immediately by the city editor's desk on the right and by the desk of the assistant to the managing editor on the left. Both these men face his desk. The copy-readers sit at a long desk face to face with him. All telegraph copy is thrown into a basket at his left hand, all local copy into one at his right. The copy chute up stairs is at the end of the copy desk next the assistant to the managing editor.

### THE STREAMS UNITE.

Thus the two streams of news unite on the managing editor's desk and are sent without delay into the paper.

"The work of the Sunday editor is easily taken care of by the managing editor with the assistance of the copy desk," said Mr. Blethen. "Copy for the Sunday pages and for the bulldog is ready between times. The men on the copy-desk work all the time while they are on duty, but they are rarely on duty more than six hours. Instead of having specialists we have every man specialized to each task that comes to the copy-desk."

"The key to the whole system is the dominance of one mind. There is not a conflict, not a difference of opinion between men employed to do various divisional supervision. It is the putting of one mind in charge of the paper, and there is no discussion about anything, though of course the managing editor may confer with whomsoever he chooses."

"The man in the managing editor's chair, the pivotal position, does his own ordering. He answers the queries himself because it is the easiest way for him to answer them. "This man is enabled to control the volume of the news as it flows across his desk according to the needs of the day, and to so indicate heads as to control the balance of the news, one of the most difficult things to accomplish."

"The society, sporting and dramatic editors were left in separate rooms, because each has his own clientele to receive. But all others were brought together and put right down to work."

"This system was hard to put in, but it is so much easier to work by, once it is being started, that it is incredible that other papers should not have put it in. I confess that I cannot see why it should have remained for a paper in a city of the Northwest to produce an economic system of management that is better than any I ever heard of in America."

"The newspaper business is the most hidebound business that I know of from the standpoint of convention—that is, in ways of doing things inside the office."

Newspapers have gone on doing things in the old way just because that way had grown up, without studying to see if there were not a way to do things more quickly and more efficiently.

"When we worked out our new system we did not call it scientific management, and we did not know anything about Mr. Taylor and his experiments with steel and brick. We were simply trying to find the best way to do our own work."

Mr. Blethen paid a high tribute to Chauncey B. Rathbun, who has been given the title of assistant managing editor and put in the pivotal position. Mr. Blethen, who has been in that place himself since he started the system, said that other important work would keep him from his former close contact with the news desk for a year or so.

The University of Washington's Department of Journalism, conducted by E. S. Sheridan and Abram W. Smith, is rapidly coming into prominence as one of the country's leading exponents in the art of teaching newspaper work. Lectures on the making and the evolution of newspapers will be, or already have been, delivered before the students by many of the leading men in the field during the current year—and all of them along specially instructive lines such as Mr. Blethen's.

## BOSTON GLOBE HAS A FINE REPORT.

Good evidence of the esteem in which the general public holds the Boston Globe is to be found in the fact that in the year 1911 it reached a new high water mark in number of want ads printed. For the year in this class of business its total was 498,600, an increase of 18,723 over its best previous record.

The year all around was a most satisfactory one for the Globe. Among the departments showing up especially good was foreign advertising, which is under the management of John B. Woodward, in New York. The circulation figures of the Globe for December show daily average of 187,178, and Sunday 324,476 copies.

## RALPH PULITZER IS NOW A TRUSTEE.

Surrogate Fowler signed an order last Saturday appointing Ralph Pulitzer one of the trustees of the New York World and St. Louis Post-Dispatch under the will of his father, Joseph Pulitzer. Mr. Pulitzer replaces Supreme Court Justice Putnam of Brooklyn, who declined to serve as a trustee because of the press of judicial duties.

## NEW DAILY FOR PADUCAH.

A new afternoon daily newspaper will be started at Paducah, Ky., shortly. The name has not yet been selected. Behind the enterprise are Mott Ayres and Judge C. W. Emery, who is a candidate for county judge.

Arthur E. Bailey will be city editor. Colonel Ayres will move his plant from Fulton, Ky., to Paducah.

The Burt Advertising Agency, Buffalo, has changed its name to the Eddy Advertising Service.

## BRITT ADVOCATES RAISE IN 2D CLASS RATES.

Adequate postage rates are discussed in the annual report of Third Assistant Postmaster-General James J. Britt. It recommends a flat increase of one cent a pound for newspapers and periodicals and that postage stamps be issued to United States senators, representatives and executive officials of the government, instead of permitting the use of the congressional frank and penalty envelope, as at present.

The report shows that at the close of the last fiscal year 27,864 newspapers and magazines were admitted to second class mail privileges. It is pointed out that good feeling and co-operation now exist between the department and publishers due to the removal of many burdensome requirements, the effect being to relieve the department of unnecessary work and the publishers of much annoyance.

Postage stamps to the number of 12,775,000,000 were sold last year, the receipts for which amounted to \$226,469,000. More than 85,000,000 money orders, aggregating \$687,715,644, were issued and paid during the year, at a loss of less than \$2,000 through errors.

Recommendation is made that authority be given to the postmaster-general to fix fees for the issuance of domestic money orders, no fee to be less than five cents or more than twenty-five cents.

## CONNECTICUT EDITORS' CONVENTION.

The annual meeting and banquet of the Connecticut Editorial Association will be held at Hartford on January 22.

The speakers at the annual banquet will be Rev. William A. Bartlett, of Hartford; Joe Mitchell Chapple, editor of the National Magazine; Harold MacD. Anderson, the New York Sun; and Rev. John Calvin Goddard, of Salisbury. Frank W. Bolande, editor of the Bridgeport Post, will be toastmaster at the banquet.

## OKLAHOMA DAILY SOLD

The Ardmore (Okla.) Morning Star is under new ownership. P. O. Hays, a young real estate man of Gainsville, Texas, has purchased the paper from Will C. Geers, who started it last July. The business and editorial management is now in charge of D. C. Pollard, recently of Virginia.

## THE FIELD OF CIRCULATION OF THE SEATTLE TIMES DAILY AND SUNDAY

comprehends the Pacific Northwest completely, as the circulation extends through the border counties of Oregon, all of Western Idaho and Western Montana, throughout the state of Washington and British Columbia.

In this field there are to-day about 1,000,000 inhabitants, of whom 1,000,000 reside in the state of Washington.

Foreign Representative:  
The S. C. BLACKWELL Special Agency,  
NEW YORK CHICAGO KANSAS CITY

## ST. PAUL DAILY NEWS

Daily average circulation for November was 59,479 an increase of 6,208 over same month a year ago. The advertising gain was 68,110 agate lines.

The Largest Circulation of Any St. Paul Newspaper.

Foreign Advertising Department,  
C. D. BERGOLD, Manager,  
KANSAS City, Boyce Bldg., New York,  
6. 6. DAYER, Chicago. J. W. ANTONIELLO.



ADVERTISING IN CANADA.

PRESENT GOOD TIMES HAVE OPENED AN UNLIMITED FIELD FOR WORK.

American advertising men were greatly interested some months ago when the J. Walter Thompson Company, the well known and long established advertising agency of



JOHN C. KIRKWOOD.

Chicago and New York, decided to devote special attention to securing Canadian accounts, and began an elaborate campaign by establishing a field office in Toronto, and securing one of the Dominion's best known advertising men to assume charge of the work in John Campbell Kirkwood.

To THE FOURTH ESTATE representative Mr. Kirkwood gave of summing up of the interesting advertising conditions in Canada which will serve to give some idea of how our Canadian neighbors are waking up to the opportunities awaiting the proper use of advertising and possibly answer some of those who may have doubted the extent of the field the advertising man in Canada has to work in. Mr. Kirkwood said:

"To one who after an absence of years returns to Canada the changed spirit of the country is a thing outstanding. Canada's mood is a buoyant one. Everywhere people are busy, happy and sanguine. There is no poverty, no despair. The present is an era of confident beginnings, of bold enterprises, of magnificent dreamings. The whole nation is optimistic, enthusiastic and courageous to the point of rashness. Trade records, building records, immigration records, industrial records—all are of the grand order. No better or truer index of a nation's progress than these records. Continued on Twenty-third Page.

THE BOSTON TRANSCRIPT

THE BOSTON EVENING TRANSCRIPT Gained 135,356 lines of advertising in 1911 over its previous high record in 1910.

THE TRANSCRIPT continues to lead in the daily field, printing over 700,000 lines more advertising than any other Boston paper for the days it is published, i. e., excepting Sundays.

THE TRANSCRIPT has a remarkable record for continuity of ownership and policy. For decades the growth of its advertising has been uniformly cumulative.

FINANCIAL ADVERTISING

THE TRANSCRIPT in 16 per cent fewer issues for the year 1911 printed over 75 per cent more Financial Advertising than any other Boston paper.

Foreign Advertising Representatives:  
CHAS. H. EDDY, Metropolitan Bldg, New York. EDDY & VIRTUE, Peoples Gas Bldg, Chicago, Ill.

SPECIAL AGENCY NOTES.

The Parks Floral Magazine, La-Park, Pa., has appointed the Payne & Young Special Agency to look after its interests in the East.

Arthur Lowe, 156 Fifth avenue, New York, formerly United States representative of the Canadian Century, has been appointed to look after the interests in this country of the Toronto Saturday Night. He will also represent this publishing company's entire list of trade papers.

Buffalo Courier and Enquirer foreign representation transferred from the Wilberding-Hand Company to Hunton, Lorenzen & Woodman, New York and Chicago.

The East Liverpool (O.) Tribune has appointed C. A. Menet, 225 Fifth Avenue, New York, to represent it in the foreign field. Herebefore it was not represented.

STARTS A DAILY PAPER.

E. C. Newby of the Randolph (Kan.) Enterprise has taken charge of the Blue Rapids Journal, and has turned it into a daily paper. Mr. Newby retains the Randolph Enterprise, but Isaac Moon will have charge of the Enterprise in his absence.

PRESBRY MOVES.

The Frank Presbrey Advertising Company has moved from the quarters it has occupied for a number of years, at 3 West 29th street, to 456 Fourth avenue, New York.

Le Courier de L'Quest, a French weekly of Edmonton, Can., was recently burned out with a loss of \$20,000.

"DROP LETTER" ONE-CENT POSTAGE.

EDITOR THE FOURTH ESTATE.

Sir: Anent cheaper postage of the city of New York and the other cities of the country having free delivery, we should unite in demanding that the postage on "drop letters" (that is, letters mailed from one part of the city to another) be reduced to one cent. This request, being reasonable and sensible, would probably be heeded by Congress.

The postage charge today upon a letter going a few rods or a mile or two within the limits of a city is exactly the same as for its carriage thousands of miles. The cost of collecting a bill through the mails, however small the bill may be, is not less than six cents, viz.: mailing, two cents; return of bill with check, two cents; mailing receipt, two cents.

If the postage were reduced to one cent the net cost of such a transaction would be three cents, and it is a safe estimate to make, considering the vast number of bills, bank notices, &c., mailed in a city, that the business would increase three or four fold, to the great profit of the Government.

In towns and villages having no free delivery the rate on drop letters is only one cent. Why the discrimination against the cities? The cities furnish the bulk of the mail that supports our post office system. JAMES BARDON.

HUNTER NOW PRESIDENT OF WASHINGTON HERALD.

At the annual meeting of the directors and stockholders of the Washington Herald Company John W. Hunter was unanimously elected president for the ensuing year. Mr. Hunter assumed the duties of publisher of the Washington Herald July 10, 1911, and in the first six months of his administration wonderful strides in every department of the paper have been made. In electing Mr. Hunter to the presidency of the corporation only just recognition has been given his untiring zeal and creative and executive capacities.

Henry L. West, the retiring president, will continue as editor. J.W. Allen is now business manager. J.C. McCarthy is now financial editor of the Herald and J. Clinton Ransom is a new addition to the editorial staff.

The Leading Home Paper.

Advertisers who investigate the **MILWAUKEE** find always select the **EVENING WISCONSIN** Lowest rate per thousand of any daily in Milwaukee.

47,000

Copies in the Homes Every Day.

JOHN W. CAMPBIE, Business Manager. Foreign Representatives: CHAS. H. EDDY, EDDY & VIRTUE, Metropolitan Bldg. Peoples Gas Bldg. NEW YORK. CHICAGO.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

MAIN OFFICES:  
105 WEST 40TH STREET  
(Tilden Building.) NEAR BROADWAY.  
NEW YORK

PHONE 5200 BRYANT,  
Long Distance 5 Trunk Lines.

WESTERN OFFICE:  
319 Record-Herald Building, Chi.-ago.  
Phone 906 Main.

No. 933 FOR THE WEEK ENDING SATURDAY, JANUARY 13, 1912

## PRESIDENT'S COMPLIMENT TO JOURNALISM.

Since his inauguration as President, William Howard Taft has in many instances taken occasion to pay a graceful compliment to an individual or to an institution in the broad, genial way so characteristic of him, but perhaps none was more remarkable than the one he paid to the Public Ledger during his recent brief visit to Philadelphia.

That the President of the United States should officially visit a newspaper office, says the Philadelphia Telegraph, is a recognition of the entire profession, as well as a distinction conferred upon the Public Ledger, which in this case he singled out for a much-deserved compliment.

There is no force of modern times so far reaching as is the press of this country, as influential or as responsible to the people, and President Taft, in making the Public Ledger the recipient of what from the circumstance must be considered an official inspection, honored all journalism as well as a newspaper which for many years has been one of the institutions of Philadelphia.

To have upheld for more than three-score years and ten all that is best in journalism deserves the distinction that President Taft so gracefully conferred.

## NOTE AND COMMENT.

An advertisement for a wife in the Boston Post by John Farrell, a Boston railway man, brought him nearly 1,000 replies, or to be exact, 946, and many from far distant cities. He found his soul-mate among them, too, and was married this week.

In commenting on the record-breaking business year of the Boston Post in THE FOURTH ESTATE last week it was stated that the total advertising in the Post for 1911 was 5,059,740 lines. These figures

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agile measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

should have referred only to the display advertising, which alone gained 171,838 lines over 1910.

The beginning of activities in the Presidential campaign of the present year brings to mind the statement of Norman E. Mack, chairman of the National Democratic Committee, before the Sphinx Club of New York, that the only way to conduct a political campaign nowadays is to advertise in the newspapers. He stated that he would be willing to spend fifty per cent. of all the national campaign fund for newspaper advertising, for, in his belief, newspaper advertising is the keynote of success.

There will be no more display advertising in the coaches of the Southern Pacific Company hereafter, this being one of the New Year's resolutions with which the railroad has begun 1912. "There is but one reason," said an official of the company, "The signs contributed nothing to the restfulness of the interior of the coaches. The company does not profess to be overly esthetic in taste, but believes it is not worth while to ruin the interior finishes that have been put on at a heavy cost for the sake of a few thousand dollars annually."

The New Orleans Item has succeeded in accomplishing a neat little advertising stunt. On Friday morning of last week it ran a notice that its back page was for sale for every Friday for one year. In less than twenty minutes after the paper was out it was sold to the Interstate Trust & Banking Company of that city.

One of the English Methodist divines who visited Canada on the occasion of the Ecumenical Conference has this to say of the Canadian press:

"I cannot say I like the arrangements of your Canadian dailies, with their inextricable mix-up of news and advertisements. You scarcely know, when you begin a paragraph, whether you are reading

news or some 'puff' of a trader or professional man, and if you want only news when reading, you have to search for it.

"Then again, the overwhelming amount of space given to 'sport,' and all belonging to it, is appalling. If this is a reflex of what is uppermost in the minds of the people, and what they like and desire, that is if the papers are catering for what is most popular and what is demanded, then the population is indeed to be pitied."

Says the London Chronicle:

"What shall a newspaper be? Shall it photograph the sins and failures and complaints and horrors of the world? We have enough of them in our own lives, and the ordinary newspaper—one may suspect—recounts the horrors only to profit by their removal. But there comes a paper that refuses to recognize anything but the thanksgiving for blessings received.

"For three years the Christian Science Monitor has steadfastly refused day by day to publish anything that does not tend to cheerfulness. And the Thanksgiving number of Nov. 29 is so full of cheerfulness that it has come to this window by parcels post. The ordinary half-penny could not carry the bulk of joy!"

The campaign against free publicity that is being waged by the Canadian Press Association, like that in the United States being carried on by the A. N. P. A., is having a splendid effect. Many publishers who have hitherto granted the requests of advertising agencies and direct advertisers for the free insertion of matter that should run as paid advertising, have made resolutions for 1912.

The Madrid journal El Mundo seems to rival a cat with its nine lives. Having been suppressed by government order, it appeared as El Planato, whose issue, however, was confiscated. It succeeded in issuing an evening edition, under the title El Debate, and the day after it came out as El Matino, taking occasion to exorcise its chief persecutor in the government service.

Editor—"I really can not see anything in this manuscript of yours."

Young Journalist—"Still, why not publish it? Your readers may have more intelligence."—Exchange.

The Waterloo (Ia.) Courier recently issued a Christmas and holiday edition of sixty-four pages, one of the largest ever published in that section. An article by Alfred B. Lukins, the Eastern representative of the paper, reviewed the business situation in the different parts of the country. He forecasts that the current year will be more prosperous than 1911.

Publisher Russell R. Whitman, of the Boston American, reports that during 1911 the American carried in paid advertisements 3,707 more columns than in 1910. The average daily and Sunday circulation of the American is now certified by the American Newspaper Directory, the Association of American Advertis-

ers and the Boston Chamber of Commerce to be in excess of 400,000.

Mr. Whitman, who has been in charge of the Boston American for three years, is more than gratified with the results attained during that period, a total gain of over eleven thousand columns; or, to be exact, 3,112,000 lines.

During this period the paper has been converted from a losing proposition to a good money-maker. Mr. Whitman was born in the vicinity of Boston, but had his principal newspaper training in the West. This combination of circumstances enabled him to "size up" the New England field properly, giving the right local adaptation to the Hearst journalistic methods, resulting in an immediate increase in circulation, and dealing with the local merchants along approved Bostonese lines, resulting in the tremendous advertising gains shown.

The January issue is the first number of the new combination of the Sunset and the Pacific monthly magazines. It contains 128 pages and is lavishly illustrated with full-pages in tint and color. Its general character in all lines is attractive and must command an enlarged patronage.

A special column of "Leap Year Advice" has been one of the features of the Bridgeport Standard for the past two weeks, conducted by Frank E. Nolan, sporting editor of the paper.

When the Equitable Life Insurance Building in New York was destroyed by fire Tuesday morning the New York World immediately turned over to the occupants of offices in the burned building, temporary quarters, rent free, in the Pulitzer Building.

The incident also gave real estate and renting agents an opportunity to show their enterprise; which hundreds of them did by taking space in the daily newspapers of the same day and the morning after. The announcements aggregated more than whole pages in some papers.

## KNEW HIS BOSS.

From the Cosmopolitan Magazine.

John R. McLean, owner of the Cincinnati Enquirer and the Washington Post, tells this story of the days when he was actively in charge of the Cincinnati newspaper:

An Enquirer reporter was sent to a town in southwestern Ohio to get the story of a woman evangelist who had been greatly talked about. The reporter attended one of her meetings and occupied a front seat. When those who wished to be saved were asked to arise, he kept his seat and used his notebook. The evangelist approached, and, taking him by the hand, said, "Come to Jesus."

"Madam," said the newspaper man, "I'm here solely on business—to report your work."

"Brother," said she, "there is no business so important as God's."

"Well, maybe not," said the reporter; "but you don't know John R. McLean."



## PURELY PERSONAL.

William R. Hearst arrived home in New York yesterday from his several weeks' visit to the Pacific coast.

Don C. Seitz of the New York World will be a fellow guest with President Taft at the banquet of the Society of the Genessee to be held in New York next Saturday evening.

Charles H. Grasty, president and general manager of the Baltimore Sun, has returned from London, where he spent the Christmas holidays with his wife and daughter.

Ng. Poon Chew, the well known San Francisco Chinese editor, is to make a lecture tour through the East on the mission of enlightening Americans on "The Revolution in China, Its Cause and Its Effect."

E. B. Whitcomb, vice-president of the Detroit Evening News, is supporting the Thompson-Hally street railway settlement ordinance, although the newspaper of which he is an officer is conducting a campaign against it.

E. T. Davis, Associated Press operator of the Bridgeport (Conn.) Standard, has returned from a vacation passed in Massachusetts.

George C. Waldo, Jr., of the Bridgeport (Conn.) Farmer, is acting as press agent for the Poli theatrical interests of that city in addition to his regular work.

Andrew V. Barber, artist of the Bridgeport and Waterbury (Conn.) Sunday Herald, has been elected worshipful master of St. John's Masonic lodge of Bridgeport.

Congressman S. C. Smith, proprietor of the Bakersfield (Cal.) Echo, is again able to resume his seat in Congress after a protracted illness.

Herman G. Halsted of the New York office of the Paul Block Special Agency, has returned from a few days in New England on business.

Ralph Parker has been elected president of the LeRoy (Ill.) Journal Company. He was formerly with the Lincoln (Ill.) Courier and the Bloomington Pantagraph.

W. B. Haldeman, editor of the Louisville Times, has been made adjutant general on the staff of Governor McCreary.

W. H. Cobb, formerly of the Jonesboro (Ark.) Tribune, has started in the printing business for himself in that city.

Lewis S. Colwell, formerly a newspaper man of Syracuse, is now in charge of the Montreal office of Lounsbury & Co., New York stockbrokers, of which firm he is also a member.

Charles D. Straight, who recently retired as owner of the Olean (N. Y.) Evening Times, just can't forget the newspaper game altogether so he has started a little paper called

the Wayside Press at his farm home.

E. T. Rogers, publisher of the Tiffin (O.) Advertiser, has been elected president of the Employing Printers' Association of Seneca, Wood, Hancock and Sandusky Counties.

Charles K. Lush of Chicago, is on a fishing and hunting trip in Florida.

E. W. Rankin, advertising manager of the Farmers' Mail and Breeze, Topocka, is a judge at the poultry show now being held in St. Paul, Minn.

Frank Shafer, a Buffalo newspaper man, has been appointed a supreme court clerk.

R. H. Hazard of the Washington office of the Cincinnati Times-Star, is ill in the Providence Hospital, that city. He recently suffered a blood clot on the brain and must undergo an operation.

J. W. Dunphy manager of the Boston Advertiser and Evening Record, has returned to his desk after a serious illness.

Fred Kinney, managing editor of the Winnipeg (Can.) Telegram, spent some of the holidays with old friends in Columbus, O., where he was formerly with the State Journal.

George G. Whitehead, city editor of the Delaware (O.) Journal, spent the holidays with relatives in Louisville.

Walter J. Fahy, the former Washington correspondent, has assumed charge of the sales department of the Wyoming Developing Company, at Cheyenne.

M. C. Reynolds of the Reynolds-Fisher Advertising Agency, Burlington, Vt., is one of the founders of the Mercantile Press, a printing concern, in his city.

Seth Seiders, late of the Ohio Advertising Company, Toledo, is the new secretary of the Toledo Real Estate Board.

## VETERAN TO RETIRE.

It is reported that George W. Hills, founder and for many years proprietor of the Bridgeport (Conn.) Telegram, plans to retire from that paper about April 1 and devote his time to a printing and newspaper supply business in that city. During the past year he has been business manager of the paper. It is expected that G. Scott Smith, for the past year secretary and treasurer of the paper, will succeed to the business management of the paper. Henry W. Shoemaker is president of the company.

## CHANGE ON UNCLE REMUS.

Will C. Izor, for the last two years advertising manager of Uncle Remus' Magazine, Atlanta, has been appointed to a similar office with Today's Magazine. He was formerly with the Woman's Home Companion and the Reader and Home Magazines. His successor in Atlanta is Robert Johnston.

## CHANGES ON LOS ANGELES TRIBUNE.

The first of the year brought some radical changes in the personnel of the Los Angeles Tribune and Express. Charles E. Kloeber, who resigned the superintendency of the Western division of the Associated Press in September to become assistant to the publisher of both the Earl papers has been made manag-



CHARLES E. KLOEBER.

ing editor in succession to J. B. Elliott, who resigned.

Fenner Webb, until recently managing editor of the Los Angeles Herald has joined the Express as news editor, and there have been a number of changes in the editorial staff of the two papers. Mr. Kloeber brings to the Tribune a wide newspaper experience, covering many years as Washington correspondent of various newspapers, and on the Washington papers; later managing editor of the Tacoma (Wash.) News, and as general news editor in the New York office of the Associated Press. He covered the Boxer outbreak in China for that organization.

The Tribune this week entered upon its sixth month and continues its remarkable growth, all of which brings joy to the heart of Publisher Earl Business Manager Veon.

## HUNTER AN AD AGENT.

Colonel William C. Hunter, who recently retired from the Boyce Publishing Company, intends to go into the general agency business. About April 15, he will open offices in the Hearst Building, Chicago.

## HOLT TO ADDRESS FORUM.

Hamilton Holt, editor of the Independent, of New York, will be the speaker before the newspaper forum of the New York University this evening. His subject will be "Commercialism and Journalism."

## HALLIDAY RETURNS.

Charles G. Halliday, editor of the Ukiah (Cal.) Times, who disappeared mysteriously from San Francisco on December 7, is back home again. His mind is a blank as to what happened to him since his disappearance, except that he remembers taking several drinks in San Francisco and waking up in a Pullman car in British Columbia.

## WEDDING BELLS.

George C. Handy, part owner of the Ypsilanti (Mich.) Press, was married in Detroit recently to Miss Lulu H. Price.

Forrest W. Montayne, advertising manager of the Bridgeport (Conn.) Post, is a recent addition to the benedicts.

Lee C. Robertson, the well known circulation promoter of New York, was married last week to Miss Mabelle C. Powers of Cleveland. The ceremony took place in New York.

Newton Fuesell, managing editor of the Mediator Magazine, of Cleveland, was married in Rochester, N. Y., last week to Miss Helen Hession.

## HOYT RETIRES.

James A. Hoyt has disposed of his interests in the Columbia (S. C.) Daily Record Publishing Company, and retired as editor and general manager of the newspaper.

Wiley B. Baker, for the last twenty-two years connected with the Knoxville (Tenn.) Sentinel, and for last five years circulation manager, has resigned from that paper to become business manager of the Record. Mr. Baker and McDavid Horton are now looking after Mr. Hoyt's former duties. The latter has not announced his plans for the future. During his three years' management of the Record the paper made much progress.

## VISITORS IN NEW YORK

## DURING THE WEEK.

E. C. Mason, the Rochester Herald.

Otis Morse, local advertising manager the Detroit Free Press.

G. N. Graham, business manager the Syracuse (N. Y.) Herald.

E. V. Alley, advertising manager the New Bedford (Mass.) Standard and Mercury.

George W. Coleman, Boston, president of the Associated Advertising Clubs of America.

S. C. Dobbs, the Coca Cola Company, Atlanta, and former president of the A. A. C. A.

J. A. MacDonald, editor the Toronto Globe.

Henry B. Humphrey, president the Pilgrim Publicity Association, Boston, and head of the H. B. Humphrey Company.

William T. Ellis, writer and correspondent.

C. D. Atkinson, business manager the Atlanta (Ga.) Journal.

## NEW GEORGIA EDITOR.

Alan Rogers of Atlanta, has been appointed editor of the Athens (Ga.) Daily Tribune, succeeding John R. Burke, one of the founders of the paper, who has resigned.

## BUSINESS OPPORTUNITIES.

## SITUATIONS WANTED.

## SITUATIONS WANTED.

## FOR SALE.

## FOR SALE.

**WANTED:** by one of my clients a daily newspaper property in city of ten to twenty-five thousand. Will invest about \$20,000 and prefers to locate in southern Michigan or west of Chicago. Proposition C. L.

C. M. PALMER.  
NEWSPAPER BROKER,  
277 Broadway, New York

### DO YOU WANT TO SELL OR BUY A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg., New York City

**WANTED.**—Live newspaper man who can buy at least one-sixth interest in first class Iowa county seat Republican weekly, (worth \$12,000), and take full management of same at good salary. Can buy larger interest later if desired. Write qualifications, age, etc., at once, to "G," are Fourth Estate.

Young newspaper men wanting to start in business should come to Western Canada, where many good live towns are looking for men to start newspapers. Considerable advertising patronage guaranteed. Western Canadian merchants are thorough believers in advertising, and rates good. For full particulars write Miller & Richard, 123 Princess St., Winnipeg.

## CHANGES IN INTEREST.

STROME, CAN.—Bert Klebe has purchased the Despatch, of which he has been mechanical foreman.

STRASSBURG, CAN.—Leslie M. Small has purchased the Mountaineer from S. Lorne Small.

BROADVIEW, CAN.—G. V. Hawkes, formerly of the Earl Grey Coronet and Star, has acquired control of the Express.

DUNDAS, CAN.—W. D. McLean, late of the Seaforth Huron Examiner, has taken over the Banner of this place.

WOODSTOCK, N. B.—John S. Leighton has taken over the Carleton Sentinel of this place from F. B. Carvel M.P., and associates.

CHILTON, TEX.—W. Earls, a Marlin printer, has purchased the Homeland from J. O. Carter.

MANTENO, ILL.—A. M. Decker has purchased the Independent from J. W. Green.

GROVE, OKLA.—The Delaware News has been sold by Representative O. W. Killiam to W. D. Fuller, publisher of the Skiatook Sentinel.

LESLIE, ARK.—W. N. Lucy has retired from the ownership of the Leslieite and is succeeded by Frederick M. Mills.

LESMORE, MINN.—E. B. Rose has acquired the plant of the old Leader and may revive it.

BELTON, S. C.—Archie Richardson of Spartanburg County has leased the Times from Archie Willis.

CRETE, NEB.—Bruce Hill has sold his interest in the Vidette to A. L.

## A \$6000.00 MAN IS OPEN FOR

service with some good newspaper. Proposed change of ownership leads to open negotiations for new field. Would shade salary some for favorable stock proposition. References as to character, business ability, integrity and other qualifications furnished to those who mean business. Would be of no value to personal bulletin or political handbill. Am not finalist, but must respect the sheet. Correspondence confidential. Address T. M. J., care The Fourth Estate.

## MANAGING EDITOR.

Man with several years' experience in publishing business and a good general knowledge of editorial, circulation, advertising, and mechanical work, desires position as managing editor of class or trade-art paper. Address W. W. S., care The Fourth Estate.

**WANTED.**—A position by a stenographer with nine years' experience. Have had charge of orders, filing and correspondence. Can furnish excellent references. Address Competent, Box 33, care The Fourth Estate.

## TO PUBLISHERS.

Do you want a New York representative with office? Experienced reporter, fluent writer and correspondent, active advertising man. Frank Rutherford, 23 Park Row, New York.

## GOOD WRITER

desires engagement on conservative, high class daily or weekly paper in small city or country town. Address J. T. Munson, 467 W. 23rd street, New York City.

## HELP WANTED.

## CIRCULATION MEN.

Chance to enter contest business if you are now successful. Two contracts waiting. Address Contest Manager, Box 1472, Prov., R. I.

**Wanted.**—An experienced man to take complete charge of Editorial Department on one of the most substantial small dailies in the South. Would prefer man who would consider taking small interest in paying paper with great future. Address B. D. S., care The Fourth Estate.

A part time opportunity is open to a Jewish young man who is a capable correspondent, and is familiar with advertising and advertisers. Address Y. Z., care The Fourth Estate.

A solicitor for a special agency. State age, experience and salary desired. Address SPECIAL, care The Fourth Estate.

Cockle, late of the News. G. C. Harry retains his holdings.

MELBOURNE, IA.—The Record has changed hands, the Wiesley brothers selling out to Charles Barnholt, formerly of Oelwein and Waterloo.

TONTAGNY, O.—Harry W. Sherer of Waterville, has purchased the Times.

ECALLS, KAN.—C. R. D. Oakford has bought the Beacon and the Prolocutor and will combine them with his Common Beacon.

HAVERLOCK, NEB.—Dan Campbell has taken over the Times.

MONROE, GA.—J. M. McDowell has sold the Advertiser to O. H. B. Bloodworth, Jr., and Louis Jackson.

DECATURVILLE, TENN.—Mrs. Hattie M. Barry has leased her Herald to R. I. Miller.

ROGERS, ARK.—J. M. McClelland has sold the Republican-Journal to H. W. Brighton of Caney, Kan.

CHAMBERSBURG, WASH.—The Times has been taken over by George R. Parker, owner of the Pen Oreille Review.

ESCALON, CAL.—A half-interest in the Tribune has been purchased by

## ADVERTISING MANAGER.

Young man 25, now business manager of a suburban daily, seeks position as advertising manager or solicitor. Five years' experience in both agency and newspaper work; has high-class reputation to sustain; can meet men on equity, and always with the interest of his publication at heart. Write today for the record of a man who can do things. E. B., 1170 Madison St., Brooklyn, N. Y.

## EDITORS!

Have you a place for an energetic young man?

American, twenty-two, with short experience as reporter, wants a chance on newspaper, city or country. Address N. W. care The Fourth Estate.

**EXPERIENCED ADVERTISING MAN**  
NOW BUSINESS MANAGER OF A suburban daily, where he has made a record for himself that entitles him to a more responsible position, seeks advertising or business management on a publication in city of 25,000 or 50,000 or as solicitor on large live daily. Able manager, systematic; no bad habits; possesses forceful, agreeable personality. If you want a young man, 25, with six years of good practical experience, who is a hustler and can do things, write at once. Address Elmer B., 1170 Madison St., Brooklyn, N. Y.

## BUSINESS ADVERTISING MANAGER.

Progressive, aggressive, wide-awake, clean-cut American; 24; married; excellent character and record. Eight years' THOROUGH newspaper experience. BUSINESS PRODUCING ABILITY; level-headed; combines sound ideas and a MAKE-GOOD RECORD. At present advertising manager of daily. The unquestioned endorsement of past and present employers and city business men in city. Want a better opportunity. Address P. O. Box 315, Portsmouth, Ohio.

## CIRCULATION MANAGER.

Thoroughly experienced on morning and afternoon and on daily and Sunday papers in large and small cities. Expert systematizer and organizer with first class record, now employed but seeks change. Address J. A. R., care The Fourth Estate.

Energetic young man of good address, character and habits, who has had ample business and editorial experience, seeks responsible connection with advertising or business department of daily newspaper in large city. Address K. F., care The Fourth Estate.

Experienced newspaper advertising man seeks position; has made specialty of development of classified advertising; two years in charge of classified department in large daily; is willing to demonstrate ability and will furnish references. Suite 6, No. 3107 West 14th street, Cleveland.

**Wanted.**—A newspaper man, twelve years' experience, desires connection with publisher who wants man as assistant or manager who has been successful on three papers. Can give reference owners of the three. Thoroughly familiar advertising and circulation work; to locate where there is future. Sober. Married. References will satisfy most exacting. Address G. B. D., care The Fourth Estate.

F. S. Shornton, who assumes the editorship.

GUSTINE, CAL.—E. L. Ludlow of Ashland, O., has purchased the Standard from Willis C. Barry.

HEALDSBURG, CAL.—It is reported that Alexander Crossan is about to dispose of the Tribune to its for-

**One Cox Duplex**  
Printing Press, prints 4-6-8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO

## FOR SALE.

**One Goss Pony**  
Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO

## FOR SALE.

**One Goss 4-deck**  
Straight-line Press, prints from 4 to 32 pages

**One Goss 3-deck**  
Straightline Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO

**THREE MODEL No. 3**  
LINOTYPES FOR SALE on account of installing additional Monotypes and discontinuing our linotype department. These machines are equipped with motors and large assortment of matrices and magazines. John C. Winston Co., Philadelphia, Pa.

**LINOTYPE FOR SALE** Model 4, two letter, with all its magazines, matrices and other accessories. In good condition. Has had little use. Chapple Publishing Co., 944 Dorchester Ave., Boston, Mass.

**LINOTYPES FOR SALE.** Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

**MODEL 2 LINOTYPE FOR SALE** Complete with 2 magazines containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad Street, Charleston, S. C.

**FOR SALE.**—New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 9 and 12 point matrices. Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

## BUSINESS HELPS.

**WINTHROP COIN CARDS** are used by the leading dailies in all parts of the country.

**Classified Collections** on daily newspapers can be handled at a minimum of expense by the use of Winthrop Coin Cards. Your present collection system can be bettered. Write us for samples, prices and particulars.

THE WINTHROP PRESS, Coin Card Department, 60 Murray Street, New York City.

## MISCELLANEOUS.

**UNITED STATES SAFE DEPOSIT CO.,**  
32 LIBERTY STREET,

Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

mer editor F. W. Cooke.  
DELANO, CAN.—The interest of Charles K. Seeber in the Record has been purchased by C. H. Seiders.

## A. A. C. A. MEETING.

The executive committee of the Associated Advertising Clubs of America held a meeting at the Waldorf-Astoria this week.



## CIRCULATION BUILDERS.

**MUTT and JEFF**

Greatest daily comic series ever known.

If you are not using it  
**WHY NOT?**

Write for particulars.

National News Association  
200 William St., NEW YORK CITY.

For EDUCATIONAL  
CONTESTS use the

**Tell-us Tellurian**  
SOMETHING ORIGINAL

CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

Newspapers can flash us day or night on

**QUERY WORK**

Bang up service. "Gotham Gossip"  
has them all going. Do you get it?

NATIONAL NEWS SERVICE,  
9 East 26th St., NEW YORK.

**BUILDING UP THE CIRCULATION.**

The Dublin Evening Mail was the first newspaper in Ireland to deliver its publications by motor car, and so far it is the only paper in the Irish capital to adopt this method of distribution.

Le Figaro, the Parisian daily paper, is after circulation in the United States. A campaign just launched includes circularizing the entire country with a pamphlet giving twelve reasons why the paper should be read by all persons who wish to keep in touch with French progress.

**IDENTIFICATION CARDS.**

The Bridgeport police commissioners have adopted a card identification system for newspapermen passing police lines. The cards are good for three months and bear the signatures of the superintendent of police and managing editors of the papers. Penalties have been fixed by the common council of that city regarding the illegal use of the cards.

The Pembroke (Can.) Standard is now printing sixteen pages.

**BOSTON TRAVELER'S GAINS.**

The Boston Traveler shows an average circulation for 1911 of 83,029, a goodly increase over 1910. Of advertising it carried a total of 2,161,848 agate lines, a gain of 163,000 over 1910.

Frank S. Baker, the publisher, is devoting his best energies to building up the paper, both editorially and from a physical standpoint. The Traveler's linotypes are all being remodelled, so that it will have a complete battery of two-letter machines or better.

The Traveler is the only Boston paper except the American which has its own delivery service, now comprising twenty-seven teams and two auto trucks.

Its circulation runs up to high figures on days when big news sensations occur, as for instance last Saturday, when on the Richeson confession it ran to 113,186.

**ARMSTRONG MOVES.**

The Collin Armstrong Advertising Agency, New York, has moved into more commodious quarters at 115 Broadway. The agency at present is conducting extensive campaigns for the petroleum products of the Texas Company, for the Star Safety Razor, Nomordust, Lehigh Valley Coal Co. and similar propositions. Besides it handles a number of railway and steamship accounts, the advertising of several of the larger financial firms and institutions, and that of a considerable number of the more important real estate advertisers.

**AGENTS JOIN INTERESTS.**

F. J. Coupe has discontinued his advertising agency business, conducted for several years at 261 Broadway, New York, and is now associated with the Ewing & Miles Agency, in the Flatiron Building, in which he has secured an interest. All his accounts will hereafter be attended to through his new connections. Up to about a year ago Mr. Coupe was associated with Stanley R. Wilcox in the Coupe & Wilcox Agency, but since the latter retired he had conducted his business alone.

**APOLOGY NOT ENOUGH.**

Charles Dickinson has brought action for libel against the Vancouver (B. C.) World because the paper mistakenly stated that he had been found guilty of a charge of blackmail, when in reality he had been acquitted. The World subsequently apologized for the misstatement, but Dickinson seeks further bail.

Fire recently damaged the plant of the Antlers (Okla.) News-Record, published by J. B. Regner.

**CONTEST MAKES TROUBLE.**

H. A. Barrett and A. G. Legnick, who conducted the voting contest just closed by the Shreveport (La.) Journal, have been arrested on complaint of Joseph Dambly, one of the contestants; and the Journal Company is made defendant in suits by the same complainant and H. S. Hart, for making false representations. Dambly and Hart assert that an agreement was entered into between them and the defendants that by the payment of certain sums of money each would win first prize.

Dambly's suit against the Journal Company is for \$1,325, and Hart's for \$1,587.40. The management of the Journal has published a statement that the contest was conducted fairly and that it will be proven.

**LIBEL SUIT HINGES ON A COMMA.**

Another instance of the woes of a publisher and the many ills to which the editorial flesh is heir is demonstrated in a libel suit begun by Louis Leon Hall against the Brooklyn (N. Y.) Standard-Union which hinges on a comma. The sentence in the article upon which the alleged libel is founded is:

"Louis Hall declared Meyer Solomon, manager for the lessees of the theatre, had not handed over to him the receipts for the week's business."

In the plaintiff's complaint, however, there appears a comma after the name Louis Hall, so that the personal reference in the article is thereby entirely changed. The plaintiff asks judgment for \$50,000.

**LIBEL SUIT IN UTAH.**

A libel suit for \$20,000 has been filed by Charles Bennington against the Dillon (Utah) Tribune Publishing company.

Mr. Bennington was arrested for attempting to burn the hotel at Dell last June and an account of the fire, with statements regarding Bennington, were published in the Tribune. Bennington was tried last week on the charge of arson and acquitted by the jury.

**ANOTHER FOR OHIO.**

The city of Marietta, O., will soon have a new paper called the Transcript. Local people are interested in the venture. Ralph E. Hill, who for the past year has been on the Daily Times, will be the business manager.

**NOW AN OWNER.**

S. Gardner Shaw has purchased the Wilbur (Wash.) Register. He was at one time with the Wallaceburg (Can.) News and previously did newspaper work in other Pacific Coast States.

**CIRCULATION BUILDERS.****For Coupon Clipping Campaign**

you can use the *American Library Atlas of the World* on the ninety-eight cent plan with good profit.

This new census Atlas is the best \$4.00 Atlas at the low price that has ever been offered publishers.

Send \$1.25 for sample. I will send it to you express prepaid.

S. BLAKE WILLSDEN  
CIRCULATION FEATURES,  
32 S. Wabash Ave., CHICAGO.

**THE UNITED PRESS.**

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.  
General Offices,  
World Bldg., NEW YORK

**Small Features**

Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmie," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

The Adams Newspaper Service  
Peoples Gas Building, Chicago

*We get the circulation every time and generally without expense to the publication.*

UNITED STATES  
CIRCULATION CO., Inc.  
OTTO B. DE HAAS, President.  
A. GULLECKSTED, Vice-President.  
J. E. McALLISTER, Sec'y. and Treas.  
First National Bank Bldg., WATERLOO, IOWA

**ROBERTSON JOINS WARD.**

L. C. Robertson, the New York circulation promotor, has consolidated his business with that of R. H. Ward in the Ward Systems Company, with offices in the Mar-bridge Building, New York.

**CLOCK FOR MUIR.**

The publishers of the Ottawa (Can.) Journal recently tendered the paper's staff a banquet. On the occasion a handsome rosewood clock was presented to Managing Editor James Muir.

**A Good News Matrix Service**

is valuable to papers in the larger cities, particularly to afternoon papers with numerous editions. We buy many more news and feature photographs than do the larger newspapers. Our range of subjects is wide, and our mats give surprisingly good printing results. If we weren't giving good service, we wouldn't have clients in Milwaukee, Grand Rapids, Pittsburg, Rochester, Syracuse, Newark, and New Haven.

THE CENTRAL PRESS, CLEVELAND.

Have you seen "Flancon"?  
It's the best feature for editorial pages in America.  
Man's Sunday cartoons are something new.  
Rest daily Washington letter.

Samples of all of these for a postal card.

If your paper is not represented in Washington write us.

**AMERICAN TELEGRAPH PRESS**

307-12 District National Bank Bldg., Washington, D. C.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

## NEW YORK AUTO EXPOSITIONS.

NEWSPAPERS OF EUROPE, CANADA AND U. S. ARE REPRESENTED.

Possibly no trade exposition ever held has incited the interest that the two big automobile shows in New York this week are holding. Both for news and advertising they exceed by far from the newspaper standpoint anything of the kind that has ever been held.

Many columns of reading matter are being devoted each day, not only by the local papers, but by those as far off as Russia and Canada, to telling of the wonderful achievements of human ingenuity and skill being exhibited at the Twelfth National Automobile Show, holding sway at Madison Square Garden until next Saturday, and the exposition of the National Association of Automobile Manufacturers, at the new Grand Central Palace.

A veritable army of newspaper correspondents representing practically every newspaper of importance in the United States and Canada are kept busy covering the de-

velopments of each day. The arrangements for the press at both shows are admirable and full press corps is on hand at all times to assist the newspaper men.

The publicity department at the Garden is in charge of E. F. Korbel, who is widely known in newspaper circles as well as from his past work as a press representative. For several years past he has had charge of the press work of the National Motorboat Show in New York and at various times has been connected with the New York Sun and other New York newspapers. George L. Perry, secretary of the Automobile Board of Trade, is in charge of the press work for the Grand Central Palace Show.

An especially bright feature of the shows is the amount of newspaper advertising the promoters of both are using each day. Besides the many pages of announcements of the individual exhibitors, large and artistically laid out advertisements invite visitors to the Garden and Palace.

A partial list of the out-of-town newspaper men covering the shows is only available at this time as additions are arriving on every train. They include: Boris N. Nikiforoff of St. Petersburg, who is looking after the interests of a list of Russian newspapers; L. Prince, La Presse, Montreal; M. Murdoch Lind, Winnipeg Free Press; Walter Marston, Montreal Star.

W. J. Kline, Amsterdam (N. Y.) Recorder; J. C. Kerrison, Boston American; W. G. James, Boston Budget; E. Rolfe, Boston Christian Science Monitor; James T. Sullinolds and J. J. McNamara, Boston Post; C. F. Marden, Boston Transcript; F. W. Bolande, Bridgeport Post.

P. T. Barbour, Chicago Tribune; E. L. Moore, Cleveland Plain Dealer; F. H. Harvey, Detroit News; F. E. Wallace, Elizabeth (N. J.) Journal; L. R. Hovey, Haverhill (Mass.) Gazette; H. C. Bradley, Indianapolis Star; J. Crawley, Little Falls (N. Y.) Times; J. Gunn, Newark (N. J.) News; G. W. Smith, Newark Star; G. E. Schreck, New Haven (Conn.) Register; A. Vieberstein, Orange (N. J.) Chronicle.

F. J. Buckley, Paterson (N. J.) Call; R. W. Shertinger, Peckskill (N. Y.) News; J. A. Cleary, Philadelphia Inquirer; C. A. Woolson, Philadelphia Item; G. N. Graham and H. J. Lindman, Philadelphia North American; G. F. Thompson, Philadelphia Press; J. C. Holme, Philadelphia Record; R. Kirkman, Philadelphia Evening Telegraph; C. H. Foster, Providence (R. I.) Journal.

F. L. Grunagle, Pittsburgh Gazette Times; L. H. Smith, Pittsburg Press; A. Gross, St. Louis Post-Dispatch; F. J. Collins, Springfield (Mass.) Republican; T. H. Parker, Springfield (Mass.) Union; J. Barnum, Syracuse Post-Standard; Frank Webb, Washington (D. C.) News; H. Fisk, Washington Star; E. C. Rogers, Washington Times.

### TO TAKE LIFE EASIER.

The Madisonville (Ky.) Hustler has retired from the daily field and is now being issued as a semi-weekly.

# Beginning the New Year IN BOSTON.

## DISPLAY ADVERTISING

*in Boston Newspapers Having Daily and Sunday Editions*

WEEK ENDING JAN. 7, 1912

AGATE LINES

The Boston Post 100,072

2d Paper ..... 94,882

3d Paper ..... 94,052

4th Paper ..... 69,079

### BANNER YEAR FOR CHICAGO RECORD-HERALD.

The year 1911 was the banner one for the Chicago Record-Herald. It printed a total of 24,489 columns of business, the largest amount it has ever published in any one twelve-months, and which was a gain of 2,091 columns over 1910.

In circulation the sworn net daily average for the year was 200,132, and the Sunday 213,690, a gain for the daily of 52,017, and for the Sunday edition 25,194 over the preceding year. During 1911 the Association of American Advertisers and the auditing department of N. W. Ayer & Son certified to the circulation of the Record-Herald, which is represented in the eastern field by John B. Woodward, Times Building, New York.

### TRADE PRESS MEETING.

The eighteenth annual meeting of the Chicago Trade Press Association

was one of the largest and most enthusiastic in the history of the organization. The principal guest and speaker of the evening was F. C. Cramer, president of the Cramer-Krasselt Company of Milwaukee, who gave an interesting talk on "How to Lay Out Advertising Campaigns for Prospective Advertisers."

The following officers were elected for the coming year: President, F. D. Porter of the National Builder; vice-president, W. B. Prescott, Inland Printer; secretary, J. C. Strong, National Hay and Grain Reporter; treasurer, B. P. Branham, Hotel Bulletin. Executive committee: Morton Hixcox, Retail Coalman; Tracy Luccock, American Lumberman; W. J. McConnough, Dry Goods Reporter.

### NOW A DAILY.

The Prince Rupert (B. C.) Journal has decided that it has outgrown the twice-a-week class and is now appearing as a daily.

## More Records Broken.

## THE SYRACUSE POST STANDARD

has again broken a record. During December it carried

**34,760 inches**

of paid advertising.

It led one Syracuse Newspaper by about 3,000 inches and the other Paper by about 7,000 inches.

During 1911 the POST STANDARD carried 391,960 inches. It led one Syracuse Newspaper by over 90,000 inches and another Paper by over 32,500 inches. It also led them both during each separate month of 1911.

The above figures become doubly significant when you remember that the POST STANDARD gets a higher rate for its advertising than its competitors both from Local as well as from Foreign Advertisers.

The circulation of the POST STANDARD is now about 44,000 net per day.

### PAUL BLOCK, Inc.

Managers Foreign Advertising  
Boston NEW YORK Chicago

The Valley of Virginia is open to you through the

## HARRISONBURG VA. ROCKINGHAM RECORD DAILY

Average Sworn Circulation,  
Quarter ending Dec. 31, 1911

**5436**

**6336** is the Sworn Circulation,  
Week ending Jan. 6, 1912

Advertising is accepted at the low rate of 7 cents per inch flat with the usual agency discounts.

Advertisers availing themselves of this rate before April 1, 1912, will be guaranteed this rate to January 1, 1913.



# New York American



Published **5,402,460** Lines  
of Display Advertising (Morning and Sunday) in the year 1911.  
*An Amount NEVER EQUALLED*  
*by any other Morning and Sunday Newspaper in America.*

**A GAIN of 512,540 Lines,**  
which is Greater than that of the World and Herald COMBINED.

**618,245**

was the net paid circulation on the last Sunday in December within New York City and its immediate commuting territory. *This is a Greater City Circulation than the Sunday American Ever Attained Before, and*

**HALF GREATER** *than the WORLD,*  
**FOUR TIMES** *that of the HERALD,*  
**SIX TIMES** *that of the TIMES,*  
**NINE TIMES** *the TRIBUNE or PRESS,*  
**TEN TIMES** *that of the SUN.*

This Metropolitan Circulation does not include the country and mail editions, which alone exceed the total corresponding editions of ALL other New York Sunday papers—World, Herald, Times, Tribune, Press and Sun—COMBINED.

# UNINTERRUPTED GROWTH OF

A GRAPHIC SHOWING BY MONTHS

## December Averages for 7 Years:

	DAILY	SUNDAY
1905	64,479	73,121
1906	65,303	83,939
	A gain of 824 copies	A gain of 10,818 copies
1907	64,912	79,623
	A loss of 391 copies	A loss of 4,316 copies
1908	73,095	97,459
	A gain of 8,183 copies	A gain of 17,836 copies
1909	78,582	107,175
	A gain of 5,487 copies	A gain of 9,716 copies
1910	86,594	119,076
	A gain of 8,012 copies	A gain of 11,901 copies
1911	96,349	129,111
	A gain of 9,755 copies	A gain of 10,035 copies

It is worth noting that the Plain Dealer's daily gain for December just passed over December one year ago (9,755) is the greatest daily gain for one year in our history, and that the Plain Dealer's Sunday gain for December just passed over December one year ago (10,035 copies) is well above the average yearly gain.

The figures from which this graphic chart is compiled are for net-paid circulation; all free copies, all sample copies, all copies spoiled in printing and all copies remaining unsold at the office of publication have been excluded and the number of returnable copies included is guaranteed to not exceed two per cent.

Observe the steady, healthy, sturdy growth from the first month to the last—no sudden mushroom-like gains, no unexplained losses, but a consistently increasing total affected only by the changing seasons and those fundamental conditions that govern the business health of the whole country.

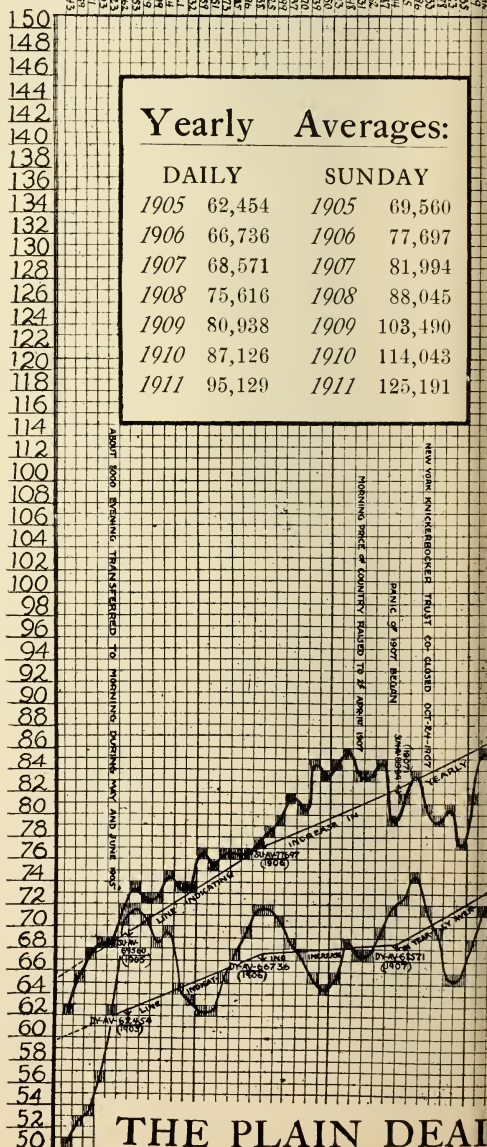
Every record bearing directly or indirectly upon the figures above published or upon any other detail of Plain Dealer Circulation or Advertising is open to the most complete and searching investigation to anyone, at any time and without further previous notice.

Circulation by thousands; each figure two

1905 1906 1907

## Yearly Averages:

DAILY	SUNDAY
1905 62,454	1905 69,560
1906 66,736	1906 77,697
1907 68,571	1907 81,994
1908 75,616	1908 88,045
1909 80,938	1909 103,490
1910 87,126	1910 114,043
1911 95,129	1911 125,191

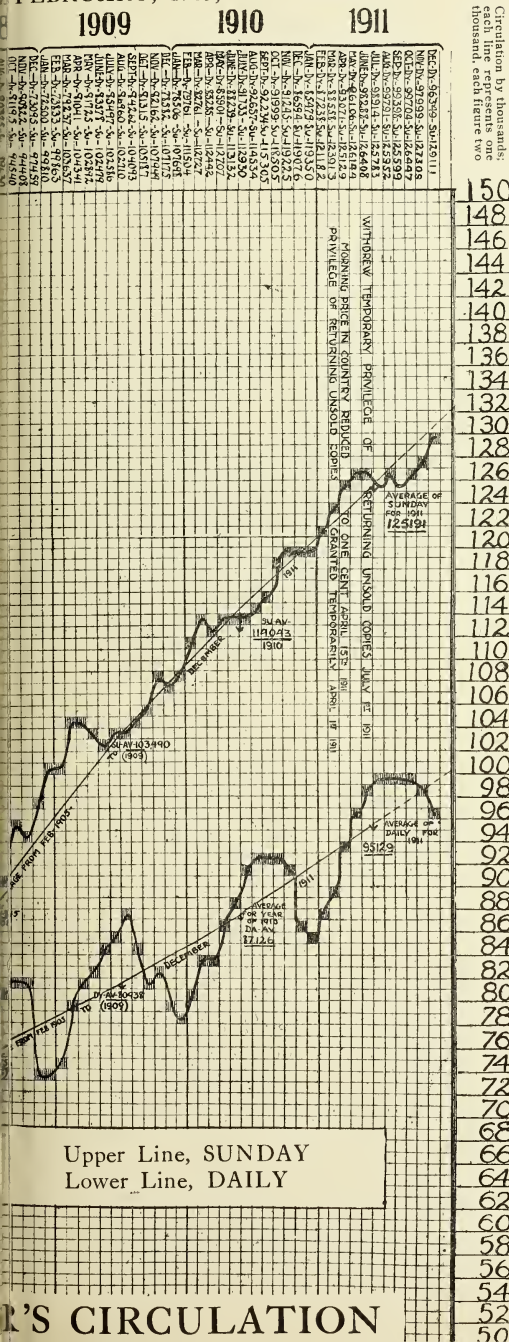


THE PLAIN DEALER



# THE CLEVELAND PLAIN DEALER

FEBRUARY, 1905, TO DECEMBER, 1911



IN QUANTITY by far the largest net-paid Morning and Sunday Newspaper Circulation between Chicago and New York, and in Cleveland and the Retail Trading area tributary to Cleveland—a radius of 75 miles at most—The Plain Dealer's net-paid circulation is Double the net-paid circulation of any other Cleveland Morning or Sunday Newspaper.

IN CHARACTER including the great salaried and skilled wage-earning public, without whose support no advertising campaign can succeed.

IN LOCALITY lying more than ninety-three per cent within a radius of 100 miles of Cleveland.

## The CLEVELAND PLAIN DEALER

Home Office, Plain Dealer Building  
Cleveland, Ohio.

WILBERDING-HAND CO.

Eastern Managers Foreign Advertising  
Brunswick Building, NEW YORK.

JOHN GLASS

Western Manager Foreign Advertising  
People's Gas Building, CHICAGO.

## CLEMENS TAKES HOLD OF HIS DUTIES IN ALABAMA.

W. M. Clemens, the new managing editor of the Birmingham (Ala.) News, for the last five years has been a member of the executive staff of the Memphis News-Scimitar. He is a thoroughly trained newspaper man of wide experience, and a Kentuckian by birth and rearing.

He did his first newspaper work as a "cub" reporter in the Louisville Times, and went to Memphis from Indianapolis in 1906. As a token of the esteem in which his co-workers in Memphis held him he was presented with a silver loving cup on the announcement of his resignation.

Beginning his newspaper work in 1895, Mr. Clemens has since served in various capacities with the Louisville Times, Paducah (Ky.) Register, the old Louisville Dispatch, Cincinnati Post and the Indianapolis Sentinel, of which he was managing editor.

Mr. Clemens succeeds on the News Buford Goodwin, who has resigned.

Charles Grant Miller, who succeeds Mr. Clemens on the Memphis News-Scimitar, for ten years has made a specialty of editorial work, and for the past seven years has written for the Scripps and the Newspaper Enterprise Association papers, about eight in all, besides supplying a large list of other publications.

"Judge" is the title fixed upon him by his associates, not that he ever sat upon the bench or even practiced law, but because he studied law and studied it thoroughly in preparation for newspaper work.

An Ohioan by birth and a college man, he was editor of the Cleveland Plain Dealer while quite a youngster. Indeed, after twenty years in the harness, and though past forty, he still calls himself "only an experienced kid."

In a Presidential contest he campaigned throughout the eastern states for the Democratic national committee as "the Ohio boy orator" and was a star speaker. He wrote a biography of Colonel Donn Piatt, journalist of earlier days; was publicity chief for a world's fair; and conducted the publicity of the famous Coxey march to Washington.

He was editor of the Cleveland World for three years, and then joined the Scripps people as chief editorial writer.

The Hawarden (Can.) Pioneer has been burned out.

## Continued Supremacy In Book Field.

In 1911 The Times printed 369,000 lines of book advertisements compared with 265,231 lines in 1910, a gain of 104,000 lines. Over 131,000 lines more than the next morning newspaper and more than any other newspaper in the world.

The New York Times Review of Books is read by a greater number of book-buyers and book-dealers than any other publication.

**The New York Times**  
"All the News That's Fit to Print."



W. M. CLEMENS.



CHARLES GRANT MILLER.

NEW MANAGING EDITORS OF THE BIRMINGHAM NEWS AND THE MEMPHIS NEWS-SCIMITAR, RESPECTIVELY.

## NEW ENTERPRISES.

GILCREST, COLO.—This town has a new paper in the Advertiser, published by M. R. Royer, of the Plattville News.

BURNSIDE, KY.—William Carter, publisher of the Somerset Journal, has started an edition here with D. E. McQueary as editor.

MARSHALLTOWN, IA.—The Democrat is a new weekly to be started here very shortly.

TRUCKEE, CAL.—R. E. McMurray has brought out the Weekly Independent.

PERRY, IA.—The Weekly Independent is a new comer.

ATLANTA, GA.—The Southern Bench and Bar Review will appear this month. A company with E. A. Reese as editor and manager, is the publisher.

DETROIT, MICH.—The Michigan Elevator News is just out.

ST. LOUIS.—A new insurance monthly known as Conservation is to appear this month.

WATKINS, MINN.—J. J. Moughan has started the Star, a weekly.

OSAGE CITY, KAN.—Several Chicagoans will start a paper called the Headlight in this city.

PHILADELPHIA.—Society is the name of a publication to appear here next week with L. G. Cross-

man at the head. It will be a semi-monthly.

COLUMBUS, O.—The Columbus Automobile Club has a new club organ known as the Exhaust.

PIERRE, S. D.—Wallace H. Burden has started a paper called Our State.

MANDENVILLE, LA.—The Southern Republican is a new four-page newspaper.

BURNSIDE, KY.—A new paper is said to be planned for this place by William Carter, publisher of the Somerset Journal.

DETROIT, MICH.—The first number of the Ray, a revolutionary monthly printed in Russian and English, has appeared.

MARSHALLTOWN, IA.—The Democrat has been established as a weekly here by J. R. Bosley, publisher of the Montour Era.

SOUTH OMAHA, NEB.—Bart Carravella is planning a Bohemian paper for this place.

JENNINGS, KAN.—The Reporter has been started by J. E. Landau, formerly of the Oberlin News.

CHICAGO.—Albert Thompson, for many years with the advertising department of the Chicago & Alton Railroad, is to start a publication called Laughter.

AUBURN, ME.—George M. Haskins, until recently of the Melrose

(Mass.) Free Press, has started a weekly paper of the same name here. Charles S. Allen and Manly A. Brigham are associated with him.

GRAY'S LAKE, ILL.—William Ellis, commerce attorney for the Chicago, Milwaukee & St. Paul Railroad, has resigned and intends to start a weekly called the Searchlight here.

## HOLMES ASSUMES DUTIES.

William Holmes assumed the duties of business manager of the New York Sun on Monday, as it was announced he would in THE FOURTH ESTATE last week. He is enthusiastic over the outlook for the Sun under its new ownership and says that many improvements are contemplated for the newspaper and will gradually be put into effect.

## BUYS HALF-INTEREST.

W. H. Glidewell has succeeded A. W. Tracey as half-owner of the papers of the New Castle (Pa.) Printing Company. These publications are the Daily Times and the Democrat.

W. Harry Spears, at one time editor of the Merriton (Can.) Advance, is now on the lecturing staff of the National Socialist Lyceum of the United States.



# THE MINNEAPOLIS JOURNAL

*carried MORE ADVERTISING in 1911  
than was ever before published by a  
NORTHWESTERN NEWSPAPER.*

The year just closed was the biggest in the Minneapolis Journal's history. Never before did it publish so great a volume of advertising, and in no other year did it *refuse* so much that was objectionable. Besides rejecting questionable advertising of every description, as well as the down-right fake the Journal was the only Minneapolis or St. Paul newspaper that refused to publish liquor advertising, hundreds of columns of which appeared in the other Twin City newspapers.

That the Journal carried 2176 COLUMNS OF ADVERTISING MORE than any other Twin City newspaper, in spite of the immense amount of advertising it rejected, is the strongest proof of its supremacy as an advertising medium. But while the Journal in 1911 carried the immense total of

## 33,926 Columns, or 9,974,342 Lines

of advertising, its reading columns were not slighted. During the year the Journal printed 627 MORE COLUMNS OF READING MATTER than any other morning or evening newspaper in its field.

The MINNEAPOLIS JOURNAL'S steady, substantial advertising gains are the natural result of its healthy growth and ever-strengthening influence with its readers, and its advertisers. It is the representative newspaper of the great Northwest. Every evening and Sunday it covers Minneapolis "like a blanket", going direct into the homes in every part of the city.

The Journal's circulation, is one of PRODUCTIVE QUALITY as well as quantity. It is this HOME quality that the advertising specialist is demanding more insistently every day, and it is the combination of this home quality with its great volume that makes the Minneapolis Journal the logical first choice with both local and general advertisers.

*Publisher's Rep's:* O'MARA & ORMSBEE, Brunswick Bdg, NEW YORK. Tribune Bdg, CHICAGO.

### THE SPHINX CLUB DINES FAMOUS MERCHANT.

ROBERT C. OGDEN, GUEST, RECEIVES  
COMPLIMENTS OF PRES. TAFT  
AND MANY OTHERS.

The Sphinx Club gave its dinner in the Waldorf-Astoria Monday night in honor of Robert Curtis Ogden, president of the Southern Educational Board and former member of the firm of John Wanamaker. There were nearly five hundred members of the club and their guests present, and the dinner was a most successful social affair. There was no business in it.

There were letters of regret from many prominent men, among them one from President Taft, who

dictated half of it to a secretary and then, not feeling that he had said enough, added the last half with his pen.

When it came Mr. Ogden's turn to speak he was received with much applause. He smiled upon the diners and in a quaint and pleasing fashion thanked them.

"It is something to be in a profession," said Mr. Ogden, "that at one time claimed Charles Lamb. It was when he was engaged in advertising for a lottery in London and failed at it."

This brought laughter from the advertising men. Then he went on: "Lamb was a master of the most delicate and refined English, and he had remarkable power of expression. His failure was for the present guild of advertisers better than success. It is something for the advertising men of today to succeed where Lamb had failed. There is genius in the advertising of today.

The other speakers and the toasts were: Artemas Ward, "Early Days of the Sphinx Club"; Manly M. Gillam, "Working with Robert C. Ogden a Quarter of a Century Ago"; Frederick James Gibson, "A Word from the Original Sphinx"; W. R. Hotchkiss, "The Training of a Sphinx"; H. B. Harding, "When I Was President"; James O'Flaherty, "A Shamrock Boutonnere."

The president of the club, George B. Van Cleave, presided at the dinner, and Job E. Hedges was toastmaster.

### WOMEN AND THE PRESS.

Before a group of prominent Brockton women on Monday Mrs. Mary Kaylor Hutchinson of Whitman, Mass., a well-known club-woman, declared that if women were more willing to talk to reporters less inaccuracies would appear in the papers. She said that the ones who should be censured for mistakes are the people who give the reporters the so-called "facts."

Mrs. Hutchinson said in part: "Women are fond of discussing their attitude toward many things, such as the suffrage question, but they seldom discuss their attitude toward the press, because many women consider they have no relation to the press.

"This seems a strange attitude, considering that the press is one of the greatest educational forces in the community today.

"Women should not rebuff the reporter. In that way more than any other mistakes are apt to creep into a story."

"Newspapers should not be blamed for printing details of crimes. They merely hold up a mirror of the happenings of the day. The people have a right to expect of them that they publish the news."

In reply to the woman who thinks her personal affairs should not be printed I may only say it is the duty of the paper to reflect the social life of the day."

### PROGRESS IN MOBILE.

The Mobile (Ala.) Register has completed the installation of its new Goss sextuple press and other mechanical equipment. The new press is equipped with the Kohler System of Electrical Control and has been christened "Kathadrian" in honor of Publisher Frederick I. Thompson's two daughters, Katharine and Adrian. The first number printed on the press was a special edition and showed photographic views of the enlarged plant and the new annex to the Register Building.

This Register enlargement was necessitated by the large increase in circulation. A recent examination by the auditors of N. W. Ayer & Sons gives the Register a net paid circulation of 13,711 daily and 16,005 Sunday. Since this investigation facilities offered by new train service have added more than 3,000 subscribers in Mississippi and Alabama. The Register's advertising gain for the month of November over the corresponding month of last year is 50,638 lines.

### NEW GENERAL AGENTS.

The Churchill-Hall Company is the latest entry into the general agency field of New York. The founders are C. F. Hall, late of McCall's Magazine, Thomas Hall, until recently of the Calkins & Holden Agency.

Largest proved high-class  
evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.



THE NEW YORK WORLD'S FORTY NATIONS REAL PEACE DINNER.

- 1—Robert Adamson, Secretary to Mayor Gaynor.
- 2—H. H. Topakyan, Persia.
- 3—L. Dobourck, Holland.
- 4—Victor Ridder, Germany.
- 5—Prince Jean Paleologue, Bulgaria.
- 6—Morris Gesti, Hebrew.
- 7—Karl K. Kitchen.
- 8—Walter L. McIlroy, Wales.
- 9—Prof. Jaime Ramirez, Spain.
- 10—Herbert Roth, Austrian.
- 11—Dr. Selim Hamma Dik, Turkey.
- 12—Lafian Bureau representative.
- 13—Associated Press representative.

- 14—Sam Sing, China.
- 15—Jung Lee, China.
- 16—Mock Chuen, China.
- 17—Massad Bey, Egypt.
- 18—Alexander Allenkoff, Russia.
- 19—Kamana, Hawaii.
- 20—Vincent Woytisek, Bohemia.
- 21—Morris Cukor, Hungary.
- 22—Roy L. McCordell.
- 23—M. James Hughes, Canada.
- 24—Hassen Ben Ali, Arabia.
- 25—Count Carl O. Sparrwart, Denmark.
- 26—William A. Johnston, Editor Sunday World.

- 27—Rhinelander Waldo, Police Commissioner.
- 28—W. Bourke Cockran, Ireland.
- 29—Thomas McVeigh, Jr., Editor Metropolitan Section (chairman).
- 30—Col. William D'H. Washington, United States.
- 31—Winifred Sheehan, Secretary to Police Commissioner Waldo.
- 32—Julian Jorin, Cuba.
- 33—Dr. S. F. Haddad, Syria.
- 34—W. Tinckom-Fernandez, India.
- 35—Mock Joya, Japan.
- 36—R. Ichinomiya, Japan.
- 37—Dan Smith, Greenland.

- 38—Dr. Johannes E. Hoving, Sweden.
- 39—Arthur C. Cohen, British Honduras.
- 40—Louis Kaplan, San Salvador.
- 41—Dr. Maxwell Branner, Servia.
- 42—John McNaught.
- 43—Harry E. Sipe, Porto Rico.
- 44—Charles K. Johansen, Sweden.
- 45—Chev. Antonio Frabasilis, Greece.
- 46—J. A. Harpet, Finland.
- 47—Curtis G. E. Wigg, England.
- 48—D. S. Chisholm, Scotland.
- 49—Charles W. Andersen, Afro-American Deputy Collector of Internal Revenue.
- 50—Arthur Benington.

## THE WORLD'S PEACE DINNER A NOVEL AFFAIR.

True to the Pulitzerian policy of making news, by which the World won so much of its power, the metropolitan section of the Sunday World gave a "Real Peace Banquet" at the Hotel Astor on Thursday, January 4. It was undoubtedly one of the most cosmopolitan banquets ever given in New York. Men of thirty-five nationalities and representatives of every part of America sat together around the table, fraternized, sang each other's national songs and drank each other's health.

Thomas McVeigh, Jr., editor of

the metropolitan section, presided. He represented Canada. On his right sat W. Bourke Cockran, Ireland's representative, and on his left Colonel W. D'H. Washington, representing the United States. Judge Freschi left the bedside of his sick wife to be present part of the evening and hold up Italy's end.

Police Commissioner Rhinelander Waldo was there as the official preserver of the peace of the city, and "Boh" Adamson came in place of Mayor Gaynor, and to represent the South. Then there were H. H. Topakyan, consul-general of Persia; L. Dobourck, of Holland; Victor Ridder, Germany; Prince Jean Paleologue, Roumania; Morris Gesti, the Hebrews.

Walter L. McIlroy, Wales; Prof. Jaime Ramirez, Spain; Herbert Roth, Austria; Dr. Selim Hamma Dik, Turkey; Sam Sing, Jung Lee and Mock Chuen, China; Massad Bey and Askander Khaldah, Egypt; Alexander Allenkoff, Russia; Mr. Kamana, Hawaii; Vincent Woytisek, Bohemia.

Morris Cukor, Hungary; James Hughes, Canada; Hassan Ben Ali, Arabia; Count Carl O. Sparrwart, Denmark; Julian Jorin, Cuba; Dr. S. F. Haddad, Syria; W. Tinckom-Fernandez, India; Mock Joya and R. Ichinomiya, Japan; Dan Smith, Greenland; Dr. Johannes E. Hoving

and Charles K. Johansen, Sweden.

Arthur C. Cohen, British Honduras; Louis Kaplan, San Salvador; Dr. Maxwell Branner, Servia; Harry E. Sipe, Porto Rico; the Chev. Antonio Frabasilis, Greece; J. A. Harpet, Finland; Curtis G. E. Wigg and Arthur Benington, England; D. S. Chisholm, Scotland; John McNaught, the West.

## PROGRESS IN LOCKPORT.

In line with the recent purchase of the Lockport (N. Y.) Daily Review by the owners of the Daily Journal, the way is opened for the realization of a number of long contemplated improvements in the newspaper field of that city.

By the merger the field is reduced and the Journal comes into possession of a large three-story building, splendidly adapted to the uses of a newspaper plant, which, after extensive remodeling and the erection of a thirty by thirty-five foot addition, will become its home.

On moving the Journal also plans to install an entirely up-to-date mechanical equipment, including a sixteen-page rotary press and stereotyping plant, which will greatly increase the output and make possible an enlargement in the size of the paper. All these improvements the publishers hope to have in effect in about sixty days' time.

## CONE'S NEW CONNECTION.

Edward S. Cone, formerly of the old Hand, Knox & Cone Special Agency, has associated himself with the Hunton, Lorenzen & Woodman Special Agency He and Charles Miller, manager of the New York office of the agency, will look after the interests of the agency in the East, while Messrs. Woodman and Lorenzen will devote their attention to the West.

This agency has greatly strengthened its list by the addition of the Buffalo Courier and Enquirer, which it will represent in the Eastern and Western fields.

Mr. Cone is well known in the special agency field among space buyers and publishers of the country. When J. E. Van Doren retired from the old Van Doren Special Agency in 1900, Mr. Cone became part owner of the agency in conjunction with T. S. Hand and A. M. Knox. They changed the name of the company to the Hand-Knox & Cone Agency in 1906. Mr. Cone devoted his time to the management of the Western office, until he retired three years ago to become connected with the S. C. Beckwith Agency in Chicago.

The Ardmore (Okla.) Daily Star is now being issued under new ownership.

## THE PITTSBURGH LEADER'S circulation is unduplicated.

It reaches the purchasing class, and the best proof is to try its columns.

VERREE & CONKLIN, Inc.  
Foreign Representatives:  
Brunswick Building, Steger Building,  
NEW YORK. CHICAGO.



## PRINTERS' SUPPLIES.

"IPSCO" METALS ARE BEST  
EVERY POUND GUARANTEED  
Linotype ..... 60¢  
Stereotype ..... 60¢  
Monotype ..... 48¢  
Compositing ..... 15¢

F. O. B. New York City.  
INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
Proven Newspaper Supplies,  
117 John Street NEW YORK, U. S. A.

BARNES-CROSBY  
COMPANY

E. W. HOUSER, President.  
ENGRAVERS  
ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS.

STANDARD  
ENGRAVING CO., Inc.  
7th and Chestnut Sts., Philadelphia, Pa.  
DAY AND NIGHT FORCES,  
PROMPT SERVICE.

We have the reputation of being the  
makers of the Best Newspaper Cuts.

STANDARD LINOTYPE METAL and  
first class STEREOTYPE METAL  
now being used and endorsed by the  
Leading Publications throughout the  
United States. Manufactured by the  
NASSAU SMELTING and REFINING  
WORKS, B. Lowenstein, Proprietor,  
603 West 29th Street, NEW YORK.  
Telephone, 476 Chelsea.

ATTACK ON STATE LAWS  
GETS HIM IN TROUBLE.

Jay Fox, the editor of the news-  
paper published by the "free think-  
ing" colony near Tacoma, Wash., is  
under arrest in that city charged  
with attacking the moral laws of  
the state. Fox wrote an editorial  
scolding at the law which prohibits  
nude bathing. The article is held  
to be seditious by the lower courts  
and unless the decision is overruled  
This may be fine or imprisonment.  
Fox will have to stand punishment.  
Already an appeal has been taken  
to the State Supreme Court and if  
the lower court is sustained the  
United States Supreme Court will  
be called upon to decide the case.  
It is said the Free Speech League  
of New York will spend \$100,000  
in his defence.

## A REVIVAL.

The Washington (Ga.) Gazette-  
Chronicle is to be resumed after a  
lapse of five months, or since the  
death of its publisher, J. W. Chap-  
man. R. S. Bonwill will revive it.

## PRINTERS' SUPPLIES.

BALTIMORE BEING  
BOOMED.DEMOCRATS' SELECTION  
SPURS ON MOVE FOR THE  
A. A. C. A. MEETING.

Close on the heels of the an-  
nouncement that Baltimore will be  
the meeting place on June 25 of  
the Democratic National Con-  
vention, comes word that the Ad-  
vertising Club of Baltimore is going  
hard after the 1913 Convention of  
Associated Advertising Clubs and  
will send one of the largest delega-  
tions to the Dallas Convention next  
May.

The Advertising Club of Bal-  
timore will ask for the 1913 Con-  
vention on the grounds that Baltimore  
is the greatest undeveloped ad-  
vertising field in the United States—  
probably in the world, and that it  
will do the advertising business  
much good to have the convention  
in Baltimore than to hold it in any  
other city. According to the club,  
there is no city in the country  
worked up to quite as keen a point  
of interest as is Baltimore just now.  
Furthermore, there is no city with  
as much undeveloped material  
where there are so few people with  
a bad taste left in their mouths  
from a disastrous or unpleasant ad-  
vertising experience. Most of  
Baltimore's firms are big firms do-  
ing an enormous business without  
any advertising whatever. It is a  
fallow field waiting for the plough.  
A claim for the 1913 Convention  
will be based on the fact that  
Baltimore is close to the center of  
the advertising world; that it is  
thoroughly able to entertain the  
Convention, and that Baltimore has  
a great deal of interest to show  
visitors.

Certainly, it is argued, no greater  
impetus could have been given the  
Baltimore Ad Club's movement  
than the fact that the Democratic  
National Committee, which met in  
Washington on Monday, selected  
Baltimore as its next meeting place,  
and before this was decided on, it is  
safe to assume that the Democratic  
Committee must have satisfied it-  
to care for it. As a matter of fact,  
the Fifth Regiment Armory, Balti-  
more, where the Democratic Con-  
vention will assemble, has been pro-  
nounced by experts to be one of  
the finest halls for convention pur-  
poses in the United States.

## PRINTERS' SUPPLIES.

A. A. A. PREPARING FOR BIG  
MEETING.MUCH BUSINESS TO BE TRANSACTED  
DURING TWO DAYS IN BUFFALO.

The Association of American  
Advertisers will hold its twelfth  
annual meeting at the Iroquois Ho-  
tel, Buffalo, N. Y., on January 30  
and 31. It promises to be the most  
important meeting the organization  
has ever held. A splendid entertain-  
ment program has been arranged  
and the topics committee has laid  
out a busy schedule to extend over  
the two days. Between sessions the  
members will be entertained at  
luncheons by the Buffalo Chamber  
of Commerce and the Buffalo Ad  
Club. To suitably conclude the  
meeting the Buffalo members will  
give an elaborate banquet.

Among those who will address  
the association are Norman E.  
Mack, proprietor of the Buffalo  
Times; James Schermerhorn, the  
Detroit Times; George W. Cole-  
man, president of the A. A. C. A.;  
Governor Woodrow Wilson of New  
Jersey; W. B. Hoyt, attorney for  
the New York Central Railroad;  
LeRoy Fairman, Thomas Balmer,  
G. M. McCampbell, New York;  
George E. Hawkins, Chicago; and  
W. B. Cherry, Syracuse.

The association reports 1911 to  
have been the most successful and  
progressive year since its organiza-  
tion in 1899. The present officers  
are: President, Bert M. Moses,  
Omega Oil Company, New York;  
vice-presidents, Walbet B. Cherry,  
Merrell-Soule Company, Syracuse;  
and E. B. Merritt, Armour & Co.,  
Chicago; treasurer, G. M. McCamp-  
bell, Jr., Hall & Ruckel, New York;  
secretary, L. H. Soule, Bon Ami  
Company, New York; and general  
manager, Charles P. Knill.

## WANTS OFFICERS' NAMES.

## EDITOR THE FOURTH ESTATE.

SIR: Do you know of any book  
published which gives the names of  
the officers of the different news-  
papers?

I have rate books, etc., but  
they only give the names of the  
company and not the officers, such  
as editor, business manager, etc.

If you know of any such publica-  
tion I will thank you to tell me.

JAMES W. KELCH.

## NOW A LABOR ORGAN.

A number of leading labor men  
of Saline County have purchased  
the Harrisburg (Ill.) Chronicle.  
The paper will be issued by an or-  
ganization known as the Harrisburg  
Trades and Labor Assembly. The  
Chronicle is one of the oldest Re-  
publican papers in southern Illi-  
nois.

## PRINTERS' SUPPLIES.

## BUSINESS OPPORTUNITIES.

150,000  
CIRCULATION.

Class publication, in high-  
ly profitable field, with  
150,000 circulation, doing  
gross business of \$65,000  
per annum, can be bought  
for approximately \$25,000.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine prop-  
erties that are not "hawked."  
200 Fifth avenue, NEW YORK

SULU PAPER FOR THE  
WISCONSIN LABORATORY.

The Sulu News, a little four-  
page newspaper published by the  
government of the Moro Province  
in the Philippines, one page of  
which is printed in English and the  
other three in Sulu, or Moro, has  
just been added to the collection  
of foreign newspapers in the news-  
paper laboratory at the University  
of Wisconsin, as a gift from Con-  
sul-General Amos P. Wilder in  
China, who is a former newspaper  
proprietor.

An investigation of the value to  
farmers of agricultural advertising  
has just been started in connection  
with the course in agricultural jour-  
nalism of this university. Tests are  
being made in cooperation with  
many Wisconsin live stock breeders,  
and progressive farmers. Much val-  
uable data concerning the demand  
and selling possibilities of farm pro-  
ducts is being collected.

## FIGHTING WHITE PLAGUE.

A series of public Sunday lec-  
tures on tuberculosis, its prevention  
and cure, is being arranged for this  
winter in the cities of Connecticut.  
The lectures are to be by Dr. Mel-  
vin G. Overlock, tuberculosis ex-  
pert of Worcester, Mass., under the  
direction of the various manu-  
facturing and mercantile organizations.  
J. H. Gorman, former newspaper-  
man of Providence, R. I., is in  
charge of the business end, and the  
press work is being looked after by  
Clarence M. Agard of the Bridge-  
port Standard.

## BOYS' MAGAZINE MOVES.

The main office of Boys' Life  
Magazine, the boy scouts' magazine,  
has been removed to 72 Weybosset  
street, Providence, R. I. The ad-  
vertising department is in charge of  
Joseph J. Lane; Phillip R. Dorn,  
1 Madison avenue, is New York  
representative and the Chicago  
manager is George V. Carroll, 167  
West Washington street.

## PRINTERS' SUPPLIES.

# Jenney Press Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
MOST OF THE BEST KNOWN NEWSPAPERS.  
SAFETY. RELIABILITY. ECONOMY.

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR  
ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

## AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: FACTORY:  
156 N. Dearborn St., CHICAGO. ANDERSON, IND.  
Combination Vacuum Cleaning Machines and Air Compressors.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 78 years' history.

We bar "circulation counselors," "content managers" and other philanthropic persons who are devoting their lives to the building of other people's properties. The

## Grand Rapids News

circulation is put on by our regular staff solicitors, and by mail telephone, and personal orders—and they stay "put" and pay. Witness 11,196 new subscribers in 6 months.

PAYNE & YOUNG, Representatives.  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

LORD & THOMAS, Trude Building, Chicago.—The California Fruit Growers Exchange, 34 Clark street, Chicago; making new contracts with a list of large city papers.

The B. J. Johnson Soap Company, Milwaukee, Wis.; contracts for 5,000 lines being made with Western papers.

AYER, 300 Chestnut street, Philadelphia.—The Frank A. Munsey Company, Cavalier Weekly Magazine, 173 Fifth avenue, New York; some large one-time orders being placed with a selected list of papers.

PRESBRY, White Building, Fourth avenue and 31st street, New York.—The Shreaded Wheat Company, Niagara Falls, N. Y.; it is expected that the above agency will shortly place some advertising for this account.

A. B. Smith & Co., "3-20-8" Cigars, Boston; some fourteen-line 104-time orders being placed with New York State papers.

Haskin & Sells, public account-

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

## CINCINNATI ENQUIRER

FIRST AND FOREMOST  
OF ALL NEWSPAPERS

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg, Chicago

ants, 30 Broad street, New York; placing some small one-times orders with a selected list of papers.

The New York Life Insurance Company, 346 Broadway, New York; will shortly place orders with the same list of papers that were used last year.

BATTEN, Fourth Avenue Building, New York.—The Roessler & Hasselacher Chemical Company, New York; some 9,000-line contracts being made with a small selected list of dailies.

SOMMER, 794 Broad street, Newark, N. J.—The Brugier Chemical Company, "Bel Bon" Toilet Cream, Newark; this agency has secured this account and will place some orders with a selected list of New York State papers. Will extend later.

STERNBERG, 208 Fifth avenue, New York.—Tim & Co., "Gotham" Underwear, 93 Franklin street, New York; contracts for 5,000 lines being placed in cities where they have agents.

MAHIN, 125 Monroe street, Chicago.—The Mead Cycle Company, Chicago; making some 2,000-line contracts with a selected list of Western weeklies.

MASSENGALE, Candler Building, Atlanta, Ga.—The Haggard Specific Company, Atlanta; orders for 150 inches being placed with a list of Southern dailies.

PARRY, Manhattan Building, Chicago.—The Physicians Co-Operative Association, Chicago; making some 2,000-line contracts with a list of Canadian papers.

ROBERTS-MacVINCHIE, 114 Dearborn street, Chicago.—Dr. T. Frank Lynott, Chicago; orders being placed with a selected list.

GUENTHER-BRADFORD, 109 Randolph street, Chicago.—The Bigler Company, Chicago; some six-line thirteen-time orders being

## ADVERTISING MEDIUMS.

The special features in  
THE

## BUFFALO TIMES

have made it the most  
popular newspaper in  
Western New York.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURGH district reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.  
Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

placed with a list of Western weeklies.

SEAMAN, 30 West 33d street, New York.—The American Tobacco Company, 111 Fifth avenue, New York; will place some orders shortly with a selected list of papers.

GARDNER, Kinloch Building, St. Louis.—The Olds Motor Works, Lansing, Mich., reported to be making some 1,000 line contracts generally.

GUENTHER, 115 Broadway, New York.—Dr. J. Spillinger, 41 West 25th street, New York; some one-time orders being placed with a selected list of papers.

HOYT, 25 Elm street, New Haven, Conn.—Ammon & Person, "Gold Medal" Butterine, Jersey City; orders being placed with a selected list of New Jersey papers.

IRONMONGER, 20 Vesey street, New York.—The Netherlands State Railway, 355 Broadway, New York; placing some orders with Kentucky and Missouri papers.

LESAN, Fourth Avenue Building, New York.—The United States Motor Company, New York; reported that this client will start advertising shortly.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The Talcum Puff Company, Chicago; placing some one and five-time orders with a selected list of Southwestern papers.

The American Candy Company, some 5000-line contracts being placed with Minnesota papers.

McMULLEN, Cambridge Building, New York.—The Standard Milling Company; orders being placed with a selected list of New England papers.

CHESMAN, Trude Building, Chicago.—The Carr Drug Company, Chicago; orders for fourteen lines fifty-two times being placed

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO.  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chicago

with a selected list of New Jersey papers.

FRANK, 26 Beaver street, New York.—The Austro-American Line, Phelps Brothers & Co., general agents, 17 Battery Place, New York; some fourteen-line orders being placed with a selected list of papers.

BROMFIELD, 200 Fifth avenue, New York.—The Stump & Walter Company, seedsmen; advertising now being placed.

TRACY - PARRY - STEWART, Lafayette Building, Philadelphia.—The "Kno Tair" Hosiery Company, West Philadelphia; figuring on a campaign with a selected list of papers.

VAN CLEVE, 250 Fifth avenue, New York.—The Wilson Distilling Company, 303 Fifth avenue, New York; placing some orders with a selected list of New York State papers.

## AGENCY CLOSED.

The Classified Advertising Agency, of Chicago, has been ordered closed by the courts on the complaint of the Oliver Typewriter Company. The agency was conducted by B. J. Bussiere. The furnishings and assets were sold by the sheriff last Monday.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Press-bry method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBRY  
COMPANY

456 Fourth Ave., NEW YORK



## ADVERTISING MEDIUMS.

# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES LARGEST PAID CIRCULATION IN LOS ANGELES

ALREADY THE CLASSIFIED MEDIUM OF LOS ANGELES

Detailed Sworn Circulation Statement upon Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
166 5th Ave., N.Y.C. Boyce Bldg., Chicago

## In Quantitv and Quality of Circulation THE TIMES-DISPATCH RICHMOND, IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK.

## STAFF CHANGES.

Howard Acton has joined the staff of the Washington bureau of the Cincinnati Times-Star.

George S. Leonard has been added to the Washington staff of the Christian Science Monitor, of Boston.

Lee Lamar Robinson, formerly political editor of the Louisville (Ky.) Post, is now in charge of the Washington Bureau of the Louisville Herald, succeeding Louis Ludlow. The letter will give his entire attention to the Indianapolis Star.

John P. Coakley is now representing the Munsey and the Scripps-McRae newspapers in Washington, D. C. Until recently he was with the Toledo News-Bee, one of the papers of the latter organization.

J. Paul May is the new editor of the January Republican Citizen, the magazine issued by the George Junior Republic. He was formerly with the York (Pa.) Daily.

H. Franklin Gadsby has resigned the editorship of the Canadian edition of Collier's Weekly in Toronto. His successor is B. B. Cooke, formerly of Maclean's Magazine.

John P. White, late of the Chattanooga (Tenn.) News, has become manager of the Moulton (Ala.) Advertiser.

Victor J. Free has resigned the position of managing editor of the Titus (Pa.) Herald to enter the real estate business.

Frank H. Bushick, editor of the Corpus Christi (Tex.) Caller, has resigned. He is the state anti-tuberculosis commissioner.

Frank E. Morrison, late advertising manager of the Success Magazine, has been appointed to take charge of the advertising and sales department of Thomas F. Condon

## ADVERTISING MEDIUMS.

# THE PITTSBURGH PRESS

HAS THE Largest  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average circulation of the Plain Dealer for the month of December, 1911, was as follows:  
Daily, 96,349. Sunday, 129,111

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, People's Gas Bldg., Chicago

& Co., machinery manufacturers,  
Brooklyn, N. Y.

Will R. Kopald, formerly of the Charles H. Fuller Company, Chicago, has become advertising and assistant sales manager of the Allen B. Wrisley Company, that city.

Thomas J. Latte, formerly of the Tulsa (Okla.) World, has been made editor of the Tulsa Oil and Gas Journal.

A. E. Beaumont has resigned the editorship of the Sioux Falls (la.) Daily Press, and is now with the Sioux City Tribune.

George H. Knapp, for years part owner of the Marion (O.) Republican, is now located in Bucyrus as manager of the Hopley Printing Company.

Ralph Birchard, at one time editor of the Railway Electrical Engineer, Chicago, is now with the sales department of the Edison Storage Battery Company, Orange, N. J.

Herbert Alden Seymour has been appointed editor of the Edison Light Table, published by the National Electric Light Association, in Boston. He was formerly with the Electric City Magazine.

Roy J. Cook has been made advertising manager of the Cable Company, New York, succeeding Harry Jenkins, who recently resigned to take a similar position with the West Disinfectant Company.

J. M. Campbell, formerly advertising manager of Proctor & Gamble, makers of "Ivory" Soap, Cincinnati, is now connected with N. W. Ayer & Son, Philadelphia.

Clarence W. Smith is a new addition to the staff of the W. D. Boyce publications, of Chicago.

Judge C. C. Givens, for some time past of the Madisonville (Ky.)

## ADVERTISING MEDIUMS.

# The BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 408,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## In NEW ORLEANS The ITEM LEADS IN VOLUME OF CIRCULATION IN VOLUME OF ADVERTISING IN EDITORIAL INFLUENCE IN PULLING POWER

JOHN BUDD CO., For. Adv. Reps.,  
225 5th Av., N. Y. Tribune Bldg., Chicago  
Chemical Building, St. Louis.

Hustler, has assumed charge of the Henderson Daily Gleaner, succeeding his brother, George Givens, who plans to start a paper for himself.

Albert N. Rochat, at different times connected with the advertising staffs of various New York department stores, is now located at North Adams, Mass., with the Wilson Store.

Frank L. Baker has become society editor of the New York Sun. He was for many years in the service of the Herald in a similar capacity, and his successor is C. J. Allen.

William Schooler has become associate editor of the Norwalk (O.) Experiment. Until recently he was with the Hazel Green (Ky.) Herald.

J. H. Smythe has been made night editor of the National News Service in the New York office. He was formerly correspondent of the Associated Press in Louisville.

Walter L. Borgan has resigned as sporting editor of the Baltimore American to become secretary of the press bureau of the General Conference of Seventh Day Adventists, with headquarters in Washington, D. C.

George T. Hopewell, Eastern representative of the Western Architect, has joined the forces of the Williams, Lawrence & Cresmer Special Agency, and his paper is added to the company's list.

J. J. Gillen, formerly connected with the Hampton and Lesan Advertising Agencies, is now associated with the advertising department of the Montreal Herald.

Alfred V. Fingulin, formerly of the J. Walter Thompson Advertising Company, has become advertising manager of the Mora Power Wagon Company, Cleveland, O.

## ADVERTISING AGENCIES.

# J. WALTER THOMPSON COMPANY.

Est. 1864



The experience of forty-seven successful years guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, fail to us and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS

## ADVERTISING MEDIUM.

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

## MAGAZINE MAN ARRESTED

Charged with fraudulently soliciting magazine subscriptions, a man giving the name of Charles Dahl, alias Peck, of the "Northwestern Magazine Bureau," Minneapolis, has been arrested in Indianapolis. He made a club offer of the World Today, the Pictorial Review and the Metropolitan Magazine for \$2.50 a year.

## FIRES IN TORONTO.

Incendiaries are suspected of setting several of the fires that recently have menaced the plants of the Toronto Mail and Empire and the Globe. Two fires one night last week broke out in the building of the Globe, but were extinguished before they caused much damage.

## PLANNING TO BUILD.

The Calgary (Can.) Herald is considering plans for a new building. The Herald staff gave their annual dinner a few days ago, with Manager J. H. Woods and the officers of the paper as guests. About sixty in all were present.

If both volume and character of advertising unite—as they do in the columns of the

## NEW YORK MAIL EVENING MAIL

is it not well for an advertiser to use such a medium?

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

MILWAUKEE PRESS CLUB  
ENDS FINE YEAR.

Oscar H. Morris, city editor and director of the sporting department of the Milwaukee Daily News, was elected president of the Milwaukee Press club at the annual meeting on January 3. Mr. Morris has been a member of the club for more than fifteen years and served on its board of governors during the last eight years.

Robert O. Jasperson, the defeated candidate for the presidency, was elected a member of the board to succeed Mr. Morris. Mr. Jasperson is the new managing editor of the Evening Wisconsin.

William J. Bollenbeck, city hall man on the Sentinel, was elected vice-president. Frank A. Markle is treasurer for the sixth time.

Leonard E. Meyer, president of the Meyer News Service Company, was elected secretary for the fourth time, and Percy G. Morgan, city editor of the Evening Wisconsin, was elected to succeed himself on the board of governors. Warren R. Anderson, formerly a well known daily newspaper worker and now president of Packages Publishing Company, is a new addition to the board.

The Milwaukee Press club is today in the best condition, financially and otherwise, that it has ever attained. Its membership is 220, con-

Important to every  
cautious purchaser of  
advertising space is

THIS FACT:  
THE  
PHILADELPHIA  
RECORD

publishes more display advertising  
every week than any other Phila-  
delphia paper—and has done so  
for more than ten years.

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

sisting of 118 active, fifty-five asso-  
ciate and forty-seven non-resident  
members. It has a reserve fund of  
\$2,000.

KENTUCKY EDITORS HELD  
GOOD MEETING.

Louisville gave the members of  
the Kentucky Editorial Association  
a royal reception at their two days'  
semi-annual meeting. About sev-  
enty-five members attended the  
meeting and were received by  
Mayor W. O. Head and the offi-  
cers of the Convention and Public-  
ity League.

The entertainment included a  
night as the guests of the managers  
of the local theaters, a banquet by  
the Press Club and another by  
Colonel W. B. Haldeman, editor of  
the Times, and president of the as-  
sociation. The business sessions  
were enlivened by many good, prac-  
tical speeches and papers on news-  
paper problems.

LOUISVILLE ELECTION.

All the officers of the Louisville  
Press Club, headed by president  
Henry Watterson of the Courier  
Journal have been unanimously re-  
elected, and will serve for the en-  
suing year, with the exception of  
S. J. Duncan-Clark, managing edi-  
tor of the Herald, who has resigned  
on account of the stress of other  
duties. He is succeeded by Louis  
Stein. The club has recently been  
incorporated.

CIRCULATORS DINE.

The Getters' Club, composed of  
members of the circulation staff of  
the Pensacola (Fla.) Journal, gave  
a banquet last week to celebrate the  
very successful year their paper has  
just closed. W. M. Herrider was  
the toastmaster, and the speakers  
were Frank L. Mayes, publisher, on  
"Circulation and Our Shortcom-  
ings"; Rev. Eugene Pendleton and  
Leland J. Henderson.

POOR RICHARD DINNER.

The annual banquet of the Poor  
Richard Club of Philadelphia will

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

DECEMBER, 1911. AVERAGES

The Daily Post 359,677

The Sunday Post 317,660

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNESS, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL

IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN

DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
Boyce Building, CHICAGO.

Stratford on the evening of Janu-  
ary 17. It promises to be the most  
extensive the organization has ever  
held, and a novel and enjoyable pro-  
gram is being laid out by the enter-  
tainment committee in charge of C.  
H. Graves, Mayor Blankenburg,  
Don C. Seitz, H. N. McKinney, W.  
U. Hensel and James M. Beck will  
be the guests of honor.

THAT MAGAZINE BANQUET.

A notable list of men mentioned  
for Presidential nominations will  
attend the annual dinner of the  
Periodical Publishers' Association  
of America in New York on Febru-  
ary 2. President Taft was expected,  
but he finds he won't be able to at-  
tend.

With Colonel Roosevelt, Senator  
La Follette, and Governor Wilson  
as special guests, the diners will  
not be without Presidential possibilities.

OTHER CLUB NOTES.

The St. Louis Ad Men's League  
last week gave a reception for the  
Knickerbocker Quartette, which ac-  
companied the St. Louis delegation  
to the A. A. C. A. convention in  
Boston last summer. The occasion  
was also the semi-annual ladies'  
night of the league.

The newspaper publishers of San  
Bernardino County, Cal., have or-  
ganized an association with the fol-  
lowing officers: President, W. S.  
Conger, San Bernardino Index;  
vice-president, Crombie Allen, On-  
tario Republican; and secretary, F.  
H. Owen, Colton Sentinel.

The Chicago Press Club recently  
entertained its new members at a  
smoker. A children's party was  
given by the club last week.

The mid-winter meeting of the  
Arkansas Press Association will be  
held at Little Rock on February 8.

The Catholic Writers' League in  
Chicago has elected the following  
new officers: President, M. Ed-  
ward Guerout; recording secretary,

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

A tabulated statement of circula-  
tion with affidavit, furnished on  
application, and a guaranteed cir-  
culation is made a part of each  
advertising contract.

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY

is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

The MEMPHIS  
News-Scimitar

is the Leading Afternoon Newspaper in  
the Mississippi Valley South of St. Louis.  
Quality, strength and superiority of cir-  
culation means returns for advertisers.  
MEMPHIS does a business of \$300,000,000  
yearly.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

Miss Marie Buehrle; corresponding  
secretary, Miss May C. Shepherd;  
treasurer, James C. Edwards; and  
social chairman, Miss Sallie Grieves  
Ganno.

The Space Club, of Chicago, has  
elected officers as follows for the  
ensuing year: President, Clinton  
P. Lampan; vice-president, Chauncey  
L. Williams; secretary, Joel W.  
Dickinson; and treasurer, Frank  
M. Bailey.

Senator Norris Brown will be the  
principal speaker at the annual  
meeting of the Indiana Republican  
Editorial Association in Indianapolis  
January 25.

To encourage the exploitation of  
the Ozark country a permanent or-  
ganization of the newspaper men of  
southwest Missouri was effected at  
a meeting at Springfield. The or-  
ganization is headed by Means Ray,  
editor of the Cassville Democrat.

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE  
NEW YORK  
TRIBUNE

the paper that goes to the  
home —Application.



## ADVERTISING MEDIUMS.

There is one simple and accurate kind of circulation statement — NET SOLD describes it. No returns, excluding exchanges, samples, advertisers' and employees' copies. Everything not paid for deducted. That is the only kind of statement made by the

CHICAGO  
RECORD - HERALD

San Francisco  
HONEST  
FEARLESS  
CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

Aaron D. Bates, editor of the Lamar Republican Sentinel, secretary, and J. W. Stander of the Springfield Missouri Republican is treasurer.

A very interesting program is being arranged by the citizens of Fargo for the members of the North Dakota Press Association who meet there on January 26.

The Chicago Press League recently gave a reception in honor of Mrs. Minnie Starr Grainger and the officers of the Illinois Federation of Women's Clubs. The occasion was christened "Good Fellowship Day."

An advertising club has been started at Berlin, Ont.

The first annual banquet of the Stereo Club, of the Portland (Me.) Express-Advertiser, was held on New Year's Day, and proved a grand success.

Earl R. Stotts is the newly elected president of the Des Moines Ad Club. His associates are: Vice-president, J. S. Wilson; secretary, H. M. Harwood; financial secretary, Fred L. Barnett.

L. E. Honeywell and W. A. Ten-winkle were the speakers at last week's meeting of the Cleveland Ad Club.

An interesting program was carried out by the New Haven Publicity Club at its banquet last week. The principal speaker was Truman A. DeWeese, of the Shredded Wheat Company, Niagara Falls, N. Y. Mayor Fitzgerald of Boston, and a number of members of the Pilgrim Publicity Association of Boston were guests.

## BACK AGAIN.

The Hood River (Ore.) News has passed to the ownership of R. B. and L. S. Bennett, until recently publishers of the Ashland Tidings.

## ADVERTISING MEDIUMS.

## The CLEVELAND LEADER

Always sold for and always worth more, per thousand circulation, than any other Cleveland newspaper.

THE LEADER has always gone into the homes of the well-to-do people of Cleveland; homes of a class with both the inclination and means to purchase properly presented advertised articles of merit.

Under its new management, the LEADER has added to its prestige, its influence, and greatly to its circulation—its growth, during the past six months, is marvelous.

If you are not familiar with the present newspaper situation in the Sixth Largest City of the United States—let us tell you more about it.

PAUL BLOCK, Inc.,  
Managers of Foreign Advertising.  
250 Fifth Ave., NEW YORK.  
Steger Bldg., CHICAGO.

## THE GROWING PAPER OF BOSTON IS THE TRAVELER

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

## RECENT INCORPORATIONS.

CHICAGO.—General Publicity Service, advertising and publishing; capital, \$1,000; incorporators, A. H. McKechnie, M. Daniel and E. Robinson.

Utility Manufacturing and Advertising Company; capital, \$5,000; incorporators, Paul E. Watson, S. D. Rende and George H. White.

HOLYOKE, MASS.—Holyoke Photo-Engraving Company; capital, \$10,000; incorporators, Frederick F. Vendemore, Eugene M. Chapman and others.

WORCESTER, MASS.—Edward J. Cooney, manager of the Catholic Visitor of Providence, R. I., is the new controlling owner of the Catholic Messenger, of this place.

CHEYENNE, WYO.—Joe Lyle, formerly of the Sundance Monitor, has purchased the Moorcroft Blade plant.

DENNISON, O.—Sam F. Dickerson of the Cadiz Democrat has purchased the interests of his partners, S. H. Minnis and L. H. Cagle.

LATHROP, MO.—R. V. Taylor, formerly of Nevada, Mo., is the new owner of the Monitor-Herald, succeeding T. M. Courtney.

MINNEAPOLIS, MINN.—The New Times and the Real Issue, both Socialistic papers, have merged under the name of the former.

BURGETTSTOWN, PA.—The Herald has been purchased by Walter A. Scott, late of the Madison Review.

GLENNROCK, WYO.—The Review has appeared with Clarence Littlefield, owner of the Gasper Press, as publisher.

ALBANY, N. Y.—Wireless News and Advertising Company; capital, \$10,000; incorporators, George C. Jones, Willis C. Pratt and James A. White.

WILMINGTON, DEL.—Panama Exposition Advertising and Amusement Company; capital, \$2,000,000; incorporators, John A. McLaren, F.

## ADVERTISING AGENCY.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## ADVERTISING MEDIUM.

THE MILWAUKEE NEWS has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

## ADVERTISING MEDIUM.

GOLD represents the commercial standard of nations. The COSMOPOLITAN represents the standard of magazines.

B. Knowlton and Edward A. Inderleid.

HUTCHINSON, KAN.—The Gazette Publishing Company; capital, \$20,000; incorporators, H. A. Hart, C. T. Warren and H. S. Thompson.

EVERETT, WASH.—Commonwealth Publishing Company; capital, \$5,000; incorporators, J. M. Salter, E. Lindberg and others.

SEATTLE, WASH.—Western Women's Outlook Company; capital, \$10,000; incorporators, Lucia B. Bogardus, Mrs. A. J. Trumbell and others.

PRESTONBURG, KY.—Monitor Publishing Company; capital, \$1,000; incorporators, F. A. Hopkins, E. V. Hall, W. H. May and W. B. Ward.

MONTREAL, CAN.—The Canadian Real Estate News has changed owners. Herbert P. Egg will continue as editor.

OKLAHOMA CITY, OKLA.—Investors' Publishing Company; capital, \$15,000; incorporators, W. M. Malone, W. H. Pattie and E. B. Cockrell.

DECATUR, IND.—Herald Publishing Company; capital, \$12,000; incorporators, Thad Butler, J. H. Koenig and Morton Stutts.

MINNEAPOLIS, MINN.—New Times Socialist Publishing Company; capital, \$10,000; incorporators, Alexis E. Georgian, Stella S. Georgian and H. D. Maul.

HOPESTON, ILL.—The Herald Company; capital, \$12,000; incorporators, Chester A. Aldrich, G. J. Aldrich and C. H. Parlow.

SCHENECTADY, N. Y.—Herold Publishing Company; capital, \$5,000.

## ADVERTISEMENT.

## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

## BURRELLE

15 Lafayette Street, New York City.  
Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

IN MEXICO CITY the advertiser only has to use the MEXICAN HERALD

(Only English Newspaper)

EL HERALDO MEXICANO

(Only Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

## LARGEST CIRCULATION.

There are in Baltimore 100,000 homes. The combined circulation of the American and the Star is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

## Grand Rapids Evening Press

THE LEADING DAILY PAPER  
in Western Michigan. 50,000

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

000; incorporators, Oswald E. Heck, Thomas Unsel, Sr., and Thomas Unsel, Jr.

OKLAHOMA CITY, OKLA.—Suburban Newspaper Publishing Company; capital, \$5,000; incorporators, J. B. Armstrong, J. J. Dwyer and others.

INDEPENDENCE, MO.—Independence Newspaper Corporation; capital, \$5,000; incorporators, H. J. Richmond, Jesse L. Martin and C. C. Madison.

NEWCASTLE, PA.—Free Press Publishing Company; capital, \$50,000; incorporators, Walter V. Tyler and others.

BOSTON.—Register and Guide Company; capital, \$10,000; incorporators, Adolph M. Fleischman, J. Harry Hooper and R. DeB. Lincoln.

LOUISVILLE, KY.—The Advertising Specialty Company; capital, \$5,000; incorporators, John F. Prinz, H. H. Krebs and J. C. McFerrall.

ROCKS, ARK.—Press Publishing Company; incorporators, J. M. McClelland, E. H. Thomas and F. H. Garrott.

BIRMINGHAM, ALA.—Whitehead Publishing Company; capital, \$10,000.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE  
CHRISTIAN  
SCIENCE  
MONITORFour editions every day except Sunday.  
The largest national circulation and  
steadily growing.Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg., ChicagoTHE  
DEMOCRAT  
Nashville, Tenn.carries more local advertising than  
any other Nashville newspaper.The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## OBITUARY NOTES.

COLONEL JOHN F. FILLER, an editorial writer on the Philadelphia Record for the last thirty years, died recently in Warren, Pa. He was eighty-two years old, and began life as a school teacher. At twenty-three years of age he became publisher of the McConnellville Republican. Before and after the Civil War he engaged in newspaper work in his home town, Bedford, Pa., and in 1858 became editor-in-chief of the Harrisburg Patriot. He joined the Record staff in 1882.

EDWIN JEROME MOORE, a reporter on the staff of the New York Herald, died last week of heart disease, aged forty-three years. He first worked on the Jersey City Journal. Later he went to Philadelphia and held editorial positions on the Times and the Inquirer. He had worked on the World and the Press in New York and since 1905 had been on the Herald.

JOHN HENRY CHARLES, long a newspaper man in New York, died on Sunday after a long illness. Mr. Charles was private secretary to the late Elliott F. Shepard, owner of the Mail and Express. He saw active service in the Spanish-American War.

PRINTERS' SUPPLIES.

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POSTFor advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.SEATTLE "P-I"  
THE POST-INTELLIGENCER  
Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

ican War, and afterward was on the staff of the New York World and the Herald. He was connected for several years with the New York City News Association.

WILLIAM J. MASON, for twenty-one years editor of the Onondaga (N. Y.) Star, is dead. He was born in London, England, was proofreader for Horace Greeley on the Tribune, and was connected with the New York Sun, Oswego Times, Binghamton Times, and other state papers.

EWING HILL, said to be the originator of street car advertising in America, is dead at his home in St. Louis, Mo. He was a pioneer in the field of advertising. He was seventy years old.

BERTHOLD D. FOREST, a member of the Philadelphia Bulletin staff, is dead. He was fifty-four years old and had served in the circulation and advertising departments.

REV. P. R. LAW, editor of the Presbyterian Standard, published at Charlotte, N. C., is dead.

JAMES FRANCES NULTY, for many years in the mailing department of the New York Tribune, died on

PRINTERS' SUPPLIES.

## ADVERTISING AGENCIES.

L E V E N  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGONewspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.Sunday from a complication of dis-  
eases.

ELWELL D. COOK, for many years foreman of the composing room of the Trenton (N. J.) Sunday Advertiser, on Monday was found dead in bed.

WILLIAM E. HUNT, a well known newspaper man of Canada, died recently in Montreal, where he was employed on the Daily Witness.

MISS EMILY OPPMAN HOWARD, society and musical editor of the St. Louis Times, died recently in St. Johns Hospital, that city, at the age of fifty-nine years.

F. C. JOHNSON, proprietor of the Minneapolis (Kan.) Better Way, passed away a few days ago.

SYDNEY SUMMERFIELD SMITH, publisher of the Rockville Center (N. Y.) Observer, passed away a few days ago.

JOSEPH W. BASSETT, editor of the Venus (Tex.) Times, died recently.

## AGENCY TO ENLARGE.

Arrangements have been made for the incorporation of the Huntington Agency, New York, and a downtown office will be opened in addition to that at present maintained at 2 East 125th street. The working force will also be increased.

## THE STAFF DINED.

To celebrate its successful season the staff of the Philadelphia Evening Telegraph dined on turkey and trimmings at the Poor Richard Club last week. The various officers and department heads of the newspaper were the guests of honor, and W. Percy Mills acted as toastmaster.

## SMALL LIBEL AWARDS.

The \$10,000 Hastings and Davies libel suits against the Esteyan (Can.) Mercury have ended with awards of \$5 and \$1 to the respective plaintiffs. The suits were caused by comments of the Mercury about the town council of 1910 of which the plaintiffs were members.

## ADVERTISING MEDIUM.

THE BOSTON  
AMERICAN  
Largest  
CirculationIN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000THE PEORIA  
JOURNALis the only newspaper in Peoria which  
opens its books to the A. A. A.THE LARGEST  
NET PAID CIRCULATION.H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

Largest Foreign Language Daily Paper in the U. S.

JEWISH DAILY  
FORWARD  
91 East Broadway, New York City  
NET PAID DAILY CIRCULATION  
113,800

Certified by the Association of American Advertisers

## NEW AGENCY STARTS.

The Advertising Service Company has been organized at Newburg, N. Y. W. E. Woertendyke is president, C. E. Westcott is vice-president, J. F. Snodgrass is secretary, and LeGrand W. Pellett, treasurer. The general manager is Jose B. Matienzo.

## GETS CANADIAN DAILY.

P. C. Mitchell has taken over the Brandon (Can.) Daily Sun from Philip Purcell, for many years its proprietor and editor. Mr. Mitchell was until recently of the firm of Brown & Mitchell.

## COAST DAILIES MERGE.

The Bakersfield (Cal.) Report and Transcript, both dailies, have consolidated. They will be published jointly by J. S. Upton and George Voll, their former respective owners.

## TROY DAILIES MERGED.

By a deal which was closed last week, the Troy (N. Y.) Daily Press and the Troy Evening Standard pass out of existence. The two papers have been merged and, become known as the Standard-Press. The policy of the paper will be Democratic and it will be an evening publication.

## MAGAZINE MAY MOVE.

The University of Wisconsin, at Madison, may be made the permanent publication headquarters of the Catholic Student, a large national magazine circulating among American universities.

This year it will be published for the first time at Madison.

## IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

METALS

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS, and hundreds of other prominent publications, as well as the GOVERNMENT PRINTING OFFICE.

Trade Mark

M &amp; E

Registered

MERCHANT  
& EVANS CO.

Smelters—Refiners.

PHILADELPHIA.

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER



## ADVERTISING MEDIUMS.

NOW IT'S THE  
HERALD

in the morning field at  
WASHINGTON  
and "We Can Prove It."

28,132 NET DAILY  
CIRCULATION  
90 per cent, of which is in Washington  
and suburbs.

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## ADVERTISING IN CANADA.

(Continued from Fifth Page.)

tion's mood can be found than the columns of its news, both editorial and advertising. In days of depression and in days of hopefulness the newspapers reveal accurately the spirit of the times. If, therefore, one wishes to know how things are in Canada, one cannot do better than to scan the pages of representative Canadian newspapers. Many of them are swollen to unwieldy bulk, their columns heavy and ill-balanced with advertisements, special supplements being frequently resorted to in order to carry the great volume of business.

"Another thing which challenges instantly the attention is the great number of advertisers using big spaces. One is struck, too, by the diversity in the classes of advertisers. Firms who a few years ago were difficult to persuade to use the trade press are now generous users of newspapers and periodicals.

"Real estate advertising is abundant and page spaces are common. Much the largest part of this class of advertising finds expression in Western papers, but Eastern papers are also being used very freely. Municipal advertising is becoming common, many towns and cities having their own salaried publicity agent.

### WESTERN PROSPERITY.

"Farm and domestic publications have multiplied during the last few years, particularly in the West, and all seem to be vigorous and prosperous. They carry an astonishing number of advertisements of high-priced merchandise—a clear indication that the Western people are thriving, are free spenders, and desirous of everything which adds to the enjoyment, comfort and ease of living.

"In this connection it is to be noted that many American advertisers are making liberal use of the publications of western Canada, doubtless with satisfactory results. British advertisers, too, are showing a greater appreciation of the Canadian market. More and more are their advertisements to be seen in the Canadian newspapers and magazines; for it is recognized that it will never be easier or cheaper to cultivate the Canadian field than at the present time.

"Canada, like the United States, is much occupied with the business of home-making. The inflow every year of some hundreds of thousands of new citizens means that tens of thousands of houses have to be erected, and immense quantities of food and clothing are required. So great is the demand for merchandise of every sort that Canadian manufacturers are but little behind their American competitors. Their difficulty is to supply the home demand.

"The enormous expansion of the allied industries of agriculture, horticulture, dairy-farming and stock-raising is providing a vast and ever-growing de-

## ADVERTISING MEDIUMS.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
on its merits as a newspaper.

47,000 CIRCULATION  
DAILY.

No wonder it carries more advertising,  
and at higher rates, than  
any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

## The TOLEDO Daily BLADE

The TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

mand for building supplies, cement, implements, nursery stock, and the thousand and one articles of commerce used by the farmer, stock-raiser and orchard-man.

"Canada's railroad activities continue unabated. Main and branch lines are being laid as rapidly as is physically possible. An interesting result of railroad extension work and the rapid settlement of new districts is the birth of hundreds of new towns every year. Also railroad building is sometimes the cause and sometimes the result of the discovery of mineral areas of almost fabulous richness, and so the wealth of the country is being increased by leaps and bounds.

"Another cause of Canadian prosperity, especially in Western Canada, is the heavy investments in land by British noblemen, syndicates, companies and private individuals. It is the fashion now in Great Britain to invest in Canadian lands. Earl Grey, who has just been succeeded as Governor General of Canada by the Duke of Connaught, did much to foster British faith in Canada as a land of investment, opportunity, and to develop the imperial idea.

"This flow of British capital and the growth of imperial sentiment will not diminish, but rather increase during the regime of the Duke of Connaught, a victory from the royal family.

"Thus it will be seen that conditions in Canada viewed from the standpoint of advertising are of the most encouraging description. Indeed, it were hard to imagine more favorable conditions.

"Something more to be added to the good story told above.

### THE NEED OF ADVERTISING.

"The needs of the hundreds of thousands of people who have been coming to Canada every year for many years are urgent, and it has been found that the surest, best and quickest way of satisfying them is to study newspaper and magazine advertisements.

"These newspapers and magazines are using their local shopping connections to influence them in their buying. They know no shops. In many of our communities shops of many kinds are not found at all. So shopping by mail is imperative.

"While the reliance on advertising may be greater in the West than elsewhere in Canada, it is very true that everywhere, in every province, 'advertising pays.' Shop-keepers of all sorts are using their local newspapers more extensively than ever before—partly to offset the advertising of the large department stores. In many towns in deference to public sentiment, and perhaps because of direct petition, publishers are refusing to accept the advertising of the great department stores.

"In a sense it may seem absurd to say that the press is playing a part in Canada's development, yet in many respects things are in the commencement stage. The strides of progress are immense. America's record of growth and expansion, once the marvel of the world, are made to appear very small when com-

## ADVERTISING MEDIUMS.

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

The paper that goes into the homes  
is always the best advertising medium. That's why the merchants of

## ALBANY JOURNAL

Special Representative:  
BENJAMIN & KENTNOR COMPANY,  
225 Fifth Ave., N. Y., Boyce Bdg., Chic.

pared with corresponding periods in Canadian current history. Beyond the shadow of a doubt, Canada's destiny is a high one, and the outlook dazzles the vision of the seer."

Mr. Kirkwood, who is a native of Brantford, Ont., has a wealth of experience as a merchant and advertising man both in Canada and the United States and is familiar with the buying and selling sides of advertising. For a while Mr. Kirkwood was manager of the Cleveland bureau of Seymour Eaton's Bookkeepers' Library, and his advent into advertising was made in 1903 with the Powers & Armstrong Agency, of Philadelphia.

Shortly afterwards he went back to Canada and continued his advertising work with the MacLean Publishing Company in Toronto. He became associated with the Gagnier Agency when it was organized in Toronto in 1905, and the following year became connected with the London Daily Mail, where he established for himself a reputation as a sales expert and a writer and counsel on advertising matters. This year he decided to forsake his work in England to assume charge of the Thompson Company's Canadian office. He is also secretary of the newly incorporated Canadian company.

### CONTEMPLATE MERGING?

It is reported that negotiations are under way between the publishers of the Racine (Wis.) Journal and the News, both dailies, to consolidate, and discontinue the latter publication.

### ONLY ONE LEFT.

Beloit, Kan., a town of 3,000 population, now has but one newspaper. The Daily Gazette has recently discontinued, and the Daily Kal, the only survivor, has dropped its weekly edition.

The Oshawa (Can.) Reformer has installed a new press.

## ADVERTISING MEDIUMS.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

THE ONLY KANSAS DAILY WITH  
A STATE WIDE CIRCULATION.

## TOPEKA DAILY CAPITAL

CIRCULATION 33,500 GUARANTEED

I'll write it in the contract:  
A larger circulation in Topeka and a  
larger circulation in Kansas than any  
other paper in the State.  
ARTHUR CAPPER, Topeka, Kan.

One Cent Daily One Cent Sunday

## Indianapolis Sun

Seven Days Seven Cents

Actual Average this  
year to date 35,055

GEORGE A. MCLELLAN, President  
PAYNE & YOUNG Rep., East and West

Advertisers desiring business from  
Cuba will GET RESULTS from their  
investments by using the

## HAVANA POST

the only English newspaper printed in  
Cuba and read by all who read English—  
Americans, Cubans and Spaniards.  
George M. Bradt, publisher.

## SATIRE A Weekly Journal of WIT AND HUMOR

Write for Rates and Particulars  
PULITZER PUBLISHING CO.  
LUTHER PULITZER, President  
1358 Broadway, New York City.

### ANARCHISM.

By D. G. E., in The Inland Printer.  
Breathes there a comp, with soul so dead  
Who never curst at proofs and said  
"I wish proofreaders were—some-  
where."

Whose thoughts are calm, whose lips are  
mute,  
Like those of some darn-fool galoot  
That wants to cuss, but doesn't dare?  
If such there breathe, but how in—well,  
Of him we have no time to tell;

Our song is of the poor, old dub  
That sets the job and ought to know  
Where they who mark the proofs would  
go.

If he could coax them with a club.  
Who dreams that some day he will be  
Transported to shores across the sea,  
Where his proofs may be needed, look,  
To there behold the whole darn crew,  
Proofreaders—copyholders, too—  
Dangling from a copy-book.

### POSTMASTER A PUBLISHER.

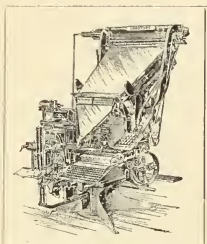
The Decatur Herald has been  
sold to Postmaster W. F. Calhoun  
of that city. The paper will be  
strictly Republican in politics. The  
price paid was \$55,000.

# IN THE HATTERS' TOWN

## THE DANBURY NEWS

AND THE

## Multiple Machine Idea



QUICK-CHANGE MODEL 8  
THREE-MAGAZINE LINOTYPE

*It sets up Heads,  
Ads, and Straight  
Matter.*

*Beyond  
their expectations.*

*It's the Pooh Bah  
of the news office.*

*"As fast as the  
Model 1"*

*Satisfied? — Well!*

Danbury, Conn., Dec. 20, 1911.

Mergenthaler Linotype Co.,

New York:

The New Model 8 Three-Magazine Linotype machine ordered from you last July reached us Thursday, September 21.

Our Machinist, who had had no experience with a Model 8, set up the machine and the following Monday had it running on heads, ads, and straight matter, and it has been running every minute of every working hour since.

We expected much of the machine, but it has given us service even beyond our expectations.

The machine takes care of the heads all through our paper, which is 12 and 16 pages in size, the heads running up to a 30-point letter; it does a lot of work on the ads, there being few that do not contain some lines from its magazines, and many of them being set wholly with its aid, and it is used to jump in on straight matter with whenever occasion arises, and it is as fast on the straight matter as the No 1.

Our experience with it has been eminently satisfactory.

Yours very truly,

DANBURY NEWS.

This is the Danbury News' Fourth Linotype.

It enables it more and more to make

**THE LINOTYPE WAY THE ONLY WAY**

**MERGENTHALER LINOTYPE COMPANY,**

TRIBUNE BUILDING, NEW YORK.

CHICAGO:

1100 S. Wabash Avenue.

SAN FRANCISCO:

638-646 Sacramento Street.

TORONTO Canadian Linotype Ltd., 35 Lombard Street

NEW ORLEANS:

549 Baronne Street.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

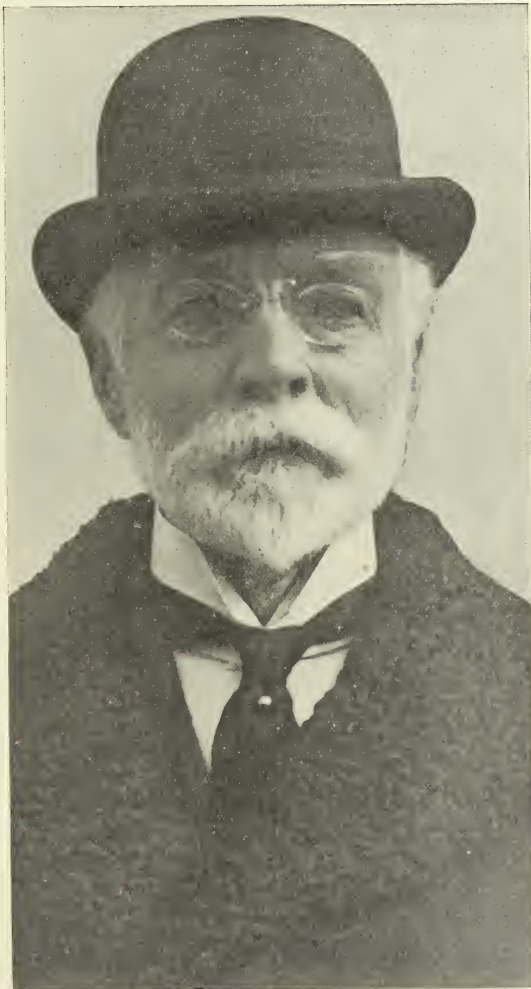
No. 934

NEW YORK, SATURDAY, JANUARY 20, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



WHITELAW REID,

SNAPSHOT OF THE PROPRIETOR OF THE NEW YORK TRIBUNE, AND CHAIRMAN  
OF THE ADVISORY BOARD OF THE PULITZER SCHOOL OF JOURNALISM.

## PULITZER SCHOOL OF JOURNALISM.

### ADVISORY BOARD AT FIRST MEETING DISCUSSES TENTATIVE PLANS.

The advisory board named by Joseph Pulitzer to work out the plans for the School of Journalism at Columbia University met on Monday for the first time.

Whitelaw Reid, owner of the New York Tribune and Ambassador to the Court of St. James, was made chairman of the board. Dr. St. Clair McKelway, editor of the Brooklyn Eagle, was made vice-chairman. The others who attended were Nicholas Murray Butler, president of Columbia; Melville E. Stone, general manager of the Associated Press; Samuel Bowles, editor of the Springfield (Mass.) Republican; Edward P. Mitchell, vice-president of the Sun Printing and Publishing Association; Charles R. Miller, editor of the New York Times; John L. Heaton of the World, and George S. Johns of the St. Louis Post-Dispatch.

General Charles H. Taylor, of the Boston Globe, and Benjamin Wells, of the Philadelphia Press, in letters expressed regret that they could not be present. Victor F. Lawson, of the Chicago Daily News, and the representatives of the Herald and the Evening Post, who hold places on the board, were also absent.

The advisory board received the plan for the school drafted by a committee of the faculty of Columbia after conferences with the entire faculty and the committee on education of the university board of trustees. This plan, which was the work of Professor E. L. Thorndike of the department of English; Professor Munroe Smith, Professor W. P. Trent and Professor Charles A. Beard, covered the entire scope of the project, from the character and equipment of the building to the curriculum.

#### RECOMMENDATIONS TENTATIVE.

Even in its recommendations, however, it was tentative, and when the advisory board took up its consideration there was a disposition to hold its own action to the same plastic program. The working plan of the school is to be subject to changes that may suggest themselves even after the school has been put into operation.

The assurance is given that this will be by the opening of the academic year next September. Spring will see a beginning of work on the building which is to stand at the northwest corner of South Field, at Broadway and 115th street. The building, which will be a duplication of Hamilton Hall, will cost \$500,000.

Monday's discussion of the plans brought about no conclusion. The discussion was not intended to, and as the exchange of opinion went about the circle it was found that a wide field of detail would have to be covered. This became so evident eventually that a sub-committee was named to set in order the factors involved in both the faculty

plan and in the plans that began to take form Monday.

#### SUB-COMMITTEE.

Dr. McKelway and Mr. Heaton are the members of this sub-committee, and, pending the drafting of a preliminary report by it, the board adjourned without date. It is likely that another meeting will be held within a month. It will be called by the chairman, who will probably be Dr. McKelway, since Ambassador Reid will soon return to London. The expectation is that the advisory board will complete its work within three months.

Technicalities are figuring largely in the present deliberations, it is understood. There were varying opinions when the plan was before the faculty as to whether the school should be entirely distinct in organization or whether it should come under one or more of the department faculties already organized. In the end distinct organization was agreed upon.

A similar situation has arisen now, with the plan resting in the hands of the advisory board. Some members, it is said, favor the installation of a complete newspaper plant, mechanical as well as literary. It is probable that there will be a mechanical plant from which the university publications will be issued, but other members of the board feel that the training should be chiefly academic. Mr. Pulitzer's own opinion is interpreted as favoring a combination of the two.

Lectures will find an important place in whatever type of curriculum is at last agreed upon. The lecturers are not to be confined to journalists, and they are to embrace the world and the whole field of intellectual endeavor. Premier Asquith of England has expressed his pleasure at a suggestion that he be put on the list.

### CATHOLIC DAILY PAPER FOR MILWAUKEE.

Influential Catholics of Milwaukee are reported to be considering the establishment of a Catholic daily newspaper in that city. The project was discussed at length this week at a meeting of the Catholic Social Union of St. Peter and Paul's church, and is favorably regarded by that organization. No definite steps toward putting the plan into effect have been taken.

There is yet no Catholic daily newspaper in the United States, although at various times such a project has been contemplated in New York and other larger cities. At present there is a plan on foot to start such a publication next May at Buffalo, N. Y.

### BODENWEIN AGAIN HEADS NEW LONDON DAY.

At the annual meeting of the New London (Conn.) Day Publishing Company held Wednesday afternoon the following directors were re-elected: Theodore Bodenwein, Walter M. Slocum, George H. Grout, William H. Rolfe, Alfred W. Newman. At a meeting of the directors held subsequently the following officers were re-elected: President and treasurer, Theodore Bodenwein; secretary, Alfred W. Newman.

## CONCERN ABOUT HEARST.

### DEALS IN ST. LOUIS, ATLANTA AND WASHINGTON SAID TO BE PENDING.

William R. Hearst's plans to establish a newspaper in St. Louis are again being discussed in that city. It is reported that Hearst practically has completed arrangements for taking over the St. Louis Star, for the purchase of which he has been negotiating for several months.

The reports were strengthened by the fact that Andrew Lawrence, publisher of the Chicago Examiner, is said to have told James E. Smith of the Business Men's League delegation in Washington last week that Hearst would have a newspaper in St. Louis right away.

Application was made by Nathan D. Coles, referee in bankruptcy in the Lewis receivership cases, for permission to sell the Lewis equity in the St. Louis Star to Nathan Frank for \$55,000 last fall. At the hearing in Coles' office the statement was made that Frank desired to purchase the equity so he could close a deal with Hearst.

Frank, who is now principal owner of the Star, and M. J. Lowenstein, president and general manager, denied reports yesterday that they had been to Chicago to close the deal for the transfer of the paper to Hearst.

"I have not been in Chicago for three years," said Frank. "Lowenstein has not been there for the purpose of negotiating the sale of the Star. The Star is not now for sale."

At the offices of Mr. Hearst in New York it was stated that it was true that the purchase of the Star by Mr. Hearst had been considered, and a representative of the latter is now in St. Louis for the purpose of looking into the matter. This is Foster Coates, editor of Mr. Hearst's Boston American.

Regarding the negotiations reported in THE FOURTH ESTATE last week between Mr. Hearst and Frederick L. Seely, for the purchase of the latter's paper, the Atlanta Georgian and News, it is stated no deal has yet been closed.

Color is lent to the recent story that Mr. Hearst is endeavoring to buy the Washington Post from John R. McLean by Mr. Hearst's continued presence in the National Capital. On his way home from the Pacific Coast last week he held an important conference with his executive staff there and this week returned to that city and is at present there.

Mr. Hearst's representative in New York stated that he knew nothing definite about any plan of Mr. Hearst to acquire the Post, but he had heard the reports and it may have been considered personally between Mr. Hearst and Mr. McLean. According to the story printed by THE FOURTH ESTATE in December the price of the Post was to be reduced from two cents to one cent on January 1, and Mr. Hearst was to announce his ownership on February 1, but the Post still sells at two cents.

## FREE PAPER MUST BE STRICTLY CANADIAN.

To be entitled to free entry into the United States free paper must be the product of the woods of the Dominion, and not Canadian manufacture of foreign materials, according to a ruling of the Secretary of Treasury MacVeagh.

The question was raised on a recent importation at Detroit, Mich., of paper from Canada. It developed that this paper was made in Canada from wood pulp imported into that country from Sweden.

American importers of Swedish wood pulp and paper were among those who recently appealed under the most favored nation clause of the commercial treaties for the abolition of the tariff on those articles imported direct into the United States. This question now is before the board of general appraisers at New York on its way to the United States Court of Customs Appeals.

Mr. MacVeagh held that it was the intent of Congress to limit the free entry of wood pulp and paper from Canada to these articles made from wood of Canadian growth.

### NIEBUHL IN CHARGE.

Walter Niebuhl has purchased the interest of John A. Larison in the Lincoln (Ill.) Daily and Weekly Courier, with Brainerd Snider, the city editor. Mr. Niebuhl, who heretofore owned a small part of the stock in the paper, becomes managing editor and business manager, and Wallace McCauley of Lafayette, Ind., will have charge of the advertising department. The men have incorporated the Courier Company with a capital stock of \$25,000. Wallace G. McCauley is the third director.

### CARVER TO LOUISVILLE.

R. S. Carver has been appointed business manager of the Louisville Herald. He was formerly manager of the Terre Haute (Ind.) Tribune and the Peoria (Ill.) Journal and was connected with the Chicago Examiner. W. K. McKay continues as general manager of the Herald.

### BOGGS MOVES UP.

C. W. Boggs, for the past three years advertising manager of the Davenport Democrat and Leader, has been appointed business manager.

### SPECIAL AGENCY CHANGES

The Oklahoma City (Okla.) Times (Eastern representation), from the S. C. Beckwith Agency to the MacQuoid & Tilden Agency, 225 Fifth avenue, New York.

H. F. Lewis, Tribune Building, New York, has been appointed to look after the interests of the Rochester (N. Y.) Post-Express in the Eastern field. The paper heretofore was not represented.

The Ottawa (Can.) Saturday Post has ceased publication after a few issues.



## ADVERTISING MEN AT GOLF.

QUALIFICATION ROUND IS  
FEATURED BY TRIPLE  
TIE FOR LEAD.

The advertising men conclude their annual national golf tournament, under way for the past week at Pinchurst, N. C., today. Eighty-three prizes, representing a value of \$3,000, will be awarded. The entry for the week has been a record one in the history of the tournament.

The men's events have been the general tournament, four-ball foursomes, consolation handicap, bogey, putting and selected score contests. The women have taken part in four-ball foursomes, mixed foursomes, bogey and putting contests. John Wanamaker has offered a silver loving cup to be competed for annually, with conditions for playing that make it almost a perpetual prize.

Preliminary to the more important event of the tournament which started on Thursday, numerous special events claimed attention, interest centering in medal play handicap Scotch foursomes, for prizes. Among the contestants in this event was Secretary of the Interior Fisher.

First in the field of fifty-four pairs were H. S. Paine of New York and C. F. Bacon of Boston, who had a handicap of seven strokes and turned in a card of 102 net. Three strokes away were J. Rowland Mix of New York and J. F. McGreener of Boston, whose allowance was eight, and A. W. Erickson of New York and Walter Smedley of Philadelphia, who deducted five strokes, three pairs being tied for second at 105.

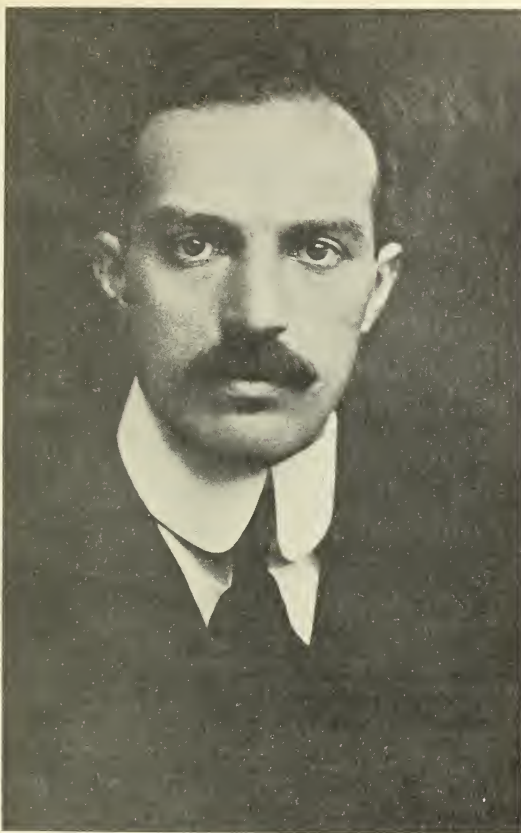
A triple tie for first place gave snap to Thursday's qualification round. I. S. Robeson of Rochester, Lee W. Maxwell, and C. W. Brocker, both of New York, tied at 82. A series of ties led up to the limit of admission to the first division, where Secretary of the Interior Walter L. Fisher of Washington, H. S. Paine and C. A. Speakman, both of New York, were bunched at 94. In the play-off Mr. Speakman won, dropping Secretary Fisher into the second division, which he leads.

Winners in the special events preceding the tournament proper began Monday morning, were announced Thursday, among them a class A win in a bogey handicap by Secretary Fisher, who, playing with a handicap of 8, finished first with a score of 7 up.

In the preliminary women's events Mrs. William C. Freeman, Miss M. Eleanor Freeman of New York, Miss Elinor Maule of Philadelphia, Mrs. James P. Gardner of Chicago, Mrs. W. F. Smith of Boston, and Miss Ruth French of North Attleboro, all won prizes.

Scores in the first of the six divisions which qualified from the field of 106 participants follow:

First Division.—I. S. Robeson, Rochester, 41, 42—83; L. W. Maxwell, New York, 43, 39—82; C. W. Brocker, New York, 39, 43—82; C. S. Pierce, Chicago, 37, 46—83; Z.



OGDEN MILLS REID,

WHO HAS BEEN ELECTED PRESIDENT OF THE  
NEW YORK TRIBUNE ASSOCIATION.

T. Miller, New York, 42, 42—84; R. M. Purves, New York, 39, 46—85; George Barnes, New York, 38, 48—86; G. T. Hodges, Chicago, 42, 44—86; George C. Dutton, Boston, 44, 41—88; E. J. Ridgeway, Montclair, 46, 42—88; W. C. Freeman, New York, 44, 44—88; A. H. Johnson, New York, 41, 47—88; J. L. Given, New York, 45, 44—89; J. P. Gardner, Chicago, 47, 43—90; J. J. Hazen, Oakland, 47, 43—90; C. A. Speakman, New York, 40, 45—94.

### BIG YEAR FOR THE SAN FRANCISCO CHRONICLE.

Gains in every department of advertising were made by the San Francisco Chronicle in 1911 over the mark set in the previous year. In display advertising the increase amounted to 409,776 lines. In automobile, summer resort and school and college advertising the Chronicle was especially strong. Its total in the former class of business for the twelve months was 309,789 lines.

It gained 9,276 lines in resort advertising, and nearly 18,000 in school and college business. The foreign advertising of the Chronicle in the East and West is in charge of Charles J. Brooks, Temple Court Building, New York. Mr. Brooks' department made a gain of 23,282 lines over that of the previous year.

### FOREIGN NEWSPAPER MEN CALL ON PRESIDENT.

Louis N. Hammerling, president of the American Association of Foreign Language Newspapers, accompanied by the twenty members of its board of directors, representing 490 newspapers published in twenty-nine different languages in the United States, called to see President Taft last Friday to present resolutions passed by the board protesting against "the apparent discrimination against certain imported corn products."

The Central City (Ky.) Argus is now installed in its new home.

## OGDEN MILLS REID HEADS TRIBUNE.

WILL TAKE ACTIVE PART IN  
DIRECTION OF FATHER'S  
NEWSPAPER.

After eight years of apprenticeship as a reporter and in the business offices of the New York Tribune, Ogden Mills Reid, son of Whitelaw Reid, proprietor of the New York Tribune and United States Ambassador to Great Britain, has been elected president of the Tribune Association, and hereafter will take a leading part in directing the newspaper property with which his family long has been associated.

Mr. Reid succeeds Ogden Mills, who resigned. Ogden L. Mills was elected to the board of directors to succeed Ogden Mills. Donald Nicholson was re-elected vice-president and the other directors who were re-elected are Hart Lyman, Mr. Nicholson, Conde Hamlin, Frederick F. Ayer and Mr. Reid.

Following his graduation from Yale Law School in 1904 Mr. Reid took a long trip abroad and then returned to go to work as a reporter. He covered politics and did general assignment work like other members of the staff.

Mr. Reid was married at Racine, Wis., last March to Miss Helen Miles Rogers, who was graduated from Barnard College, and was for some time social secretary to Mrs. Whitelaw Reid. Mr. Reid is a member of the New York Bar, the Chamber of Commerce, the Union and Union League clubs. His sister is the Hon. Mrs. John H. Ward, of London.

Mr. Reid said that there are no radical changes under consideration in the management of the Tribune.

### COLUMBUS OFFICE FOR THE WESTERN NEWSPAPER UNION.

The Western Newspaper Union has opened an office in Columbus, O., at 274 North Third street. C. Seymour Clark, well known to newspaper men, is the resident manager. A full leased wire service has been installed, and a modern plant will supply daily news plate service and other news features for daily and weekly papers.

### NEWSPAPER MEN HELPED WELCOME CARDINAL.

The Morning Newspaper Workers' Society of St. Andrew's church, New York, turned out four hundred men led by Fathers Gilmore and Pellicci, to greet Cardinal Farley on Wednesday. After the Cardinal had passed they adjourned to a restaurant where a dinner was served and addresses were made by several clergymen and others.

### TRADE PAPERS MERGE.

The Chicago Real Estate Advertiser and the American Real Estate Seller, of Chicago, have been consolidated under the name of the American Real Estate Advertiser.

## WATTERSON WINS A DINNER.

EDITOR OF THE N. Y. WORLD  
ACKNOWLEDGES LOSS OF  
UNIQUE BET.

Henry Watterson, editor of the Louisville Courier-Journal, has won a dinner from the New York World, the result of a bet made more than two years ago, when he wagered that the first Monday in December, 1911, would find President Taft and Colonel Roosevelt lined up against each other. In an editorial last Saturday Mr. Watterson reminded the World that the time for settlement had arrived, and claimed the wager.

On or about November 27, 1909, he said, the editor of the Courier-Journal, just returned from abroad, was asked what he thought about the "back from Elba" talk. He replied that he thought it meant the possible reappearance of Colonel Roosevelt in the political arena. The editor of the World, he said, "thereupon jumped all over the editor of the Courier-Journal," and the latter offered to make this wager:

"A dinner for four and twenty that the first Monday of December, 1911, William Howard Taft and Theodore Roosevelt are at daggers drawn, the wager to be decided by the Chief Justice, the Vice-President, and the Speaker of the House as between us." The editor of the World, "he says," agree in these words: "It's a whack."

The World has sent word to Marse Henry that he wins, and it acknowledges gracefully defeat.

Mr. Watterson suggests the 160th birthday of Thomas Jefferson, April 13th, as the day, and the place Madison Square Garden, New York. The World leaves all the say to "Marse" Henry and will agree to anything he says.

## RACINE PAPERS ARE CONSOLIDATED.

The Racine (Wis.) Daily News, in which former Mayor Horlick was interested, has been sold to the Racine Journal Company and the two papers consolidated.

The Racine Daily News was established in 1896 by Mayor Horlick. The Journal was established thirty-eight years ago. In the future the paper will be known as the Racine Journal-News.

## ST. PAUL DAILY NEWS

Daily average circulation for December was 61,548 an increase of 8,198 over same month a year ago. The advertising gain was 36,003 agate lines. The Largest Circulation of Any St. Paul Newspaper.

Foreign Advertising Department,  
C. D. BECKWITH, Manager,  
Kansas City, Boyce Bldg., New York,  
G. D. DAVIES, Chicago, J. F. MURKIN.

ADVERTISING MEDIUM.

ADVERTISING MEDIUM

# Greatest Growth

In 1911 The New York Times published 8,134,425 lines of advertisements, recording a gain of 579,755 lines over 1910—a greater gain than that of any other New York newspaper, and not an objectionable or doubtful advertisement.

## THE NEW YORK TIMES

### WILMINGTON DAILY NEWS REORGANIZATION.

The only definite announcement made in connection with the change of ownership of the Wilmington (Del.) Morning News, is one issued by the News Publishing Company, following a reorganization meeting, to the effect that Edgar M. Hoopes, former president and chief owner, had sold his holdings to a syndicate and that George T. Brown, an attorney of Wilmington, had been elected president; also that Edgar L. Haynes had been continued as business manager.

Mr. Brown declines to give the names of his associates in the new company until such time as the organization is complete. It is proposed to strengthen the paper in all departments. So far no changes have been made in the working force, either in the news or mechanical departments, while William H. Hill continues as editor-in-chief.

### HEARST WINS A POINT.

William R. Hearst won the first victory in the suit of former Governor William N. Haskell of Oklahoma against Mr. Hearst for \$500,000 in the personal libel damage suit filed three years ago.

Judge Munger of the United States District Court sustained a demurrer to the first count for \$100,000, which was based on a speech made by Mr. Hearst at Memphis, Tenn., on September 19, 1908. The court made an order requiring the plaintiff to give the individual names of newspapers in which the alleged libelous article was printed. The hearings are being held in Omaha, Neb.

### NEW HOME FOR TOPEKA STATE JOURNAL.

Frank P. MacLennan, owner and publisher of the Topeka State Journal, will shortly begin the construction of a complete and unique newspaper home. The quarters will occupy the site of the present building at the corner of Eighth and Kansas avenues, but will extend twenty-five feet farther south, making a complete building seventy-five feet square.

The new home will be of three stories, fireproof, full basement, terra cotta finish and classic design. It is planned in such a manner as to make it a model newspaper home. The present building will not be disturbed until part of the new structure is completed; then it will be fireproofed and remodelled and the two joined.

### NOW WARDEN JOHNSON.

Sheriff Harburger, of New York, has appointed Eugene A. Johnson warden of Ludlow Street Jail. Mr. Johnson was at one time labor editor of the old Daily News, and has been a member of Typographical Union No. 6 for twenty-two years. For sixteen years he has been a delegate of the musicians in the Central Federated Union, and represented them at the annual conventions. He has always been enrolled as a Democrat and has campaigned for Tammany Hall.

### BUILDING IN TORONTO.

The Orange Sentinel, published at Toronto, has erected a four-story building at 37-39 McCaul street. The paper is thirty-eight years old.

## NOMINATIONS FOR A. P. DIRECTORS.

RETIRING BOARD TO RUN  
AGAIN, EXCEPT GEN. TAY-  
LOR, WHO DECLINES.

Activities in the 1912 "political" campaign of the Associated Press, have been opened by the nominating committee presenting as usual the names of a double set of candidates for directors to be voted on at the annual meeting in New York next April, when the terms of the following expire:

Charles F. Taylor, Boston Globe; Thomas G. Rapier, New Orleans Picayune; Herman Ridder, New York Staats-Zeitung; W. H. Cowles, Spokane Spokesman-Review; Victor F. Lawson, Chicago Daily News; also the vacancy occasioned by the resignation of Albert J. Barr of the Pittsburgh Post, whose term would have expired in 1913.

The nominations are as follows: Frederick Roy Martin, Providence Journal, and Samuel Bowles, Springfield Republican.

Thomas G. Rapier, New Orleans Picayune, and J. C. Hemphill, Charlotte Observer.

W. H. Cowles, Spokane Spokesman-Review, and Isaac N. Stevens, Pueblo Chieftain.

Victor F. Lawson, Chicago Daily News, and Gardner Cowles, Des Moines Register and Leader.

Herman Ridder, New York Staats-Zeitung, and T. M. Osborne, Auburn (N. Y.) Citizen.

Charles A. Rook of the Pittsburgh Dispatch, and Samuel Bancroft, Jr., of Wilmington Every Evening, were nominated to succeed Mr. Barr.

General Taylor of the Boston Globe declined a renomination. Thomas Root of the Springfield (Ill.) State Register is chairman of the nominating committee, and W. W. Chapin of the Seattle Post-Intelligencer is secretary.

### THREE NEW PRESSES.

The Toronto Telegram now has in operation its three new octuple Hoe presses. They are located in the new addition to the Telegram building, and were started for their first run by the three-year old grandson of Publisher John Ross Robertson.

Edward D. Moore and Fred Tomlinson have started the Ohio Advertising Agency in Toledo.

## THE SEATTLE TIMES

DAILY AND SUNDAY

is repeating in the City of Seattle the great success as an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative:  
THE S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY



## NOT THE SON OF VIENNA

## FREIE PRESSE EDITOR.

A well educated and impressive looking young man, purporting to be Dr. Franz Carl Benedikt, son of the editor of the Vienna Freie Presse, is being sought by various prominent professional business and society folk of New York for a daring imposition he worked on them for several weeks.

He exploited stories of how his father had sent him abroad to learn newspaper work by interviewing great men, and through introductions from one to another the stories helped him to free wines and dinners as the guest of New York's most exclusive set. He let a word slip on one occasion which caused a hearer to investigate, and an answer to a cable message to the Freie Presse of Vienna disclosed the fact that the young man was unknown there. He has not been seen or heard of since. The young man seems to have had no other motive than that of solving the problem of cost of living.

PRESS STAGE CRITICS  
INFLUENCED?

The MacDowell Club, of New York, which has certain ideals by which it wishes to regulate dramatic art, at a meeting on Monday was told by Rev. William Norman Guthrie that there was no dramatic criticism in the press of New York. The newspaper reviewers, he claimed, were leashed by the advertising department, and their effort was to help the theatrical business along because in that way the newspapers could profit best.

Dr. Guthrie's remarks caused amusement among the managers in the audience, especially in the case of those whose plays this year have proved failures and have promptly been told so in the newspapers. One of them suggested that the orator's words would carry more weight if he were a little surer of his facts.

## GERMAN EDITOR SELLS.

Max Binheim, who has been for the past two years the editor and manager of the California Zeitung, of Oakland, has sold his interest to Albert Cuelrin & Son, publishers.

Mr. Binheim quits the California German newspaper field because he thinks there are not enough newcomers and immigrants in the far west to justify a German newspaper. The California Zeitung, the Oakland Journal, New San Francisco and California will after this be under the same management.

## HUFFER GETS INTEREST.

Dan W. Huffer has become half owner of the Lockhart (Tex.) Daily News. Mr. Huffer comes from Devine, Tex., and is well known in newspaper circles of that section of the state.

## EDITOR'S HOME BURNED.

An overheated range in the home of Grant Hamilton, art editor of Judge, at Huntington, N. Y., resulted in a fire Friday that practically destroyed the house. It was valued at \$15,000.

## ADVERTISING MEDIUM.

## ADVERTISING MEDIUM.

## In New York in 1911

**The Globe**  
AND Commercial Advertiser.  
NEW YORK'S OLDEST NEWSPAPER.

## Won First Place

for gains in advertising among the evening publications.

The GLOBE is the leading high-class evening newspaper of the metropolis. Its advertising figures for 1911 show the largest increase over 1910 of any evening newspaper in or out of its class.

In December, 1911, THE GLOBE gained more business over December, 1910, than any other newspaper, evening, morning and Sunday, printed in New York. Its December gain was 27,910 lines more than the COMBINED gains of its three contemporaries in the high class evening field—The Sun, The Mail and The Post.

## THE REASONS.

THE GLOBE has and proves (by A. A. A. and N. W. Ayer & Son certificates) the largest QUANTITY of the best QUALITY evening circulation in New York. It is the most interesting evening newspaper in the city, and its influence is felt in a large percentage of the city's substantial homes. Advertisers understand the wonderful market offered by a newspaper like THE GLOBE.

That is why THE GLOBE made such a remarkable record during the year just ended.

*The daily average net cash sale of Globes from September 1, 1911, to January 1, 1912, was 130,670.*

## FRAM CHANGES HANDS.

The Fargo (N. D.) Norwegian weekly Fram, has passed into the hands of a corporation called the New Fram Company, capitalized at \$25,000.

G. N. Gundersen, for the past year on the advertising staff of the Fargo Daily Courier-News and previously with Ungdommens Ven and the Soo Line, has been elected secretary-treasurer and business manager of the new company.

Professor C. W. Quanbeck, of the Oak Grove Lutheran Ladies' Seminary, Fargo, is president and managing editor, and Peter Myrvold of the North Dakota Total Abstinence Society Lecture Bureau is associate editor.

The Backus (Minn.) Journal has suspended publication.

BOSTON TRANSCRIPT'S FINE  
RECORD.

The Boston Transcript gained 135,356 lines of advertising over its mark for 1910. In every other department the Transcript showed correspondingly well. The Transcript has a remarkable record for continuity of ownership and policy and year after year retains its rank as one of the leading high class newspaper properties of the country. Charles H. Eddy, New York, looks after the interests of the Transcript in the Eastern foreign field, and Eddy & Virtue, Chicago, take care of its business in the West.

## HIS HOME GONE.

Luke Roberts, publisher of the Hollis (Okla.) Post-Herald, recently lost his home through a fire.

## EVENING POST SUES.

An editorial published by the Summit (N. J.) Record on December 2, 1910, commenting on the publication by the New York Evening Post of two Sunday issues last Fall in order to comply with an order for advertising the New York official primary and election notices, has brought upon Alfred J. Lane, editor of the Record, two suits for \$10,000 each. One plaintiff is the Evening Post and the other William J. Pattison, publisher.

The allegation is that the editorial in question reflected on the honesty of the Post and was libelous. Papers were served on Mr. Lane a few days ago, as he was about to leave on a trip to Florida. They are returnable January 22 at the Supreme Court in Trenton.

The Record published on December 30 a letter from the Post's counsel, demanding a retraction, and with it another editorial which was not satisfactory to the Post.

Mr. Pattison is a resident of Summit, and so is Rollo Ogden, editor of the Post.

## AMERICAN PAPERS LAUDED.

Addressing the directors of the American Association of Foreign Language Newspapers in Washington, D. C., L. E. Miller, editor of the New York Jewish World, gave high praise to the integrity and fairness of American newspapers.

Whether democratic or republican, he said, they always gave the news of the other side. European newspapers were violently and blindly partisan. Moreover, Mr. Miller said, it was possible to buy the columns of nine out of ten Paris newspapers, seven out of ten in Berlin, and probably all in St. Petersburg. He declared he did not believe one New York newspaper was purchasable.

## FOR STORE ADVERTISING.

The Suburban Newspaper Service is a New Jersey corporation that has opened offices in New York at 1328 Broadway. It purposes to handle New York department store advertising for suburban newspapers. C. L. Downes, who is connected with the Jersey City Journal, is one of the organizers.

## "COMMISSIONER" QUEEN

Charles L. Queen, president of the Golden Gate Advertising Company, San Francisco, has been appointed election commissioner by Mayor Rolph. "Charlie" Queen is known to almost all newspaper men by reason of his placing the California Fig Syrup advertising.

## IOWA MERGER.

The Atlantic (Ia.) News and Telegraph have consolidated and will, hereafter be known as the Atlantic News-Telegraph. Charles F. Chase will be editor and E. P. Chase business manager.

## AGENT CONTINUES.

B. J. Bussierre, who conducted the Classified Advertising Agency, Chicago, closed by order of the courts recently, will continue business in the Rand-McNally Building.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

MAIN OFFICES:  
105 WEST 40TH STREET  
(Tilden Building.) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT LINES.  
Long Distance 5 TRUNK LINES.

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 934 FOR THE WEEK ENDING SATURDAY, JANUARY 20, 1912

## SOWING "SECRETS" BROADCAST.

The public is being familiarized of late, says the New York Evening Post, with the excluded reporter. The public reads, for instance:

"At this point the speaker requested that all reporters be excluded from the room. This was done and the speaker then went on to say," etc., through a long and detailed transcription of the remarks which the reporters were banned from.

How did the account get into print, one wonders. Did the banished newspaper man, thrust out at the door, return through the window accompanied by seven other newspaper men worse than himself?

A distinguished statesman addresses six hundred diners and no reporters, and discovers to his horror that his remarks have got into print.

A Senatorial committee goes into executive session and decides this, that and the other thing. (See the newspaper columns of the day.)

The Socialists call a party meeting at Cooper Union for the threshing out of questions of party policy. The public, including the reporters, is excluded, but the Socialist Call next morning publishes an account of the debates that were not meant for common ears.

What sense is there in the practice? The news comes out anyhow, and it only subjects private individuals to the peril of an Ananias Club election, instead of leaving it to the men with whom that danger is part of the day's work.

## A MISGUIDED EXPERT.

"Advertising and selling to men," says a business magazine, "is a distinctly different proposition from advertising and selling to women, not only calling for the use of different mediums, but a different style of copy and an entirely different selling plan.

Where suggestive copy starts a

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

woman's imagination going on what the article advertised will do for her, and leads directly to the desire to own and buy, the man, by his very nature and training more wary and practical, stops to question and satisfy himself as to the soundness of the proposition and real usefulness of the article advertised.

This from the pen of an expert; and yet the Philadelphia Record ventures to question the soundness of his opinions and the accuracy of his statement of alleged facts.

Exception is taken to the assumption that the woman reader of advertising—at least of newspaper advertising—cares nothing about "the soundness of the proposition and the real usefulness of the article advertised." Any newspaper advertiser who proceeds on the theory that women are mentally deficient is going to be disappointed in the results.

Exception is taken to the assumption that advertising to women is so different from advertising to men that a first-class home newspaper medium will not do for both. The Philadelphia Record, for instance, every day carries advertising addressed exclusively to men, and it brings splendid results to the advertisers. Every day the Record prints many columns of advertising that appeals to women only, and every line of it pays.

## NOTE AND COMMENT.

The Duke of Connaught, Governor General of Canada, accompanied by the Duchess of Connaught and their daughter, the Princess Patricia, are coming to New York on Monday on a brief visit to Ambassador and Mrs. Whitelaw Reid, who will give a dinner for them on Tuesday.

The most valuable newspaper files in this country are in the Library of Congress at Washington. Recently the Government purchased the files of the Augusta (Ga.) Chronicle, the issues covering a period between 1786 and 1809, with the exception of

five years. This is said to be one of the most important files yet obtained. The papers had been in the possession of an old book and junk man for over forty years. He purchased them for \$50, sold them for \$1,000, and the buyer in turn got \$7,500 for them from the Government.

The McKeesport (Pa.) Daily News on Monday evening issued a special edition in honor of the twenty-first anniversary of the incorporation of McKeesport as a third class city. The numerous special features were handled by the regular staff under Editor and Manager Jess E. Long.

The New York American during the year 1911 printed 5,402,460 lines of display advertising, an amount said to never have been equalled by a morning and Sunday newspaper in America. This was a gain of 512,540 lines over the previous year.

The net paid circulation of the American on the last Sunday in December within New York City and its immediate commuting territory was 618,245 copies, the greatest city circulation the American has ever attained. The metropolitan circulation does not include the country and mail editions.

E. Le Roy Pelletier said to the Six-Pointers at luncheon the other day that he worked for the greatest advertising man in the world, a man who knew more about psychology than any one else; the finest fellow he knew, William E. Flanders, an untiring advocate of newspaper advertising.

Frank P. MacLennan, at the time of the planning of the new building of the Topeka Capital several years ago, made the announcement before the Capital itself did. Now in the case of the State-Journal's new home the Capital turned the tables and got the scoop on MacLennan.

## EDITORIAL POLICY DOESN'T AFFECT ADVERTISING.

Frank Presbrey, of New York, who handles the advertising for the Hamburg-American Line, issues a statement in which he denies what Congressman William E. Humphrey of Washington told to the Rules Committee of the House on Monday.

"With an evident and malicious desire to mislead his fellow-members of Congress and the public," says Mr. Presbrey, "Representative Humphrey is quoted as saying:

"No newspaper favoring the up-building of the American merchant marine could get any foreign steamship advertisements. I don't know whether the favorable editorials get advertisements or the advertisements get the favorable editorials," and, in confirmation of this untruth, Mr. Humphrey said: "I am merely stating the facts."

Mr. Presbrey then says that he has handled the Hamburg-American advertising for many years, and that during all that time he has never received, either directly or by inference, any instructions from that company or any official connected with it to pay any attention

to the editorial attitude of any publication on shipbuilding or any other question. No newspaper or magazine, he adds, has ever been taken off the Hamburg-American advertising list because of bias one way or the other.

"I characterize Mr. Humphrey's statement," he says, "as absolutely false and without foundation of any sort."

## CLEVELAND PLAIN DEALER

### STILL GROWING.

The Cleveland Plain Dealer during 1911 continued uninterruptedly its seventh consecutive year's growth. The daily average of the Plain Dealer's circulation for the month of December was 96,349 copies for the daily edition, and 129,111 for the Sunday.

It is worth noting that the Plain Dealer's daily gain for December over the same month of 1910 one year ago (97,555) is the greatest daily gain for one year in its history, and that the Plain Dealer's Sunday gain for December one year ago (10,035 copies) is well above the average yearly gain.

The Wiberding Hand Company, New York, represents the Plain Dealer in the East, and John Glass, Chicago, looks after the Western foreign business. The Plain Dealer's 1911 record is a fine tribute to the ability and untiring efforts of General Manager Elbert H. Baker and Business Manager George M. Rogers.

## NEW RECORD ESTABLISHED

### EDITOR THE FOURTH ESTATE.

SIR: Here is a business record that ought to interest every proprietor and business manager in America:

The Journal carried last year 6,042,974 agate lines of paid advertising. The census of 1910 gave Peoria 66,950 population, and the Journal believes that this is a larger volume of business than is carried by any other newspaper in America, published in a town with twice the population of Peoria.

I should like to hear from any paper that can equal this record. This volume is much larger than is carried by any other Illinois daily.

H. M. PINDELL,  
Proprietor Peoria Journal.

## A PEREGRINATING LOUISIANA EDITOR.

From the Colfax Chronicle.

Walter W. White, alias "Ike Fewclodes," formerly editor of the Verda Recorder and the Grant Parish Democrat, later on the Winnfield Sentinel and Jonesboro News, and still later with the South Mansfield Star and the De Ridder Enterprise, dropped in at the Chronicle office with a grip containing his "few clothes," consisting of a celluloid collar, a corncob pipe and an empty tobacco can.

After he had filled his pipe from our tobacco pouch and borrowed a match, which he promised to return, he gave an account of his perambulating experience as an editor, and wound up by informing us he expected to take charge of the Pollock News at an early date.



## PURELY PERSONAL.

William R. Hearst has been invited by the Kentucky State Senate to make an address before it at any time convenient for him during the session of 1912.

Adolph S. Ochs, publisher of the New York Times, has been appointed by Governor Dix a delegate from New York to the National Child Labor Conference to be held in Louisville, Ky., beginning January 25.

J. P. McConnell, editor of the Vancouver (B. C.) Saturday Sun-set, recently lost a stable of valuable horses and cattle by fire at his Chilwick ranch.

R. W. Angus, editor of the Chatham (Can.) Planet, rendered some valuable assistance to the Conservatives in the recent West Kent provincial campaign.

George B. Wathen, telegraph editor of the Memphis News-Scimitar, who recently underwent a serious operation, has returned to his desk.

C. H. Sanders, editor of the Exeter (Can.) Advocate, had his hand severely injured by a printing press recently.

Harry Hirsch, for several years advertising manager of A. Hirsch & Sons, New York, will enter on a theatrical engagement as a cartoonist at the Fifth Avenue Theater on January 22.

W. S. Dingman, editor of the Stratford (Can.) Herald, has celebrated the twenty-fifth year of his connection with that paper.

R. H. McNeil, formerly a member of the Press Gallery at Ottawa, is now located in Winnipeg as secretary to John Armstrong, chief engineer of the Hudson Bay Railway.

Alex Dewar, city editor of the Montreal Star, was tendered a dinner a few days ago by fellow newspaper men of the city to celebrate his fortieth birthday.

A. M. Belding, editor of the St. John (N. B.) Times, who has been ill for some time past, expects to be able to return to active duties very shortly.

Major E. F. Grabill, proprietor of the Greenville Independent, is said to be the oldest active editor in Michigan. He has been at the head of the same paper for forty-five years and at seventy-four is still active in harness.

Bruce Haldeman, publisher of the Louisville Courier-Journal and Times and president of the A. N. P. A., is spending some time at his winter home, Naples, Fla.

R. D. Millar, business manager of the London (Can.) Advertiser, was recently presented with a gold locket by the mechanical forces of his paper.

Dr. Thomas M. Baldwin, editor of the Laurel (Md.) Democrat, on his

birthday recently was entertained at a dinner by his fellow townsmen.

Edward S. Babcox, advertising manager of the Yawman & Erbe Manufacturing Company, Rochester, N.Y., has left for a trip through the Southwest, to address ad clubs in St. Louis, Dallas, Fort Worth, Waco, San Antonio and Houston. He will return about February 1.

Thomas M. Chivington, a former newspaper man, has been re-elected president of the American Association of Baseball Clubs.

Thomas J. Blaine, editor of the Port Chester (N. Y.) Daily Item, was bitten by a dog last week.

Haddon Ivens, of the Hoboken (N. J.) Inquirer, is spending a vacation in Bermuda.

J. H. Beall, at one time editor of the Texarkana (Tex.) Courier, is now cashier of the DeQuincy Bank.

Charles E. Westervelt, principal owner of the Ithaca (N. Y.) Daily News, is spending a month in Bermuda.

John Richardson, a member of the staff of the British News of Canada, issued in Toronto, has been made publicity commissioner of McLeod township, Alberta.

E. A. Paige, formerly editor of the New Westminster (B. C.) News, has engaged in the shoe business in North Vancouver.

Hugh A. Murray, publisher of Das Morgen-Journal, New York, has been presented by Mrs. Murray with a baby boy.

J. Ward Richardson, proprietor of the Bridgeton (N. J.) News, is at Atlantic City for a short stay.

O. E. Hull has completed his twenty-fifth year as editor of the Leon (Ia.) Reporter.

B. M. Holman, of the Lord & Thomas Agency staff, Chicago, is on a business trip to the Pacific Coast.

## VISITORS IN NEW YORK DURING THE WEEK.

Eugene Tarte, publisher La Patrie, Montreal.

W. B. Southwell, business manager the Des Moines (Ia.) Register and Leader.

Edward J. Cooney, of Providence, president the Catholic Press Association.

John S. McLain, manager the St. Paul Dispatch and Pioneer Press.

J. F. Fralich, president the Sheffield Special Agency, New York and Chicago.

George M. Rogers, business manager the Cleveland Plain Dealer.

Carl M. Green, the Green Advertising Agency, Detroit.

## MANAGER RETIRES.

G. H. Smith has resigned as business manager of the Fort Dodge Messenger to devote his time to private interests. He was connected with the Messenger for twenty-six years.

## IN THE PUBLIC EYE.

Colonel Charles A. Rook, editor and publisher of the Pittsburgh Dispatch, has been nominated by the Republicans of Pennsylvania for Congressman-at-large.

L. D. Taylor, proprietor of the Vancouver (B. C.) World, is in the field for re-election as mayor for a third term.

J. W. Dunlap, publisher of the Lodi (O.) Review, whose term as mayor expired on January 1, was sworn in on the same day as justice of the peace for Harrisville Township, Medina County.

John B. Stoll, editor of the South Bend (Ind.) Times, may be a candidate for lieutenant-governor on the Democratic ticket.

George A. Glynn, formerly managing editor of the Syracuse (N. Y.) Herald and more recently of the Watertown Standard, has been appointed head of the bureau of water supply in Syracuse.

T. G. Scarbrough, formerly sporting editor of the Memphis Commercial Appeal, was recently elected city tax assessor.

A. E. Huls, publisher of the Logan (O.) Republican, is the new mayor of his town.

H. G. Eastman, formerly assistant business manager of the Oklahoma City Times, has been elected postmaster of Oklahoma City.

Charles Clark, editor of the Comber (Can.) Herald, is in charge of the new municipal telephone service.

Charles F. Stone, proprietor of the Perth (Can.) Expositor, has entered the race for the mayoralty nomination.

Joseph Swift, a newspaper man, has announced his candidacy for the nomination for mayor of Seattle.

George Whitehead, city editor of the Delaware (O.) Journal-Herald, has been elected a town councilman.

## A BANK TRUSTEE.

T. C. Ashcroft, correspondent of the Associated Press at Memphis, has been elected a director of the Security Bank and Trust Company of that city. Mr. Ashcroft was also elected a member of the executive committee of five. The institution is one of the largest banks in the South.

## AN AD COUNSEL.

R. R. Cronkite has established himself as an advertising counsel in Rockford, Ill. Until recently he was advertising manager of the Berlin Machinery Company, Beloit, Wis.

## PERKINS A MANAGER.

Robert W. Perkins, for the past two years assistant circulation manager of the Grand Rapids Press, has taken the post of circulation manager of the Muskegon (Mich.) Times.

## MARRIED AT GARFIELD HOSPITAL.

Miss Josephine Robb, society editor of the New York World, whose engagement to Frank S. Ober was announced in these columns some time ago, was married to Mr. Ober last Tuesday at the Garfield Hospital, Washington, D. C.

Ober, who was a New York patent attorney, was suffering from bronchial trouble, and realized that he had but a short time to live. At his request a clergyman and his fiancée were summoned, and the marriage took place, with a nurse and the physician in attendance as witnesses.

## WEDDING BELLS.

Mrs. J. N. Paul, proprietor of the Savannah (Mo.) Reporter, was recently married to E. L. Lee, the Reporter's business manager.

The engagement is announced of S. Leigh Call, city editor of the Springfield (Ill.) State Journal, and Miss Mary Bradish of Springfield. The wedding will take place February 3. Mr. Call is private secretary to Lieutenant-Governor Oglesby.

Miss Lilah Paul of the Savannah (Mo.) Reporter has been married to E. S. Lee, business manager of the same paper.

W. E. Shaffer, editor of the Renova (Pa.) Record, has been married to Miss Ruth R. Jobson of Lock Haven.

George Hudson, proprietor of the Beamsville (Can.) Express, recently became a benedict.

Dr. H. M. Mosdell, formerly of the editorial staff of the Toronto World and later proprietor of the Bay Roberts Outlook, was recently married to Miss Bessie Mundy.

## THE CENTURY'S FIRST CHILD.

William G. Naylor, circulation manager of the Farmers' and Drovers' Journal, of Chicago, has the honor of being the father of the first child born in the twentieth century. The person with this unique distinction is his daughter Marion, who, according to records, was born three seconds after midnight on January 1, 1901.

On her eleventh birthday her playmates gave a party in her honor.

## JURY DISAGREES.

The jury in the libel suit of Professor Helmut P. Holler, formerly of Alexandria, Va., against the Washington Times for \$50,000 on account of an article published in February, 1909, relative to Mr. Holler and the Oriental University, had disagreed.

## SCRIPPS PROMOTIONS.

Henry White has been appointed editor of the Sacramento (Cal.) Star, the Scripps paper. He succeeds Kenneth C. Campbell, who with Jack Jungmeyer, is now doing special work for the organization's newspapers.

## BUSINESS OPPORTUNITIES

\$6,849 cash paid into an estate from a daily newspaper property in 1911. The book profit shown was over \$9,000. This property dominates its field, is well equipped and a good buy. \$40,000 cash necessary; balance can be deferred. Proposition c. o.

C. M. PALMER.  
NEWSPAPER BROKER,  
277 Broadway, New York

### Do You Want TO SELL OR BUY A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.  
*Hollis Corbin,* Metropolitan Bldg., New York City

WANTED.—Live newspaper man who can buy at least one-sixth interest in first class Iowa county seat Republican weekly, (worth \$12,000), and take full management of same at good salary. Can buy larger interest later if desired. Write qualifications, age, etc., at once, to "G," are Fourth Estate.

Young newspaper men wanting to start in business should come to Western Canada, where many good live towns are looking for men to start newspapers. Considerable advertising patronage guaranteed. Western Canadian merchants are thorough believers in advertising, and rates good. For full particulars write Miller & Richard, 123 Princess St., Winnipeg.

## RECENT INCORPORATIONS.

JERSEY CITY, N. J.—Electrical Review Publishing Company; capital, \$200,000; incorporators, James P. MacManus, John J. MacManus, Arthur B. Smith, John M. Ryan and John R. Turner.

PLAINFIELD, N. J.—Press Publishing Company; capital, \$100,000; incorporators, Leslie R. Fort, Ralph L. Morrow and John Franklin Fort.

CINCINNATI, O.—Interstate Publishing Company; capital, \$100,000; incorporators, Cyrus B. Brown and others.

GULFPORT, MISS.—Daily Herald Publishing Company, capital, \$25,000; incorporators, Eugene P. Wilkes, George W. Wilkes and others.

RICHMOND, VA.—Star Publishing Company; capital, \$50,000; incorporators, H. H. Chalkley, W. R. Storrs and O. Raymond Brown.

JACKSON, LA.—Issue Publishing Company; capital, \$10,000; incorporators, S. J. Taylor, John L. Hebron and H. M. Quin.

BECKLEY, W. VA.—Raleigh Register; capital, \$20,000; incorporators, George W. Williams, M. J. Meadows, W. W. Hume and E. E. Tucker.

WELLINGTON, TEX.—Leader Printing Company; capital, \$5,000; incorporators, Thomas Durham, J. D. Camp and R. H. Templeton.

CASDEN, N. J.—Rochambeau Newspaper Syndicate; capital, \$10,000; incorporators, W. Hancock Payne, J. Victor Wilson, P. M.

## BUSINESS OPPORTUNITIES. | BUSINESS OPPORTUNITIES.

## Large Opportunities

One is for some newspaper owner who is looking for a resourceful business manager. The other is for an editorial writer who has made his mark and is ready for advancement. Here they are:

First, we can recommend a manager with fifteen years successful record as a producer of new business. Age 35, strong, aggressive, reliable. Now with one of our leading eastern dailies, where up-to-the-minute newspaper methods are in operation. "This young man," writes a conservative publisher, "is all right in every way." Ask about No. 1783.

Also, we are looking for an editorial writer who is head and shoulders above the crowd. Must have temperament, imagination and a light, sure touch. One familiar with Pennsylvania politics preferred. If worth close to \$5000 a year, he isn't too big for the position we have to fill. This is No. 6014.

Then, too, we have other candidates ready, other positions open. Our lists represent all departments in the advertising-printing-publishing field. No charge is made to employers; no advance fee for registration.

## Fernald's Newspaper Men's Exchange

Established 1898

Springfield, Massachusetts

Satterthwaite and Louise Satterthwaite.

NEW ORLEANS, LA.—Workers' Publishing Company; capital, \$10,000; incorporators, John N. Breen, E. Langenhonnig, T. J. O'Hara and W. J. Croft.

HOUSTON, TEX.—State Topics Company; Capital, \$5,000; incorporators, W. R. Sinclair, R. E. Sinclair and B. Sinclair.

LOS ANGELES, CAL.—American Publishing Company; capital, \$25,000; incorporators, Dan Murphy, T. J. Murphy and Norman A. Sterry.

MUNCIE, IND.—Observer Company; capital, \$2,500; incorporators, W. P. Pierce, M. J. McCormick and G. O. Scott.

### NEW ENTERPRISES.

WASHINGTON, D. C.—The National Socialist will appear here on January 27 as a weekly.

WATERLOO, IA.—C. R. Hutcheson

has started a publication called Corn.

NORTON, VA.—Howard C. Miller, late with the Free Press, has launched a paper known as the Wise Virginian.

LE PAS, CAN.—The Hudson Bay Herald has been established by A. H. de Tremauden.

BOISE, IDA.—The Intermountain Farmer will make its appearance here about February 1 with Arthur H. Allen as editor.

ATLANTA, GA.—The Presbyterian Ministers' Association of Atlanta has started the Westminster Magazine.

MONTREAL, CAN.—A new conservative weekly is being planned for this city.

GREELEY, COLO.—The Champion, a weekly, is out with its first edition.

DILL CITY, OKLA.—The Times is the latest addition to the newspapers

## CARTOONS.

### MATS OF 65 BOOK LOVERS CARTOONS \$10.

The Booklover's Contest is the greatest circulation scheme and advertising features ever handled by a newspaper. Write for full particulars.

W. J. PARRETT,  
Danville, Ill.

## AMUSEMENTS.

ALHAMBRA, 126th street and Seventh avenue, Vaudeville.

ASTOR, 45th street and Broadway, "The Red Widow."

BELASCO, 44th street and Broadway, "The Return of Peter Grimm."

BRONX, 149th street and Third avenue, Vaudeville.

CASINO, 39th street and Broadway, "Sumurun."

CENTURY, 62d street and Eighth avenue, "The Garden of Allah."

COHAN, 43d street and Broadway, "The Little Millionaire."

COLONIAL, Broadway and 62d street, Vaudeville.

COMEDY, 41st street and Broadway, "Bunty Pulls the Strings."

COLUMBIA, 47th street and Broadway, Burlesque and Vaudeville.

CRITERION, 44th street and Broadway, "The Grain of Dust."

DALY'S, 30th street and Broadway, "The Bird of Paradise."

EMPIRE, 40th street and Broadway, "The Witness for the Defense."

GARRICK, 35th street near 6th avenue, "The Senator Keeps House."

GAITY, 46th street and Broadway, "The First Lady in the Land."

GLOBE, 46th street and Broadway, "Over the River."

HARRIS, West 42d street, "The Talker."

HERALD SQUARE, Broadway and 35th street, "The Million."

HIPPODROME, 44th street and Sixth avenue, "Around the World."

HUDSON, 44th street and Broadway, "The Return from Jerusalem."

KEITH & PROCTOR'S FIFTH AVE., 28th street and Broadway, Vaudeville.

KNICKERBOCKER, 38th street and Broadway, "Kismet."

LIBERTY, 42d street and Broadway, "Modest Suzanne."

LYCEUM, 45th street and Broadway, "The Marionettes."

LYRIC, 42d street and Broadway, "Little Boy Blue."

MAXINE ELLIOTT'S, 39th street and Broadway, "Just to Get Married."

MURRAY HILL, 42d street and Lexington avenue, Burlesque and Vaudeville.

NEW AMSTERDAM, West 42d street, "Ben Hur."

NEW YORK, Broadway and 45th street, "The Enchantress."

PARK, 59th street and Broadway, "The Quaker Girl."

PLAYHOUSE, 48th street and Broadway, "Bought and Paid For."

REPUBLIC, West 42d street, "The Woman."

WALLACK'S, Broadway and 30th street, "Dirac."

WINTER GARDEN, Broadway and 50th street, Big new musical entertainment.

39TH STREET, near Broadway, "A Butterfly on the Wheel."

of the state. Denis Beaver is the publisher.

ST. JOHNS, N. F.—A magazine to help promote New Foundland industries is contemplated.

VICTORIA, B. C.—Charles Devonshire has brought out the Agricultural Journal.

CHECTAH, OKLA.—J. T. McIntosh is to begin issuing the Socialist Herald about the first of March.

JENNINGS, KAN.—William E. Landay has started the Weekly Reporter.

SUTHERLAND, CAN.—H. C. Garner, formerly of the Govan Mail, has started the Press here.



## FOR SALE.

**THREE MODEL NO. 3**  
 LINOTYPES FOR SALE on account of installing additional Monotypes and discontinuing our linotype department. These machines are equipped with motors and large assortment of matrices and magazines. John C. Winston Co., Philadelphia, Pa.

**LINOTYPES FOR SALE.** Three Model 1 Linotypes. Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

**MODEL 2 LINOTYPE FOR SALE.** Complete with 2 magazines containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad Street, Charleston, S. C.

**FOR SALE.**—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

**FOR SALE.**—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

## BUSINESS HELP.

**WINTHROP COIN CARDS** are used by the leading dailies in all parts of the country.

## Classified Collections

on daily newspapers can be handled at a minimum of expense by the use of Winthrop Coin Cards. Your present collecting system can be bettered. Write us for samples, prices and particulars.

**THE WINTHROP PRESS,**  
 Coin Card Department,  
 60 Murray Street, New York City.

## MISCELLANEOUS.

**UNITED STATES**  
**SAFE DEPOSIT CO.,**  
 35 LIBERTY STREET.

Branches:  
 73d STREET AND BROADWAY,  
 125th STREET AND EIGHTH AVE.,  
 NEW YORK.

## CHANGES IN INTEREST.

**KEMPTVILLE, CAN.**—The Weekly Advance has undergone a reorganization and plans are now being worked out for a general improvement.

**CAMPBELL, MINN.**—Maloney & Rowe have purchased the Wilkin County News from Frank Brace-lin.

**CUPAR, CAN.**—Fred Whiskin is now in full control of the Herald.

**WHEELVILLE, ILL.**—Ed. Mathews has become publisher of the Miner, recently started by C. E. Akers.

**PERU, IND.**—Omer Holman is the new owner of the Republican.

**CARROLL, IA.**—J. B. Hungerford has repurchased the Herald from Saul & Son.

**BROADVIEW, CAN.**—Mrs. E. E. Hawkes has transferred the Express to her son G. V. Hawkes, formerly of Earl Gray.

**TABLE ROCK, NEB.**—Frank H. Taylor retires as proprietor of the Argus after twenty-six years and is succeeded by T. R. Hollingsworth.

**FRANCIS, CAN.**—J. C. Brundige has purchased the Free Press from F. C. Hayman, who has gone into the real estate business.

**PRINCETON, IA.**—The Journal has been sold by L. H. Gau to J. B. Smith, owner of the LeClaire Messenger.

**VANCOUVER, B. C.**—The Opportunities Magazine has been purchased by the Metropolitan Press,

## HELP WANTED.

"I want an able, aggressive, intelligent man, who knows the 'big-town game' and has 'made good,' to solicit advertising. Fine chance!" says the manager of a New York daily.

Address "FINE CHANCE,"  
 care THE FOURTH ESTATE.

Wanted.—An experienced man to take complete charge of Editorial Department on one of the most substantial small dailies in the South. Would prefer man who would consider taking small interest in paying paper with great future. Address B. D. S., care The Fourth Estate.

THE BOUND  
 VOLUME  
 OF THE  
 FOURTH  
 ESTATE

for 1911 is a complete history of the happenings in the newspaper world for the past year.

This (the eighteenth) annual volume of THE FOURTH ESTATE is now ready for delivery. It is a massive volume bound in red cloth, containing a great amount of news of the activities in the newspaper and publishing world not otherwise obtainable.

Price \$5.  
 THE FOURTH ESTATE,  
 105 West 40th Street,  
 NEW YORK

and A. Phelan becomes editor.

**BRYN MAWR, PA.**—The Suburban Publishing Company has sold the Record to Robert J. Wilson, its editor.

**QUEBEC, CAN.**—J. G. Huterforth has returned to the editorship of the Caribou Observer.

**MILROY, IND.**—F. Curtis Green has sold the Press after fourteen years' ownership to H. C. and A. C. Archley.

**TRINITY, N. F.**—The publishers of the Fisherman's Advocate have purchased the Enterprise, which suspended in December, and will revive it.

**NORTHOME, MINN.**—Claude M. Atkinson, editor of the Hibbing Mesaba Ore, now also owns the Record of this place.

**WILLIFORD, ARK.**—Judge Boen Phillips, editor of the Hardy Herald, has succeeded the Williford

## HELP WANTED.

## SITUATIONS WANTED.

## EDITORS!

Have you a place for an energetic young man? American, twenty-two, with short experience as reporter, wants a chance on newspaper, city or country. Address N.W. care The Fourth Estate.

**EXPERIENCED ADVERTISING MAN**  
**NOW BUSINESS MANAGER OF A**  
 suburban daily, where he has made a record for himself that entitles him to a more responsible position, seeks advertising or business management on a publication in city of 25,000 or 30,000 or as solicitor on large daily. Able manager; systematic; no bad habits; possesses forceful agreeable personality. If you want a young man, 25, with six years of good practical experience, who is a hustler and can do things, write at once, Address Elmer B., 1170 Madison St., Brooklyn, N. Y.

Energetic young man of good address, character and habits, who has had ample business and editorial experience, seeks responsible connection with advertising or business department of daily newspaper in large city. Address K. F., care The Fourth Estate.

## A LIVE CIRCULATOR.

Ten years' experience as circulation manager on metropolitan and smaller dailies in both the east and west. Have always shown increased circulation and revenue, also held expense to the low water mark. Know how to get the confidence of the carriers and newsboys and keep them hustling. Am thoroughly familiar with all circulation details inside and out. I am not satisfied with my present position and will resign as soon as I hear from the right paper. References furnished. Address S. B. Stowe, Hotel Granville, 914 Grand Ave., St. Louis, Mo.

Wanted.—A newspaper man, twelve years' experience, desires connection with publisher who wants man as assistant or manager who has been successful on three papers. Can give reference owners of the three. Thoroughly familiar advertising and circulation—wants to locate where there is future. Sober, Married. References will satisfy most exacting. Address G. B. D., care The Fourth Estate.

## PIANO MEN FOR HONEST ADVERTISING.

At a meeting of the executive committee of the National Piano Manufacturers' Association of America, held Monday in the Hotel Astor, New York. This resolution was passed:

To further the growing practical application in the business world of a "square deal for all" and the early elimination of "caveat emptor" (let the buyer beware), and especially in our industry, we favor the enforcement of existing statutes and the enactment of new legislation where needed which shall have for their purpose the suppression of fraudulent advertising. We believe emphatically that the publication of false and misleading statements in advertising ought to be punished as a criminal offense.

The executive committee decided that the next annual meeting of the association will be held at Atlantic City May 18, 19 and 20, 1912. The association consists of 130 of the principal piano manufacturers of the United States, with an aggregate investment of \$200,000,000.

Arthur E. Sproul, chairman of the publicity committee of the Advertising Men's League of New York, has issued a circular directing the attention of newspaper editors to the movement against fraudulent advertising. Mr. Sproul, while not deprecating legal proceedings, emphasizes the value of publicity in suppressing all kinds of objectionable advertising.

## SITUATIONS WANTED.

## ADVERTISING MANAGER.

Young man, 25, now business manager of a suburban daily, seeks position as advertising manager or solicitor on live daily. Five years' experience in both agency and newspaper work; has high-class reputation to sustain; can meet men on equal terms and always with the interest of his publication at heart. Write today for the record of a man who can do things. Elmer Benny, 1170 Madison St., Brooklyn, N. Y.

## MANAGING EDITOR.

Man with several years' experience in publishing business and a good general knowledge of editorial, circulation, advertising, and mechanical work, desires position as managing editor of class or trade-art paper. Address W. W. S., care The Fourth Estate.

Two experienced newspaper men on dailies in city of over half million, want to build up newspaper property. Thoroughly experienced in every department. Both business producers. Wish to acquire interest in paper, address C. S. 55, care The Fourth Estate.

**WANTED.**—A position by a stenographer with nine years' experience. Have had charge of orders, filing and correspondence. Can furnish excellent references. Address Competent, Box 33, care The Fourth Estate.

## TO PUBLISHERS.

Do you want a New York representative with office? Experienced reporter, fluent writer and correspondent, active advertising man. Frank Rutherford, 23 Park Row, New York.

## GOOD WRITER

desires engagement on conservative, high class daily or weekly paper in small city or country town. Address J. T. Munson, 467 W. 23rd street, New York City.

Publishing Company as owner of the News.

**MONTICELLO, MINN.**—C. A. French has sold the Times to a syndicate of local men.

## CONSOLOCATIONS.

Bristol (S. D.) Optimist and Free Lance.

## SOME NEW BOOKS.

**WEBSTER'S STANDARD AMERICAN DICTIONARY OF THE ENGLISH LANGUAGE**, Laird and Lee, Chicago.

This fat octavo volume of 1269 pages claims to be a distinctly American collection of the current words of the English language. It is encyclopedic in character with geographical and mythological names included in the body of the work.

The definitions are based on the latest developments in the arts and sciences and are aided by 2,000 pictorial illustrations. They are clear, concise, space-saving, with new applications of old words.

It is not cumbered up with obsolete words, but includes living ones, their synonyms, antonyms, homonyms, and other verbal distinctions.

The pronunciation, as the title implies, is Websterian. The participles and past tenses of verbs are given and phonetically respelled.

There are 23 full page plates illustrating recent inventions. Nine of the plates are printed in colors. The vocabulary words are printed in bold, black letters. The margin is thumb indexed. The Dictionary is an excellent addition to any library, private or public.

**THE WRITING OF NEWS**, by Charles G. Ross. Henry Holt & Co., New York.

The author's purpose in this handbook was to meet the needs of students in the journalistic schools and also to furnish a concise statement of the principles of the art and practice of news writing as prevailing among American newspapers.

The book deals especially with the writing of the news story, or the reporter's day's work.

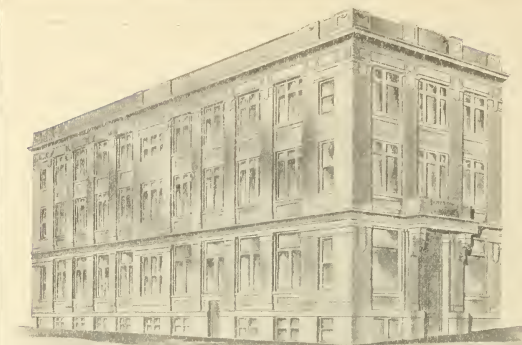
The author uses the term journalism as embracing all branches of newspaper work. The examples introduced to illustrate the principles treated are taken from published news stories. A chapter of 100 "Don'ts" is quite important. The volume has many valuable suggestions for journalistic students.

**TRAVELERS FIVE ALONG LIFE'S HIGHWAY**, by Annie Fellows Johnston. L. C. Page & Co., Boston.

The author has sketched the life and doings of five distinguished characters: "Jimmy on the trail of the wise men"; "Gid Wigan in the wake of a honeymoon"; "the clown towards his accolade"; "Wexley Snathers by way of an inherited circus"; "Bab Sloan to his Mount of Pisgah." The characters are humorous, and very real, affording, therefore, much pleasant entertainment.

**THE ROMANTIC STORY OF THE MAYFLOWER PILGRIMS**, by Albert C. Addison. L. C. Page & Co., Boston.

The author's object is to give concise account of the Mayflower voyagers, embracing all essential personalities, and of the pilgrimage of the Forefathers. The Old World homes and haunts of the Pilgrim Fathers are faithfully and skillfully described. The scenes of their



THE JAMESTOWN POST BUILDING.

early trials, their escape and emigration were written by one fully familiar therewith.

There are 48 full-page illustrations of a historical character, marginal page ornamentations and an ample index.

In addition to its historical value, the work is a good example of the best methods of the book-maker's art, a credit alike to author and publishers.

**THE YELLOW LETTER**, by William Johnston. Bobbs-Merrill Company, Indianapolis.

This is a thrilling detective story, with the manifestations of the crime and the pursuit of the criminal all frankly described in a sensational but romantic way.

**AVERAGE JONES**, by Samuel H. Adams. Bobbs-Merrill Company, Indianapolis.

Mr. Adams' earlier novels are "The Great American Fraud" and "The Mystery," which he collaborated with Stewart Edward White. "Average Jones" is represented as an unusually clever detective. The volume contains a collection of his remarkable cases, quite out of the ordinary detective fiction and altogether original. His specialty is "running down" mysterious advertisements. The adventures are characterized as intensely interesting and humorous.

**THE LITTLE COUNT OF NORMANDY**, by Evalene Stein. L. C. Page & Co., Boston.

This story of Raoul is laid in the reign of King Charles VI., of France. Count Raymond, a favorite of the king, fell fighting, leaving to his son Raoul his title and estate. Robert, eager to gain possession of his brother's estate, tries to kidnap Raoul. Lady Alix therefore sends her son away for safety and to be educated at Saint Michael's mount monastery.

The account of Raoul's journey and life at the monastery affords opportunity to describe Normandy, its people and their customs. Raoul's whereabouts are discovered

and his uncle Robert kidnaps him. A reconciliation follows. The story is entertaining and full of thrilling incidents.

**THE HARVESTER**, by Gene Stratton-Porter. Doubleday, Page & Co., New York.

"Freckles," "A Girl of the Limberlost" and "The Harvester" by Mrs. Porter, may be regarded as a trilogy. The popularity of these works is indicated by the many thousands published to meet the public demand.

The Harvester is a fascinating story constructed on an unusual plot, exciting the curiosity of the reader and holding the attention to the finish.

**THE MAN IN THE BROWN DERBY**, by Wells Hastings. Bobbs-Merrill Company, Indianapolis.

Mason Elsworth answers a "personal ad" in New York City, calling for a young man "capable of deciding important questions on the spur of the moment." The important question to be decided was whether he will marry at once a lovely woman. He agrees to the proposal. The woman is immediately kidnapped, and a chase follows. The reader is left to ascertain the final result.

**AT THE AGE OF EVE**, by Kate Trimble Sharber. Bobbs-Merrill Company, Indianapolis.

This is one of the Ann Series. The leading actor is a young lady of good qualities, but of wavering nature. She rejects the love of an honorable suitor as she has, at first sight, fallen in love with an ambitious young politician. When she discovers that he is a selfish and domineering scamp, she returns to her first lover. The story is marked with good character drawing, humorous, and contains many worthy and quotable sentiments.

**RODNEY, THE RANGER**, by John V. Lane. L. C. Page & Co., Boston.

This is one of a long list of books full of stimulating interest and very

helpful character-building for young people that are published by Page & Company. Rodney Allison, the leading actor of this story, although but fifteen years of age, was associated with Daniel Morgan on trail and battlefield and played a soldierly part during the American Revolution and the period preceding the war.

**ROSE OF OLD HARPETH**, by Maria T. Daviess. Bobbs-Merrill Company, Indianapolis.

The story is laid in the Tennessee valley. The leading character is presented as a beautiful and lovable young woman, ready to serve and bless as occasion offers. An unpaid mortgage threatens evil, but the wily villain is outwitted by the lover who discovers wealth on the farm. The story is simple and contains worthy sentiments, with a few full-page illustrations.

**THAIS**, by Paul Wilstach. Bobbs-Merrill Company, Indianapolis.

This play in four acts is a dramatic version of the novel of the same name by Anatole France. When presented in New York and elsewhere it met with marked success.

Mr. Wilstach at one time was dramatic editor of the Lafayette Journal and later was connected with the Washington Times in a similar position.

**THE RED FOX'S SON**, by Edgar M. Dille. L. C. Page & Co., Boston.

Mr. Dille has chosen Bhabazonia of the Balkan peninsula as the scene of this novel. A young American becomes a citizen of the Balkan State and is charmed by the beautiful Balkan princess. The lover of fiction will find rich and exciting details in this thrilling romance.

**PHILIP STEELE**, by James O. Curwood. Bobbs-Merrill Company, Indianapolis.

"The Danger Trail" and "The Honor of the Big Snows," by Mr. Curwood, have already been noticed in THE FOURTH ESTATE. This new novel of his is built on an original and taking plot which needs no padding. As a member of the Royal Northwest Mounted Police he had varied and unexpected experiences. The scenes described are quite picturesque. The actors are individualized and human.

**JAMESTOWN POST AT HOME.**

The new home into which the Jamestown (N. Y.) Post moved recently is located on Washington street, directly north of the post office. It is a fire-proof structure and thoroughly up-to-date in every particular for the needs of newspaper publishing.

The building is thirty by 100 feet in size, of brick, concrete and steel. The front and south elevations are of attractive buff brick, trimmed with stone and terra cotta. A spacious lobby forms the entrance to the business office, directly behind which are the paper stock rooms. All departments are equipped with every available facility to provide comfortable working conditions and rapidity and excellence of output.



## CIRCULATION BUILDERS.

**MUTT and JEFF**

Greatest daily comic series ever known.

If you are not using it **WHY NOT?**

Write for particulars.

National News Association  
200 William St., New York City.

For **EDUCATIONAL CONTESTS** use the

**Tell-us Tellurian**

SOMETHING ORIGINAL

CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

**BUILDING UP THE CIRCULATION.**

The Winnipeg (Can.) Telegram will close its pony contest on January 31.

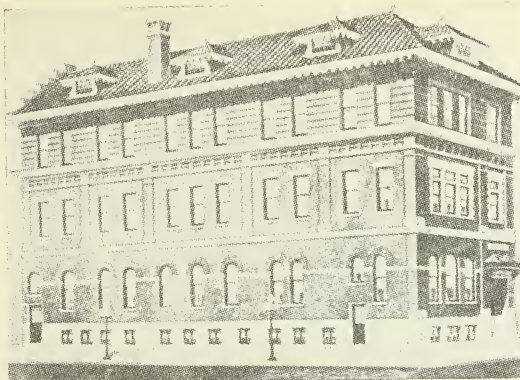
The famous "Flying Post," which was established last May to carry the Toronto morning papers to Western Ontario in the early morning, will be discontinued at the expiration of the year's contract.

**THE WORLD'S YEAR BOOK IS A WONDER.**

It does not seem possible that any newspaper man who pretends to be up-to-date can manage to get along without a copy of the 1912 edition of the New York World Almanac. This magnificent work of 800 solid pages of information is breaking all records for sale this year. Its information on thousands of subjects is especially adapted to the busy man's needs because of convenient classification and briefness of statement.

This, however, does not detract from the wealth of information, for it covers every question in a way to be of the most worth to the busy information hunter. For many years past the World Almanac has been in the class of an encyclopaedia, but this year it is more elaborate than ever. However, it retains its usual price of only twenty-five cents a copy.

The Portsmouth (Va.) Star has enlarged from a six to a seven column paper.



THE NEW HOME OF THE HAMILTON JOURNAL.

**BRINGING VALUABLE PUBLICATION TO ITS CITY.**

The Hamilton (O.) Evening Journal is a newspaper that has been attracting considerable attention of late. Recently it erected a handsome new home that takes its place as one of the finest structures of its kind in the middle West, and



HOMER GARD.

citizens of Hamilton think so much of it as to recently change the name of Riley street, on which the Journal Building stands, to Journal Square. The Journal last month celebrated its twenty-fifth birthday and to commemorate the occasion printed a special edition, which for workmanship and display of enterprise has seldom been excelled.

The Journal is published by a company of which Homer Gard is the president. G. A. Leiter is the vice-president and editor, L. R. Hensley is secretary and advertis-

ing manager; and L. R. Holdefer is treasurer and business manager. All are newspaper men of wide and practical experience.

**TWO THOUSAND NEW CONTRACTS.****EDITOR THE FOURTH ESTATE.**

SIR: I have noticed on a number of occasions that you make mention in your publication the schemes that are successful as circulation builders for newspapers.

It might be interesting to you to know that we put on an installment canvass to increase the circulation of our paper on December 5, last year. To the present writing we have written nearly 2,000 one-year contracts, using an eight day mahogany clock, which strikes the hour and the half-hour.

This proposition was put on by Oscar S. Stein, who is personally conducting the campaign.

THE TENNESSEAN AND AMERICAN,  
J. H. ALLISON,  
Business Manager.

**THE DETERMINING FACTOR.**

The question "Are women influenced in buying by newspaper advertisements?" was recently submitted to the readers of the Nashville Democrat and a prize offered for the best 200-word answer. The gist of the winning answer is well worth reprinting. Here it is:

The daily newspaper goes into the home, it fills an intimate place in the every-day life of its readers; it is the cheapest, most convenient, most popular source of general and special information for the public; it is an educator along all lines.

It not only brings to our doors the news of a busy world, its ad-

## CIRCULATION BUILDERS.

**For Coupon Clipping Campaign**

you can use the *American Library Atlas of the World* on the ninety-eight cent plan with good profit.

This new census Atlas is the best \$4.00 Atlas at the low price that has ever been offered publishers.

Send \$1.25 for sample. I will send it to you express prepaid.

S. BLAKE WILLSDEN  
CIRCULATION FEATURES.  
32 S. Wabash Ave., CHICAGO.

**THE UNITED PRESS.**

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.  
General Offices,  
World Bldg., NEW YORK

**Small Features**

Use the famous "Adams Features," among which are: Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimble," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly series—N.Y.W.

The Adams Newspaper Service  
Peoples Gas Building, Chicago

*We get the circulation every time and generally without expense to the publication.*

UNITED STATES  
CIRCULATION CO., Inc.  
OTTO B. DE HAAS, President.  
A. GULLECKSTED, Vice-President.  
J. E. McALLISTER, Sec'y and Treas.  
First National Bank Bldg., WATERLOO, IOWA

vertisements are the text-book of progress for every woman, be she the society devotee or the thrifty housewife. By these advertisements she is enabled to keep pace with advancement, convenience, economy, utility, beauty and style. Every advertisement bears fruit—some more, others less; but all some. Much depends on the advertiser, a great deal on the advertisement, but all on the medium by which publicity is gained.

The Courtright (Can.) Sun has given up.

**To Increase Prestige**

Mr. Publisher! you should put some more big caliber features into your paper. You want folks to scramble for your publication and give your readers Franklin P. Adams' "Always in Good Humor" and Grantland Rice's "Spotlight" and you'll see them doing it. If you're not acquainted with the features let us send you samples.

THE CENTRAL PRESS, CLEVELAND.

Have you seen "Flaneur"?  
It's the best feature for editorial pages in America.  
Man's Sunday cartoons are something new.  
Best daily Washington letter.  
Samples of all of these for a postal card.  
If your paper is not represented in Washington write us.

**AMERICAN TELEGRAPH PRESS**

307-12 District National Bank Bldg., Washington, D. C.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

## ENTIRE BUILDING FOR NEW ORLEANS LINOTYPE BUSINESS.

Owing to the rapid increase in the number of linotypes in use in the South and the increasing volume of business transacted through its New Orleans Agency, the Mergenthaler Linotype Company has found it necessary to enlarge its facilities to the extent of erecting a five-story fire-proof building, at Baronne and Fayette streets, to replace the outgrown quarters which for a long time have been located at 332 Camp street.

The added floor space and increased facilities afforded will enable the agency to carry a much larger stock of parts and supplies than heretofore, and it is the intention of the management to keep constantly on hand a number of each of the different models of linotypes now being built.

The improvements represent an investment of \$100,000. The New Orleans agency covers the states of Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, Oklahoma, Tennessee and Texas, and every effort will be made to render adequate service to the printers and publishers located within these boundaries.

The success of the agency and the esteem in which it is held by its customers is doubtless due in no small measure to the capable administration of its genial manager, Fred W. Bott, who has been in charge for the past five years, and the competent and efficient staff with which he has organized.



THE NEW ORLEANS BUILDING OF THE MERGENTHALER LINOTYPE COMPANY.

## POOR RICHARD MEMBERS MAKE MERRY.

The Poor Richard Club, Philadelphia's organization of advertising men, crowded the Clover Room of the Bellevue-Stratford Wednesday night for an annual dinner that for general features, wit, wisdom and jollification was among the best affairs even that famed dining hall had known.

The club numbers eighty-one men, and their guests numbered between 350 and 400.

One of the features of the evening was the speech by Mayor Blankenburg. There was no time during the dinner that matters were allowed to languish, and it was all wholesome fun.

W. J. Eldridge, president of the club, was toastmaster, and he announced that the club has bought a property adjoining its present quarters.

Largest proved high-class evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

ters on South Camac street, and will enlarge the clubhouse to include it. Ex-United States District Attorney James M. Beck paid tribute to the memory of Benjamin Franklin, and Don C. Seitz, of the New York World, told a few interesting things concerning the art of getting business. He advised truth and simplicity in advertising.

H. N. McKinney, of the N. W. Ayer & Sons Advertising Agency, made the closing speech, telling of some great advertising campaigns.

## ADVERTISING MAN MOVES.

The New York office of Charles W. Hoyt, advertising man, has been moved from 1 Madison avenue to 315 Fourth avenue. These new offices in Ashland Building were formerly occupied by the advertising department of Good Housekeeping.

The move was necessary owing to the extension of the business. W. G. Palmer is still in charge.

## THE MICHIGAN MEETING.

The Michigan Press Association is holding a two-days' session in Detroit. Among the guests of the newspaper men are Governor Woodrow Wilson, of New Jersey; Governor Chase Osborn, of Michigan; and Joe Mitchell Chapple, editor of the National Magazine, Boston; President George W. Coleman, of the A. A. C. A.; and Frank I. Cobb, of the New York World. In conjunction with the state convention the Eastern Michigan Press Club is holding its annual meeting at the Griswold House.

The entertainment calls for a tag

luncheon by the Detroit Board of Trade, of which Milton A. McRae is president, and a concluding banquet at the Wayne Hotel, at which Governors Wilson and Osborn, Arthur H. Vandenberg, editor of the Grand Rapids Press, and Frank I. Cobb will speak. The latter's subject will be a sketch of the life of Joseph Pulitzer and his influence on journalism in the past and future.

## DAKOTANS IN SESSION.

The South Dakota Press Association is meeting at Yankton at the time of going to press. Thursday evening there was a smoker at the Portland Hotel, and yesterday afternoon a trip was taken to the state hospital for the insane, where a banquet was served in the evening. Afterwards the newspaper men attended a theatrical performance in the auditorium of the hospital.

## ANOTHER FOR TEXAS.

The Palestine (Tex.) Record is a new afternoon and Sunday morning newspaper. The Record Publishing Company is the owner, and Eppner Cohen is editor and manager.

J. Stuart Kelly is now general manager of the New York Ledger.

A. E. Beaumont has left the Sioux Falls (Ia.) Press and is now with the Sioux City Tribune.

The Oshawa (Can.) Reformer has installed a new press.

The New Glasgow (Can.) Eastern Chronicle is now issuing three times a week.

## HIS ORIGINAL IDEAS GET ADVERTISING.

S. J. Waggaman, advertising manager of the Richmond Times-Dispatch, is one of the most prominent of the many young newspaper men who have come to the foreground in the past few years. He is a man of original ideas and has the natural ability to carry them through in the most successful manner.

Besides making a grand success of the advertising department of the Times-Dispatch



S. J. WAGGAMAN.

since he assumed charge, Mr. Waggaman attained special prominence last October by getting out a special "booster" edition containing 140 pages and carrying more than 200,000 agate lines of advertising.

In connection with the monster edition, Mr. Waggaman organized a Richmond "booster" excursion through Virginia, North Carolina, and Washington, D. C., in which the advertisers in the special edition took part. The 200,000 lines of advertising contained in the special number was 100,000 more than the Times-Dispatch had ever printed in any edition in its sixty years' existence.

The Valley of Virginia is open to you through the

**Harrisonburg Va.**  
**ROCKINGHAM**  
**DAILY Record**

Average Sworn Circulation, 5436

Quarter ending Dec. 31, 1911

6336 is the Sworn Circulation,

Week ending Jan. 6, 1912

Advertising is accepted at the low rate of 7 cents per inch flat with the usual agency discounts.

Advertisers availing themselves of this rate before April 1, 1912, will be guaranteed this rate to January 1, 1913.



## DEAN OF AMERICAN JOURNALISM.

DR. FROTHINGHAM RECALLS  
OLD DAYS OF WORK  
IN NEW YORK.

From the New York Herald.

On a hillside in the historic town of Fonda, N. Y., overlooking the Mohawk Valley, replete with historic association, stands a fine old Colonial mansion built by Jellis Fonda more than a hundred years ago.

In this retired spot, where he has secluded himself for more than half a century, you will find the oldest newspaper man in this country—the "Hermit of New York," more often called by members of his profession the "Dean of American Journalism" and known in private life as the Rev. Washington Frothingham, clergyman, journalist, author and philanthropist.

Of a deeply religious and reticent nature, he has studiously avoided publicity in any form, especially shrinking from the notoriety attached to the newspaper interview and the professional photograph. This accounts for the fact that so little is known of a man whose literary output has been enormous and whose newspaper career has covered nearly three generations.

Thus he has successfully concealed his identity through seventy years of work for the newspapers of our country. Now, in his ninety-first year, he still writes his weekly column for the Troy (N. Y.) Times and a Boston newspaper, although he has given up much of his correspondence on account of failing eyesight.

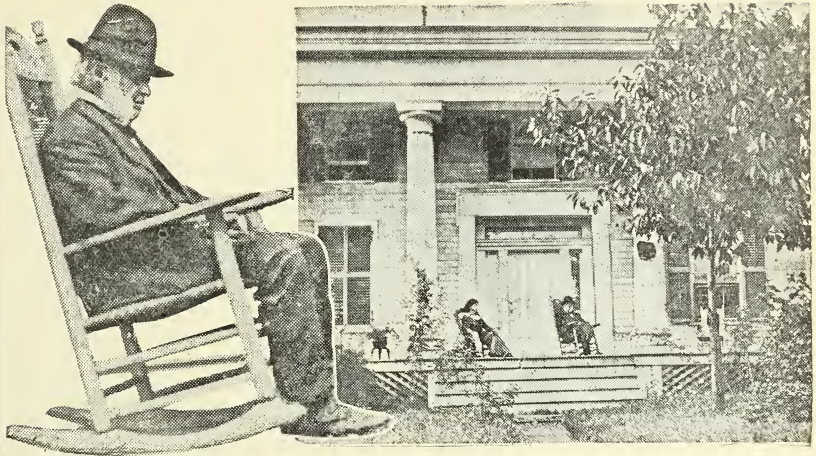
Washington Frothingham, like Paul of Tarsus, is small in stature, but a giant in intellect. He comes from distinguished lineage; his father was a judge in the courts of New York State, while his mother, who was a woman of remarkable versatility and talents, was a niece of Washington Irving, for whom Dr. Frothingham is named.

When a boy of eighteen, Frothingham came to New York and began his business life here as a clerk in a book store at the munificent salary of \$150 a week.

It was while he was "clerking" that he began his newspaper career. His first contribution to the press was a story on the mines of Pennsylvania for the Knickerbocker Magazine, which attracted much attention on account of its unusual news and literary value. While still in his twenties he became a regular contributor on the staff of Harper's Monthly and Harper's Weekly.

"While I enjoyed my local work on the New York papers," he continued, "and wrote at various times for the Herald, the Times, the Tribune and the Evening Post, I preferred the field of correspondence," he added.

"And in those dark days," he went on dramatically, "when the senior Bennett was carrying on his heroic, almost one handed, fight to make his paper the success it later became as a pioneer in getting and handling news, introducing innovations that all the other newspapers have since adopted, I too," he added,



DR. WASHINGTON FROTHINGHAM, AND HIS OLD HOMESTEAD.

By courtesy the New York Herald.

with some pride, "was a pioneer, making correspondence my specialty, and began syndicating, as it is now called, my news articles to various papers throughout the country—Boston, Chicago, Buffalo, Philadelphia, and Baltimore and smaller cities."

"Looking back on the history of New York journalism," he continued retrospectively, "is like walking through a cemetery and gazing on the monuments that bear the names of one's friends. I have seen such mortality in the profession, in the course of my long life, that it cannot but awaken many painful memories. There was Major Noah, of the Evening Star, who was the first Jew to become a power in the political journalism of New York; Henry J. Raymond, of the Times; N. P. Willis, who edited the New York Mirror; William Cullen Bryant, on the Post; David Hale, who founded the Journal of Commerce; Edgar Allan Poe, who also tried his hand at journalism, and edited for a brief period the Broadway Journal; James and Erastus Brooks, of the Express, and many others who have left the impress of their personalities upon the history of American journalism and who passed out of this world while I was still a young man.

"But the two men I can recall most vividly to my mind are James Gordon Bennett, Sr., and Horace Greeley. Both these famous editors began their careers in Ann street. Those who now pass through this street can scarcely imagine the struggles which it once witnessed, in which the ablest intellects contended, first for mere existence and then for superiority.

"It seems strange that so limited a place could contain two such giants. Greeley in those days was editor, compositor and publisher, while Bennett wrote most of the copy for the Herald and was also its Wall

street reporter. He had another reporter for miscellaneous work and an assistant editor to make up the form and two printers completed his staff.

"From such small beginnings," he added, "modern journalism has reached its present immense extent, and its pioneers, Bennett and Greeley, both lived to see the grand development of that system whose foundations they laid in so humble a manner."

Dr. Frothingham's reminiscences of celebrated men and women with whom he has been on terms of familiar and intimate friendship would fill several volumes.

This was the first interview that Dr. Frothingham had ever given to a newspaper, and the townspeople of Fonda were amazed when they learned that he had broken his rule at last, in his ninety-first year.

Dr. Frothingham is the author of several books of distinct literary value. As far back as 1867 he published a history of the French Revolution in novel form.

In regard to Dr. Frothingham's private life, it is said by those closest to him, who know him best, that his benefactions can never be estimated. He has made it a life practice to give away the greater part of his income each year in helping his fellow creatures. Referring to the matter of giving he said: "There is nothing lost in benevolence. All I have ever given has been returned to me two-fold. Practical benevolence pays."

And thus he calmly awaits the end, full of years and honors, respected and beloved by all who know him. As he said of others, no one can judge a man until he has passed out of this life. So none can estimate the far-reaching influence of this grand old man, Washington Frothingham, until succeeding generations shall "rise up and call him blessed."

## COSGRAVE OUT OF COLLIER'S.

John O'Hara Cosgrave, who has been managing editor of Collier's Weekly for three months, has quit his position because of a difference of opinion regarding certain questions of editorial policy.

"We disagreed as to a matter of policy. I felt as I did on the subject and Mr. Collier felt as he did, and as Mr. Collier owns the plant I resigned. That is all there is to be said on the subject," said Mr. Cosgrave.

Until October Mr. Cosgrave was editor of Everybody's Magazine. He left the staff of that magazine then and became managing editor of Collier's Weekly. He came to this country from Australia in 1886 and entered the magazine field, after serving in 1889 as editor and publisher of the Wave. He became editor of Everybody's in 1903.

## WORLD'S SECOND CONCERT.

An enthusiastic audience of 2,000 welcomed the New York City Orchestra to Brooklyn Sunday afternoon, when the third in the series of free concerts supported by the World \$10,000 fund was given in the auditorium of the Commercial High School.

Another concert will be given in the same place on Sunday afternoon, February 4. Professor Cornelius Rubner, head of the Department of Music at Columbia University, will be the conductor.

## BUYS IN LEBANON.

H. V. Walters has purchased the Lebanon (O.) Daily Times from S. F. Houseworth. Mr. Walters has been connected with the Lebanon Star for a number of years.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 79 years' history.

Many times ambitious newspaper men plan to put the opposition "out of business"—but that is not the desire or intention of the owners of the

## GRAND RAPIDS NEWS.

Their idea was to put THE NEWS "in business" and experience has proved the correctness of their judgment. They cleaned out the deadwood, oiled up the machinery, and the Western Michigan paper is doing the rest.

PAYNE & YOUNG, Representatives,  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

THOMPSON, 44 East 23d street, New York.—The Marvel Company, New York; renewals being placed with a selected list of dailies.

Salada Tea; contracts will be placed shortly with a selected list of papers.

Lash's Bitters Company, 1721 Mission street, San Francisco; reported that this agency will shortly place some orders.

PRESBRY, 456 Fourth avenue, New York.—The Equitable Life Assurance Society, 165 Broadway, New York; special copy being placed with a selected list of dailies.

SEAMAN, 30 West 33d street, New York.—The American Tobacco Company, 111 Fifth avenue, New York; orders being placed with New England papers.

NATIONAL, Quincy Building, Denver, Colo.—The Trunk Brothers' Drug Company, "Trunk's Rheumatism Cure,"

THE  
NEW YORK  
WORLD  
Sells (morning edition)

MORE copies than  
any other two papers  
Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the

WASHINGTON  
TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

CINCINNATI  
ENQUIRER  
FIRST AND FOREMOST  
OF ALL NEWSPAPERS

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

Denver; orders for forty-two lines twenty-six times being placed with a selected list of middle Western papers.

HUNTINGTON, 2 East 125th street, New York; sending out copy for the United Glove Company. Additional publications will be used in March.

LESAN, Fourth Avenue Building, New York.—The New York Central Railroad; list being made up for advertising that will be placed soon with the usual list of dailies.

BALLARD & ALVORD, Marble Bridge Building, New York.—Creme Elcay; lists being made up for advertising to appear shortly.

SIEGFRIED, 50 Church street, New York.—The Tokolon Manufacturing Company; making contracts with papers generally.

DAUCHY, 9 Murray street, New York.—The Lamin Medicine Company; lists are expected to be made up shortly for this account.

Allen's Foot Ease; contracts will be placed shortly with the usual list of papers.

E. Fougere & Son, "Ducross," 90 Beekman street, New York; orders being placed with a selected list of Southern papers.

DYER, 42 Broadway, New York.—The United Shirt & Collar Company; it is reported that new orders are to be placed shortly with a selected list of papers.

GUENTHER, 115 Broadway, New York.—Dr. Gardner; additions to be made to the list for mail order advertising.

KASTOR & SONS, Equitable Building, St. Louis.—The W. H. Dirden Liquor Company, St. Louis; some fifty-line twenty-six time orders being placed with a selected list of Southern papers.

The Associated Medical Specialists; contracts for 50,000 lines

## ADVERTISING MEDIUMS.

The merchants place the volume of  
their advertising in the

BUFFALO  
TIMES

because they know their announcements will be read and that immediate sales of their merchandise will follow.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper,  
in the center of the great and populous  
PITTSBURG district

DISPATCH reaches more  
homes than  
any other newspaper. The best classified  
medium between New Chicago, first place  
on all agency lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

being made with a list of Pennsylvania papers.

ESSER - WRIGHT, National Bank Building, Utica, N. Y.—The Dr. J. H. Dye Medical Institute; orders for forty-two lines to appear on Thursday for five months being placed with a selected list of papers.

LOTOS, 1123 Broadway, New York.—H. Planten Sons, Brooklyn, N. Y.; some one-inch 156-time orders being placed with a selected list of Southern papers.

JONES, Exchange Building, Binghamton, N. Y.—The Stearns Electric Paste Company, Chicago; renewals being placed with a selected list.

SHARPE, 99 Nassau street, New York.—"Ducro's Elixir"; orders for forty-two lines twenty-six times being placed in the South.

SIMPSON, 38 Park Row, New York.—This agency has received a large contract for the advertising of fireproof metal doors, windows and interior trim used in buildings. The advertising at present is confined to newspapers in various cities.

This agency is also handling the advertising of William Elliott & Sons and J. M. Thorburn & Sons, seedsmen.

DUNLAP - WARD, Hartford Building, Chicago.—The United States Tire Company, 1787 Broadway, New York; advertising will start early in spring.

BATTEN, Fourth Avenue Building, New York.—The American Kitchen Products Company; campaign being prepared for a list of Canadian newspapers.

BROMFIELD, 200 Fifth avenue, New York.—Putting out orders for G. D. Tilley, naturalist, Darien, Conn.

CALKINS & HOLDEN, 250 Fifth avenue, New York.—The

## ADVERTISING MEDIUMS.

THE  
LOUISVILLE  
TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Chicago.  
NEW YORK.  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS  
JOURNAL  
EVENING AND SUNDAY

REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chicago

W. H. McElwaine Company, shoes, Boston, Mass.; orders being placed with a selected list of papers.

CHESMAN, 1127 Pine street, St. Louis.—Dr. Franklin Roberts; orders for forty-five lines to run if being placed with a selected list of Southern papers.

LESAN, Fourth Avenue Building, New York.—The United States Motor Company, New York; renewals being placed with the usual list of papers.

AMSTERDAM, 1180 Broadway, New York.—The M. & L. Weingarten Company, New York; orders for 104 lines three times being placed with a selected list of dailies.

DYER, 42 Broadway, New York.—The Corn Products Company, New York; some sixteen-time orders being placed with a selected list of Western papers.

NATIONAL, New York.—The Emergency Laboratories, New York; some 140-line seven-time orders being placed generally.

KIERMAN, 156 Broadway, New York.—Dr. Sander's "Electric Belts" New York; contracts for 10,000 lines being placed with a selected list of papers in the Southwest.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBRY  
COMPANY

456 Fourth Ave., NEW YORK



## ADVERTISING MEDIUMS.

The TRIBUNE  
of 1 ct. Daily and Sunday

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

In Quantitv and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## STAFF CHANGES.

Charles A. Stauffer has returned to the Phoenix (Ariz.) Republican as business manager. He was formerly connected with the paper for a period of nine years.

George A. Deatel, well known in advertising circles of the West and lately with the A. E. McBee Advertising Company, today joins the staff of the New Orleans Item as associate advertising director.

Alexander Rankin, for three years associate editor of the Fairfield (Ill.) Democrat, has resigned to fill a similar position with the Montanaso (Wash.) Vidette. He also resigns as treasurer of Fairfield.

William Clark Jewell has resigned as advertising manager of the Fruit Belt, of Grand Rapids, to assume a similar position with the Ten-Story Book, Chicago. Mr. Jewell formerly published Modern Machinery and American Homes in Chicago.

John D. McCallum, local advertising manager of the Ottawa (Can.) Free Press, has gone with the Montreal Star. His place is taken by J. I. Phillips, late of the St. Thomas Journal.

Elmer E. Johnson has resigned as business manager of the Klamath Falls (Ore.) Pioneer-Press, and is now at Long Beach, Cal.

Fred J. Wagner, Jr., has joined the advertising staff of Automobile Topics, New York. His father is well known in trade paper and automobile circles.

John Boyd, for many years financial editor of the Montreal Gazette, has resigned, and will travel for the London Financial News.

Dr. George B. Shattuck, for thirty-one years editor of the Boston

## ADVERTISING MEDIUMS.

THE  
PITTSBURGH  
PRESS  
HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average circulation of the Plain Dealer for the month of December, 1911, was as follows:  
Daily, 96,349, Sunday, 129,111

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

Medical and Surgical Journal, has retired.

Hans Robscheit has left the staff of the Vancouver (B. C.) News-Advertiser to take up publicity work in Spokane.

Sam Robb has joined the editorial staff of the Vancouver (B. C.) Province.

T. B. Cockburn is now city editor of the New Westminster (B. C.) Herald.

F. M. Coffee has returned to the Nicola Valley (B. C.) News as editor.

C. Stackhouse has resigned the editorship of the Ashcroft (B. C.) Journal, and is succeeded by D. W. Rowlands.

George King, for fourteen years editor of the Dauphin (Can.) Press has retired.

R. T. Randall, office manager of the Galt (Can.) Reporter, has resigned. He was presented with a gold mounted pipe by his staff.

Thomas W. Leigh has been transferred from the state desk of the Norfolk Ledger Dispatch to the Portsmouth bureau of that paper.

B. H. Lamb, lately connected with the Portsmouth bureau of the Norfolk (Va.) Landmark, is now covering the state legislature for the Virginian.

Edward M. Holmes, who has been doing reporting for the Norfolk Landmark is now on the state desk of the Ledger-Dispatch.

Edwin A. Duffield has resigned as reporter on the Springfield (Ill.) Evening News to take a position with the Utilities company of Marion, Ind.

Halbort O. Crews, late editor of the Springfield (Ill.) Statesman, has left the field of journalism and

## ADVERTISING MEDIUMS.

THE BOSTON  
GLOBE Has the LARGEST  
TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614, Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

**The New Orleans ITEM** accepts advertising on an absolute guarantee of the **LARGEST CIRCULATION** of any newspaper in New Orleans or no pay.

has purchased a one-half interest in the Illinois Abstract Company of Springfield.

J. Burgoyne, late of the Montreal Herald, is now with the Gazette.

Clarence Howell has been appointed telegraph editor of the Montreal Star.

Frederick Gibbons, formerly of the St. John (N. B.) Standard, is now on the advertising staff of the Telegraph.

A. W. Crum, late of the New Glasgow (Can.) Evening News, is now with the Sydney Record.

James A. Harris, Jr., has taken charge of the advertising of the White Company, Cleveland.

Louis David, for some time past editor of the Opportunities Magazine, of Havana, has joined the staff of the Isle of Pines Appeal. P. G. Chambers is his successor.

Glen Condon, sporting editor of the Tulsa (Okla.) World, has resigned to take up evangelical work.

Allen Merriam, formerly connected with the Memphis News Scimitar, has gone to the San Antonio (Tex.) Express.

George French, formerly editor of Advertising and Selling, has returned to that publication as associate editor.

Mrs. Jennie Hjelmling is the new editor of the Orley (S. D.) Outlook-Optic.

T. A. Tressider has resigned from the staff of the Montreal Standard.

Elmer Lambert of Toronto is a new addition to the staff of the Montreal Witness.

Will R. Kopald, late of the Charles H. Fuller Advertising Company, Chicago, has become advertising and assistant sales man-

## ADVERTISING AGENCIES.

Est. 186

J. WALTER  
THOMPSON  
COMPANY.

The experience of forty-seven successful years  
Guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## ADVERTISING MEDIUM.

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

**Atlanta Georgian**  
and New3.

Most people know that it takes a HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

ager of the Allen B. Wrisley Company, that city.

Daniel C. Bidwell has left the Hartford (Conn.) Times staff to enter the tobacco business for himself.

William Cox, of the Jersey City Journal, has been transferred from the Hoboken assignment to North Hudson. He has been succeeded by Ted Ransom.

DeWitt Foster has joined the Salt Lake City staff of the Associated Press. Recently he was connected with the city board of health.

Robert Johnson has been made city editor of the Wilkes-Barre (Pa.) Record. He takes the place of Patrick Fisher, who becomes night editor.

Edward Marchand and E. Delage have joined the advertising staff of La Patrie, Montreal.

J. Morency, late of La Patrie, Montreal, has joined the staff of Le Canada.

Confidence back of advertising is advertising's biggest asset. The advertiser must have a business of character before he can advertise in the

NEW YORK MAIL  
EVENING MAIL

Then he is sure of the confidence and support of Evening Mail readers.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

NEW PRESIDENT FOR THE  
AD CLUB OF BALTIMORE.

F. J. Shay was elected president of the Advertising Club of Baltimore on Wednesday evening, to fill out the unexpired term of Malcolm Moore, who resigned on account of leaving Baltimore. Two vacancies on the board of governors were filled by the election of Joseph M. Mann and Henry Morton. Mr. Moore is now connected with the F. Wallis Armstrong Advertising Agency of Philadelphia. His resignation came as a surprise and was a cause of sincere regret on the part of every member of the club. Mr. Moore was elected on October 4 last and under his guidance the club has made tremendous strides, and it is now generally regarded as one of the liveliest Ad clubs in the United States. It has won recognition all over the country for the work it is doing for "More and Better Advertising."

There was a large attendance at luncheon on Wednesday, to hear William H. Ingersoll, president of the Advertising Men's League of New York, tell "How a Jeweler May Advertise."

Mr. Ingersoll gave one of the most lucid talks on advertising that has yet been delivered before the club. There were a number of Baltimore jewelers present and he invited them to communicate with

Important to every  
cautious purchaser of  
advertising space is

THIS FACT:  
THE  
PHILADELPHIA  
RECORD

publishes more display advertising  
every week than any other Phila-  
delphia paper—and has done so  
for more than ten years.

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.  
A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

him at any time if they thought he  
could be of service in the matter of  
arranging an advertising campaign.

PILGRIMS TO DINE ON  
STAGE.

Three hundred members and  
guests of the Pilgrim Publicity As-  
sociation will enjoy their January  
banquet on the stage of the Boston  
Opera House, on January 23. It  
will be the first ladies' night in the  
history of the organization.

Henry Russell, managing director  
of the Boston Opera Company,  
through whose courtesy the  
pilgrim members will be enter-  
tained, and Charles E. Welch, man-  
aging editor of the Traveler, will  
make the principal addresses. Presi-  
dent Henry B. Humphrey will pre-  
side.

CANADIAN EDITORS TALK  
ON VITAL QUESTIONS.

At the annual meeting of the  
Eastern Press Association in Mon-  
ton, N. B., F. B. Ellis, of the St.  
John Globe, was chosen president,  
C. C. Blackadar, of the Acadian  
Recorder, vice-president, and G. F.  
Pearson, of the Halifax Chronicle,  
secretary. The directors are: E.  
W. McCready, St. John Telegraph;  
Frank Ellis, St. John Globe; J. D.  
Black, Fredericton Gleaner; E. J.  
Payson, Moncton Times; C. C.  
Blackadar, Acadian Recorder; Wm.  
Dennis, Halifax Herald; and P. D.  
McNeill, Sydney Post.

The matter of the distribution  
of news was discussed as well as other  
topics of interest, among which  
was the lease of a special wire for  
the morning papers from Montreal.  
A resolution was passed calling for  
the abolition of duties on type and  
type-setting machines. The visit-  
ing newspapermen were entertained  
at luncheon by the members of the  
press in Moncton.

CHICAGO SPECIALS MEET.

At the December meeting of the  
Newspaper Representatives' Asso-  
ciation of Chicago, the new officers  
for 1912 were elected: President, I.

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

DECEMBER, 1911. AVERAGES

The Daily Post 359,677  
The Sunday Post 317,660

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Boyce Building,  
NEW YORK. CHICAGO.

W. H. Kentnor, vice-president, W.  
T. Cresmer, secretary, R. J. Vir-  
tue, treasurer, Elmer Wilson, di-  
rectors, E. S. Wells, Jr., (chair-  
man); A. E. Chamberlain, P. L.  
Henriquez, W. H. Kentnor and R.  
J. Virtue, promotion committee,  
H. M. Ford, (chairman); A. W.  
Allen, E. S. Wells, Jr., A. E. Cham-  
berlain and R. J. Virtue.

Letters were read at the meeting  
from leading newspaper publishers  
across the country offering the  
association full co-operation in its  
efforts to create new advertising for  
daily newspapers and the prospects  
for 1912 are very encouraging.

NEW BUFFALO OFFICERS.

The Buffalo Ad Club has elected  
these officers and directors for the  
year:

President, Carl J. Balliett; vice-  
president, John Messersmith; se-  
cretary, George W. Billings; treas-  
urer, H. B. Hawley; directors, Mr.  
Balliett, De Forest Porter, Mr. Bil-  
lings, C. E. Brett, William P. Good-  
speed, Finley H. Green, H. B. Haw-  
ley, E. G. Mansfield, F. G. Millar,  
William E. Robertson, Francis J.  
Rohr, C. A. Spaulding, Charles R.  
Wiers, John Messersmith; rep-  
resentative of the sales managers' di-  
vision, B. H. Blakeslee.

Mr. Hawley tendered his resigna-  
tion orally and asked that Mr. Ta-  
bor be declared elected in his place.

William P. Goodspeed, the retir-  
ing president, was presented with  
a loving cup.

NEW C. P. A. MEMBERS.

The executive committee of the  
Canadian Press Association at its  
last meeting elected twenty-nine  
new members. They are: Fred-  
erick E. Dougall, Montreal Witness;  
Frank R. Carrel, Quebec Telegraph;  
Gordon H. Southam, Hamilton  
Spectator; J. B. Lake, Powassan  
News; G. F. McKimm, Smith's  
Falls Record; T. C. Lapp, Merrick-  
ville Star-Chronicler; W. H. Allen,  
Carleton Place Herald; H. C. Jones,  
Vankleek Hill Review; John Craig,  
Sturgeon Falls Advertiser.  
A. Logan, Warton Echo; A. H.

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

A tabulated statement of circula-  
tion with affidavit furnished on  
application, and a guaranteed cir-  
culation is made a part of each  
advertising contract.

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
News - Scimitar  
of MENPHIS, Tennessee,

is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis.

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

Smith, Listowel Banner; L. B. Duff,  
Welland Telegraph; O. S. Eby,  
Hesper Herald; C. M. Mundy,  
Oshawa Reformer; Geo. Mason,  
Prescott Journal; J. J. Sidey, Wel-  
land Tribune; J. E. Dobie, Walker-  
ville Herald; B. O. Britton, Ganano-  
que Reporter; R. L. Cotton, Char-  
lottetown (P.E.I.) Examiner.

E. J. Payson, Moncton (N.B.)  
Times; John D. Macdonald, Pictou  
(N.S.) Advocate; Mrs. P. M. Field-  
ing, Windsor (N.S.) Tribune; H.  
B. Anslow, Campbellton (N.B.)  
Graphic; A. R. Brennan, Sumner-  
side (P.E.I.) Journal; Geo. F. Mc-  
William, Newcastle (N.B.) Leader.  
Fred E. Cox, Middleton (N.S.)  
Outlook; D. F. McLean, Port Hood  
(N.S.) Greetings; J. L. Stewart,  
Chatham (N.B.) World; J. P.  
Melaney, Woodstock (N.B.) Press.

OTHER CLUB NOTES.

At the smoker and annual meet-  
ing of the Schenectady (N. Y.)  
Press Club the following officers  
were elected: President, William

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE  
NEW YORK  
TRIBUNE

the paper that goes to the  
home —Application.



JANUARY 2, 1912.

## THE FOURTH ESTATE.

## ADVERTISING MEDIUMS.

## The Banner Year for the CHICAGO RECORD-HERALD.

During 1911 the Record-Hera d contained a total of 24,480 columns of advertising, the largest amount ever published in this paper in any one year and

### A Gain of 2,091 Columns

The sworn net sold circulation of the Record-Herald for 1911 was as follows:

Daily Average . . 200,132  
Sunday Average . 213,690

New York Office. 710 Times Building.

## San Francisco CALL

HONEST FEARLESS  
Most Progressive Paper in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

B. Efner, the Gazette; vice-president, Thomas E. Hanigan, the Union-Star; secretary, Clyde E. Wagoner, the Gazette; and treasurer, A. A. Marlette, formerly of the Evening Star.

Six new members' were also initiated. They are James H. Callahan, publisher of the Union-Star; F. R. Champion, Benjamin Henry, Francis J. Walsh, H. G. Bishop and R. C. Hill.

The Vancouver (B. C.) Press Club is now located in new quarters at Richard and Hastings streets, where an entire floor has been laid out for appropriate club rooms. The organization is now two years old and has a membership of more than 200. The newly elected officers are: President, C. L. Gordon; vice-presidents, J. E. Norcross and A. P. Garvey; trustees, J. P. McConnell, J. T. Hewitt, W. F. Findlay and Messrs. Gordon, Norcross and Gordon.

Robert G. Gould is the new president of the Atlas Club, Chicago. The vice-president is Samuel T. Stewart; secretary, Frank Wentworth; and treasurer, E. T. Gundlach.

Members of the New Jersey Woman's Press Club presented original manuscripts at a meeting in Newark last week. A musical program was given, including vocal selections by Mrs. Rufus S. Reynolds and Malcolm Corlies. Judge Harry V. Osborne is expected to speak on "The Influence of Women in Civic Affairs" at the February meeting.

Members of the Scranton Advertising Club have declared against dishonest advertising, particularly with regard to foodstuffs and patent medicines. A resolution urging State Senator Walter McNichols and the representatives from Lackawanna county in the state legislature to work for legislation guard-

## ADVERTISING MEDIUMS.

## THE CLEVELAND LEADER

Always sold for and always worth more, per thousand circulation, than any other Cleveland newspaper.

Under its new management the LEADER has added to its prestige, its influence, and greatly to its circulation. Its growth during the past six months is marvellous.

If you are not familiar with the present newspaper situation in the Sixth Largest City of the United States let us tell you more about it.

PAUL BLOCK, Inc.,  
Managers of Foreign Advertising.  
250 Fifth Ave., NEW YORK.  
Steger Bldg., CHICAGO.

## THE GROWING PAPER OF BOSTON IS THE TRAVELER (EVC)

Average Circulation for 1911  
**83,029**

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

ing against misrepresentation that is possible under the present state laws has been adopted by the club.

Newspaper men of Nelson, B. C., have organized a press club with these officers: President, W. G. Foster; vice-president, Fred C. Moffatt; secretary-treasurer, H. H. Currie; executive committeemen, W. F. Roberts and W. B. Barris.

Resolutions appreciative of the work for the public good that is being done by the Richmond newspapers were adopted by the Advertisers' Club at its last meeting. George W. Rogers addressed the members on "General Advertising."

Preparations are being made by the Rochester Newswriters' Club to hold its annual "roastfest" on April 13.

The thirty-second annual dinner of the Chicago Press Club was given last week. The occasion furnished an opportunity for a reunion of old and new members and an interesting evening of entertainment. Those who participated in the program included Joe Mitchell Chaple, editor of the National Magazine; Denis Donohue, the Detroit cartoonist; Colonel William Lightfoot and Walton Perkins. Joergen Dahl, barytone, and Miss Ida King, rendered a pleasing musical program.

The Minneapolis Publicity Club is campaigning for the construction of a 100-mile automobile highway from Madison Lake to Minneapolis.

Members of the Fort Wayne (Ind.) Ad Club recently entertained C. W. Sanford, advertising manager of the W. C. Stripling Company, at luncheon. He delivered an address on "What is Advertising?"

The Friars, of New York, on February 11 will tender a compli-

## ADVERTISING AGENCY.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

## ADVERTISING MEDIUM.

## THE MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

mentary dinner to Joseph M. Weber and Lew Fields, the well known comedians, at the Hotel Astor.

Advertising men of Waterloo, N. Y., have started a club. Ed. C. Conant is president, and J. Pierson Bell is secretary.

The New York Press Club held its monthly meeting on Wednesday.

The Northern Minnesota Editorial Association is meeting at Lone Prairie.

The annual meeting of the Connecticut Editorial Association will be held in Hartford next Monday.

The annual meeting of the North Dakota Press Association is to be held at Fargo next Friday.

The India Republican Editorial Association's annual meeting takes place in Indianapolis next Thursday.

The Northwest Missouri Press Association is in session at St. Joseph.

## MATHEMATICAL SIGNS.

The sign of addition is derived from the initial letter of the word "plus." In making the capital letter it was made more and more carelessly until the top part of the "p" was placed near the center; hence the plus sign was finally reached.

The sign of subtraction was derived from the word "minus." The word was first contracted into mus, with a horizontal line above to indicate the contraction, which was a printer's freak that may be found in almost any book bearing a date earlier than the beginning of the eighteenth century. After the lapse of a long period of time the letters were omitted altogether, leaving

## ADVERTISEMENT.

## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

## BURRELLE

15 Lafayette Street, New York City

Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

## IN MEXICO CITY

the advertiser only has to use the MEXICAN HERALD

(Only English Newspaper)

## EL HERALDO MEXICANO

(Only Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

## LARGEST CIRCULATION.

There are in Baltimore 100,000 homes. The combined circulation of the American and the Star is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

## Grand Rapids Evening Press

THE LEADING DAILY PAPER  
in Western Michigan.  
Daily Circulation, 50,000

Foreign Representatives,  
J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples' Gas Bldg., CHICAGO

only the short line so well known to all.

The multiplication sign was obtained by changing the plus sign into a character resembling the letter x. This was done simply because multiplication is but a shorter form of addition.

Division was formerly indicated by placing the dividend above a horizontal line and the divisor below. In order to save space in printing the dividend was placed to the left and the divisor to the right, with a simple dot in place of each.

The radical sign was derived from the initial letter of the word "radix."

The sign of equality is said to have first been used in the year 1557 by a sharp mathematician, who adopted it as a substitute for the words "equal to."

## NEW SOUTHERN DAILY.

The Evening Post has been started at Castle Rock, La., by a syndicate headed with Edward W. Babin of St. Louis. Mr. Babin was formerly connected with the Daily Live Stock Reporter of the latter city.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

CHRISTIAN  
SCIENCE  
MONITORFour editions every day except Sunday.  
The largest national circulation and  
steadily growing.Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR,

Boston, Mass.

New York office, 1 Madison Avenue.

Western office, People's Gas Bldg., Chicago

THE

DEMOCRAT  
Nashville, Tenn.carries more local advertising than  
any other Nashville newspaper.

THE JOHN BUDD CO., Representative

New York. Chicago. St. Louis

FAMOUS LONDON EDITOR  
PASSES AWAY.Henry Labouchere, the editor of  
the London Truth, died at his villa in  
Florence, Italy, on Tuesday.The passing of this famous diplo-  
mat, journalist, parliamentarian,  
wit, brings to a close one of the  
most richly varied and engag-  
ingly interesting careers in Eng-  
land of the latter part of the nine-  
teenth century.In 1870, within the walls of Paris,  
Labouchere, as correspondent of  
the London Times, gave the outside  
world some of the most vivid im-  
pressions of the siege, and not long  
after he founded the Truth in Lon-  
don, that grew so famous as a caustic  
weapon in later years.He first entered the House in  
1866 for Windsor, and from 1880  
to 1906 he was returned from  
Northampton. He first loomed up as  
an extreme radical, agonizing the  
deep-rooted conservatives of the  
eighties, and himself clinging to his  
chosen role of free lance, never  
seeking a place in any Cabinet.Truth won a reputation for sound  
business sense by its consistent, un-  
relenting attack on quacks, frauds,  
and swindlers of every description.  
The attacks were carried on with  
such gusto that Truth was continu-

PRINTERS' SUPPLIES.

## ADVERTISING MEDIUMS.

THE

LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POSTFor advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.SEATTLE "P-I"  
THE POST- INTELLIGENCER  
Able, alert, always ahead.LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.ously beset with libel suits, although  
seldom with any success.The venturesome spirit of La-  
bouchere touched with picturesque  
color all that he did, and the trail of  
his wanderings is a trail of vast-  
ly amusing anecdotes, enlivened by  
long-remembered and oft-quoted  
epigrams. And he was proverbially  
lucky, forever landing on his feet  
after every escapade.

## OTHER OBITUARY NOTES.

FRANK B. MOORE, formerly man-  
aging editor of the New York Com-  
mercial, died on Monday in the  
Granite City Hospital, Ashland.  
A year ago Mr. Moore's health  
failed and after a long illness he  
went to Reno for his health. He  
was widely known in newspaper  
work. Early in his career he was  
managing editor of a St. Joseph,  
Mo., paper. In Helena, Mont., be-  
fore coming to New York, ten years  
ago, he occupied positions as news  
editor, editorial writer and manag-  
ing editor. He had specialized in  
finance, and travelled extensively.WILLIAM POOLE, believed to be  
the oldest editor in New York  
State, died Saturday. He was born  
in Niagara County, May 15, 1825. In  
1853 he began the publication of the  
Niagara Falls Gazette. In 1884 he

PRINTERS' SUPPLIES.

## ADVERTISING AGENCIES.

LEVEN  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGONewspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## ADVERTISING MEDIUM.

## GOLD

represents the commercial  
standard of nations. The  
COSMOPOLITAN  
represents the standard of  
magazines.founded the Niagara Courier, which  
paper discontinued a few years ago.HAROLD BAXTER, who has been en-  
gaged in promotion work on the  
Boston American, died in Grand  
Rapids, Mich., last Friday.FRED A. G. HANDY, formerly a  
Washington newspaper correspondent  
and an active member of the  
Gridiron Club, died in that city last  
week. For several years past he  
had been employed by the Treasury  
Department. He was a soldier in  
the Confederate Army during the  
Civil War.EDWARD ANGEVINE, said to be the  
oldest newspaper man in Rochester,  
N. Y., died Saturday. He was born  
in 1834 at Riga Corners, and entered  
newspaper work in 1857. Recently  
he was resident manager of the El-  
mira Telegram.HERMAN BALZ, Washington cor-  
respondent for the Cologne Gazette  
for ten years, died in Stuttgart,  
Germany, on Friday.EDWARD JOYCE, a former editor of  
the Oakville (Can.) Express, died  
recently in Detroit, at the age of  
eighty years.MISS VALERIA T. LYONS, a writer  
for the Toronto Globe under the  
name of "Amelia Sidley," died re-  
cently.MORRIS E. WARD, formerly con-  
nected with the Denver News and  
the old Chicago Times, died recent-  
ly in his sixty-ninth year. He had  
been out of the newspaper business  
for a number of years.MORTON E. CRANE, for more than  
thirty years a Washington news-  
paper correspondent, died at Bridge-  
water, Mass., last week. He had

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICAN  
Largest  
CirculationIN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000THE PEORIA  
JOURNALis the only newspaper in Peoria which  
opens its books to the A. A. A.THE LARGEST CIRCULATION.  
NET PAIDH. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.represented the Boston Herald and  
the San Francisco Call at the Cap-  
ital.FRANK F. PATTERSON, widely  
known as a newspaper publisher in  
New Jersey, died last week in New-  
ark, at the age of eighty-two years.  
He founded the Evening Courier,  
the Sunday Call and the Sunday  
Review in Newark, and the Camden  
Courier. He also served on the  
editorial staff of the Philadelphia  
Press. Two of his sons, Theodore  
and Walcott, are now proprietors of  
the Camden Post-Tribune.A. W. ROBB, formerly publisher  
of the Chesley (Can.) Enterprise  
and the Warkleton Telescope, is  
dead.HENRY HALTON, part owner of  
the Nacodoches (Tex.) Sentinel,  
died recently at San Antonio.J. EDWARD YOUNG, editor of the  
Middletown (N. Y.) Gazette for  
many years, is dead at the age of  
seventy years.W. HUNT, for many years con-  
nected with the Montreal Witness,  
is dead of typhoid fever.

## "JOE" RYAN'S WILL.

The will of Joseph E. G. Ryan,  
of the Chicago Inter-Ocean, dis-  
poses of an estate valued at \$50,000.  
Equal shares are left to his brother  
John P., his nephew, Thomas P.  
Ryan, and to Walter A. Berming-  
ham, who was associated with him  
for many years. The advertising  
business started by Mr. Ryan will be  
continued under the name of Jo-  
seph E. G. Ryan, Inc. Mr. Ryan  
was a pioneer automobile advertis-  
ing promoter and widely known as  
a press representative.

## NOW COVERS THE STATE.

The Capital City (S. D.) Spirit  
has changed its name to the South  
Dakota Messenger and is enlarged  
in size and scope, now covering the  
entire state.

## IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

## METALS

We supply the NEW YORK WORLD, the PHILADELPHIA  
RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS,  
and hundreds of other prominent publications, as well as the  
GOVERNMENT PRINTING OFFICE.

Trade Mark

M & E  
Registered.MERCHANT  
& EVANS CO.  
Smelters—Refiners.  
PHILADELPHIA.NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER



ADVERTISING MEDIUMS.

**NOW IT'S THE HERALD**  
in the morning field at  
**WASHINGTON**  
and "We Can Prove It."  
**28,132** NET DAILY  
CIRCULATION  
90 per cent. of which is in Washington  
and suburbs.  
**JOHN W. HUNTER, Publisher.**

Representatives:  
**J. C. WILBERDING, A. R. KEATOR,**  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

Results are obtained in the  
**SAN FRANCISCO CHRONICLE**  
THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.

**CHARLES I. BROOKS,** Eastern Rep.  
213 Temple Court, NEW YORK CITY.

**DES MOINES PAPERS GET  
LAND FOR HOME.**

Gardner Cowles, acting for the  
Des Moines Register and Leader  
Company, has closed negotiations  
for a long-time lease on the prop-  
erty at 713-15-17 West Locust  
street. A modern, fire proof build-  
ing will be erected on the ground  
within the next eighteen months as  
a home for the Register and Leader  
and the Evening Tribune.

Definite plans have not yet been  
made for the new building. It is  
stated that the structure will be  
modern in every respect and will  
house one of the most modern and  
up-to-date newspaper plants in the  
West.

Before deciding on definite plans  
for the structure, the Register and  
Leader company intends to inspect  
several model newspaper plants in  
other large cities. In this manner  
the latest ideas in the construction  
of newspaper buildings will be se-  
cured.

The property has a sixty-six foot  
frontage on West Locust street and  
is 132 feet in depth. The ground is  
located west of the alley between  
Seventh and Eighth streets on the  
north side of Locust street. It is  
considered an ideal location for a  
newspaper plant, being within easy  
reach of the heart of the business  
district.

The publishers have already de-  
cided to install a new sextuple  
press, in addition to their present  
equipment. At least four floors  
and the basement of the new build-  
ing will be used for the business of  
the Register and Leader Company.

TO SUE ROME PAPERS.

Carlo Barsotti, editor of Il Pro-  
gresso, a New York daily, has gone  
to Rome, Italy, to bring suits  
against certain newspapers there  
for defamation of character. Mr.  
Barsotti is angry at stories about  
the controversy in New York over  
the erection of a memorial to Dante  
in one of the city parks.

ADVERTISING MEDIUMS.

**THE SYRACUSE  
POST-STANDARD**

is steadily increasing its circulation  
on its merits as a newspaper.

**47,000** CIRCULATION  
DAILY.

No wonder it carries more adver-  
tising, and at higher rates, than  
any other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

**The TOLEDO  
Daily BLADE**

THE TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

LARKE JOINS BOYCE.

G. H. Larke, for the past year  
advisory general manager of the  
Denver Post and general manager  
of the Kansas City Post, has re-  
signed, to become general man-  
ager of the W. D. Boyce publica-  
tions in Chicago, succeeding Colonel  
W. C. Hunter, who will shortly  
enter the general agency field for  
himself.

STAR-FARMER "AT HOME."

The Weekly Star-Farmer, of St.  
Louis, has moved into its new home  
at 716-718 Lucas avenue, which has  
been under construction for the past



year. The publication is owned by  
the National Publishing Company  
and plans have been laid for the  
coming year for an extensive pro-  
motion campaign. The advertising  
department, which was recently  
placed under the management of J.  
Ernest Nicholson, already has be-  
gun to show the result of his expert  
handling and gives promise for a  
most successful year.

STARKE TO TRY AGAIN.

M. Lee Starke, the former New  
York special representative and gen-  
eral advertising agent, plans to start  
a special agency in Richmond, Va.  
He purposes to organize a list of  
Southern papers exclusively.

ADVERTISING MEDIUMS.

In considering circulation remem-  
ber that the

**BOSTON  
HERALD**

has both  
Quality and Quantity.

No other newspaper in New En-  
gland can give advertisers such returns.

Foreign Advertising Representatives.  
The  
**S. C. BECKWITH SPECIAL AGENCY,**  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

The high quality of circulation and the  
class of advertisements carried by the

**EV. JOURNAL**  
MAKE IT THE HOME PAPER OF  
**ALBANY**

Special Representative:  
**BENJAMIN & KENTNOR COMPANY,**  
251 Fifth Ave., N. Y., Boyce Bdg., Chic.

**W. D. BOYCE'S NEW GENERAL  
MANAGER.**

EDITOR THE FOURTH ESTATE.

SIR: Friends of G. H. Larke,  
who has become general manager of  
the W. D. Boyce publications, Chi-  
cago, say that no less an authority  
than H. H. Tammen, part owner of  
the Denver Post and Kansas City  
Post, declares that he made a won-  
derful success of those papers.  
During Mr. Larke's year with the  
properties he increased the net cash  
profits of the Denver Post for the  
year by about \$150,000. He in-  
creased the net paid circulation of  
the Kansas City Post from 64,000  
to over 96,000 and carried this enor-  
mous increase, equal on the aver-  
age to over 90 per cent. above the  
average of 1910, as well as a heavy  
increase in advertising for \$125,000  
less expense than the year before.

Circulation solicitors were laid off  
and the business developed by mail  
without premiums, contests or  
schemes of any kind. The 1910 cir-  
culation was carried most of the  
year on a ten cent basis, whereas  
seven papers for five cents a week  
ruled all the year 1911. This of  
course meant a selling price to the  
Kansas City Post equal to about  
one-third the price per copy netted  
in 1910. Yet almost twice as much  
circulation was carried in 1911 as  
in 1910 at \$10,000 less net loss above  
the cost of paper, ink, premium,  
mailing, postage and circulation de-  
partment expense.

In Denver, in 1910 it had cost the  
Post \$1.90 to carry each dollar of  
increased business. In 1911 about  
\$40,000 increased business was car-  
ried at a saving of \$110,000.

In my business for twenty years  
I have been generally familiar with  
newspaper office methods and sys-  
tems, but Mr. Larke to my mind  
has worked out from his practical  
experience a system bearing results  
that is far superior to anything I  
have ever seen.

Mr. Larke took the Ohio State  
Journal, of Columbus, which had  
never paid operating expenses, made

ADVERTISING MEDIUMS.

A Powerful List is the  
**MILWAUKEE  
GERMANIA LIST**

CIRCULATION  
Daily Germania.....24,368  
(Only German evening daily in Milwaukee)  
Daily Herold .....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post .....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

THE ONLY KANSAS DAILY WITH  
A STATE WIDE CIRCULATION.

**TOPEKA  
DAILY CAPITAL**  
CIRCULATION 33,500 GUARANTEED

I'll write it in the contract:  
A larger circulation in Topeka and a  
larger circulation in Kansas than any  
other paper in the State,  
ARTHUR CAPPER, Topeka, Kan.

One Cent Daily One Cent Sunday

THE  
**Indianapolis Sun**  
Seven Days Seven Cents

Actual Average this  
year to date **35,055**  
GEORGE A. McCLELLAN, President  
PAYNE & YOUNG Rep., East and West

Let us know what you have to ad-  
vertise. We will tell you if there is a  
market for you in Cuba. If "Yes" we  
will accept your advertisement for the  
**HAVANA POST**  
Cuba's only English Daily, and if "no"  
we will refuse it. We accept no ad-  
vertisement unless we know it will pay the  
advertiser. All inquiries cheerfully an-  
swered.

*The News League of Ohio.*  
THE  
**DAYTON NEWS**  
THE  
**SPRINGFIELD NEWS**

Reach 75 per cent of the homes of these  
cities on paid subscriptions, and our Cir-  
culation Records and Cash Books are  
open for your inspection.  
Principal Office, DAYTON, OHIO.

a newspaper of it and put it on a  
self-sustaining basis in six months  
without a dollar of capital assist-  
ance. He bought the St. Joseph  
Gazette which had never met oper-  
ating expenses and which was then  
losing \$1,000 a week and turned the  
loss into a \$9,000 profit the first  
year and now his experience with  
the Tammen and Donah properties  
shows he hasn't forgotten how to  
handle big things since serving his  
business apprenticeship with that  
past master, W. D. Boyce, the Chi-  
cago mail order publisher.

In my judgment, George H.  
Larke is one of the most capable  
newspaper managers in America  
and that he will be heard from in  
the future is evidenced by the uni-  
form success of his past efforts.  
**J. P. McKINNEY.**

## BUSINESS OPPORTUNITIES.

## EVENING DAILY

in growing New England city of more than 100,000 population, earning \$30,000 per annum—control can be bought for \$125,000.

## PENNSYLVANIA WEEKLY

in town of 1500 population, \$6,000 equipment, no competition, earning \$2,300 per annum net, can be bought for \$5500.

LAW AND BANKING  
MAGAZINE

earning \$4,000 per annum net, owned by practicing attorney, can be bought for \$5,000

## HARWELL, CANNON &amp; MCCARTHY.

Brokers in newspaper and magazine, properties of which are not "hawked."  
200 Fifth avenue, NEW YORK.

CANADIAN PUBLICATION  
MAKES ASSIGNMENT.

The Canadian Century Publishing Company, Ltd., of Quebec, has assigned by order of the Superior Court on the complaint of the Royal Securities Company. The claim of the petitioners was for \$48,630 in notes payable on demand.

The Canadian Century was recently purchased by W. H. Greenwood, formerly managing editor of the Toronto World, who planned to change it to a general weekly newspaper. Mr. Greenwood has instituted suit against the Royal Securities Company for breach of contract.

## SPORTIVE CANADIANS.

Newspaper men of Montreal are taking an active interest in the popular winter sports. A hockey league has been formed from the staffs of the Star, Gazette, La Patrie and La Presse, and a hot bowling tournament is also under way.

## CHANGES IN OHIO.

The Lisbon (O.) Patriot, which some time ago was taken over by T. S. Arnold of Letonia, O., and C. E. Oliver of East Palestine, has again changed hands. James Kennedy, formerly of the Alliance Leader, is to be the editor.

## PRINTERS' SUPPLIES.

"IPSCO" METALS ARE BEST  
EVERY POUND GUARANTEED  
Linotype ..... .66¢  
Stereotype ..... .66¢  
Monotype ..... .08  
Compositing ..... .15  
F. O. B. NEW YORK

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
Proven Newspaper Supplies.

117 John Street NEW YORK, U. S. A.

BARNES-CROSBY  
COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS.

STANDARD  
ENGRAVING CO., Inc.  
7th and Chestnut Sts., Philadelphia, Pa.  
DAY AND NIGHT FORCES,  
PROMPT SERVICE.

We have the reputation of being the makers of the Best Newspaper Cuts.

EDITOR CHARGES POST  
OFFICE OFFICIALS.

Charges made by Urban A. Walters, editor of the Denver Harpoon, against Postmaster-General Hitchcock and Second Assistant Postmaster-General Stewart, involving alleged illegal expenditure of \$1,000,000 of post office funds, may result in a special committee being appointed to make inquiry. The allegations were made before the House Committee on Civil Service Reform on Tuesday and concern the installation of sanitary and safety devices on railway mail cars.

Walters declared, notwithstanding this expenditure, the railroads had not installed the appliances and the railway mail clerks were forced by the Postmaster-General and his assistants to make untrue reports that these devices had been installed.

Mr. Stewart said there was not a word of truth in the charges, and that he could prove it if called on by the committee.

## POWELL JOINS THE SUN.

Robert E. Powell, who formerly was circulation manager of the New York World, the New York Times and the Philadelphia Public Ledger, has been appointed to the staff of the New York Sun by Publisher William C. Reick.

Mr. Powell, who retired from newspaper work about seven years ago, resumed his former profession last year. As a consulting circulation manager he has been devoting himself to special newspaper work and systematizing. Newspapers with which Mr. Powell has been connected during the past year include the Boston Herald, Brooklyn Eagle and the Syracuse Post-Standard.

## FULLER'S NEW WORK.

Robert H. Fuller, associate editor of the Albany (N. Y.) Knickerbocker Press, has resigned to become connected with the Merchants' Association of New York. Mr. Fuller from 1907 to 1910 was secretary to Governor Hughes of New York and later was a member of the state water commission. Last July, when the latter body was abolished, he returned to newspaper work.

## SELLS HIS INTEREST.

A. W. Tracey, for a number of years in newspaper work in Washington, but who for the past two years associated with W. S. Chambers in the publication of the New-caster (Ind.) Daily Times and Weekly Democrat, has disposed of his half interest to W. H. Glidewell, formerly editor of the Brazil Democrat and Greensburg New Era.

## MANAGER RESIGNS.

G. H. Smith, business manager for the Fort Dodge (Ia.) Messenger, has resigned his position after twenty-six years' service on that paper. He rose from the position of carrier boy. Mr. Smith, who is a member of the city council under the commission plan, will devote his entire time to the city's and his own private interests.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

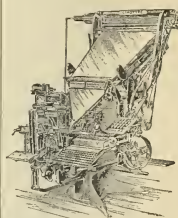
The Multiple Machine Idea  
in the BADGER STATE

Chippewa Falls, Wis., Nov. 27, 1911.

Mergenthaler Linotype Company.

Gentlemen—The undersigned installed a Model 8 Linotype the first week of last August. It has proved a wonder and in the hands of our skillful operator has turned out a prodigious amount of work. It is as satisfactory as a Linotype can be, according to the estimate of our operator, who has worked on all the models made till he tackled a No. 8. We have run it on the average of nine hours a day and then worked it on a night shift from four to six hours, and no repairs have yet been needed. It has proven to be all that is claimed for it and we are greatly pleased over the acquisition of it to our plant. Yours truly,

THE CHIPPEWA HERALD, Geo. E. DEE, Publisher.



QUICK-CHANGE MODEL 8  
Three-Magazine Linotype

THE CHIPPEWA FALLS INDEPENDENT  
HAS ALSO INSTALLED A MODEL 8.

## The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

MAYES PREFERS HIS NEWS-  
PAPER DUTIES.

There have been a number of instances during the past few years in which the people of Florida have desired to honor Frank L. Mayes, editor of the Pensacola Journal and president of the Meridian (Miss.) Dispatch Company, but he has steadfastly declined all political preferment, desiring rather to devote his time and attention to newspaper work.

An effort was made to get Mr. Mayes to run for United States senator, and the chances for his success were said to be good, but he declined even this great honor.

Recently a strong effort has been made to have Mr. Mayes run for Congress, and the great popularity and ability of the man was considered by his friends as a guarantee of his success, but he has again declined the honor.

The Bessemer (Ala.) Standard is installing a Duplex press.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

## SHIP NEWS MEN ELECT.

At the annual meeting of the Ship News Reporters' Association of New York on Thursday, Charles C. Boucher, of the Evening World, was elected president for the ensuing year.

## PUGH GOES TO BRISTOL.

L. E. Pugh has been made business manager of the Bristol (Va.-Tenn.) Herald-Courier and News. For fourteen years Mr. Pugh occupied the position of manager of the Norfolk (Va.) News.

## NEW INDIANA OWNER.

George F. Heise is now publishing the Delphi (Ind.) Daily Herald. He was formerly connected with newspapers in Janesville, Wis.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 935

NEW YORK, SATURDAY, JANUARY 27, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



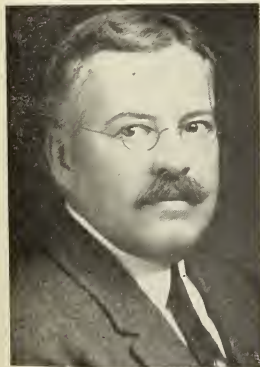
GEORGE M. MCCAMPBELL,  
TREASURER.



BERT M. MOSES,  
PRESIDENT.



WALTER B. CHERRY,  
VICE-PRESIDENT.



CHARLES P. KNILL,  
MANAGER.



L. M. SOULE,  
SECRETARY.

OFFICERS OF

THE ASSOCIATION OF AMERICAN ADVERTISERS

IN ANNUAL CONVENTION AT BUFFALO JANUARY 30 AND 31.

## BIG ADVERTISERS IN CONVENTION.

### BUFFALO THE SCENE OF IMPORTANT TWO-DAYS' MEETING.

The meeting of the Association of American Advertisers in Buffalo, N. Y., next Tuesday and Wednesday promises to be the most interesting and important that the organization has ever held. The committees on program and entertainment have provided for a very busy two days.

Business sessions will be held at the Iroquois Hotel. On Tuesday the members will be the guests of the Buffalo Advertising Club at luncheon, and in the evening a smoker will be given in their honor at 8.30 o'clock. Following the adjournment of the meeting on Wednesday a luncheon will take place, on which occasion the Buffalo Chamber of Commerce will be the hosts. The annual banquet will take place at the Iroquois at eight p. m. Wednesday.

The principal discussions at the business sessions will be:

"The Value of Association Audits to the Man Buying Space," led by G. M. McCampbell of New York, who is also the treasurer of the association.

"What Size Space Should Be Used in a Publication to Get the Maximum Value from It?" Discussion opened by George H. E. Hawkins of Chicago.

"Can Advertising Space Be Bought the Same as Any Other Commodity?" Discussion opened by W. B. Cherry of Syracuse, N. Y., vice-president of the association.

The report of the committee on nominations on election of officers will conclude the business program on Wednesday.

The invited guests and speakers at the banquet include Governor Woodrow Wilson of New Jersey; Governor John A. Dix of New York; Norman E. Mack, publisher of the Buffalo Times; George W. Coleman, Boston, president of the Associated Advertising Clubs of America; James Schermerhorn, publisher of the Detroit Times; Leroy Fairman, New York; Thomas W. Balmer, Chicago; Herbert Bissell, New York State Commissioner; and W. B. Hoyt, attorney for the New York Central Railroad.

The aim of the Association of American Advertisers is briefly expressed by Manager Charles P. Knill as follows:

"We make audits of newspaper, magazine and trade-paper circulations, and we do the work so thoroughly and carefully that this association has come to be called the 'Supreme Court in Circulation Matters.'

"Ours is the one advertising body which is doing its one work so well that there is no competition, because none is needed.

"Our reports on circulations enable members to select mediums and buy space in them intelligently and upon a cold business basis.

"Without our reports an advertiser who buys space is dealing in unknown quantities and in the dark.

"The Association of American Advertisers is a body of earnest

men performing a definite and valuable mission."

"The year 1911 was the most progressive in the history of the association.

Publishers of all classes have come to regard the work of the association seriously, and its purposes have come to be better understood. Through it to a great extent publishers have come to realize that advertisers want to know the quantity and quality of the circulation that is being bought. The association represents a large group of national advertisers and its main object is to find out the truth for the guidance of its members in spending their large appropriations.

"Notable among the accomplishments of the year 1911 for the association was the doing away with antagonism, which has helped to pave the way for even greater strides forward in the ensuing year. It has been demonstrated that advertisers admitted to membership are not only supplied with reliable information which enables them to save money, but by co-operation on their part, through the association, advertising is being placed on a higher plane, and the element of chance in advertising investment is being reduced and results made more certain.

"The association has done much to discourage the misrepresentation of circulation by publishers and the reports of its expert examiners are to be taken at face value. Satisfying the association's auditors is beginning more and more to carry conviction of worth to advertisers, local and foreign. In this respect the association is doing much in the support of advertising reform."

The following are some of the prominent national advertisers that were admitted to membership during 1911:

Alabastine Company, Grand Rapids, Mich.  
Eudasy Packing Company, Chicago.  
E. I. duPont de Nemours Powder Company, Wilmington, Del.  
Glidden Varnish Company, Cleveland, O.  
Anheuser Busch Brewing Company, St. Louis.  
Philo Hay Specialties Company, Newark, N. J.  
National Cash Register Company, Dayton, O.  
The Thos. B. Jeffery Company, Kenosha, Wis.  
Charles A. Schieren Company, New York.  
The Adder Machine Company, Wilkes-Barre, Pa.  
Cocker-Wheeler Company, Ampere, N. J.  
Cluett Peabody & Co., Troy, N. Y.  
John D. Duncan & Sons, New York.

Owing to its increased membership, the association was able to enlarge its force of examiners and during the year reported on the circulation of over three hundred publications, covering daily newspapers, national weeklies, and monthlies and trade and technical publications.

#### COVERED TWENTY STATES.

Examinations were made in over sixty-five cities in twenty different states. Besides examinations by auditors in the employ of the association, publishers filed during the year over forty-five hundred circulation statements filled out on association forms—over eighty per cent. of these statements carried with them permission on the part of the publisher for examination.

The present officers of the association are:

President, Bert M. Moses, Omega

Chemical Company, New York; first vice-president, Walter B. Cherry, Merrell-Soule Company, Syracuse; second vice-president, E. B. Merritt, Armour & Co., Chicago; treasurer, G. M. McCampbell, Jr., Hall & Ruckel, New York; secretary, L. H. Soule, Bon Ami Company, New York.

The board of directors is composed of: A. N. Drake, Booth's Hyomei Company, Buffalo; J. S. H. Lee, Three-in-One Oil Company, New York; I. Clarke, Scott & Chalmers Motor Company, Detroit; F. H. Gale, General Electric Company, Schenectady, N. Y.; F. H. Squire, Pabst Brewing Company, Milwaukee.

W. M. Fairbanks, J. C. Ayer Company, Lowell, Mass.; Harry H. Good, Carter Medicine Company, New York; L. R. Greene, Sherwin-Williams Company, Cleveland; A. D. White, Swift & Co., Chicago; L. E. Otwell, National Cash Register Company, Dayton, O.; G. H. E. Hawkins, N. K. Fairbank Company, Chicago.

J. M. Campbell, Proctor & Gamble Company, Cincinnati; C. W. Post, Postum Cereal Company, Battle Creek, Mich.; Lonis Bruch, American Radiator Company, Chicago; C. W. Hess, Quaker Oats Company, Chicago; Hamilton Gibson, Ralston Purina Company, St. Louis; and L. B. Jones, Eastman Kodak Company, Rochester, N. Y.

### WOULD LET THE EDITORS DISCUSS WORLD PEACE.

William C. Deming, editor of the Cheyenne (Wyo.) Tribune, in connection with the movement for international peace proposes that President Taft call a conference of the editors of the nation in Washington, D. C., and let "the men who make sentiment" discuss the question and the best ways to attain it. Arbitration of all differences between capital and labor, Mr. Deming believes, should also occupy an important place on the program of discussion.

### LABOUCHERE LEFT \$4,000,000.

The will of the late Henry Labouchere, editor of London Truth, whose death occurred here on January 16, provides for the appointment of the trustees, including the British Home Secretary, Reginald McKenna.

Mr. Labouchere left a large yearly income to his daughter, the Marchesa Di Rodini, but his fortune, which is estimated at \$4,000,000, will eventually be divided among his nephews who bear the name of Labouchere.

### ANOTHER DAILY PAPER FOR LOS ANGELES.

J. B. Lilley, P. B. Fletcher, P. E. Osborn, K. A. Burkhardt and J. C. Percival have organized a company in Los Angeles to publish a new daily newspaper known as the Morning Sun. The company has incorporated with \$10,000 capital. It will be the sixth morning newspaper for Los Angeles, with a population of about 300,000.

### DAILY PAPER FOR WOMEN, BY WOMEN.

Mrs. O. H. P. Belmont is thinking seriously of starting a daily newspaper of the women, by the women and for the women. Her plans are not developed yet and the first issue of the paper is still a long way in the future. But the head of the Political Equality Association after long reflection has come to the conclusion that such a newspaper is not only desirable but feasible.

Mrs. Belmont's idea is not to have it entirely or even chiefly a suffrage paper. There already are a number of suffrage papers, mainly weeklies. What she would like to do is to found a paper which would print all the news which is of particular interest to women.

The existing dailies, she says, haven't the space to treat many of these matters as the women would like to have them treated. Among the news features to which Mrs. Belmont would devote considerable attention would be strikes and labor matters in which women workers are involved.

It would be Mrs. Belmont's idea to have all the editorial and reporters' work on the daily done by women, and even the business end of the sheet would be conducted by them. If the large amount of capital required can be raised the paper is as good as assured right now.

### ASTOR WANTS LONDON GLOBE.

It is said that William Waldorf Astor has practically completed negotiations for the purchase of the Globe, London's oldest established evening paper, from Cyril Harmsworth, brother of Lord Northcliffe.

Unless a hitch occurs this American born resident of England will be in control of three important organs in London. Astor at present owns the Pall Mall Gazette and the Sunday Observer.

### SPECIAL AGENCY CHANGE.

The Grand Rapids (Mich.) Daily News has transferred its foreign representation from Payne & Young to the Hulton, Lorenzen & Woodman Special Agency, New York and Chicago.

### DAILY GOES BACK.

The Chickasha (Okla.) Daily Journal will be issued thereafter as a weekly. The Journal was purchased six months ago by R. L. Glover, a cattleman and candidate for the Democratic nomination for Congress.

### NEW TEXAS DAILY.

W. S. Davis is about to begin the publication of a daily newspaper at Rockport, Tex. Davis was recently with the San Marcos Herald. Rockport, a town of a little more than 2,000 population, and at present has one weekly paper.

### SCOTT A DIRECTOR.

H. S. Scott has been elected a director of the Detroit Evening News Association. Mr. Scott is business manager of the News, and succeeds on the board W. B. Whitcomb, who also retires as vice-president.



*"Nothing Succeeds Like Circulation"*

# LOS ANGELES EXAMINER AGAIN LEADS THE WORLD!

## Los Angeles Examiner's Circulation Statement

1911.

*Showing Net Circulation, NOT Press Run.*

*Average number of Daily Examiners  
distributed each day  
of December, 1911* **72,493**

*Average number of Sunday Examiners  
distributed each Sun-  
day during the month  
of December, 1911* **125,552**

Daily Average for the Year 1909.....49,164  
Sunday Average for the Year 1909....87,441  
Daily Average for the Year 1910.....57,841  
Sunday Average for the Year 1910....103,947

*Daily Average for the Year 1911, 66,600*  
*Sunday Average for the Year 1911, 116,092*

This circulation disregards the press run; it excludes the spoiled copies and the waste.

Ninety-five per cent of the "Examiner" circulation is delivered to the homes of readers by an elaborate carrier service.

Average Increase on the Daily for 1911 over 1909.....17,436  
Average Increase on the Sunday for 1911 over 1909.....28,651  
Average Increase on the Daily for 1911 over 1910.....8,759  
Average Increase on the Sunday for 1911 over 1910.....12,145

## The Los Angeles Examiner's Ad- vertising Gain Exceeds that of any Other Newspaper Published

*During the Year of 1911  
the Los Angeles Examiner Printed*

**89,724 Inches, or 4486.20 Cols**  
MORE Advertising than During 1910.

This Gain was Distributed as follows:

*Local Display Advertising Gain*  
**60,837 Inches, or 3041.85 Columns**

*Foreign Display Advertising Gain*  
**16,837 Inches, or 841.85 Columns**

*Classified Advertising Gain*  
**12,050 Inches, or 602.50 Columns**

This is the *third successive year* the *Los Angeles Examiner* has achieved this triumph—having made the greatest advertising gain ever made by any newspaper in the world in one year during 1909, over 1908, viz: 6705½ columns; followed in 1910 by the greatest gain over 1909, of any newspaper in the world, viz: 6070 4-5 columns.

# IT PAYS TO ADVERTISE IN THE LOS ANGELES EXAMINER!

Western Representative, W. H. WILSON,  
909 Hearst Bldg, CHICAGO.

Eastern Representative, M. D. HUNTON,  
Madison Square Bldg, NEW YORK.

## MICHIGAN EDITORS MEETING.

ALL OFFICERS RE-ELECTED  
—VANDENBURG WINS THE  
EDITORIAL PRIZE.

Without a contest of any kind, the officers of the Michigan Press Association were re-elected at the annual meeting. They are as follows: President, James Schermerhorn, Detroit Times; vice-president, Louis A. Well, Port Huron; secretary, H. A. Hopkins, the Postmaster Everywhere, St. Clair; treasurer, W. R. Cook, Hastings Banner and editor of Michigan Bulletin; W. P. Nisbett, Big Rapids.

The question of next year's place of meeting was left to the executive committee for decision. Grand Rapids wants it.

Several hundred attended the banquet given by the Board of Commerce to the members of the Press Association in the Wayne Gardens. Among the speakers were Governor Wilson of New Jersey, Governor Osborn of Michigan, Milton A. McRae, president of the Detroit Board of Commerce; James Schermerhorn, the Detroit Times; Frank I. Cobb of the New York World, and others.

President McRae extended a welcome to the visitors on behalf of Detroit, and Mr. Schermerhorn responded for the visiting newspapermen of the state. Governor Osborn then took charge of the meeting and introduced Governor Wilson. Mr. Cobb drew a beautiful word sketch of the life of the late Joseph Pulitzer, publisher of the New York World.

"Mr. Pulitzer never allowed his personal feelings to sway the policy of his paper, although he was a man whom one either liked exceedingly or hated intensely," said Mr. Cobb. "When he went to New York every daily newspaper there was controlled by some interest, either political or financial. He made it his work to build up a newspaper which should give the news regardless of bias and which should break down class control.

"Mr. Pulitzer believed in the editorial page. All his public expressions were made there, not in letters or speeches. He was particular about the sincerity of this page and would not allow a man to write what he did not himself believe."

Joseph Mitchell Chapple, editor of the National Magazine, told of his early newspaper experiences, and A. C. Vandenberg, managing editor of the Grand Rapids Herald, paid a non-partisan tribute to Governor Wilson.

The association at its meeting listened to an address by George W. Coleman, of Boston, president of the Associated Advertising Clubs of America, on "Publicity, a factor in state progress."

Mr. Coleman took occasion to commend the enterprise and public spirit of the Detroit Times in conducting the "Remain in Michigan" contest, declaring that it would be of inestimable value to the state. He also complimented President Schermerhorn, Hugh Chalmers and other Detroiters, who had been heard in Boston at last summer's conven-

# CONCENTRATED ADVERTISING IN PHILADELPHIA

## THE EVENING TELEGRAPH

(PHILADELPHIA'S HOME NEWSPAPER)

GAINED more than TWICE AS MUCH display advertising in 1911 as all other Philadelphia daily newspapers COMBINED.

The Increase was 1,401,936  
agate lines, or approximately  
4,673 columns.

It shows that advertisers realize that greatest results come through CONCENTRATION, and are selecting their MEDIUMS to this end.

Net Paid Daily Average Circulation for 1911

116,373 Copies

and 90 per cent of which goes direct to Philadelphia homes.

NEW YORK OFFICE.

2075 Metropolitan Building.

tion, on their ability as speakers.

A. E. McKinnon announced a proposed itinerary for the outing of the association, next summer, suggesting a rail and water trip from Detroit to Montreal and Ottawa, Can. It was decided to let the executive committee deal with the excursion.

The visiting newspaper men and women were entertained at luncheon in the casino on Belle Isle by the Board of Commerce. The general theme of the addresses was "What can we do for Michigan?" and those participating were Joseph Mitchell Chapple, of the National Magazine. James W. Helme, deputy state dairy and food commissioner; Henry E. Straight, of Coldwater; George W. Welsh, of the Fruit Belt; and Milton A. McRae, president of the Board of Commerce.

A feature of the program was the announcement of the prize-winners in the Times' "Remain in Michigan"

editorial contest.

At the conclusion of his address on "Why Michigan Needs an Agricultural Commission," Mr. McRae, one of the judges, announced that Arthur H. Vandenberg's editorial in the Grand Rapids Herald, had won the first prize of \$100 in gold. John E. Wright, of the Harbor Springs Republican, was awarded the second prize, \$50 in gold, and Harry Coleman, of the Pontiac Press-Gazette, the third prize, \$25 in gold. W. P. Nisbett, of Big Rapids, publisher of the Michigan Press Association Bulletin, and Governor Osborn were the other judges. There were 60 editorials submitted.

Visits to the theaters Friday night concluded the two-days' round-up.

The Eastern Michigan Press club held its annual meeting in the parlors of the Griswold house. E. S.

Neal of Northville moved that the name of the organization be changed to that of the Wolverine Press Association. He explained that the change ought to be made to prevent confusion with that of the Michigan Press Association. Mr. Neal's suggestion was unanimously adopted.

The election of officers resulted in the list of last year being continued in office. They are: President, B. F. Brown, Harbor Beach Times; vice-president, Clifford Ward, Charlotte Tribune; secretary, L. C. Cramton, Lapeer Clarion; treasurer, A. D. Gallery, Caro Advertiser.

The association accepted invitations to visit Monroe and Lake Orion during the coming summer. It also decided to go down the Hudson river on its annual outing.

The program included addresses by Fred W. Gage of Battle Creek, and D. W. Grandon, Hillsdale.

## NEWSPAPER MANAGER A JURY FOREMAN.

Eugene W. Farrell, assistant general manager and in charge of the advertising department of the Newark (N. J.) Evening News, has been chosen foreman of the jury for the current term of the Essex County Court. First he served the News as a reporter in South Orange and was then made manager of the Orange office of that newspaper. Later he was promoted to be the head of the advertising department. About two years ago he became the assistant general manager of the paper. Mr. Farrell's home is in South Orange.

## WOMEN HELP IN VERDICT AGAINST FOX.

A jury with a forewoman and one woman member returned a verdict of guilty in Tacoma against Jay Fox, editor of the Home Colony Agitator. Fox was arrested for publication of an editorial called "Nudes and Prudes," in which he criticised county authorities for interfering with nude bathing practices at a communistic community near Tacoma.

The maximum penalty is a fine of \$1,000 or imprisonment for one year in jail, or both.

## REPORTER WANTS DAMAGES.

The suit of Harry Friend, a reporter on a Chicago morning newspaper, against Paul Armstrong, the playwright, is now before Judge Gibbon's Court. Friend charges that he was slandered in being called a blackmailer by Armstrong when he sought an interview from him in December, 1910. He seeks \$10,000 damages.

## EDITORS AS JURYMEN.

In the panel of thirty-six jurors summoned for the present term of the United States District Court at Williamsport, Pa., there are four editors. They are T. R. Callery of the Nanticoke News; V. D. Keeler, the Wyalusing Rocket; George Streby, Dunsmore; and W. F. McGuire of Plains. The latter has been excused.



*Notice to ADVERTISERS and PUBLISHERS.*

XLIV YEAR.

*The*  
**AMERICAN  
NEWSPAPER ANNUAL  
AND  
DIRECTORY**

For 1912 will be Ready for Delivery January 30.

*The 1912 volume of this STANDARD and INDISPENSABLE WORK,  
a consolidation of ROWELL'S DIRECTORY (established 1869) and AYER  
& SON'S ANNUAL (established 1880) locates and describes*

**24,345** NEWSPAPERS AND  
OTHER PERIODICALS

*which carry advertising, with a commercial description of the places in which they  
are published and*

**61** MAPS, specially prepared, of  
*every state, territory and province.*

*This is the ONLY PUBLICATION undertaking to gather statistics from original  
sources, and is in all respects the*

**ONLY THING OF ITS KIND.**

The 1912 Edition comprises, besides the general list by states and towns, no less than 201 Special Lists, classified—Dailies, Magazines, Class Publications, and Journal representing every industry and trade. It embodies

**OVER 15,000 CHANGES**

from the 1911 Edition, exclusive of those referring to Circulations. It places at the disposal of Publishers, of Advertisers, of Government and Corporation Officials, of Librarians, Students and Business Men generally, information not elsewhere to be procured.

**ONCE USED, NEVER DISPENSED WITH.**

**N. W. AYER & SON**

PRICE \$5 Carriage extra.  
Postage 60 cents.

PUBLISHERS, PHILADELPHIA

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by the Fourth Estate Publishing Company, E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid change of address in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher. JAMES WRIGHT BROWN, Gen. Mgr.

MAIN OFFICES:  
105 WEST 40TH STREET  
(Tilden Building.) NEW YORK.

PHONE 5200 BRYANT,  
Long Distance 5 Trunk Lines.

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 935 FOR THE WEEK ENDING SATURDAY, JANUARY 27, 1912

## GOOD ADVICE IMPROVED UPON.

"When you do circular advertising," says the Mail Order Journal, "be particular about it. Do it as neatly and artistically as if you were a high-grade milliner advertising a spring opening. Mail such matter in a closed envelope of good quality with a two-cent stamp attached."

That is good advice, but the Philadelphia Record improves upon it. "When you are about to do circular advertising," says the Record, "first count up the cost of the envelopes of good quality and the two-cent stamps and the paper and the printing and the addressing, and then get advertising rates from the best daily newspaper in the territory you wish to cover."

"Compare the number of people your circulars would reach (remembering that most of them would be unread) with the number the newspaper advertisement would reach. Compare the relative influence of the circular and the home newspaper. When you have done these things you will save your two-cent stamps and let the newspapers pay for the transmission of your messages."

## NOTE AND COMMENT.

The New York Globe has a record-breaking year of growth during 1911, and more than retained its prestige as one of the leading evening newspapers of the United States. Both advertising and circulation showed marked increases. During the year the circulation of the Globe was investigated by the Association of American Advertisers and the auditors of the N. W. Ayer American Newspaper Annual and Directory. Its verified figures of circulation from September 1, 1911, to January 1, 1912, are 130,670.

In connection with the installation of the Bertillon system at the Bridgeport (Conn.) police headquarters, a tabulated record is being kept of the various crimes, as re-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

corded in the city papers. Articles, as covered by the papers, are grouped on each case, the name, date and man covering the story being written on the clippings. The envelope is filed along with the Bertillon data, such as pictures, finger prints and other information concerning the case.

The New York Times in 1911 published 8,134,425 lines of advertising, which was a gain of 579,755 over the amount of the year previous—and the Times maintains a strict censorship over the character of the business carried in its advertising columns and has steadfast rules as to display, etc.

The current issue of the Tillotson Tidings, official organ of Tillotson College, Austin, Texas, contains some excellent work of the college students. Dr. Isaac M. Agard, president of the college, a former newspaper man, had charge of the editorial work.

Two dollars and fifty cents per day for six days a week is the scale of wages established by the Cleveland Socialist party for managing editors. Three candidates appeared anxious to get the job at that price and endured a grilling which included questions as to where they came from, what they knew about newspapers, and whether or not they were willing to devote themselves to the job for a term of at least six months at the salary named. A man of thirty-eight years' newspaper experience finally got the job.

Mr. E. Le Roy Pelletier said to the Six Pointers and their guests: "How do we know we get results? Well I'll tell you: Branch sales, any old branch, have been running about like this: Wednesday, half a dozen cars sold; Thursday, three or four; Friday and Saturday, a couple. BING! In goes the Sunday ad, 5,000 words, at that: BING!"

"The boys keep the shop open Sunday afternoon; they 'see 'em

comin', and before evening, they have sold fourteen or fifteen cars. On Monday, chances are, they will dispose of a dozen; maybe ten or twelve on Tuesday; seven or eight on Wednesday, and so she goes!"

"Dockrell hit it right when he said 'Magazine advertising is bird-shot advertising; it scatters; giving you an inquiry or two in Waco, Tex., and the others are scattered all over the country. When you concentrate your advertising in the newspapers of any town—BING!—you shoot a chuck full of holes."

"You have it a community feeling with the desire to own automobiles. You have a dealer on the ground to do the business; chances are that through your advertising you have sold the dealer and he doesn't realize how 'twas done."

A number of years ago, says Frank P. MacLennan, J. F. Daniels was city editor of the Topeka Democrat. One of Daniels' children was a pupil in a grade school and the teacher had more or less trouble with the bright-one, following which came a reprimand, and a threat of corporal punishment.

"You better not touch me," said the young hopeful and incorrigible, "my father will write you up."

"William R. Hearst—Presidential Possibility," is the subject of an article by Alfred Henry Lewis in Pearson's Magazine for February. In it the writer draws a graphic mind picture of Mr. Hearst, as an American, a father, a business man, a representative of the people, and a statesman, as for sixteen years he has seen and known him.

Mr. Lewis sums up his discourse as follows: "Mr. Hearst is the one Democrat who could carry New York. If a national Democracy possess the wisdom which should attend upon its needs, it will call that New York majority about its standards by nominating Mr. Hearst."

"Mr. Hearst would be elected. In such a case, not a lawyer, but a business man would be sent to the White House. One likewise who owned originality, personality and an independent spirit and who has proven his business capacity by making good in business along independent and original lines, and by the direct administration of his own affairs."

"His election would be a great victory for popular right, as was that of General Jackson."

Scribner's Magazine celebrates this month its twenty-fifth anniversary, the first number having been issued in January, 1887. The bound volumes embody a vast and valuable amount of reading by distinguished authors in various lines of history, art and exploration, in addition to articles in lighter vein by eminent writers.

A strong campaign for local business is being carried on by the Pittsburgh Post and Sun, under the direction of Business Manager Emil M. Scholz. Strong arguments for advertising are being presented to local business men through the medium of advertisements in the local newspapers and others of the most approved mediums. Mr. Scholz and the new owners of the

Post and Sun are working hand in hand in a manner that augers well for the future of those properties. Modern business methods they believe provide the only way to insure success.

## ACCOMPLISHMENTS OF THE WILKES-BARRE RECORD.

EDITOR THE FOURTH ESTATE,

SIR: In your issue of January 20 we note communication of H. M. Pindell, proprietor of the Peoria (Ill.) Journal, wherein he states the Journal carried 6,042,974 agate lines during 1911 and he believes this is a record for cities of the size of Peoria (population, 66,950).

The Record of Wilkes-Barre, Pa. (population, 67,105), carried for the year ending December 31st, 1911, 9,258,648 agate lines. The Record is a two-cent morning paper with 15,500 circulation daily, and, we believe, carries more advertising than any other six day morning newspaper in the United States.

The remarkable features in connection with the Record and its volume of advertising is that it does not employ a solicitor in the local field and in the foreign field it excludes certain medicine advertising not considered objectionable by a great majority of newspaper publishers and also excludes, to quote from its rate card, "weak men, diseases of men, nerve remedies, female pills, fortune telling, clairvoyants, wild cat speculations, offering large salaries, requiring stamps for reply, offering something for nothing and similar business."

BENJAMIN & KENTNOR COMPANY.

## "CHAMP" CLARK'S COMPLIMENT TO WATTERSON.

Speaker Champ Clark, candidate for the Democratic Presidential nomination, in an interview the other day said: "I learned nearly all I know about politics in the early days from reading Watterson's editorials. When I was a boy in Kentucky my father sent me to a farmer, sixty miles from Louisville, who couldn't read. One of my jobs was to read to the farmer at night."

"I used to read him Watterson's editorials, and there I got my first political ideas. Years afterward, when a young man, I introduced Watterson to an audience in my home town, and we have been friends ever since."

## MATCHED.

"I would like," said a book agent to a busy editor, "to call your attention to a little work that I have here."

"Yes?" replied the editor. "Well, let me call your attention to a whole lot of work that I have here."—Ex.

## LUMBER COMBINATION.

The Lumber World Review, which has just appeared in Chicago, is the combination of the Lumber Review of Kansas City and the Lumber World of Chicago. Bolling Arthur Johnson, who was instrumental in bringing about the merger, is in editorial charge.



## PURELY PERSONAL.

Whitelaw Reid, proprietor of the New York Tribune, is entertaining the Duke of Connaught and his party while on their visit to New York.

David Winton, one of Bridgeport's "old guard" of newspaper men and now suburban man for the Bridgeport Farmer, is recovering from a serious illness. He makes his home in Stratford, Conn.

John P. Cowan, a Pittsburgh newspaper man, has been added to the publicity forces of the Pittsburgh Industrial & Development Commission.

Henry Watterson, editor of the Louisville Courier-Journal, is spending ten days in Washington enroute to his winter home at Naples, Fla.

Bert E. Barnes, city hall reporter for the Bridgeport (Conn.) Post and formerly of the Worcester (Mass.) Telegram, is ill in a Bridgeport hospital with pneumonia. During his illness Frank Reilly of Meriden is temporarily covering his beat.

Louis E. Richards, formerly proprietor of the Bridgeport (Conn.) Sunday Sun, is now engaged in the undertaking business in that city.

E. T. Davis, Associated Press operator on the Bridgeport (Conn.) Standard, was one of the officers of the Bridgeport Conclave of Heptasophis installed last week at the visit of the supreme head of the order to that city.

James Haberlin, sporting editor of the Bridgeport (Conn.) Telegram, has recovered from a serious illness. He plans taking a vacation at his old home in Rhode Island.

George A. Murphy, general manager of the Grand Rapids (Mich.) Daily News, within a few days is going to have off the press a book of "Seedlings" which he ran in the News during the past summer. They comprise little axioms about every day life and number about 500.

George F. Grinnell, formerly owner of Forest and Stream, is preparing a new book on outdoor life. It was recently stated erroneously in this column that Mr. Grinnell was at present editor of Forest and Stream. Perry D. Frazer has occupied this office for the last six years.

Alfred Zimmerman of the advertising department of the New York World Almanac is covering New York State in the interest of the 1913 issue of that publication. Mr. Zimmerman also represents the Thrice-a-Week edition of the World.

Willis Evans, formerly Washington correspondent and later a Congressional clerk, has been elected secretary of the Peoria Chamber of Commerce.

R. W. Wheeler, well known as a purchasing agent for the Western Newspaper Union, has purchased a fruit ranch near Los An-



COLONEL C. A. ROOK,

PUBLISHER OF THE PITTSBURGH DISPATCH, WHO HAS BEEN  
NOMINATED FOR CONGRESSMAN AT LARGE FOR PENNSYLVANIA  
ON THE REPUBLICAN TICKET.

ges and will shortly move there with his family.

James J. Smith, publisher of the Birmingham Ledger, is receiving the sympathy of his many friends on the death of his wife last week.

Joseph Lomax, a well known Michigan and Indiana newspaper publisher, has just celebrated his 102d birthday. At various times he published newspapers in Kalamazoo, Mich., and Richmond and LaPorte, Ind.

Eugene Brown, formerly editor of the Quincy (Ill.) Herald, is ill in Los Angeles. He at one time did newspaper work at Rockford, Ill.

Simon W. Cooper, formerly Long Island editor of the Brooklyn Daily Eagle, is ill with the grippe at Darien, Conn.

Newton Newkirk, the Boston Post humorist, is engaged in an extensive lecture campaign.

James Young, for thirty-seven years publisher of the Democratic Telegram of Baltimore, is reported to be about to retire from active newspaper work.

Frank A. Moore, publisher of the Rockvale (Colo.) Paradox, is helping out in the publicity work of the state Democratic party in Denver.

## IN THE PUBLIC EYE.

W. Duff Piercy, editor of the Mount Vernon (Ill.) News, has announced his candidacy for state senator from the Forty-Sixth District. Mr. Piercy was a member of the forty-seventh general assembly and won much prominence on his fight on the Lee O'Neil-Browne libel bill.

William Rodemael, the veteran newspaper man and former postmaster of Harrisburg, Pa., is very ill of stomach trouble.

W. E. Taylor, of the Omaha World-Herald, recently visited friends in New York and Boston. It was his first trip East in eighteen years.

A. T. Wilson, advertising manager of the Texas Christian Advocate, Dallas, is on a business trip North which he expects will take up his time until April.

C. W. Dodd, editor of the Russellville (Ark.) Record, is a candidate for the nomination of Representative from Pope County.

C. L. Dotson, publisher of the Sioux Falls (N. Y.) Daily Press, has been named as a candidate for delegate-at-large by the "Progressive" Republicans of Iowa to the National Convention.

Walter R. Burling, a veteran Long Island newspaper publisher, is ill of nervous breakdown at Bridgehampton, N. Y. He is in his eighty-fourth year. Mr. Burling is the founder of thirteen newspapers, among them the Flushing Times and the Center Moriches Record.

Howard C. Story, advertising manager of the Philadelphia German Gazette, is on a business trip to Chicago and other cities of the West.

VISITORS IN NEW YORK  
DURING THE WEEK.

H. H. MacAvinchie, the Roberts & MacAvinchie Advertising Agency, Chicago.

Stanley Clague, the Clague-Painter-Jones Advertising Agency, Chicago.

Frank B. White, Parks' Floral Magazine, Chicago.

LEE TO GIVE ALL TIME TO  
EDUCATIONAL WORK.

James Melvin Lee, editor of Judge since 1908, has resigned his position in order to give all his time to the Department of Journalism at New York University, of which he is the director. Mr. Lee has had a wide general and magazine experience. He has been circulation manager of Outing, editor of the Bohemian magazine, literary editor of Circle, assistant editor of Leslie's Weekly and editor of Judge.

## STARTS AD SERVICE.

O. C. Stone has resigned as sales and advertising manager of the W. F. Frederick Piano Company, Uniontown, Pa., to establish an advertising service in Pittsburgh.

## WEDDING BELLS.

The engagement has been announced of Henry Sutherland, editor of the White Plains (N. Y.) Recorder, to Miss Anna F. Anderson.

F. A. Herrick, of the Bolivar (N. Y.) Breeze, was married last week to Miss Grace L. Grover.

George Bennett Spencer, of the editorial staff of the Outlook Magazine, New York, is to be married on February 8 to Miss Hazel Tootle of St. Joseph, Mo.

R. F. Leggett, of the Kansas City Star staff, has been married to Miss Mary Anderson Summers of Sturgeon, Mo.

John L. Van Etten, of the staff of the Christian Science Monitor, Boston, is to be married to Miss Grace White of Brookline, Mass.

Walter H. Robinson, publisher of the Monett (Mo.) Times, has been married to Miss Mabel Irene Sweringer.

C. R. Barnholt, editor of the Melbourne (Ia.) Record, has been married to Miss Amanda Miehle of Maynard.

W. Carl Sprout, managing editor of the Carlisle (Pa.) Herald, and Miss Helen Martin have been married.

## BUSINESS OPPORTUNITIES.

\$6,849 cash paid into an estate from a daily newspaper property in 1911. The book profit shown was over \$9,000. This property dominates its field, is well equipped and a good buy. \$40,000 cash necessary; balance can be deferred. Proposition c. o.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York

## Do You Want To Sell Or Buy A Newspaper Property?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City

Young newspaper men wanting to start in business should come to Western Canada, where many good live towns are looking for men to start newspapers. Considerable advertising patronage guaranteed. Western Canadian merchants are thorough believers in advertising, and rates good. For full particulars write Miller & Richard, 123 Princess St., Winnipeg.

## RECENT INCORPORATIONS.

CHICAGO, ILL.—Utility Mfg. & Advertising Co.; capital, \$5,000; incorporators, Paul E. Watson, S. D. Rende and George H. Wise.

W. K. Cochrane Advertising Company; capital, \$25,000; incorporators, James V. Hickey, George D. Kimball and G. E. Kerr.

Masonic Sentinel; capital, \$5,000; incorporators, Charles J. Rose, I. L. Hinrichs and Roy K. Wheeler.

Automatic Printing Press Company; capital increased from \$5,000 to \$10,000.

LeRoy, ILL.—Journal Publishing Company, \$6,000; incorporators, Ralph B. Parker, George E. Dooley, Rueben H. Zellhoeffer and Elmo W. Zellhoeffer.

Boston, Mass.—Merrimack Advertising Company; capital, \$50,000; incorporators, Lester G. Hall, Giles M. G. Makin and George M. Faulkner.

McKinney, Tex.—McKinney Advertising Company; capital, \$3,000; incorporators, W. L. Brown, John Durham and James H. Durham.

LYONS, N. Y.—Lyons Republican Company; capital, \$60,000; incorporators, Charles H. Betts, Albertine R. Betts, Judge Clyde W. Knapp, Charles A. Noble and William R. Courtenay.

OSCEOLA, LA.—Sentinel Publishing Company; capital, \$15,000; incorporators, J. L. Long, Alice N. Long and Nellie Richards.

WATERVILLE, ME.—Sentinel Publishing Company; capital, \$25,000; incorporators, Senator Johnson; L. E. Thayer and Frank Plumstead.

SAYRE, OKLA.—Social Democrat Publishing Company; capital, \$1,000; incorporators, Walter F. Niebuhr, Brainerd C. Snider and Wallace G. McCauley.

AIKEN, S. C.—Sentinel Publish-

## SITUATIONS WANTED.

## A LIVE CIRCULATOR.

Ten years' experience as circulation manager on metropolitan and smaller dailies in both the east and west. Have always increased circulation and revenue, also held expense to the low water mark. Know how to get the confidence of the carriers and newsboys and keep them hustling. Am thoroughly familiar with all circulation details inside and out. I am not satisfied with my present position and wish to resign as soon as I can hear from the right paper. References furnished. Address H. B. Stowe, Hotel Granville, 914 Grand Ave., St. Louis, Mo.

**EDITORIAL WRITER**  
whose contract expires soon has personal reasons for not wishing to renew it. Chance for publisher to get high grade political specialist. Address F. H., care THE FOURTH ESTATE.

**YOUNG MAN** (21) experienced in advertising agency business (order and billing departments). Competent, rapid and accurate worker. Would be pleased to hear of opening giving promise of rapid advancement based upon merit. Address S. K. J., care The Fourth Estate.

A practical newspaper engraver would like to take charge of a newspaper Engraving Department. Has experienced in every detail of producing first class halftones and all other cuts. Address Engraver care The Fourth Estate.

Wanted—A newspaper man, twelve years' experience, desires connection with publisher who wants man as assistant or manager who has been successful on three papers. Can give reference owners of the three. Thoroughly familiar advertising and circulation—wants to locate where there is future. Sober. Married. References will satisfy most exacting. Address G. B. D., care The Fourth Estate.

Two experienced newspaper men on dailies in city of 150,000, want to build up newspaper property. Thoroughly experienced in every department. Both business producers. Wish to acquire interest in paper, address C. K. 35, care The Fourth Estate.

## THE BOUND

## VOLUME

## OF THE

## FOURTH

## ESTATE

for 1911 is a complete history of the happenings in the newspaper world for the past year.

This (the eighteenth) annual volume of THE FOURTH ESTATE is now ready for delivery. It is a massive volume bound in red cloth, containing a great amount of news of the activities in the newspaper and publishing world not otherwise obtainable.

Price \$5.  
THE FOURTH ESTATE,  
105 West 40th Street,  
NEW YORK

## MISCELLANEOUS.

**UNITED STATES  
SAFE DEPOSIT CO.,**  
32 LIBERTY STREET.

Branches:  
72d STREET AND BROADWAY,  
12th STREET AND EIGHTH AVE.,  
NEW YORK.

ing Company; capital, \$1,000; incorporators, W. E. Duncan and C. W. Busch.

LOS ANGELES, CAL.—Morning Sun Publishing Company; capital, \$10,000; incorporators, J. B. Lilley, P. B. Fletcher, P. E. Osborn, K. A. Burkhardt and J. C. Percival.

## SITUATIONS WANTED.

Wanted—Connection with reliable house as advertising manager. Have had long and valuable experience in mail-order business. Have the goods. Honest and reliable. Good references. A. E. Morrill, 98 Exchange street, Portland, Maine.

WANTED—A position by a stenographer with nine years' experience. Have charge of orders, filing and correspondence. Can furnish excellent references. Address Competent, Box 33, care The Fourth Estate.

## TO PUBLISHERS.

Do you want a New York representative with office? Experienced reporter, fluent writer and correspondent, capable advertising man. Frank Rutherford, 23 Park Row, New York.

## GOOD WRITER

desires engagement on conservative, high class daily or weekly paper in small city or country town. Address J. T. Munson, 467 W. 23rd street, New York City.

Energetic young man of good address, character and habits, who has had ample business and editorial experience, seeks responsible connection with advertising or business department of daily newspaper in large city. Address K. F., care The Fourth Estate.

## HELP WANTED.

Wanted.—An experienced man to take complete charge of Editorial Department on one of the most substantial small dailies in the South. Would prefer man who would consider taking small interest in paying paper with great future. Address B. D. S., care The Fourth Estate.

## BUSINESS HELPS.

**WINTHROP COIN CARDS** are used by the leading dailies in all parts of the country.

## Classified Collections

on daily newspapers can be handled at a minimum cash expense by the use of "Winthrop Coin Cards." Our complete collection system can be bettered. Write us for samples, prices and particulars.

THE WINTHROP PRESS,  
Coin Card Department,  
60 Murray Street, New York City.

## SOME NEW BOOKS.

**THE POWER OF TOLERANCE,**  
by George Harvey. Harper & Brothers, New York.

This is a collection of 23 addresses and speeches by George Harvey, editor of Harper's Weekly and the North American Review. The subjects are varied and cover a wide range. Three of them—"Journalism and the University," "The Country Press" and "The Magazines"—will especially interest readers of THE FOURTH ESTATE.

**FAMOUS PRIVATEERSMEN,**  
by Charles W. L. Johnston. L. C. Page & Co., Boston.

This is the fourth volume of "The Famous Leaders Series," by Mr. Johnston. It contains stories about famous sailors of fortune. Among these privateersmen are Captain Otway Burns, a patriot and legislator, Woods Rogers, of the South Sea trade; Captain William Death, styled "wolf of the ocean," and many others noted for their bravery and achievements on the high seas.

**THE AMAZING ADVENTURES OF LETITIA CARBERY,** by Mary R. Rinehart. Bobbs-Merrill Company, Indianapolis.

This story, connected with a hospital, is marked with adventure, mystery and romance, and full of humor. The "little nurse" and a young doctor are among the lead-

## FOR SALE.

**THREE MODEL No. 3**  
LINTYPES FOR SALE on account of installing additional Monotypes and discontinuing our Linotype department. These machines are equipped with motors and large assortment of matrices and magazines. John C. Winston Co., Philadelphia, Pa.

**LINTYPES FOR SALE. Three**  
Model 1 Lintypes, Address Richmond Press, Co., Governor and Ross streets, Richmond, Va.

**LINTYPES FOR SALE: One**  
Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazine and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

**MODEL 2 LINTYPE FOR SALE.**  
Complete with 2 magazine containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad Street, Charleston, S. C.

**FOR SALE.**—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12 point matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

**FOR SALE.**—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

## AMUSEMENTS.

ALHAMBRA, 126th street and Seventh avenue, Vaudeville.

ASTOR, 45th street and Broadway, "The Red Widow."

BELASCO, 44th street and Broadway, "The Return of Peter Grimm."

BROADWAY, 41st street and Broadway, "The Wedding Trip."

BRONX, 149th street and Third avenue, Vaudeville.

CASINO, 39th street and Broadway, "The Sum of Us."

CENTURY, 62d street and Eighth avenue, "The Garden of Allah."

COHAN, 43d street and Broadway, "The Little Millionaire."

COLONIAL, Broadway and 62d street, Vaudeville.

COMEDY, 41st street and Broadway, "Bunt Pulls the Strings."

COLUMBIA, 47th street and Broadway, Burlesque and Vaudeville.

CRITERION, 47th street and Broadway, "White Magic."

DALY'S, 30th street and Broadway, "The Rose of Panama."

EMPIRE, 40th street and Broadway, "The Witness For the Defence."

GARRICK, 35th street near 6th avenue, "The Senator Keeps House."

GAETY, 46th street and Broadway, "The First Lady in the Land."

GLOBE, 42d street and Broadway, "Over the River."

HARRIS, West 42d street, "The Talker."

HERALD SQUARE, Broadway and 35th street, "The Millionaire."

HIPPODROME, 44th street and Sixth avenue, "Around the World."

Hudson, 44th street and Broadway, "The Return from Jerusalem."

KEITH & PROCTOR'S FIFTH AVE., 28th street and Broadway, Vaudeville.

KNICKERBOCKER, 38th street and Broadway, "Kismet."

LIBERTY, 42d street and Broadway, "The Marionettes."

LYCEUM, 45th street and Broadway, "The Little Boy Brown."

LYONS, 42d street and Broadway, "The Pearl Maiden."

PAER, 59th street and Broadway, "The Quaker Girl."

PLAYHOUSE, 48th street and Broadway, "Bought and Paid For."

ing actors. The reader is kept "guessing" as to the outcome of the charming love story. Ten full page pictures by Howard C. Christy illustrate the text.



# I AM THE PRINTING-PRESS.

I am the printing-press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratories of history, the symphonies of all time.

I am the voice of to-day, the herald of to-morrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do brave deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

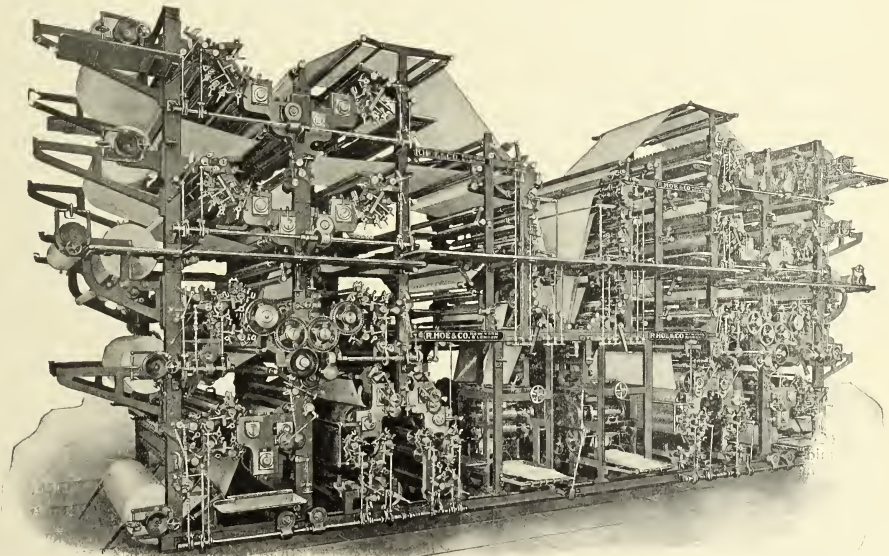
When I speak a myriad of people listen to my voice. The Anglo-Saxon, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge and power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lights of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing press.



R. HOE & CO.'S

LIGHTNING DOUBLE OCTUPLE NEWSPAPER PERFECTING PRESS

*The Largest Printing Machine in the World.*

Capacity, 300,000 8-page papers an hour, other products proportionately; all folded, cut, pasted and counted. Will also print in colors when desired.

Composed of approximately 65,000 Pieces.

Weight, 350,000 pounds.

## CIRCULATION BUILDERS.

EVERY DOWN-TOWN  
BUSINESS MAN

and his assistant are immediately interested in my NEW HANDY ATLAS. It contains just the information the intelligent reader must have handy at all times and just the facts and figures the illiterate demand for their children. All in all it's a strong proposition for city and country, producing new circulation at a splendid rate. Write for data.

20 years learning HOW

S. BLAKE WILLSDEN

32 S. Wabash Ave., CHICAGO

THE UNITED  
PRESS.

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.

General Offices,  
World Bldg., NEW YORK

## Small Features

Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmie," Rann's "Sidewalk Sketches," The Horoscope. Write for sample weekly sets—NOW.

The Adams Newspaper Service  
Peoples Gas Building, Chicago

BUILDING UP THE  
CIRCULATION.

The Popular Electricity Magazine, of Chicago, is offering four cash prizes for the best written advertisements with which to solicit subscriptions. The first is \$100 and the others \$50, \$25 and \$25 respectively. Regardless of winning one of the capital prizes or not, each contestant will be awarded free a year's subscription to Popular Electricity.

Marion A. Todriff is editing an interesting "News for Women" page in the Bridgeport (Conn.) and Waterbury Sunday Heralds. It is an innovation and is proving popular.

The Buffalo Express has just launched a European subscription contest open to the women of that city and Western New York. The contestants will be divided into fifteen districts and the person polling the highest number of subscriptions in each district will be given a free fifty-nine-days' tour of England,

France, Holland, Prussia, Saxony and Ireland. The fifteen winners will start on about April 15, accompanied by a chaperone who will be appointed by the contestant having the greatest amount of subscriptions to her credit.

W. C. Keyes, circulation manager of the Bridgeport (Conn.) Standard, has invaded the large towns of Shelton and Huntington in Fairfield County, placed a correspondent in that territory and is pushing an active campaign for subscribers.

The Tuscaloosa (Ala.) News is using with success a thirty-one piece Limoges China set. By subscribing for six months readers of the News may get the set for \$2.

The Bridgeport (Conn.) Post is running a voting contest which is attracting much attention. Another innovation on that publication is twice-a-week conferences of the staff for the receiving of suggestions and discussions on how the news service may be improved.

McKITTRICK'S DIRECTORY  
OF ADVERTISERS.

The thirteenth annual edition of McKittrick's Directory of Advertising, published by George McKittrick & Co., 108 Fulton street, New York, is just off the press and constitutes a service of inestimable value to any advertising man, whether engaged in the buying or selling of space.

The latest volume of the directory contains a list of 13,000 prominent advertisers of the United States, the correct name and address of each, class of business in which each is engaged, the kind of medium each uses, name of the man in charge of the advertising, the name of the agency placing the business, a list of 2,000 trade mark articles and a list of general advertising agents and their splendors.

Subscribers for the service are kept up to date all during the year on current changes in any of the above listed headings by means of a monthly supplement, which thoroughly covers new advertisers and changes that are all the time occurring.

The directory is in three sections: Entire United States, Eastern (East of Pittsburg and Buffalo), and Western (West of Pittsburg and Buffalo).

## HORTON TO PEORIA.

H. H. Horton, formerly business manager of the Fort Smith (Ark.) Times-Record, is now with the Peoria (Ill.) Herald-Transcript in a similar capacity.

The Coleman (Tex.) Democrat-Voice was recently burned out with a loss of \$9,000.

GENESEANS -PRESENT CUP  
TO LOUIS WILEY.

One of the features at the annual banquet of the Society of the Genesee at the Hotel Knickerbocker, New York, last Saturday evening, was the presentation to Louis Wiley, business manager of the New



LOUIS WILEY LOVING CUP.

York Times, of a beautiful silver loving cup, to show the appreciation of the members, which number nearly 500, of Mr. Wiley as founder and former president of the society.

The society, which is composed of New Yorkers who call the city of Rochester or the Genesee Valley section of New York State their native home, had as guests of honor on the occasion, which was the fourteenth annual dinner, President Taft, Don C. Seitz and others prominent in civic and social life. The presentation was made by President William J. Moran.

MAGAZINE DROPS GERMAN  
SUPPLEMENT.

Current Literature, the New York magazine, has discontinued publication of its German supplement known as Rundschau Zweiter Welten. The latter passes to the hands of its former owners, the Vieweck Publishing Company, and will hereafter be known as the Review of Two Worlds.

George Sylvester Vieweck will be in charge of the publication in America and Lewis Vieweck will look after the foreign department. Dr. Edward J. Wheeler, editor of Current Literature, will be connected with the publication in an advisory capacity.

SOCIETIES MAY HAVE  
PAPER.

The United Societies, of Chicago, are contemplating the founding of a newspaper since the election of Charles F. L. Richter to the presidency. The plans are being looked into by Dr. Adolph Weiner.

## CIRCULATION BUILDERS.

MUTT and  
JEFF

Greatest daily comic series ever known.

If you are not using it  
WHY NOT?

Write for particulars.

National News Association  
200 William St., NEW YORK CITY.

For EDUCATIONAL  
CONTESTS use the  
Tell-us Tellurian

SOMETHING ORIGINAL  
CARL MACK MFG. CO.,  
41 Cortland street, NEW YORK.

## Big Features

like F. P. Adams' Humor and Grantland Rice's "Sportlight" are worth a dozen little ones. Let us demonstrate.

THE CENTRAL PRESS,  
CLEVELAND.

DINNER TO TRADE PAPER  
PRESIDENT.

A dinner in honor of William H. Taylor, president of the David Williams Company, publisher of the Iron Age, Iron Age-Hardware, the Metal Worker, and the Building Age, was given last Saturday evening at the Hermitage, 424 street and Seventh avenue, by the editorial and business representatives of the company.

About forty members of the two departments, several of them from other cities, were present to do honor to their chief. The speakers were George W. Cope and A. I. Findley, editors of the Iron Age, the former being toastmaster; Charles S. Baur, advertising manager; M. C. Robbins, general manager of the company, R. R. Williams, editor-in-chief of Iron Age Hardware, and Mr. Taylor, the guest of honor.

## ENTERS VERMONT FIELD.

An interest in the Addison County Newspaper Association, with headquarters at Vergennes, Vt., has been purchased by William H. Wheeler, formerly connected with the Waterbury (Conn.) American. He will be associated in the publication of the Vermont property with R. W. McCuen.

Have you seen "Flaneur"?  
It's the best feature for editorial pages in America.  
Man's Sunday cartoons are something new.  
Best daily Washington letter.  
Samples of all of these for a postal card.

If your paper is not represented in Washington write us.

AMERICAN TELEGRAPH PRESS

307-12 District National Bank Bldg., Washington, D. C.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

## To Increase Prestige

Mr. Publisher, you should put some more big caliber features into your paper. You want folks to scramble for your publication. Give your readers Franklin P. Adams' "Always in Good Humor" and Grantland Rice's "Sportlight" and you'll see them doing it. If you're not acquainted with the features let us send you samples.

THE CENTRAL PRESS,

CLEVELAND



# TO BUILD UP YOUR CIRCULATION

NEWSPAPER DRUG CO.,	Waterloo, Iowa.
Date <u>1/20</u> 1912	
<p><b>R</b> Interview our representative <u>3</u> <u>XXV</u> min.</p> <p>A subscription campaign <u>3</u> <u>IX</u> weeks</p> <p>Essence of Ginger <u>3</u> <u>XVI</u></p> <p>Increase of Circulation <u>3</u> <u>XXXV</u> %</p> <p>Sig. Not necessary to shake while using.</p> <p>No. <u>45177</u> U. S. Car. Co. M.D.</p>	

## A Record Unequaled

In the course of human life it is sometimes necessary to put oneself under the care and direction of a physician or specialist. This is also in common with the circulation of a newspaper. If your circulation is in danger of a breakdown, or in need of building up our prescription is your faithful apothecary.

In the past five years we have ministered to scores of good newspapers in all parts of the United States and Canada, and at the present time are conducting our SIXTH SUCCESSFUL CAMPAIGN IN THE CITY OF MONTREAL IN LESS THAN TWO YEARS TIME. Within a period of EIGHTEEN MONTHS we conducted THREE BIG CAMPAIGNS in Kansas City, Mo. Also TWO campaigns in St. Louis, Mo., TWO in Peoria, Ill., TWO in Oklahoma City, Okla., and scores of successful campaigns on other large publications. In five years time we have secured over 250,000 NEW PAID

IN ADVANCE subscribers for different papers, with cash collections of more than \$1,000,000. THIS IS AN UNEQUALLED RECORD.

Our methods are new, clean and the most original in use today. All our employes are experienced circulation men. The best references from publishers and banks furnished upon request. Facts and figures about previous campaigns gladly supplied.

We have a new proposition to offer all publishers which secures the circulation without a cent of expense to the publication. Let us tell you about it. An interview with our representative places you under no obligations whatever. A line to us will bring you full information. Spring contracts now being signed.

**The United States Circulation Co.**  
INCORPORATED  
First National Bank Bldg., Waterloo, Iowa.

### LIGHTHOUSE SERVICE NEWS FOR THE NEWSPAPERS.

EDITOR THE FOURTH ESTATE,

SIR: The attention of the Bureau of Lighthouses of the Department of Commerce and Labor has been invited to the following article in THE FOURTH ESTATE of January 6, 1912:

"Under the new rules governing the United States lighthouse service employees are forbidden to give information to the newspapers. The matter heretofore obtained from these sources and published free of charge had related to matters of special interest to mariners and had been eagerly sought by them, and its discontinuance causes much annoyance."

You are informed that this article is erroneous, as lighthouse inspectors are authorized to give out all customary information to newspapers regarding the lighthouse service which will be of use or interest to maritime interests or the general public.

In addition to the routine notices to mariners, which lighthouse inspectors now distribute to the press in a systematic manner, lighthouse inspectors, may, in their discretion, furnish to the press news items of interest in regard to the progress of the work, such as the establishment of new aids to navigation, the improvement of present aids, the bringing in for repair of light-vessels, etc.

G. R. PUTNAM,  
Commissioner.

Socialists of Reading, Pa., are preparing to launch a daily and Sunday newspaper.

### NEW PHILADELPHIA AGENCY.

The McGuckin-McDevitt Company has entered the general advertising agency field in Philadelphia. Eugene McGuckin and George A. McDevitt, the founders, were formerly connected with the Philadelphia North American and are well known in the local advertising field. The firm has offices in the Morris Building.

### COMPLETELY BURNED OUT.

Visited by fire twice within a year, the newspaper plant of former Mayor Arthur Howard of Salem, Mass., publisher of the Salem Dispatch, was totally ruined, causing a loss of several thousand dollars, with no insurance. The morning's edition of the paper had been issued before the fire.

### SLOAN-MORRIS AGENCY.

Philip Morris and Harry M. Sloan have started in the advertising agency business in Chicago as the Sloan & Morris Agency. Offices are located in the Republic Building. Mr. Sloan was formerly the Chicago representative of the B. W. Parker Agency of New York.

### HARE STARTS AN AGENCY.

The Hare Advertising Service has been established in Chicago, with offices in the Heisen Building. Claude H. Hare is at the head of the enterprise.

### NEWSPAPER ENTERPRISE IN WINNIPEG.

The Winnipeg Telegram on January 14 carried a 3,000-word story of the killing of A. G. Boyce in Fort Worth, Tex., by J. B. Snead, which demonstrates the enterprise of the news department of that paper. The unusual feature about the story was the fact that it was handled and sent in its entirety direct from Fort Worth to the Telegram office by telegraph without a single relay. The Postal Telegraph Company established a special 3,000-mile circuit by way of Kansas City, Chicago, Toronto and Winnipeg and the story went through without a break of even a few seconds.

This is said to be the longest circuit ever established between the United States and Canada. Winnipeg was especially interested in the case as it was there that Mrs. Snead and A. G. Boyce were arrested and the extradition fight was carried on. The story was handled in Fort Worth by Byron C. Utecht, correspondent in Fort Worth for New York and Chicago newspapers. The Snead trial will be covered by Mr. Utecht with special stories of each day's proceedings.

### BRUTON NOW MANAGER.

George Bruton has become manager of the Boone (Ia.) News-Republican. Mr. Bruton began work for the News-Republican as a reporter and in twelve years has been successively city editor and managing editor.

### BRYAN URGES EDITORS.

William J. Bryan is arranging to take a preferential vote in Nebraska on the Democratic Presidential candidates, and letters have been mailed from his office to the editors of all Democratic newspapers in the state, asking their aid.

After the vote is announced Mr. Bryan will call the editors into a conference in Lincoln and will endeavor to convince them of the importance of getting behind the candidate whom the majority favors. Omaha Democrats believe this means that Mr. Bryan will himself support the candidate who wins the straw vote.

Mr. Bryan himself will take no part in the contest. He merely asks the country editors to compile the vote of their subscribers and to send this vote to him. He will then make a resume of all the votes. Every subscriber to every Democratic newspaper in the state is asked to vote. The result will be announced on February 4.

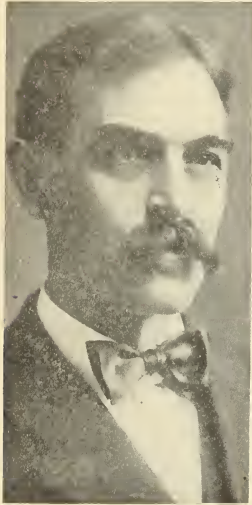
### LAND AND SEA MAGAZINE.

E. E. Schwartzkopf has brought out the first number of his Land and Sea Magazine in New York. The publication will be fortnightly, and will be devoted to travel and motoring. Among the contributors are Edward Noreme, Mary Edith Griswold, Edwin Emerson, and J. F. Jewell. Besides appealing to travelers in general, however. Land and Sea addresses itself particularly to motor tourists.

# CONNECTICUT EDITORS RE-ELECT THEIR OFFICERS.

ALSO CONSIDER MATTER OF AFFILIATING WITH BAY STATE ORGANIZATIONS.

The annual convention of the Connecticut Editorial Association was held in Hartford on Monday, with President Everett H. Hill, of the New Haven Register, presiding. The reports showed the membership



EVERETT G. HILL.

to be sixty and that the association had a successful year. All of last year's officers were re-elected. They are:

President, Everett G. Hill, New Haven Register; secretary-treasurer, Arthur S. Barnes, Bristol Press; auditor, F. W. Lyons, Greenwich News; vice-presidents, E. H. Crosby, Manchester Herald; Theodore Bodenwien, New London Day; W. S. Jones, Westport Westporter; L. O. Williams, Putnam Patriot; W. C. Sharp, Seymour Record; L. McLaughlin, Stafford Springs Press; E. L. Pratt, Deep River New Era; and H. Roger Jones, New Hartford, Tribune.

J. E. Dennis, of the Hartford Post, was elected to membership.

A. L. Starbuck, of the Waltham (Mass.) Free Press-Tribune, on

Largest Circulation that counts in

**MILWAUKEE**

The great prosperous middle class can be reached in the **EVENING**

**WISCONSIN**

Daily average circulation for the year 1911

**44,766**

A daily average increase of 3000 over the year 1910.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



ROBERT W. SPEER,

MAYOR OF DENVER AND NEW OWNER OF THE DENVER TIMES.

behalf of the Suburban Press of that State and the New England Press Association, presented a proposition for federation with the Connecticut Association. The reasons offered were that the federated clubs would more promptly detect fake and unreliable advertisers and would otherwise work for the welfare of newspapers in New England.

A committee was appointed, to consist of Arthur S. Barnes of Bristol, C. H. Scholey of Guilford and Everett A. Hill of New Haven, to meet committees of all New England states at a meeting to be called by A. Starbuck of Waltham, Mass.

The customary banquet closed the meeting in the evening. Frank Bolande, of the Bridgeport Post, was toastmaster, and the guests of honor were Rev. William H. Bartlett, Joe Mitchell Chapple of the National Magazine; Herold MacD. Anderson, of the New York Sun; John N. Cole, former speaker of the Massachusetts House of Representatives; C. H. Riggs, founder of the Bristol Press; and Rev. John Calvin Goddard. The banquet was at the Garde Hotel and the menu was in the form of a four-page pamphlet containing the history of the organization, and entitled the Editorial Bulletin.

## THE DENVER TIMES' NEW PROPRIETOR.

Mayor Robert W. Speer of Denver, who last week purchased the Denver Times, retires from office on June 1 and it is said that he then intends to become a candidate for the United States Senate. Mr. Speer, however, states that the Times, which is an evening and Sunday morning newspaper, will under him be independent in politics and will devote its energies to the upbuilding of the state.

Mr. Speer is a native of Huntingdon, Pa., and sixty-two years old. He has been residing in Denver since 1877 and for years has been one of the foremost Democrats in Colorado. He has served as postmaster of Denver, president of the fire and police boards and has been mayor since 1904.

J. N. Husted and Hugh O'Neill, who purchased the Times from Senator Thomas M. Patterson about a year ago, retire from all connection with the newspaper. The paper is represented in the foreign field by the John Budd Company.

The pressroom of the Gay (Ind.) Tribune was wrecked by fire a few days ago.

## THE BALTIMORE AD CLUB'S NEW PRESIDENT.

The selection of F. J. Shay to succeed Malcolm Moore as president of the Baltimore Ad Club is



F. J. SHAY.

considered a fortunate one as he is thoroughly familiar with the work of the organization now under way, and in fact has been working hand in hand with Mr. Moore.

Mr. Shay, moreover, is a man of wide experience in the advertising field. He is advertising manager at the Baltimore Bargain House, one of the largest wholesale business establishments in the United States, and previously was advertising manager of Elbert Hubbard's Philistine. Mr. Shay is confronted with the big task of landing the 1913 Convention of the Associated Advertising Clubs for Baltimore.

## NEARLY TWO SCORE YEARS.

Charles Walsh has retired from the ownership of the Amenia (N. Y.) Times after a connection with the paper of thirty-seven years. He will hereafter give his entire time to the Pawling Chronicle, of which he has been proprietor since 1895. The Amenia Times will be conducted by a stock company of which J. E. Spingarn is the head.

**SUCCESSFUL ADVERTISERS**  
use the **PITTSBURG LEADER**. Are you one of them? It's one of the Best Mail-Order mediums in the country.

**VERREE & KONKLIN, Inc.**  
Foreign Representatives:  
Brunswick Building, Steger Building,  
NEW YORK. CHICAGO.



# The SAN FRANCISCO CALL

shows a healthy gain in local advertising for the year 1911 over the year 1910. The list of advertisers shown below includes only those retail advertisers who use 10,000 or more lines per year in any single San Francisco newspaper. THE CALL SHOWS THE GREATEST GAIN

## CALL GAIN 120,702 Lines

Chronicle.....	Gain .....	53,126	Lines
Examiner.....	Loss .....	89,391	Lines
Bulletin.....	Loss .....	92,969	Lines

A List of Every Local Advertiser Who Uses 10,000 or More Lines in Twelve Months and the Record San Francisco, January 1, 1912 for 1910 vs. 1911

NAMES OF FIRMS	CALL		CHRONICLE		EXAMINER		BULLETIN	
	1910 Lines	1911 Lines	1910 Lines	1911 Lines	1910 Lines	1911 Lines	1910 Lines	1911 Lines
Abrams & Co.....	700	2,716		2,534	43,232	19,964	7,882	5,936
Allen, Wiley B.....	20,706	26,824	20,524	26,502	19,110	26,936	22,204	29,568
Baldwin Piano Co.....	6,454	434	5,810	16,600	5,474	2,240	24,288	18,480
Baldwin & Howell.....	8,834	13,172	8,232	11,270	7,982	12,712	8,680	10,430
Baker, C. H.....	21,140				15,736			
Breuner, John & Co. (Including Oakland).....	41,496	43,224	41,986	3,234		52,486	5,656	
Brittain & Co.....	6,860	5,194	700		11,172	9,282	3,780	952
Brown, Charles & Sons.....	624	420	588		896	5,390	8,638	17,752
Clarion, The.....	8,162	4,060			20,538	23,310	6,244	13,188
City of Paris.....	22,204	27,958	21,644	29,344	24,822	33,348	19,474	14,518
Curtaz, Benjamin.....	556	720	658	2,898	3,052	1,876	7,098	16,492
Eastern Outfitters.....	16,772	8,848	10,136	15,568	36,008	34,188		
Eilers Music Co.....	15,176	27,006	6,874	17,976	16,282	32,116	14,644	18,816
*Emporium.....	96,544	136,052	91,574	63,112	176,190	141,750	232,750	212,720
English Woolen Mills.....		17,864			1,092	5,432	8,498	15,022
Frank Bros.....					17,906	9,772	15,008	16,450
Fredericks & Co.....	27,720	2,464	3,598	13,720	3,640	5,068	3,500	
Friedman, M. & Co.....	6,636	2,240	1,694		71,400	75,544	107,856	104,748
*Golden Gate Cloak & Suit House.....	17,206	17,514	6,230	4,018	49,084	48,902	10,416	10,402
Ghirardelli.....	18,606	19,202	18,816	19,096	18,382	19,656	14,406	19,614
Greater San Francisco Cloak & Suit House.....	10,780	9,588	8,750	2,850	62,346	49,884	62,202	51,198
Goldberg, Bowen & Co.....	12,658	10,892	13,888	12,712	12,348	6,272	280	
Gantner & Mattem.....	5,264	10,164	4,322	5,530	6,734	11,634	3,458	2,702
Gullixson's.....	2,020	5,740	2,030	3,388	7,196	16,758	6,706	6,258
*Hale Bros.....	122,710	123,060			148,022	136,066	110,614	84,616
Heine Piano Co.....	756	2,114	658	756	5,556	22,218	5,306	20,668
Juvenile Clothing Co.....	2,772	1,120	2,464	3,066	10,584	10,262	1,288	1,904
Kohler & Chase.....	15,386	44,660	9,884	23,982	22,334	35,752	120,035	37,338
Kriess & Sons.....	16,030	15,022	16,240	17,788	602	3,038	10,976	11,242
Liebcs, H. & Co.....	2,982	13,636	48,944	56,784	39,704	36,638	1,680	
Lilienfeld & Co.....	2,520	1,162			57,344	62,748		
Lincoln Mortgage Co.....	27,552	3,752	22,064	5,432	25,998	3,388	27,818	3,430
*Livingston Bros.....	33,418	43,064	14,798	19,502	93,600	92,202	20,482	39,600
*Magnin, I. & Co.....	18,144	39,060	41,118	52,934	45,066	62,482	4,858	11,522
*Marks Bros.....	18,606	31,206	2,086	392	32,858	11,844	672	4,508
Moore Furniture Co.....	8,330	140	420	210	4,578	32,732	229,754	45,752
Nathan-Dohrmann Co.....	9,576	9,128	12,166	9,856	10,550	9,464	10,626	8,400
Newman's Furniture.....	1,190	252	840	4,340	14,910	14,750	10,220	
Newman & Levinson.....	2,996	2,898	7,056	16,632	110,880	76,944	18,956	38,994
New York Saffle House.....	2,016	2,912			9,030	8,176	24,738	17,962
O'Connor, Moffatt & Co.....	51,044	55,860	41,538	42,294	53,508	63,308	11,802	11,298
Owl Drug Co.....	12,026	560	8,400	560	13,020	1,508	13,916	48,630
Pacific States Tel. & Tel. Co.....	24,024	29,946	4,620	24,440	41,748	47,404	14,490	14,364
*Philadelphia Shoe Co.....	34,762	43,424	13,930	15,092	33,082	26,516	21,196	37,148
Pragers, Inc.....	57,246	6,946	280		137,634	99,066	195,566	222,124
Prussia Co. (Formerly Altman's).....	1,862	18,730	7,098	17,318	17,178	17,234	1,526	34,020
Ransohoff.....	5,362	4,312	8,022	10,206	8,146	10,458		
Santa Fe Railway.....	6,888	12,922	5,992	11,620	5,628	13,440	5,558	9,478
*Roos Bros.....	30,800	50,988	31,780	40,824	70,532	68,852	41,790	31,880
Rosenthal Shoe Co.....	8,680	10,066	10,640	13,398	4,574	13,132	8,624	11,844
Realty Syndicate Co.....	21,602	26,446	938	5,950	1,148	12,082	2,436	13,048
Samuels, D. & Co.....	58,310	49,056	21,728	42,840	69,986	44,002	38,388	20,538
Sherman, Clay & Co.....	15,288	19,946	15,008	15,764	15,946	15,946	13,832	15,036
Sloane, W. J. & Co.....	9,058	9,170	13,258	14,000	5,740	7,808	2,520	4,074
Sommer & Kaufmann.....	12,390	15,932	10,374	16,646	10,430	8,246	14,406	12,740
Southern Pacific Railway.....	73,990	75,040	71,918	79,602	74,522	69,185	20,244	44,814
Sterling Furniture Co.....	50,050	3,570	28,196	3,570	100,044	68,026		43,358
*Walter, D. N. & E. Co.....	26,642	21,588	26,222	20,006	23,912	19,068		3,668
Weinstock, Lubin & Co.....			12,922	980	69,496	59,088		
*White House, The.....	40,432	45,356	40,194	34,398	39,606	57,330	39,952	20,412
*Wood, S. N. & Co.....	12,642	104,202			105,336	82,838	109,732	134,036
Totals.....	1,205,240	1,325,942	819,350	872,476	2,164,314	2,074,923	1,745,821	1,652,852
		120,702 GAIN		53,126 GAIN	89,391 LOSS		92,969 LOSS	

## CHANGES AMONG CAPITAL CORRESPONDENTS.

A number of new appointments have been made by various newspapers in connection with their Washington correspondence. John Snure of the Munsey papers is now also looking after the interests of the Los Angeles Tribune, and Ernest Hazen Pullman is covering the Capital for the Albany Knickerbocker-Press.

George A. Mosshart, in addition to covering Congress for the Washington Times, has taken on the Omaha World-Herald and Lincoln Star. E. H. Arnold of the Baltimore Sun bureau is looking after the interests of the Wheeling (W. Va.) Intelligencer and News, and C. M. Stradden, formerly of the New Orleans Picayune, is now on the assignment for the Newark (O.) Advocate.

W. N. Taft, once with the United Press in St. Louis and formerly in Washington, is back again, covering the State, War and Navy assignment. J. L. Wright has joined the Detroit News Bureau. He was formerly with the Washington Times.

O. Owen Kuhn has been sent to the Capital by the Oklahoma City Oklahoman to succeed W. H. Schulz, now connected with the Consular service in Aden, Arabia. Robert M. McWade has added the Grand Rapids News to his list, and Charles R. Michael of the Philadelphia Public Ledger has been sent on from the home office to Washington.

B. P. Geddes is covering the White House for the United Press. He was formerly connected with Iowa papers and the Washington Times and accompanied Senator La Follette on his recent Western tour.

The names of several prominent papers are missing from the Congressional Directory this year, among them the San Francisco Chronicle and the Albany Journal.

## EVANSTON IS ON THE NEWSPAPER MAP AGAIN.

The News is the first daily newspaper to appear in Evanston, Ill., in fifteen years. It is issued by the Bowman Publishing Company, which owns the weekly publication of the same name. The Daily News is issued every afternoon. The last daily paper

in Evanston lasted about three months but, since, the city has grown to one of more than 23,000.

The students of the Northwestern University issue a daily paper called the Northwestern during the college year, and with this, and the dailies of Chicago, of which the city is suburb, Evanston residents have had to be satisfied for this long period.

## Z. T. MILLER WINS AD MEN'S GOLF TOURNAMENT.

A perfect day on Saturday keyed the players for the final rounds of the week's play for the advertising golfers. Z. T. Miller, of New York, won the chief trophy, beating R. M. Purves of New York, 5 up and 4 to play.

George H. Barnes, of New York, captured the first division consolation from G. T. Hodges, of Chicago, on the twentieth green, and there were numerous extra-hole matches in the remaining seven divisions.

R. W. Potter, of New York, won the second division cup. J. H. Egger, of New York, took the consolation, playing a nineteen-hole final with D. M. Parker.

E. J. Phillips and B. D. Butler, both of New York, won in the third division; R. C. Wilson and J. C. Platt, both of New York, in the fourth; H. B. Kennedy and Edward Rode, both of New York, in the fifth; W. W. Lanning of New York, and James Barber of Englewood, in the sixth, and Theodore Dickinson of Chicago, and Russell Doubleday of New York, in the seventh.

There were also trophies for both division consolation runners-up.

In the medal play handicap for those out of the running, Lee W. Maxwell won the gross score trophy in Class A with 81, with George C. Dutton, whose handicap was 6, and Herbert M. Adams, whose allowance was 12, tied for second at 83.

In Class B. F. H. Smith, 3d, of New York (20) and R. R. Mamlok, of New York, (18) won the first and second net trophies with scores of 70 and 71.

In the final round of the women's match-play handicap Mrs. J. P. Gardner, of Chicago, and Mrs. W. S. Bird, of Baltimore, won in the first division; Mrs. W. W. Hoops, of Chicago, and Miss Ruth French, of North Attleboro, in the second, and Miss Anne Carlisle, of New York, in the third.

## KENTUCKY LEGISLATORS WANT WATTERSON.

Declaring that Henry Watterson is Kentucky's choice for the Democratic Presidential nomination, members of the lower house of the Kentucky Legislature Tuesday put through a resolution inviting Watterson to address the house at his pleasure. Mr. Watterson is now in Washington and had intended leaving next week for Florida to spend the remainder of the winter.

## NEW ONE FOR MUSKOGEE.

Ex-Congressman Charles E. Cragger of Oklahoma is about to start a new afternoon paper in Muskogee. It will make the fourth daily paper for the city, and the third afternoon publication.

## SCHOOL "MISSES" PAY HIGH COMPLIMENT TO PRESS.

Journalism received its share of tribute among others of modernity's triumphs at the carnival and reception of the pupils of the Washington Irving High School for Girls, at the Sixty-ninth Regiment Armory, New York, on Tuesday. The portrayal was in the nature of processions and figures performed by the 3,000 girls who took part. Compliment was paid to each New York paper individually.

The Sun led the newspaper procession, the name printed in big black letters on many placards; a big globe led the Globe procession, followed by innumerable little globes and placards; "Best Home Paper" and "Authority on School News." The World came rolling in, a big wheel, and after the procession real newboys with copies of the paper. The Evening Post also had a placard.

The Times girls were all in delicately colored gowns, and one, standing in a chariot, carried a placard which bore, in red letters on white paper, the name, "The New York Times," while back of this two more girls bore two placards, "Not Yellow but Read," and "All the News That's Fit to Print." Following them the procession of girls carried round clock faces on sticks high above their heads. The girls in the lead carried copies of the Times picture supplement.

## ARRIES TAKES CHARGE IN THE WEST FOR WILBERDING.

C. R. Arries has been appointed Western manager of the Wilberding-Hand Company, or rather the J. C. Wilberding Company, the name under which the corporation will be known in the future, or as soon as the legal requirements necessary to change a corporate name in the state of New York are fulfilled.

Mr. Arries has been connected with the firm in the Western field for the past four years and is thoroughly familiar with all of the papers on the list. He came originally from the Kansas City Journal staff and has travelled every inch of the advertising territory west of Pittsburgh.

The present staff of the agency in the West, which is composed of Messrs. Arries, Dunkle and Barr, will be augmented by the addition of another well known advertising man.

## LYNN NEWS SOLD AGAIN.

The Lynn (Mass.) Evening News has been sold by the stockholders, represented by the Essex Trust Company, to Fred Smith and James Higgins, owners of the Newburyport News and the Gloucester Times. The purchase price was \$20,000.

Several months ago the News was bid in at a mortgagees' sale by the stockholders, and since that time it has been issued under the management of James R. Bolton of New Haven. It is announced that the paper will continue to sell at one cent.

## THE DECATUR HERALD SALE.

EDITOR THE FOURTH ESTATE.

Sir: My attention has been called to a recent notice appearing in your publication as follows:

"Postmaster a Publisher. The Decatur (Ill.) Herald has been sold to Postmaster W. F. Calhoun of that city. The paper will be strictly Republican in politics. The price paid was \$55,000."

Postmaster Calhoun has purchased my interest in the Decatur Herald, each of us having held the same interest for a number of years. The price paid for my interest alone was larger than the sum which you quoted and was on the basis of exactly \$140,000 for the plant. That is, he purchased my interest on a valuation of \$140,000 for the entire plant.

The only point I wish to make is that the article referred to is misleading in that one would think that Postmaster Calhoun was securing interests for the first time and that the value of the entire plant was \$55,000. Nearly everybody in the country knows that the Herald has one of the best equipped plants in America, if not the best, in a town the size of Decatur. The actual inventory, without any good will, for machinery alone, is over \$105,000.

HERALD-DESPATCH COMPANY,  
F. S. Dood,  
Manager.

## WILSON ANGRY, ORDERS A REPORTER OUT.

Angered at an alleged interview with him printed in Monday's issue of the New York Evening Sun, Governor Wilson of New Jersey, ordered a reporter for that paper from his offices in the State House and later issued this statement in explanation:

I want to denounce in the strongest terms the action of a representative of the Evening Sun in sending to his newspaper to-day an alleged interview with me, which was false from beginning to end. I cannot, of course, hold the paper itself responsible, but I feel that the reporter was guilty of a genuine outrage.

I want to add that this is the first time I have ever been treated in this way by a representative of the press. I hope, and believe, that there are very few men who would be guilty of such conduct.

The interview to which the governor took exception quoted him regarding the Wilson-Harvey-Watterson imbroglio.

The National Press Club, Washington, entertained Governor Woodrow Wilson at its meeting last week.

## PITTSBURGH POST (MORNING)

## PITTSBURGH SUN (EVENING)

Unaltered new ownership and management.

COMBINATION RATE, BOTH PAPERS, TO COVER LARGE FIELD.

Special Representatives:  
JOHN BUDD CO.,  
Brunswick Bldg., NEW YORK,  
Tribune Bldg., CHICAGO,  
Chemical Bldg., ST. LOUIS.

## GREATEST GAIN IN DRY GOODS ADVERTISING.

In 1911 The New York Times carried 2,508,245 lines of Dry Goods advertisements, an increase of 503,857 compared with 1910, a greater gain than any other New York newspaper.



## TABULATED STATEMENT.

Showing the number of newspapers and periodicals of all issues published in the United States, Territories, and Dominion of Canada, the number of towns in which newspapers are published, and the number of towns which are county seats.

STATES, TERRITORIES AND CANADIAN PROVINCES.	No. of Towns in which Newspapers Published.	No. of Towns in which County Seats.	ISSUES.											
			Daily.	Tri-Weekly.	Semi-Weekly.	Weekly.	Fortnightly.	Semi-Monthly.	Monthly.	Bi-Monthly.	Quarterly.	Miscellaneous.	Total—all issues.	
NEW ENGLAND STATES.														
Connecticut.....	65	9	36	1	8	19	2	11	22	4	4	1	154	
Maine.....	71	15	13	1	1	95	3	9	12	1	33	2	137	
Massachusetts.....	204	20	85	2	2	9	374	3	1	1	1	1	656	
New Hampshire.....	66	12	11	2	1	8	84	3	1	1	1	1	111	
Rhode Island.....	18	4	12	1	3	26	1	1	13	1	1	1	101	
Vermont.....	68	12	10	1	1	83	1	1	1	1	1	1	101	
NEW YORK.														
New York.....	492	72	167	5	22	750	5	13	108	10	30	3	1212	
MIDDLE ATLANTIC STATES.														
Delaware.....	11	3	7	1	2	27	1	4	3	1	1	1	25	
District of Columbia.....	62	21	16	1	2	117	1	6	39	4	7	2	177	
Maryland.....	164	21	60	1	5	280	1	3	29	1	33	2	371	
New Jersey.....	457	67	215	6	43	847	6	11	239	8	37	2	2077	
Pennsylvania.....	607	114	291	8	50	1293	7	21	338	14	52	3	2977	
SOUTHERN STATES.														
Alabama.....	157	69	27	3	7	201	8	12	37	4	1	1	236	
Arkansas.....	163	84	34	13	3	248	3	9	9	1	1	1	303	
Florida.....	93	46	19	2	2	144	10	10	10	1	1	1	176	
Georgia.....	207	137	28	2	2	269	2	8	49	3	1	1	374	
Kentucky.....	154	117	31	2	25	231	2	1	10	27	4	1	331	
Louisiana.....	167	56	19	1	7	171	1	5	15	15	1	1	223	
Mississippi.....	148	85	14	1	6	214	2	5	15	15	1	1	256	
North Carolina.....	158	85	31	1	21	208	1	11	27	16	4	1	299	
South Carolina.....	85	43	14	1	21	120	5	3	89	16	2	1	310	
Tennessee.....	144	87	17	1	8	227	1	3	89	16	2	1	310	
Texas.....	592	222	96	2	20	808	1	8	66	2	2	1	1010	
Virginia.....	131	65	35	2	7	167	1	1	14	3	6	1	221	
West Virginia.....	55	30	14	4	172	1	1	14	3	6	1	1	221	
MIDDLE WESTERN STATES.														
Illinois.....	2219	1162	385	8	158	3175	8	70	345	7	31	2	4192	
Indiana.....	645	102	170	3	34	1073	5	26	423	7	13	2	1706	
Michigan.....	374	91	158	5	23	525	5	6	61	1	8	1	787	
Minnesota.....	333	82	83	5	24	535	1	4	85	8	2	1	788	
Ohio.....	415	88	174	5	55	726	3	13	153	8	22	1	1162	
Wisconsin.....	374	71	63	1	21	531	1	3	56	1	1	1	678	
WESTERN STATES.														
Colorado.....	2199	434	648	19	157	3330	10	52	700	17	43	3	5131	
Idaho.....	181	59	17	2	6	306	3	31	1	1	1	1	397	
Iowa.....	573	99	66	3	43	773	7	61	1	1	1	1	950	
Kansas.....	450	105	67	1	8	628	3	23	1	1	1	1	732	
Montana.....	113	38	11	1	7	136	1	15	1	1	1	1	152	
Missouri.....	440	113	82	1	14	742	5	13	116	1	10	1	985	
Nebraska.....	100	29	17	7	7	125	1	5	18	1	1	1	108	
New Mexico Territory.....	385	91	30	2	16	529	1	3	31	1	1	1	625	
North Dakota.....	268	50	12	2	320	1	1	5	17	1	1	1	136	
Oklahoma.....	289	76	51	2	539	1	5	17	1	1	1	1	344	
South Dakota.....	213	52	20	1	415	1	1	5	1	1	1	1	284	
Wyoming.....	49	15	5	6	61	1	1	5	1	1	1	1	76	
PACIFIC SLOPE STATES.														
Arizona Territory.....	3689	803	441	9	110	5239	8	40	369	8	14	1	6249	
California.....	31	14	16	4	31	502	2	2	3	1	1	1	69	
Idaho.....	309	57	191	1	6	128	9	101	7	5	1	1	816	
Nebraska.....	102	27	11	3	6	204	1	2	1	1	1	1	152	
Oregon.....	29	14	11	3	6	81	1	1	1	1	1	1	46	
Utah.....	140	34	32	2	11	291	1	1	26	9	1	1	273	
Washington.....	53	21	6	3	7	69	3	3	9	1	1	1	97	
Washington.....	196	39	36	5	5	296	1	3	40	1	1	1	382	
OUTLYING TERRITORIES.														
Alaska.....	880	206	272	12	60	1277	4	18	16	5	2	1	1837	
Hawaii.....	16	5	11	7	1	11	1	7	1	1	1	1	25	
Philippines.....	5	6	12	1	2	4	1	17	1	1	1	1	37	
Porto Rico.....	5	4	11	1	2	4	1	17	1	1	1	1	37	
CANADIAN PROVINCES.														
Alberta.....	32	1	41	5	4	39	3	26	1	1	1	1	119	
British Columbia.....	71	6	17	1	1	89	2	2	1	1	1	1	104	
Manitoba.....	60	6	9	1	1	98	4	25	4	1	1	1	137	
Saskatchewan.....	120	16	7	1	2	137	1	4	1	1	1	1	151	
Yukon.....	2	2	1	1	1	3	1	1	1	1	1	1	4	
New Brunswick.....	18	6	8	1	10	24	2	2	9	1	1	1	53	
Nova Scotia.....	39	16	15	1	3	412	2	2	13	1	1	1	82	
Ontario.....	282	47	55	1	1	412	4	11	13	1	10	1	681	
Prince Edward Island.....	18	4	2	1	1	9	1	1	1	1	1	1	61	
Quebec.....	47	22	20	1	1	100	1	30	1	1	1	1	156	
Newfoundland.....	6	3	1	1	1	9	1	1	1	1	1	1	18	
Total.....	705	102	151	5	45	1029	9	24	229	3	13	1	1508	

\* Decrease. † Net Increase.

TOWNS AND COUNTY SEATS.												
No. of Towns in which Papers are Published.		No. of Towns which are County Seats.		NEWSPAPERS.								
DAILY.												
Tri-Weekly.												
Semi-Weekly.												
Weekly.												
Fortnightly.												
Semi-Monthly.												
Monthly.												
Bi-Monthly.												
Quarterly.												
Miscellaneous.												
Total of All Issues.												
1296	1212	1988	2920	2058	3077	4200	4192	5136	5131	6255	6249	7802
New England States.												
New York.												
Middle Atlantic States.												
Southern States.												
Middle Western States.												
Western States.												
Pacific Slope States.												
Outlying Territories.												
Total for United States and Territories.												
Canada.												
Total.												
Increase or Decrease.												

dred of these lists in the book just from the press. Religious publications number 865, agriculture journals total 463, and there are no less than 129 separate divisions of class and trade periodicals.

Indicating the variety and timeliness of these classifications, it is found that automobiles and motors have sixty-five representatives, cement and concrete nine, ice trade four, the matrimonial market one, new thought ten and woman suffrage eight. Exponents of more than forty secret society orders are catalogued. Foreign language papers printed in thirty-four different forms of speech are described in a classification of their own.

These statistics are gathered from returns by the press of the country and sifted, verified and arranged by the publishers of this directory, who are engaged in such revision throughout the year. The importance of the newspaper publishing industry, likewise the development and rapid increase of advertising, is impressively illustrated in the magnitude of this work.

#### THE PILGRIMS' NOVEL LADIES' NIGHT CELEBRATION.

The Pilgrim Publicity Association of Boston held its first "Ladies Night" reception and dinner on Tuesday evening. It was a most unique affair, being held on the stage of the Boston Opera House, the many novel features and the setting making it one of unusual attractiveness and brilliancy.

The Opera House was tendered for use to the advertising men by Director Henry Russell. About 300 persons participated at the dinner, and each wore a ribbon badge with the words "Success to Boston Opera." This phrase was the theme for the addresses of the evening and was heartily endorsed by all the guests.

Four opera artists rendered their services for the occasion, singing solos. They were Mme. Carmen Melis, Mme. Martini, Sig. Alfredo Ramella, and Cesare Clandestini. The speakers of the evening were Director Russell, Eben H. Jordan, Charles B. Welch, managing editor of the Boston Traveler; George Perry Morris of the Christian Science Monitor; and Henry B. Humphrey, president of the Pilgrim Publicity Association, who presided.

#### REMOVING THE INK FROM NEWSPAPERS.

A process has recently been discovered in Germany which enables paper manufacturers to take discarded old newspapers and make fine new paper from them.

An alkaline preparation is used in removing the inks from the old papers. Then the pulp is put through a process, with a little new material added, which produces nice, clear paper, as good as the original material.

The latter process has been tried for a number of years, but when the coloring matter remained in the pulp it was not possible to produce good paper.

By this new discovery old papers will become more valuable and a great trade will be established at

## Four Years' Advertising Gain 78.4 PER CENT.

Total lines for 1908	154,403
Total lines for 1909	232,382
Total lines for 1910	252,853
Total lines for 1911	275,456

### Big Display

### Quick Returns

and

### Large Results

Leslie's page—800 lines—the largest standard weekly page—gives ample space for compelling copy—effective illustration—display type—and attractive layout—maximum attention value.

Short time between Leslie's closing and issue dates permits quick, frequent touch with city and town consumer in all sections—moves the retailer's goods in minimum time.

Leslie's puts your appeal next to reading—it cannot escape the eye. Not one advertisement is lost—each one is before the readers. Leslie's 50 years' prestige with its substantial home readers of the 350,000 copies means a responsive public—maximum results.

## Leslie's Illustrated Weekly

The People's Paper—Published Continuously Since 1855.

ALLAN C. HOFFMAN  
Advertising Manager  
225 Fifth Avenue  
New York

Circulation Over  
350,000 Copies  
\$1.50 a Line

CHAS. B. NICHOLS  
Western Manager  
Marquette Bldg.  
Chicago

once in the larger cities where thousands of tons of refuse material in the shape of unused or discarded printed matter will be collected.

The process may in a measure solve the raw product problem which has been confronting paper manufacturers for some time owing to the scarcity of matter from which good pulp can be made.

#### FARM WEEKLY IN BOISE.

A new publication will be issued in Boise, Ida., in February, to be known as the Inter-Mountain Farmer.

The company to publish the Farmer has been incorporated with a capital stock of \$25,000.

The Farmer will be a weekly. A. H. Allen will be managing editor

and it will be represented in Chicago by Rodenbaugh & Morris, Chamber of Commerce Building. Its publishers claim a guaranteed circulation of 3,000 for the first issue.

#### SLEICHER DINES STAFF.

The Western forces of the Leslie-Judge Publications were tendered a banquet by Publisher John A. Sleicher in Chicago a few days ago. The affair took place at the Hotel La Salle.

#### PEOPLE LOSE THEIR VOICE.

The paper known as the Voice of the People, published at Tucson, Ariz., has discontinued and its publisher, Frank Harris Blythen, retires from the field of journalism.

#### CARPENTER TAKES IN PARTNERS.

The Willard E. Carpenter Special Agency, of Chicago, on February 1, will be succeeded by the Carpenter-Scheerer Special Agency. The change is brought about by the entrance into the firm of Hugo E. and Allene V. Scheerer, who have been associated with Mr. Carpenter since he entered the special agency field.

The agency will open an Eastern office in charge of Mr. Carpenter, and the Messrs. Scheerer will look after its Western interests. Mr. Carpenter knows the Eastern field well, as he formerly represented the Chicago Chronicle in this section. At the present time he is also associate publisher of the Texas Farm Co-Operator.

#### LOS ANGELES CHALLENGES THE WORLD.

Max Ihmsen, general manager of the Los Angeles Examiner, is receiving general congratulations upon the tremendous advertising gain of the Examiner, which for the third successive year exceeds those of any other newspaper in the world.

The details which appear in the advertisement of the Los Angeles Examiner on another page show a total gain in 1909, 1910 and 1911 of 17,262½ columns.

It is gratifying also to M. D. Hutton and W. H. Wilson, respectively Eastern and Western representatives of the Examiner, to note that the gains in foreign display are by no means the least important feature of the Examiner's triumph.

#### SERVICE FOR POLITICAL NEWS TO IOWA PAPER.

W. H. Powell, formerly city editor of the Des Moines Register and Leader, and H. M. Harwood, for eight years newspaper reporter, correspondent and special writer have formed the Mid-West Press Association with headquarters in Des Moines. Mr. Powell is president and Mr. Harwood is secretary. The organization will furnish a special service of political news to a syndicate of Iowa newspapers. Representatives of the association will be present at both national conventions and a complete system has been devised to furnish "independent, non-partisan, up to date and exclusive service, for the Iowa publishers."

Mr. Powell was with the Lee Syndicate of newspapers before he joined the Register and Leader. He has had wide experience in covering national and state political conventions.

#### CIRCULATION AUDITOR ILL.

C. G. Deming, circulation investigator for the Association of American Advertisers, is in the Charity Hospital, New Orleans, at the point of death from hemorrhage of the brain, caused by mental strain. He was stricken while he was recently examining the books of the New Orleans Item.

The Cygnit (O.) Review is now located in its new home on Front street.



## BUSINESS OPPORTUNITIES.

## NEW YORK STATE DAILY.

Evening, located in manufacturing city, which with thickly populated suburbs, has a population of over 200,000. Splendid field for development and substantial returns. Considering value of physical property alone, price is most attractive to quick buyer.

## HUDSON RIVER WEEKLY.

Town of 6,000 population, no competition, substantial net earnings, \$7,000, easy terms.

## TRADE PAPERS.

Several attractive publications in the Trade field that can be bought right.

HARWELL, CANNON & McCARTHY,  
Brokers in Properties, that are not  
"chawed."  
200 Fifth Avenue, NEW YORK.

## PRINTERS' SUPPLIES.

LET our Mr. LOUIS A. HOFFMANN quote you on his proven newspaper supplies especially for the "stereo" dept.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U. S. A.

BARNES-CROSBY  
COMPANY  
E. W. HOUSER, President.  
ENGRAVERS  
ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS.

## "MOOSE" ORGAN MOVES.

The Call of the Moose, the organ of the Loyal Order the Moose, has been moved from Waukegan, Ill., to Anderson, Ind., where it will be issued under the direction of the Supreme Lodge. Rodney H. Brandon, supreme secretary, will be its editor-in-chief.

## CHANGES IN INTEREST.

RUSHFORD, N. Y.—After conducting the Spectator for over twenty-seven years W. F. Benjamin has sold it to Abraham P. Benjamin.

COLUMBUS, O.—H. S. Graves, late of the Hartman Hotel, has purchased the Weekly Guide from Claude Berkley.

LINCOLN, Mo.—The Independent is now being issued by Benjamin F. Lloyd, a brother of City Clerk Lloyd of Chicago.

WINDSIE, Neb.—Joseph Spindon, late of the Ireton (Ia.) Ledger, has purchased the Tribune.

SALEM, Mo.—John E. Organ,

owner of the Monitor, has purchased the plant of the Democrat Bulletin, to replace his own, destroyed by fire recently. The Democrat Bulletin suspends.

HITCHCOCK, S. D.—Jay Jackson has sold the News-Leader to Sol J. Pruner, late of the Yale Echo.

BLAIR, Wis.—Martin Amundson & Sons have succeeded S. E. Bersing as publisher of the Press.

LAMONT, Ia.—A. J. Davidson has taken over the Leader from J. T. Davidson & Son.

DAYTON, Tex.—W. S. Neel of Olustee has acquired the Daytonite.

NEWTON, Kan.—Reuben Nye has taken over the Journal from J. L. Napier. Nye comes from Garnett.

BURKE, S. D.—The Gazette is now owned by a stock company in which most of the merchants of the town are interested.

HARTFORD, S. D.—J. R. Moses is again publishing the Herald. He succeeds J. V. Dripps.

GILMAN, Ill.—W. F. Atkinson, lessee of the Star, has purchased the paper from A. S. Chapman.

HUMMELSTOWN, Pa.—The Sun has passed into the hands of John Fry, late of the Palmyra Record.

TAHLEQUAH, OKLA.—Ernest McDaniel and E. W. Justis have sold the Herald.

ABILENE, TEX.—A. W. Siedge is the new owner of the News. He formerly edited the Banner Leader.

ROSEBURG, ORE.—J. C. Arthur is now publishing the Twice-a-Week News.

HARLAN, Ia.—W. D. Meek has sold his interest in the Republican to his partner, P. B. Brown.

## NEW ENTERPRISES.

WINONA, MINN.—The Westliche Herald Publishing Company has been formed to start a German newspaper here.

DALLAS, TEX.—Lawrence W. Neff has issued the first number of the New South Magazine.

KELLOGG, ILL.—Walter Moriarity has leased quarters for a new publication he intends to start here.

BALTIMORE, MD.—Elmer R. Haile and Harry S. Ault have started the Jeffersonian, a Democratic weekly.

BUFFALO, TEX.—A. R. Crawford will shortly bring out a new paper here.

PEN YAN, N. Y.—A new Democratic weekly is said to be planned for this place.

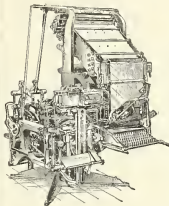
TRUCKEE, CAL.—The Independent has made its appearance.

MONTEREY, MEX.—El Herald

## PRINTERS' SUPPLIES.

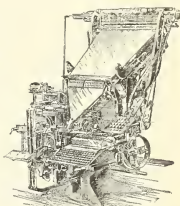
## PRINTERS' SUPPLIES.

## MINUTES vs. SECONDS



QUICK-CHANGE Model 9  
Four-Magazine Linotype

Changes of face,  
body, and meas-  
ure, which used  
to consume from  
10 to 30 minutes,  
can be made in  
the same number



QUICK-CHANGE Model 8  
Three-Magazine Linotype

of seconds on

MULTIPLE MAGAZINE  
LINTYPES.

Figure out the saving this means in *your* plant in the  
the course of a year.

## The Linotype Way Is the Only Way

MERGENTHALER LINTYPE MACHINE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 5100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINTYPE LIMITED, 35 Lombard Street.

Ferrocarrilero is a new weekly, published by D. R. Cossio and A. R. Rios.

JARBRIDGE, NEB.—The Jarbridge-Pavlik Miner is a new publication for this place.

CASA GRANDE, ARIZ.—The Times has been started here by Evans T. Richardson.

ROGERS, ARK.—J. M. McClelland, formerly owner of the Republican Journal, has started a new paper called the Co-operative Press.

## RECENT U. S. PATENTS.

Line-casting machine. David S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company. No. 1,011,442.

Matrix-setting and type-line casting machine. Heinrich Degener, Berlin, Germany, assignor to the Mergenthaler Linotype Company. No. 1,011,590.

Device to be used in Monotype Machines. George F. Coates, Rutherford, N. J. No. 1,011,590.

Type-casting machine. Ernest Barber, New York, assignor to the Ontario Type Machine Company,

STANDARD LINTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

Ltd., Toronto, Can. No. 1,011,558. Rotary web-printing press. Christian N. Smith, Elgin, Ill., assignor by mesne assignments of two-thirds to J. A. Haben and C. W. Armbruster. No. 1,011,508.

Type metal pot. Ernest B. Barber, Brooklyn, N. Y., assignor to the Ontario Type Machine Company, Ltd., Toronto, Can. No. 1,011,718.

Printing apparatus. George G. Bain, New York. No. 1,012,585.

Printing apparatus. Karl R. Huff, Lincolnville, Ia. No. 1,013,318.

Machine for producing printing plates. Auguste Valentine, Putaux, and J. Zerres, Courbevois, France. No. 1,012,762.

Typesetting machine. James Steel, Little Falls, N. Y. No. 1,013,624.

Gauge for aligning printing plates. Karl M. Schleuter and F. Schleuter, Jr. No. 1,013,621.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Jenney Press Controlling Systems  
WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
MOST OF THE BEST KNOWN NEWSPAPERS.  
SAFETY. RELIABILITY. ECONOMY.

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR  
ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: 156 N. Dearborn St., CHICAGO. FACTORY: ANDERSON, IND.  
Combination Vacuum Cleaning Machines and Air Compressors.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 79 years' history.

It's a long story and we can't afford to tell it here, but do you know what the

## Grand Rapids News

has done to the Western Michigan newspapers since it began to stretch?

PAYNE & YOUNG, Representatives.  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

LORD & THOMAS, Trude Building, Chicago.—The New Orleans Coffee Company, New Orleans, La.; orders are expected to go out to Southern papers about this time.

Bauer & Black, "Blue Jay" Corn Plaster, Chicago; orders for 120 lines thirty-three times being placed with Canadian papers.

The J. I. Case Threshing Machine Company, Racine, Wis.; placing some large one-time orders with a selected list of papers.

The Goodyear Tire & Rubber Company; some 5,000-line contracts being placed with papers generally.

PRESBRY, 456 Fourth avenue, New York.—The "R. & G." Corset Company, 890 Broadway, New York.—Placing some orders with large city papers.

The Shredded Wheat Company, Niagara Falls, N. Y.; some 440-line nine-time orders being placed with Western papers.

FULLER, 623 South Wabash avenue, Chicago.—The Walter Luther Dodge Company, "Tiz" Foot Powder, Chicago; reported

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the

WASHINGTON  
TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

CINCINNATI  
ENQUIRER

FIRST AND FOREMOST  
OF ALL NEWSPAPERS

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg, Chicago

that the above will shortly place  
some new orders with a selected  
list of papers.

THOMPSON, 44 East 23d street,  
New York.—The Seaboard Rice  
Milling Company; contracts for 10,  
000 lines being placed with a selected  
list of papers.

The Ridgway Publishing Company;  
some one-time orders being  
placed with a selected list of dailies.

DYER, 42 Broadway, New York.  
—The Gillett Sales Company,  
"Gillett" Safety Razor, Boston; this  
advertising will be placed by the  
above agency in the future.

ALLEN, Monolith Building, New  
York.—The Hotel Chamberlain,  
Fortress Monroe, Va.; orders for  
thirteen lines forty-five times being  
placed with a selected list of  
papers.

McJUNKIN, 124 East 25th  
street, New York.—The Cement  
Shoe, Madison Square Building,  
New York; will shortly place orders  
with papers near the vicinity of  
New York City.

PUBLICITY BUREAU OF  
AMERICA, 141 Broadway, New  
York.—The Hotel York, New  
York; making trade deals with a  
selected list of papers.

ROBERTS & MacAVINCHE,  
114 Dearborn street, Chicago.—  
Cluett, Peabody & Co., Troy, N. Y.,  
and Chicago; orders are expected  
to be placed shortly.

GOLDEN GATE AGENCY,  
San Francisco, Cal.—The California  
Fig Syrup Company, San Francisco;  
renewing contracts.

GOULD, 31 East 22d street, New  
York.—The Franklin Manufacturing  
Company, Franklin Automobile,  
Syracuse, N. Y.; placing orders in  
cities where there are agents.

BATTEN, Fourth Avenue Building,  
New York.—The Royal Type-  
writer Company, 364 Broadway,

## ADVERTISING MEDIUMS.

The two pages of magazine feature  
in the

BUFFALO  
TIMES

makes it welcome in every household. The Father, Mother, Son and Daughter—all find it interesting.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in  
the center of the great and populous  
PITTSBURGH district  
DISPATCH reaches more  
homes than  
any other newspaper. The best classified  
medium between New Chicago, first place  
on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

New York; making trade deals with  
a selected list of papers.

AYER, 300 Chestnut street,  
Philadelphia.—The National Biscuit  
Company, Philadelphia; again making  
new propositions.

DONOVAN & ARMSTRONG,  
Commonwealth Building, Philadelphia.  
—Rosskam, Gerstley & Co.,  
whisky, Philadelphia; reported that  
orders will shortly be placed with  
Southern papers.

SHERMAN & BRYAN, 75 Fifth  
avenue, New York.—Strouse Brothers,  
New York; contracts for 5,000  
lines being placed with a selected  
list of Southern papers.

McCANN, 11 Broadway, New  
York.—The Chesbrough Manufacturing  
Company, "Vaseline," the above  
agency has taken over this  
account and orders are expected to  
be placed shortly.

McLAIN, Philadelphia. — The  
Cortright Metal Roofing Company;  
reported that orders will be placed  
with a selected list of papers about  
February 1.

HOWLAND-GARDNER - FEN-  
TON, 20 Broad street, New York.  
—The Lehigh Valley Railroad, New  
York; will shortly place orders  
with a selected list of papers.

SNITZLER, 256 Madison street,  
Chicago.—The Dearborn Supply  
Company; contracts for 5,000 lines  
being placed with a selected list  
of papers.

MAHIN, American Trust Building,  
Chicago.—The N. K. Fairbank  
Company; contracts for 14,000 lines  
being placed with a selected list of  
papers.

BALLARD & ALVORD, 47  
West 34th street, New York.—  
Elizabeth Hubbard; orders will  
be placed in cities where there  
are agents.

AMSTERDAM, 1180 Broadway,  
New York.—M. & I. Weingarten,

## ADVERTISING MEDIUMS.

THE  
LOUISVILLE  
TIMES

has a concentrated home circulation  
that is unequalled as a result pro-  
ducer in Louisville or in the State  
of Kentucky.

49,622

is our circulation for 1910—Ayer's  
Directory 1911. This is 13,000 in  
excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO.  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS  
JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chicago

467 Fifth avenue, New York; some  
104-line three-time orders being  
placed with a selected list of Southern  
dailies.

STEWART - DAVIS, Kessler  
Building, Chicago.—The William  
Wrigley Company, "Wrigley's Spearmint"  
Chewing Gum, Chicago;  
making new contracts with large  
city papers.

STORM, Marbridge Building,  
New York.—The Metropolitan Life  
Insurance Company, New York;  
will place orders about April 1,  
with the same list of papers used  
last year.

WYCKOFF, 14 Ellicott street,  
Buffalo.—The Ezo Chemical Com-  
pany, Rochester; will shortly place  
orders with New York State and  
Southern papers.

SNITZLER, Hunter Building,  
Chicago.—The Dearborn Supply  
Company, Chicago; again placing  
orders with a selected list of dailies.

DILG, 12 State street, Chicago.—  
The Anheuser Busch Brewing As-  
sociation, St. Louis; reported that  
the above agency will place some  
advertising shortly.

SEAMAN, 30 West 33d street,  
New York.—Leggett & Meyers,  
"Fatima" Cigarettes; some

## TO MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Ave., NEW YORK



ADVERTISING AGENCIES.

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation **110,000**  
MORE THAN

DES MOINES OFFICERS ARE  
INSTALLED.

The newly elected officers of the Des Moines Press Club were installed at a meeting held on January 22. They are President, C. C. Nye, secretary to Governor E. F. Carroll and the new owner of the Perry (Ia.) Chief; secretary, H. E. Stout, Daily Capital; treasurer, George Callarno; and vice-presidents, W. C. Jarnagin, managing editor of the Daily Capital; Harvey Ingham, editor the Register and Leader; Neal Jones, managing editor Daily News; H. C. Evans, editor Yeomen Shield, and T. W. Le Quatte, advertising manager Successful Farming.

The executive committee is composed of the following: E. R. McClellan, the Homestead; Paul Roberts, Daily Capital; Walter M. Harrison, the Register and Leader; C. R. Scroggie, Midland Schools; and Charles Adams, American Press Association. Three boxing matches followed the installation of officers.

## NEW A. N. A. M. MEMBERS.

The Association of National Advertising Managers has elected to membership the following new members: J. H. Foster, advertising manager the International Correspondence Schools, Scranton, Pa.; L. B. Jones, advertising manager the Eastman Kodak Company, Ro-

Important to every  
cautious purchaser of  
advertising space is

## THIS FACT:

THE

PHILADELPHIA  
RECORD

publishes more display advertising  
every week than any other Phil-  
adelphia paper—and has done so  
for more than ten years.

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.

18 Spruce Street, NEW YORK.

THE  
FOURTH  
ESTATE

Subscription, \$2.00 a year.

No "exchange" or free copies. Sample  
copies sent on receipt of postage stamp.  
105 West 40th Street, NEW YORK.

chester, N. Y.; H. A. Horton,  
sales manager F. Wallace & Sons  
Manufacturing Company, Walling-  
ford, Conn.; G. E. Potter, sales and  
advertising manager the South  
Bend Watch Company, South Bend,  
Ind.; Lucien T. Warner, secretary  
Warner Brothers, Bridgeport, Conn.

J. M. Evans, advertising manager  
of the Lozier Motor Company, De-  
troit, now represents that company  
in the association, succeeding C. A.  
Emise, who has been appointed  
sales manager. The above new  
members bring the total list up to  
131.

BUSY SEASON PLANNED  
BY REPRESENTATIVES.

The Representatives Club of New  
York on January 19 held its first  
meeting under the leadership of its  
new president, A. C. Barrell, of the  
Housekeeper. It was a strictly "get  
together" meeting and one of the  
enjoyable features was a talk by  
the club's first president and charter  
member—Edgar E. Phillips.

The club is in excellent condition  
financially and the "On to Dallas"  
committee realized a good sum from  
the recent minstrel show given at  
the Hotel Astor. On February 23  
at the Hotel Martinique the club is  
going to give a combination even-  
ing of cards, dancing and vaude-  
ville for both men and women.  
Beautiful prizes have been secured.

The following members have  
been appointed by the executive  
committee on the committees enu-  
merated below. Membership: E.  
C. Pratt (chairman), W. A. Patter-  
son, D. C. Kimball, S. E. Leith,  
C. E. Jones.

Finance: O. R. Merrill (chair-  
man), F. W. Lovejoy, H. M. Ho-  
bart.

Publicity: O. H. Fleming (chair-

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

DECEMBER, 1911. AVERAGES

The Daily Post 359,677  
The Sunday Post 317,660

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

THE JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Boyce Building,  
NEW YORK. CHICAGO.

man), F. L. Rogan, D. D. Lee.  
Program and entertainment: W.  
C. McMillen (chairman), F. L. E.  
Gauss, O. S. Kimberly, R. W.  
Floyd, A. C. Barrell.

MARYLAND ELECTION IS  
POSTPONED.

The Maryland Press Association,  
composed of Democratic and Re-  
publican editors, held its annual  
meeting at Annapolis last week.  
Several committees were appointed,  
but the election of officers for the  
year was deferred until March 1,  
because of the small attendance.

The meeting was in the old Sen-  
ate chamber. Colonel William S.  
Powell, of the Elliptic City Times,  
president of the association, was in  
the chair. The committee on leg-  
islation was named as follows: John  
D. Worthington, of Harford County;  
W. Meade Holladay, of Anna-  
polis; Albert J. Almonney, of Mont-  
gomery County; F. S. McCombs, of  
Harford County, and F. Stone  
Posey, of Charles County.

Mr. Galt of the Emmitsburg  
Chronicle and Colonel Powell were  
appointed a committee to consult  
the Public Service Commission  
about railroad schedules. It is the  
desire of a number of the members  
that railroads be compelled to pub-  
lish their schedules in the papers of  
the cities through which they pass.

## PLAYING SQUARE POLITICS.

"How to Play Square Politics"  
was the topic of an address given at  
a smoker of the Bridgeport (Conn.)  
Business Men's Association last  
week by A. E. Lavery, formerly city  
editor of the Bridgeport Standard,  
and now with the Hydraulic Com-  
pany in that city.

PSYCHOLOGICAL TESTS ON  
ADVERTISING.

Members of the Des Moines Ad  
Men's Club have devised a novel  
system of studying advertising. A  
roundtable or "clinic" has been  
started to devote itself exclusively  
to psychological experiments along

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

A tabulated statement of cir-  
culation with affidavit furnished on  
application, and a guaranteed cir-  
culation is made a part of each  
advertising contract.

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE

News-Scimitar  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis.

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

advertising lines. As a general  
basis of the study Walter Dill  
Scott's book on the "Psychology of  
Advertising" has been chosen.

At the meeting of the roundtable  
held on January 20 in the parlors  
of the Des Moines Press Club ex-  
periments on the subject "Memory"  
were performed.

## WESTERN N. Y. MEETING.

The winter meeting of the West-  
ern New York Newspaper Associa-  
tion, of which W. O. Green of  
Fairport is president, was held in  
Rochester last Friday and Satur-  
day. Advertising and subscriptions  
were discussed informally. In the  
evening there was a theater party.  
The association is composed of the  
owners of country newspapers be-  
tween Syracuse and Buffalo.

ST. LOUIS MEETING VOTED  
THE BEST EVER.

The meeting of the Democratic  
Press Association of Missouri, held

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE

NEW YORK  
TRIBUNE

the paper that goes to the  
home —Application.



## ADVERTISING MEDIUMS.

# The Banner Year for the CHICAGO RECORD-HERALD.

During 1911 the Record-Herald contained a total of 24,480 columns of advertising, the largest amount ever published in this paper in any one year and

A Gain of 2,091 Columns

The sworn net sold circulation of the Record-Herald for 1911 was as follows:

Daily Average . . 200,132

Sunday Average . 213,690

New York Office, — 710 Times Building.

## San Francisco HONEST FEARLESS CALL

Most Progressive Paper in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

at St. Louis, was voted by its members the most enthusiastic, harmonious and generally satisfactory annual convention in the ten years of its existence.

H. J. Blanton, Paris Appeal, was elected president, to succeed H. J. Simmons of Clarence Courier, and Omar D. Gray, Sturgeon Leader, was elected secretary-treasurer to succeed Blanton.

Business and entertainment filled out a day for the members. A banquet at the Southern hotel closed the session.

Former Congressman Life Pence of Washington was a guest and made an address.

The editors were the guests of Manager Harry Buckley at the matinee at the Columbia Theater.

### OTHER CLUB NOTES.

At Saturday's meeting of the Schenectady (N. Y.) Press Club Lynn J. Arnold, president of the Albany Knickerbocker Press, was the guest of honor.

The Tri-County Press Association of Michigan has been formed by the editors of newspapers in Kent, Ionia and Tuscola Counties. Ernest B. Blitt of the Grandville News is president, H. T. Johnson of the Saranac Local is vice-pres-

*"As Much as the Times"*

## THE SEATTLE TIMES DAILY AND SUNDAY

For ten months of 1911 shows a continuance of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried Paid Advertising to the amount of 622,230 inches, or 8,712,620 lines, being an average of 62,233 inches, or 871,262 lines, per month.

This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,074,688 lines, being an average access for each month of 14,819 inches, or 207,468 lines.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

## ADVERTISING MEDIUMS.

# The wonderful newspaper that THE CLEVELAND LEADER

is printing has shown its results in increased patronage both in its advertising columns and on its circulation books.

It is giving the people of Cleveland a newspaper in every sense of the word, well worthy of the sixth largest city of the United States.

The LEADER'S financial, automobile, sporting and marine departments rank among the best in the country.

PAUL BLOCK, Inc.,  
Managers of Foreign Advertising.  
250 Fifth Ave., NEW YORK.  
Steger Bldg., CHICAGO.

## THE GROWING PAPER OF BOSTON IS THE TRAVELER (EVG)

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

ident, H. A. Van Antwerp of the Rockford Register is secretary, and T. DeVos of the Coopersville Observer is treasurer.

The new officers of the Maine Newspaper Publishers' Association are: President, Oscar R. Wish, Portland Argus; vice-president, Charles F. Flint, Kennebec Journal, Augusta; secretary, William H. Dow, Portland Express-Advertiser; treasurer, L. B. Costello, Lewiston Sun.

The New England Woman's Press Association at its literary meeting in Boston honored the memory of Alfred Tennyson Dickens, who was to be the guest of the association on this occasion. A special Dickens program was presented under charge of Mrs. Marie A. Moore, characters from the novelist's writings being realistically portrayed.

The winter meeting of the New Jersey Editorial Association will be held in Trenton on February 5. Governor Wilson, Senator LaFollette and Louis Wiley, of the New York Times, have been invited to make addresses.

Six hundred men engaged in the furniture business in Grand Rapids were the guests of the Grand Rapids Advertising Club recently at a special "furniture advertising dinner."

C. L. Watson, advertising manager of the Kohn-Fecheimer Company, Detroit, was the speaker at the last meeting of the Adcraft Club.

Close study of the prospective buyer is the secret of the mail order business, A. R. Wellington told the Advertisers' Club of Milwaukee at last week's luncheon. He said that no amount of planning for the advertising campaign could bring results unless the personality of the

## ADVERTISING AGENCY.

# THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

M MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## ADVERTISING MEDIUM.

# THE MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

intended buyer or prospect was first studied. He illustrated his remarks by citing instances of success and failure of advertising campaigns in his own company.

The annual meeting of the Central Division of the Associated Advertising Clubs of America will be held in Toledo on June 23 and 24.

The advertising men of Los Angeles now have a club. C. W. Hubbard is the temporary president, and E. K. Hoak secretary. It has more than 100 charter members.

Meetings of the Indiana Republican Editorial Association, in Indianapolis; and the North Dakota Press Association, in Fargo; are in session at the time of going to press.

Association happenings of special interest next week include the annual banquet of the Periodical Publishers' Association of America at the Bellevue-Stratford Hotel, Philadelphia, and the meeting of the Eastern Division of the Associated Advertising Clubs of America, in New York, both on Friday.

### FARM PAPER MOVES.

The Pennsylvania Farmer, of Meadville, recently purchased by the owners of the Ohio Farmer and the Michigan Farmer, will move to Philadelphia on February 1. Offices will be located at 212 South 12th street. The reason given by the publishers for the move is that their publication needs a better equipped plant and a location in a city where better mailing facilities are at hand. The Pennsylvania Farmer is represented in the foreign advertising field by Wallace C. Richardson, 41 Park Row, New York.

### OHIO PAPER MOVES.

The Green County Tribune, of Cedarville, O., has been moved to Xenia. The publishers are T. R. Walker and W. R. Graham.

## ADVERTISING MEDIUMS.

7 cts. an inch flat with usual agency discounts will buy space in the

# ROCKINGHAM DAILY RECORD

HARRISONBURG, VA.

Note following sworn circulation figures:

Average for last quarter, 1911: 5436  
Average for week ending Jan. 20, 1912: 6495

ALL ADVERTISING PLACED DIRECT.

# IN MEXICO CITY

the advertiser only has to use the MEXICAN HERALD (Only English Newspaper)

EL HERALDO MEXICANO (Only Afternoon Spanish Newspaper)  
The S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

### LARGEST CIRCULATION.

There are 100,000 homes in BALTIMORE

The combined circulation of the AMERICAN and STAR is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES, CHICAGO.  
Marquette Building,  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

# Grand Rapids Evening Press

THE LEADING DAILY PAPER in Western Michigan. 50,000

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

### MRS. SCOTT TO PRISON.

Mrs. Viola Scott of New York and Boston, the head of a psychological publishing company which has been operating in recent years in Berlin, St. Petersburg and Copenhagen, has been sentenced by the criminal court in Berlin to eighteen months' imprisonment on a charge of obtaining money by false pretenses.

The trial lasted a week. Mrs. Scott, who had fled to England on the charge being brought against her, was arrested there and extradited.

# PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

# BURRELLE

15 Lafayette Street, New York City  
Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE  
**CHRISTIAN  
SCIENCE  
MONITOR**

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
**CHRISTIAN SCIENCE MONITOR,**  
Boston, Mass.  
New York office, 1 Madison Avenue,  
Western office, People's Gas Bldg., Chicago

THE  
**DEMOCRAT**  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.  
The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## OBITUARY NOTES.

ALBERT E. HUNT of the New York Herald died last Friday. He was thirty-one years old. Mr. Hunt began his newspaper career when only thirteen years old. His first work was done on the Philadelphia Ledger. In 1895 he entered the service of the Associated Press. He reported the trial of H. H. Holmes, the wife murderer; the Hazleton riots in Pennsylvania, and he accompanied William Jennings Bryan through his Presidential campaigns. During the Spanish-American war Mr. Hunt was assigned to the army work at Key West.

LELAND M. WILLIAMSON, advertising manager of Lit Brothers, Philadelphia, died recently. Mr. Williamson formerly was connected with the Philadelphia Bulletin in the news department and as dramatic critic. He took up advertising work in 1892.

EDMUND DAY, former newspaper man and playwright, died of apoplexy in Brooklyn on Monday. About fifteen years ago Mr. Day was connected with the Detroit Tribune. He was the author of the play "The Round Up" and others

PRINTERS' SUPPLIES.

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
**WASHINGTON  
POST**

For advertising rates apply to  
Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. T. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

that attained wide fame. He was  
forty-five years old.

CHARLES B. CONNOLLY, advertising manager of the Missouri & Kansas Telephone Company, died in Kansas City recently. He was for several years manager of the Tremont Theater in Boston, and had been a reporter on the New York World and other papers.

WILLIAM B. MALONEY, formerly owner of the Poughkeepsie (N. Y.) Evening Star, died on Monday, at the age of seventy years. Hardening of the arteries was the cause.

THOMAS K. MACKALL, sporting editor of the Denver Republican, died Monday, aged thirty-six years. He was formerly with the Associated Press in Cleveland and Denver.

CARL L. PHILLIPS, for many years connected with Columbus (O.) Express-Westbote, died recently.

GEORGE S. HOMER, formerly owner of the New Bedford (Mass.) Journal, died at his home in that city recently.

JOHN DALTON RUSSELL, owner and editor of the Sedalia (Mo.)

PRINTERS' SUPPLIES.

## ADVERTISING AGENCIES.

**LEVEN**  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.

Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

**PAYNE & YOUNG**  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## ADVERTISING MEDIUM.

**GOLD**  
represents the commercial  
standard of nations. The  
**COSMOPOLITAN**  
represents the standard of  
magazines.

Democrat for eighteen years, is  
dead in Denver. He founded the  
Aspen Daily Mail and was a veter-  
an of the Civil War.

A. D. DUNN, founder of the Es-  
condido (Cal.) Advocate, is dead.

WILLIAM F. DEYREISS, an adver-  
tising man with the Queen & Cres-  
cent Railroad, Cincinnati, died a  
few days ago.

## HARVARD CRIMSON BOARD

Robert Fuller Duncan has been  
elected president of the editorial  
board of the Harvard Crimson  
for the remainder of the college  
year. During the first half of  
the year Mr. Duncan served as  
managing editor. The new man-  
aging editor is George Norton  
Phillips, '13. William Cheney  
Brown, '14, was chosen secretary.  
The new men elected to the  
board are R. S. Grinnell, '14, A.  
C. Smith, '14, J. P. Brown, '14,  
J. B. Conant, '14.

## CHURCH ORGAN PLANNED.

Rt. Rev. J. J. Hogan, D. D., and  
priests in Kansas City are planning  
to establish a new Catholic organ in  
the near future. It will be either  
semi-monthly or a weekly.

## TO EDIT MEDICAL TIMES.

H. Sheridan Baketel, A.M., M.  
D., of New York, has been ap-  
pointed editor of the Medical Times,  
succeeding Dr. Alfred K. Hills.  
Dr. Baketel is well known as a  
writer of medical subjects and was  
formerly editor of Gaillard's Medi-  
cal Journal and for years was as-  
sociate editor of the Centaur, the or-  
gan of Alpha Kappa Kappa Medi-  
cal Fraternity. He has chosen a  
strong board of contributing editors  
for the Times.

## ADVERTISING MEDIUMS.

**THE BOSTON  
AMERICAN**

*Largest  
Circulation*  
IN NEW ENGLAND  
DAILY AND SUNDAY  
*Over 400,000*

THE **PEORIA  
JOURNAL**

is the only newspaper in Peoria which  
opens its books to the . . . A  
THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

WANT NEWSPAPER IDEAS  
ON THE NAVY.

The newspaper men of Wash-  
ington, D. C., were entertained at  
the New Willard Hotel a few  
days ago at a banquet tendered  
by the Navy League of the  
United States. The dinner was  
in honor of Beekman Winthrop,  
assistant secretary of the Navy,  
and to tell the newspaper men of  
the needs of the navy and in-  
vite their co-operation in building  
up and maintaining an adequate  
navy for the country's defense.

## ANOTHER ILLINOIS PAPER.

The town of Yorkville, Ill., is  
to have another newspaper about  
the first of next month, according  
to plans now being worked out  
by W. W. Clark, formerly editor  
of the Aurora Daily News. It  
will give the little more than  
1,000 inhabitants of the place two  
newspapers.

## THIRD FOR THE TOWN.

The Havana (Ill.) Daily Breeze  
is the first newspaper to be pub-  
lished in that Mason County  
town. There have heretofore  
been two weekly papers published  
there.

Largest proved high-class  
evening circulation.

THE  
**NEW YORK  
GLOBE**

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

**METALS**

We supply the NEW YORK WORLD, the PHILADELPHIA  
RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS,  
and hundreds of other prominent publications, as well as the  
GOVERNMENT PRINTING OFFICE.

Trade Mark

**M &  
E**  
Registered.

**MERCHANT  
& EVANS CO.**  
Smelters—Refiners.  
PHILADELPHIA.

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER



## ADVERTISING MEDIUMS.

**NOW IT'S THE HERALD**  
in the morning field at  
WASHINGTON  
and "We Can Prove It."  
**28,132** NET DAILY  
CIRCULATION  
90 per cent. of which is in Washington  
and suburbs.

JOHN W. HUNTER, Publisher.

Representatives:

J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

Results are obtained in the  
**SAN FRANCISCO CHRONICLE**  
THE LEADING NEWSPAPER OF  
THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## STAFF CHANGES.

Fred Caldwell has become managing editor the Kalamazoo (Mich.) Telegraph-Press.

Basil F. Bickel, formerly city editor of the Palo Alto (Cal.) Daily Times, and of late assistant city editor and police reporter on the San Jose Morning Times, has been promoted to city editor.

Miss Alpha Deane Moody of Newton, Ia., has been appointed editor and manager of the Elmer (Mo.) Journal.

Harry H. Ross, late of the Fremont (O.) Daily Messenger, is now connected with the Toledo (O.) Blade.

Miss Cloe Arnold, for the past year special writer on the staff of the Bridgeport (Conn.) Sunday Post, has resigned to go with the Hearst publications in New York. Previously she did successful newspaper work in Denver and other Western cities. She is succeeded by Miss Deva Tabor.

Louis Ling, for eleven years with the Detroit Journal, has joined the staff of the MacManus Agency, that city.

Ed Rood has succeeded William Morse on the staff of the Newark (N. J.) Freie Zeitung.

Frank A. Pettit, of the Kansas City Post staff, has returned to the Post forces.

Leroy C. Burnham, of the Paterson (N. J.) Guardian, has left to join the forces of the Press. George Bryant of the News takes his old place.

Lloyd B. Thomas of Abilene, Tex., is a new addition to the staff of the Galveston Tribune.

Miss Anna Eales, for the past year in charge of the society and women's page of the Bridgeport

## ADVERTISING MEDIUMS.

**THE SYRACUSE POST-STANDARD**

is steadily increasing its circulation on its merits as a newspaper.

**47,000** CIRCULATION DAILY.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

**The TOLEDO Daily BLADE**

THE TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

(Conn.) Standard, has resigned to enter a brokerage office in that city. Her successor has not been selected.

Joseph Linders of the Bridgeport (Conn.) Standard has resigned in order to go into the retail tobacco and newspaper business in that city.

Harvey Pomeroy has resigned from the staff of the Wausau (Wis.) Pilot to become connected with the local bureau of weights and measures. His successor is Herman Roemer.

Walter B. Ford, formerly political reporter for the Worcester (Mass.) Telegram, is doing special work for the Sunday edition of the Buffalo (N. Y.) Express with headquarters at Little Valley, N. Y.

Frank S. Myrtle, formerly connected with newspapers in San Francisco, has been appointed manager of publicity of the Pacific Gas & Electric Company.

Thomas Clifford has been appointed editor of the Cleveland Socialist.

Frank Devine, well known in Bridgeport (Conn.) newspaper circles, is now on the staff of the Bridgeport Telegram doing general assignment work.

Karl E. Harriman, formerly of the Green and Blue Book Magazines and the Green Room Album, of Chicago, has been made literary editor of the Woman's Home Journal, Philadelphia.

L. R. Disney is the new manager of the Coal Creek (Tenn.) Times, succeeding E. J. Mathis.

Charles Spencer is now on the staff of the Kansas City office of the Associated Press. Until recently he was editor of the Arkansas City News.

Frank E. Morrison, formerly advertising manager of Success and

## ADVERTISING MEDIUMS.

In considering circulation remember that the

**BOSTON HERALD**

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bldg., Kansas City.

The Only Daily Paper in Cuba  
Printed in English is the

**HAVANA POST**

GEORGE M. BRADT, Publisher.

Published Every Day in the Year.

the National Post Magazine, has been appointed special representative of the O. J. Gude Advertising Company, with offices in New York.

Marquis Regan, formerly of the Yawman & Erbe Company, Rochester, has joined the staff of the Lesan Advertising Agency, New York.

Montgomery Hallowell and Ralph H. Shoup have left the forces of the Lesan Advertising Agency, New York.

Francis B. Gessner, formerly of the Washington Post, is now on the staff of the Herald.

Dr. J. J. Walsh of Fordham University has been appointed to take charge of the department of medicine on the New York Herald.

Harry B. Lasker is a new addition to the staff of the Western office of the S. C. Beckwith Special Agency. He was formerly with the Philadelphia North American.

A. H. Levy is now in charge of the advertising of the United Woolen Mills Company, Parkersburg, W. Va.

Fenton P. Kelsey of Milwaukee is now connected with the advertising department of the United Gas Companies.

J. S. Gillen has resigned as advertising manager of the City Life Magazine, and is now with the Montreal Herald.

Alfred Paschal has been appointed advertising manager of the Shaples Separator Company, West Chester, Pa.

H. G. Ashbrook has resigned as advertising manager of the Glidden Varnish Company after a service of sixteen years.

D. W. Gaylord has been made advertising manager of the Farm Press, of Chicago. He was formerly with the Home Life.

## ADVERTISING MEDIUMS.

A Powerful List is the  
**MILWAUKEE GERMANIA LIST**

CIRCULATION  
Daily Germania.....24,368  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEERUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager.  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

THE ONLY KANSAS DAILY WITH  
A STATE WIDE CIRCULATION.

**TOPEKA DAILY CAPITAL**  
CIRCULATION 33,500 GUARANTEED

I'll write it in the contract:  
A larger circulation in Topeka and a  
larger circulation in Kansas than any  
other paper in the State.  
ARTHUR CAPPER, Topeka, Kan.

## THE

**Indianapolis Sun**  
daily and Sunday actual  
average circulation in Dec. **43,601**

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

## DINNER TO BOLGER.

Peter Bolger, the dean of the political writers in Philadelphia, who was recently appointed Civil Service Commissioner by Mayor Blankenburg, was tendered a dinner at Dooner's Hotel by the political writers of the morning papers, who have been recently associated with him in his newspaper work.

Mr. Bolger is known to the political leaders of all the parties throughout the state, and as a newspaper man enjoyed their confidence and respect.

## CITY PUBLICITY EXPERT.

Malcolm McKinnon has established himself in business as a municipal publicity expert and counsel at Des Moines, Ia. He was formerly connected with newspapers of Cleveland, Davenport and Sioux City.

## ORGANIZATION WORK.

L. E. Peck, Stratford (Conn.) correspondent for the Bridgeport Standard and Associated Press representative in that town, has been appointed organizer for Connecticut by the officers of the Junior Order U. A. M., and will handle their work in addition to his newspaper duties.

## BIG CANADIAN PRINTERS.

William Southam & Sons, proprietors of the Ottawa (Can.) Citizen, Hamilton Spectator and Calgary Herald, have organized the Southam Press, Ltd., a \$1,000,000 corporation. It will conduct a general printing and publishing business.

*The*  
ADVERTISING  
RECORD  
*of 1911*

# *In* BUFFALO *as usual* *the* TIMES LEADS

Comparative Statement of Paid DISPLAY ADVERTISING carried during the year 1911 by the four Seven-Day Newspapers of Buffalo:

		TOTAL LINES	Gains over 1910
<b>TIMES</b>	(Evening and Sunday)	5,172,412	719,796
<b>NEWS</b>	(Evening and Sunday)	4,867,296	346,234
<b>COURIER</b>	(Morning and Sunday)	4,170,810	223,076
<b>EXPRESS</b>	(Morning and Sunday)	3,607,618	15,764

There are in Buffalo two Six-Day Newspapers, which do not publish Sunday editions. Their record for 1911 is as follows:

<b>COMMERCIAL</b>	(Evening only)	1,798,160	Gain 129,626
<b>ENQUIRER</b>	(Evening only)	1,749,174	Loss 115,640

A detailed monthly statement covering all the Buffalo papers will be furnished on request by the BUFFALO TIMES or by its representatives in New York and Chicago.

From these figures, which are guaranteed to be as accurate and trustworthy as human hands can make them, it will be seen that the BUFFALO TIMES beat its nearest competitor, the News, by 305,116 lines and made a GREATER GAIN than all the others COMBINED.

FOREIGN ADVERTISERS should carefully avoid statements covering certain days in the week *only*, as such statements serve only to confuse and mislead.

It is an admitted fact that

*It is Absolutely Impossible to cover more than HALF of Buffalo without using the TIMES.*

VERREE & CONKLIN, Inc, Foreign Representatives:  
Brunswick Building, NEW YORK. Steger Building, CHICAGO.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

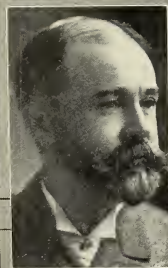
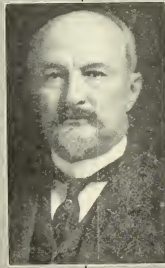
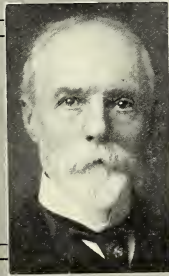
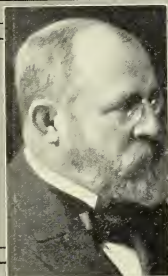
No. 936

NEW YORK, SATURDAY, FEBRUARY 3, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship,"  
Lecture V.

TEN CENTS A COPY



MEMBERS OF THE ADVISORY BOARD OF THE PULITZER SCHOOL OF JOURNALISM

By Courtesy of the Review of Reviews.

See Tenth Page

## THE ASSOCIATED NEWSPAPERS.

### NEXT MOVE WILL BE TO PROMOTE NATIONAL ADVERTISING.

A meeting of the representatives of the Associated Newspapers was held at the La Salle Hotel, Chicago, on Tuesday and Wednesday. There were present, besides Victor F. Lawson, of the Chicago Daily News, president, and Jason Rogers, of the New York Globe, secretary-treasurer; the following representatives of members and clients:

Chicago Daily News, Hopewell L. Rogers, business manager.

New York Globe, W. A. Thompson, assistant publisher; E. A. Westfall, business manager, and G. F. Bailey, advertising manager.

Kansas City Star, J. T. Barrows, advertising manager.

Philadelphia Bulletin, William Simpson, business manager.

Washington Star, Frederick Newbold, business manager.

Cleveland News, E. B. Lilley, publisher, and A. B. Chittenden, business manager.

Atlanta Journal, C. D. Atkinson, business manager.

Detroit Journal, W. B. Lowe, business manager.

St. Paul Dispatch, C. K. Blandin, business manager.

New Orleans Daily States, J. M. Draper, advertising manager.

Omaha World-Herald, Harry Doorly, advertising manager.

Houston Chronicle, W. L. Halstead, business manager.

Pittsburgh Chronicle-Telegraph, A. K. Oliver, business manager.

George Matthew Adams, managing editor of the organization.

The following papers were not represented: Boston Globe, Buffalo News, Des Moines Capital, Salt Lake Telegram, Portland Journal, San Francisco Bulletin, Los Angeles Express and Sacramento Bee.

Matters of general interest regarding the development of the feature service of the Associated Newspapers were discussed and plans considered to launch a general campaign for the promotion of advertising from national advertisers.

Incidentally it was developed that the twenty-one papers now in the organization have a daily average net paid circulation of over 2,000,000 copies, for which the combined one-time rate for an run of paper is \$3.57 per agate line, and \$2.98 3/4 per line on a \$,000-line contract. It was shown that the rate for a line in four of the leading national magazines, claiming 1,927,000 circulation, figures out to be \$8.61.

All of the papers in the Associated Newspapers organization stand for known as proved circulation and fixed rates, are known to be safe and clean home evening papers and maintain, it is said, a high standard of restrictions against objectionable and fraudulent advertising.

It was stated that the Sacramento Bee had recently been admitted to membership in the association and that the applications for membership of a number of evening newspapers, each dominant in its field, were under consideration.

Jason Rogers, publisher of the New York Globe, and secretary-treasurer of the Associated Newspapers, to a representative of THE FOURTH ESTATE said:

"We had a most successful meeting. It was really surprising the unanimity of opinion shown. We

have the big evening newspapers of the country in our association and everything points to the accomplishment of big things through hearty co-operation."

President Victor F. Lawson said, "We had a very interesting meeting. This association is unique. I've been in business twenty-five or twenty-six years, and am, I suppose, fairly well informed, but I learned some things at these meetings that I hadn't heard of before."

"At the Associated Press and American Newspaper Publishers' Association meetings we got together and exchange views, but in the presence of esteemed and utterly unruly contemporaries one seldom tells all he knows. In this association there are no competitors, the stockholding and subscribing members represent strong evening propositions in so many different fields, and by combining purchasing power they obtain the very best in the feature line."

"This meeting was a foregathering of the business managers for the purpose of interchanging ideas on many subjects and to consider how to utilize the feature service to the greatest mutual advantage. The freedom with which important matters were discussed was stimulating."

### HEARST TO BUY ATLANTA GEORGIAN AND NEWS.

#### NO NEW DEVELOPMENTS IN HIS REPORTED PLANS TO ENTER ST. LOUIS AND WASHINGTON.

At the time of going to press THE FOURTH ESTATE is authoritatively informed that the sale of the Atlanta Georgian and News to William R. Hearst is certain, although the deal has not been finally closed yet.

There are no new developments in connection with the negotiations of Mr. Hearst for the St. Louis Star beyond that already told of in THE FOURTH ESTATE.

The board of directors of the Washington Post Company has authorized a statement that the Post has not been nor is it likely to be sold to Mr. Hearst.

### HINMAN AWARDED THE INTER-OCEAN BONDS.

The offer of George W. Hinman, president of the Chicago Inter-Ocean Newspaper Company, for the purchase of \$4,000,000 worth of bonds of the corporation owned by the Charles T. Yerkes estate, has been accepted by Judge Charles S. Cutting in the Probate Court.

His offer for the bonds is \$209,000. Judge Cutting announced in court that he had received no other bids.

### "KEYSTONE" DAILY SOLD.

Public Opinion, a paper issued daily and weekly at Chambersburg, Pa., has been sold by Henry V. Black. The new owners are D. Edward Long, of Fayetteville, and S. A. Small, a local man. The sale also includes the building in which the newspaper is published on West Market street.

## AD MEN'S MEETING CONCLUDED.

### MOSES RE-ELECTED AND NEXT MEETING TO BE HELD IN SYRACUSE.

For the first time in its thirteen years of life the Association of American Advertisers met outside of New York and Chicago this week—the city being so honored with the convention of the nation's biggest advertisers being Buffalo. Two full days were taken up in completing the important program that had been arranged. The business sessions were held in the Hotel Iroquois and Buffalo showed its appreciation of the honor so conferred on it by giving the visitors a glorious time socially whenever they took a recess from business.

The convention came to a close on Wednesday evening with a gorgeous banquet. The ad men were disappointed in the absence of Governor Dix, of New York, and Governor Wilson, of New Jersey, who had been invited to make addresses, but were called away to other places at the last moment. However, the rest of the speakers appeared as programmed and more than made up for the absence of the distinguished guests. Those who spoke at the banquet included Norman E. Mack, publisher of the Buffalo Times; President George W. Coleman, of the Associated Advertising Clubs; Thomas Balmer, George Bleisstein, Leroy Fairman, William A. Blakeslee, district attorney of Allegheny County, Pa., Herbissell, Jason Rogers, New York Globe and James S. Hermerhorn of the Detroit Times. The banquet was also held at the Iroquois.

About 150 members attended the meeting.

Bert M. Moses of the Omega Chemical Company, New York, was re-elected president for a third successive term. Walter B. Cherry of Syracuse and Louis Brush of Chicago were made vice-presidents, the former being re-elected; C. W. Campbell, Jr., of New York is the new treasurer, and Ford Hopkins, Jr., of Chicago is secretary. Allen N. Drake of Buffalo, J. S. Slee of New York, I. Clark of Bloomfield, N. J., H. W. Ford of Detroit, E. R. Merritt of Chicago and F. H. Squire of Milwaukee were elected to the board of directors.

The convention opened with an address by President Bert M. Moses. Very favorable reports of the work of the association during the past year were read by Secretary H. L. Soule, Treasurer G. M. McCampbell, Jr., and Manager C. P. Knill. Reports of the various standing committees were also read and approved and a new committee on nominations appointed to make ready for the election Wednesday.

### THE ASSOCIATION'S OBJECTS.

"This association represents about seventy-five of the biggest advertising concerns in the country. The amount of money handled by the members as a whole and the sums that they more or less directly call into circulation would stagger the most erudite mathematician to compute. There is simply no way of getting at it but everybody realizes

as well as we do that the amount is prodigious," said Manager Knill, who has general charge of the association.

Continued on Nineteenth Page.

## THE CLASSIFIED AD COMPANY OF CHICAGO.

K. R. Moses, office manager of the Classified Advertising Company of Chicago, writes to call attention to an error which appeared in the news columns of THE FOURTH ESTATE on January 13.

This item stated that the agency had been officially closed by the courts on complaint of the Oliver Typewriter Company, and that the furnishings and assets had been sold by the sheriff. Mr. Moses writes:

"Through lack of attention on the part of our lawyers the Oliver judgment was allowed to go to protest. This judgment was executed by the Oliver Typewriter Company in error on the 23rd of December. We immediately got in touch with the Oliver attorneys and within five days afterward the judgment was dismissed."

It appears, therefore, that the sale of the furniture and assets did not take place. The business was not stopped, but was transferred to suite 435 in the Rand McNally Building, as stated in THE FOURTH ESTATE of the following week.

B. J. Bussierre is still president of the company, and in charge of its business at the new address. Silas H. Jenkins, vice-president, has resigned, as has also Frank Y. Wilhoit, treasurer. F. C. Jordan is acting secretary.

Mr. Moses naturally wishes to have the matter thoroughly understood, particularly in view of the fact that a considerable portion of the business of the agency lies in the securing of classified advertising through the bigger agencies, which do not care to take the time or trouble to bother with classified business.

### MAY ISSUE A DAILY.

A syndicate of Westmoreland County Democrats are reported to have secured control of the Greensburg (Pa.) Argus, a weekly, with a view of turning it into a daily publication. Some of those mentioned in connection with the transaction are J. O. Truxal, C. Ward Eicher and S. A. Kline.

There are already a morning and evening newspaper in Greensburg, which has about 18,000 population.

## IONEER CENTRAL NEW YORK PAPER SOLD.

The Ithaca (N. Y.) Daily Journal, one of the oldest daily newspapers in Central New York, was sold Wednesday by the firm of Frost & Benjamin, its proprietors for the last thirty years, to Frank T. Gannett of Elmira, one of the owners of the Elmira Star-Gazette.

## JOURNAL PRICE RAISED.

Commencing on Thursday, the price of the New York Evening Journal was made two cents, instead of one, in all places outside the fifty-mile radius of New York. Up to now the universal price was one cent.



SOME FACTS ABOUT  
I. P. COMPANY.

OFFICERS TESTIFY AS TO  
ITS WORKINGS AT  
COURT HEARING.

Considerable interest of newspaper publishers has been centered this week in the proceedings in New York of the taking of evidence of officials of the International Paper Company in connection with the libel suit for \$103,000 damages brought by the paper makers against the Lewiston (Me.) Journal for calling it a "trust."

The management and affairs of the paper company are being made the subjects of detailed scrutiny in taking the depositions before United States Commissioner Alexander. Because the offices of the paper company are in New York and most of the officers live here, a motion to have the evidence of the paper company taken in New York was granted. A large number of books and records of the company are to be produced before the hearing is over.

The examination of President A. M. Burbank of the paper company so far has afforded most interest. Most of the questions asked of him related to the details of absorption of other paper making companies by his company.

Commissioner Alexander upheld objections to questions as to the salaries of officers of the International Paper Company after the witness had stated that he received \$25,000 a year. Then Mr. Burbank told the story of the organization of the International Paper Company.

It was formed in the beginning of 1898 by the purchase of fifty paper mills, and has an authorized capital of \$45,000,000. Of this capital \$25,000,000 is represented by preferred and the other \$20,000,000 by common stock. An issue of \$10,000,000 of bonds was authorized and, as far as was the witness could remember, the amount of stock actually put out was \$22,000,000 of preferred and \$17,000,000 of common.

Before the merger Mr. Burbank was, he said, treasurer of the Fall Mountain Paper Company and the Winnipigoo Paper Company, both of which companies were included in the deal.

The prices which the company said it gave for the concerns it purchased, payment being made in stock and bonds of the International Paper Company, were as follows:

Fall Mountain Paper Co.....	\$3,556,800
Winnipigoo Paper Co.....	1,732,800
Webster Paper Co.....	592,800
Russell Paper Co.....	684,000
Falmouth Paper Co.....	358,000
Haverhill Paper Co.....	228,000
Glen Falls Paper Mill Co.....	5,651,200
Hudson River Pulp & Paper Co.....	4,461,000
Niagara Falls Paper Co.....	2,884,000
Lake George Paper Co.....	1,231,200
Herkimer Paper Co.....	592,800
Otis Falls Pulp Co.....	4,707,200
Winsted Paper Co.....	1,048,800
Glen Manufacturing Co.....	3,648,000
Rumford Falls Paper Co.....	2,014,000
Total.....	\$33,390,600

Mr. Burbank admitted that prior to the purchase of the fifteen companies by the International the competition between them had been keen, and that the price of paper



ARTHUR D. MARKS,  
BUSINESS MANAGER OF THE WASHINGTON POST, WHO HAS BEEN ELECTED A  
DIRECTOR OF THE POST PUBLISHING COMPANY.

had been forced down considerably as a result.

In the ten years prior to the formation of the International company the price of paper used in the printing of newspapers had been forced from three cents a pound to one and one-quarter cents a pound.

Mr. Burbank had no knowledge of how many machines had been stopped by the International after it had purchased the other companies. He did not think any could have been stopped.

What is said to be one of the biggest transactions in the news print paper trade that has ever taken place in New York State was consummated Thursday when the St. Regis Paper Company interests of Watertown acquired the W. P. Herring properties, known as the Jefferson Power Company, at Black River, and the Herrings mill at Herrings.

The daily capacity of the combined plants will be among the largest in the country.

WASHINGTON POST DEAL  
WITH HEARST DENIED.

The Washington Post has not been nor is it likely to be transferred from the present ownership to William Randolph Hearst, despite countless rumors to the contrary, according to a statement authorized following the annual meeting of the board of directors of the Washington Post Company.

With the exception of the election of Arthur D. Marks, now business manager of the paper, to the directorate, the same set of officers and directors were re-elected for the ensuing year. Mr. Marks succeeds R. H. Goldsborough, who recently resigned.

John R. McLean was re-elected president of the company; Edward B. McLean, secretary-treasurer, and John R. McLean, Edward McLean, John F. Wilkins, Wilton J. Lambert, and Arthur D. Marks elected members of the board of directors.

POST OFFICE EARNINGS  
SAID TO BE A MYTH.

CHARGE MADE OF JUGGLING FIGURES  
AND THAT THERE IS REALLY  
A \$7,000,000 DEFICIT.

Sensational charges were made this week from Washington that the balance of \$219,118.12 announced at the close of the last fiscal year to be to the credit of the Post Office Department in reality does not exist at all, but instead there is really a deficit of \$7,000,000.

W. D. Brown, formerly an auditor of the War Department, makes this assertion, saying that the report of Postmaster-General Hitchcock showing the expenditures and disbursements of moneys proves he is right. He claims the deficit was seemingly wiped out by increased revenues, juggling of figures and a failure to pay bills when due.

The figures furnished by Auditor Kram of the Post Office Department to him, Mr. Brown says, establishes that it is impossible for the Post Office Department to say at any time whether it is being conducted at a profit or a loss.

Mr. Brown says that with the system of auditing now in operation in the Post Office Department a surplus in the postal revenues may be produced at any time by the simple process of not paying the debts of the department prior to the close of the fiscal year.

The revenues in the postal service have, according to Auditor Kram's report, increased tremendously in the last two years, more so than at any time prior to 1909. These same figures show that the expenses of the department have not increased by a large percentage as much as did the revenues.

The postmaster-general admits that increased revenues aided materially in reducing the deficit.

JERSEY ASSOCIATION TO  
CHANGE NAME.

The mid-winter meeting of the New Jersey Editorial Association will be held on Monday in Trenton.

At this meeting an effort will be made to change the name of the association to the "New Jersey Newspaper Association." The luncheon will be served at 1 o'clock. United States Senator Robert M. LaFollette, Governor Woodrow Wilson and Louis Wiley of the New York Times will be among the speakers. The committee in charge of the banquet consists of Walter M. Dear, August S. Crane, John W. Clift and W. E. R. Mason.

GRIFFITH FOR HIMSELF.

Harry C. Griffith, for the past five years connected with the New York office of the John Budd Company, has entered the special agency field for himself, with offices in the Brunswick Building, New York. During his advertising experience Mr. Griffith has been connected with some of the largest general and special agencies, and is well acquainted in the "trade."

## NEW EXECUTIVE HEAD FOR UNITED PRESS.

Hamilton B. Clark has retired as chairman of the boards of directors of the United Press and as the active head of that organization to give his time to looking after his private enterprises. He is succeeded by Roy W. Howard, heretofore vice-president and general news manager of the service. Mr. Clark's retirement comes in the working out of the plan under which he originally accepted the management of the United Press, his agreement with the directors at that time being to serve for five years. He now returns to a more active management of the Pacific coast newspaper properties in which he is interested and to the perfection of plans he has in mind for some time looking to the establishment of some newspapers in the Far West.

Mr. Clark is the man chiefly responsible for the existence of the United Press as it is today, he having been the principal factor in bringing about the merger of the three old associations, The Publishers' Press, in the East; the Scripps-McRae Press Association in the Middle West; and the Scripps News service on the Pacific coast, which formed the nucleus of the present service.

In addition to this he conceived the plan which has been the biggest single factor in the upbuilding of the United Press, namely the idea of a press association to serve afternoon papers exclusively.

Roy W. Howard, who succeeds to the head of the service, is essentially a news man, whereas Mr. Clark's activities had been along business office lines. Howard, who is but twenty-seven years old, is a Hoosier product, having graduated from the Indianapolis News. He has been in the newspaper game ten years, six of which have been spent in press association work.

After working in several middle Western cities and on the Pacific Coast, Howard came to New York in 1906 and secured a position with the old Publishers' Press. He was New York manager of this organization at the time of its absorption by the United Press and continued in the same position with the new organization.

At the time of the death in April, 1908, of John Vandercook, the first general news manager of the United Press, Mr. Howard was in charge of the Pacific Coast division of the United Press. He was ordered East and placed in temporary charge of the news department of the concern. Six months later he was elected to succeed Mr. Vandercook as general news manager.

In 1909 Mr. Howard went to Europe and reorganized the foreign service of the agency on the basis on which it is now operating, closing reciprocal contracts with several of the largest European news agencies and newspapers on a basis which proved of great value to the United Press.

At the same time Howard removed all foreign born agents of the concern, replacing them with Americans, and sent back to this country all bureau managers who



ROY W. HOWARD,

WHO HAS BEEN ELECTED CHAIRMAN OF THE BOARD OF DIRECTORS OF THE UNITED PRESS.

had been in the foreign service more than five years.

Under the new arrangements Mr. Howard will continue to devote practically his entire time to the development of the news service, the business affairs being under the personal direction of C. D. Lee, the president and general business manager of the concern.

### MCCONNELL CONVICTED.

Andrew McConnell, newspaper man, author and lecturer, has been convicted of attempting to kill his divorced wife, Marion Daniels McConnell, in December at Freehold, N. J. McConnell told the jury that working from 8 o'clock A. M. to 12 o'clock midnight to save the afflicted of Chicago from graves of despair had produced an effect upon him that he could not explain, but

he was certain that there was some mysterious hypnotic influence exerted over him that caused him to do things which he did not wish to do.

### WORLD WARNS AGAINST "CHINA SET" MAN.

A man representing himself as a canvasser for the New York Sunday World and offering people a forty-five-piece dinner set for which he collects \$1 and tells the people the china will be delivered in a few days, the World announces is a fraud.

The man is described as being about forty-five years of age, rather thin, weighing about 150 pounds, five feet eight inches in height, smooth shaven, hair tinged with gray at sides of head.

## PROMINENT JERSEY DAILY HAS NEW OWNERS.

The ownership of the Trenton (N. J.) True American has passed out of the hands of Henry Eckert Alexander to a syndicate of Princeton men who are personal friends of Governor Woodrow Wilson.

Among these are Cleveland H. Dodge, of Phelps, Dodge & Co., of New York, and Edward Howe, the latter a Princeton banker and a Republican. Henry J. Ford, professor of political economy at Princeton University, and recently appointed to the state board of education by Governor Wilson, is the new president of the True American corporation. He was at one time a newspaper man in Pittsburgh.

This is the second sale of the True American since the death of Joseph A. Naar, who owned and edited the paper for years and who made it influential as a Democratic newspaper.

It has been rumored for several weeks that efforts were being made to secure a newspaper organ for Governor Wilson and lately the True American was indicated as the probable purchase.

## NEWSDEALER PADDED THE NEWSPAPERS.

For inserting circulars in newspapers sold at his stand, Samuel Horowitz, a New York newsdealer, is under arrest and is being held for violation of the section of the city ordinance which provides that no person shall distribute or cast in the streets any advertising matter.

The matter is one that has bothered the publishers for years, but for there is no city statute for the punishment for specific cases of this kind.

Horowitz has been found guilty of violation of the circular statute, but is being held while Magistrate Freschi considers the case and what punishment should be inflicted.

## WALSH WILL BE REJECTED.

The will of John R. Walsh, former publisher and banker, was refused admittance to probate Monday by John W. Rainey, assistant to Probate Judge Cutting. To the widow, Mrs. Mary Walsh, was bequeathed the entire estate. Announcement was made that the court will be asked to appoint her administratrix and her attorney said the refusal of the will would not materially affect her.

Testimony of William T. Abbott, one of the witnesses to the will, that he believed Walsh subject to hallucinations when he executed the document, resulted in the court's decision.

## JOE MCGINN SICK.

A benefit sporting entertainment was given at the Fairmont Athletic Club, New York, on Tuesday evening for Joe McGinn, the veteran newspaper man and his family. Mr. McGinn is at present critically ill in a Brooklyn hospital.



# THE ASSOCIATION OF AMERICAN ADVERTISERS

UNDER DATE OF JANUARY 16th, 1912, GIVES THE

## CHICAGO EXAMINER

Daily . . 212,476 Circulation  
208,924 Net Paid

(Covering a period of six months)

Of this circulation the *Daily Examiner* has

186,371 IN CHICAGO  
AND SUBURBS

Which is 65,000 more than the Tribune claims, and which is 90,000 more than the Record-Herald has.

Sunday 546,008 Circulation  
Net Paid

(Covering December, the lowest month of the year)

Of this circulation the *Sunday Examiner* has

291,675 IN CHICAGO  
AND SUBURBS

which is more than that of the Tribune and Record-Herald combined.

This tremendous, localized circulation, for the most part delivered by carriers direct into the best class of homes, is what makes the CHICAGO EXAMINER the

## BEST PAYING MEDIUM IN THE MIDDLE WEST

E. C. BODE, Hearst Building, CHICAGO

M. D. HUNTON, 25 East 26th Street, NEW YORK

### THE NEW YORK ASSOCIATED DAILIES MEETING.

The annual meeting of the New York Associated Dailies was held in Albany last week. An interesting paper on "Linotype and Stereotype Metals" was read by E. H. Anderton. James H. Callanan, editor of the Schenectady Union-Star, was to have read a paper upon the subject, "Greater Demand for the Hyphen," but was unable to be present at the meeting.

Many questions of policy and method were discussed. After an informal dinner John K. Walbridge, editor of the Saratoga Saratogian, was elected president, and Gardner Kline of the Amsterdam Recorder secretary and treasurer.

### MRS. DARGIE LEGAL HEIR.

Though she received an interlocutory decree of divorce Mrs. W. E. Dargie is held to be the widow of the late owner of the Oakland Tribune by the decision of the Supreme Court. The case came up on the appeal of Thomas. Malver Dargie, nephew of the publisher, against the grant of a family allowance to Mrs. Dargie.

Counsel for Mrs. Dargie argued that she was the widow of the publisher because the interlocutory decree granted five years ago had been abandoned and a reconciliation effected. No final decree was ever asked for.

### TECHNICAL WRITING AND EDITING COURSE.

The technique of printing and publishing with particular reference to the needs of students in the technical departments, such as engineering, commerce, agriculture, pharmacy, medicine, chemistry, law, who desire to become contributors to scientific, technical and trade publications, will be offered in the course in journalism at the University of Wisconsin, beginning with the second semester in February.

The course will include a study of type, engraving processes, make-up of reading matter and advertising, the preparation of copy, correction of proof, with practice work in these subjects.

### THIRD NEWSPAPER FIRE.

The plant of the Bath (N. Y.) Plain Dealer was badly damaged by fire early one morning recently. Two occupants of the second floor of the building were rescued with difficulty. This is the fifth serious fire in Bath this winter, and the third newspaper there to be burned out since last summer.

### NEW ONE FOR FLORIDA.

The St. Petersburg (Fla.) Daily Times made its appearance last week. W. L. Straub is the editor and Charles Emerson business manager. The paper also issues a Sunday edition. St. Petersburg has a population of about 5,000 and now has two dailies.

### BINGHAMTON PUBLISHING COMPANY RE-ELECTS.

The annual meeting of the Southern Tier Publishing Company, of Binghamton, N. Y., owner of the Daily Republican, was held last week. The directors of the preceding year were re-elected. The following officers were elected for the ensuing year: President, W. G. Phelps; vice-president, S. J. Hirschmann; treasurer, H. G. More; secretary, George Gilbert; executive committee, R. Z. Spaulding, James M. McNamara and Mr. More.

### THE EMPORIA GAZETTE VERY MUCH ALIVE.

#### EDITOR THE FOURTH ESTATE.

SIR: The review section of THE FOURTH ESTATE of January 6 indicated that the Emporia Daily Gazette had suspended. The Emporia Daily Gazette did not suspend. It was the Emporia Daily Journal that suspended. W. A. WHITE.

### BURGLAR MARKS HIM.

A burglar apparently has marked Graham R. Taylor, editor of the Survey, Chicago, as a perpetual victim. Twice has the same thief robbed Mr. Taylor's desk, and on the last occasion—Saturday night—he slugged the editor when he came in suddenly and surprised the robber at work in the Survey offices in the Northwestern University Building.

### TO ADVOCATE UNCOLORED NEWS MATTER.

Newspaper and magazine editors will meet in Madison, Wis., next June to discuss the freedom of the American press and to attempt to devise ways of securing in every newspaper and magazine a just publication of uncolored news.

The scheme originated in Madison at a discussion between William Allen White, Prof. E. A. Ross, President Van Hise, of Wisconsin; Dante Barton, of the Kansas City Star; Levy Richards, of the Boston Common; Louis Post, of the Public; Frederick Mackenzie, of La Follette's, and E. J. Ward, secretary of the Civic Center Association of America.

Colonel Theodore Roosevelt will be one of the chief speakers, according to present plans.

### STUDENTS START DAILY.

The Daily Kansan has been started by the students of the State University at Lawrence. It becomes the official publication of the institution.

### SPRINGFIELD BOWLERS.

Teams from the Springfield (Mass.) Republican and Union have organized the Newspaper Bowling League and will start a season of twelve weeks.

The Nevada News Bureau and Advertising Agency has been started at Reno by Jack Bell.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 5c; to other countries in the Postal Union, \$1.04.  
Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

MAIN OFFICES:  
105 WEST 40TH STREET  
(Tilden Building), NEW BROADWAY.  
NEW YORK.  
PHONE 5200 BRYANT.  
Long Distance 5200 Trunk Lines.

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 936 FOR THE WEEK ENDING SATURDAY, FEBRUARY 3, 1912

## PROFESSIONAL PROGRESS TURNED BACKWARD.

William C. Freeman of the New York Evening Mail, than whom there is no better analyst of advertising conditions and methods, received a letter recently from an osteopath, who, after making the flat statement that osteopathy is where it is today as simply as the result of advertising backed by successful treatment, laments the fact that the associations in his profession have begun to follow the "old school" medical men and a "code of ethics" that are ancient and worn out.

In some cities, it is said, a man can no longer be a member of the local osteopathic association if he advertises in the newspapers.

Commenting on this evidence of retrogression Mr. Freeman says: One of the hardest things to accomplish is to get professional men to cut loose from ethics. Organizations of professional men do all they can to conceal from one of their number who may dare to advertise all books, reports and everything that would increase his knowledge.

Good doctors, good lawyers, etc., should advertise to let the people know to whom they can go with confidence.

Advertising will kill off the quacks and fakirs quicker than anything else.

The code of ethics that professional men want to bind themselves to is one that will not admit any man to a profession who is not mentally equipped to a high degree and whose character, integrity and habits are beyond question.

Establish a code that will keep him out if he does not advertise—but before he can advertise he must qualify in the respects referred to, and then the mere fact that he advertises stamps him as O. K.

Publicity is what the people

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

want on the part of professional men of ability and character.

### NOTE AND COMMENT.

The Pittsburgh Leader, which four months ago at the request of Theodore Roosevelt removed his name from its editorial page as its candidate for the Presidency, has restored the name with the statement that it advocated his nomination.

At the time Colonel Roosevelt asked the removal of the name he said that he would consider it a calamity if his friends made him a candidate. The Leader complied with the request, announcing that it would respect Colonel Roosevelt's personal desires.

While no revocation of the request is announced the Leader explains that the name will remain, at least, until after the Republican convention, because the issue is greater than the desires of any individual.

Count von Bernstorff, the German Ambassador, suggested to the National Press Club in Washington that it might be well for governments "to impose a special tax on editorial articles."

As if newspapers were not already sufficiently taxed in this country, comments the New York World. On the cheapest printer there is a tariff tax of three-sixteenths of a cent a pound. On printing presses there is a tariff tax of 30 per cent. On type-setting machines there is a tariff tax of 30 per cent. On ink there is a tariff tax of 25 per cent. On printers' rollers there is a tariff tax of 20 per cent. Practically every kind of machinery, tools and supplies that the newspapers use is subject to some sort of tariff tax.

Perhaps in proposing that newspapers be taxed on their news and their views Count von Bernstorff has in mind special taxes for only such newspapers as do not support the Govern-

ment's policies—Democratic papers in the United States and Socialist papers in Germany.

The gain in advertising of Leslie's Weekly for the last four years has been 78.4 per cent. Its increase in lines for 1911 over the record of the year previous was 22,603. The latest circulation report of Leslie's shows figures in excess of 350,000 per issue.

A Baltimore genius has started a "league," the purpose of which is so ridiculous as to be worthy of notice. At the same time it is an illustration of the willingness and readiness of legions of men and women with no newspaper experience to offer advice and contributions to editors.

This Baltimore "league" is designated to furnish letters to the "people's column" of the public press upon timely topics. Everybody wishing to secure spread of his ideas by aid of printer's ink is invited to send those ideas to the "league." The manager undertakes to edit the communications and to secure their publication in newspapers all over the country.

As the chief concern of the experienced editor is to decide what may be left out of his columns, says the Chicago Journal, rather than to secure miscellaneous additional copy, these communications will find speedy and peaceful resting place in editorial waste-baskets.

Seekers after notoriety as contributors to the papers of the country, through the medium of this Baltimore contrivance, will be doomed to immediate and perpetual disappointment.

The San Francisco Call made a healthy advertising gain in 1911 over the year previous. Its total increase in local business alone was 120,702 lines. In last week's issue of THE FOURTH ESTATE the page advertisement of the Call showed an itemized account of how and where this splendid gain was made. Another department of the Call that had a big year was foreign advertising, which is in the hands of those two past masters of securing foreign business—Joseph C. Wilberding, New York, in the East, and C. George Krogess, Chicago, in the West.

The New York Monthly News, devoted to interests of the lower East Side, written, edited and published by a one-man staff, is the latest claimant for youngest editorship honors. The publisher is Harry H. Schlacht, who lives at 200 Rivington street. He is employed during the day in a downtown broker's office, and all his spare time is devoted to studying conditions of the East Side.

The New York Evening Post on Monday put another big bet to its credit when it published exclusively the private letters which passed between Governor Woodrow Wilson and Colonel George Harvey, editor of Harper's Weekly, growing out of the break of their relations which precipitated the Wilson-Harvey-

Watterson controversy. The confidential missives were published, too, with the full consent of the writers.

The Era Club of New Orleans, the largest woman's club in the South, has launched a crusade against the Sunday newspaper colored comic supplements. Following a spirited debate the club appointed a committee to call upon the local newspapers, two of which print colored comic supplements, and urge that they abolish these features.

The club is to urge, instead, the use of real art supplements, either copies of famous paintings or photographs of places and things that will be educative. It is asserted that the comics often are offensive, that many of them teach bad language to children, that they are inartistic, and teach wrong ideas of life.

The Wisconsin State Millers' Association, as a result of discussion at its convention last week in Milwaukee, will probably shortly begin a national campaign of advertising in the interest of rye flour.

## ANOTHER RECORD CLAIM FROM IOWA.

EDITOR THE FOURTH ESTATE.

SIR: A recent issue of your publication mentioned the special number issued by a Waterloo (Ia.) daily consisting of sixty-four pages.

The Waterloo Evening Reporter on December 30th issued its "Waterloo in 1912", number, consisting of seventy-two pages, replete with valuable and instructive information regarding Waterloo, pointing out its wonderful growth and its advantages as a manufacturing and residence city.

This was probably the largest single issue ever issued by a Waterloo daily, if not by any daily paper in a city of that size.

F. P. ALCORN.

## THE PEORIA JOURNAL'S RIGHT AD FIGURES.

EDITOR THE FOURTH ESTATE.

SIR: I appreciate very much the publication of my statement in reference to the total number of agate lines carried by the Journal last year. My letter should have read that that was a larger volume of advertising than was carried by any Illinois daily outside of Chicago. The number of lines we carried in 1910 was 5,529,986. This gives us a net gain of 512,988 agate lines.

H. M. PINDELL.

## "CAN'T BE BEAT."

G. H. Pearsall, the newly appointed advertising manager of the Meridian (Miss.) Dispatch, writes:

"For a newspaper man's journal THE FOURTH ESTATE can't be beat—is the way I feel about your publication."

The West Plains (Mo.) Gazette is erecting a new home. The paper is published by Will H. Korn.



## PURELY PERSONAL.

Senator Luke Lea, publisher of the Nashville Tennessean and American, was a guest and speaker at the annual dinner of the Tennessee Society at the Waldorf-Astoria, New York, on Monday evening.

Louis Wilcy, business manager of the New York Times, was a speaker before the annual dinner of the Corset Manufacturers of the United States, on Tuesday evening in New York.

Rustom Rustumjee, editor of the Oriental Review, of Bombay, India, is on a visit to the United States. He will address the Maryland Peace Society next Monday evening in Baltimore.

J. C. Shaffer, publisher of the Chicago Evening Post, the Louisville Herald and the Indiana Star League papers, has been elected a director of the Indiana Society in Chicago for a term of three years.

William Stapleton, publisher of the Denver Republican, is confined in St. Luke's Hospital with an attack of gripe.

Joseph W. Burke, editor of the Stapleton (N. Y.) Staten Island Daily World, has been operated on for appendicitis.

William Allen White, editor of the Emporia (Kan.) Gazette, will make a trip to New York this month.

John Glass, the Chicago newspaper representative, is still confined to his bed by illness, but is constantly improving.

W. T. Mossman, advertising manager of the Jones & Laughlin Steel Company, delivered a lecture on "The Business of Advertising" before the school of journalism at the Pittsburgh University last week.

Elmer Crockett of the South Bend (Ind.) Tribune, who has been seriously ill, is improving.

Miss Helen W. John, editor of the woman's page of the Trenton (N. J.) Times, is recovering from a long illness of typhoid fever.

Joe. Mitchell Chapple, editor of the National Magazine, was a speaker at the January dinner of the Knife and Fork Club, of South Bend, Ind. While in South Bend Mr. Chapple was a luncheon guest of E. A. Miller, editor of the South Bend Tribune.

Morton A. Sturtevant of the North Adams (Mass.) Transcript, has been made a teacher in English in the local high school.

George E. Mapes of the Philadelphia Record editorial staff has been appointed superintendent of the city lighting bureau.

C. W. Collins, a Chicago newspaper man, is the author of a mu-

sical comedy which is to be produced in the spring at the Princess Theater. Mr. Collins at one time was dramatic editor of the Chicago Inter-Ocean.

A. M. Simons, editor of the Coming Nation, of Girard, Kan., has published a book entitled "Social Forces in American History."

A. W. Prescott, who is secretary to Senator Bourne of Oregon, was operated on for appendicitis last week in Washington, D. C. Mr. Prescott was formerly with the Portland Oregonian.

Clara E. Laughlin, a Chicago newspaper writer, is the author of a book called "The Gleaners," published by the Fleming A. Revell Company.

George Fitch, the Peoria (Ill.) newspaper man and humorist, was one of the speakers at the third annual dinner of the South Bend Chamber of Commerce.

H. M. Bitner, city editor, and A. W. Birdsall, superintendent of the stereotyping department of the Pittsburgh Press, addressed the class in journalism at the University of Pittsburgh last week.

James S. Baldwin has been elected vice-president of the Dunlap-Ward Advertising Company, Chicago.

Louis A. Hoffmann, general manager of the International Publishers' Supply Company, New York, will start next week on a business trip to cities east of Cincinnati.

D. B. Oakley, formerly connected with the McClure Publishing Company, and more recently with the Woman's World, has associated himself with the Hearst publications.

F. H. Thompson, publisher of Brooklyn Life, is at Atlantic City with Mrs. Thompson recuperating from a ten weeks' illness of typhoid fever.

Herbert Kaufman, the Chicago poet, litterateur and advertising man, is writing the striking copy that is appearing in the present series of advertisements of the National Cash Register Company.

Wilkey Lee Morgan, managing editor of the Knoxville Sentinel, is receiving the sympathies of his many friends over the death of his wife on Tuesday.

John D. Bogart, assistant advertising manager of the New York Evening Journal, had his family increased this week by the arrival of a baby boy.

Howard W. Connelly, known to every local newspaper publisher as the veteran superintendent of the newspaper department of the New York postoffice, has a son, Marion Sims Connelly, who has entered the advertising field. Young Connelly was graduated from Yale last summer, and immediately got into the game as a member of the soliciting staff of the Charles W. Hoyt Ad-

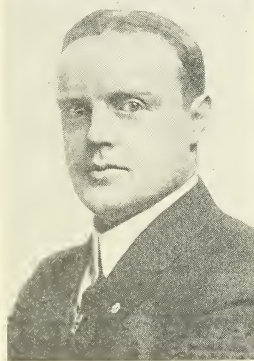
vertising Agency of New Haven and New York, where he is said to have already made good.

Robert J. Collier, the New York publisher, has gone to Panama, where he intends to fly over the route of the canal in his aeroplane. Mr. Collier is the president of the Aero Club of America.

P. L. Atkinson has left the staff of the Woman's World to return to the Munsey publications.

## VANITY FAIR'S EDITOR.

Harry Mountford, who recently became editor and proprietor of Vanity Fair, New York, was the



HARRY MOUNTFORD.

founder of the Player, for some time a powerful theatrical journal in America, and he is well known as a forceful and vigorous writer, also ranks high as a writer of satirical prose and verse, and as an orator and lecturer on public questions.

## WEDDING BELLS.

Miles D. Fuller, of the Watsonville (Cal.) Evening Pajaronian, was married in San Jose last week to Miss Grace Gilman.

Fred E. Evans, editor of the Belleville (Ill.) Advocate, was recently married to Miss Ida Fehr.

## IN THE PUBLIC EYE.

Rosecrans W. Pillsbury, publisher of the Manchester (N. H.) Union, has announced his candidacy for the United States senatorship.

Edwin C. Burleigh, editor of the Augusta (Me.) New Age, ex-Congressman and ex-governor, is in the field for election to the United States Senate.

Alvah Eastman, editor of the St. Cloud (Minn.) Journal-Press, has announced his candidacy for the nomination of Congressman-at-large.

John S. Chambers, who is in charge of the news department of the Sacramento Bee, is now a mem-

ber of the board of managers of the State Hospital, through appointment by Governor Johnson.

Thomas D. Bowman, editor of the Smithville (Mo.) Democrat-Herald, has assumed his duties as United States consul at Nogales, Mex.

Roy C. Vandercook of the Muskegon (Mich.) News-Chronicle is the new adjutant-general of the state, with the rank of major.

Robert L. Williamson, managing editor of the Muncie (Ind.) Star, has been appointed postmaster of his city.

## TAYLOR JOINS TRANSCRIPT.

S. W. H. Taylor has resigned as advertising manager of the Boston News Bureau, to take charge of the financial advertising of the Boston Evening Transcript.

During 1911 the Transcript gained 135,356 lines of advertising over its record of the year before. This gain was principally in financial business, in which specialty the Transcript ranks among the leading papers of the nation. It is represented in the foreign field by Charles H. Eddy, New York, in the East, and by Eddy and Virtue, Chicago, in the West.

## PAPER FOR ROUMANIANS.

A Rumanian publication, half magazine and half newspaper, is to be launched in Indianapolis within a few weeks by Jack Landesco, a Rumanian instructor at the foreigners' house of the Immigrant Aid Association.

The title of the new publication, which will be a monthly, is "Lumea Libera." It will cater to 3,000 Rumanian-speaking immigrants in Indianapolis, who are natives of Rumania and other countries of the Balkan mountain country.

## CARDINAL FARLEY TO BE THE PRESS CLUB GUEST.

The New York Press Club will give a reception Tuesday afternoon to Cardinal Farley. Before the reception a luncheon will be served with the Cardinal as guest. Arthur Benington of the New York World is chairman of the committee on arrangements.

## VISITORS IN NEW YORK DURING THE WEEK.

W. F. Henry, business manager of the Duluth Herald.

Frank P. Fous, advertising manager of the Chicago American.

Harry S. Thalheimer, general manager of the Cleveland Leader and the Toledo Blade.

The Portsmouth (O.) Blade has changed from an afternoon to a morning paper.

The Raton (N. M.) Range has been changed from a daily to a weekly publication.

The Prescott (Ariz.) Daily Globe has suspended publication.

J. W. S. Dillon of the Grant City (Mo.) Star is again postmaster of Grant City.

## SITUATIONS WANTED.

## SITUATIONS WANTED.

## HELP WANTED.

## HELP WANTED.

## ARE YOU LOOKING FOR A MAN WHO CAN WRITE AND SPEAK GERMAN AND ENGLISH FLUENTLY AND WHO CAN QUALIFY?

### As Advertising or Business Manager of a Daily or Weekly

I can secure the business and handle the copy for manufacturer, jobber and retailer, including department stores. I can plan and carry out an advertising and sales campaign for any of these, thus solidifying the relations between advertisers and publishers. I can pro-

mote any public-spirited effort, thus co-operating with your editorial department and strengthening circulation. I can write the matter and promote circulation plans. I can handle news, and possess executive ability. If you have a job printing plant in connection, I can boom it.

### As Business Manager and Producer for a job Printing Establishment

I can secure orders for all classes of commercial work and, if necessary, estimate on the customer's premises. I can furnish him new ideas and include copy, art work, etc., at a profit. I can plan and prepare the copy for any job and get a better price and a permanent customer. I can avoid waste in stock

and elsewhere and supply the composing room with time-saving copy and layouts. I am as near a practical man as is necessary to safeguard your interests in every department. I can produce original booklets and catalogs and do it economically.

### Where Experience and Adaptability, Backed by Unlimited Energy, Count

I can deliver the goods. I am on the job and constantly learning. Any live city from 5,000 population up considered; preferably, where extremes of climate are not so noticeable. Damp sections with malarial tendencies out of consideration. South or West acceptable. I have been on the Pacific Coast near

ly nine years. I have a boy, 8 years old, and with him I want to start anew, settling down, where a reasonably fair salary will lead to a good future. No sinecures wanted, but an opportunity to develop a proposition. I want to build for you and for myself and stay in your city—TO GROW.

Address full particulars and best salary offer with samples of your publication to Emil Held, care of Hotel Kernan, Baltimore.

### BUSINESS OPPORTUNITIES.

\$6,849 cash paid into an estate from a daily newspaper property in 1911. The book profit shown was over \$9,000. This property dominates its field, is well equipped and a good buy. \$40,000 cash necessary; balance can be deferred. Proposition c. o.

C. M. PALMER.  
NEWSPAPER BROKER,  
277 Broadway, New York

### Do You WANT TO SELL OR BUY

#### A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg. City

Young newspaper men wanting to start in business should come to Western Canada, where many good live towns are looking for men to start newspapers. Considerable advertising patronage guaranteed. Western Canadian merchants are thorough believers in advertising, and rates good. For full particulars write Miller & Richard, 123 Princess St., Winnipeg.

### EDITORIAL WRITER

whose contract expires soon has personal reasons for not wishing to renew it. Chance for publisher to get high grade political specialist. Address F. H., care THE FOURTH ESTATE.

### Circulation Manager

now employed, will consider change. Eight years' experience on large and small dailies. If you need the services of a young man who is energetic and one whose experience was gained by working in every position from carrier boy to the head of the department, address F. R. L., care The Fourth Estate.

### EDITORIAL WRITER

wants engagement on conservative, respectable daily or weekly, of either political party. Small city or country paper preferred. Address J. T. Munson, 467 West 23rd Street, New York City.

YOUNG MAN (21) experienced in advertising agency business (order and billing departments). Competent, rapid and accurate worker. Would be pleased to hear of opening giving promise of rapid advancement based upon merit. Address S. R. J., care The Fourth Estate.

A practical newspaper engraver would like to take charge of a newspaper Engraving Department. Well experienced in every detail of producing first class half tones and all other cuts. Address Engraver care The Fourth Estate.

Two experienced newspaper men on dailies in city of over half million, want to build up newspaper property. Thoroughly experienced in every department. Both business producers. Wish to acquire interest in paper, address C. K. 55, care The Fourth Estate.

### GOOD WRITER

desires engagement on conservative, high class daily or weekly paper in small city or country town. Address J. T. Munson, 467 W. 23rd street, New York City.

THE PROPRIETOR of a manufacturing establishment employing a couple of hundred people in the manufacture of a staple line asks THE FOURTH ESTATE to announce that he wishes to secure the services of a salesman to take charge of the selling of his products to newspapers which can use same advantageously as premiums in circulation and advertising. He will pay reasonable guarantee in week y salary and a liberal commission and believes the right kind of a salesman can make from \$4500 to \$7000 a year. He thinks a man with the practical newspaper experience better equipped for the job although he is open to consider all applications. Address *Premium Manufacturer*, care THE FOURTH ESTATE.

## FOR SALE.

## FOR SALE.

## FOR SALE.

All or half interest in daily newspaper. Best opening in south. Town 15,000—Big payroll—First class equipment and organization—\$10,000. Address Lansing, care THE FOURTH ESTATE.

## FOR SALE.

### One Cox Duplex

Printing Press, prints 4-6 8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO

## FOR SALE.

### One Goss Pony

Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

### One Goss 4-deck

Straight-line Press, prints from 4 to 32 pages

### One Goss 3-deck

Straightline Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

### The Bound Volume of the THE FOURTH ESTATE

for 1911 is a complete history of the happenings in the newspaper world for the past year.

This (the eighteenth) annual volume of THE FOURTH ESTATE is now ready for delivery. It is a massive volume bound in red cloth, containing a great amount of news of the activities in the newspaper and publishing world not otherwise obtainable.

Price \$5.

THE FOURTH ESTATE,  
105 West 40th Street,  
NEW YORK

LINOTYPES FOR SALE. Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 3, No. 742, and one Model No. 5, No. 1097, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

MODEL 2 LINOTYPE FOR SALE. Complete with 2 magazines containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad Street, Charleston, S. C.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

### BUSINESS HELPS.

WINTHROP COIN CARDS are used by the leading dailies in all parts of the country.

Classified Collections on daily newspapers can be handled at a minimum of expense by the use of Winthrop Coin Cards. Your present collection system can be bettered. Write us for samples, prices and particulars.

THE WINTHROP PRESS,  
Coin Card Department,  
60 Murray Street, New York City.

### MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,  
32 LIBERTY STREET.

Branches:  
73rd STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.



## CIRCULATION BUILDERS.

**EVERY DOWN-TOWN  
BUSINESS MAN**

and his assistant are immediately interested in my **NEW HANDY ATLAS**. It contains just the information the intelligent reader must have handy at all times and just the facts and figures the literate demand for their children. All in all it's a strong proposition for city and country, producing new circulation at a splendid rate. Write for data.

20 years learning HOW

**S. BLAKE WILLSDEN**  
CIRCULATION FEATURES.  
32 S. Wabash Ave., CHICAGO

**Small Features**

Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimime," Rann's "Sidewalk Sketches," The Horoscope. Write for sample weekly sets—NOW.

The Adams Newspaper Service  
Peoples Gas Building, Chicago

Newspapers can flash us day or night on

**QUERY WORK**

Bang up service. "Gotham Gossip" has them all going. Do you get it?

**NATIONAL NEWS SERVICE.**  
9 East 26th St., New York.

**The Central Press  
Cleveland.**

**WE** guarantee over-night mail delivery of matrix packages East to the Hudson and West to the Mississippi.

**GERMAN DAILY IN OMAHA.**

The Omaha Daily Tribune is the name of a German daily newspaper to be launched about March 1. It will be an expansion of the weekly publication of the same name long published in Omaha, and the launching of the daily edition will be in the way of a thirtieth anniversary celebration for the Tribune by its publisher, Val J. Peter.

The Daily Tribune will be a modern newspaper in every respect. A new plant is being installed in the building at 1309 Howard street, and the telegraphic news service will be in keeping with the requirements of a modern daily newspaper. It will be independent in politics and its staff will include German writers prominent in the United States and Europe.

Have you seen "Fleaneur"?

It's the best feature for editorial pages in America.

Man's Sunday cartoons are something new.

Best daily Washington letter.

Samples of all of these for a postal card.

If your paper is not represented in Washington write us.

**AMERICAN TELEGRAPH PRESS**

307-12 District National Bank Bldg., Washington, D. C.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

## OBITUARY NOTES.

**HENRY L. STORKE**, former newspaper publisher and for years closely associated with the evolution of the telephone invention, died of pneumonia in New York on Sunday.

Mr. Storke was born in Senate, N. Y., in 1843, and after leaving school he engaged in the publishing business in Auburn, N. Y., where, in 1879, he was publisher of the Daily Bulletin and Morning News. In that year the commercial value of the telephone was recognized by him and he helped organize various companies in the United States and South America.

**GUSTAVE DE MOLINARI**, formerly chief editor of the Journal des Debats, and also of the Journal des Economistes, died Monday in Paris. He was born in Liege, Belgium, in 1819, and was at one time a professor of the Royal Museum of Industry there. He was the author of several books, traveled much, and received several decorations.

**MAJOR ENOS LEWIS CHRISTMAN**, a pioneer newspaper publisher of California and Pennsylvania, died recently in Pittsburgh, aged eighty-four years. He was the founder of the Sonora (Cal.) Herald in 1850, and later published Washington (Pa.) Commonwealth. He served in the Union army during the Civil War.

**ALEXANDER JONAS**, founder of the New York Volks Zeitung, and one of the oldest and most prominent German Socialists in this country, died of heart disease Monday. Mr. Jonas was born in Berlin and was seventy-four years old.

**WALTER R. BURLING**, dean of Long Island editors, died Monday in Bridgehampton. He had been in the newspaper business for more than fifty years, and in that period had established thirteen successful papers.

**ALFRED PASCHALL**, former editor and proprietor of the Doylestown Intelligencer, lately a resident of West Chester, Pa., died suddenly in the street of apoplexy last week.

**E. CONRAD**, for many years editor and proprietor of the McVeytown (Pa.) Journal, died last week. He was one of the organizers of the Juanita valley Editorial Association.

**GEORGE REYNOLDS ASH**, proprietor of the Elkton (Del.) Democrat, died last week of acute indigestion. He was fifty-two years old.

**EDWARD A. PHILLIPS**, a newspaper man and magazine writer, committed suicide in Berkeley, Cal., by shooting himself, last week. He

had worked in Salt Lake, San Francisco, Oakland and Berkeley papers, and was forty-seven years old.

**RALPH W. HALL**, formerly connected with Utica (N. Y.) newspapers, died a few days ago in that city. He had worked on the Herald-Dispatch and the Sunday Tribune.

**H. H. MURPHY**, for a number of years engaged in newspaper work in St. Louis, died last week. He was formerly connected with the Fort Worth Gazette, Waco Examiner, Houston Post and San Antonio Express.

**SAMUEL W. MILLER**, at one time editor of the National Standard, died suddenly in Belleville, N. J., last week.

**B. F. PEARSON**, proprietor of the Halifax (N. S.) Chronicle, and one of the leading industrial promoters of Canada, died Wednesday night. He was fifty-seven years old.

**E. G. DEMING**, a circulation investigator of the Association of American Advertisers, died in New Orleans on Monday of hemorrhage of the brain.

**GEORGE L. SANDS**, editor and one of the proprietors of the Biddeford (Me.) Record, died of heart disease Thursday. Mr. Sands was one of the best known newspaper men in Maine, and also was active in the affairs of the Democratic Party.

**GEORGE CLINTON SCHUCHARDT**, a newspaper man of San Antonio, was accidentally killed in the oil fields at Beaumont last week.

**TRIBUTE PAID TO MAGERS.**

**J. W. Magers**, circulation manager and business manager of the Baltimore Sun, was tendered a complimentary dinner last week at the Hotel Reunert by the owners of the Sun carrier routes. Good feeling simply overflowed at the function and many were the compliments paid to the guest of the evening. Among the speakers were Louis M. Duval, former business manager of the News, Robert B. Vale, assistant general manager of the Sun; Samuel C. Appleby, formerly the Sun's circulation manager, and various route men.

**NEW CALIFORNIA AGENT.**

**T. H. Shore** has established an office to do a general advertising business in San Diego, Cal. He has worked on several California papers and is well acquainted with advertising conditions in his section of the country.

The Bloomington (Neb.) Tribune has suspended.

## CIRCULATION BUILDERS.

**NEW YORK  
HERALD  
SYNDICATE**

**THE JUNIOR FOUR**  
by  
**RALPH HENRY BARBOUR**

A great children's story  
by a very popular author

Orders being taken now

**Full-page Sunday Features****SPECIAL CABLE  
AND TELEGRAPH SERVICE**

Daily Features: News Matrices,  
Comic Matrices, Women's Matter  
and Photographs.

For particulars of any service apply to  
**NEW YORK HERALD SYNDICATE**,  
Herald Square, New York City.  
Canadian Branch:  
Desbarats Building, Montreal, Canada.

**MUTT and  
JEFF**

Greatest daily comic  
series ever known.

If you are not using it  
**WHY NOT?**

Write for particulars.

**National News Association**  
200 William St., New York City.

For **EDUCATIONAL  
CONTESTS** use the

**Tell-us Tellurian**

SOMETHING ORIGINAL  
**CARL MACK MFG. Co.**,  
41 Cortland Street, NEW YORK.

**THE UNITED  
PRESS.**

BEST Telegraph News  
Services for Afternoon and  
Sunday Morning News-  
papers.

General Offices,  
World Bldg., NEW YORK

**NEW FEATURES**

The New York Evening Mail is using a new line of cartoons drawn by Rollin Kirby, that may now be had for syndicate use. "The Woman Who Tried," a gripping serial depicting a girl's struggle in the metropolis, is also for sale. Ask us for proofs.

**THE CENTRAL PRESS,**

**CLEVELAND.**

## HOME OF PULITZER SCHOOL.

BUILDING OF BRICK AND INDIANA LIMESTONE  
—CAPACITY 2,200.

The plans for the building to house the school of journalism at Columbia University, endowed under the will of the late Joseph Pulitzer, have been announced. The building is to be at the southeast corner of Broadway and 116th street, and when completed will be the fourth of the group of buildings which will form eventually a quadrangle around South Field.

The building will be of brick and Indiana limestone and in size and general architectural design resemble Hamilton Hall, which occupies the corresponding position at the corner of Amsterdam avenue. The external dimensions of the building will be 208 feet by fifty-five feet ten inches, with a height of five stories and basement.

The entrance will be on the south front, consisting of three doors grouped under a portico of massive columns and opening into a spacious vestibule in which it is proposed to place a suitable memorial inscription. On the first floor immediately opposite the entrance will be the offices of the director and the administrative board.

The remainder of the floor will be occupied by two large lecture rooms having a capacity of about 225 each and by two smaller class rooms. The larger rooms will be especially available for public lectures. They will be accessible from Broadway through a street entrance within fifty feet of the subway station.

The second floor, which will have a ceiling height of twenty feet, is planned for a library similar to the college study in Hamilton Hall, and a reading room which can be used as a newspaper reading room if that is thought desirable. Each of these will be about fifty feet square and the entrance will be through a central door and a spacious connecting corridor.

This corridor will serve as a laboratory for a collection in current history and politics, including municipal charters, documents relating to all branches of modern governmental activity, indexes of current history and politics, pamphlet literature and reports of civic organizations.

History, politics and economies will naturally constitute an important part of the course, and the proposed arrangement of the second floor will place the material for the study of these subjects at the most accessible point. Immediately above, on a mezzanine floor, will be lecture rooms for class instruction.

The upper floors will be reached by two elevators as well as by two flights of stairs, which, like the rest of the building, will be fireproof. The class rooms and lecture rooms will number about thirty, ranging in seating capacity from thirty to 300 students each, with a total seating capacity of 2,200.

The basement will be well lighted, the upper half of the windows being above the street level, and will pro-



CHESTER F. KING,

THE NEW ADVERTISING MANAGER OF THE CHICAGO RECORD-HERALD

vide space for the university bookstore, for a large coat room for the students and an office for student publications, as well as the ventilating machinery of the building and a vault under the terrace in front of the building will be available for the university bindery and printing press, for the Spectator press and also, if at any time it becomes necessary or desirable, for a newspaper press.

The building will stand upon a terrace five feet above the general level of South Field, which will be reached by a broad flight of granite steps.

The portraits of the advisory board of the Pulitzer School of Journalism used on the front page of this issue of THE FOURTH ESTATE are published through the courtesy of the American Review of Reviews.

In the top row (from left to right) are: St. Clair McKelway, editor of the Brooklyn Eagle; Whitelaw Reid (copyright by Pach Brothers), proprietor of the New York Tribune and chairman of the board; Melville E. Stone, general manager of the Associated Press.

Second row: E. P. Mitchell of the New York Sun; Samuel C. Wells, the Philadelphia Press; George S. Johns, the St. Louis

Post-Dispatch, and Charles R. Miller of the New York Times.

Bottom row: Victor F. Lawson, proprietor of the Chicago Daily News; General Charles H. Taylor, editor and proprietor of the Boston Globe, and Samuel C. Bowles, proprietor of the Springfield (Mass.) Republican.

### IMPROVEMENTS PLANNED BY HOUSTON CHRONICLE.

The Houston (Tex.) Chronicle has obtained a lease of ninety-nine years on the Mason Building property. It is said that Publisher Marcellus E. Foster will tear down the structure at present occupying the site and will erect a "skyscraper" home for the Chronicle. It is said that the money involved in the purchase and the prospective improvements will amount to \$3,000,000.

### SALE OF FOUR COLORADO WEEKLY PAPERS.

Harry A. Neel, of Grand Junction, Colo., has sold his chain of state papers to Rev. John Winterbourne. Four publications are involved in the deal. They are the Grand Valley News, Eagle County Times, Newcastle Democrat, and Garfield County Times, all weeklies.

### KING MADE AD MANAGER OF RECORD-HERALD.

Chester F. King has just been appointed advertising manager of the Chicago Record-Herald, to succeed A. P. Johnson, who last month purchased the Grand Rapids (Mich.) Daily News. Mr. King is well known in the advertising field of the West. He has made a fine record for himself during his several years' connection with the Record-Herald in his work first in charge of the financial advertising and then as State street representative of the paper.

Mr. King is a native of Boston. He entered the newspaper advertising field in the Twin Cities where he worked on the Minneapolis Tribune, the Times and the St. Paul Dispatch. After leaving the Twin Cities Mr. King became connected with several newspaper enterprises on the Pacific coast and then took up work in Chicago.

### CRIMINAL LIBEL ACTION FOR NORTH AMERICAN.

Logan M. Bullitt, chairman of the Taxpayers' Committee of Philadelphia, has begun an action for criminal libel against three officials and a reporter of the North American. The charge is criminal and defamatory libel, and the defendants in the suit are E. A. Van Valkenburg, editor and president; Hugh B. Sutherland, associate editor; James S. Benn, city editor, and George Holmes, reporter.

The action of Mr. Bullitt against the North American is based upon statements in a newspaper article appearing in Thursday's issue, accusing him of having huckstered about the city a story containing alleged scurrilous and defamatory allegations against City Solicitor Ryan, who has a similar action pending against the publishers of the Philadelphia Press.

### BROOKLYN TIMES SHIFTS.

William J. Barrett has been transferred from the New York department store assignment on the Brooklyn Times to the same work in Brooklyn. George Holland, advertising manager of the Times, takes over Mr. Barrett's former duties. W. H. Burrows is now in charge of the classified advertising, and F. H. Smith, formerly of the Newark Star, is a new addition to the staff.

### BANK SUES EDITOR.

The officials of the Dakota County State bank at Lakeview, Minn., charge Ham Clay, editor of the Dakota County Tribune of Farmington with criminal libel.

Clay is alleged to have attacked the reputation of the bank because it did not publish its annual statement in the Dakota County Tribune.

### HAS NEW PLANT.

John E. Organ, publisher of the Salem (Mo.) Monitor, has purchased the Democrat-Bulletin of the same town, and discontinued it. He will use his newly acquired plant to replace the one destroyed in the fire of the Monitor home a short time ago.





PAUL BLOCK, SPECIAL NEWSPAPER REPRESENTATIVE OF NEW YORK AND CHICAGO, AND HIS STAFF.

Photograph taken at their recent annual meeting of Paul Block, Inc., in New York. (From left to right, Standing) S. L. Schmid, M. L. Chizola, A. F. Thurnau, J. Walter Roth, N. Frederick Foote, W. E. Seip, Jr., J. C. Henderson, W. M. Messiter, N. R. Maas. (Sitting) C. A. Regan, D. P. Bevans, H. G. Halsted, Paul Block, Gilbert Kinney, R. R. Mamlok and C. S. Bender.

#### POST-DISPATCH ACQUITTED OF LEWIS LIBEL CHARGE.

A verdict in favor of the defendant was returned by the jury in the case of E. G. Lewis, former publisher and banker, against the St. Louis Post-Dispatch for \$700,000 damages in the Gasconade County Circuit Court, Hermann, Mo.

The Post-Dispatch was charged with publishing the post office officials' report on Lewis' People's United States Bank in St. Louis before the government's fraud order against Lewis' concern was issued.

The report of post office inspectors on their examination of the People's Bank, which was published by the Post-Dispatch, was declared not to have been a public document, but it was allowed that the newspapers had a right to print it and reasonably fair and complete accounts of the acts of the inspectors, and no malice could be inferred from such publication.

The jury was instructed that the Pulitzer Publishing Company could not be held responsible for damage done by the issuance of a fraud order or the appointment of a receiver because the fraud order and receivership were not due to the Post-Dispatch publication.

#### MARYLAND SALE O.K'D.

The stockholders of the Whitehall Publishing Company at a meeting in Baltimore have confirmed the sale of the Baltimore County Press, at Towson, to the Jeffersonian Publishing Company.

#### NEW HOME FOR THE JOLIET HERALD.

The Joliet (Ill.) Herald has moved into its new \$50,000 home. It is a three-story and basement, fire-proof structure with every convenience for the comfort of employees and facility of output. The material used in the construction is brick and reinforced concrete, the finishing being white glazed brick.

The Herald was established seven years ago, and now claims a circulation of 10,000 daily. A. S. Leckie, the publisher, bought the property in 1906, when he was engaged in newspaper work in Chicago as city editor of the Chronicle. Previous to that he was one of the organizers of the City Press Association of Chicago.

#### INDIANA DAILY SOLD.

The Richmond (Ind.) Morning News has been sold. The new owner is Edward Warsel, who has been managing editor of the Item for some time past. The News is a Democratic paper and was established in 1908. The Quaker City Printing & Publishing Company has been issuing it.

#### GIVES UP MANAGEMENT.

J. B. Richardson, part owner and business manager of the Davenport (Ia.) Democrat, has relinquished the latter office, and is succeeded by C. W. Boggs. Mr. Richardson retains his interests in the Democrat, with which he has been connected for the last eleven years.

#### RAILWAY PAPER SOLD.

The Simmons-Boardman Company, of New York, has purchased the American Engineer and Railroad Journal. Roy V. Wright will be the editor under the new ownership, and Arthur E. Hooven is to be the business manager. Mr. Wright was formerly editor of the mechanical department of the Railway Age-

Gazette, and Mr. Hooven until recently was Eastern manager of the Railway and Engineering Review.

#### PUBLISHER RETIRES

William H. Hodgson has retired as publisher of the West Chester (Pa.) Local Daily News. His interests have been taken over by his business associates.

## THE NEW YORK HERALD

will open an office in

People's Gas Company Building **CHICAGO** 122 South Michigan Avenue  
on February 1, 1912

for facilitating the handling of its

## WESTERN ADVERTISING

Advertisements will be received there and prompt attention paid to all inquiries relating to

THE NEW YORK HERALD  
THE NEW YORK EVENING TELEGRAM  
THE NEW YORK HERALD Paris Edition

E. R. HODGKINSON  
Western Representative

TELEPHONE  
Randolph 6000

## NAST SELLS HIS INTERESTS IN THE HOUSEKEEPER.

R. J. COLLIER NOW THE SOLE OWNER  
—THE LATTER'S FIRM IS NEWLY  
INCORPORATED.

Robert J. Collier, publisher of Collier's Weekly, has purchased the interest of Conde Nast in the Housekeeper, a woman's magazine, which has been published by them jointly under the firm name of Collier & Nast, Inc. Beginning with the March issue the Housekeeper will be published from the Collier plant at 416 West 13th street, New York.

The firm of P. F. Collier & Son, has just been incorporated and will be known hereafter as P. F. Collier & Son, Inc. The business was founded over thirty years ago and is one of the great publishing concerns of the world. From 1898 to 1909 the business was conducted as a partnership between father and son. Upon the death of P. F. Collier in 1909 Robert J. Collier succeeded his father as sole owner of the business.

The officers of the new Collier corporation are: President, Robert J. Collier; vice-president, Franklin Coe; treasurer, John F. Oltrough; comptroller, John H. Guy; secretary, Charles E. Miner. Directors (in addition to the above named): Norman Hapgood, Mark Sullivan, George J. Kennedy, Elmore C. Patterson, Frank H. Rice, Francis P. Garvan. With the exception of Mr. Garvan, attorney for the company, all of the officers have been associated with the business for several years in positions of responsibility.

The Housekeeper, the new Collier acquisition, is one of the oldest women's magazines in the United States. It was established in Minneapolis in 1877, and has grown from a little eight-page

## BRISTOL VA.- TENN.

is a town of 18,000 inhabitants, located on the Virginia and Tennessee State line, midway between Roanoke (Va.) and Knoxville (Tenn.). The town itself is not only an up-to-date community in every respect, with modern schools, street car lines, etc., but is also the center of a large and prosperous manufacturing and distributing district. It has three good papers, the

NEWS (Evening)  
HERALD-COURIER (Semi-Weekly)  
HERALD-COURIER (Daily & Sunday)

These, all published by the Bristol Publishing Corporation, are the only newspapers issued in this town. They are distinctly metropolitan in character—well edited, of excellent typographical appearance, and have a complete telegraphic service. With a combined circulation of 9,700 copies a day, they reach practically every home in Bristol and the adjacent sections.

No other newspaper in the country covers as large a territory so exclusively as do Bristol's three papers cover this territory.

Send for a copy of "Truth," a book full of facts that may surprise you.

THE BRISTOL PUBLISHING CORPORATION,  
Bristol, Va.—Tenn.

Foreign Representatives

PAYNE & YOUNG, Chicago.

## The New York Times in January

January was a month of record-breaking and record-making in the sixty years history of THE NEW YORK TIMES.

It printed more items of news than in any previous month in its history.

It printed more special telegraphic dispatches of domestic news.

It printed more special foreign news dispatches.

It published more reading matter, more city news, and commercial and financial news.

It published more pages of its regular daily and Sunday editions than in any previous month.

It had a larger circulation and more readers than in any previous month.

It published a larger volume of advertising than ever before in any single month.

The readers of a newspaper are the final judges of its quality. From the fact that THE TIMES had more readers in January than ever before it would appear that their judgment was favorable.

In January THE NEW YORK TIMES published 793,625 lines of advertisements compared with 725,350 lines last year, an increase of 68,275 lines, and the greatest volume printed in any previous January in its history.

folder, designed originally to promote a cook book, into a magazine of the standard flat publication size, with a circulation of 400,000 and an advertising revenue of over \$200,000 a year.

Mr. Nast is retiring from the Housekeeper solely to devote his time to the increasing demands of his other publication interests. He is widely known in the publishing world as the publisher of Vogue, one of the publishers of House and Garden and Travel, vice-president of the Home Pattern Company and the United Publishers' Company.

## ADVERTISING IS TOO OFTEN MISUNDERSTOOD.

"Outside of religion, advertising, properly understood and applied, is the greatest force in the world today; but I know of nothing more grievously abused than the word 'advertising.' It is made the scapegoat for the wasting of more money than any other feature of the business world. As the most valuable gems are the most skillfully counterfeited, so the great value of advertising is taken advantage of by the unscrupulous solicitor and millions of dollars are worse than wasted every year under the erroneous impression of the people spending it that they are advertising."

A. O. Loomis, advertising manager of the Spokesman-Review, made this assertion in the course of an address at the annual convention of the Inland Empire Retail Dealers' Association in Spokane, Wash., January 17. He added:

"But while there are thousands of dollars lost in so-called adver-

tising, there are millions made by the proper use of the genuine article.

"Advertising is salesmanship just as much as the talk of the man behind the counter or the traveling man who makes the sale to the merchant; it is good, bad, or indifferent, just the same as is the work of any other salesman.

"Advertising is salesmanship of the highest character and with a single exception the greatest force in the world. It will make you know the one thing in a thousand that is worth knowing; reduce the selling cost of any commodity, and so reduce the cost of the article itself; build a mighty institution or industry from an insignificant beginning in a few years; and last and best, make the merchant who uses it more prosperous, the town in which he lives more prosperous and the land around him more valuable.

## PRINTERS' SUPPLIES.

## IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS, and hundreds of other prominent publications, as well as the GOVERNMENT PRINTING OFFICE.

Trade Mark

M & E

Registered.

MERCHANT  
& EVANS CO.  
Smelters—Refiners.  
PHILADELPHIA.

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER

## MAGAZINE PUBLISHERS' ANNUAL BANQUET.

SPECIAL TRAINS TAKE GUESTS TO  
PHILADELPHIA—NEW CURTIS  
BUILDING OPENED.

The annual dinner of the Periodical Publishers' Association of America last evening at the Bellevue-Stratford Hotel, Philadelphia, was a most elaborate affair. The association gave its guests a royal reception. President Cyrus H. K. Curtis, publisher of the Ladies' Home Journal and the Saturday Evening Post, and his committee arranged a most complete program and the presence of such distinguished speakers as Governor Woodrow Wilson of New Jersey, Senator La Follette of Wisconsin, Dr. S. Weir Mitchell, Mayor Blankenburg and William H. Burns.

In connection with their visit to Philadelphia the guests at the banquet were given the honor of formally opening the splendid new home of the Curtis Publishing Company. For the convenience of the out-of-town guests the association arranged for the running of special trains between New York and Philadelphia on Friday and for their return today, following their attendance at a breakfast to be given at the Franklin Inn as the guests of Dr. S. Weir Mitchell.

## DAIRY PAPER MOVES.

The Co-operative Dairyman, of St. John, N. B., has moved to new quarters at Clarence and St. David streets. R. D. Robertson, Ltd., is the publisher.

## LOS ANGELES PAPER SOON.

The Municipal newspaper to be conducted by the city of Los Angeles will begin publication some time this month.

The plants of the Newburyport (Mass.) News and Herald were badly damaged by fire last Friday. The two papers are located in the same building.

The New York office of the Hunton-Lorenzen & Woodman Special Agency moved to 225 Fifth avenue on Monday.

The Modern Priscilla Magazine, of Boston, and Everyday Housekeeping, will be consolidated with their March issues.



## BUSINESS OPPORTUNITIES.

## IOWA DAILY.

\$10,000 cash, balance deferred, would buy a half interest in the Iowa Daily, the earnings of which would more than cover the deferred payments within three years.

## BIG EASTERN WEEKLY.

Paper with State circulation gross business \$25,000; \$10,000 from job department. Circulation over 5,000. Splendid equipment. \$15,000 cash required.

## SOUTHERN TRADE PAPER.

In splendid field, showing substantial net earnings, growing rapidly, \$10,000 cash required.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine properties that are not "hawked."  
200 Fifth Avenue, New York.

EX-COWPUNCHER'S SUCCESS  
IN ADVERTISING.

George W. Preston, who was appointed advertising manager of the Omaha Bee on the first of the year, was previously advertising manager of the Duluth News-Tribune and



GEORGE W. PRESTON.

the Detroit Journal. His early education was obtained in the back woods of Kentucky, where his father conducted a small job and newspaper plant.

At the age of eighteen years he left Kentucky and subsequently worked as a "cowpuncher" in Texas and a locomotive fireman in Pennsylvania. By perseverance he pushed ahead and the year 1903 found him managing the Arcade Theater in Toledo, O., and in the summer working on tent attractions such as Barnum & Bailey's Circus, John B. Doris and others. It was in 1905 that he entered the newspaper field.

## THE MAGAZINE FLOWERS.

The title of the new magazine, to be devoted to flowers, noted in THE FOURTH ESTATE last week, is the Magazine Flowers, instead of the Flowers Magazine as was printed. The editor is Frederic William Stack, the author of "Wild Flowers Every Child Should Know," and not Professor Liberty H. Bailey, as was at first understood. The latter, however, was the chief contributor to the first edition of the publication, which is issued by the Suburban Press, New York.

PHILADELPHIA AGENT TO  
TALK TO SPECIALS.

Richard A. Foley, the Philadelphia advertising agent, will be the speaker at the February dinner of the Six-Point League, to be held at the rooms of the Aldine Association, New York, next Tuesday. The subject of Mr. Foley's talk will be "New Fields for Newspaper Advertising Development."

## ON TRIAL FOR LIFE.

Allison M. MacFarland, an advertising man, charged with the murder of his wife, Evelyn, by the use of cyanide of potassium on October 18 last, is on trial in Newark before Chief Justice William S. Gummere.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

The Multiple Machine Idea  
IN DIXIE LAND

## THE BIRMINGHAM NEWS

Birmingham, Ala., Jan 15, 1912

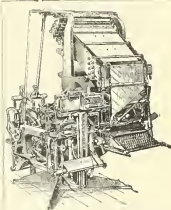
## Mergenthaler Linotype Co

The Model 9 recently installed in our composing room is giving perfect satisfaction.

It is THE MACHINE for the ad room—where we use it exclusively.

Yours truly,

W. A. CARUS, Foreman.

QUICK CHANGE MODEL 9  
Four-Magazine LinotypeARKANSAS PRESS TO MEET  
AT LITTLE ROCK.

The Arkansas Press Association will hold its midwinter meeting at Little Rock next Thursday. The entire day will be devoted to an impromptu discussion of matters of interest to the newspaper men, and in the evening a dinner will be given at one of the hotels. At this meeting the executive committee will select the date and place for the holding of the annual spring meeting of the association.

The program which will be presented during the dinner at night is made up of a number of "Five-Minute Papers." After the reading of the papers the subjects will be discussed generally by the members.

## ROBERTS-BEACON CASE.

A damage suit in which Mrs. S. A. Roberts is plaintiff and the Wichita (Kan.) Publishing Company is defendant, is being tried in Division 2 of the District Court, in Wichita. Mrs. Roberts claims that the publication of a news story in the Beacon on August 26, 1910, injured her reputation, and she sued for \$10,000. James Benner, on whose statements the story in the Beacon was based, is made a party to the suit.

## MACFARLAND GUILTY.

Allison M. MacFarland, an advertising man, charged with the killing of his wife Evelyn by the use of cyanide of potassium on October 18 last, on Wednesday was convicted on the charge of murder in the first degree in Newark, N. J.

The Louisville (Ky.) Lyre is no more.

## PRINTERS' SUPPLIES.

LET our MR. LOUIS A. HOFFMANN quote you on his proven newspaper supplies especially for the "stereo" dept.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U. S. A.

BARNES-CROSBY  
COMPANY  
E. W. HOUSER, President.  
ENGRAVERS  
ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS.

*Properly equipped Linotypes in any  
composing room are bound to save  
time and reduce hour costs.*

## The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO:

1100 S. Wabash Avenue.

TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

SAN FRANCISCO:

618-646 Sacramento Street.

NEW ORLEANS

549 Baronne Street.

COUNTRY PUBLISHERS DO  
NOT KNOW IMPORTANCE.

One of the first things that Samuel E. Boys did when he recently purchased the Plymouth (Ind.) Daily Republican was to install a thorough cost system, following out his belief that the newspaper publishers of the smaller cities should wake up to the great importance of their position and get their just share of financial returns from the public.

Mr. Boys said to a representative of THE FOURTH ESTATE: "I believe the newspaper men of the smaller city are beginning to awaken to their opportunities. They should have done it twenty-five years ago. I think the reason that they have been so lax to their own interests has been that many of them are so engrossed in publishing newspapers in the interest of the community in which they live that they have forgotten that the public owes them a greater return for what they are doing."

"The time is now here when the

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street. NEW YORK. Telephone, 476 Chelsea.

publisher and printer are going to carry on business on business principles. They are going to get financial returns for their work, which will hold them in higher estimation of the public and enable them to wield a still greater influence than heretofore."

## OXNARD ACTIVITIES.

Gabbert has sold his interest in the Oxnard (Cal.) Daily Courier to Rex B. Kennedy, formerly of Albion, Mich.

It also is reported that George L. Conklin has sold the Oxnard Review to H. C. Comfort, former editor of the Fillmore Herald, but more recently of Madera, and that the latter is to launch a morning daily in Oxnard.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 79 years' history.

**The NEWS of GRAND RAPIDS** has earned a share of your clients' business. If we aren't getting it, will you let us tell you more about the paper?

Representatives:  
HUNTON, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

**SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.**

THOMPSON, 44 East 23d street, New York.—The Seaboard Rice Milling Company, Galveston, Tex.; contracts for 10,000 lines being placed with a small selected list. (Chicago.) The C. B. & Q. R. R. Company, Chicago; some orders being placed with Eastern papers.

BATTEN, Fourth Avenue Building, New York.—George P. Ide & Co., Troy, N. Y.; placing orders with the same list of papers that were used last year.

AYER, 300 Chestnut street, Philadelphia.—The Hygienic Products Company, Canton, O.; orders for 417 inches being placed with a selected list of Ohio papers.

PRESBRY, 456 Fourth avenue, New York.—The Hamburg American Lines, New York; reported that a new list of newspapers is about to be made up.

The Shredded Wheat Company; some 440-line thirty-five-time orders being placed with a selected list.

McGUCKIN-McDEVITT, Morris Building, Philadelphia.—Ingleside Farm; using seven-inch double-

## THE NEW YORK WORLD

**Sells** (morning edition)

MORE copies than any other two papers Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C., The Times is Preferred

## CINCINNATI ENQUIRER

FIRST AND FOREMOST OF ALL NEWSPAPERS

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg, Chicago

column copy in a selected list of Pennsylvania and New York papers, also high class agricultural journals.

TRADES AGENCY, 13 Astor Place, New York.—The Guyer Hat Company, Philadelphia; placing some orders with a few New England papers.

URMY, 41 Park Place, New York.—H. & G. Klotz & Co.; 84 Fifth avenue, New York; orders being placed with a selected list of papers.

LEWIS, Equitable Building, Boston.—Whitmore Brothers & Co., Cambridge, Mass.; placing some fifty-six line twenty-six time orders with a selected list of papers. Only one paper in each town being used.

MacLAY & MULLALLY, 60 Broadway, New York.—The Home Life Insurance Company, 256 Broadway, New York; advertising will be confined to New York City papers this year.

MANUFACTURERS' PUBLICITY CORPORATION, 30 Church street, New York.—The Lindt Chocolate Company, New York; this advertising will be placed through the above agency in the future.

STAPLES & LEMONS, Mutual Building, Richmond, Va.—The Coe Mortimer Company, Charlestown, S. C.; contracts for 5,000 lines being made with a selected list of Southern dailies.

CLARK-WHIRCRAFT, 41 South 15th street, Philadelphia.—The Marvella Laboratories, Rochester, N. Y.; orders being placed with a selected list of Pennsylvania papers.

CO-OPERATIVE AGENCY, Real Estate Trust Building, Philadelphia.—The Philadelphia Bird Food Company, Philadelphia; placing some orders with large city papers.

GEISSINGER, Morris Building, Philadelphia.—The International

## ADVERTISING MEDIUMS.

People who have money to spend and spend it in Buffalo, take the

## BUFFALO TIMES

They respond to good advertising. Are we receiving your copy?

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bldg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous PITTSBURGH district reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives,  
Wallace C. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

Correspondence Schools, Scranton, Pa.; orders for eighty-five lines ten times being placed with a selected list of papers.

HILL & TRYON, May Building, Pittsburgh, Pa., and New York.—E. R. Philo, Elmira, N. Y.; placing some orders with a selected list of papers.

ARMSTRONG, North American Building, Philadelphia.—Joseph Campbell & Co., "Campbell's Soups," Camden, N. J.; orders being placed with New York City papers for the present.

DYER, 42 Broadway, New York.—The United Shirt & Collar Company, Troy, N. Y.; orders will be placed shortly with a selected list.

DUNLAP - WARD, Hartford Building, Chicago.—The Union Fibre Company; contracts being made with a selected list of Western papers.

GOULD, 31 East 22d street, New York.—The Franklin Automobile Company, Syracuse, N. Y.; some 5,000-line orders being placed with Southern papers.

STACK-PARKER, 29 East Madison street, Chicago.—Swift & Co., Chicago; orders for 1,000 lines being placed with a selected list of papers.

LORD & THOMAS, Trude Building, Chicago.—Joseph S. Finch; Pacific Coast papers are receiving some 15,000-line orders.

AYER, 300 Chestnut street, Philadelphia.—The National Biscuit Company; some fourteen-line 150-time orders being placed with a selected list of Southern papers.

TRACY-PARRY & STEWART, Lafayette Building, Philadelphia.—The "Knotair" Hosiery company; additional orders being placed with the usual list of papers.

DONOVAN & ARMSTRONG, Commonwealth Building, Philadel-

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bldg., N. Y., Tribune Bldg., Chicago

phia.—The Ross-Gerstley Company, Philadelphia; contracts for 7,000 lines being placed with Southern dailies.

BLAINE-THOMPSON, Fourth National Bank Building, Cincinnati, O.—The Central Newspaper Association, Cincinnati; contracts for 10,000 lines being made with Western papers.

## WEEKLY CHANGES HANDS.

The Montclair (N. J.) Herald has been purchased by Percival Mullikin and Clifford B. Bowne, both of whom are at present connected with the Flushing (N. Y.) Journal.

The Herald has been published as a weekly for the last thirteen years by Francis Lee Chrisman. The new owners, who are men of wide experience and ability, will take possession of the property about the fifteenth of this month.

The sale was effected through Harwell, Cannon & McCarthy, newspaper brokers, 200 Fifth avenue, New York.

## ESSER-WRIGHT EXPANSION.

The Esser-Wright Advertising Agency, of Utica, N. Y., has opened a Buffalo office in the Fidelity Building. The resident manager will be George Clauss.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

456 Fourth Ave., NEW YORK



## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES ALREADY THE  
BEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
166 5th Ave., N.Y.C. Boyce Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

C. F. KELLY & CO., Foreign Rep.  
NEW YORK. CHICAGO.

## STAFF CHANGES.

John M. Draper has been appointed advertising manager of the New Orleans States. He was formerly connected with G. Ross Lorne & Co., circulation promoters.

Frank M. Chase, formerly with the Washington Post, has been made telegraph editor of the Rochester (N. Y.) Democrat and Chronicle.

Louis Ling, for eleven years a member of the staff of the Detroit Journal, has resigned to become connected with the MacManus Advertising Agency, Detroit.

Pierson H. Skelton has been placed in charge of the New York territory for the Ladies' World Magazine.

George W. Gibbs, advertising manager of the Champaign (Ill.) Daily Gazette, has resigned to go to Chicago.

D. W. Gaylord, formerly advertising manager of Home Life, is now connected with the Farm Press of Chicago.

Herbert Hungerford has been appointed managing editor of Circulation.

## ST. PAUL DAILY NEWS

Daily average circulation  
or December was 61,548  
an increase of 8,198 over  
same month a year ago.  
The advertising gain was  
36,003 agate lines.

The Largest Circulation of Any St.  
Paul Newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago. J. P. ANTISDEL.

## ADVERTISING MEDIUMS.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average  
circulation of the Plain Dealer for the  
month of December, 1911, was as follows:

Daily, 96,349. Sunday, 129,111

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, People's Gas Bldg., Chicago

lation and Publicity, the Chicago  
publication formerly known as the  
Circulation Manager. He is also  
general manager of the Correct  
English Publishing Company, of  
Evanston.

Frank L. Mahon, formerly editor  
of the Stapleton (N. Y.) Advertiser,  
has joined the editorial staff  
of the Staten Island Daily World,  
of Stapleton.

Louis Seabor, chief editorial  
writer on the Philadelphia Times,  
has resigned.

G. H. Pearsall, for two years  
advertising manager of the Lexington  
(Ky.) Herald, has resigned  
to become connected with the  
Meridian (Miss.) Dispatch in the  
same capacity. He formerly  
worked in New York with the  
Times and the Press.

John H. Ketter, late of the Shamokin  
(Pa.) Dispatch, has joined the  
Sunbury Daily as city editor.  
He succeeds Francis G. Burrows,  
who is now with the Williamsport  
Grit.

Robert W. Haight, a former Wisconsin  
newspaper man, has gone to  
Japan to take the management of  
the Tokio Advertiser.

Paul B. Nofskier has resigned as  
editor and manager of the Shippenburg  
(Pa.) Chronicle.

L. A. Mitchell has left the New  
York World staff to enter the publicity  
field as press agent for Winthrop  
Ames.

Rev. G. H. Lambeth has resigned  
from the editorial staff of the Richmond  
Virginian to give his time to  
writing for the religious press. Robert  
L. Gray is his successor.

Clyde E. Morton is now advertising  
manager of the Sherwin-Williams  
Company, Cleveland,  
succeeding L. R. Green, who has

## ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 48,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

## The New Orleans ITEM

publishes the largest  
volume of advertising of  
any paper in New Orleans,  
either local display, foreign  
display or classified.

been placed in charge of the same  
department of the newly organized  
Canadian 5-m of Sherwin-Williams  
Company, Ltd.

J. Y. Callahan is now editing the  
Enid (Okla.) Press.

Allen Merriam, late of the Memphis  
News-Scimitar staff, is now  
connected with the San Antonio  
Express.

Harry H. Ross, formerly of the  
Fremont (O.) Messenger, is now  
with the Toledo Blade.

G. A. Meyer has been appointed  
managing editor of the Kingston  
(Can.) Daily Standard.

F. B. Costain, late of the Brantford  
(Can.) Expositor, has been  
made editor of Hardware and  
Metal.

E. P. Kelly has resigned the editorship  
of the High Bridge (N. J.)  
Gazette to become advertising manager  
of the Phillipsburg Press.

R. B. Breckenridge, who has  
been connected with the South  
Bend (Ind.) Tribune, has resigned  
and has gone to Seattle, Wash.

Charles V. Parker, who for the  
past ten years has covered the  
Central Western advertising field  
for Harper's Weekly, has been  
appointed general Western representative  
of that publication,  
with headquarters in Chicago.

T. V. Orr of the staff of the  
Cleveland office of the J. Walter  
Thompson Company has resigned  
to become advertising manager  
of the Home Laughlin China  
Company, Newell, W. Va.

J. A. Constant has been appointed  
editor of the Estancia (N. M.)  
News.

Marshall Whitlach has resigned  
the advertising management of

## ADVERTISING AGENCIES.

Est. 1864

# J. WALTER THOMPSON COMPANY.



The experience  
of forty-eight  
successful years  
Guarantees to  
those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, failures  
and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## ADVERTISING MEDIUM.

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

the Standard Milling Company,  
New York, and will go to Bermuda  
for a month's rest.

Stephen Doughton, at one time  
managing editor of the St. Louis  
Star, has joined the staff of the  
Nelson Chesman Advertising Company,  
of St. Louis. He will have  
charge of the Chattanooga office.

Samuel Edelman, formerly with  
John McIntyre & Co., has been  
appointed publicity manager of  
the M. Wilbur Dyer Company,  
New York.

J. I. Phillips, late advertising  
manager of the St. Thomas (Can.)  
Journal, is now with the Ottawa  
Free Press as local advertising  
manager. He succeeds John D. McCallum,  
who is now with the Montreal  
Star.

T. Lyle Blogg has joined the staff  
of the Toronto office of the J. Walter  
Thompson Advertising Company.  
He was formerly with Hugh  
C. MacLean, Ltd.

The newspaper that  
knocks and boasts at the  
same time is never a safe  
adviser.

## THE NEW YORK MAIL EVENING

neither knocks nor boasts,  
but tries to be of assistance  
to advertisers.

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

READY FOR ADVERTISING  
MEN'S MEETING.

The fund for the entertainment of the delegates to the annual meeting of the Associated Advertising Clubs of America in Dallas next May has been practically all subscribed. Business men of Dallas, realizing the importance of the convention, have contributed liberally to the fund, and the entire city is making ready to give the visitors a big welcome.

The Cleveland Ad Club expects to send a big delegation and will make a strong bid for the 1913 convention.

Baltimore and San Francisco are shelling the woods seeking support for their movements preparatory to asking for the 1913 meeting, while Toronto and Atlanta are as busy as they can be along the same lines.

Winnipeg announced itself as a candidate a few weeks ago, along with Richmond, Memphis and St. Paul.

That Pittsburgh is after the convention was emphasized at the smoker of the Manufacturers' Publicity Association last week, in the German Club. President F. R. Babcock of the Chamber of Commerce said that the chamber would meet the committee appointed by the association to discuss the plans of sending a special train to Dallas, to spread the trade advantages of

Important to every  
cautious purchaser of  
advertising space is

THIS FACT:  
THE  
PHILADELPHIA  
RECORD

publishes more display advertising  
every week than any other Phila-  
delphia paper—and has done so  
for more than ten years.

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

Pittsburgh and endeavor to bring  
the next convention to that city.

GIFT OF CORNER-STONE  
TROWEL TO PRESS CLUB.

Framed and added to the collection of pictures on the walls of the reception room of the New York Press Club is the silver trowel with which the corner-stone of the club's building at Spruce and William streets was laid on March 6, 1909.

Robert Judson Kenworthy, who acted as Grand Master of Masons of the state of New York, and officiated on that occasion, received a silver trowel for the purpose. Recently the Grand Master decided that the implement ought to adorn the walls of the Press Club, of which he is a member, and the gift was tendered to the board of trustees and accepted with thanks to the donor.

HONEST ADVERTISING THE  
THEME IN DES MOINES.

For two meetings in January the Des Moines Ad Club discussed the theme of "Honesty in Advertising." The speakers have been Victor F. Hayden of the Lessing Advertising Company, on "A Plea for Honest Advertising"; W. S. Arant, "Dishonest Advertising—Its Effects"; Harley H. Stipp, a leading Des Moines lawyer, on "Dishonest Advertising—Its Press Status," and T. W. LeQuatte, "Dishonest Advertising—Its Remedy."

In the round table discussion of last Saturday Herbert M. Harwood, secretary of the organization, gave the lecture. Clifford De Puy has been named general manager of the "D. A. M. Bazo," the monthly club publication.

OTHER CLUB NOTES.

The Detroit Press Club entertained a large audience last week with amateur theatricals, followed by dancing. The club's amateur cast

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

JANUARY, 1912. AVERAGES

The Daily Post 358,500  
The Sunday Post 317,571

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNESS, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
Boyce Building, CHICAGO.

appeared to good advantage in plays called "Confusion" and "Those Musical Comedy Boys," by Henry A. Miller and Harry Glynn.

At a dinner the other evening at the Commercial Club the Adscript Club of Indianapolis opened a campaign to advertise Indianapolis through the country. John Lee Mablin of Chicago delivered an address on "Advertising a City and How to Do It," and Charles A. Bookwalter spoke on "What Shall We Do to Boost Our City?"

Members of the Louisville Advertising Club at their last meeting were addressed by Tim Thrift, of Cleveland, on "How to Prepare and Conduct an Advertising Campaign." A stereopticon was used to illustrate different styles of advertising, the speaker directing attention to the defects of some and the good points of others. Form letters and "follow-up" systems were discussed.

The Detroit Adcraft Club gave a dinner last week which was attended by 600 business men of the city. Harrington Emerson of New York delivered a lecture on efficiency principles as applied to advertising. Afterwards the club paid its honors to John D. Biggers, who recently left the city to become secretary of the Toledo Board of Trade.

Members of the Dayton Ad Club, with a number of business men as guests, enjoyed a splendid luncheon and smoker last week. A series of talks on advertising made the evening an extremely enjoyable occasion. The principal speaker was George F. Burba, editor of the Daily News.

The Minneapolis Publicity Club has been merged with the Civic and Commerce Association, which was recently organized to take over all the commercial organizations of the city.

The Ad Men's Club of Lynchburg, W. Va., at its last week's meeting had as guests Charles E.

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

A tabulated statement of circulation with affidavit furnished on application, and a guaranteed circulation is made a part of each advertising contract.

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
News-Scimitar  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

Jones of the Cosmopolitan Magazine and F. L. E. Gauss of Collier's, who made an interesting address on "How the Retailer Can Secure Out-of-Town Business" and "Lynchburg's Neglected Opportunities."

Manly Gillam, advertising counsel of the New York Herald, addressed an unusually large meeting of the Advertising Club of Baltimore on Wednesday. Mr. Gillam gave one of his characteristic talks on advertising, including many personal experiences. He made a decided hit.

The Chicago Press Club has begun a series of leap year dances.

Minnesota editors will probably take a "Seeing Minnesota" excursion for their annual outing next summer. Plans being made by the executive committee provide for a trip to Duluth and a lake journey to Isle Royale, then a visit to the

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE  
NEW YORK  
TRIBUNE

the paper that goes to the  
home —Application.



## ADVERTISING MEDIUMS.

## The Banner Year for the CHICAGO RECORD-HERALD.

During 1911 the Record-Herald contained a total of 24,480 columns of advertising, the largest amount ever published in this paper in any one year and

### A Gain of 2,091 Columns

The sworn net sold circulation of the Record-Herald for 1911 was as follows:

Daily Average . . 200,132  
Sunday Average . 213,690

New York Office, 710 Times Building.

## San Francisco CALL

HONEST  
FEARLESS  
Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

new steel plant at Duluth and two days of sight seeing on the Iron range. The plan will be outlined at the annual meeting of the association February 15 and 16 in Minneapolis.

The new Marquette Press Club of Milwaukee held a meeting Saturday night and a constitution was adopted, in which provision is made for the control of the club to always remain with the students of the school of journalism. A meeting is now in session at which officers for the next semester will be elected.

David Mossesohn, president of the Portland Ad Club, was the guest of the Salt Lake Ad Club last week. Mr. Mossesohn is making a tour of the intermountain states to visit other clubs.

President George W. Coleman was the principal guest and speaker at the last luncheon of the Buffalo Ad Club. When he finished his address the matter of the club joining the A. A. C. A. was taken under advisement and referred to the board of directors. Thirty applications for membership were received. The membership has now reached the 160 mark and President

## SPRING FASHION and FASTER number of the NEW YORK TIMES,

Sunday, March 24.

Eight pages of artistic copper-plate illustrations of latest New York and Paris creations in gowns, wraps and hats and Pictorial Easter Section beautifully executed in colors.

## ADVERTISING MEDIUMS.

## The wonderful newspaper that The CLEVELAND LEADER

is publishing has shown its results in increased patronage both in its advertising columns and on its circulation books.

The LEADER is giving the people of Cleveland a newspaper worthy of the sixth largest city of the United States.

PAUL BLOCK, Inc.,  
Managers of Foreign Advertising.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

## THE GROWING PAPER OF BOSTON IS THE TRAVELER (EVG)

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO.

Balliett expects to double it this year.

The Chicago Press Club celebrated the anniversary of Robert Burns with a dinner on January 25. M. J. Reid of Glasgow gave selections from the plowman poet. Songs of Scotia were sung by Miss Lola Buckingham of the Chicago Grand Opera Company. The program included readings by Nixon Waterman, national dances and bagpipe music.

The Syracuse Advertising Men's Club entertained as its guest on Monday evening I. E. Pratt of the Passaic Metal Ware Company, who gave a very instructive address. Other speakers on the occasion were T. P. Kehoe, B. A. Frankel and W. E. Woodward.

Plans to check fake advertising were discussed at the executive committee meeting of the Omaha Ad Club. A committee of Samuel Rees Jr., Penn. Podrea and R. H. Manley was appointed to formulate a working plan.

The Binghamton (N. Y.) Mercantile Press Club has decided to postpone its smoker and vaudeville show from February 2, and in its place hold a "Ladies' Night" reception.

The annual meeting of the Western New York Newspaper Publishers' Association will be held at Rochester on April 20.

Horace H. Atherton, Jr., of Lynn, recently addressed the Lynn (Mass.) Press Club, his subject being "My grouch against the press." Mr. Atherton was a Washington correspondent for ten years, and is a lawyer as well as a journalist.

The National Press Club of Washington entertained the Duke of Connaught when he visited Washington last week. The royal visitor honored the newspaper men with the first public

## ADVERTISING AGENCY.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

M MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## ADVERTISING MEDIUM.

## THE MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

speech he made on his trip to the United States.

The club had its annual hobby-riding night on Tuesday. John Temple Graves was the starter of the hobbies.

F. H. Day, formerly secretary of the Wichita Chamber of Commerce, was a visitor at the Houston Aircraft Club at its luncheon last week. He made an interesting talk on city advertising. George H. McCormick was the regular speaker for the meeting and read a paper on the subject, "Method of Appeal."

## GROCERY TRADE PRESS CONVENTION.

The Grocery and Allied Trade Press of America held its annual meeting in New York last week. Five new members were admitted. They are: The General Store, Pittsburgh; Inland Storekeeper, Chicago; Interstate Merchants' Advocate, Spokane; Merchants Magazine, Los Angeles, and the Merchants' News, of Oklahoma City.

The only changes made in the official board was the substitution of F. N. Barrett of New York and George J. Schulte of St. Louis to take the place on the executive committee of Norman H. Johnson of Lynchburg, Va., and G. T. Newkirk of Detroit, who declined re-election. The selection of the place for the next meeting was left to the executive committee.

The discussion of standardization of size was an important item on the program. It ended in the association adopting a resolution to the effect that it favored a standard type-size of seven by ten inches.

The home of the Dallas (Ga.) Argus was destroyed by fire last week.

## ADVERTISING MEDIUMS.

7 cts. an inch flat  
with usual agency discounts will  
buy space in the

## ROCKINGHAM DAILY RECORD

HARRISONBURG, VA.

Note following sworn circulation figures:

Average for last quarter, 1911: Average for week ending Jan. 27, 1912:

5436 6678

ALL ADVERTISING PLACED DIRECT.

## IN MEXICO CITY the advertiser only has to use the MEXICAN HERALD

(Only English Newspaper)

## EL HERALDO MEXICANO

(Only Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

## LARGEST CIRCULATION

There are in BALTIMORE 100,000 homes

are in the combined circulation of the

## AMERICAN STAR

is from 130,000 to 140,000

daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

VERREE & KONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

## Grand Rapids Evening Paper

THE LEADING DAILY PRESS

in Western Michigan. 50,000

DAILY Circulation.

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.

JOHN GLASS, People's Gas Bldg., Chicago

## ANOTHER MAGAZINE OUT

IN NEW SIZE.

Hampton's Magazine, New York, beginning with the issue of this month, deserts the ranks of the standard size magazines and appears in a form eight by eleven inches. The reason given for the change is that the new form is more beneficial for the advertisers, whose announcements will now be placed alongside of the reading matter throughout the publication.

The city of Greater Seattle (14 wards) has a population of 237,194 people, according to 1910 U. S. Census, which is an increase of 194 per cent over 1900, and Western Washington and territory contiguous to Washington, nine-tenths of which is thoroughly permeated with copies of THE TIMES, has over 1,300,000 THE ACTUAL CIRCULATION OF THE

## SEATTLE TIMES

DAILY AND SUNDAY

is by far the largest of any newspaper published west of Minneapolis, and north of San Francisco.

Foreign Representative:

THE S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

CHRISTIAN  
SCIENCE  
MONITORFour editions every day except Sunday.  
The largest national circulation and  
steadily growing.Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg., Chicago

THE

DEMOCRAT  
Nashville, Tenn.carries more local advertising than  
any other Nashville newspaper.The JOHN BUDD CO., Representative  
New York. Chicago. St. LouisINDIANA EDITORS DEMAND  
P. O. RATE REFORM.

One of the notable addresses of the convention of the Republican Editors of Indiana in Indianapolis last week was an impromptu talk by George B. Lockwood of Marion on the flat postage rate discrimination against the local paper and in favor of the city paper and the big magazine.

Following the speech the association appointed a committee of three to present the postage question to the National Editorial Association to be agitated the country over by the smaller publishers.

The contention of the small publisher, as stated by Mr. Lockwood, is that the government discriminates unfairly in making a flat postage rate per pound for second-class matter, regardless of the length of the haul and regardless of the service rendered by the post office department in delivering the mail matter.

Mr. Lockwood pointed out that a Philadelphia magazine could be handled and sent out on a rural route in any Indiana county at the same rate of postage charged for sending the local paper out on the same route. He insisted that the haul and the service rendered by the government ought to be considered in making the rate.

Mr. Lockwood took up the par-

PITTSBURGH POST  
(MORNING)PITTSBURGH SUN  
(EVENING)

Under

New Ownership and  
Management.COMBINATION RATE, BOTH PAPERS  
TO COVER LARGE FIELD.

Special Representatives:

JOHN BUDD CO.,

Brunswick Building, NEW YORK.  
Tribune Building, CHICAGO.  
Chemical Building, ST. LOUIS.

## ADVERTISING MEDIUMS.

THE

LEADING PAPER  
IN THE  
NATION'S CAPITAL  
THE  
WASHINGTON  
POST

For advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

SEATTLE "P-I"  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, NEW YORK.  
87 Washington St., CHICAGO.

cells post proposition, and declared that, if the government proposes to provide a parcels post with a dishonest flat rate of postage regardless of the length of the haul and the service rendered in handling the parcel, the small publishers and the local merchants would be compelled to fight the proposition.

Mr. Lockwood, Julian D. Hogate and Edgar M. Baldwin were appointed by President Cockrum on the committee to take up the postage rate matter with the National Editorial Association. Frank T. Singleton of the Martinsville Reporter suggested that the committee take up the question with the Democratic editors of the state and nation, and this suggestion was adopted.

It was announced that the association would be permitted to send twelve delegates to the National Editorial Association meeting.

Leo K. Fesler of Indianapolis was elected president of the association, and B. K. Iuman of the Middletown News, Middletown, was the unanimous choice for secretary. Edgar M. Baldwin of the Fairmount News was chosen treasurer. A. A. Hargrave of the Rockville Republican was elected first vice-president and J. W. Lewis of the Salem Leader second vice-president.

Resolutions commending the Taft administration and strongly indorsing the President for renomination and for re-election were passed.

## FOLEY BILL HEARING.

The judiciary committee of the Massachusetts legislature last week heard Representative Louis A. Foley of Boston on his proposed bill to prohibit untrue and misleading advertisements. Mr. Foley denied that his bill is in any way an attack on the newspapers, nor is it intended to in any way injure business men relative to advertising.

The only purpose of this bill, he said, is to prevent the advertising of misstatements intended simply to induce the public, who lack knowledge of values, to rely on the statements printed in the papers to buy that which they wouldn't buy if they knew the value of the goods.

## ADVERTISING AGENCIES.

LEVEN  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.

Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## ADVERTISING MEDIUM.

## GOLD

represents the commercial  
standard of nations. The

## COSMOPOLITAN

represents the standard of  
magazines.

UTAH MEETING ENDS IN  
DISRUPTION.

The Utah Press Association at its meeting in Salt Lake City suffered a bad split in its ranks because of a fight between the editors of the country newspapers and the owners of syndicate newspapers in the state.

After the election of officers which was carried by the syndicate owners by a vote of 15 to 13, the editors of the country newspapers of the state withdrew and plan the organization of another association to work in connection with the Utah Development league in its campaign to advertise the state.

The syndicate newspaper owners declare that they will maintain the present organization and carry out the aims and purposes of the association.

The split culminated with the election of officers. Volney S. Peet, who does not conduct a newspaper at the present time, but is a member of a syndicate, was elected president by a vote over J. M. Kirkham, who was the candidate of the country editors. I. E. Deihl of the Mammoth Record was chosen vice-president and secretary, when the country contingent of the association withdrew. N. B. Dresser of the Mt. Pleasant Pyramid, who prints his paper in Salt Lake, was chosen treasurer.

The papers that withdrew are the Provo Post, American Eagle, Lehi Banner, Logan Republican, Richfield Reaper, Bingham Press-Bulletin, Grand Valley Times, Juab County Times, Park City Record, Logan Journal, Boxelder Journal, and Spanish Fork Press.

H. S. Hicks, J. S. Barlow and J. M. Kirkham were elected an executive committee to draw up constitu-

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICANLargest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000

PEORIA  
JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST  
NET PAID CIRCULATION.

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

tion and by-laws for the new Utah  
Press Association. These men represent the newspapers which withdrew from the association.

PUBLISHERS OF MUSIC  
PAPER INDICTED.

The grand jury of Cook County, Ill., has returned indictments against the publishers of the Musical Courier, New York, on the criminal libel charge brought by Stieger & Sons, Chicago piano makers. The trouble is caused by a series of articles recently printed in the Musical Courier.

The defendants specified in the indictments are Marc A. Blumenburg, Alvin L. Schmoeger, William T. Geffert and T. B. Thompson. In addition to the criminal action the plaintiffs have begun suit against Mr. Geffert for \$50,000 damages.

EASTERN A. A. C. A. PLANS  
N. Y. MEETING.

The executive committee of the Eastern Division of the Associated Advertising Clubs of America has selected the date of March 7 for the annual meeting of the division to be held in New York. Herbert S. Houston has been appointed chairman of the committee on program.

Largest proved high-class  
evening circulation.

THE  
NEW YORK  
GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.



## ADVERTISING MEDIUMS.

NOW IT'S THE  
HERALD

in the morning field at  
WASHINGTON  
and "We Can Prove It."

28,132 NET DAILY  
CIRCULATION  
90 per cent. of which is in Washington  
and suburbs.

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, 748 Marquette Bldg.,  
NEW YORK. R. KEATOR,  
CHICAGO.

Results are obtained in the  
SAN FRANCISCO  
CHRONICLE  
THE LEADING NEWSPAPER OF  
THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

AD MEN'S MEETING  
CONCLUDED.

Continued From Second Page.

ciation's business and is in com-  
mand of its force of actuaries and  
accountants.

"Before the formation of this as-  
sociation the individual members  
found that they were being literally  
fleeced by some of the publishers.  
The advertisers had to take the  
word of the business managers of  
the magazines and newspapers that  
the circulation was just what it was  
pretended to be in size and quality  
and that the advertising rates  
charged were the same as others  
were paying.

"Some of the publishers were be-  
lieved to be giving rebates and we  
had no way of stopping it. So the  
association was formed, a staff of  
bookkeepers and actuaries was or-  
ganized, and we insisted that we be  
allowed to examine the books of the  
publishing firms. We met with op-  
position in some quarters, but now  
we have free entry to all accounts  
which may directly or indirectly  
concern us. The presence of so  
many publishers here shows that  
the system is now working out  
smoothly."

In addition to this function the  
association numbers among its ob-  
jects the furnishing of reports re-  
garding the commercial conditions  
and opportunities in individual lo-

PRESS  
CLIPPINGS

Everything and anything  
that is printed in any news-  
paper or magazine, any-  
where—can be supplied by

## BURRELLE

45 Lafayette Street, New York City

Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

THE SYRACUSE  
POST-STANDARD

is steadily increasing its circulation  
on its merits as a newspaper.

47,000 CIRCULATION  
DAILY.

No wonder it carries more adver-  
tising, and at higher rates, than  
any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

The TOLEDO  
Daily BLADE

The TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

calities, to take action in regard to  
postal rates which affect the mem-  
bers, to procure information for the  
development of trade in foreign  
markets, the encouragement of the  
practice of making strictly truthful  
statements in advertising and the  
elimination of all offensive copy.

AD CLUB AS HOST.

The Buffalo Ad Club was the  
host at a luncheon given to the vis-  
itors at noon in the big front din-  
ing room of the Hotel Statler.  
President Carl J. Balliett, of the Ad  
Club, was toastmaster and among  
the speakers were G. H. E. Haw-  
kins, Walter Cherry, A. H. Wil-  
liams and President Bert M. Moses  
of the visiting association. Not only  
was practically every member of  
the local club present to welcome  
the out of town advertisers and pub-  
lishers, but a large number of Buf-  
falo business men also attended the  
luncheon.

In the evening Allen N. Drake,  
one of the two local members of the  
association, entertained the visitors  
at a smoker in the Buffalo Club,  
which was enlivened with music, re-  
freshments and speeches.

The principal feature was an ad-  
dress by Mr. Drake in which he  
criticized Dr. Harvey W. Wiley, the  
government pure food expert, for  
his attitude in regard to patent  
medicines generally.

"Dr. Wiley is on the wrong  
track," declared Mr. Drake. "If he  
measures that he suggests go into  
effect every big advertising firm in  
the country would go to the dogs.  
Not that their wares are dishonest  
or not needed or anything like that,  
but he would forbid them to adver-  
tise in the usual way. For instance,  
he would have every patent medi-  
cine labelled with a mere name and  
nothing to tell why or for what  
it is to be used. The mere name  
means nothing to most people. Such  
a law would be disastrous to the  
country."

Truman A. DeWeese of the  
Shredded Wheat Company repeated  
his famous paper on "Blue Sky in  
Advertising." He estimated that  
fully \$800,000,000 are spent by ad-  
vertisers of this country in one year.

## ADVERTISING MEDIUMS.

In considering circulation remem-  
ber that the

BOSTON  
HERALD

has both

Quality and Quantity.

No other newspaper in New Eng-  
land can give advertisers such returns.

Foreign Advertising Representatives.

S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

The LARGEST and MOST MODERN  
newspaper plant in any Latin-American  
country is owned by the

## HAVANA POST

George M. Bradt, publisher,  
which publishes five daily papers every  
day in the year and the only ENGLISH  
DAILY in Cuba.

"Advertising is concerned with hu-  
man wants and human desires,"  
said Mr. DeWeese. "It promotes a  
healthy interchange of the products  
of man's genius and industry. It  
multiplies the opportunities for hu-  
man endeavor. It builds factories  
by creating a demand for their out-  
put. It builds railways and steam-  
ship lines by implanting in the hu-  
man mind a desire to travel and  
see the world. It builds big mer-  
cantile establishments by disseminat-  
ing a knowledge of the things that  
contribute to woman's adornment  
and man's comfort. Advertising is  
the dynamo of trade."

Vocal selections were rendered by  
a quartette consisting of Judge L.  
B. Hart, F. J. Rahr, E. R. Voor-  
hees, and C. J. Balliett.

It was publishers' day at the  
luncheon Wednesday, given by the  
Buffalo Chamber of Commerce in  
its own dining rooms. Although all  
the visiting advertisers were pres-  
ent they turned over all the speech-  
making to the magazine men and  
newspaper managers. President Or-  
son E. Yeager, of the Buffalo  
Chamber of Commerce welcomed  
the visitors at the reception which  
preceded the luncheon and acted as  
toastmaster in introducing the  
speakers. Jason Rogers, publisher  
of the New York Globe, made an  
address which he summed up by  
saying:

"Judging from my own present  
experience in advertising and from  
what I have learned from my  
friends since coming here, I can  
truthfully say that there has recent-  
ly been a great impetus toward liv-  
elier business and more extended  
advertising."

Others who made brief remarks  
were A. Frank Richardson, of the  
Ozomulcine Company, New York;  
George Coleman, Walter B. Cherry,  
of the Merrell-Soule Company,  
Syracuse, and Louis Bruch, of the  
American Radiator Company, Chi-  
cago.

At the morning's session it was  
decided to hold the next convention  
in Syracuse in January, 1913.

Strict attention was paid to busi-  
ness during the convention time, but

## ADVERTISING MEDIUMS

A Powerful List is the  
MILWAUKEE  
GERMANIA LIST

CIRCULATION  
Daily Germania.....24,508  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus- und Gartenfreund  
(German Farm Journal), Weekly.....103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

THE ONLY KANSAS DAILY WITH  
A STATE WIDE CIRCULATION.

TOPEKA  
DAILY CAPITAL

CIRCULATION 33,500 GUARANTEED.

"I'll write it in the contract:  
A larger circulation in Topeka and a  
larger circulation in Kansas than any  
other paper in the State."  
ARTHUR CAPPER, Topeka, Kan.

THE  
Indianapolis Sun

daily and Sunday actual  
average circulation in Dec. 43,601

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

THE  
DAYTON NEWS  
THE  
SPRINGFIELD NEWS

Reach 75 per cent of the homes of these  
cities on paid subscriptions, and our Cir-  
culation Records and Cash Books are  
open for your inspection.

Principal Office, DAYTON, OHIO.

between sessions and after them the  
ad men thoroughly enjoyed them-  
selves.

For instance, after the multitudi-  
nous business of Wednesday morn-  
ing's session and various technical  
discussions such as G. M. McCamp-  
bell's talk on "The Value of the As-  
sociation Audit to the Man Buying  
Space" Louis Bruch's speech,  
"What Size Space Should Be Used  
in Publication to Get the Maximum  
Value From It," and Walter B.  
Cherry's discussion, "Can Adver-  
tising Space Be Bought Like Other  
Commodities," everyone hurried  
over to the Buffalo Chamber of  
Commerce to attend the luncheon  
given to the city's guests.

Prominent among the non-mem-  
bers who attended the convention  
were Jason Rogers and William A.  
Thompson, of the New York Globe;  
E. C. Bode, of the Chicago Exami-  
ner; E. S. Wells, of the Chicago  
News; George Oliver, of the Pitts-  
burgh Times-Gazette; James Scher-  
merhorn, of the Detroit Times; A.  
H. Hoffman, of New York, adver-  
tising manager for Leslie's; Kurtz  
Wilson, of the Philadelphia North  
American; C. B. Nichols, of the  
Chicago office of Leslie's Weekly  
and Judge.

*They're off—  
for the 1912 Advertising Race!*

At the end of the First Lap (January) the New York

**WORLD** (by Greatcirculation, out of  
Goodnewsgetting)

is seen 136,478 lines ahead, in a field of fifteen,  
of the second entry, the New York

**HERALD** (by Holdfast, out of  
Courtesy)

which until a few years ago used to win all races.

WORLD'S <i>January Record</i> . .	959,274	<i>lines</i>
HERALD'S <i>January Record</i> .	822,796	<i>lines</i>
WORLD'S LEAD <i>over Herald</i>	136,478	<i>lines</i>
<i>World's Lead in January, 1911,</i>	91,575	<i>lines</i>
<i>World's Increased Lead . . . .</i>	44,903	<i>lines</i>

TIME-KEEPER: The Statistical Department of the New York Evening Post.

*During the year 1911 the World carried nearly  
TWO MILLION lines MORE than its nearest  
competitor on earth, the New York Herald.*

THE WORLD is ALWAYS  
FIRST on the List of the WISE ADVERTISER.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 937

NEW YORK, SATURDAY, FEBRUARY 10, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



DON C. SEITZ,

SPOKESMAN FOR THE PRESS AT THE PERIODICAL PUBLISHERS' DINNER.  
See Tenth Page

## HEARST BEGINS EXPANSION.

WILL ISSUE THE GEORGIAN MORNING, EVENING AND SUNDAY.

William R. Hearst, whose purchase of the Atlanta Georgian from Frederick L. Seely was announced in *THE FOURTH ESTATE* last week, assumed charge of the Georgian on Monday.

As soon as the Georgian has been taken in hand fully by the Hearst organization it will become a morning, evening and Sunday newspaper. Heretofore it has only been an evening publication. The new morning edition will be issued as soon as the necessary arrangements in the plant can be made, and the Sunday will appear in about two weeks.

The paper will be changed in style wherever it will be necessary so as to conform with the Hearst papers in other cities, but will retain its old title. The Georgian right along has been using the news and feature service of the International News Association and has been represented in the American Newspaper Publishers' Association.

It is stated that there will be no immediate changes made in the staff of the Georgian, but if a reorganization is necessary Mr. Hearst will make one. Edwin Camp, who has L. Hammond, the business manager been managing editor, and Frank under Mr. Seely, will retain their connection with the paper, although members of the Hearst executive staff will be in direct charge.

Immediate on the announcement of the sale of the Georgian to Mr. Hearst, Foster Coates, who had been in St. Louis looking over that city as a prospective field for a Hearst newspaper, left for Atlanta to assume charge of the Georgian, and John Gilmer Speed, managing editor of the New York Journal, was sent from New York to take charge of the news end.

John Temple Graves, editor-in-chief of the New York American, left on Thursday for a month's stay in Atlanta, during which time he will be in personal charge of the editorial and political policies of the paper. After that he will arrange his affairs so that he will be able to go from New York to Atlanta at frequent intervals.

Mr. Graves was the editor of the Georgian when the paper was founded six years ago, and it was thought that Mr. Hearst would place him in full charge of the paper, owing to his knowledge of Southern affairs and his wide acquaintance in that section.

When leaving for the South, however, in answer to a question by *THE FOURTH ESTATE* representative, whether he would remain in Atlanta permanently, Mr. Graves said that being, the editor of such a great newspaper as the New York American, he could not afford to surrender that position even to be among his own people.

"The advent of Mr. Hearst into the newspaper field of Atlanta has been received cordially and fraternally by the other newspapers of the city," Mr. Graves said, "the

Journal and the Constitution printing excellent editorials in extending a welcome to Mr. Hearst, and in return Mr. Hearst has thanked them through his newspapers. There is no doubt in my mind but that the pleasant relations will continue."

In announcing his purchase of the Georgian Mr. Hearst said:

"Not many realize that there are 200,000 people in Atlanta, 150,000 in Birmingham, but 150 miles away; 60,000 in Jacksonville, 300,000 in New Orleans, 125,000 in Nashville, not to speak of Memphis, Chattanooga, Mobile, Little Rock, Raleigh, Charlotte, Columbia, Richmond, Louisville, Jackson and countless other metropolitan cities that cover this section."

"The South is a very rich country agriculturally."

"The Georgian is one of the most widely-known dailies in the United States, and from its beginning has been famous for its independence and its successful fights for humanity. No changes are necessary in its character and habits to make it a member of the Hearst family of newspapers."

"It is a paper of our liking, has been run largely along the lines we believe are proper in the making of a twentieth-century paper, and is a fine example of a live, successful paper that has been built up on the Hearst leased wire news service, which has supplied it with 20,000 words a day of the world's news from its first office to the present day."

Mr. Seely leaves the newspaper field to devote his time to looking after the interests of his father-in-law, Dr. E. W. Grove, who is one of the most widely known patent medicine men of the country, being at the head of the Paris Medicine Company, St. Louis, and was his associate in the ownership of the Georgian.

He said in a statement to Georgian readers: "I know Mr. Hearst personally, know his ideals as a publisher, and I warmly commend him and the new Georgian to you all with the knowledge that time will show the wisdom and propriety of his having become the possessor of this property."

### SPECIAL AGENCY CHANGES.

The Kansas City (Mo.) Post from the S. C. Beckwith Agency to the Cone, Lorenzen & Woodman Special Agency, New York and Chicago; effective February 24.

The Middletown (N. Y.) Argus—from the American Press Association to Frank R. Northrup, 225 Fifth avenue, New York.

### NEW APPOINTMENTS.

The Canadian Home Journal, of Toronto, the leading Woman's publication of Canada, has recently appointed the Whiting Special Agency, 5 Beekman street, New York, as its exclusive Eastern United States representative.

W. D. Ward, Tribune Building, New York, has been appointed United States advertising representative of the Canadian Mining Journal, Toronto Paper & Pulp Magazine, Textile Journal, Canadian Mill and Grain Elevator, all of Toronto, Can.

C. E. Palmer is planning to establish a daily paper at Longview, Tex. He was formerly with the Texarkana Four States Press and Courier.

## OLD CINCINNATI DAILY SOLD.

THE COMMERCIAL-TRIBUNE HAS SECOND CHANGE OF OWNERS IN A YEAR.

A deal has been closed whereby the Cincinnati Commercial Tribune passes into the hands of a company composed of Garry Hermann and a syndicate of wealthy politicians.

Scott Small, a former newspaper man and until recently director of public safety in Cincinnati, will become manager. E. O. Eshelby, who has been president of the Commercial Tribune for a number of years, will retire, so far as known.

No changes will be made in the policy of the paper, which has been independent Republican since it printed its first issue. The deal does not involve purchase of property, but the new company will acquire a lease. The new management will take charge March 1.

Mr. Hermann is president of the Cincinnati Baseball Club and chairman of the National Baseball Commission.

The Commercial-Tribune in July, 1911, was purchased by Francis T. Homer, a Baltimore attorney, at a foreclosure sale for a reputed price of \$420,000. It was persistently rumored at the time that Mr. Homer represented John R. McLean, owner of the Cincinnati Enquirer and Washington Post, but Mr. Homer denied that such was the case, and he immediately organized the Commercial Tribune Publishing Company with a capital of \$250,000.

Mr. Eshelby, who was head of the old company, was elected president and general manager of the new corporation and the paper has since continued under his direction. The Commercial-Tribune is a morning and Sunday Republican newspaper and was originally established as the Gazette, a weekly, in 1793.

Richard White made the Gazette a daily paper. Then it was consolidated with Murat Halstead's Commercial and continued as the Commercial Gazette until consolidated with the Tribune in 1896.

### INTERNATIONAL PAPER COMPANY'S REPORT.

The International Paper Company, which has changed its fiscal year to end December 31 instead of June 30, has issued a report covering the last six months of 1911. It shows gross earnings of \$11,237,561, against \$23,095,746 for the full year ended June 30.

Costs of raw material and general expenses were \$9,599,967 for the six months period, against \$20,208,344 for the previous full year, leaving net profits of \$1,637,594. For the previous fiscal year the net was \$2,887,402. After the payment of preferred dividends there remained a surplus of \$807,974, bringing the total surplus up to \$9,646,078.

Further taking of depositions in the libel case of the International Paper Company against the Lewis-ton (Me.) Journal has been postponed until February 20 by mutual consent of all parties concerned.

## FIGURE JUGGLING IN THE POST OFFICE IS DENIED.

Fourth Assistant Postmaster General P. V. DeGraw, speaking for Postmaster General Hitchcock, in regard to the charges of W. D. Brown, editor of the Rural Free-Delivery News, that figure juggling and non-payment of debts were the causes of the apparent balance to the credit of the Post Office Department at the close of the last fiscal year, declares Mr. Brown in a spirit of animosity had been and is doing everything in his power to discredit the present postal administration.

In a signed statement Mr. DeGraw outlines the relations of the department with Mr. Brown, and reviews correspondence and interviews and the action of the department in squelching to a large extent a fund-soliciting campaign started for Mr. Brown among the rural carriers.

Charles A. Kram, auditor of the Treasury Department for the Post Office Department, also takes a hand in criticising Mr. Brown, declaring that he has misstated the figures.

Auditor Kram denies the figures are in any way correct. His official figures show, he says, that where Mr. Brown gives the department an unpaid indebtedness of about \$500,000 before Mr. Hitchcock's administration, these figures should be sixteen millions, thus proving that not only has the postal service a surplus for the year, but that the outstanding indebtedness has been more than cut in two in the same time.

The Senate Committee on Post Offices and Post Roads, which is drafting a bill for a parcels post, has decided to recommend a rate of ten cents for the first pound and four cents for each additional pound, making the cost fifty cents on an eleven-pound parcel, which is to be the limit of weight.

This rate will apply to the entire country. It is possible that another and lower rate will be made for parcels delivered within city limits, and some members of the committee strongly favor a still smaller rate for local business on rural free delivery routes.

### THE HERALD IN THE WEST.

The New York Herald has opened a Chicago office in the People's Gas Building to facilitate the handling of its Western advertising. E. R. Hodgkinson has been made resident manager, and advertising and inquiries will be received there for the New York Herald, the New York Evening Telegram and the Herald's Paris edition.

### NEW AURORA DAILY.

The Sentinel Publishing Company has been incorporated at Aurora, Ill., to publish a daily newspaper called the Sentinel about March 1. The firm is capitalized at \$7,000. The incorporators are W. W. Clark, William H. Cundy and William H. Geshwiler, all former employees of the former Aurora Daily News.

The plant of the Coughatta (La.) Democrat was recently destroyed by fire.



# NEWSPAPER CIRCULATION PLUS NEWSPAPER INFLUENCE

Circulation figures alone do not measure the value of a newspaper as an advertising medium. "Big Circulation" does not always mean big results, and advertisers are learning to discriminate—to inquire closely into the *quality* of the circulation offered.

*The WASHINGTON POST is an Example.*

It offers CIRCULATION *PLUS* INFLUENCE. The Post sells advertisers, along with its circulation, the respect and confidence of its readers. This is an asset that has been acquired by strict adherence to the highest standards of journalism. It is a potent factor in the production of profitable returns. The

## WASHINGTON POST

DAILY AND SUNDAY

goes directly into the homes of the BEST people of Washington, 77 per cent of the daily and 67 per cent of the Sunday being delivered by carriers, proving conclusively that the Post is a home newspaper.

<i>Average Daily Circulation for the nine months ending Oct. 31, 1911, was</i>	<b>30,851</b>	<i>Average Sunday Circulation for the nine months ending Oct. 31, 1911, was</i>	<b>46,884</b>
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An examination of the circulation of the Daily and Sunday Washington Post was conducted by an authenticated auditor of N. W. Ayer & Son, of Philadelphia, for the American Newspaper Annual and Directory. The period covered was for the nine months beginning Feb. 1, 1911, and ending Oct. 31, 1911.

<p><b>The Daily Post Increases Steadily</b></p> <p>for the first month of the audit was 29,420</p> <p>The average circulation of the Daily Washington Post for the last month of the audit was 30,818</p>	<p>The average circulation of the Daily Washington Post</p>
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<p><b>The Sunday Post Forges Ahead</b></p> <p>for the first month of the audit was 46,334</p> <p>The average circulation of the Sunday Washington Post for the last month of the audit was 50,267</p>	<p>The average circulation of the Sunday Washington Post</p>
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These figures show steady growth based upon newspaper merit and indicate a healthy demand for Washington's foremost morning newspaper—a newspaper that has a worldwide reputation for reliability and editorial strength and excellence—a newspaper that reaches a class of people having the time and the ability to buy—the Washington Post.

Represented by PAUL BLOCK (Inc.) NEW YORK and CHICAGO

## AMERICAN PAPER ELIMINATES DRYING TABLES.

The Hackensack (N. J.) Bergen News, the new daily paper, which made its appearance last week, is said to have the distinction of being the first American newspaper to discard entirely the steam drying matrix table and rely solely for its stereotyping plates on the "dry matrix" process.

The News, which is owned by Mayor C. W. Bell, who is head of the Democrat Publishing Company, begins publication without a steam table in its plant. The dry matrix process has been used for some time by the London Daily Mail, the Berlin Local Anzeiger and several other prominent foreign newspapers. American newspapers have tried it out with different variations, but none of them except the Hackensack News has entirely eliminated the steam table. The News begins life with a reported circulation of 40,000.

## CURRIER RETIRES.

At the meeting of the directors of the Currier Publishing Company George H. Currier resigned as president and director, to devote all his time to Farm Life, which he recently purchased.

George E. Nelson, who has been treasurer of the company for some time, was elected president, and Curtis P. Brady, general manager.

Mr. Brady was for ten years advertising manager of McClure's Magazine. He states there is no change contemplated in the editorial or advertising departments. Mr. Nelson, who is a prominent lawyer in New York, represents a number of the stockholders. Mr. Brady will make his headquarters in Chicago.

## THE JERSEY MEETING.

The New Jersey Editorial Association held its mid-winter meeting and banquet at the Windsor Hotel, Trenton, on Monday. Governor Wilson, the principal speaker, told in a general way of the power of the press, and praised the standard of the newspapers of his state.

Senator La Follette of Wisconsin was to have spoken, but he was ill and Judge William H. Speer substituted in his place and spoke on the employers' liability law. Louis Wiley, business manager of the New York Times, gave a general talk on newspaper publishing and the necessity for maintaining the highest standards of journalism.

## DINGLEY STILL THERE.

The publishers of the Kalamazoo (Mich.) Telegraph-Press deny the report that Fred Caldwell has been appointed managing editor of that newspaper. E. N. Dingley continues to occupy that office.

## NEW BON AMI MANAGER.

R. S. Childs has been appointed advertising manager of the Bon Ami Company, New York, succeeding L. E. Soule, who recently resigned. Mr. Childs is a son of President W. H. Childs of the company.

## ADVERTISING MEDIUM.

## ADVERTISING MEDIUM.

# The Biggest January.

## In January, 1912, The CHICAGO RECORD-HERALD

contained 2,247 columns of advertising, exceeding the amount printed in any previous January in the history of the paper.

Following is the record of gains and losses of the Chicago morning newspapers in January, 1912, as compared with January, 1911:

Record-Herald	Gain 51 Cols.
Tribune	Loss 207 Cols.
Inter Ocean	Loss 103 Cols.
Examiner	Gain 15 Cols.

The above figures are furnished by the Washington Press, an independent audit company, which supplies advertising statements to all of the Chicago newspapers.

## THE CHICAGO RECORD-HERALD NEW YORK OFFICE, 710 TIMES BLDG.

### CHANDLER AN OWNER OF AMSTERDAM AGENCY.

Cleaveland A. Chandler, for several years vice-president of the H. B. Humphrey Advertising Company, Boston, has sold out his holdings and purchased a substantial interest in the Amsterdam Agency, of New York, of which he has been elected vice-president and a director.

Mr. Chandler will retain his residence in Boston and will have charge of the New England branch which the agency has just opened at 35 Congress street, being assisted by Sylvester Baxter, formerly of the Boston Herald and Advertiser and the New York Sun. The other officers of the Amsterdam Agency are George E. Barton, Springfield, Mass., president and

general manager, and B. S. Robinson, of Portland, Me., treasurer.

### SPHINX "LADIES' NIGHT."

The monthly dinner of the Sphinx Club of New York at the Waldorf-Astoria, next Wednesday evening, will be a novel one in that there will be no speechmaking. Instead the occasion has been set aside as "ladies' night" and there will be special St. Valentine's music and professional vaudeville entertainers. The dinner will be held in the grand ballroom of the Waldorf-Astoria, and will be followed by dancing.

### BUYS KANSAS PAPER.

T. M. Tripplett has purchased the Journal and News, of Garnett, Kan. The News is an evening publication and the Journal its weekly edition.

## NO AGREEMENT YET ON JOURNALISTIC SCHOOL COURSE.

Trustees of Columbia University Monday received from Dr. Nicholas Murray Butler, president of the university, a report on the progress that is being made in the preliminary plans for the establishment of the Pulitzer School of Journalism.

Inability of Mr. Pulitzer's representatives and the professors representing the college to agree regarding the method of teaching to be employed when the department of journalism is opened next September, Dr. Butler stated, has resulted in delaying the adoption of the operating plans for the new school.

According to Dr. Butler's report the differences of opinion are based on the question as to whether the subject of journalism shall be treated theoretically or practically in the new school. Mr. Pulitzer's representatives, he said, are in favor of a highly practical method of teaching.

The university professors have advocated a theoretical form of teaching. Before he died, it has been stated, Mr. Pulitzer expressed his desire that the school should be conducted along both practical and academic lines.

## BIG NEW PAPER COMPANY IN CANADA.

The Consolidated Pulp & Paper Company has just been chartered in New Brunswick with a capital of \$5,000,000. Among the prominent Canadians connected with the enterprise are A. H. Hannington, Thomas McAvity, H. W. Schofield and C. S. Hannington of St. John, N. B., and Senator N. M. Jones of Bangor, Me.

The company will take over the business of the Parrington mill in St. John and acquire the valuable timber lands of the Alex. Gibson Railway & Manufacturing Company on the Nashwaak River.

## NORWOOD GAZETTE SOLD.

The Norwood (O.) Gazette has passed into the hands of a corporation known as the Hamilton County Publishing Company, Frank Workman having disposed of his stock and interest in the publication. The following are new officers: George J. Needers, president; G. P. Evans, secretary and treasurer; A. J. W. Lloyd, editor and manager.

## WILL BUILD IN HAVANA.

Antonio San Miguel, publisher of La Lucha and La Prensa, Havana newspapers, will soon begin the construction of a six-story home for his publications at the corner of Cuba and O'Reilly streets. Mr. San Miguel has just returned from an extended trip to the United States, spending considerable time in New York and Washington.

## "CITY NEWS" MOVES.

The New York City News Association is now located in the Hudson & Manhattan Railway Terminal Building, at Cortlandt and Dey streets. A long lease has been taken on extensive quarters on the sixth floor.



*The Great Quality-Quantity Newspaper*

## GOING SOME!

DURING THE MONTH OF JANUARY THE

### New York American

in comparison with the same month last year made a substantial

GAIN IN TOTAL ADVERTISING

while both the New York World and New York Herald *Lost*

American Gained 35,944 Lines

World Lost - 34,350 Lines

Herald Lost - 79,253 Lines

Figures are those supplied by the Statistical Department of the Evening Post.

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During the month of January the New York American published

66,456 Lines of  
Automobile Advertising

A gain of 65 *per cent.* over January of last year, and a  
greater gain than that made by any  
other New York morning or  
evening newspaper

Figures are those supplied by the Statistical Department of the Evening Post

*New York's Fastest-Growing Newspaper*

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid the chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

## MAIN OFFICES:

105 WEST 40TH STREET  
(Tilden Building) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT,  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

of law should have required him to do so.

The welfare of the public demands that full protection be thrown around the essential publicity of the press.

The Association of American Advertisers under date of January 16, 1912, gives the Chicago Examiner a net paid daily circulation for the last six months of 208,924 copies, and the Sunday Examiner 546,008 for December, 1911, the lowest month of the year.

The Hearst newspapers will accept no more so-called objectionable medical advertising. A new clause in advertising contracts states also that no more "readers" will be printed unless enclosed in borders.

A general strike of newspaper men is threatened in Budapest, Hungary. The staff of the Pestipol made a demand on the proprietor of that paper for a twenty per cent increase in their salaries because of the increased cost of food and rent. The proprietor offered a compromise proposition, which was rejected. Thereupon the proprietor and his friends printed the newspaper. The difficulty has not been settled and the staffs of other papers threaten to strike.

There is quite some discussion prevailing at the present time in advertising circles over the originator of the "I Am" style of advertising copy. Robert H. Davis, the redoubtable fisherman, poet and erstwhile editor of the Munsey magazines, is in the midst of the fray because he claims the honor through his writing of "I Am the Printing Press" squib, which the Hoe Printing Press Company is featuring in its advertising and which has appeared numerous times in announcements of the concern in THE FOURTH ESTATE.

Mr. Davis has credentials from numerous advertisers crediting him with originating the idea, but there are still many who argue the question. Whether Mr. Davis started the style of the "I Am" business or not, his work in "I Am the Printing Press" is entitled to much credit and all the honor that goes with being the author of a high class piece of literature.

Resolutions were passed and other steps taken to start a campaign against fraudulent and misleading advertisements at a meeting Tuesday of the Retail Trade Board of the Boston Chamber of Commerce, which represents more than 100 leading Boston merchants.

The evening editions of the Novoe Vremya, a St. Petersburg newspaper, and the Octobrist organ, the Golosmesky, a Moscow publication, were confiscated Tuesday for describing Gregory Rasputin, a reputed mystic, who is wielding enormous influence at the court, as "a corrupter of bodies and souls."

The recent exile of Bishop Hermogenes, of the Saratov diocese, and the reactionary priest, Father Hellodorus, Abbot of Tsarityn, is said to have been due to antagonism on the part of Rasputin.

Boris Souvorin, the editor of the

Novoe Vremya, it is announced, will be prosecuted on the charge of libel, which is punishable by a maximum of eight months' imprisonment.

How well it pays to advertise, says the Boston Globe, has been discovered by a clergyman in Joliet, Ill., who called attention to his Sunday sermon by means of an advertisement in a local newspaper. He did not put it among the formal and perfunctory "Sunday notices," but had it displayed in space considerably larger than that taken by the largest theatrical advertisement. The result was that his services drew better than the play and he is so well satisfied with the outcome that he intends to continue his advertising policy.

Undoubtedly a clergyman who has such enterprise and such insight into modern conditions will also be able to "deliver the goods." Behind the advertisement there is surely a man.

## NEGLECTED FIELDS OF ADVERTISING ENDEAVOR.

Richard L. Foley, the Philadelphia advertising agent, addressed the Six Point League of New York at a monthly luncheon Tuesday on the development of new propositions in advertising. He took for example the organization advertising field, which he said was sadly neglected, because the people who controlled the finances were not educated to the good advertising would do for them.

He urged the special representatives to work to develop new advertisers along these lines and turn into the coffers of the newspapers and themselves the vast stream of money that is now being spent with practically no results in circularizing, letter writing, programs, signs and other so-called advertising methods.

## WORK OF THE EDITOR.

"Most any one can be an editor. All an editor has to do is to sit at his desk six days in the week, four weeks of the month and twelve months in the year and 'edit' such stuff as this:

"Mrs. Jones, of Lost Creek, let a can opener slip last week and cut herself in the pantry."

"A mischievous lad of Mather-ton threw a stone and struck a companion in the alley last Tuesday."

"John Doe climbed on the roof of his house last week looking for a leak and fell, striking himself on the back porch."

"While Harold Green was escorting Miss Violet Wise home from a church social last Saturday night a savage dog attacked them and bit Mr. Green on the public square."

"Isaiah Trimmer of Lebanon was playing with a cat last Friday when it scratched him on the veranda."

"Mr. White, while harnessing a bronco last Saturday, was kicked just south of the corn crib."

The New York Jewish Morning Journal has been elected to membership in the American Newspaper Publishers' Association.

No. 937 FOR THE WEEK ENDING SATURDAY, FEBRUARY 10, 1912

## THE REAL CAUSE OF YEARLY POST OFFICE LOSS.

Many physicians and surgeons who are residents of New York and Long Island have received envelopes from Washington, D. C., marked with the Congressional frank of Congressman John J. Kindred of Astoria, L. I. The envelopes are marked as containing a speech on "The Election of Senators" delivered in the House of Representatives on April 13, 1911.

On opening the franked envelopes their recipients have found a second inclosure, consisting of a six-page pamphlet much resembling a Congressional pamphlet in size and in the type used. It is a summary of a speech by Joseph J. Kindred, M. D., of Rivercrest, L. I. The speech has to do wholly with medical matters having not even a remote connection with the service of the Congressman in whose envelope it is distributed.

It was delivered before the Electro-Therapeutic Association at Philadelphia last September.

The speech is, in effect, an advertisement for the Rivercrest Sanitarium, kept at Rivercrest, Astoria, by Dr. J. J. Kindred. On the Congressional envelope is stamped with a blue stencil, "If not delivered, return to Dr. J. J. Kindred, Rivercrest, Astoria, L. I., N. Y."

There is no penalty for a violation of the law in this matter, there seems to be nothing to do but to warn Congressman Kindred and look closely to the character of the matter he may hereafter offer to send through the mails under his frank. Post Office Department officials say that it is permissible to print on the envelope, as Dr. Kindred did, the return legend with his title of doctor and his place of business.

For years THE FOURTH ESTATE has pointed out that in the lax franking system existing in the Post Office Department is to be found the real cause of the annual postal deficit.

The case cited herewith is mentioned, not because it is the most

flagrant violation of the postal laws in this respect, but only because it is the latest case and it comes at a time when the Congressional Commission is preparing a bill recommending an increase in second class rates of from one to two cents a pound, limiting the amount of advertising, censoring the contents of matter sent under this classification, and otherwise threatening the welfare of one of the nation's most important industries and one of the department's most valuable assets.

And all this while unscrupulous government officials are allowed to ply their private businesses unhindered at the people's expense.

Need for radical reform is apparent to everyone acquainted with post office conditions in this country. The real cause of the trouble is in the business methods of the department which allow such cases as the above to go on unchecked.

## NOTE AND COMMENT.

A bill has been introduced in the New York legislature to the effect that newspaper men need not divulge the source of information on which they may write, if called into court as a witness. The father of the bill is Andrew F. Murray of New York.

A reporter in New Jersey has been cited to show why he should not be punished for contempt of court in refusing to answer an investigation to reveal sources of information in news he had published.

It is in the line of up-to-date civilization and the sound interests of the public, says the Baltimore American, that every state should, as is done in this state of Maryland, safeguard the confidence reposed in the reporter as the law does the trust given to the lawyer, the doctor and the priest.

It is a very exceptional reporter—be it said to the honor of the press—who will not go to jail rather than betray a trust, and in a few years from now it will be considered almost inconceivable that any court



## PURELY PERSONAL.

W. S. Ramsdell, publisher the Buffalo (N. Y.) Express, sailed with his family this week for a trip to Europe.

Charles E. Westervelt, business manager the Ithaca (N. Y.) News, has returned from an extended trip to Bermuda.

Colonel William V. Hester, publisher of the Brooklyn Eagle, has been elected a member of the board of directors of the Edison Electric and Illuminating Company of Brooklyn.

John A. Hennessey, managing editor of the New York Press, has been spending a few days at Atlantic City.

F. P. Hall, publisher of the Jamestown (N. Y.) Journal, and his wife and William J. Klein, publisher of the Amsterdam Recorder and Mrs. Klein left on a month's vacation to Cuba this week.

J. A. MacDonald, editor of the Toronto Globe, was one of the speakers at the Grand Rapids Association of Commerce banquet on Tuesday evening.

Charles L. Sheely, formerly of the staff of the Spokane (Wash.) Chronicle and before that deputy United States marshal in eastern Washington, has been appointed auditor of the state industrial insurance commission, with headquarters in Spokane.

William D. Finley, for several years connected with Spokane publications and previously with the Boston Globe and the Providence Journal, has become head of the publicity department of the International Dry Farming Congress, with headquarters at Lethbridge, Alta., where the advocates of dry farming will meet next summer.

Harvey Westgate, editor of the "Chinookers" column on the Spokane Spokesman-Review, and Mrs. Westgate will leave Spokane on May 1 in a covered wagon on a trip through Washington, Oregon and California, 2,000 miles, aiming to reach Los Angeles early in November.

William C. Morris, cartoonist for the Spokane Spokesman-Review, has been invited to deliver an illustrated lecture at the Washington State College in March. He spoke there last winter on "The Power of the Cartoon," and was well received.

William T. Dantz, editor of the West Grove (Pa.) Independent, recently mistook a bottle of poison for medicine with almost serious results.

H. H. Holt has been elected president of the Grafton (W. Va.) Sentinel Publishing Company.

John A. Metzger, publisher of the Brookstown (Ind.) Reporter, recently had his eyes injured by a gasoline explosion.

J. M. Cunningham, editor of the Natchitoches (La.) Times, has returned from a prolonged absence in



CHESTER S. LORD,

MANAGING EDITOR OF THE NEW YORK SUN.

the East undergoing treatment for an illness that had long bothered him.

E. D. Hinkhouse, publisher of the Bussey (Ia.) Record, has again taken up his desk duties after an operation for appendicitis.

James R. Alexander, editor of the Zanesville (O.) Signal, was a delegate from Ohio by appointment of Governor Harmon to the recent good roads congress in Washington.

Charles Z. Daniel has established an office at 28 East 21st street, New York, to conduct an advertising service bureau.

William A. Vartez, formerly editor of the Havana Telegraph, recently spent a few days visiting old acquaintances in Havana. He is

now secretary to Cromwell Gibbons, candidate for the nomination for the Governorship of Florida.

Fred Myrtle of the San Francisco Examiner staff is the new head of the publicity department of the Pacific Gas & Electric Company.

E. Argudin of El Dia, Havana, is on a trip to the United States on a political study mission.

W. H. Greenhow, editor of the Hornell (N. Y.) Tribune-Times, with Mrs. Greenhow and their niece, sailed from San Francisco on Tuesday for a trip around the world.

Francisco L. Frugone, editor of the Bollettino della Sera of New York, and his wife were the guests of honor Wednesday at a banquet given by journalists of Rome, Italy.

Each was presented with a large silver loving cup.

Alfred Henderson, for many years city hall reporter of the Cincinnati Times-Star, has been elected clerk of the Board of Review.

Hugh J. Rowe, publisher of the Athens (Ga.) Banner, is spending a short time in Jacksonville, Fla.

Robert C. Neu, editor of the Baltimore Daily Produce, who was recently badly burned, has recovered sufficiently as to be able to return to his work.

W. R. Ernest of the Des Moines News is making a tour of the Northwestern and Pacific Coast States.

Frank G. Macomber, editor of the Hartford (Conn.) Globe, was the principal speaker at the annual banquet of the officers and ladies of the Order of the Eastern Star at Hartford.

Caswell A. Mayo, editor of the American Druggist, New York, has been elected president of the American Pharmaceutical Association.

## LORD WITH THE SUN FOR FORTY YEARS.

Many ex-workers on the New York Sun dined together Wednesday night in the Salmagundi Club rooms. It was the eighth annual dinner of the alumni, but the occasion became a celebration of forty years of service in that office by Chester S. Lord, the managing editor, who completed that period of service last Monday.

Collin Armstrong, president of the alumni association, was toastmaster, armed with an enormous blue pencil and an alarm clock, emblems of his authority.

Others at the speakers' table were Arthur Brisbane, editor of the Evening Journal; Charles Mason Fairbanks, Edward H. Mott, who writes bear stories; Charles R. Sherlock, Governor Walter E. Clark of Alaska, who was attached to the Washington Bureau of the Sun for twelve years; Talcott Williams of the Philadelphia Press editorial staff; Samuel Hopkins Adams, the author and magazine writer; Justice Willard Olmsted, William McMurtha Speer, Judge Daniel Webster Quinn of Valhalla, and John B. Bogart, who used to be city editor of the Sun.

After toasts to Sun men of the past and present. Toastmaster Armstrong set off his alarm clock and called on Governor Clark of Alaska. After that talks were made by Talcott Williams, Chester S. Lord, Samuel Hopkins Adams, William McM. Speer, Ed. Mott, Dan Quinn, John A. Sleicher and everybody else who could catch the toastmaster's eye.

## THE CARDINAL WAS SICK.

The New York Press Club was compelled to postpone the reception it was going to give to Cardinal Farley last Tuesday on account of the illness of the guest of honor. The reception will now take place during Easter week.





CIRCULATION BUILDERS.

**A Good DICTIONARY** is essential to every newspaper reader.

*The World's Standard*  
—The Ideal Premium

I have the best dictionary that money will buy at special low prices in quantity.

Write today for terms.

ONE DOLLAR will bring you sample postpaid.

**S. BLAKE WILLSDEN**  
CIRCULATION FEATURES.  
32 S. Wabash Ave., CHICAGO

**Small Features**

Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimnie," Kann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

**Adams Newspaper Service,**  
Peoples Gas Building, CHICAGO.

Newspapers can flash us day or night on

**QUERY WORK**

Bang up service. "Gotham Gossip" has them all going. Do you get it?

**NATIONAL NEWS SERVICE,**  
East 26th St., New York.

**THE BEST**

**ILLUSTRATED** news features form the basis of our daily matrix service. Our ambition is to produce THE BEST at a moderate price.

**THE CENTRAL PRESS,**  
CLEVELAND.

**BUILDING UP THE CIRCULATION.**

The Frederick (Md.) Evening Post has inaugurated an automobile contest, conducted by the Ward Systems Company, New York. It is being managed by J. Clark Kieffer.

Prizes on automobiles, pianos, diamond ring, watches, household articles, are offered by the Dalton (Ga.) Argus in a subscription campaign voting contest, among lodges, churches and societies.

The Detroit (Mich.) Courier is offering diamond point fountain pens as a special inducement to secure new subscribers and to renew old ones. A choice of these high grade pens is given to any person sending in two new subscriptions or

one new subscription paid in advance for two years. The offer is also extended to any old subscriber who pays up arrears and two years in advance.

The efforts of the postmaster general to have every house whether in city, town or along a rural route, provided with a suitable mail box is being taken advantage of by the Dallas (Tex.) Herald in offering specially designed mail boxes as circulation premiums.

The Anaconda (Mont.) Standard is offering dictionaries, bibles, fountain pens and flags as premiums for a year's subscription paid in advance.

The popularity voting contest for which there was a long list of prizes offered added 1,500 paid in advance subscriptions to the Doylestown (Pa.) Intelligencer.

The Dallas (Tex.) Democrat is carrying on a contest among the churches in its territory, the first prize is a pipe organ. Eight pianos also are to be given away as prizes.

An offer of a forty-five-piece dinner set for eighteen-month subscriptions paid in advance with a small cash payment, is made by the Linton (Ind.) Call.

The Macon (Ga.) News is offering a mission clock with new yearly subscriptions and a small cash payment. These mission clocks are of special design and have a thirty-inch dial.

**BIG PAPER MEETING.**

The American Paper and Pulp Association will hold its thirty-fifth annual meeting at the Waldorf-Astoria, New York, next Wednesday and Thursday. On Thursday evening the grand annual banquet will take place at seven o'clock. The attendance this year will be limited to 500.

Justus A. B. Cowles is chairman of the banquet committee, and is assisted by Louis Chable, Jonathan Bulkley, H. H. Everard, C. A. Crocker and Harry W. Stokes.

**WORLD SYNDICATE'S NEW MANAGER.**

F. B. Knapp has been promoted to the management of the syndicate department of the New York World. Mr. Knapp has been connected with the World since 1904, when he joined the newspaper as a reporter.

Since he has worked himself up the various steps and had lately been assistant night managing editor. Before coming to New York he was connected with the Nyack Star.

**BUSINESS PRINCIPLES ON SMALL CITY DAILY.**

When W. J. Murray acquired the Klamath Falls (Ore.) Daily Chronicle last October the first thing he did was to place the paper on a strictly business basis. He had a straight understanding with the business men of the town and the paper's subscribers, increased the size of the Chronicle from six to eight pages, employed the best news gatherers he could find. He bent every energy to make the Chronicle a live local newspaper first, and a first-class telegraphic newspaper next. The result has been a success, and the very first month under his ownership the paper, which, when he bought it, was in the assignee's hands, paid him a very good profit.

Mr. Murray believes that a newspaper should be looked upon as a merchant looks upon his merchandise. "Its columns are its shelves, its space the merchandise," he said to THE FOURTH ESTATE, and anyone who wants to purchase that space can secure it on a strictly one-price basis.

"Klamath Falls is a city of about 5,000 population. There are three daily newspapers here—one with the United Press service, one with the International News Service, and the Chronicle with the Associated Press service. Newspaper men will marvel how this can be done, and I must confess it is somewhat of a wonder. Any one of the papers would be a credit to a city five times the size of this one. "Another thought has occurred to me that may be of service to other publishers, and one which I wish I could hammer into every man who puts his money into a newspaper as a business venture is to never sell a line of advertising space to anyone unless it is based on an iron-clad contract. Then if a sudden squall arises, the storm will be weathered and the danger passed before the advertiser withdraws his advertising."

"He will have time to 'cool down,' and when the time for a renewal arrives there will be a probability of keeping him in. It is a whole lot easier to keep him in than to get him back once he stops."

"I learned this fact from experience. For I did not have a single contract with the Herald advertisers. Now a man cannot get into the Chronicle unless he signs up a contract for a stated time. It is as easy to get advertising with the contract as it is without it."

**VISITORS IN NEW YORK DURING THE WEEK.**

Herman Suter, manager the Nashville (Tenn.) Tennessean and American.

John L. Stewart, general manager the Washington (Pa.) Observer.

C. B. Hansen, manager the Augusta (Ga.) Chronicle.

**WILL START PAPERS.**

James L. Marens and W. C. Culbertson have incorporated a company in Libertyville, Mo., to establish newspapers at Kansas City and Independence.

CIRCULATION BUILDERS.

**MUTT and JEFF**

Greatest daily comic series ever known.

If you are not using it **WHY NOT?**

Write for particulars.

National News Association  
200 William St., NEW YORK CITY.

**For EDUCATIONAL CONTESTS use the**

**Tell-us Tellurian**  
SOMETHING ORIGINAL  
CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

**THE UNITED PRESS.**

BEST Telegraph News Services for Afternoon and Sunday Morning Newspapers.  
General Offices,  
World Bldg., NEW YORK

**LOS ANGELES TRIBUNE HAS TO ENLARGE.**

To accommodate the growth of the Los Angeles Tribune there is being built in the rear of the present Express-Tribune building a two-story addition, the upper story of which will house the circulation and part of the clerical departments, and the lower story a new press, capable of delivering 72,000 folded sixteen-page papers an hour.

The extraordinary growth of the Tribune has made these additions to its equipment necessary. In its sworn January statement of circulation, the Los Angeles Tribune showed an average paid daily and Sunday circulation for the past six months of 63,084 copies, the solidity and worth of which has been reflected in a steady growth in advertising.

Six months after the paper was founded the gaining business of the Express and Tribune has made the new four-story building, built exclusively for their accommodation, inadequate.

**NEW YORK CIRCULATOR GOES TO SAN FRANCISCO.**

Edward S. Cunningham, for many years connected with the circulation staff of the New York Tribune, has gone to San Francisco to become circulation manager of the Evening Post, of which James B. Pinkham of the Tribune recently assumed the business management.

The plant of the Redfield (S. D.) Journal-Observer was recently wrecked by an explosion.

Have you seen "Flaneur"?  
It's the best feature for editorial pages in America.  
Manz's Sunday cartoons are something new.  
Best daily Washington letter.  
Samples of all of these for a postal card.  
If your paper is not represented in Washington write us.

**AMERICAN TELEGRAPH PRESS**

307-12 District National Bank Bldg., Washington, D. C



Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

## MAGAZINE MEN GOOD HOSTS.

NEWSPAPER MEN ROYALLY  
ENTERTAINED BY THEM  
IN PHILADELPHIA.

The leading magazine publishers of America, numbering about fifty, have a strong organization known as the Periodical Publishers' Association, which enjoys every year one of the best arranged banquets of the winter season.

In January, 1911, when the dinner was held in New York, a number of speakers, following the cue of Bishop Williams of Michigan, violently attacked the newspapers, alleging that the magazines had become a greater force than the newspapers in shaping public opinion. Commenting upon these speeches Don C. Seitz, business manager of the New York World, who was a guest at the dinner, when asked to comment, said:

"There is no use wasting any words in reply. What the newspapers do they do openly on the printed page every day in the year.

"There can be no concealment, no mystery, and no fraud about the conduct of a newspaper. Would that this could be said about every business and occupation, ranging from that of bishop to that of lawyers and ex-presidents."

It was somebody's clever idea to secure Mr. Seitz as toastmaster of the Periodical Publishers' banquet this year, which was held in Philadelphia last Friday night, and the task proved to be one requiring the utmost tact and delicacy.

The bitter attack upon the newspaper press by the leading topic in the newspapers throughout the country; or, rather, they have been heavily concerned with the changes caused in the political states of both parties by Mr. La Follette's self-elimination as a candidate for the Presidency.

As Franklin Adams said in the New York Evening Mail: "Forgive La Follette and forget his manners. He is far from being a well man." But the fact remains that the attack upon the newspapers was not the chance result of a mental disorder that made itself manifest after nearly two hours of an after-dinner speech, but was carefully prepared beforehand and appeared in the draft of the Senator's speech given out in advance to the Associated Press and the local newspapers. It was worded as follows:

"What do we find has occurred in the last few years, since the money power has gained control of our industry and government? It controls the newspaper press. The people know this. Their confidence is weakened and destroyed. No longer are the editorial columns of newspapers a potent force in educating public opinion.

"The newspapers, of course, are still patronized for news. But even as to news, the public is fast coming to understand that wherever news items bear in any way upon the control of government by business the news is colored; so con-

fidence in the newspaper as a newspaper is being undermined.

"To the subservience of the press to special interests in no small degree is due the power and influence and prosperity of the weekly and monthly magazines."

It would have been possible, perhaps, to shut off Mr. La Follette's halting flow of oratory before he got to that portion of his speech which had to do directly with the press, but Mr. Seitz as a guest of the association was in an embarrassing position, and wisely concluded to let the speech go on, if it took till morning. When Mr. La Follette sat down Mr. Seitz quietly remarked:

"I shall not attempt, nor have I the time, to come to the defense of the newspapers of the country, which have just been foolishly, wickedly, and untruthfully assailed."

The fact is that Mr. La Follette has been constantly attacking the daily papers in his speeches and written articles for several years past, and that he said nothing new on this occasion. The single result of his unfortunate injection of a political harangue into what was supposed to be a love feast was to prove himself lacking in the characteristics required in a President of the United States.

### THOSE PRESENT.

The Magazine Men had extended a pretty general invitation to the dinner to the publishers of the leading daily papers throughout the country and among those who availed themselves of it were the following:

General Felix Agnus, proprietor the Baltimore American.

Elbert H. Baker, general manager the Cleveland Plain Dealer.

William Berri, publisher the Brooklyn Standard-Union.

Herbert L. Bridgman, business manager Brooklyn Standard-Union.

R. C. E. Brown, managing editor New York Tribune.

Charles Hopkins Clark, editor Hartford Courant.

John C. Cook, business manager the New York Evening Mail.

James Elverson, Jr., publisher the Philadelphia Inquirer.

Charles H. Gurnsey, publisher the Baltimore Sun.

Herbert F. Hanning, business manager the Brooklyn Eagle.

Francis W. Halsey, of the New York Times.

Conde Hamlin, business manager the New York Tribune.

M. F. Hanson, business manager the Philadelphia Record.

William V. Hester, publisher the Brooklyn Eagle.

Charles H. Heustis, editor the Philadelphia Inquirer.

Senator William M. Hitchcock, proprietor the Omaha World-Herald.

William L. McLean, publisher the Philadelphia Bulletin.

Frank P. MacLennan, proprietor the Topeka State Journal.

Norman E. Mack, proprietor the Buffalo Times.

Bradford Merrill, publisher New York American.

Congressman Victor Murdock, of the Wichita Eagle.

Fleming Newbold, business manager the Washington Star.

Frank B. Noyes, publisher the Washington Star.

George W. Ochs, publisher the Philadelphia Public Ledger.

William Perrine, editor Philadelphia Bulletin.

Bowdrie Phinizy, Atlanta Tribune.

James Potter, business manager Philadelphia Ledger.

Howell L. Rogers, business manager the Chicago Daily News.

Joseph M. Rogers, managing editor Philadelphia Inquirer.

Colonel C. A. Rook, publisher the Pittsburgh Dispatch.

Wallace M. Scudder, publisher Newark News.

Don C. Seitz, New York World.

J. S. Seymour, general manager the Chicago Record-Herald.

William Simpson, business manager the Philadelphia Bulletin.

Lincoln Steffens, of the New York Globe.

Henry L. Stoddard, publisher the New York Evening Mail.

Charles H. Taylor, Jr., publisher the Boston Globe.

John B. Townsend, publisher the Philadelphia Press.

E. A. Van Valkenburg, publisher the Philadelphia Bulletin.

Oswald Garrison Villard, editor the New York Evening Post.

Leah Wiley, business manager the New York Times.

W. E. Gardner, business manager Syracuse Post-Standard.

Talcott Williams, editor Philadelphia Press.

John A. Sleicher, president the Leslie-Judge Company.

Franklin P. Adams, humorist of the New York Evening Mail.

Colonel F. H. Barkdale, general publicity agent Pennsylvania Railroad.

Paul Block, special representative.

Stephen Carrelly, American News Company.

Allan C. Hoffman, advertising manager Leslie-Judge publications.

Charles V. Price, publisher the Electrical Review.

Mark A. Selsor, eastern representative of the Associated Press.

Reuben P. Sleicher, secretary the Leslie-Judge Company.

Melville E. Stone, general manager the Associated Press.

The dinner was one of the best ever served at that headquarters of good dinners, the Bellevue-Stratford, and a unique feature was the turning down of the lights just before the dinner and the appearance in the flesh of the late Benjamin Franklin, impersonated by James S. Metcalf of Life, who delivered an interesting address of welcome, appropriately responded to by Dr. S. Weir Mitchell.

Governor Woodrow Wilson, whose controversy with Colonel George Harvey has been a topic of general discussion in political circles during the past fortnight, made a speech which was listened to with close attention and left a very favorable impression. For about half of the time his gaze was turned toward the table at which sat the famous Colonel Harvey, who seemed to thoroughly enjoy it, but at its close left the room, so that it was impossible to call upon him for a rejoinder, as some of the magazine publishers had intimated their intention to do.

The other speakers were Mayor Blankenburg of Philadelphia and Detective Burns, who told what he had done and what he was going to do in connection with his investigation of the Los Angeles dynamiting.

The Periodical Publishers, with true Philadelphia hospitality, under the leadership of their president, Cyrus Curtis, brought their guests from New York by a special train, entertaining them overnight at leading hotels, and returned them to New York on the afternoon of the following day, also by special train.

The Ben Franklin Club tendered a breakfast of strawberries, scrapple, cash, waffles and other Quaker City delicacies, at its quaint clubhouse, and afterward many availed themselves of the opportunity to inspect the magnificent new building of the Ladies' Home Journal and Saturday Evening Post on Independence Square.

## NEWARK STAR TO BUILD.

A permit for the construction of a building at Branford Place and Nutria street, Newark, N. J., has been granted to ex-Senator James Smith, Jr., who is the owner of the Smith Morning and Evening Star. The building will cover a plot 175 by 145 feet and it is believed it will be the future home of Mr. Smith's newspapers, which will have to move on May 1 from their present location owing to a decision of the owner of the property to erect an office building there.

The building planned by Mr. Smith will be a one-story brick structure with a cellar. It will cost in the neighborhood of \$30,000. The land on which it will stand was bought by Mr. Smith when the old burying ground was disposed of by the new City Hall Commission.

The Star has been compelled by growth of circulation to put into operation a distributing service of three automobiles in addition to its regular delivery system.

## BOSTON PHOTOGRAPHERS MADE MERRY.

Graced by the presence of state and city dignitaries, as well as many prominent professional people, the second annual grand ball of the Boston Newspaper Photographers' Association was held Thursday evening in Copley Hall. Among those invited as guests were Governor Foss and Mayor Fitzgerald.

The officers of the Newspaper Photographers' Association, Broadway ensuing year are: W. W. Broadway, Boston Post, president; T. A. Luke, Boston Post, vice-president; Joseph Guttenberg, Boston American, secretary; A. B. Reed, Boston Traveler, treasurer; K. Harriman, Boston Herald, financial secretary.

## CLIFFORD RETURNS TO THE MINNEAPOLIS JOURNAL.

Elmer E. Clifford, formerly advertising manager of the Minneapolis Journal, has returned to that paper and is again in charge of his old department. Mr. Clifford for the past year had been advertising manager of the St. Paul Dispatch and Pioneer Press.

## WEISS FOR SENATOR.

A. C. Weiss, proprietor of the Duluth (Minn.) Herald, is said to be slated for the Democratic nomination for United States Senator.

Mr. Weiss was a warm friend of the late Governor John A. Johnson, and supported him through all his campaigns. His friends believe it will not be necessary to do any more than put his name on the ballot to insure his election.

## DUTCH CLUB DINNER.

The Dutch Treat Club, a New York organization of magazine writers, editors and illustrators, had its annual banquet on Wednesday evening. Many notables in the magazine and publishing fields attended and helped out in the entertainment.

The St. Joseph (Mo.) Gazette has increased its capital from \$50,000 to \$100,000.





BORING HIS WAY,

CARTOON BY BOARDMAN ROBINSON, IN THE NEW YORK TRIBUNE, OF SENATOR LA FOLLETTE ATTACKING THE NEWSPAPER PRESS AT THE MAGAZINE PUBLISHERS' DINNER.

## THE PRINT PAPER SITUATION.

PRICES TENDING TO SOFTEN  
—SHIFTING OF ORDERS  
—SPRUCE SUPPLY, ETC.

John Norris, chairman of the committee on paper of the American Newspaper Publishers' Association, in his current report on the paper situation says:

"News print paper prices are showing a tendency toward softening. From various localities there come reports of offerings at \$1 per ton below former quotations. Additional new production is reported from many directions. Over 1,300 tons per day of new output of news print paper from American and Canadian mills are in sight, of which quantity 1,000 tons per day should reach the market in 1912. This addition will equal nearly 30 per cent. of the consumption of 4-000 tons per day, but it is worth while to note that the consumption of news print paper is growing annually at an average of over 200 tons per day.

"The Powell River Company in British Columbia, which is finishing a news print mill of 100 tons per day capacity, is inquiring for machinery to increase its installation an additional 100 tons per day.

"The Pacific Coast paper makers are calculating that when the Panama Canal is finished in July, 1913, they will be able to ship news print paper to the Atlantic Seaboard in competition with New England and New York mills.

"The manager of the Sturgeon Falls Mill calculates upon a daily output of fifty tons of news print paper beginning March 1, 1912.

"The Price Porritt production at Jonquieres which was originally announced as 150 tons per day is now reported at 190 tons per day.

"The supply of mechanical pulp is increasing because of favorable weather conditions and prices are softening. An offering of 12,000 tons of Scandinavian ground wood was made during the week to American consumers.

"Wholesale readjustments in news print paper supplies are reported. The Hearst order for New York and Boston—95,000 tons per annum beginning April 1, 1912—has been shifted from the International Paper Company, 15,000 tons of the New York order going to H. G. Craig & Co., 50,000 tons of the New York order and 30,000 tons of the Boston order to Great Northern. The Hearst Chicago order for 30,000 tons has been shifted from the International to six Western mills which have designated the Birmingham & Seaman Company as distributor.

"The New York World and St. Louis Post Dispatch order for 61,000 tons has been taken from the Great Northern. The New York World order has been placed to the extent of 8,000 tons with W. H. Parsons & Co., 10,000 tons with International, 30,000 tons with De-Grasse Paper Company. The St. Louis order has been placed partially with Watab, Minnesota & Ontario Power Company, and some in abeyance.

"The New York Sun order—



THE ADVERTISING STAFF OF THE CAPPER PUBLICATIONS.

Seated (first row, left to right)—W. S. Galloway, S. N. Spotts, J. C. Feeley, Arthur Capper, W. T. Laing, J. E. Brown, E. W. Rankin, R. O. Housel. Second Row—W. E. Cundiff, J. T. Dunlap, S. C. Berberick, H. W. Graham, A. B. Fourth, J. L. Vincent, R. V. Hicks. Third Row—E. R. Dorsey, J. A. Hill, R. F. Howard, C. S. Lindsay, T. D. Costello. Hunter, Row—J. E. Griest, R. A. Miller, L. R. Booth, A. W. Pinnell. Fifth Row—Miss I. V. Abbott, Miss W. E. Selser, G. W. Wharton, F. L. Beaky, L. H. Schenck. Sixth Row—W. J. Casey, Miss E. J. Banghart, Marco Morrow, F. W. Murray, W. H. Souder. Standing—J. W. Johnson, W. B. Flowers, R. W. Mitchell, W. R. Gilmore, R. F. Palmer, G. E. Hall and Grant Haines.

about 9,000 tons—was shifted from International to Great Northern, January 1, 1912.

"The Kansas City Star, using 18,000 tons per annum, has temporarily closed its mill at Kansas City and contracted with the International Paper Company for its supply.

"The New York Herald, using 22,000 tons per annum, has shifted from Great Northern to International beginning April 1, 1912.

"The Boston Herald has shifted from International to Great Northern.

"The Philadelphia Press from Parsons to Great Northern.

"The Baltimore Sun from Great Northern to International.

"Cincinnati Times Star from Berlin to International.

"Columbus (O.) Dispatch from Lauretine to International and Belo (Texas) contract from H. G. Craig & Co., to International.

"The International's losses of tonnage have been:

Hearst—New York and Boston.....	Tons.
Hearst—Chicago.....	95,000
New York Sun, Boston Herald.....	30,000
	14,000
	139,000

—453 tons per day.

"Its replacements have been:

Kansas City Star.....	Tons.
New York Herald.....	18,000
New York World.....	22,000
Baltimore Sun.....	10,000
Cincinnati Times-Star.....	5,000
(Texas) Contract, Columbus	
(Ohio) Dispatch.....	17,000
	72,000

"The International Paper Company claims to have forty-three

other contracts which entirely cover all of its possible output for 1912. In other words it will have no more paper to sell during the current year. How much of its output it has placed West of Chicago paying considerable for transportation and netting a low figure f. o. b. mill has not been fully disclosed. The Kansas City Star contract for sixty per day is one illustration of that class of contract with a haul of over 1,500 miles.

"The Great Northern Paper Company has lost the following:

New York World and St. Louis	Tons.
Dispatch, January, 1912.....	61,000
New York Herald, September 1,	
1912.....	22,000
Baltimore Sun, January 1, 1912.....	5,000
	88,000

The Great Northern has taken 50,000 tons of the Hearst business in New York and all of the Boston order—30,000 tons, beginning April 1, 1912..... 80,000

New York Sun—January 1, 1912.....	14,000
Boston Herald, January 1, 1912.....	6,000
Philadelphia Press.....	100,000

"This wholesale readjustment is due primarily to the refusal of Mr. Hearst to continue as a customer of the International Paper Company.

His transfer of his supply to other companies forced the International Paper Company to fill a void of 125,000 tons per annum on its books and precipitated a situation which means little in the way of competition, but much in the shifting of customers.

"The Great Northern has dropped over eighty per cent. of its old trade

which it has replaced. Every company has contracted more or less at a price below the agreed figure of \$2.25.

### AMERICAN PAPER MAKERS MEET COMPETITION.

"In the event that paper shall be admitted free from favored nations, the American paper makers are planning to urge a restoration of duties by Congress. United States paper makers successfully meet paper makers of other countries in the open competition of the markets of the world. They do more than hold their own.

"The United States paper makers sell 63,395 tons of printing paper abroad of which 50,000 is news print paper. They sell more paper of all kinds in those markets than do Canada, Norway and Sweden combined. The value of American exportation of paper of all kinds exceeds that of Great Britain.

"The American paper makers closely approximate Germany in the sale of printing paper to foreign countries. The value of printing paper exported from the United States in the fiscal year of 1911 exceeded that of any one of the five years preceding.

"The extent of the paper industry in the United States may be realized when it is shown that the per capita consumption of printing paper in the United States exceeds forty-five pounds, or four times that of Germany. The United States uses as much paper as the rest of the world combined. It averages 100 pounds of all kinds per



FEBRUARY 10, 1912.

annum for each man, woman and child.

#### FAVORED NATION MATTER.

"Paper makers have assumed that Section 1, of the Canadian Reciprocity Bill is dead and that Section 2 should be repealed. The best authorities in Washington say the chances of repealing Section 2 are not one in a thousand. It is not likely that a Democratic House of Representatives will vote to increase any tariff rates, especially that of paper from anywhere.

"Many Republican members are in favor of free paper and free pulp from all parts of the world. The United States Senate stood 5 to 1 against the Root amendment. It should be borne in mind that Canada has not technically rejected Reciprocity. It voted out of office a Liberal Administration that favored Reciprocity, but its Parliament has not voted for or against Reciprocity and is not likely to do so.

"The question never came to a decisive vote in the Canadian Parliament. The Reciprocity Act which President Taft signed July 26, 1911, is just as legal today as it was when it was passed. It is reported that Canada kept open for eleven years an opportunity for Reciprocity with the United States.

"The American offer is open and no effort will be made by the Government's attorneys in the courts to cast doubt upon the legality of that act or any part of it.

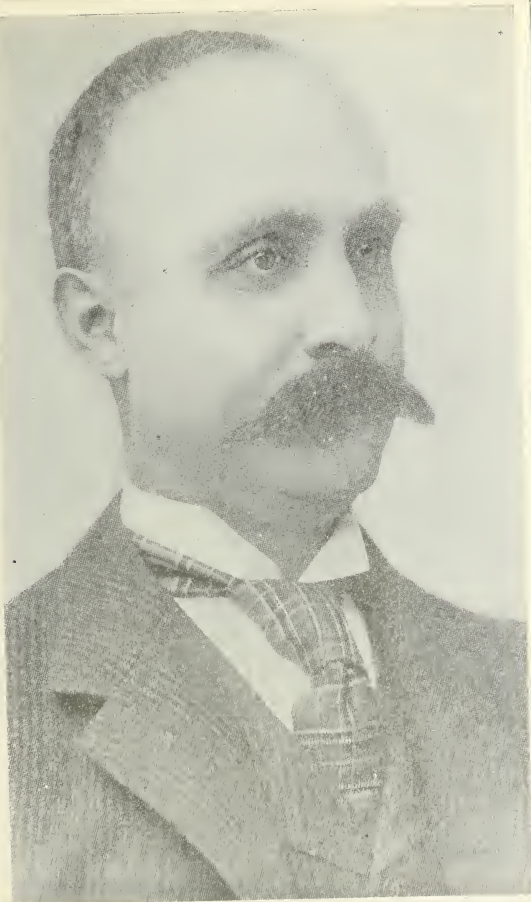
"In accordance with President Taft's order the favored nation matter has been referred to the courts for settlement. The broad question of the rights of importers of pulps and paper from favored nations to equivalent treatment will be litigated without regard to quibbles or narrow technicalities.

"Possibly a question may be raised by the judges of the Customs Court respecting their jurisdiction over the interpretation of an international agreement—and they may say as John Marshall said in discussing the underlying principle of this case—the question is political, not judicial. In which contingency, no progress will have been made. The Administration will then be unable to dodge its responsibility or avoid saying whether or not it shall ignore the plain terms of its treaties.

"The favored nations are chafing under the delay. Their agreement says the concession to Canada shall 'immediately become common' to them and they object to long drawn out litigation wherein an American court is asked to pass upon a question for or against the American Government in an issue with a foreign nation. They object to the American Court of Customs Appeals passing upon the interpretation of an international treaty.

"It will not bind them. If the court decisions are not satisfactory to them they will in certain contingencies ask the United States to submit the matter to the Hague for arbitration. Belgium has joined the five other favored nations in the demand for equivalent treatment."

"Germany has started retaliatory measures against the United States because of its 'particular favor' to Canada by granting preferential



FREDERICK FANNING AYER,

DIRECTOR OF THE NEW YORK TRIBUNE ASSOCIATION.

rates on hard rubber and tool steel to Sweden and Japan, thereby discriminating against the United States.

#### SPRUCE WOOD.

"Chester W. Lyman, an officer of the International Paper Company, has sent to Congressmen and publishers a long argument to show that the paper makers of the United States are not dependent upon Canada for their supply of most paper, is the raw material of most paper. This argument diametrically opposes the plea made from the same source for retaliatory legislation by Congress that would punish Canada if any of its provinces should stop the exportation of pulp wood from Canada to the United States.

"Mr. Lyman tries to prove that if lumbermen should be prohibited from using spruce wood and if paper makers should be stopped from

using spruce wood for other kinds of paper than news print paper and only for part of that, then there might be a sufficient supply of wood found at higher prices to meet present needs. Mr. Lyman fails to explain why the International Paper Company in face of the facts which he presents has acquired control of 4,463 square miles of Canadian timber lands in addition to vast water powers and has invested many million dollars in Canadian properties while failing to spend the money necessary for the modernization of the antiquated mills which it combined in 1898 for the avowed purpose of controlling paper output and paper prices.

"Thus far his company has refused to answer the Congressional Committee's inquiries concerning the amounts paid by it for each of the mills which it combined or what disposition was made by it of the paper machines which it bought,

some of them having been immediately dismantled.

"Mr. Lyman's argument tends to show that the whole country might go to the state of Maine for its supply of wood and pay toll to the speculative holders of woodlands in that state. It also aims to prove that other kinds of wood might be substituted for spruce wood, though the United States Government has been trying for more than three years to find a commercial substitute for spruce and has thus far failed.

"A premium of millions of dollars in profits awaits the successful substitution. Mr. Lyman's screed to prove that Maine can supply pulp wood to the whole country reads like a joke in view of the importation at Portland, Maine, during 1911 of 52,001 cords of pulp wood valued at \$503,021, and of 23,555 tons of wood pulp, valued at \$456,572 to supply the paper mills of Maine.

"Most of these importations were made by the International Paper Company of which Mr. Lyman is the publicity agent."

#### FREDERICK FANNING AYER.

Frederick Fanning Ayer, who was re-elected a director of the New York Tribune Association recently, is perhaps best known in New England, of which section he is a native. He is a son of J. C. Ayer, who founded the famous medicine company bearing his name in Lowell, and is reputed to have given more than a million dollars for educational, charitable work and humanitarian purposes to his home city.

Ayer was educated at St. Paul's School, at Concord, N. H., and is a graduate of Harvard University and Law School. For while he practiced law. In 1874, when his fathers' health began to fail, he became associated with the J. C. Ayer Company, and when the head of the firm died on 1878, Frederick Fanning Ayer was placed in full charge of the J. C. Ayer estate as managing director.

Aside from being an authority on currency reform, civil service and tariff problems Mr. Ayer is the author of a 1,200 page book of poetry published a year ago under the title of "Bell and Wing," which has received world-wide favorable comment.

#### MEDILL GETS LAND.

J. D. Medill, formerly editor of the North Yakima (Wash.) Democrat, is entitled to the tract of eighty acres of land which he won several years ago in a homestead contest in connection with the federal Tieton irrigation project, according to a decision by Secretary Fisher of the Department of the Interior in Washington. In 1909 a special agent of the government charged that Mr. Medill was not entitled to the land as he had never established or maintained his residence there and that he was holding it for speculation. After several court decisions against him his counsel appealed to Secretary Fisher showing that an error had been made.

## SMALL PAPERS NEED BETTER BUSINESS METHODS.

SO SAY SOUTH DAKOTA EDITORS AT  
ANNUAL MEETING; ORGAN-  
IZATION MAY BE DIVIDED.

At the mid-winter meeting of the South Dakota Press Association in Yankton one of the strongest addresses delivered was that of J. F. ("Dick") Halliday, of the Iroquois Chief, upon the subject "The Press as a Business Organization." Mr. Halliday made a strong appeal to the members of the association to get more system into the business end of their establishments, and urged upon them the necessity of an united effort in maintaining a business policy which would keep the newspapers on a par financially with other concerns.

M. D. Scott of the Sioux Falls Journal introduced a resolution which, if adopted, will divide the state into three districts, with a vice-president and meetings in each. The resolution was laid on the table until the next regular meeting, which will be held at Hot Springs the coming summer.

These officers for the ensuing year were elected by acclamation:

President, Charles McCaffree, the Howard Press; vice-presidents, Hans DeMuth, the Sioux Falls Herald; W. C. Lusk, the Yankton Press and Dakotan; treasurer, H. A. Sturgis, the Beresford Republic; secretary, J. F. Halliday, the Iroquois Chief.

Executive committee: Mrs. Nana E. Gilbert, the Salem Pioneer-Register; T. B. Roberts, the Pierre Daily Dakotan, and Thomas Ryan, the Elk Point Courier.

John T. Cogan, who has been the efficient secretary of the association for the past seven years, declined re-election.

In recognition of their securing the meeting of the National Press Association for Sioux Falls, R. E. Dowdell, president of the national association, and George Schlosser, secretary of the Sioux Falls Commercial club, were made honorary life members of the association.

The visiting newspaper men were royally entertained by the local members of the press and the business men of Yankton.

### JUDGE'S NEW EDITOR.

Carleton G. Garretson has assumed the editorial management of Judge, succeeding James Melvin Lee, who has resigned to take a professorship in the New York University. Mr. Garretson for some time contributed a humorous column to the New York Globe, later becoming news editor of Leslie's Weekly and associate editor of Judge.

Mr. Garretson was advertising manager of the Eaton, Crane & Pike Stationery Company of Pittsfield, Mass., during 1908 and 1909.

The Bienville (La.) Record has suspended publication. Mrs. L. H. Moreland of Gibsland was the owner.



STAFF OF THE SUNDAY WORLD AT DINNER IN HONOR OF WILLIAM A. JOHNSTON.

### JOHNSTON THE GUEST OF SUNDAY WORLD STAFF.

The "C. X. M." Club, recently formed in the Sunday department of the New York World for the purpose of trying to help put on 100,000 additional Sunday circulation during 1912, gave a luncheon Saturday to Sunday Editor William A. Johnston, at Moquin's. A specially designed menu read: "First Annual Dinner to William A. Johnston, 24th in the line of editors of The Sunday World. May Kindly Heaven Smile Upon Him." This unique work by Robert Ament, assistant art editor, was a picture colored by hand.

Speechmaking started with the oyster cocktail. Reginald L. Foster, senior member of the staff, presided as toastmaster and every one of the twenty-five diners had something to say before the afternoon was ended. The speech of the day was made by Roy L. McCarell, who grew serious for once in his life, and worked up everybody with the fervor of his talk on "Grow or Go!" Announcement was made that nobody was going and circulation was growing, which aroused cheerful enthusiasm.

To say who was there would be to list the roster of the Sunday staff of the World. Arthur Wynne generously volunteered to stay behind and keep the office open for business. Beside those mentioned, others present were Thomas McVeigh, Jr., Charles Sutherland, Louis Biedermann, Thomas Orr, Sanford E. Stanton, Gene Carr, Dan Smith, Henry Tyrrell, L. F. Conroy, Isaac Anderson, Rolf Pielke, W. J. Steinigans, Arthur Benington, Samuel Cahan, Curtis Lublin, W. C. Harris, Herb Roth, Karl K. Kitchen, Horace Cramer, Will Wharton and Albert Frueh.

It was a jolly afternoon and many clever things were said, but there were "hammer-and-tongs" remarks, too, for the motto of the "C. X. M." Club is "Circulation is Life."

Following a visit to the Colonial Theater Thursday evening of last week, the city staff of the circulation department of the World dined at Reisenweber's. Joseph M. Scott was toastmaster. Between courses there were speeches and singing.

The Roy (N. H.) Spanish-American has moved into new quarters.

### TRUE AMERICAN AGAIN CHANGES OWNERS.

The Trenton (N. J.) True American has changed hands again—for the second time within a week. The latest owner is William H. Gutelius, a New York book publisher, who lives at Hopewell, N. J.

Last week Henry J. Ford, a Baltimore newspaper man, with several New York and Jersey men, took over the property from Henry Eckert Alexander.

Mr. Gutelius has had a wide experience in the newspaper business, having been connected within the last fifteen years with various large papers in the East and West, including the Philadelphia Press, the Pittsburgh Gazette-Times and the Chicago Record-Herald. Later he was in business as a newspaper broker and general counsel in the Tribune Building, New York.

The Nebraska State Capital, a weekly issued at Lincoln, has given up. It was owned by Frank Harrison.

### DENVER TIMES' STAFF REORGANIZED.

Mayor Robert W. Speer of Denver, who recently purchased the Denver Times, has organized the Speer Publishing Company, capitalized at \$50,000, with himself, Kate A. Speer and J. F. Adams, as incorporators.

Mayor Speer is president of the corporation, and C. H. Poole, formerly manager of the Denver Rocky Mountain News, is now with the Times in a like capacity.

Alfred Platek, who is well known in Denver newspaper circles, has resigned the office of State Immigration Commissioner to be managing editor of the Times.

### IN CHARGE IN THE WEST FOR THE RECORD-HERALD.

J. D. Fulton, who has been looking after the automobile advertising for the Chicago Record-Herald, has been placed in charge of the paper's Western representation in the foreign field.

### MR. MONTGOMERY HALLOWELL

HAS JOINED THE EXECUTIVE STAFF OF OUR COMPANY

GEORGE B. VAN CLEVE PRESIDENT

### Some Advertisers Employing Our Services

WELLS & RICHARDSON COMPANY,  
Diamond Dyes, Dandelion Brand  
Butter Color, Ice and Infant Food.  
THE BOBBS-MERRILL COMPANY,  
Books.  
WHITE ROCK WATER COMPANY,  
White Rock Water, Still Rock Water.  
AMERICAN LOCOMOTIVE  
COMPANY—Automobile Dept.,  
Also Cars, Auto Trucks.  
INTERBOROUGH RAPID TRANSIT  
COMPANY.  
The New York Subway and Elevated  
Railway Systems.  
SEALSHIPT OYSTER SYSTEM,  
Sealship Oysters.  
L. ADLER, BROS. & COMPANY,  
Adler-Rochester Clothes.  
THE ROYAL TAILORS,  
Tailored Men's Clothes.  
THE BEDELL COMPANY,  
Cloaks and Suits.  
WILSON DISTILLING COMPANY,  
Wilson Whiskey, El-Bart Gin,  
Watchman Whiskey.  
WHITE, HENTZ & COMPANY,  
Trumble Whiskey.  
ALFRED E. NORRIS & COMPANY,  
Garlick Club Whiskey.  
HUDSON TINT COMPANY,  
BRILLIANT ELECTRIC COMPANY,  
LEADING HOTELS.

THE McCORM-HOWELL COMPANY,  
Richmond Suction Cleaners, Rich-  
mond Heaters, Model Heaters.  
RATHBONE, SARD & COMPANY,  
Acorn Stoves, Acorn Ranges.  
PAUL LACROIX AUTOMOBILE CO.,  
Imported Automobiles.  
WOLVERINE LUBRICANTS CO.,  
Wolf's Head Oil, Packard Oil.  
ADOLPH FRANKAU & COMPANY,  
B B B Pipes, Baron's Pipes.  
CARRERAS & MARCIANUS LTD.,  
Craven Mixture, Black Cat Ciga-  
rettes, El Hamur Cigarettes, Jetty  
Mixture Tobacco.  
THE ALTA CIGAR COMPANY,  
Van Dyck Cigars.  
HEINR. FRANK, SOEHNE & CO.,  
Coffee Products.  
COCA-COLA BOTTLING COMPANY,  
Bottled Coca-Cola.  
THE J. CLAWSON MILLS COMPANY,  
Interior Decorators.  
FRANCES FOX INSTITUTE,  
Hair Treatment.  
W. R. MURPHY & SON,  
Engraved Stationery.  
FREEDMAN BROTHERS COMPANY,  
Clothes and Suits.  
QUADRI-COLOR COMPANY,  
Color Process Printing.  
OPPENHEIMER INSTITUTE.

## THE VAN CLEVE COMPANY

250 FIFTH AVENUE, NEW YORK CITY



## UNIQUE HONOR PAID TO CAPT. HENRY KING.

The Republican Editorial Association of Missouri, in convention last week in Kansas City, elected Capt. Henry King of the St. Louis Globe-Democrat, who has been president of the association since its founding, and H. H. Mitchell of the Springfield Republican, who has been secretary since the first meeting, to their respective offices for life. This action is unprecedented in the history of editorial organizations. The sixteen vice-presidents were re-elected. President King announced one change in the executive committee, naming J. B. Jeffries of the Hannibal Courier-Post to succeed J. E. McKesson of Lebanon.

It is probable that the association will hold another meeting this year. The meeting just ended was to have been held last December, but was postponed. Kansas City, St. Louis, St. Joseph and Hannibal have asked for the next meeting and sentiment seems to favor either St. Louis or Hannibal.

At the close of the session Secretary Mitchell said that the enrollment had reached twenty-two, which is the largest membership the association has thus far attained.

The work of Charles D. Morris, chairman of the state committee and of the committee as a whole, was given a hearty indorsement.

The administration of President Taft was unequivocally and unanimously indorsed, as was also that of Governor Hadley.

## ROUND TABLE DISCUSSION BY ILLINOIS EDITORS.

The Military Tract Press Association of Illinois in convention at Galesburg elected officers as follows for the ensuing year: President, E. J. Clark, Roseville Times-Citizen; vice-president, E. T. Selby, Camp Point Journal; and secretary-treasurer, Van L. Hampton, Macomb By-Stander.

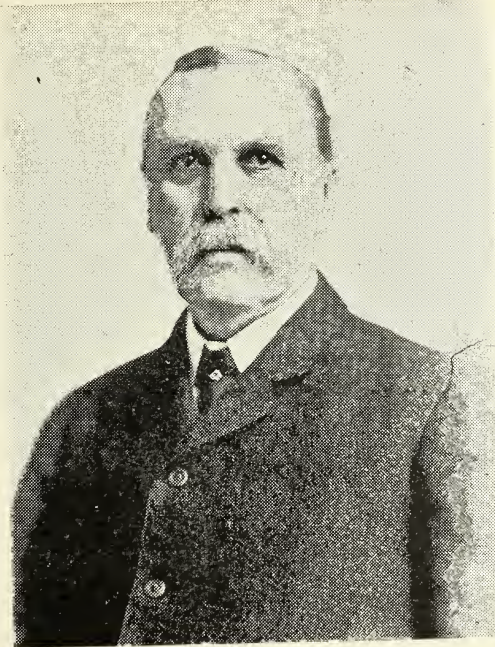
An interesting feature of the meeting was a round-table discussion by the editors on literary value of newspapers. It was agreed that the literary tone of the newspapers ought to be improved, and that more attention to literary style makes the paper of real value to its readers.

The question of taking clippings from other papers without due credit was also discussed and the consensus of opinion was that when an article is taken bodily it should be given due credit but when changes are made in the article it should be adopted and the original source should not be held amenable for the changes.

It was moreover the opinion of all that the headings of a newspaper should give in brief the substance of the article and should tell the truth and not mislead.

## EDITORS OF CONNECTICUT DAILIES MEET.

The Daily Newspaper Publishers' Association of Connecticut held its annual meeting in New Haven last week. The attendance was large, twenty-seven of the thirty-four newspapers in the association being



CAPTAIN HENRY KING,

EDITOR OF THE ST. LOUIS GLOBE-DEMOCRAT AND LIFE PRESIDENT OF THE  
MISSOURI REPUBLICAN EDITORIAL ASSOCIATION.

represented. F. H. Pullen of the Norwich Record, C. H. Thompson of the New London Telegraph, and Charles R. Baker of the Middletown Sun were elected to membership.

The election of officers resulted as follows: President, J. M. Emerson, the Ansonia Sentinel; vice-president and treasurer, Alexander Troup, the New Haven Union; secretary, William J. Pape, the Waterbury Republican; director, Edward T. W. Gillespie, the Stamford Advocate, to fill the unexpired term of his brother, R. H. Gillespie, recently deceased; W. H. Oat, the Norwich Bulletin, and Edward J. Thomas, the Norwalk Hour, to serve until 1914.

## NORTH DAKOTA EDITORS RE-ELECT BLACK.

The North Dakota Press Association in convention at Fargo last week, elected Norman B. Black of the Grand Forks Times, president for another term. His associate officers are: Vice-presidents, Percy Trubshaw, Cooperstown Courier; G. C. Colcord, Minot Independent; Ed. Richter, Larimore Pioneer; secretary, W. E. Holbein, Lansford Journal; treasurer, Harry M. Chase, McVillie Journal; executive committeemen, M. L. Ayers, Dickinson Press; Grand Hager, Grafton Record; and W. H. Francis, Velva Journal.

Minot was selected as the place

F. S. Kirsch, of the Warwick Sentinel.

Many of the editors were accompanied by their wives and special entertainment was provided for them by the women's local committee. The Ben Franklin Club of the state was merged into the press association and will be represented by a committee.

## NEW N. P. C. MEMBERS.

Recent new active members of the National Press Club in Washington include James J. Montague, New York American; Alfred C. Machler, Washington Herald; Frank Hard, Cleveland Leader; Guy V. Collins, Washington Evening Star; L. C. Probert, of the Capitol staff of the Associated Press; K. L. Russell, cartoonist.

The non-resident members are: Warwick James Price, the Bellman, Philadelphia; Joe Mitchell Chapple, editor National Magazine, Boston; William E. Gonzales, Columbia (S. C.) State.

## KING ALFONZO COMMENDS AMERICAN PAPER.

A new Spanish daily newspaper appeared for the first time in Madrid Saturday night. It is published by the owners of La Tribuna, of Barcelona. Madrid's Tribuna contains interviews with the King, who gives his views about what a modern newspaper should be.

He declares it should be lively, interesting, and newsy, quoting the New York Herald as a model.

The King says that newspapers should also be patriotic, recommending La Tribuna to defend Spain. He mentions as an example La Gaulois, which is a bitter enemy of the republican regime, but whenever French interests and honor are involved stands by France.

The interview is causing an immense sensation, and is generally interpreted as a lesson to some newspapers which are condemning Spain's action in Africa and advocating peace at any price.

## THE BOUND VOLUME OF THE FOURTH ESTATE

for 1911 is a complete history of the happenings in the newspaper world for the past year.

This (the eighteenth annual) volume of THE FOURTH ESTATE is now ready for delivery. It is a massive volume bound in red cloth, containing the only history of the activities in the newspaper and publishing world any where obtainable.

THE FOURTH ESTATE,

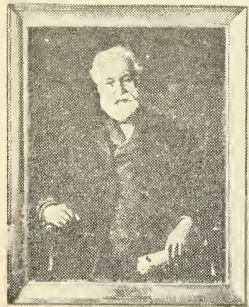
105 West 40th Street,

NEW YORK.

Price \$5.

## IMPORTANT EVENT FOR THE TORONTO GLOBE.

The formal opening of the enlarged home of the Toronto Globe on January 20 was marked by a housewarming, which also appropriately signalized the eightieth birthday of Senator Robert Jaffray, president of the Globe Company. The various department rooms of the newspaper were arranged to resemble a series of drawing rooms. The guests numbered nearly 350 of the Globe, their families, directors and included most of the employees and a number of shareholders.



ROBERT JAFFRAY.

The principal event of the evening was the presentation to Senator Jaffray of an oil painting of himself, executed by E. Wyly Grier, R. C. A. Festivities lasted from eight to half-past eleven o'clock. Business Manager J. F. MacKay and the various department heads under him paid their respects to Mr. Jaffray on behalf of the men under him, and the guest of honor made appropriate reply.

Fifteen years ago the Globe moved into the quarters at Melinda and Yonge streets, which were erected after the fire of 1895. Its growth was such that for the last six years it had been greatly handicapped for lack of working room. The enlargement and remodeling that has been effected change conditions in all departments for the better. The editorial department especially has been given quarters where it may spread itself at will.

The combined buildings represent a floor space of 15,717 square feet. The business office has been provided with 2,675 additional feet of space, and the editorial department now has 6,532 square feet, almost half of which is new. One of the most cramped departments heretofore has been the mailing room. This has been brought up from the basement and given a place at the rear of the business office. It has been newly equipped with every electrical and mechanical device to save time.

The business office in decorative scheme is devoid of all hard colors, being finished in cherry. Chief among the improvements here is a new "eye-comfort" electric lighting system. This is so arranged that the light by means of reflectors is thrown against the ceiling



THE TORONTO GLOBE BUILDING.

ing and diffused to all parts of the office. Thus there are no shadows formed and the irritating effect of the incandescent glare is avoided and the whole resembles daylight.

The first floor of the old building has been entirely remodelled and fitted with offices for the various editors. The Canadian Press wires come right into the Globe offices; the Canadian Pacific and Great Northwestern Telegraph Companies have direct wires in the building and instant communication may be had at any time with the outlying parts of the Dominion.

Throughout the entire building the Pullman ventilating system has been installed, insuring a constant supply of pure air. In the composing, stereotyping and press rooms also can be found the last word in mechanical invention, giving the Globe one of the most complete and up-to-date newspaper plants on the continent.

## GOVERNOR'S SECRETARY IS NOW A PUBLISHER.

C. C. Nye, secretary to Governor Carroll of Iowa, has purchased an interest in the Perry (Ia.) Daily Chief from R. M. Harvey and will assume the management of the property. He was formerly connected with newspapers in Sioux City, Council Bluffs and Des Moines.

## LAWYERS LOSE SUITS.

J. M. Shallenberger and Thomas H. Bushnell, attorneys of Columbus, O., have lost their suits for \$50,000 each against the Scripps Publishing Company for damages to their reputations alleged to have been sustained through an editorial published in the Cleveland Press August 21, 1908.

The Lynn (Mass.) Item has moved to its new home on Bank street.

## NEW YORK AD LEAGUE IS FOR AD MEN ONLY.

At last week's meeting of the Ad Men's League of New York it was voted to increase the capital stock of the organization from \$2,000 to \$10,000, that is, to 800 shares of common stock of the par value of \$10, each and 400 shares of preferred stock of the par value of \$5 each, said preferred stock carrying with it no voting power.

The by-laws were changed so that a person's membership shall automatically cease with his retirement from active advertising and the duty will be imposed upon such member to notify the directors of his retirement—failing which notification the directors are to have authority, upon proper proof of such retirement, to declare said membership forfeited.

Honorary membership in the league was abolished and a new class of membership created, to be called Associate Membership—to comprise men who may not be actively engaged in advertising but are connected with or interested in

it. Such members are to be entitled to one share of preferred stock and are to be required to pay but \$5. per year in dues, without having the right to hold office or to vote.

The league desires to remain a club for professional advertising men; but in order to interest possible advertisers and to provide a place for young men who desire to enter the advertising field the associate membership, without voting power, was advocated.

## NEW A. N. A. M. MEMBERS.

The membership of the Association of National Advertising Managers has increased to 137 with acceptance of the applications of the following:

G. W. Gennett, vice-president the Willys-Overland Company, Toledo; F. M. Carter, president the Carter White Lead Company, Chicago; Stuart H. Heist, president the Blaisdell Paper Pencil Company, Philadelphia; A. C. Hough, president the Hough Shade Corporation, Jansville, Wis.

H. B. O'Brien, sales and advertising manager the Alvin Manufacturing Company, Sag Harbor, N. Y.; Herbert T. Prouditt, advertising manager the Aeolian Company, New York; Elbridge A. Stuart, president the Pacific Coast Condensed Milk Company, Seattle, Wash.

L. A. VanPetten, advertising manager the American Locomotive Company, New York; William B. Walker, president the American Thermos Bottle Company, New York; L. D. Wallace, Jr., advertising manager the United Cereal Mills, Ltd., Chicago; Arthur Waterman, assistant treasurer and advertising manager the Hartford Suspension Company, Jersey City, N. J.

J. H. Colville will for the present represent the Sharples Separator Company, West Chester, Pa., in the association, owing to the death of Advertising Manager Alfred Paschall.

## PLANT CAPACITY DOUBLED.

The Grand Rapids (Mich.) Daily News has just installed a complete new outfit of Hoe stereotyping machinery. The capacity of the News plant is doubled by this installation.

La Opinion Publica, of Albuquerque, N. M., has moved into a new building.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

**METALS**

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS, and hundreds of other prominent publications, as well as the GOVERNMENT PRINTING OFFICE.

Trade Mark

**M & E**  
Registered.

**MERCHANT  
& EVANS CO.**  
Smelters—Refiners.  
**PHILADELPHIA.**

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER



**BUSINESS OPPORTUNITIES.**

**EXPERIENCED NEWSPAPER MAN**  
with from \$3,000 to \$5,000 cash wanted as  
Editor and General Manager of a

**DAILY NEWSPAPER PROPERTY**  
in excellent field, near New York City.

A company is now being organized with  
ample capital by strong local people with-  
out newspaper experience, to take over an  
established and going daily.

Splendid opportunity for a newspaper  
man of force and ability to take the helm of  
a big enterprise upon a small investment.

**HARWELL, CANNON & MCCARTHY,**  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., NEW YORK.

**PRINTERS' SUPPLIES.**

**STANDARD LINOTYPE METAL** and  
first-class **STEREOTYPE METAL**  
now being used and endorsed by the  
Leading Publications throughout the  
United States. Manufactured by the  
**NASSAU SMELTING and REFINING**  
**WORKS, B. Lowenstein, Proprietor.**  
603 West 29th Street, NEW YORK.  
Telephone, 476 Chelsea.

**LET** our **MR. LOUIS A. HOFF-**  
**MANN** quote you on his  
proven newspaper supplies  
especially for the "stereo" dept.

**INTERNATIONAL**  
**PUBLISHERS SUPPLY CO.,**  
117 John Street NEW YORK, U. S. A.

**BARNES-CROSBY**  
**COMPANY**  
**E. W. HOUSER, President.**  
**ENGRAVERS**  
**ARTISTS, ELECTROTYPERS**  
**NEW YORK, CHICAGO, ST. LOUIS.**

**MORE MAGAZINES DECIDE  
TO CONSOLIDATE.**

House Beautiful and American  
Suburbs will be combined with the  
March issue and will be called the  
House Beautiful. Herbert S. Stone  
will remain in editorial charge with  
offices in New York and the new  
magazine will be printed in Phila-  
delphia on its own presses in the  
printing plant formerly owned by  
the Philadelphia Suburban Publish-  
ing Company.

The president of the company will  
be G. Henry Stetson, son of the  
Philadelphia hat manufacturer.  
Walter C. Kimball, Inc., will be ad-  
vertising manager, and Paul W.  
Minnick will remain as New York



**NEW HOME OF THE CURTIS PUBLISHING COMPANY,**  
WHICH WAS INSPECTED BY THE NEWSPAPER PUBLISHERS LAST SATURDAY.

manager, with officers at 315 Fourth  
avenue, New York. Nelson J. Pea-  
body will be the Western manager  
at 14 West Washington street, Chi-  
cago; and Tilton S. Bell New Eng-  
land manager at 6 Beacon street,  
Boston.

**CHICAGO SPECIALS MOVE.**

Rodenbaugh & Morris, publishers'  
representatives, Chicago, have mov-  
ed from the Chamber of Commerce  
to larger quarters in the Oxford  
Building, suite 622-23, 118 North  
La Salle street.

The firm specializes in agricul-  
tural and fruit publications of the  
South, West and Northwest. It  
conducts in addition an agency for  
standard trade publications, which  
is in Mr. Morris' charge, and a  
trade news service handled by R. O.  
Randall.

**COLORADO MERGER.**

The Sterling (Colo.) Enterprise  
and the Republican-Advocate have  
been consolidated and will here-  
after being published by the Sterling  
Printing Company, of which C. S.  
Smith is the head.

The Tucumcari (N. M.) Quay  
County Democrat has discontinued.  
There are still two papers, both  
weeklies, in the town.

**WIRELESS PROGRESS AS  
AFFECTING NEWS  
SENDING.**

Two great advances in wireless  
telegraphy that have been  
achieved in the last few weeks,  
each of notable and world-wide  
importance, are of particular in-  
terest to the newspaper world.

The first was the adoption by  
the New York Times of a daily  
transatlantic wireless service for  
foreign news messages, through  
the transmission of its dispatches  
from London to Clifden, Ireland,  
and thence by wireless across the  
Atlantic Ocean to Glace Bay,  
where, in turn, they were re-  
layed to New York.

The Times, which from the  
start has made use of wireless  
telegraphy in its Sunday foreign  
service, has adopted wireless of  
late with ever-increasing fre-  
quency and fulness in the trans-  
mission of its dispatches from  
Europe.

The best time established so  
far for the transmission of its  
wireless messages from London  
to New York has been an hour  
and fifteen minutes; but the aver-  
age speed of transmission of its  
wireless messages has been so  
good in comparison with the  
transmission of messages by cable  
under the Atlantic that the  
Times has made more and more  
use of the wireless; in fact, in the  
last two and a half weeks not a  
single cable message has been re-  
ceived by it from London, direct  
wireless service being substituted.  
In addition to the wireless

news from London the Times'  
news from Paris and Berlin has  
been sent by its correspondents  
in those cities by long-distance  
telephone to London, and  
thence relayed by wireless to  
New York. The wireless mes-  
sages thus forwarded to the  
Times from Europe have often  
comprised more than 2,000 words  
daily, and 8,000 or more for Sun-  
day, and the wireless service it  
has thus obtained has approxi-  
mated some 20,000 words a  
week.

The second notable recent ad-  
vance in wireless telegraphy  
was the opening on Saturday of  
the long-distance wireless serv-  
ice at the new Marconi station at  
Aranjuez, a station in the very  
heart of Spain and only twenty-  
five miles from Madrid.

The wireless station at Aran-  
juez, Spain, is not yet of suf-  
ficiently high power to send mes-  
sages at all times directly across  
the Atlantic, although direct  
communication from Glace Bay  
may occasionally be established.  
Messages from Aranjuez will  
normally be relayed at Clifden,  
Ireland, and thence by wireless  
to New York, thus adding Spain  
and near-by countries to those  
others with which the Times and  
other newspapers had already en-  
joyed regular wireless communi-  
cation.

**NO LIBEL CASE.**

The criminal libel charges of Lo-  
gan M. Bullitt against the Philadel-  
phia North American were quashed  
when the case came before Magis-  
trate Gorman.

**PRINTERS' SUPPLIES.****PRINTERS' SUPPLIES.**

**Jenney Press Controlling Systems**  
WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
**MOST OF THE BEST KNOWN NEWSPAPERS.**  
**SAFETY. RELIABILITY. ECONOMY.**

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR  
ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:

156 N. Dearborn St., CHICAGO.

FACTORY:  
ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

**PRINTERS' SUPPLIES.****PRINTERS' SUPPLIES.**

**Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.**

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries the biggest amount of advertising ever carried in its 79 years' history.

## THE

## Grand Rapids News

doesn't cover Michigan "like a blanket" or "like the dew." It is more like a Canada thistle; when it starts anywhere it sticks.

## Representatives:

HUNTON, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

THOMPSON, 44 East 23d street, New York.—The Fleischman Company, 701 Washington street, New York; making some 14,510-line contracts with a few New York State and Southern papers for the present.

The Hayes Manufacturing Company, Detroit; orders being placed with Western dailies.

The Minneapolis Cereal Company, Morris, Ill.; contracts for 5,000 lines being placed with a selected list of papers.

LORD & THOMAS, 132 North Wabash avenue, Chicago.—Pleasant Valley Wine Company, Rheims, N. Y.; list being made up for a campaign that will shortly start in daily papers.

(New York Office)—Paul N. Friedlander, "Burnshine," Peck Slip, New York; orders for thirty-six lines twenty-six times being placed with a selected list of Southern dailies.

AYER, 300 Chestnut street, Philadelphia.—The Santi-Flush Company, Canton, O.; orders for twenty

## THE

## NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the

WASHINGTON  
TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

CINCINNATI  
ENQUIRER  
FIRST AND FOREMOST  
OF ALL NEWSPAPERS

## Foreign Representatives,

J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

ty-one inches eleven times being placed with a selected list of Pennsylvania papers.

Maull Brothers, "Maull's spaghetti and macaroni," St. Louis; orders being placed with middle Western papers.

BATTEN, Fourth Avenue Building, New York.—Arbuckle Brothers, coffee, Brooklyn, N. Y.; placing some orders with a few New York State and Pennsylvania papers.

CONE, Tribune Building, New York.—Story & Clark, pianos, 12 West 32d street, New York; advertising in local papers.

DECKER, Fuller Building, New York.—The Make-More Sales Company, Bridgeport, Conn.; placing some orders with a small selected list.

HAMBLIN, Fifth Avenue Building, New York.—The Roxroy Company, London, W. C., England; advertising now being placed.

LEVEN, Majestic Building, Chicago.—Howe & Carrier, farm lands, Hartford Building, Chicago; orders being placed with large Western papers.

SEAMAN, 30 West 33d street, New York.—The National Association of Engine and Boat Manufacturers, 29 West 39th street, New York; orders will be placed shortly with local papers on the Madison Square Garden show, February 17 to 24.

VAN CLEVE, 250 Fifth avenue, New York.—The American Locomotive Company, 30 Church street, New York; advertising is now being placed through the above agency.

SNITZLER, Hearst Building, Chicago.—H. S. Peterson; some four-time orders being placed with a general list.

FEDERAL, 245 West 39th street, New York.—The Valentine Company; advertising will be placed

## ADVERTISING MEDIUMS.

Columns and pages of  
advertising in other Buffalo  
newspapers will not reach  
the readers of the

BUFFALO  
TIMES

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper in the center of the great and populous PITTSBURGH district the DISPATCH reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

shortly with a selected list of papers in towns where there are agents.

The American Safety Razor Company; orders are expected to be placed shortly with a selected list of papers.

WYCKOFF, Buffalo, N. Y.—The Stetson Shoe Company; orders being placed with a general list of dailies.

The Hot Springs Chemical Company; orders being placed throughout the country.

The Cartilage Company, 71 Park avenue, Rochester, N. Y.; placing some one-time orders with a selected list of papers.

MASSENGALE, Candler Building, Atlanta, Ga.—The Haggard Specific Company; list being made up for a general campaign.

MORSE, Dodd Mead Building, New York.—The Rumford Chemical Company; renewals being placed with the usual list of papers.

SHERIN, 452 Fifth avenue, New York.—The United Cigar Stores Company, New York; orders are expected to be placed about February 15 with papers in towns where they have stores.

GUENTHER - BRADFORD, Schiller Building, Chicago.—The George H. Mayer Company, Chicago; orders being placed with a selected list of papers.

TAYLOR-CRITCHFIELD, Ford Building, Chicago.—The American Radiator Company, Chicago; contracts for 10,000 lines being placed with Southern papers.

WEIL, New York.—M. P. Murphy; some one-time orders being placed with a selected list of papers.

KIERNAN, 156 Broadway, New York.—Dr. Sanden, New York; contracts for 5,000 lines being placed with a selected list of Southern papers.

VRELAND, 350 West 38th Street, New York.—The Batchelor

## ADVERTISING MEDIUMS.

THE  
LOUISVILLE  
TIMES

has a concentrated home circulation that is unequalled as a result, producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO,  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS  
JOURNAL  
EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chicago

Importing Company, "Thompson's Glove Fitting Corsets," New York; some 3,000-line orders being placed with Southern and middle West papers.

FULLER, 629 South Wabash avenue, Chicago.—The Fabst Brewing Company; some orders for 1,000 lines being placed with Southern papers.

LESAN, 37 West Van Buren street, Chicago.—The Chicago, Milwaukee & St. Paul R. R. Company; some 5,000-line contracts being placed with a list of Eastern papers.

McMICHAEL, Candler Building, Atlanta.—The "Digest" Company; orders being placed with a selected list.

MORSE, Dodd-Mead Building, New York.—The Potter Drug & Chemical Company; contracts for 5,000 lines being placed with a selected list of papers.

COLTON, 220 Broadway, New York.—The Atlantic, Gulf & West Indies Steamship Lines; orders for 1,200 lines being placed with a list of Southern dailies.

SHARPE, 99 Nassau street, New York.—Santal Midy; some fifty-two-time orders being placed with a selected list of papers.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Ave., NEW YORK



FEBRUARY 10, 1912.

## THE FOURTH ESTATE.

## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation Statement upon Expression from You

Representatives:  
A. K. HAMMOND, C. D. BERTOLET  
166 5th Ave., N.Y.C. Boyce Bldg., Chicago

In Quantiv and Quality of Circulation  
THE TIMES-DISPATCH

## RICHMOND,

IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## STAFF CHANGES.

N. T. Bowman has been appointed advertising manager of the Toronto Telegram, succeeding R. Holmes.

F. H. Rose, manager of the Rifle (Colo.) Reveille, has resigned. For the present the office is being taken care of by Fred L. Tomlin, the proprietor.

Frederick C. Clayton, formerly secretary and treasurer of the Albany (N. Y.) Knickerbocker Press, has become general manager of the New Brunswick (N. J.) Times.

A. W. Fell, recently with the Brooklyn Times, has become business manager of the Plattsburg (N. Y.) Star.

W. A. Burkhardt has resigned the editorship of the Wapakoneta (O.) Daily News, and is succeeded by Claude C. Waltermire, late of the Newcastle (Pa.) Herald.

W. C. Hawkins, formerly of the Montoya (N. M.) Republican, has taken charge of the Tucumcari News.

John H. Ketner, city editor of the Shamokin (Pa.) Dispatch, is now holding down a like position with

## ST. PAUL

### DAILY NEWS

Daily average circulation or December was 61,548 an increase of 8,198 over same month a year ago. The advertising gain was 36,003 agate lines.

The Largest Circulation of Any St. Paul Newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago. J. F. ANTISDEL.

## ADVERTISING MEDIUMS.

## THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of January, 1912, was as follows:

Daily, 94,725. Sunday, 129,558

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

the Sunbury Daily, succeeding Francis G. Burroughs.

W. H. Baker has succeeded Charles G. Baird as editor of the Meeteetse (Wyo.) News.

B. W. Black has become editor of the Grantsville (Utah) Reflex. He was formerly principal of the local school.

C. C. Green of Washington, D. C., has been appointed manager of the promotion department of the Philadelphia North American.

J. Frederick Baker has resigned from the staff of the New Haven (Conn.) Register to take up the practice of law.

Blake Ozias has resigned as business manager of the Erie (Pa.) Dispatch.

Charles W. Myers, recently advertising manager of the Bay City (Mich.) Tribune, has become advertising manager of the Des Moines News.

F. H. Van Gelder has resigned as circulation manager of the Philadelphia Times.

Fred Palmer has been made business manager of the Elkhart (Ind.) Truth.

W. C. Hawkins has become editor of the Tucumcari (N. H.) News.

John Dunn has become manager of the McChee (Ark.) News. He hails from Moreilton.

James T. Edwards, late of the Mexico (Mo.) Ledger, has become night editor of the St. Louis Republic.

Joseph E. MacWilliams, who has been in charge of the advertising of the Lyman-Lay Company, Kewanee, Ill., has resigned to join the advertising department of the

## ADVERTISING MEDIUMS.

## THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more week day circulation in the City of New Orleans than the Times - Democrat and Picayune COMBINED.

Simpson Crawford Company, New York.

J. H. Nixon of Chicago has been appointed Western representative of the International Studio, New York.

G. Beasley, advertising manager of the Addison Dry Goods Company, Grand Haven, Mich., has resigned his position to join with Lord & Thomas, Chicago.

Charles J. Boyle, for five years New England manager for the Butterick Trio, has resigned.

## MACLAUGHLIN BECOMES A GENERAL MANAGER.

Lewis H. MacLaughlin, who has resigned as city editor of the Philadelphia Evening Telegraph to become general manager and part owner of the Williamsport News, was tendered a farewell banquet at the Bellevue-Stratford Saturday night by members of the local staff and chiefs of departments of the paper.

Mr. MacLaughlin served as city editor of the Evening Telegraph two years, going to that paper from the Evening Bulletin. He was presented with a loving cup. Sixty persons attended the dinner. Speeches were made by John T. Windrim, president of the Evening Telegraph; George A. Waite and others.

## BACON IN NASHVILLE.

S. W. Bacon, Jr., formerly want ad manager of the Atlanta Georgian, is now connected with the Nashville Tennessean and American. Mr. Bacon is known as "The Wan-Tad Man" because of a copy-righted booklet he published while he was with the Georgian and which was used with success in building up that newspaper's want ad department. Mr. Bacon has been engaged in the want ad end of the newspaper business for ten years.

## ADVERTISING AGENCIES.

EST. 1874.

## J. WALTER THOMPSON COMPANY.



The experience of forty - eight successful years  
Guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Commercial Bldg., ST. LOUIS



## ADVERTISING MEDIUM.

189,411 WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a HOME paper to get Want Ads. GREATEST IN THE SOUTH.

## ST. LOUIS AS PUBLISHING CENTER.

Plans for making St. Louis an important publishing center were broached at the meeting of the Southwestern Trade Press Association. Publishers will be urged to move to St. Louis, and assistance will be given all those desiring to go there.

P. H. Litchfield of the Modern Miller was re-elected president and A. W. Clark of the American Paint and Oil Dealer vice-president. H. S. Tuttle of the St. Louis Furniture News was chosen treasurer and Flint Garrison of the Dry-goodsman secretary.

## TOLEDO BLADE OFFICERS ALL RE-ELECTED.

At the annual meeting of the stockholders of the Toledo (O.) Blade Company the old board of directors was re-elected and they in turn re-elected Robinson Locke president, F. E. Cottrell vice-president, and Frank T. Lane secretary and treasurer.

## THE NEW YORK MAIL EVENING

regards the advertising it prints as real news of interest to all the community, and makes up its pages accordingly.

203 Broadway, NEW YORK

## ADVERTISING MEDIUMS.

THE  
**NEW YORK  
EVENING  
JOURNAL**

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**

to cover the GREAT SOUTHWEST

Monday Circulation  
**MORE THAN 110,000**

**TROPHY TO GO TO DALLAS  
IN AN AEROPLANE.**

Des Moines ad men are planning to send the Printers Ink Cup to the A. A. C. A. meeting in Dallas, Tex., in an aeroplane. This trophy, which is awarded to the advertising club which makes the most of its opportunities, has been won twice by Des Moines Ad Men's Club.

I. H. Graves, the general manager of the monthly publication of the club and chairman of the publicity committee has appointed Clifford De Puy editor-in-chief and Thomas Hosmer advertising manager of the magazine.

**MAINE EDITORS DENOUNCE  
P. O. RATES INCREASE.**

One of the principal discussions at the forty-ninth annual meeting of the Maine Press Association in Portland was on the proposed increase of second class postage rates. It resulted in the adopting of resolutions denouncing any such move.

The question of a place for the summer outing of the association was discussed but no decision was reached. The sentiment seemed to be in favor of Boothbay Harbor. A committee will be appointed to consider and decide on the time and place for the meeting.

The next annual meeting of the

Important to every  
cautious purchaser of  
advertising space is

**THIS FACT:**

THE  
**PHILADELPHIA  
RECORD**

publishes more display advertising  
every week than any other Phil-  
adelphia paper—and has done so  
for more than ten years.

## ADVERTISING MEDIUMS.

THE  
**CHICAGO  
EVENING  
AMERICAN**

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**The New York  
Morgen - Journal**

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

association will be held in Augusta  
during the session of the legislature,  
January, 1913.

The officers elected for the ensu-  
ing year are: President, Ernest W.  
Morrell, the Gardiner Journal-  
Reporter; vice-presidents, William O.  
Fuller, Rockland Courier-Gazette;  
E. M. Blanding, Bangor Industrial  
Journal, and Louis O. Haskell,  
Pittsfield Advertiser; secretary, Jo-  
seph Wood, Portland Maine Coast  
Cottager; treasurer, Ernest W.  
Morrell. Members of the executive  
committee are: Guy P. Gannett,  
Augusta Comfort; Cyrus Davis,  
Waterville; and Charles E. Wil-  
liams, Portland.

**MORE P. O. PROTESTS.**

The Northwest Missouri Press  
Association closed a two-days'  
meeting in St. Joseph by adopting  
resolutions protesting against any  
change in the second class postage  
rates.

The new officers of the associa-  
tion are: President, Colonel James  
Todd, Maryville Democrat-Forum;  
vice-presidents, D. C. Simmons,  
Sheridan Advance; Robert Ball,  
Gallatin Democrat; and B. C. Big-  
gerstaff, St. Joseph Gazette; cor-  
responding secretary, J. C. Case,  
Whitesville Banner; recording sec-  
retary, Mrs. James Watson, Dear-  
born Democrat; treasurer, J. F.  
Tucker, Parkville Gazette.

There were no contests for any  
of the offices, all elections being  
unanimous.

A spirited discussion occurred on  
the advisability of maintaining an  
editorial page or column in a coun-  
try weekly. Those who took part  
were of the opinion that it is the  
duty of editors to take firm and  
honest and fair stands on all public  
questions and they held that the  
readers of the papers expect as  
such.

**BANKERS' BANQUET.**

The Bankers Ad Association of  
Pittsburgh held its annual meeting  
and dinner in the Fort Pitt Hotel  
last week. An address on "Hon-

## ADVERTISING MEDIUMS.

THE  
**BOSTON  
POST**

JANUARY, 1912. AVERAGES

The Daily Post 358,500

The Sunday Post 317,571

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNESS, Western Rep.,  
Marquette Building, CHICAGO.

**The JOURNAL**  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
**DAYTON, OHIO.**

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
Boyce Building, CHICAGO.

esty in Advertising" was delivered  
by C. B. Nash, advertising manager  
of the Standard Sanitary Manufac-  
turing Company. The election for  
board of managers resulted as fol-  
lows: R. B. Hansell, the Allegheny  
Trust Company; E. E. Lewis, the  
Real Estate Trust Company; W.  
H. Siviter, the First National Bank;  
H. B. Powell, Jr., the Mellon Na-  
tional Bank; F. M. Pollard, the Ex-  
change National Bank; H. S.  
Hershberger, the West End Sav-  
ings Bank and Trust Company; F.  
William Rudell, the Iron and Glass  
Dollar Savings Bank; Harry F.  
Wigman, the Peoples Trust Com-  
pany; Harry E. Leety, the Potter  
Title and Trust Company.

**OTHER CLUB NOTES.**

The Associated Ohio Dailies will  
hold its annual meeting in Colum-  
bus next Tuesday and Wednesday.  
An elaborate program has been ar-  
ranged which includes addresses by  
officials of national organizations of  
advertisers, advertising men and  
newspaper men.

The annual meeting of the North  
Star Daily Press Association was  
held at St. Paul. This association  
is composed of the country dailies  
of Minnesota, North and South  
Dakota. The officers elected for the  
ensuing year are:

President, Fred Schilplin, St.  
Cloud Times; vice-president, E. K.  
Whiting, Owatonna Journal-Chro-  
nicle; secretary, W. E. Easton, Still-  
water; treasurer, E. H. Denu,  
Bemidji Pioneer.

Owners of newspapers in Snyder  
County, Pa., met at Middleburg last  
week and organized the Snyder  
County Publishers' Association. The  
following officers were elected: Pres-  
ident, Hon. J. A. Lumbard; vice-  
president, C. A. Baker; secretary,  
M. S. Schoch; treasurer, George W.  
Wagenseller.

Colonel Charles H. Blinn, special  
deputy collector of the Port of San  
Francisco, addressed the Press Club  
of that city recently on the methods

## ADVERTISING MEDIUMS.

THE **BUFFALO  
NEWS**

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

A tabulated statement of circula-  
tion with affidavit furnished on  
application, and a guaranteed cir-  
culation is made a part of each  
advertising contract.

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Bldg. Bldg.  
NEW YORK. CHICAGO.

**LESLIE'S WEEKLY**  
is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
**News-Scimitar**  
of MEMPHIS, Tennessee,

is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

of preventing the importation of  
opium to this country.

J. W. Booth, advertising manager  
of the Missouri Pacific Railway,  
was the speaker at last week's meet-  
ing of the Milwaukee Ad Club.

An advertising men's club is to  
be organized in Norfolk, Va.

The Sacramento Ad Club held a  
reorganization meeting last week.  
For the next year its work will be  
carried on under the direction of  
the following officers: President,  
George Cummings; vice-president,  
Tom Cody; and secretary-treasurer,  
W. F. Bening.

The first annual banquet of the  
Utica Press Club held last week at  
the Genesee Hotel was a glowing  
success.

The annual meeting of the Utah  
Press Club was held last week. The  
club unanimously voted to accept the  
invitation of the University of Utah

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE  
**NEW YORK  
TRIBUNE**

the paper that goes to the  
home —Application.



## ADVERTISING MEDIUMS.

There is one simple and accurate kind of circulation statement — NET SOLD describes it. No returns, excluding exchanges, samples, advertisers' and employees' copies. Everything not paid for deducted. That is the only kind of statement made by the

CHICAGO  
RECORD - HERALD

San Francisco  
HONEST  
FEARLESS  
CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.

to hold the next meeting at that institution.

"What Can the Topeka Newspapers Do to Increase the Effectiveness of Local Advertising?" was the topic of discussion at last week's meeting of the Topeka Ad Club. Several local merchants gave their views of how the newspapers could help their advertisers.

The new Los Angeles Ad Club held its first luncheon on January 23. The spirit shown on the occasion was so sincere that the members are positive the new organization will be a success. S. W. Botsford is the president.

The members of the Syracuse Ad Men's Club listened to an interesting and instructive address on advertising signs by L. W. Pratt of New York at their monthly meeting last week.

A. L. Gale, of the Darlow Advertising Company, was elected president of the Omaha Ad Club at its January meeting. The other officers are: Vice-president, Dr. Z. D. Clark; secretary, Samuel Rees; treasurer, O. T. Eastman, and recorder, A. I. Creigh. The executive committee consists of A. C. Scott, P. P.

## JANUARY.

In January The New York Times published 788,662 lines of advertisements compared with 717,545 lines last year, an increase of 711,17 lines, and the greatest volume printed in any previous January in its history.

## ADVERTISING MEDIUMS.

## The CLEVELAND LEADER

Always sold for and always worth more, per thousand circulation, than any other Cleveland newspaper.  
THE LEADER has always gone into the homes of the well-to-do people of Cleveland; homes of a class with both the inclination and means to purchase properly presented advertised articles of merit.  
Under its new management the LEADER has added to its prestige, its influence, and greatly to its circulation—its growth, during the past six months, is marvelous.  
If you are not familiar with the present newspaper situation in the Sixth Largest City of the United States—let us tell you more about it.

PAUL BLOCK, Inc.  
Managers of Foreign Advertising.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

THE GROWING  
PAPER OF  
IS THE  
(EVG) BOSTON TRAVELER

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

Flodra, T. B. Coleman, Dr. Z. D. Clark, George Pray, O. E. McCune, C. A. Alden, R. H. Manley and Frank Bullitt.

The Junior Press Club is a new organization of the younger newspaper men of Milwaukee: Herbert J. Steitz has been elected president, and Harold J. Hagerty is secretary-treasurer.

The Newspaper Club, of Boston, at its last meeting had as guests John M. Ward and C. James Connelly, president and vice-president of the Boston National League Baseball Club, and Cy Warman, of Montreal, former president of the American Press Humorists' Association and now with the Grand Trunk Railway.

The annual meeting of the Southwestern Division of the Associated Advertising Clubs of America will be held in Atlanta next Friday and Saturday.

The Spokane Ad Club is conducting song and story, sketch and design free-for-all competition to secure a "Miss Spokane," epitomizing the spirit, enterprise, wealth and charms of the capital of the Inland Empire. The originator of the idea accepted by a board of twelve judges, will receive \$25 in gold.

At a recent meeting the Spokane Ad Club adopted a resolution pledging its support and cooperation to the Inland Empire Retail Dealers' Association in any efforts to secure an adequate state law, which will suppress every form of fake and fraudulent advertising.

Members of the Seattle Press Club enjoyed an athletic carnival at their club rooms last week.

The best and worst advertisements that appeared in Buffalo newspapers during the week was the theme of discussion at the last

## ADVERTISING AGENCY.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

M MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## ADVERTISING MEDIUM.

## GOLD

represents the commercial standard of nations. The

## COSMOPOLITAN

represents the standard of magazines.

meeting of the Buffalo Ad Club. William S. Bennett, business manager of the Courier and Enquirer, was one of the speakers.

The annual mid-winter banquet of the Rochester Ad Club took place on Thursday. Among the speakers and guests on the program were N. C. Wright, of the Cleveland Leader; W. D. Moffatt, Joe Mitchell Chapple and F. J. Raymond, of St. Louis.

The Dallas Press Club will give its annual entertainment this month.

J. W. Quim, of the Woodward & Tierney Printing Company, was the principal speaker at the last meeting of the St. Louis Ad Men's League.

F. A. Dare, of the Walker Pilot, and A. G. Rutledge, of Bemidji, were elected president and secretary, respectively of the Northern Minnesota Editorial Association at its meeting in Lone Prairie.

The city of Lincoln will be host to the members of the Nebraska Press Association from June 3 to 5.

The Representatives Club of New York has decided to abandon the proposed evening of cards, dancing and vaudeville of the "On to Dallas" committee was going to give at the Hotel Martinique on February 23 and in its place hold an evening meeting devoted to the discussion of advertising.

The Denver Advertising Club is arranging to have the delegates to the A. A. C. A. meeting in Dallas visit that city in a body after the adjournment.

The New Hampshire Weekly Publishers' Association held its annual mid-winter meeting at the American House, Boston, last week. The subject for discussion was

## ADVERTISING MEDIUMS.

7 cts. an inch flat  
with usual agency discounts will  
buy space in the

ROCKINGHAM  
DAILY RECORD

HARRISONBURG, VA.

Note following sworn circulation figures:

Average for last quarter, 1911: Average for week ending Jan. 27, 1912:

5436 6678

ALL ADVERTISING PLACED DIRECT.

IN MEXICO CITY  
the advertiser only has to use the  
MEXICAN HERALD

(Only English Newspaper)

EL HERALDO MEXICANO

(Only Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

LARGEST CIRCULATION.

There are in BALTIMORE 100,000 homes

The combined circulation of the  
AMERICAN and the STAR

is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

Grand Rapids  
Evening Press

THE LEADING DAILY PAPER  
in Western Michigan. 50,000

Foreign Representatives,  
J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

"Estimating and Cost Systems" and addresses were made by Edgar S. Nelson, of the Boston Typothetae Board of Trade, and Albert W. Finlay, manager of the George W. Ellis Company and president of the recent cost congress.

Members of the Cosmos and the Ruskin Art Clubs were the guests of the Southern California Women's Press Club at its last meeting in Los Angeles.

The Genoa (Wis.) Journal, has passed away.

To carry as much news "as the Times" is the ambition of all newspapers in the Pacific Northwest. To carry as many photographs "as the Times" to print as good cartoons "as the Times" to possess as good franchise, and have as large a circulation "as the Times" is the dream of Northwest publishers.

To be as loyal to the common people year in and year out as the

SEATTLE TIMES  
DAILY AND SUNDAY

is a performance not to be surpassed. The reward of all this is a splendid, clean circulation to readers who do not have to be coaxed by gifts of merchandise, or "bargain days," voting contests, or other bargain counter methods; and a quantity of paid advertising unsurpassed in the Pacific Northwest.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"  
THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, People's Bldg., Chicago

THE

# DEMOCRAT

Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

THE JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## OBITUARY NOTES.

ARMAND CAPDEVIELLE, managing  
editor of the New Orleans Bee, died  
suddenly last week of apoplexy  
while at work in his office. Mr. Cap-  
devielle was one of the best known  
Frenchmen in the South and had  
been connected with the Bee for  
forty years. He was a native of  
New Orleans and sixty years old.

GEORGE W. BAILEY, a former  
Nebraska publisher, died recently at  
Zephyrhills, Fla. He published the  
Hamilton County News, issued at  
different times at Orville, Hamilton  
and Aurora.

REV. CHARLES STANLEY ALBERT,  
editor of the Sunday School pub-  
lications of the German Synod of the  
Lutheran Church, died in Philadel-  
phia last week.

EDWIN HASSELL, part owner of  
the Coudersport (Pa.) Journal, is  
dead at the age of eighty-three  
years. He had been connected with  
the Journal since 1848.

GEORGE SCHUYLER DAVIS, at one  
time editor of the Electric Traction  
Weekly, of Chicago, died last week  
in Cleveland after an illness of sev-  
eral months.

JULIUS A. SITGREAVES, formerly  
connected with the American Art  
News, New York, died recently. He

## Making Progress!

THE

# PITTSBURGH POST

gained a total of 1149  
inches in paid advertis-  
ing during the month of  
January, 1912, as compared  
with the corresponding  
month last year.

Advertising in the Post Pays

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POST

For advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

# SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

was a Confederate veteran and had  
the rank of captain.

A. E. BLAKELEY, publisher of the  
Botkins (O.) Herald, is dead. He  
was also the postmaster of his town.

FRED SELLECK, formerly connected  
with Des Moines newspapers, is  
dead at the age of sixty-four years.

ADOLPH F. ISLER, a pioneer Mich-  
igan newspaper man, died recently  
in the University Hospital, Ann  
Arbor.

MYER T. WELLS, of the Newark  
(N. J.) Star staff, died last week at  
the age of thirty-one years.

FRED N. WHITNEY, publisher of  
the Northfield (Vt.) News, died last  
week.

THOMAS HUGHES, from 1862 un-  
til 1910 owner of the Beaver Dam  
(Wis.) Citizen, died on Monday at  
the age of seventy years. He was  
postmaster of Beaver Dam at the  
time of his death and had held num-  
erous political offices.

SAMUEL HAGUE, Sr., for nearly  
fourty years cashier of the Jersey  
City Evening Journal, died suddenly  
on Monday. He was seventy-five  
years old and a native of England.

GEORGE R. ASH, proprietor of the  
Coil (Md.) Democrat, died sud-  
denly last week. He was also the  
state auditor.

## WEST VIRGINIA SALE.

The Wellsburg (W. Va.) Daily  
Leader and Weekly Herald have  
been sold to H. G. Ogden of Wheel-  
ing. The Leader is an evening pub-  
lication and Republican in politics.  
George Davis has been the editor  
and the Brooke Publishing Com-  
pany the owner. The Herald,  
which is the weekly edition of the  
Leader, was established in 1846, and  
for fifty years was conducted by J.  
G. Jacob.

## ADVERTISING AGENCIES.

# LEVEN

ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.

Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## ADVERTISING MEDIUM.

THE  
MILWAUKEE  
NEWS

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK  
Steger Building, CHICAGO.

## MOVEMENTS OF THE CRAFT IN FAR OFF MANILA.

An incident significant of the  
constantly growing era of good  
feeling between Americans and  
Filipinos was the appointment of  
E. J. Haberer, a Seattle newspaper  
man, to the position of business  
and advertising manager of El  
Ideal, one of the leading Filipino  
newspapers published in Manila  
and the Philippines.

This move is but the part of El  
Ideal's owners, who are several Na-  
tionalist members of the Philip-  
pine Assembly, also indicated their  
acceptance of modern newspaper  
business methods. They are al-  
ready pleased with their choice, as  
Mr. Haberer in the first month re-  
duced the regular \$700 U. S. C.  
deficit to an even balance, and an-  
nounces that the paper will pay  
good dividends in less than three  
months.

Mr. Haberer was born in Ger-  
many and went to the United  
States early in life, settling in  
Seattle. He took his A. B. and M.  
A. at the University of Washing-  
ton, working his way through by  
his own efforts, and even buying  
pieces of gilt edge Seattle real es-  
tate on the side. After leaving col-  
lege he was shipping editor of the  
Seattle Times and later served on  
the local staff of the Associated  
Press.

In 1910 Mr. Haberer went to To-  
kio to join the Japan Advertiser,  
dropping down to Manila a few  
months later. He founded the  
Pathfinder, a monthly magazine in  
English and Tagalog, patterned  
after the Philistine. The Path-  
finder was well received from the  
first, and will soon need its own  
plant.

Ebert B. Dunsforth, clerk in the  
quartermaster's department of the

## ADVERTISING MEDIUMS.

# THE BOSTON AMERICAN

Largest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000

# THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

United States Army, has resigned  
from the service in Manila to be-  
come sporting editor of the Manila  
Cablenews-American. The Cable-  
news-American runs a daily sport-  
ing section, and on Sunday issues a  
special illustrated eight-page sec-  
tion devoted to sports in the Phil-  
ippines and the far East.

Archie M. True, for several years  
with the Philippines constabulary,  
and lately chief clerk in the office  
of the American consul at Chefoo,  
China, has become legislative cor-  
respondent of the Manila Times.

Alfred G. Andersen, associate  
editor of Philippine Monthly, has  
been elected president of the newly  
organized Viking Society of Man-  
ila.

Edwin W. Kelsey of Oakland,  
Cal., for the past year a reporter  
in Manila, has been appointed edi-  
tor of the four-page shipping sec-  
tion of the Cablenews-American.

## TEXAS EDITOR RETIRES.

E. T. Merriman, who for the past  
quarter of a century has been in  
charge of the Corpus Christi (Tex.)  
Caller, has retired from the publish-  
ing business. John W. Stayton will  
hereafter be managing editor of the  
Caller.

Largest proved high-class  
evening circulation.

THE

# NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.



## ADVERTISING MEDIUMS.

# NOW IT'S THE HERALD

in the morning field at  
WASHINGTON  
and "We Can Prove It."

28,132 NET DAILY CIRCULATION  
90 per cent. of which is in Washington  
and suburbs.

JOHN W. HUNTER, Publisher.  
Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

Results are obtained in the  
SAN FRANCISCO  
CHRONICLE  
THE LEADING NEWSPAPER OF  
THE PACIFIC COAST.

CHARLES I. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY

## IN THE PUBLIC EYE.

Fred Marvin, editor of Las Animas (Colo.) Democrat, will be the probable next secretary of the Arkansas Valley Commercial Association.

John D. Appleby, proprietor of the Hobart (Okla.) Republican, has been appointed postmaster. During his incumbency he has arranged to place the editorial management of his paper in the hands of J. M. Pate, who up to last December was connected with the Republican and has since been located in Frederick.

Charles D. McShane, the Pittsburgh advertising agent, is the Republican candidate for Senator from the Forty-third District.

J. R. Taylor, editor of the Paragould (Ark.) Soliphone, is the new probate judge of Green County.

L. C. Haddock, editor of the Boulder (Colo.) Camera, is the new state immigration commissioner, succeeding Alfred Platek, who has been appointed managing editor of the Denver Times.

A. C. Smith, publisher of the Ponca (Okla.) Democrat, is now assessor of Kay County.

E. B. Yule, publisher of the Alexandria (S. D.) Herald, has just re-

## ADVERTISING MEDIUMS.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

47,000 CIRCULATION DAILY.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

# The TOLEDO Daily BLADE

THE TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

ceived confirmation of his appointment as postmaster of his city.

E. E. Cox, of the Hartford City (Ind.) News is a candidate for reporter of the supreme court.

C. C. Cole, formerly editor of the Carroll (Ia.) Sentinel, has been appointed county treasurer pro tem.

Edward G. Riggs, political editor of the New York Sun, is a candidate for the Public Service Commissioner from the First District.

George E. Dunham, editor of the Utica (N. Y.) Press, is in the field for the Republican nomination for Congressman from Herkimer County.

A. H. Tilly, editor of the Mount Vernon (Ill.) News, is campaigning for the Congressional nomination.

John R. Camp, editor of the Bushnell (Ill.) Record, is hustling hard for the Republican nomination for Representative from his district.

George Mackin Janvrin, the new warden of the port of New York, was formerly for more than twenty years connected with the Brooklyn Citizen.

## WEDDING BELLS.

Joseph F. Dolan, editor of the Medicine Lake (Mont.) Wave, and Miss Elizabeth L. Quinlan of Antelope, were married at Bainville recently.

L. R. Southworth, ship news man for the New York World, has been married to Miss Mary Pitts of Woodstock, Conn. They are now on a wedding trip to Bermuda.

Fred Gaston, formerly city editor of the Spokane Spokesman-Review, and now with the Thompson-Gillis Investment Company of Spokane, and Miss Florence Degabourie, have just surprised their friends with the announcement of their marriage. Mr. Gaston was managing editor of

## ADVERTISING MEDIUMS.

In considering circulation remember that the

# BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bldg., New York, Tribune Bldg., Chi.  
Reliance Bldg., Kansas City.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

# HAVANA POST

the only English newspaper printed in Cuba and read by all who read English—Americans, Cubans and Spaniards.

George M. Bradt, publisher.

the Sioux City Tribune and telegraph editor of the Des Moines Daily News before going to Spokane six years ago.

David A. Morrissey of the New York Globe staff and Miss Stella Mills have been married and are now in Bermuda.

Claude Emmet Fitzgerald, a Dallas newspaper man, was married last week in Houston to Miss Marie Estelle Cockerell.

Edwin S. Coles, publisher of the Canfield (Pa.) Advertiser, was recently married to Miss Vivian Rose of Washington, D. C.

Miss Corine Gray Price, daughter of the publisher of the Electrical Review, was married last week in Chicago to William Bowers of Syracuse.

Frederick Van Ness Person, president of the Paint and Varnish Record Publishing Company, Chicago, was married to Miss Marguerite Stroné last week in Philadelphia.

# TRUSTEE HAD NO RIGHT TO SURRENDER COUPONS.

Judge Cutting in the Probate Court has fined the Central Trust Company \$200 for contempt of court for failing to turn over interest coupons of the bonds of the Inter-Ocean Newspaper Company to Louis S. Owsley, as executor of the estate of Charles T. Yerkes.

The bank was trustee under a mortgage given by the newspaper company and the estate was the owner of the bonds. Owsley charged that the bank officials turned over to a representative of the newspaper company the interest coupons on the bonds without authority from the court or the executor.

Judge Cutting entered an order requiring the bank to turn the coupons over to the executor, but they were unable to comply, it was claimed, as the newspaper company refused to turn back the coupons to

## ADVERTISING MEDIUMS.

# A Powerful List is the MILWAUKEE GERMANIA LIST

Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold .....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post .....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania .....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
202 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

THE ONLY KANSAS DAILY WITH A STATE WIDE CIRCULATION.

# TOPEKA

## DAILY CAPITAL

CIRCULATION 33,500 GUARANTEED

"I'll write it in the contract: A larger circulation in Topeka and a larger circulation in Kansas than any other paper in the State."

ARTHUR CAPPER, Topeka, Kan.

## THE

# Indianapolis Sun

daily and Sunday actual 43,601  
average circulation in Dec.

The fastest growing newspaper in America

PAYNE & YOUNG REP., East and West

the bank. The bonds were sold later to George W. Hinman, publisher of the newspaper, for \$200,000.

# INK MANUFACTURER TO ISSUE SUCCESS.

Success Magazine, New York, on Tuesday was sold at auction to Louis Leavitt, an ink manufacturer, of Brooklyn. When asked about the proposed reorganization of the publication he said his aim was to make it a high-class monthly magazine.

Charles Shongood, auctioneer, said that the subscription list and record will of Success brought \$2,000.

The personal property of the National Post and Success Company so far sold at auction has brought \$9,636. Schedules in bankruptcy show liabilities of \$114,555, \$101,158 of which is unsecured, and nominal assets of \$86,890.

# The Leading Home Paper.

The daily average circulation for the year 1911 of the

# MILWAUKEE

EVENING

# WISCONSIN

was 44,766 Copies

A daily average increase of 3000 over the year 1910.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg., People's Gas Bldg.,  
NEW YORK. CHICAGO.

# PRESS CLIPPINGS

Everything and anything  
that is printed in any news-  
paper or magazine, any-  
where—can be supplied by

# BURRELLE

45 Lafayette Street, New York City

Established a Quarter of a Century.

# AFTER 18 YEARS

CHARLES W. KNAPP, *President*  
THE ST. LOUIS REPUBLIC

writes under date of December 2, 1911:

*A New Dress*

*From Machines*

*Bought in 1893*

"I am sending you by mail today a copy of the Republic of this morning which was completely set with the new two-letter matrices we have just introduced. We have changed all of our machines without difficulty and are working with entire success under the new method.

"It will interest you, in connection with the change we have just made, to learn that the matrices we have just discarded were, in large part, the matrices provided when we first put in our batch of Linotypes in 1893. They have, therefore, been in use continuously for almost exactly 18 years, the installation having been made December 24, 1893.

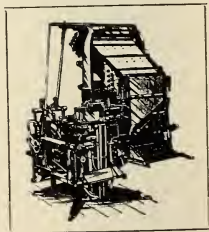
"Perhaps I should add that the 20 Linotype machines we installed in December, 1893, are in every essential particular in perfectly good order today, and can undoubtedly be counted upon to render efficient service for another 18 years if necessary."

THE LINOTYPE OF  
18 YEARS AGO



*This is a glowing testimonial  
to our manufacturing methods.  
No limit has yet been set on  
the life of the LINOTYPE.  
Properly operated and cared  
for, it may "run on forever."*

THE LINOTYPE OF  
TODAY



The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street  
TORONTO: Canadian Linotype Limited, 35 Lombard Street

NEW ORLEANS  
549 Baronne Street



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 938

NEW YORK, SATURDAY, FEBRUARY 17, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship,"  
Lecture V.

TEN CENTS A COPY



JAMES M. THOMSON.

PROPRIETOR OF THE NEW ORLEANS ITEM, WHOSE CAMPAIGN FOR "GOOD  
GOVERNMENT" HAS BEEN CROWNED WITH SUCCESS.

See Fourth Page.

## THE ANNUAL A. N. P. A. CONVENTION.

WILL BE HELD IN NEW YORK LAST WEEK OF APRIL.

The annual convention of the American Newspaper Publishers' Association will be held at the Waldorf-Astoria, New York, on Wednesday, Thursday and Friday, April 24, 25 and 26, 1912.

The annual meeting of stockholders will be held on April 25, at 2 p. m., for the election of officers and such other business as may properly come before the meeting.

Notification has been sent to all members that representatives at the convention and annual meeting should come from the home office, and that any exception to the rule shall be passed upon by the committee on credentials.

The annual dinner will be held at the Waldorf-Astoria on Thursday evening, April 25.

The directors of the American Newspaper Publishers' Association and the directors of the Associated Press have laid down the following regulations to govern this joint annual dinner:

First—That no tickets to the annual dinner shall be sold to any one not a member of one or the other of the two organizations.

Second—That members shall be limited to not over three tickets for direct employees of the paper.

Third—That each member shall be limited to one guest ticket.

Fourth—That members shall not be entitled to purchase guest ticket unless the member himself is to be present at the dinner.

Fifth—That the privilege of members to attend tickets to the dinner shall not be transferable.

Price of tickets \$10. Checks and requests for seats must come from the home office of each publication. Mail should be addressed to the Dinner Committee, Room 314, Tribune Building, New York, and checks should be made payable to J. R. Yonatt, treasurer.

The dinner committee consists of Conde Hamlin, New York Tribune, chairman; Herbert L. Brideman, Brooklyn Standard Union; Oswald Garrison Villard, New York Evening Post; Herman Ridder, New York Staats-Zeitung; Louis Wiley, New York Times; and Melville E. Stone, Associated Press.

The committee requests that the members shall not ask any exceptions to the above conditions as the Committee has no power to grant them.

Members are requested to suggest new topics not previously discussed in convention. Address The Topics Committee, A. N. P. A., World Building, New York.

The principal topics so far suggested concern the labor problem, the paper question and the matter of co-operative insurance. Henry N. Kellogg, labor commissioner, will have an extended report to make, as will also John Norris, chairman of the paper committee. Elbert H. Baker is chairman of the special committee on co-operative insurance, a subject which has had slight consideration in some former

conventions, but which it is hoped may receive such attention this year as will result in steps being taken to organize some kind of an insurance department within the A. N. P. A. or in connection with it.

The Hamilton (Can.) Herald and the New York Jewish Daily News have been admitted to the association, making the membership 317.

## THE COMMERCIAL TRIBUNE'S FUTURE POLICIES.

The political complexion of the Cincinnati Commercial-Tribune sold last week to August Herrmann and associates, will not be changed, it is said, although it is believed that under the new management an effort will be made to have a more vigorous policy.

Associated with Mr. Herrmann in the publishing business will be Julius Fleischmann, who amassed a fortune in the manufacture of yeast; Rudolph Hynicka, treasurer of an amusement concern, and several other public spirited men of Cincinnati.

E. O. Eshelby, who has been president and publisher of the Commercial-Tribune Company, will retain offices in the Commercial-Tribune Building, but will devote his time exclusively to his tobacco business.

Scott Small, former safety director, will be the managing editor of the paper. Mr. Small was formerly for many years engaged in newspaper work.

## A. P. DIRECTORS' MEETING.

The board of directors of the Associated Press held a meeting in New York this week. President Frank B. Noyes, of the Washington Star, presided, and the following members were in attendance:

Charles W. Knapf, St. Louis Republic; Frank P. MacLennan, Topeka State Journal; Herman Ridder, New York Staats-Zeitung; Adolph S. Ochs, New York Times; W. L. McLean, Philadelphia Bulletin; V. S. McClatchy, Sacramento Bee.

A. C. Weiss, Duluth Herald; Clark Howell, Atlanta Constitution; William H. Lawson, Kansas City Star; Victor F. Lawson, Chicago Daily News; and T. G. Rapier, New Orleans Picayune.

## GOVERNMENT TO LOOK INTO THE "PLATE" BUSINESS.

The Federal Department of Justice is investigating the American Press Association, of New York, and the Western Newspaper Union, of Omaha, to determine if there is any violation of the Sherman antitrust law in connection with the use of patents on stereotype plates and matrices supplied to newspapers throughout the country.

The Department of Justice is also inquiring into the organization and operation of the National Association of Bill Posters.

## VERDICT FOR THE WORLD.

A jury in the Supreme Court Thursday found a verdict in favor of the New York World in an action for libel brought by one Philip Wahlheimer.

## THE HACKENSACK EXPERIMENT IN DRY MATS.

There is considerable interest in the result of the experiment in the dry matrix stereotyping now being made by the Hackensack (N. J.) Bergen News, every printing plate of which is cast from dry mats, or the cold process of stereotyping that is in use by some foreign dairies.

Various newspapers of this country have tried out the idea and other inventions along the same line, but while using them continually to some extent, no other American paper than the Hackensack News is known to have entirely eliminated the steam drying process. The News is a clean printed paper and its typographical appearance is a great compliment to the dry process.

C. W. Bell, its publisher, states that the elimination of the steam drying tables and hot forms in the News' little more than two weeks of life has already saved many seconds of vital importance.

Charles F. Hart, mechanical superintendent of the London Daily Mail and who formerly occupied the same position on the Brooklyn Eagle, on sailing last Saturday for England after a short visit to this country, said he could not understand why the American newspapers are so slow to adopt a revolution in old methods that would mean so much to them.

Mr. Hart since taking up his work abroad has given much time to the subject of the dry mat and is responsible to a great extent for its development in Europe. Some time ago he gave up the steam drying process in the Mail plant and installed a complete plant on the new system.

Benjamin Wood, general manager of the Wood Flog Company, New York, which owns the exclusive rights to the European process in this country and Canada, has given THE FOURTH ESTATE an interesting description of the advantages of the new process and of the difficulties of the introduction of the dry mat to this country. He says:

"Probably the most thankless and difficult task imaginable," said Mr. Wood, "is the pioneering work needed to convince the average newspaper publisher that things actually move in his world. Go to any publisher and mention the two words 'dry mats' and no matter how busy he may be you have broached what to him is a most interesting subject; he'll tell you how much time and money he has spent in experimenting along this line and that he would willingly go to almost any extreme to eliminate steam tables and introduce a cold process for making his printing plates.

"The average publisher is modern in theory, but when it comes to making some minor change to his equipment or in his routine, to suit new conditions, he promptly pulls in his horns for changes of any kind he is actually afraid of.

"When Mr. Bell approached us I soon discovered that he not only knew what he wanted but was determined to have it. He had made his own investigation of our process and, with many years spent in the print paper business, did not

see why he could not successfully use a process that had been generally adopted abroad and that is used exclusively by such papers as the London Daily Mail, the Berlin Lokal Anzeiger, the Manchester Chronicle and others.

"My advice to him was that while we knew that he would have no trouble, still he had much at stake and would probably feel better about it if he had a steam table on hand to use in case of emergency. I know the man better now. He positively refused to put in steam tables; said he understood that my suggestion was simply caused by our wish to safeguard him and promptly went ahead and spent many thousands of dollars to promote the publication of a newspaper—the first on this continent—that depended entirely for its appearance on the dry matrix process.

"The press builder, with steam tables to sell, protested; Mr. Bell's own men, ignorant of the process, protested, but the result speaks for itself.

"Publishers generally confound this process with earlier 'dry mats' that have been tried and found wanting. It is as unlike any previous dry mat as a rotary press is unlike a typesetting machine. One thing is certain—the dry mat molds used by the Bergen News are more perfect and more durable than any that can be made by hand; expert stereotypers have said so.

"The printing qualities, both half-tones and type, are vastly superior to those of any wet mats and when the process is used exclusively and conditions suited to its use the actual cost is no greater and the advantages innumerable over the old style home-made hot and wet process.

"Certainly the appearance of the Bergen News bears me out. The only advantage that the magazine has over the daily newspaper is that of its superior printing. The advertiser above all else wants a good, clean display of his copy.

"The printing quality of a stereotype plate cast from a properly molded dry matrix is equal to that of an electrolyte plate and—more astonishing—that high speed, when the press is properly constructed and equipped, makes typographical improvement."

## VEON RESIGNS.

Fred C. Veon, business manager of the Los Angeles Tribune, has resigned and plans to return to the East. His successor has not yet been appointed.

Mr. Veon, who had an excellent record in the East, went to Los Angeles about a year ago to do special reorganization work on the old Morning Herald. Having finished this work, he had completed arrangements to return East when Edwin T. Earl, the owner, persuaded him to remain and organize the new Tribune. In this connection he broke a few records, being able after seven days' work to announce that the paper would appear with a paid circulation of over 43,000 copies, which at the end of two months had gone up to 63,000, with advertising running from 2,500 to 3,000 columns a month.



## PAPER MEN AGAIN ELECT A. C. HASTINGS.

The American Paper & Pulp Association held its thirty-fifth annual convention in New York on Wednesday and Thursday. Sessions were held at the Waldorf-Astoria and closed with a grand banquet Thursday evening.

Arthur C. Hastings was re-elected president of the association. H. J. Brown was made vice-president of the news print paper division, succeeding Frank J. Sensenbrenner. The new secretary-treasurer will be appointed by the executive committee at a meeting this month. All the other divisional vice-presidents were re-elected. The wood division was discontinued.

The annual banquet on Thursday evening was attended by over five hundred men, comprising almost exclusively those directly engaged in the paper business.

Very few newspaper men were present. Among those at the tables were noticed Henry L. Stoddard, publisher, and John C. Cook, business manager, of the New York Evening Mail; Colonel James Elverson, of the Philadelphia Inquirer; Frank P. MacLennan, proprietor of the Topoka State Journal; and George S. Oliver, of the Pittsburgh Gazette-Times and Chronicle-Telegraph.

Excellent speeches were made by Darwin R. Kingsley, president of the New York Life Insurance Company; John Barrett, director general of the Pan American Union, and others.

## DAYTON HERALD PASSES TO BURKAM.

E. G. Burkam, owner of the Dayton (O.) Journal, has purchased the Dayton Evening Herald, securing the whole of the capital stock of the latter and assuming control. The consideration was not made public.

The Herald is a Republican paper and was started in 1872. Its acquisition gives Mr. Burkam a morning and an evening newspaper. He purchased the Journal last year from George A. McClellan, who is now president of the Indianapolis Sun.

## SPECIAL AGENCY CHANGE.

The Williamsport (Pa.) News has transferred its foreign representation from Payne & Young to S. G. Lindenstien, Inc., 118 East 28th street, New York.

## NEW APPOINTMENTS.

The John M. Branham Special Agency, New York and Chicago, has been appointed foreign representative of Farm Life, Chicago.

## LIMA DAILY SOLD.

A controlling interest in the Lima (O.) Times-Democrat, an evening publication, has been sold by the Mehaffey heirs to A. Weixelbaum and L. S. Galvin, trustees for the purchasers. The paper is one of the most prominent Democratic papers in Ohio, and will be continued on Democratic lines.



ALEXANDER P. MOORE,

PUBLISHER OF THE PITTSBURGH LEADER.

## BALTIMORE PAPER MAY BE SOLD TO LAWYER.

It is reported that the Baltimore Democratic Telegram in the near future will pass under the management of George A. Frick, a well-known member of the Baltimore bar.

The Telegram, it is stated, will be continued as a Democratic organ and Mr. Frick's connection with the paper will not prevent his continuance of the practice of law.

Mr. Frick was a classmate of Mayor Preston.

The Dover (N. J.) Iron Era has passed away.

## LEWIS GOES TO BOSTON.

Paul L. Lewis, a member of N. W. Ayer & Son's copy department for a number of years, has resigned to become manager of copy for Wood, Putnam & Wood, Boston. Preceding his advertising experience, Mr. Lewis was a member of the editorial staff of the Philadelphia North American.

## TO ADVERTISE PIANOS.

L. S. French, formerly advertising manager of the Cole Motor Company, Indianapolis, has become advertising manager of the Eilers Piano House, having a chain of stores on the Pacific Coast, with headquarters at Portland, Ore.

## MOORE IS OUT STRONG FOR ROOSEVELT.

Alexander P. Moore, publisher of the Pittsburgh Leader, has come into special prominence in national political circles of late through his strong advocacy of a third Presidential term for Colonel Theodore Roosevelt.

Mr. Moore is one of the original Roosevelt men and Roosevelt supporters are relying to a great extent on his influence to induce their candidate to enter the field.

Medill McCormick, formerly of the Chicago Tribune, is temporarily in charge of the Roosevelt National Committee bureau, which opened its campaign in Washington on Wednesday.

## DECREASE IN STOCK OF PAPER ON HAND.

A decrease of 11,000 tons in stocks of news print paper is the feature of the December, 1911, report of the American Paper and Pulp Association to the commissioner of corporations. Stocks on hand at the end of the month were reduced to 27,640 tons, as compared with 33,669 tons at the end of December, 1910. Stocks have been steadily declining since the end of August.

The December, 1911, production was somewhat less than in October and November, at 102,549 tons. The shipments were 109,533 tons. The December returns cover fifty-one companies.

## A. P. A. DIRECTORS ARE RE-ELECTED.

The annual meeting of the American Press Association was held last week in New York and was largely attended by shareholders, as a consequence of reports that efforts at a contest in the election of directors would be made. The opposition turned out to be entirely nominal, and the former management, consisting of Courtland Smith, Albert Shaw, William M. Greene, William G. Brogan and M. F. Germond, was unanimously re-elected.

## ALL ONE CENT NOW IN KANSAS CITY.

The Kansas City Daily and Sunday Journal on Tuesday cut its subscription price from two cents to one cent a copy, and from ten cents to five cents a week by carrier or by mail.

The Star and Times on the same day announced a reduction on street sales of from two cents to one cent daily and from five to two cents on Sunday. The subscription price remains at ten cents for the thirteen editions of the week.

Kansas City now is unanimously a penny paper city.

## AUTO AD MEN CHANGE.

Brock Mathewson has resigned as secretary of the Wyckoc, Church & Partridge Company, New York, making the Commer truck. He was formerly Eastern manager of Collier's Weekly. Ray Giles, the advertising manager of the Commer truck, also has resigned and goes with the Blackman-Ross Company.

## RHOADS NOW IN CHARGE OF THREE PAPERS.

H. E. Rhoads, general manager of the Los Angeles Record and San Diego Sun, has also been appointed general business manager of the San Francisco Daily News, and now has direct supervision over three important afternoon California newspapers.

The Los Angeles Record is seventeen years old, the San Diego Sun thirty-one years, and the San Francisco Daily News is the youngest in the group, having been started nine years ago, but during this time it has won an important place for itself in the journalistic field of its state. The change in the management of the San Francisco Daily News has caused several important shifts on the Scripps Pacific Coast newspapers, of which all the papers are members.

F. A. Brockhagen has resigned the business management of the News to go into the real estate business, and is succeeded by R. M. Doppler, heretofore business manager of the San Diego Sun. Mr. Doppler was formerly connected with the advertising department of the Los Angeles Record and has risen rapidly in the last few years.

A. J. Copeland, formerly business manager of the Berkeley Independent, takes Mr. Doppler's place. M. S. Day, formerly of Detroit, remains as business manager of the Record.

To crown the distinction of being the general manager of three such important newspapers at one time Mr. Rhodes last week took unto himself a wife in the person of Miss Millie Brunning of San Francisco.

## CANADIAN PUBLISHER IS HONORED.

Philip Purcell, for the past six years editor of the Brandon Sun, was presented with a club traveling bag and \$250 in gold by his friends, when he sold his interests to P. C. Mitchell. Mr. Purcell has been a prominent figure in Brandon for twenty-four years. He first conducted a printing establishment and then became editor of the Times.

## BRENHAM NEWS LEASED.

The Brenham (Tex.) Daily News has undergone a change in management and will be transferred from the evening to the morning field. George Tucker, the sporting editor of the paper, has leased the News and its weekly edition, the Press, with his sons, J. A. and W. J. Tucker and Herbert Schulz. On March 1 the News will move to its new brick building on Main street.

## NO TOPEKA AMERICAN.

The promoters of the project to found a daily newspaper in Topeka, Kan., named the American, has abandoned the idea after preparations of several months.

The National Guard Magazine, Columbus, O., is another periodical to desert the ranks of the standard size magazines. It now appears in a form nine and one-half by twelve inches. J. L. Boeshans is the advertising manager.



HORACE B. RHOADS,

GENERAL MANAGER OF THREE SCRIPPS PACIFIC COAST NEWSPAPERS.

## COMPANY NOW OWNS IT.

The West New Brighton (N. Y.) Richmond County Advance, heretofore conducted by John Crawford, who founded it twenty-six years ago, has been taken over by a stock company, of which Mr. Crawford is president, W. G. Willcox, treasurer, and Edward H. Johnson secretary. The policy of the paper will remain the same as heretofore, and business will be carried under the title of the Richmond County Advance Publishing Company.

## WILL DO OWN PRINTING.

The Winkelman (Ariz.) Herald, which for some time has been printed by the Democrat, has ordered an outfit consisting of a press and other necessary equipment and will hereafter print its own paper.

## WILL ISSUE DAILY.

J. W. Curran, proprietor of the Weekly Sault Star, of Sault Ste. Marie (Can.) Weekly Star, will start the publication of a daily this month. For this purpose he is installing another line-type, in addition to his two other typesetting machines, and a Goss Comet perfecting press. Mr. Curran was formerly city editor of the old Toronto Empire and more recently city and news editor of the Montreal Herald.

## CITY BOOSTERS.

Edgar B. Piper, managing editor of the Portland Oregonian, has been elected president of the Portland Commercial Club. C. S. Jackson, publisher of the Journal, was elected vice-president.

## THE ITEM'S VICTORY FOR GOOD GOVERNMENT IN NEW ORLEANS.

One of the remarkable features of the recent political campaign in New Orleans was the fight for "good government" policies led by the New Orleans Item and its publisher James M. Thomson. The Item is held to be responsible for the final triumph of the "good government" candidates and Publisher Thomson is yet receiving the congratulations of the press and many individuals from every section of the country on his achievements.

Notably among the many newspaper compliments to this progressive and fearless Southern publisher is that by John Temple Graves in the New York American, who says:

"The New Orleans Item has fairly won its spurs as a fearless and progressive newspaper in the magnificent fight for good government which has just ended triumphantly in Louisiana.

The Louisiana Ring had a hold in that state as strong as the Pennsylvania Ring in Pennsylvania. It came down through lottery and reconstruction days until the present day. It has ruled the State with an iron hand. The Item led the fight of the Good Government League against this iniquitous organization.

"Clean registration honest elections and absolutely fair count of votes exactly as cast and a commission form of government for New Orleans and other cities were the issues which the Item pressed home daily with great force and admirable courage.

"With Publisher James M. Thomson directing, Marshall Ballard writing inspiring editorials, and E. J. Phelps tirelessly assisting, the Item carried the great burden of the battle, and has won the thanks and recognition of all the leaders for its indispensable work.

"The Good Government movement has defeated M. J. Foster for United States Senator with Congressman Joseph E. Ransdell.

"It has defeated John I. Michel, ward boss of New Orleans, for governor with Judge Luther E. Hall, and has fully provided for the defeat in February of James Y. Sanders, head of the State Ring, with Congressman Broussard for the other seat in the United States Senate.

"It is, perhaps, the greatest reform victory ever won in a Southern State.

"Thomson and Ballard of the Item are receiving the plaudits of the state and surrounding states, and the Item, already leading all New Orleans papers in circulation, has now assumed a leading and influential position among the great progressive newspapers of the South.

"The American extends its congratulations to its able and brilliant contemporary of the South."

Arthur Brisbane in the Evening Journal, too, gave considerable space to complimenting Mr. Thomson, saying: "In our opinion the chief credit is due to the individual energy of the New Orleans Item directed by James M. Thomson. The city is fortunate in having public opinion honestly expressed, public fights honestly conducted."

## ST. PAUL DAILY NEWS

Daily average circulation for January was 62,432 an increase of 8,605 over same month a year ago  
The Largest Circulation of Any St. Paul Newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Mo. Royce Bldg., 2nd Floor.  
G. O. DAVIES. Chicago. J. F. ANTISEI



# IT TOOK US FIVE YEARS TO DO IT!

BUT THE RESULT IS THE MOST SWEEPING VICTORY FOR INDEPENDENT JOURNALISM IN ALL THE HISTORY OF AMERICAN POLITICS!

The latest and most revolutionary phase of insurgent politics in America is the complete overthrow of the powerfully entrenched Louisiana State ring, easily the strongest old-style political organization in the entire Democratic South.

In the first primary Luther E. Hall, Good Government candidate for governor, defeated John T. Michel, ward boss of New Orleans, and one of the ring candidates, and Dr. James B. Aswell, candidate of Robert E. Ewing, boss of the Tenth Ward and present Democratic National Committeeman. The first primary saw the elimination of James B. Aswell, and John T. Michel was so badly distanced that he withdrew without further contest.

The Good Government people control the Legislature and will enact a commission form of government for New Orleans. They will utterly destroy the New Orleans City ring and will abolish the autocratic power which Louisiana gave the governor when white supremacy was restored in this State.

The NEW ORLEANS ITEM has made the fight for Good Government in Louisiana along the lines followed by the best insurgent newspapers of other sections of the country.

This paper has the greatest circulation of all the Louisiana papers, having a daily and Sunday press run in excess of forty thousand, and a weekly with a circulation of between twenty and thirty thousand. The Good Govern-

Senator Murphy J. Foster, dean of the conservative Southern Senators, was defeated by Joseph Ransdell.

Governor Jared Y. Sanders was led by ten thousand votes in the first primary by Robert F. Broussard for the other senatorship from Louisiana, and Sanders finally withdrew.

ment leaders recognize that the NEW ORLEANS ITEM was the factor that placed Louisiana in the vanguard with the most important insurgent victory ever won in the South, and the most sweeping ever won in any State in the Nation.

Louisiana has the richest soil of any State in the Union, and the best natural resources. Under better government it will go rapidly forward to the greatest destiny of any section in America.

*The New Orleans Item accepts advertising on an absolute guarantee of the largest circulation of any newspaper printed in Louisiana, OR NO PAY. 40 per cent of the people who read any New Orleans daily newspaper read THE ITEM. Think it over!*

**THE NEW ORLEANS ITEM, New Orleans, Louisiana**  
**THE JOHN BUDD CO. JAMES M. THOMSON ARTHUR G. NEWMYER**  
 Foreign Representatives Publisher Business Manager

## CANADIAN PRESS ASS'N ENJOYING PROSPERITY.

ITS ADVERTISING REFORM WORK  
 PROGRESSING—MEETING TO BE  
 HELD IN JUNE.

The Canadian Press Association has been enlarged by the election of sixty-nine new papers since its last annual meeting. These figures do not include the increases in membership that will result from the affiliation of the Western Canada Press Association. While the terms of this affiliation have been agreed to by the executive committees of both associations, the actual affiliation is not likely to be consummated until March 1, when the Western Canada Press Association enters upon another fiscal year.

The executive committee at its last meeting added the following to

If both volume and character of advertising unite—as they do in the columns of the

**NEW YORK MAIL**  
 EVENING

is it not well for an advertiser to use such a medium?

203 Broadway, NEW YORK.

the membership rolls: J. M. Southcott, editor Exeter Times; J. H. R. Elliott, publisher Blyth Standard; R. A. Semple, editor Tottenham Sentinel; A. S. Wigmore, secretary-treasurer Dominion Railway Guide Publishing Company, Toronto; Frank G. Kelly, manager Duns' Bulletin, Toronto;

G. H. Muir and Dr. Van Zant, advertising representatives Farmer's Advocate; J. H. Fawcett, assistant editor Burk's Falls Arrow; F. J. Wichwire, editor Crediton Star; William Dennis, publisher Halifax Herald; E. W. McCready, manager St. John Telegraph;

J. B. Lapointe, manager Le Canada, Montreal; H. A. Robert, advertising manager La Presse, Montreal; W. L. Boynton, Toronto, advertising representative La Presse, Montreal; P. D. Ayer, publisher Eastern Labor News, Moncton, N. B.; Clement Cormier, manager L'Evangeline, Moncton, N. B.;

J. W. V. Lawlor, manager New Freeman, St. John, N. B.; and Martin M. Condon, reporter South Shore Press, St. Lambert, Que.

The J. S. Robertson Company, Toronto; J. Walter Thompson Company, Ltd., Toronto; and the Noble Agency, of Vancouver, B. C., have been granted recognition by the Canadian Press Association. This increases the list of recognized agencies in the Dominion to nineteen.

Agreements to allow commissions to such Canadian agencies only as are recognized by the C. P. A. have been signed by fifty-two daily

papers, 133 weeklies and sixteen trade and class publications.

The annual convention of the C. P. A. this year will be held in Ottawa on June 5, 6 and 7.

## NEW SALEM DAILY.

S. A. Mandigo of Brockton will start a new daily paper in Salem, Mass. He has not decided whether it will be a morning or evening publication. Salem is a city of about 45,000 population and already has two daily papers.

## PUBLICITY MAN DEAD.

Theodore M. Leary, press representative and advance agent for the Henry W. Savage theatrical enterprises, died in Los Angeles Thursday, aged thirty-five years.

## NEW AUTO AD. MANAGER.

George T. Thompson has been appointed to take charge of the automobile advertising department of the Philadelphia North American.

## A BETTER LOCATION.

A. C. Wolfe, publisher of the Ashley (Ind.) News, has moved into a new location more centrally located and where he will be better able to handle his growing business.

## TWO SHERIDAN DAILIES.

The Sheridan (Wyo.) Post, a semi-weekly, will soon enter the daily field, giving Sheridan two daily papers.

## MAINE MEMORIAL CORNERSTONE IS LAID.

The cornerstone of the National Maine Monument, being erected at the entrance to Central Park at 50th Street and Eighth Avenue in honor of the battleship martyrs and the soldiers who fell during the Spanish war, was laid Thursday afternoon by Rear Admiral Leutze, commandant of the navy yard at Brooklyn.

The memorial is the gift to the city of the National Maine Monument Committee formed by W. R. Hearst and provided for through a popular subscription fund raised by the Hearst newspapers.

Largest Circulation that counts in

**MILWAUKEE**

The great prosperous middle class can be reached in the EVENING

**WISCONSIN**

was **44,766** Copies

A daily average increase of 3000 over the year 1910.

JOHN W. CAMPSIE, Business Manager.  
 Foreign Representatives:  
 CHAS. H. EDDY, EDDY & VIRTUE,  
 Metropolitan Bldg. People's Gas Bldg.  
 NEW YORK. CHICAGO.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 25c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

## MAIN OFFICES:

105 WEST 40TH STREET  
(Tilden Building) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 996 Main.

No. 938 FOR THE WEEK ENDING SATURDAY, FEBRUARY 17, 1912

## ADVERTISING ERA OPENS FOR THE CHURCHES.

With direct, traceable returns of 600 per cent. from a newspaper advertising campaign, the United Presbyterian denomination has decided to incorporate modern publicity as a part of its method of raising money for mission work.

Other denominations have taken up the subject—one interdenominational official group planning to spend \$50,000 within six months in newspaper advertising; and a group of business men determined to devote another \$50,000 to a year's magazine propaganda of this phase of church work.

At the same time, in connection with the Men and Religion congress in Washington next April, a publicity commission, on which are experts in newspaper advertising, as well as publishers and editors, is making a scientific study of the whole subject of the churches and the newspapers.

The story of the United Presbyterian advertising campaign, which has aroused interest in and out of the denomination, links up with an incident of human interest.

Last spring there were seven college and seminary trained young men ready to go to the foreign mission field. The board had no funds—only a deficit—and so was obliged to reject them. The little purposes of the seven seemed to be thwarted.

A Philadelphia business man, Mr. Sane, head of a large flour concern, took up the advertising of the case entirely at his own expense. He is known as a skilled advertiser in business, although this work was done anonymously, or under the pseudonym of "George Christopher."

The advertising got the results—and shook up the conservative old United Presbyterian denomination as nothing else had done for a generation.

Out of this successful United Presbyterian campaign has grown a

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

wide interest in the subject of advertising religion. Other mission boards are taking up the question seriously. Individual Christian enterprises are going in for vigorous, modern advertising.

Most sensational of all is the plan of a group of laymen with Mr. Shane at the lead to spend \$50,000 in a year's display advertising of missions. They expect to arrest the attention of the nation by an advertising presentation of foreign missions, especially in its humanitarian aspects.

The allied home mission boards of the United States have lately been in conference in New York over a definite plan for spending \$50,000 in a short-term publicity campaign this year. This project even more than the campaign for foreign missions will put the official stamp of the united denominations upon newspaper advertising.

Special religious meetings, like those run by the Chicago Laymen's Union, have frequently taken large space in the daily newspapers. Many evangelists have adopted this method. The Men and Religion Movement has quite generally used paid advertising space in the papers, as well as co-operating with the press in covering the meetings.

Occasionally, local churches have advanced beyond this conventional low-line notice of Sunday services into the realm of display advertising. In some communities the churches are accustomed to having their notices printed free, foregoing the publication of real news to secure this doubtful privilege.

The experience of the most alert pastors in the largest cities, and the practical judgment of the laymen, favor running the business of religion on a business basis.

As one layman remarked: "Every congregation has a certain enterprise to maintain, and for this seeks the co-operation of the public. The time and place of its services, the name of the preacher, and any other special facts which it would be profited by having the

public know, should be advertised and paid for."

The only way of carrying this information to all the people is through the daily newspaper. Let the congregation pay for these notices just as it pays for its steeple or for the notice board at the door. Then the real news of its activity and interests it may expect to have published in the news columns.

## NOTE AND COMMENT.

Among all newspapers certainly the most curious is that called "The Mendicants' Journal," which has begun a semi-annual publication in Paris.

It is presumably intended for restricted circulation among the "elect," but copies of it have been seen and the government may commence operation on its own account tending to suppression.

The columns are full of advertisements of which the following are samples: "Wanted—A blind man to play the flute." "At Once—A cripple to supplicate in wealthy districts. One preferred who has lost his right hand. Person applying must have references and give bond for good faith."

The newspaper also offers to supply lists of centers where begging may be pursued most profitably, with names of persons who may be approached. Facilities for obtaining costumes suitable for cold weather beggary are hinted at.

Also a beggar well recommended and able to pay may obtain at the bureau of information of the paper a list of important weddings, baptisms, burials, and givers of social functions, together with servants who may be "worked," arrivals of distinguished people, and so on.—Chicago Tribune.

During the month of January, 1912, the New York American published 66,456 lines of automobile advertising, which was a gain of sixty-five per cent. over the same month of 1911. In total advertising the American made a substantial gain in comparison with the same month of last year.

The Chicago Record-Herald last month had the biggest amount of advertising ever carried in a January in its history. Its total business for the month amounted to 2,247 columns.

A short paragraph in the Glasgow Herald recently called attention to the "eccentric" spelling of an enameled street sign on a prominent thoroughfare of that city; and a correspondent pointed out in the next issue that at 11:15 a. m. the authorities had put a workman on the job of changing it.

Evidently the reason Glasgow is rated so highly as a well-governed city is because it is watched so closely by its newspapers.

During January, 1912, the Pittsburgh Sun showed a total gain of 4,957 inches in paid advertising as compared with the same month of 1911.

The Hartford Courant's "Made in Hartford" edition, was issued on Monday, and contained articles

concerning the industrial growth of Hartford which will be found peculiarly appropriate and valuable at this time.

One of the papers in Germany is named the Naturwissenschaftliche Wochenschrift, and it would be quite interesting to know how the newsboys get around it when they are yelling an extra.

## EDITORIAL AND NEWS WORK DISTINCT CALLINGS.

James F. Hudson, associate editor of the Pittsburgh Dispatch, Monday night gave a talk on editorial policy and the principle of which it is framed before the class in journalism of the University of Pittsburgh.

Mr. Hudson defined editorials as a comment and discussion on any subject of interest, and particularly on those subjects that are of especial interest to the locality in which the paper is published. The news function consists of the gathering and statement of facts and events of human interest.

The news has the purpose of information and the editorial of discussion and controversy. He argued that it followed that the two fields are distinct and separate. In practical operation they must work co-ordinately and co-operate, but that one should not usurp the function of the other.

## A SCHOOL BOY'S IDEA OF A NEWSPAPER.

"Out of the mouths of babes," etc. Quaint in form but without a distinct evidence of latent newspaper talent is this little essay of a 15-year-old boy in a Boston school.

### THE DAILY PAPER I READ.

The daily paper that I read is, I believe, the best.

I do not say that because it happens to be my father's preference, because I believe it to contain more real true news than any other paper. I have read pretty steadily other papers, but on reading a piece of news, perhaps startling, one day, I found out the next it was untrue—a fault rarely found in this paper.

The paper does not lack interesting columns, for it has a number of them, among them being a column of Editorial Points, which, besides being witty, will give you today's news at a glance. It has several first-class cartoons, executed by such people as Wallace Goodsmith. A continued story is also a feature; a short history and a poem. A sporting page, conducted by well-known and reliable men, will keep you up to the minute in that particular.

The Sunday edition is made especially attractive by an editorial written by a man who signs himself "Dudley." These are a few of my reasons for liking this paper, and I hope I have done full justice to the Boston Globe.

Not many years from now, perhaps, the author of this boyish essay may be an editor charged with the responsibility of furnishing inspiration for the youngsters of another generation.

Dr. Washington Frothingham, the acknowledged dean of American journalists, pays THE FOURTH ESTATE the following compliment:

"The best proof of my opinion of THE FOURTH ESTATE is found in the fact that I have been a subscriber ever since it began, and I expect to continue indefinitely simply because I like it."



## PURELY PERSONAL.

Don C. Seitz of the New York World was a speaker last Saturday evening at the dinner of the School of Commerce, Accounts and Finance of New York University.

Alanson Chase Duell, treasurer and general manager of the Niagara Falls (N. Y.) Gazette, has announced his engagement to Miss May Stuart Brock of North Tonawanda. The wedding will be solemnized in the near future.

John Ross Robertson, publisher of the Toronto Telegram, has presented to the Toronto Public Library a collection of historical pictures valued at \$30,000.

Sir McKenzie Bowell, proprietor of the Belleville (Can.) Intelligencer, has just celebrated his eighty-fifth birthday.

John W. Barnhart, until recently general manager of the Star League Newspapers, is now connected in an executive capacity with the Minnesota & Ontario Power Company, paper manufacturers.

Willard E. Binford, advertising manager for the Pawtucket (R. I.) Times, made a business trip this week to New York and Philadelphia.

George Eugene Bryson of Havana is now looking after the Cuban territory for the New York Times.

George W. James, publisher of the Bowmanville (Can.) News, is convalescing from a two-months' illness.

Wesley A. Stanger, founder of the Office Outfitter and ex-editor of Office Appliances, is now acting as the Philadelphia representative of the Royal Typewriter Company.

C. B. DeWitt, advertising manager of the New York Herald, has returned from a trip abroad.

Dr. Ng. Poon Chew, editor of Chung Sai Yat Po, the San Francisco newspaper, has reached New York on his lecturing tour.

C. D. Morris, editor of the St. Joseph (Mo.) Gazette, has declined the Republican nomination for governor.

W. A. Hutton, formerly publisher of the Tilbury (Can.) News, has been appointed clerk of the town. He was at one time with the Toronto Globe.

Walter E. Knight, formerly of the Binghamton (N. Y.) Republican, is making good as a printer in that city. He is at the head of the Quality Press.

Rev. J. Wilbur Milner, editor of the Baptist Commonwealth, is temporarily conducting the affairs of the First Baptist Church of Haddonfield, N. J., pending the appointment of a pastor.

Daniel O. Nolan, editor of the Yonkers (N. Y.) Gazette, is recovering from an attack of the gripe.

When well enough he intends to go on a trip to Florida with Mrs. Nolan.

Erman J. Ridgway, publisher of Everybody's Magazine, is spending some time yachting in Cuban waters.

G. B. Dakin of the Truro (Can.) News was recently given a reception by his fellow workers and presented with a fountain pen.

Frank Garrel, editor of the Quebec Daily Telegraph, has left on a trip around the world.

Samuel Du Bois of the J. C. Wilberding Company's New York office has just returned from a business trip to Washington and Baltimore.

## J. G. GIBBS FREED OF BANKING INDICTMENTS.

Friends of James G. Gibbs, former publisher of the Norwalk (O.) Reflector, will be glad to learn that he has been discharged from the last of the indictments resulting



JAMES G. GIBBS.

from the failure of the bank, of which he was unfortunately president, four years ago.

There were yet three untold indictments, but these were dropped and he had already been released of the others by former acquittals.

On one phase or another of the prosecutions against Mr. Gibbs, eighteen different judges and several juries rendered verdicts, and every one was favorable to him and an acquittal. Mr. Gibbs says he lost his fortune during the panic of 1907 in the downfall of the bank and in industries with which he was connected, but "is still in the ring, in good health, a serene frame of mind and optimistic as to the future."

## AD MAN TRANSFERRED.

Channing R. Toy, of the Chicago advertising office of the American Magazine, has been transferred to the New York office of that periodical. His place in Chicago is taken by C. S. Burgess, formerly New England sales manager for George P. Ide & Co., collar manufacturers.

## IN THE PUBLIC EYE.

Walter C. Hamm, formerly connected with the Philadelphia Press and the New York Tribune, has been nominated by President Taft to be American consul at Newcastle-on-Tyne, England. Mr. Hamm for the last nine years has been the American consul at Hull, England.

E. N. Dingley, managing editor of the Kalamazoo (Mich.) Telegraph-Press, may be nominated by the Republicans of his district for Congressman.

P. T. McGrath, editor of the St. Johns (N. F.) Evening Chronicle, has been elected to a seat in the upper house of the Newfoundland Legislature.

E. L. Rainey, editor of the Dawson (Ga.) News, has declined the nomination for state railroad commissioner.

M. T. Stokes, editor of the Potter (Pa.) Enterprise, is a candidate for the Republican nomination for the legislature.

W. W. Pittard, editor of Almonte (Can.) Times, is now mayor of his town.

John Richardson, assistant editor of British News of Canada, published in Montreal, has been appointed publicity commissioner for McLeod, Alta.

C. Watt Brandon, proprietor of the Kemmerer (Wyo.) Camera, is being boomed for the chairmanship of the Republican State Central Committee.

Charles Jenkins, city editor of the Chatham (Can.) Planet, has been appointed a representative of the board of education of the public library commission.

## WEDDING BELLS.

Joseph B. Peebles, vice-president of the Cross-Gilchrist Advertising Company, Cleveland, was married at Covington, Ky., last week to Miss Nellie Vandervort.

A. P. McDowell, publisher of the Daysland (Can.) Press, was recently married to Miss Agnes Barner of Wetsakawin.

F. J. Pratt, editor of the Earl Gray (Can.) Coronet, and Miss Grace Hawkes have been married.

## LEAVES TRADE PAPER WORK

Lewis C. Randolph, recently of the advertising staff of the Railway Age-Gazette, New York, has been appointed advertising manager of the Corrugated Bar Company, of Buffalo. This concern moved its headquarters from St. Louis last October.

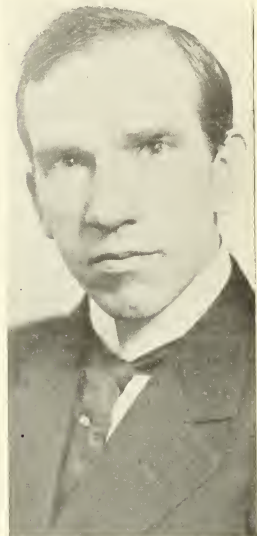
## VISITORS IN NEW YORK DURING THE WEEK.

Chandler Diehl, advertising manager of the San Antonio (Tex.) Light.

Otto B. De Haas, president the United States Circulation Company, Waterloo, Ia.

## JOE RYAN'S SUCCESSOR.

This is an excellent portrait of Walter A. Birmingham of Chicago, who succeeds to the head of the advertising business founded by the late Joseph E. G. Ryan and provided for in the lat-



WALTER A. BIRMINGHAM.

ter's will to continue under the name of Joseph E. G. Ryan, Inc., with Mr. Birmingham as president.

Mr. Birmingham was associated with Mr. Ryan since the latter first entered the newspaper and advertising business, and was his right hand assistant in all his enterprises and undertakings, which included the building up of the automobile advertising department of the Chicago Inter-Ocean to its present proportions, besides the press representation of various expositions, automobile exhibits and horse shows.

Mr. Birmingham will continue the latter's work in all these capacities, including work on the Inter-Ocean, and good evidence that he is a worthy successor to his old associate is to be seen in the success he made of the publicity end of the recent automobile show in Chicago, of which he was in charge.

## AN EXCELLENT TONIC.

H. L. Inman of Boston writes: "I am convalescing from an illness which has shut me in my home for a number of weeks, being able to do little except read. The FOURTH ESTATE's regular visits have been more than welcome."

## MARYLAND MERGER.

The White Hall (Md.) Press has been merged with the Towson (Md.) Jeffersonian.

## BUSINESS OPPORTUNITIES.

\$5,000 cash to invest in a Democratic daily or weekly newspaper property, Mississippi Valley locations preferred.

Proposition C. S.

C. M. PALMER.  
NEWSPAPER BROKER,  
277 Broadway, New York

## DO YOU WANT TO SELL OR BUY

### A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City

## NEW ENTERPRISES.

CHICAGO.—The Fan, a weekly for those interested in sport and the stage, made its first appearance February 1.

ALHAMBRA, CAL.—Sherman W. Doty, formerly of the Three Rivers (Wis.) Daily Commerce, has started the Weekly News here.

SNEEDVILLE, TENN.—The first newspaper in Hancock County is soon to appear here.

MARLINE, CAL.—Mrs. J. S. Doolittle will shortly start a paper called the Maiden.

DES MOINES, IA.—The State Manufacturers' Association now has a publication known as Iowa Factories. G. W. Wrightman, the secretary, is editor.

NASHVILLE, TENN.—The Pilot is the name of a paper about to be started by the inmates of the local prison.

MAXWELL, CAL.—Harden & Hardwicke are the owners of a new paper called the Tribune.

FOWLER, COLO.—W. A. Hopkins has started a newspaper here called the Advertiser.

SANDY HOOK, KY.—The Democrat, published by R. L. Thompson and R. C. Parson, has succeeded the Mountain Echo in the local field.

FLORA, IND.—The Carroll County Press has just made its appearance here.

BYRN MAWR, PA.—The Suburban Publishing Company has sold the Record to Robert J. Wilson, its editor.

PIPESTONE, MINN.—The Peace Pipe is a new paper in the Indian language.

MELVIN, IA.—Charles W. Scott has started the Argus. He was formerly connected with the Tribune.

PHILO, ILL.—S. T. Browne and W. O. Markham are about to start the Herald as a weekly.

SEATTLE, WASH.—The State Retail Grocers' Association in recent convention decided to have a new trade paper. The editor will be A. W. Bowers.

WENDELL, N. C.—Preparations are being made for the establish-

## FOR SALE.

FOR SALE: At a great bargain, one John J. Claus, Webb Printing Press, in excellent condition. Having two other presses we can spare this one. Will print any paper, four to eight pages, about 8,000 per hour. Size—11 ft. long, 6 ft. wide, 7 ft. high. Prints either 7 or 8 columns, with quarter fold. Price \$2,500.00, at 100 Fifth avenue, Chicago, Illinois. Illinois Publishing Company.

FOR SALE: One Mergenthaler Linotype No. 1, quick change magazine, carries one magazine with full face and right face change lever, in excellent repair. Used now, price, \$1,500.00, at 100 Fifth avenue, Chicago, Illinois. Illinois Publishing Company.

LINOTYPES FOR SALE: Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

MODEL 2 LINOTYPE FOR SALE: Complete with 2 magazines containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad Street, Charleston, S. C.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines: 6, 8, 10 and 12 pt. matrices, Rogers' Tabular Attachment. Address: Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Press Publishing Co., Sydney, N. S. Canada.

ment of a weekly newspaper at this place by a corporation known as the Wendell Publishing Company. Oscar Griswold, M. C. Todd and C. P. Bullock are among the incorporators.

HAVANA, CUBA.—The Cuban Trades Publications Company, Ltd., is preparing to start a weekly called the Cuban Sugar Review.

PHILADELPHIA.—Society is a new semi-monthly publication.

LIBERTY, CAN.—Leo Bronson of the Craik News and the Brock News has started a paper of the same name here.

MADISON, WIS.—A Western edition of the Holstein-Friesian World has made its appearance.

NORMANDY PARK, GA.—The Press is a new weekly edited by A. M. Bennett and J. R. Ballenger.

ORANGE, N. J.—The Century Press is just out with its first edition.

MUNSON, CAN.—The Mail has been established here by Homer Mohr of Stettler.

MAGNOLIA, ARK.—The Columbia Printing & Publishing Company has begun to issue the Liberator, a weekly.

MAXWELL, CAL.—The Tribune is a new weekly for this town.

HENDERSONVILLE, N. C.—M. L. Shipman, state labor commissioner, has established the Western Carolina Democrat.

LANSING, MICH.—The Michigan School for the Blind has started a magazine.

LA COMBE, CAN.—J. H. Malcom of Neepawa has launched a new Conservative paper in this town.

HOBART, N. Y.—Archie A. Bernard has resigned from the Oneonta Star staff to start a weekly newspaper here, his home town.

NORTH BATTLEFORD, CAN.—The

## SITUATIONS WANTED.

## TO PUBLISHERS

have you ever considered the importance of a comprehensive cost system? We have the most complete newspaper accounting system ever operated. Take a certain branch of your business; advertising, circulation, manufacturing, statistical, or any other, and let us demonstrate the efficiency of our methods. The Publishers Specialty Co., 716 Chestnut Street, Philadelphia, Pa.

## MANAGING EDITOR.

Young man, ambitious, energetic, with thorough knowledge of newspaper work, desires position of managing editor of AFTERNOON newspaper in city of 40,000 to 40,000. Carolinas or Southeast preferred. Best references. Address "Ambitious," care The Fourth Estate.

## EDITORIAL WRITER

wants engagement on conservative, respectable daily or weekly, of either political party. Small city or country paper preferred. Address J. T. Munson, 407 West 23rd Street, New York City.

Competent, experienced young man wants position of city, state or telegraph editor of AFTERNOON newspaper in city of 25,000 to 50,000 in South or Southeast. References. Address "Southern," care The Fourth Estate.

## CAN YOU USE

the services of a young man, 25 years old, married, who has had 5 years' experience in agency work and 2 years in a printing office? Can be very valuable as assistant advertising manager or office man in an agency. A correspondent and accountant. Salary, \$25.00. Address F., Box 25, care The Fourth Estate.

## WEB PRESSMAN.

A pressman who is familiar with all makes of newspaper web presses wants a position. Able to take charge. Best of references. Address Regde, care The Fourth Estate.

An able, aggressive, forceful young "fellow" now in charge of the circulation of an important southern newspaper wants a larger opportunity and asks us to announce that he knows distribution, has had a wide experience in circulation on successful dailies and will guarantee "maximum results" at small cost. Address Snagwey, care The Fourth Estate.

Optimist has been started here by Harry Handley, late of the Unity Courier, and Mr. Gillispie, a cartoonist.

DES MOINES, IA.—J. J. Long, of Oceola, is about to launch the Road Maker.

ROVERSFOOD, PA.—The Tribune is about to appear under the direction of George Shade.

CARLSTADT, CAN.—Progress is the name of a new paper edited by Calvin Goss of Backus.

RUFF, WASH.—The Review has been established here by C. W. White.

BISMARCK, N. D.—G. B. Whitehead of Williston is about to start a new weekly called the Jacksonian here.

TORONTO, CAN.—Birch's Magazine is a new monthly. Arthur Birch is the publisher and offices are at 77 Victoria street.

COTTON PLANT, ARK.—The Banner is a new paper for this town. For the present it is being printed at the plant of the Brinkley Citizen.

SAVERSVILLE, KY.—S. S. Flann has begun the publication of the Kentucky Mountaineer.

LIMON, COLO.—The Express is a new paper issued by Mr. and Mrs. J. J. Missemmer and W. T. Kemp.

## BUSINESS HELPS.

WINTHROP COIN CARDS are used by the leading dailies in all parts of the country.

## Classified Collections

on daily newspapers can be handled at a minimum of expense by the use of Winthrop Coin Cards. Your present collecting system can be bettered. Write us for samples, prices and particulars.

THE WINTHROP PRESS,  
Coin Card Department,  
60 Murray Street, New York City.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,  
32 LIBERTY STREET,

Branches:  
732 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## AMUSEMENTS.

ALHAMBRA, 126th street and Seventh avenue, Vaudeville.

ASTOR, 45th street and Broadway, "The Red Widow."

BELASCO, 44th street and Broadway, "The Return of Peter Grimm."

BROADWAY, 41st street and Broadway, Weber and Fields.

BRONX, 19th street and Third avenue, Vaudeville.

CASINO, 39th street and Broadway, "Samuray."

CENTURY, 62d street and Eighth avenue, "The Garden of Allah."

COHAN, 43d street and Broadway, "The Little Millionaire."

COLUMBIA, Broadway and 62d street, Vaudeville.

COMEDY, 41st street and Broadway, "Bunny Bells the Strings."

COLUMBIA, 47th street and Broadway, Burlesque and Vaudeville.

CRITERION, 44th street and Broadway, "Elevating a Husband."

DALY'S, 30th street and Broadway, "The Fatted Calf."

EMPIRE, 40th street and Broadway, "Cousin Kate."

FULTON, 46th street and Broadway, "The First Lady in the Land."

GALT, 60th street and Broadway, "Opera 666."

GLOBE, 46th street and Broadway, "Over the River."

HARRIS, West 42d street, "The Talker."

HERALD SQUARE, Broadway and 35th street, "The Millionaire."

HIPPODROME, 44th street and Sixth avenue, "Around the World."

HUDSON, 44th street and Broadway, "I've Come From Milwaukee."

HURDIG & SEAMON'S Music Hall, 125th street. Feb. 12 to 17, Al. Reeves' Columbia Amusement Company in Refined Burlesque.

KEITH & PROCTOR'S FIFTH AVE., 28th street and Broadway, Vaudeville.

KINEMACOLOR, 40th street, near Broadway, Coronation in Colors. Coming. The Durbur.

KICKAPOO, E. R., 38th street and Broadway, "Kismet."

LIBERTY, Broadway and 42d street, "The Opera Ball."

LIVELY, 45th street and Broadway, "Green Stockings."

LYRIC, 42d street and Broadway, "Little Boy Blue."

MANHATTAN OPERA HOUSE, 34th street and 8th avenue.

"I've Come From Milwaukee."

MAXINE ELLIOT'S, 39th street and Broadway, "The Bird of Paradise."

METROPOLITAN OPERA HOUSE, Broadway and 39th street. Grand Opera.

MURRAY HILL, 42d street and Lexington avenue, Burlesque and Vaudeville. Feb. 19 to 24, Al. Reeves' Columbia Amusement Company in Refined Burlesque.

NEW AMSTERDAM, West 42d street, "The Trail of the Lonesome Pine."

PARK, 59th street and Broadway, "The Queen Girl."

PLAYHOUSE, 48th street and Broadway, "Bought and Paid For."

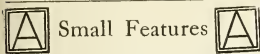
REPUBLIC, West 42d street, "The Woman."

WALLACK'S, Broadway and 30th street, "Disraeli."

WINTER GARDEN, Broadway and 50th street. Big new musical entertainment. 39TH STREET, near Broadway, "A Butterfly on the Wheel."



## CIRCULATION BUILDERS.



Use the famous "Adams Features," among which are Walt Mason, Ed Martin, Ruth Cameron, George Fitch, "Zimmi," Kann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

**Adams Newspaper Service,**  
Peoples Gas Building, CHICAGO.

Newspapers can flash us day or night on

## QUERY WORK

Bang up service. "Gotham Gossip" has them all going. Do you get it?

**NATIONAL NEWS SERVICE,**  
9 East 26th St., New York.

## EXTRA SERVICE.

Our clients get something besides mats and proofs of our daily illustrated service. They get the close individual attention that insures satisfaction.

**THE CENTRAL PRESS,**  
CLEVELAND.

CENTRAL PRESS TO GIVE A  
SPECIAL SERVICE.

V. V. McNitt, general manager of the Central Press, Cleveland, on Monday will begin a trip through the Central and Southern states to continue several weeks. He will visit all the principal cities, including Detroit, Chicago, St. Louis, Indianapolis, Louisville, Memphis, Nashville, Birmingham, Montgomery, New Orleans, Atlanta, Atlantic Coast cities as well as a number of smaller cities.

He will make a close study of political sentiment in each of the states visited and will write for his service's clients a series of stories embodying the information gained. These stories will be made entertaining and will be well illustrated. It is likely that considerable other material for correspondence will be found and used.

Mr. McNitt covered the McNamara trial at Los Angeles last fall and secured considerable interesting feature matter for his service.

## NEWSIES TO PETITION.

The news boys of New London, Conn., have formed a league which will present to City Prosecutor Cordin a petition asking that an ordinance be passed placing the minimum age at which boys may sell papers on the streets at night at fourteen years.

## TO HAVE OWN BUSINESS.

R. F. Ayers has resigned as advertising manager of the Bush Terminal Company, New York, to go into business for himself. No successor has been appointed.

## BUILDING UP THE CIRCULATION.

La Patrie, of Montreal, has just closed a successful subscription voting contest. Prizes valued at \$12,000 were awarded. They included two automobiles, eight pianos, two player-pianos and eight sets of furs. The contest was conducted by the United States Circulation Company.

The Maine (Pa.) Republican recently held what it termed a circulation boosting week, during which time several attractive premiums were offered new subscribers. One of the best pulling premiums offered was a ready reference world map printed in colors and offered to any subscriber renewing for six months in advance, or to any new subscriber for the same period.

A popularity contest was just worked successfully by the Newark (N. J.) Union-Gazette. This contest was of the variety in which the contestants and their friends solicited subscriptions which were good for coupons to be voted in the contest. A long list of merchandise prizes were offered in the contest.

Over 5,000 new subscriptions were recently added to the list of The Farmers' and Drovers' Daily Journal of Chicago by a voting contest. More than 140 contestants, located in the states of Illinois, Wisconsin, Iowa, Michigan and Missouri, took part in this contest.

The Waterloo Sentinel, the Port Hope Times, Galt Reformer, Hamilton Herald and the Curling Bay Western Star, all of Canada, are conducting circulation promotion contests.

Alleging that the agents of an opposition paper have attempted to "cajol and intimidate" candidates in its "20,000 Club" contest, by offering rewards of diamond rings, watches, etc., to withdraw from the contest, the New Haven Times-Leader has offered a reward of \$1,000 to the person who will furnish sufficient information to convict the party responsible for the intimidation. "Five hundred dollars will be paid for information sufficient to cause the arrest or a civil suit against said person."

The Times-Leader awarded one season pass and ten single admission passes for baseball games of the Connecticut State League this season as prizes in a baseball puzzle contest.

The Cleveland Plain Dealer is giving as a premium a vacuum carpet cleaner for \$5.75 in cash.

The South Porcupine (Can.) Press has begun to issue a daily edition.

## MALLORY AND McBEE TO RETIRE FROM THE CHURCHMAN.

It is understood that a number of laymen representing the strong parties of the city have about completed negotiations to buy the Churchman, of New York, and that M. H. Mallory, president and principal stockholder, and Silas McBee, editor of the publication for sixteen years, will retire.

Roland H. Mallory, vice-president and business manager, said yesterday, however, that any announcement of a sale or of the choice of a new editor would be premature at this time, and he did not care therefore to give the names of the prospective purchasers. Two of them, it is known, are Francis C. Huntington, son of the late rector of Grace Church and one of that church's vestrymen, and George Zabriskie, who is associated with Trinity parish.

The Churchman has been owned by the Mallorys since 1866. At that time Rev. Dr. George Scoville Mallory became its editor, and a short time later with his brother, H. Mallory purchased it. Since the death of Dr. George Mallory in the year 1897 Marshall H. has been assisted by his nephew, Roland H. Mallory as business manager.

## ATLANTA CONSTITUTION TO HAVE REMODELLED HOME.

At the usual annual meeting of the Atlanta Constitution Publishing Company the stockholders authorized the completion of the work now under way, which, when through, will give the Constitution one of the most complete newspaper buildings in the South. The present building will be entirely remodelled.

The same board of directors was re-elected, as follows: Clark Howell, chairman and general manager; Roby Robinson, Albert Howell, Jr., E. R. Black and Henry W. Grady.

## NEWS COMPANIES MERGE DEPARTMENTS.

The New York News Company's books, stationery and novelty departments has been merged with the American News Company.

While the country periodical, stationery and novelty departments are consolidated with those of the American News Company, the New York News Company will continue at 110 West 32d street, where the city periodical business will be continued hereafter.

J. Howard Rhoades of the New York News Company will continue with the American News Company, assisting in the conduct of the stationery and general merchandise department of that business.

## COMPANY ORGANIZED IN NEW CASTLE.

The New Castle (Pa.) News Company has just been organized by Fred L. Rentz. It will take over the Evening News, established in 1880. Mr. Rentz has been the editor of the paper.

## CIRCULATION BUILDERS.

## There is no Royal Road to CIRCULATION Success

It's intelligent, well directed labor every time that lands the bacon. After studying distribution problems for the last 20 years of my life I think I'm moderately equipped to assist the aggressive circulator or the progressive publisher. Use a stamp to tell me the situation and if agreeable to you I'll suggest a plan which will produce the results desired at small cost

**S. BLAKE WILSDEN**  
CIRCULATION FEATURES,  
32 S. Wabash Ave., CHICAGO.

## SPORTING NEWS.

Every run, every put out, every race, every sporting event—get it kind by direct wire ON THE SECOND! Why not connect with

## A LIVE WIRE.

**National News Association**  
200 William St., NEW YORK CITY.

## For EDUCATIONAL

## CONTESTS use the

## Tell-us Tellurian

## SOMETHING ORIGINAL

**CARL MACK MFG. Co.,**  
41 Cortland Street, NEW YORK.

## THE UNITED PRESS.

**BEST Telegraph News**  
Services for Afternoon and  
Sunday Morning News-  
papers. General Offices,  
World Bldg. NEW YORK

## WILL ISSUE A DAILY.

George T. Browne of Paducah, Ky., has purchased the Chickasha (Okla.) Journal from J. W. Kayser, and will start the publication of the Chickasha Daily Star. Mr. Browne has been business manager of the Paducah News-Democrat for a number of years. He will himself manage the business, but will have as the chief of his editorial staff Cad Allard, a veteran newspaper man. The Star will be independent politically.

## BUYS MAGAZINE STOCK.

Arthur A. Hinckley has purchased an interest in Home Life. Mr. Hinckley, who until very recently was connected with N. W. Ayer & Son, will make his headquarters in Chicago, covering the Western field for his publication in an advisory capacity. Mr. Hinckley was at one time in the newspaper business.

Have you seen "Flaneur"?  
It's the best feature for editorial pages in America.  
Manz's Sunday cartoons are something new.  
Best daily Washington letter  
Samples of all of these for a postal card.  
If your paper is not represented in Washington write us.

## AMERICAN TELEGRAPH PRESS

307-12 District National Bank Bldg., Washington, D. C.

Complete telegraph and telephone "pon" and special news reports for morning and afternoon dailies.

## THE WINSTON - SALEM JOURNAL COMING TO THE FRONT.

Notable among Southern newspapers during the past few months has been the growth of the Winston-Salem (N. C.) Daily and Sunday Journal, which has just announced the appointment of Harry C. Griffith of the Brunswick Building, New York, as special representative in the foreign field.

A year ago the Journal was a struggling daily, printing six pages every morning except Monday and eight pages on Sunday, usually by using a page or so of office advertising. Now it has eight or ten pages every day, with sixteen to twenty-four on Sundays.

The revolution in the Journal came about last summer, when Harry F. Aitchison, who for two years had been circulation manager, was placed in charge. An Associated Press franchise was secured, the reporting force strengthened and the New York Evening Telegram feature service was added to both daily and Sunday editions. The Journal grew steadily all winter.

## A. A. C. A. HAS A VIGILANCE COMMITTEE.

The executive committee of the Associated Advertising Clubs of America has approved of the appointment of a national vigilance committee to fight fraudulent advertising. The President, G. W. Coleman, has named the following to compose the committee:

Alfred W. McCann, chairman; Francis H. Leggett & Co., 100 Hudson street, New York; A. M. Candee, National Enameling & Stamping Company, Milwaukee, Wis.; Lewis H. Clement, Currier Building, Toledo, O.; F. J. Cooper, San Francisco; J. L. Hill, 823 Mutual Building, Richmond, Va.; Jesse H. Neal, St. Paul Roofing & Cornice Company, St. Paul, Minn.

William F. Parkhurst, Atlanta; John Irving Romer, Printers' Ink, New York; H. H. Stalker, 534 the Nasby, Toledo; E. R. Stotts, 720 Sixth avenue, Des Moines, Ia.; J. C. Woodley, General Roofing Company, East St. Louis, Ill.

## THE SPEECHLESS SPHINX.

A dinner at which there was no dais for distinguished speakers, and no distinguished speakers, or speakers of any other kind, and no toast-master, or master of ceremonies, was given by the Sphinx Club at the Waldorf-Astoria Wednesday night. The members decided that they wished to hold a perfectly novel dinner and hit upon that way to do it.

About 500 members of the club and their wives were present, but instead of listening to the oratorically inclined they danced. Besides the Sphinx dance there was a leap year dance, in which the ladies had to choose their partners.

## AT PROMOTION WORK.

Clarence R. Lindner, formerly with the Cheltenham Agency, has become promotion manager of the Cleveland Leader and the Toledo Blade.



ANTON C. WEISS,

PUBLISHER OF THE DULUTH HERALD,  
WHO MAY BE NOMINATED FOR UNITED STATES SENATOR.

## WHEN THE NIAGARA ICE BRIDGE BROKE.

The recent Sunday ice bridge tragedy at Niagara Falls resulted in a pretty compliment being paid to William R. Meldrum, city editor of the Niagara Falls Journal, who is the Associated Press correspondent in that city.

Mr. Meldrum wrote the story of the tragedy that caused the death of three persons which appeared in practically every large daily Monday. It was one of the best written stories carried in some time by the "A. P." and last Saturday Mr. Meldrum was summoned to New York, where he received the congratulations of his superiors.

The Niagara Falls Gazette, which is an afternoon newspaper and does not publish on Sunday, achieved the

feat of rounding up its reporting and mechanical staffs and within three and a half hours after the accident issuing an "extra."

Not only this but the Gazette sent several thousand copies of the extra to Buffalo where newsboys found a quick sale for them at from five to ten cents each. Heretofore when anything big broke at Niagara Falls, it was usually the Buffalo papers that appeared first in the streets of Niagara.

## WILL REMODEL BUILDING.

George C. Hughes, editor and proprietor of the East Stroudsburg (Pa.) Press, has purchased a property near the post office in that town and will have it remodeled as a home for his newspaper.

The Charleston (Ill.) Plain Dealer is installing a new Duplex press.

## THE RURAL WEEKLY OF THE CLOVER LEAF FAMILY.

The Rural Weekly, of St. Paul, a member of the Clover Leaf group of newspapers published by L. V. Ashbaugh, made much progress last year. Its circulation for the month of January, just passed averaged 192,559 copies per issue as compared with 131,299 for the same month of 1911. The Rural Weekly prints an average of twelve pages per issue and beginning this month, guaranteeing an average circulation of 200,000, it raised its rates to forty cents an agate line.

C. D. Bertolet, who is the general advertising manager of the Rural Weekly, together with the other Clover Leaf Newspapers, in an interview with THE FOURTH ESTATE representative on the subject of the Rural Weekly's rapid progress said:

"The St. Paul Rural Weekly has made wonderful progress in the way of advertising and circulation for a weekly paper. In 1911 over 1910 the Rural Weekly gained fifty-eight per cent. in circulation and forty-eight per cent. in advertising. We are now circulating more than 200,000 papers each week, and the subscriptions are all paid in advance. This is the kind of circulation that pays the advertiser. We aim to publish a clean, forceful family newspaper; and mail order, agricultural and publicity advertisers find the Rural Weekly a good buy."

Mr. Bertolet has his headquarters in the Boyce Building, Chicago, and the Rural Weekly otherwise has the services of a corps of capable special representatives. In the Chicago office are E. B. Spicer, Hal Fink, E. R. Landis and J. B. Heth. In the East, with offices at 366 Fifth avenue, New York, the advertising is looked after by James F. Antisdal and A. K. Hammond, and in the Southwest by O. G. Davies in the Gimbel Building, Kansas City, Mo.

The other papers comprising the Clover Leaf group are the St. Paul Daily News, the Omaha Daily News, the Minneapolis Daily News and the Farm Magazine, all of which have been the subjects of considerable comment in THE FOURTH ESTATE during the past year on account of their progress.

## EDITING A NEW WEEKLY.

W. E. Williams, former managing editor of the Post, is now editor of the Kansas City Democrat, a new political weekly published by the Maren Publishing Co. at 714 Delaware street.

## CLUB PREPARING A BOOK.

The Kansas City Press Club is publishing a biographical reference book of local men of note. The work when completed will be placed in the morgues of the leading papers of the United States.

## TRAVELING ON THE COAST.

George H. Hazen, president of the Crowell Publishing Company, and John S. Phillips, editor of the American Magazine, are on a trip to the Pacific Coast.

The Casa (Ark.) Democrat has resumed publication after a lapse of several months. I. M. Gregory is the new publisher.



FEBRUARY 17, 1912.

TRYING CRIMINAL CASES  
IN THE NEWSPAPER.PITTSBURGH'S PROSECUTOR SAYS THE  
TENDENCY PREVENTS GIVING  
FAIR TRIAL.

One of the feature addresses of the convention of the Association of American Advertisers in Buffalo last week was that at the closing banquet on the treatment of criminal cases in the press by William A. Blakesley of Pittsburgh, who is the district attorney of Allegheny County and a former newspaper man.

"Study of the subject," said Mr. Blakesley "satisfies me that during the last half century the most potent influence for real good in this country has been the press, guided by the noblest impulses and actuated by men of lofty ideals. But I am not unmindful that sometimes great harm has been done through the same medium. Frequently publicity has taught things to persons that might have been doing much better learning something else.

"One thing that is very bad is the habit that papers are getting into of publishing before trial with more or less fulness and more or less biasing influence things that are shortly coming up to be considered by court and jury.

"I am not alone by any means in deprecating the trend of journalism into the channels I have indicated.

"It is clearly damaging to a fair trial to have the whole thing threshed out beforehand in the newspapers. That sort of method of disposing of trials will never work. The American people have got into a bad way of controlling such cases and condoling in other instances.

"That sort of a referendum method of appealing to the public in criminal cases, letting referendum newspaper trials decide cases, is wretchedly bad. That sort of thing is not a fair trial by any means.

"Look at the McNamara case. The chief detective in that prosecution, Burns, himself was trying out the case for his side in the magazines months ahead of the actual time for the regular and only safe way of disposing of criminal charges before the court and jury.

"And the other side was busy, too, very busy. That just typifies a national habit still in the forming and something that must be stopped. It would not be tolerated in England for a minute. It would be contempt of court there and punished as such. Here in America anything goes, even if it patently intended to influence the court and jury in disposing of whatever is coming up for disposal.

"The freedom of the press should be upheld but it certainly should not become perverted so as to work injustice and prevent fair trials. Why should the selection of juries in the important cases be so long dragged out except that the newspaper publicity already given to the case has prejudiced almost every talisman called.

The Whitesville (N. Y.) News has absorbed the Genesee Times, published for the last year by Otto A. Kushnitz of Canisteo.



ALLEN D. ALBERT,

ASSOCIATE PUBLISHER OF THE MINNEAPOLIS TRIBUNE.

## LA PRESSE GOING AHEAD.

La Presse, of Montreal, is just installing one of the newest model Goss presses and two more machines of the same make will be put in before the first of June. This will give La Presse a battery of four of the newest model presses.

Arthur Berthiaume, general manager of La Presse, was in New York last week and was enthusiastic over present business conditions as they affect La Presse.

## BUSY EDITOR-POSTMASTERS.

James Callahan, publisher of the Schenectady (N. Y.) Union Advertiser and George Marcellus editor of the LeRoy Gazette, are very busy these days arranging for the annual meeting of the New York State Association of Postmasters in Rochester. They are president and secretary, respectively, of the organization.

## WRITER SUES FOR LIBEL.

E. O. Paul, a member of the staff of a New York morning newspaper, has instituted suit against the publishers of the New York Morning Telegraph for \$5,000 damages. He takes exception to an article which he charges connects him with an alleged incident in one of New York's leading restaurants. He says the name C. N. Espaul printed in the story referred to him.

## CIRCLE OUT AGAIN.

The Circle Magazine, which suspended publication two years ago, has been revived. Eugene Thwing, its former publisher, has organized the Circle Publishing Company, and is its president. The rejuvenated magazine is being issued from 145 West 45th street, New York.

The Vikings (Can.) Gazette plant was recently burned out.

MINNEAPOLIS TRIBUNE'S  
ASSOCIATE PUBLISHER.

Allen Albert, whose appointment as associate publisher of the Minneapolis Tribune was recently announced in THE FOURTH ESTATE, is a man well known through his connection with newspapers in the East and West.

The appointment leaves unchanged the position of Charles H. Hamblin, business manager and managing editor; and W. McK. Barbour as manager of advertising. Mr. Albert's particular duty is representing Mr. Murphy in the management.

Mr. Albert's newspaper experience was obtained in Washington, New York and Columbus, O. In the former city he served as a reporter on the Post and the Star and was editor of the Times, from which he resigned to become publisher of the Columbus (O.) News. In his two years' service in Columbus Mr. Albert increased the News' advertising by forty per cent and circulation 300 per cent, but the paper passed into the hands of a receiver under an accumulation of old debts which Mr. Albert inherited when he took charge.

In New York Mr. Albert was a reporter on various papers until the outbreak of the war with Spain, during which he served as correspondent for the Chicago Daily News, the Washington Star and the New York World. His business training was obtained mainly through the development of the Washington Times under Frank A. Munsey. He is thirty-seven years old and studied at Columbia University and Columbia Law School.

He has given much time and energy to efforts to systematize the work of the governmental bureaus, to prevent the spread of infectious diseases.

He is the author of the existing law for the regulation of savings banks in the District of Columbia and otherwise was prominent in municipal affairs during his residence in Washington.

## STAATS-ZEITUNG FIRE.

A fire last Friday morning did about \$2,000 damage to the plant of the New York Staats-Zeitung and necessitated the printing of the evening edition in the plant of the German Herold and the following morning's paper on the presses of the Times.

The fire occurred in the sub-cellar press room and was most difficult to fight because of the breaking of the gas supply pipe.

## COSGRAVE JOINS WAGNER-FIELD.

Desmond Cosgrave has become a member of the executive and advisory staff of the Wagner-Field Advertising Agency, New York. He was formerly advertising manager of the Arnold Manufacturing Company, Racine, Wis., and later chairman of advisory board of Lord & Thomas.

For the past year Mr. Cosgrave has acted as copy director of the Foster Debevoise Company, New York.

## STAFF CHANGES.

James A. Mathews, formerly with the Indianapolis News, and Successful Farming, of Des Moines, has succeeded E. C. White as circulation manager of the Oklahoma City Oklahoman. Mr. White is now circulation manager of the Memphis News-Scimitar.

S. L. Lynott has been appointed managing editor of the Carleton (Can.) Sentinel. He was formerly editor of the Richibucto Review and is succeeded by D. Everett Scott.

C. H. Van Etten is now managing editor of the Manchester (Ia.) News. He was formerly with the Faulkton (S. D.) Advocate.

W. A. E. Moyer of St. Catharines is the new managing editor of the Kingston (Can.) Standard.

T. F. Ballamy of Ingersoll, has joined the Galt (Can.) Reporter staff.

Stanley McCormick, late of the Chatham (Can.) News, is a new addition to the staff of the Kalamazoo (Mich.) Gazette.

Albert Webber has been made editor of the Croatian Worker, of Calumet, Mich.

Joseph I. Phillips has resigned as advertising manager of the St. Thomas Journal to become local advertising manager of the Ottawa (Can.) Free Press.

Judge Pike, formerly of the Bangor (Me.) Citizen, is now editor of the Machias Union.

J. S. Crate, formerly news editor of the Toronto News, is now occupying a similar office with the Star.

Peter Johnston has resigned from the Guelph (Can.) Mercury staff and is now with the Canadian News Bureau in Toronto as associate editor.

Rev. John C. McCracken has resigned the editorship of the Vandercrieff (Pa.) Citizen to return to the ministry.

Leslie Burk has left the Chatham (Can.) News staff to become connected with the Wiarion Echo.

Rev. John Kranjee is the new editor of Amerikanski Slavonic, of Joliet, Ill.

H. C. Beard, editor of the Mount Ayr (Ia.) Express, has given up his newspaper work to study law.

H. B. Harvey, for some years in charge of the advertising department of A. C. McClurg & Co., New York, has gone to Chicago to become connected with the Reilly-Britton Publishing Company in a similar capacity.

E. Sterling Dean, of the Toronto Telegram advertising staff, has resigned to enter business for himself.

N. F. Jackson, editor of the Paris (Tex.) Advocate, has resigned to

become connected with the North Texas Farmer.

Leslie H. Chrystie has left the Verdham (Can.) Echo.

William E. Smith, formerly of the Niagara Falls (N. Y.) Journal, is now connected with the New York Times.

George Macdonald is now acting as representative of the Canadian Press in Montreal. He was formerly with the Hamilton Spectator.

James Waldron, formerly editor of the Dramatic Mirror, has joined the editorial staff of Leslie's Weekly, New York.

Lionel Sylvestre is now assistant sporting editor of La Presse, of Montreal. He was formerly with Le Devoir and La Patrie.

J. M. Annanberg has resigned from the Minneapolis Tribune to become country circulation manager of the New Orleans States.

Eugene B. Norton, formerly of the Boston American and the Worcester Telegram, is now connected with the Danbury (Conn.) News.

G. S. Wyckoff has joined the forces of the Perth Amboy (N. J.) Chronicle.

Rodney Hitt, associate editor of the Electric Railway Journal, has resigned to enter the banking business with White, Weld & Co., New York.

Meigs Russell, former city editor of the New Haven (Conn.) Times-Leader, is now city editor of the Register. Thomas Barry, of the Register staff, is shifted from the city desk to the telegraph, replacing "Del" Dewey, who has resigned.

Arthur Lemont has resigned as city editor of Le Canada, Montreal, to become secretary of the Chamber of Commerce. His successor is Rene Charasser.

Benjamin Tonsley, Sunday writer on the New Haven (Conn.) Register, has resigned.

J. K. Conroy, late of the Stamford (Conn.) Advocate and one time connected with the American Press Association's New York office, is doing general work for the New Haven Times-Leader.

T. F. Dunn, formerly on the city staff of the New York World, is covering the railroad beat for the New Haven (Conn.) News.

F. A. Beattie, late of the Glace Bay (Can.) Gazette, is now on the news staff of the Halifax Mail.

J. Frederick Baker, city hall reporter for the New Haven (Conn.) Register, has resigned to practice law with the law firm of Isbell & Booth.

H. W. Hewitt has resigned from the Halifax (N. S.) Mail staff to become a deputy immigration agent.

Henry B. Sellick, formerly of New Bedford, Hartford and New

Britain papers, has joined the reporting staff of the Providence (R. I.) Journal.

R. A. Kramer, formerly owner of the Marlinton (W. Va.) Messenger, has been appointed editor of the News of that place.

J. A. Constant has been appointed editor of the Estancia (N. M.) News.

Walter J. Bardgett has left the Newark (N. J.) News to become sporting editor of the Providence (R. I.) Evening News.

Otto Kannegieser, city hall reporter for the New Haven (Conn.) Times-Leader, has resigned to take up his duties in connection with his position as state secretary of the Socialist party.

## DUFFY GIVES UP NEWS WORK.

Thomas J. Duffy, managing editor of the Scranton (Pa.) Tribune-Republican, has relinquished the post of city editor and has appointed to that office Emerson D. Owen, formerly employed on the New York Morning Telegraph and other publications in New York. Mr. Duffy will act as personal representative of Robert D. Towne, owner and editor of the Tribune-Republican.

## FOR ECONOMY IN PRINTING.

A corporation with capital stock of \$80,000 is being formed to take over the printing material and other physical properties of the Eau Claire (Wis.) Daily Telegram and the Daily Leader.

The object is to economize and promote efficiency in mechanical production. The papers will remain as they are in editorial and news features and continue as separate and distinct publications.

## INTRODUCING "BIG CITY" JOURNALISM TO CAIRO.

The Cairo (Ill.) Bulletin, since its editorial end was taken in charge last September by E. A. Daley, is a greatly improved newspaper. Mr. Daley for a number of years worked on St. Louis papers and believes in conducting a small newspaper on the principles followed in the big cities. He is fast making the populace of Cairo see into his logic and appreciate up-to-date "journalism, although he admits it was a mighty hard thing to do at first."

Mr. Daley boasts that he began his newspaper career when he was only seven years old, at which age he attempted to print a newspaper with a lead pencil. If the attempt was successful he does not say, but he cherished the ambition, for the very next step he took in the direction of journalism was selling newspapers. He has a faint recollection of engaging in numerous fistic battles with negro newsboys, but does not recall whether he was in the "white hope" class. Several scars still on his head cause him to believe he was not, though. Daley later worked as "bundle boy" on the St. Louis Post-Dispatch, and advanced himself to reporter. Then he went with the Globe-Democrat and the St. Louis Times, and from that paper to Cairo.

## PUBLISHERS GAVE DINNER.

At the annual banquet tendered by the management of the Lethbridge (Can.) Herald to its employees, W. A. Buchanan, M. P., managing director, was the toastmaster, and there were a number of distinguished guests.

## NEW PRESS IN MONTREAL.

The Montreal Gazette has installed a combination quadruple-sextuple press, manufactured by R. Hoe & Co. The Gazette will start the publication in March of a monthly magazine supplement.

## THE BOUND VOLUME OF THE FOURTH ESTATE

for 1911 is a complete history of the happenings in the newspaper world for the past year.

This (the eighteenth annual), now ready for delivery, is a massive volume bound in red cloth, containing the only history of the activities in the newspaper and publishing world anywhere obtainable.

THE FOURTH ESTATE,  
105 West 40th Street,  
NEW YORK.

Price \$5.



PUBLIC BENEFITS BY THE  
"YELLOW" PRESS.

Expressing his views in a recent issue of the *Fortnightly Review* on the "yellow" press, Sidney Brooks declares that this sort of journalism has rendered some real service to the public and that it is not irredeemably bad.

"While most of the American papers in the big cities are believed to be under the 'money power' and controlled by the 'interests,'" the writer says, "the 'yellow' journals have never failed to flay the rich perverser of public funds and properties, the rich gambler in fraudulent consolidations, and the far-reaching oppressiveness of that alliance between organized wealth and debased politics which dominates America."

"They daily explain to the masses how they are being robbed by the trusts, juggled with by the politicians, and betrayed by their elected officers. They unearth the iniquities of a great corporation with the same microscopic diligence that they squander on following up the clues in a murder mystery or on collecting or inventing the details of a society scandal."

"Their motive may be dubious and their methods wholly brazen, but it is undeniable that the public has benefitted by many of their achievements."

"The American criminal, whether he is of the kind that steals a public franchise or corrupts a legislature, or of the equally common but more frequently caught and convicted kind that rifles a safe or kidnaps a child, fears the yellow press far more than he fears the police or the public."

"Both Mr. Hearst and the late Mr. Pulitzer have not only saved millions of dollars to the public, but have fought a stimulating fight for democracy against plutocracy and privilege."

IDAHO TO HAVE NEW  
PAPER.

The Clearwater Republican is to be published at Orofino, Ida., in March. It will be a weekly and the official journal of Clearwater County. A publishing company has been incorporated by W. B. Kinne, county probate judge; A. E. Hinckley, county treasurer; Axel Ramsdell, cashier of the Bank of Orofino; Ole Anderson, former representative from Nez Perce County; Sampson Snyder, capitalist, and Attorney Smith of Elk River.

W. C. Foresman, formerly with papers at Wallace, Ida., Spokane and North Yakima, Wash., will be the editor.

## WALTER NOW AN OWNER.

Harry V. Walter, who has been business manager of the *Western Star* at Lebanon, O., for the past five years, has purchased the *Daily Times* in that city. Mr. Walter served in every capacity on the *Star* from the printing room up, and is well acquainted with the newspaper business in general.

Frank B. Pauly, telegraph editor of the *Dayton Journal*, has resigned to succeed Mr. Walter. Mr. Pauly was formerly connected with the *Star*.

ARRANGING FOR THE  
SCRIBES IN BALTIMORE.

Plans are already being made by the local press committee to care for visiting newspaper men who attend the Democratic National Convention in Baltimore in a more elaborate manner than has ever before been attempted. The committee will provide not only sleeping quarters for the hosts of working newspaper men and others, but a workroom will be secured in one of the downtown office buildings, in which there will be typewriters, telegraph wires and other conveniences.

At previous conventions newspaper men have been compelled to work and sleep in the same rooms. This has not only put a strain on hotel accommodations, but has interfered with the comfort of the workers.

The men work in shifts and the rattle of typewriters prevented those off duty from getting much-needed rest. Under the Baltimore plan work will be done in downtown offices and other rooms will be provided for sleeping quarters.

Through the courtesy of Chairman Crain the entire mezzanine floor of the Equitable Building, which faces on convention headquarters has been set aside for the use of visiting newspaper men from now until after the convention. This floor will be known as the press gallery and will be equipped with tables, chairs, typewriters and other conveniences for work.

James D. Preston, superintendent of the Senate press gallery in Washington, has been in conference with the press committee and expressed himself as gratified with the arrangements contemplated. Mr. Preston has attended, in an official capacity, six national conventions of the two great parties.

NEW Y. M. C. A. AD COURSE  
IN NEW YORK.

A course of fifteen evening lectures on advertising will begin on Monday evening at the West Side branch of the New York Y. M. C. A. The course will be under the direction of Waldo P. Warren, and the list of speakers include leading specialists in the advertising profession.

The subjects and speakers of the program have been chosen under the direction of an advisory board consisting of President G. W. Coleman of the A. A. A., O. C. Harn, president of the Association of National Advertising Managers; William H. Ingersoll, president of the New York Advertising Men's League; William H. Johns, chairman of the executive committee of the New York Association of Advertising Agents; John Irving Romer, editor of *Printers' Ink*; George B. Van Cleve, president of the Sphinx Club; and Waldo P. Warren, director of the course.

The lectures will be given every Monday evening and will be illustrated with stereopticon views. The opening lecture on Monday evening will be "The Place of Advertising in the Scheme of Things" and the speaker will be Mr. Waldo.



OFFICERS OF THE BOSTON NEWSPAPER PHOTOGRAPHERS' ASSOCIATION.

By Courtesy of the Boston Post.

## BOSTON'S PICTURE MEN.

The officers of the Boston Newspaper Photographers' Association, shown herewith, are: (from left to right) W. W. Somers, Boston Post, president; Adelbert Reed, Boston Traveler, treasurer; T. A. Luke, Boston Post, vice-president; Joe Kutenberg, Boston American, secretary; R. W. Sears, and Gus Williams.

## WARBURTON BURNED OUT.

The summer home of Barclay H. Warburton, former publisher of the Philadelphia Evening Telegraph, which is located near Jenkintown, a Philadelphia suburb, was almost entirely destroyed by fire last week. Many valuable paintings were burned. The loss is estimated at \$60,000. Mr. Warburton is a son-in-law of John Wanamaker. His home adjoins that of Mr. Wanamaker, which was partly destroyed by fire a few years ago.

THIRTY YEARS FOR  
BARRETT.

A banquet was given recently by the Orange-Judd Company in Springfield, in honor of Thomas A. Barrett, treasurer of the company. It was to celebrate the thirtieth anniversary of Mr. Barrett's connection with the company.

Herbert Myrick presided, and William A. Whitney was toastmaster.

As a testimonial of the esteem in which Mr. Barrett is held, a watch was presented him by his business associates.

## TO PROTECT YALE'S NAME.

The conflicting and greatly exaggerated reports sent broadcast of alleged Yale students' disorders have resulted in the formation of a Yale Press Club in New Haven. The club members will co-operate with Yale in the sending out of news and will act as censors.

Vanderbilt Webb, chairman of the Yale News, was elected president; Hubert Sedgwick vice-president; Harold Hodgkinson, Associated Press correspondent, secretary, and Arthur J. Sloane, managing editor of *Journal-Courier*, member of executive committee. Twenty-five Yale men and local newspaper correspondents are charter members.

The editorial management of the Yale News has been transferred from the board representing the senior class to the staff chosen from 1913. Of the new board Vanderbilt Webb of New York is the chairman.

The place is generally considered the most important in the life of Yale undergraduates, inasmuch as the man chosen has to write all the editorials himself in addition to appointing may committees, informally acting as president ex officio of his class, although he has not the title, and in addition acting as mediator between the faculty and the students.

Whenever the alumni have a complaint to register against any custom in vogue in the campus they are wont to knock at the door of the News.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself, to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 79 years' history.

Newspaper conditions in Western Michigan have changed. The

## Grand Rapids News

has come into its own and is realizing more and more every day the ideals of its owners.

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

PRESBRY, 456 Fifth avenue, New York.—The General Baking Company, 62 Cedar street, New York; an extensive campaign to be started very shortly.

Michelin Tire Company, Milltown, N. J.; list prepared in December now receiving copy.

THOMPSON, 44 East 23d street, New York.—Hays Manufacturing Company, Detroit; orders being placed in Western papers.

Minnesota Cereal Company; contracts being made with papers of the middle West.

The Drieries Company; orders for 196 lines five times being placed with a selected list of Eastern papers.

The Pacific Coast Borax Company; making contracts with papers throughout the country.

BATTEN, Fourth Avenue Building, New York.—The Chalmers Knitting Company, Amsterdam, N. Y.; list will be made up shortly.

The Cliquot Club Company, "C. C. C." Products, Millis, Mass.; list

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

## ADVERTISING MEDIUMS.

## The Remarkable Advertising Growth of the WASHINGTON TIMES

Is Built on the  
Foundation Stones of  
Size of Circulation  
Confidence of Its Readers  
A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 in 1911,  
165,426 WANT ADS in 1910 in the  
Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

is usually made up about this time  
for a campaign with a selected list.

The Hooton Cocoa Company,  
Newark, N. J., orders for three  
inches 104 times being placed with  
a selected list of New York State  
papers.

AYER, 300 Chestnut street, Philadelphia.—Maule Brothers, seeds, St. Louis; orders being sent to papers of the middle West.

The R. M. Reynolds Roofing  
Company; list now being made up  
for advertising that will start  
shortly.

BLAINE-THOMPSON, Fourth  
National Bank Building, Cincinnati.  
—The Samuel Chemical Company;  
orders for forty-two lines to run  
it being placed with Southern  
dailies.

MORTON, 23 Irving place, New  
York.—Kops Brothers' "Nemo"  
Corsets, New York; contracts for  
5,000 lines being placed with a  
selected list of papers.

VOLKMAN, 5 Beekman street,  
New York.—Professor Burns; placing  
telegaph readers with a large  
list.

D. A. Williams; placing orders  
generally.

URMY, 41 Park Row, New  
York.—DeLaval Separator Com-  
pany, 165 Broadway, New York;  
asking rates on 150 to 200 inches in  
small city publications.

KIERNAN, 156 Broadway, New  
York.—"Jaroma" is an account just  
secured by this agency and a list  
will be made up directly.

THIELE, 206 So. La Salle street,  
Chicago.—The Abbott Brothers  
Company, 711 Dearborn street, Chi-  
cago; some forty-five-line of orders  
being placed with a selected list of  
Southern papers.

McMULLEN, Cambridge Build-  
ing, New York.—The G. Washing-  
ton Coffee Company, 100 Hudson  
street, New York; contracts being

## ADVERTISING MEDIUMS.

The circulation of the

## BUFFALO TIMES

is constantly and steadily growing,  
both daily and Sunday. No adver-  
tiser who wants to reach the buying  
public can do with out it.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in  
the center of the great and populous  
PITTSBURG district reaches more  
any other newspaper. The best classified  
medium between New Chicago, first place  
on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 223 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

made with Pacific Coast and Penn-  
sylvania evening papers.

The American Sugar Refining  
Company, 117 Wall street, New  
York; reported that this agency will  
place this advertising in the future.

LESAN, 381 Fourth avenue, New  
York.—Charles B. Knox Company;  
expect to add to their list of papers  
this week.

OMAN & BUB Bulletin Build-  
ing, New York.—The Neal Insti-  
tute, Philadelphia; orders being  
placed with Pennsylvania dailies.

FRANK, 26 Beaver street, New  
York.—The Woolworth Company,  
Broadway and Park Place, New  
York; orders being placed in cities  
where they have stores.

VAN CLEVE, 250 Fifth avenue,  
New York.—The "Alco" Motor  
Car, New York; account now being  
handled by this agency.

JONES, Binghamton, N. Y.—  
"Hokara" Tablets; making con-  
tracts with various publishers  
throughout the country.

LORD & THOMAS, 290 Fifth  
avenue, New York.—Paul N. Fried-  
lander; orders going to Southern  
papers.

LEVEN, Majestic Building, Chi-  
cago.—Manhattan Soap Company;  
advertising in daily newspapers  
throughout the country.

SHERMAN & BRYAN, 79 Fifth  
avenue, New York.—The Physical  
Culture Publishing Company, 949  
Broadway, New York; orders be-  
ing placed in cities where the com-  
pany is giving lectures.

JONES, Bingham ton, N. Y.—  
The Nineteen Hundred Washer  
Company, Binghamton, N. Y.;  
orders being placed with mail order  
papers.

TRACY, PARRY & STEWART,  
Lafayette Building, Philadelphia.  
—The American Sheet & Tin Plate

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation  
that is unequalled as a result pro-  
ducer in Louisville or in the State  
of Kentucky.

49,622

is our circulation for 1910—Ayer's  
Directory 1911. This is 13,000 in  
excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, CHICAGO.  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chicago

Company in a selected list of farm  
papers.

STERNBERG, 208 Fifth avenue,  
New York.—Hass Brothers, fabrics,  
103 Fifth avenue, New York; this  
advertising is now being placed by  
the above agency.

HAMBLIN, Fifth Avenue Build-  
ing, New York.—Professor Roxroy  
is an account just secured by this  
agency and new schedules will go  
out immediately.

SAMUELS, 118 East 28th street,  
New York.—The Pilgrim Manufac-  
turing Company, New York; new  
orders being placed with a selected  
list.

McMICHAEL, 97 Peachtree  
street, Atlanta, Ga.—Clarke Brothers  
"Old Clarke" Whisky, Peoria,  
Ill., orders being placed with a se-  
lected list of Southern papers.

BATTEN, Fourth Avenue Build-  
ing, New York.—Arbuckle Brothers,  
coffee; copy being run in small  
papers of New York State and  
Pennsylvania.

The Cliquot Club Company; list  
being made up, but will include  
papers only in New England, New  
York State and Pennsylvania for  
the present.

Continued on Nineteenth Page.

## TO MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.

FRANK  
PRESBRY  
COMPANY

456 Fourth Ave., NEW YORK



## ADVERTISING MEDIUMS.

# The TRIBUNE of LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTO LET  
166 5th Ave., N.Y.C. Boyce Bldg. Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Reps.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

THOMAS SOLLERS, manager of the  
Kansas City office of the S. C.  
Beckwith Special Agency, died last



week. He had been ill for some  
months with rheumatism. Mr. Sol-  
lers was forty-six years old and  
went to Kansas ten years ago as  
advertising manager of the Wich-  
ita Beacon. He became connected  
with the Beckwith Agency three  
years ago.

COLONEL HENRY A. WING, founder-  
of the Lewiston (Me.) Daily  
Sun and for many years prominent  
in Maine newspaper circles and pub-  
lic affairs, died Monday. He estab-  
lished the Sun in 1893, later selling  
the paper, but remaining in active  
newspaper work until last March.  
He was for many years Maine cor-

## ADVERTISING MEDIUMS.

# THE PITTSBURG PRESS

HAS  
THE Largest

DAILY AND SUNDAY

CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg. Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of January, 1912, was as follows:  
Daily, 94,725. Sunday, 129,558

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, People's Gas Bldg. Chicago

respondent of the New York  
Herald.

Colonel Wing was born at Water-  
ville fifty-eight years ago and was  
graduated from Bowdoin College in  
1880. Although a Democrat he  
served as an aide-de-camp on the  
staff of Governor Llewellyn Powers,  
Republican, in 1897 with the rank  
of colonel.

LEWIS PIERRE CLOVER, a grand-  
nephew of Abraham Lincoln and  
for twenty-five years one of the best  
known newspaper men in New  
York, died Sunday, the result of in-  
juries received in a fall. Mr. Clover,  
who was forty-seven years old, was  
the state court reporter for the  
Evening Sun for the last eighteen  
years. He was born at Springfield  
Ill., and was a great-grandson of  
Ninian Edwards, the first governor  
of that state.

JOSEPH W. GIBSON, founder and  
publisher of the Haberdasher, of  
New York, died last Friday of  
pneumonia. He retired from busi-  
ness about three years ago.

GEORGE P. MINAKER, publisher of  
the Gladstone (Can.) Age, died re-  
cently at Pam Springs, Cal.

CHARLES H. LAND, for thirty  
years connected with the Toronto  
Globe, died recently.

ALLEN LEE, connected with the  
advertising staff of the Metropoli-  
tan Magazine, died in Cincinnati last  
week.

GEORGE L. SANDS, editor and part  
owner of the Biddeford (Me.) Rec-  
ord, died a few days ago of heart  
zeiting, died last week of heart dis-  
ease.

C. HENRY MEYER, business man-  
ager of the Quincy (Ill.) Journal  
for twenty-five years, is dead.

PAUL W. ROEBER, formerly city  
editor of the Jersey City Freie  
trouble at Saco. He was prominent  
in Democratic political circles of

## ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 468,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

# The New Orleans ITEM

has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

Maine and in his younger days was  
a leading baseball player.

WILLIAM A. MERRIAM, manager  
of advertising for the Warner In-  
strument Company, Beloit, Wis.,  
died of appendicitis, last week. Be-  
fore going to Beloit he was with the  
Lord & Thomas Agency, at  
Chicago. He was forty-three years  
old.

ALBERT H. WELCH, for many  
years connected with newspapers in  
Chicago, and who retired eight  
years ago, died at his home in Dex-  
ter, N. Y., Tuesday night, aged six-  
ty-two years.

Mrs. JOHN BLOCK, mother of  
Paul Block, the special newspaper  
representative of New York and  
Chicago, died in Buffalo on Wed-  
nesday.

ERNEST EDWARDS, for twenty  
years a New York advertising  
agent, died Wednesday.

"M. QUAD" AT SEVENTY.

C. B. Lewis, widely known as a  
newspaper humorist under the name  
of "M. Quad," celebrated his  
seventieth birthday Thursday.

## PRINTERS' SUPPLIES.

# Jenney Press Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
MOST OF THE BEST KNOWN NEWSPAPERS.  
SAFETY. RELIABILITY. ECONOMY.

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR  
ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:  
156 N. Dearborn St., CHICAGO.

FACTORY:  
ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

## ADVERTISING AGENCIES.

Est. 1864

# J. WALTER THOMPSON COMPANY.



The experience  
of forty-eight  
successful years  
Guarantees  
to those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses, which are the common  
result of experiment.

No. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



# THE FOURTH ESTATE

Every general advertiser  
needs it.

Every publisher  
needs it.

Every editor  
needs it.

Subscription, \$2.00 a year.

No "representing" or free copies. Sample  
copies sent on receipt of postage stamp.  
105 West 40th Street. NEW YORK.

## BUYS OFFICIAL PAPER.

George E. Swan, of Denver has  
purchased the Kremmling (Colo.)  
News from W. H. Harrison, a local  
banker. The News will be contin-  
ued as an independent weekly. It  
is the official paper of Grant  
County.

## MINNESOTA SOCIALIST OUT.

The Minnesota Socialist, the of-  
ficial organ of the Socialist party in  
Minnesota and Hennepin county,  
was issued for the first time last  
Saturday. The first issue was 5,000  
copies.

# OLD CHICAGO TIMES HOME IS TO GO.

The old Chicago Times Building,  
one of the city's landmarks, is to  
be replaced by a modern structure  
to cost not less than \$50,000. The  
Times Building was erected shortly  
after the big fire by the late Wilbur  
F. Story.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

THE INDIANA DEMOCRATIC  
EDITORS' MEETING.

The Indiana Democratic Editorial Association at its meeting in Indianapolis elected Frank Owen of the New Albany Public Press as president. His associate officers are: Charles J. Arnold of the Greencastle Star-Banner, first vice president; Oscar H. Cravens of the Bloomington World-Courier, second vice president; L. M. O'Bannon of the Corydon Democrat, secretary, and H. F. Schrieker of the Knox Democrat, treasurer.

It was decided to hold the midsummer meeting at Fort Wayne.

Governor Marshall and Thomas Taggart made the principal addresses. Governor Marshall was endorsed for the Democratic Presidential nomination, and Senators Shively and Kern were praised for their fine records in office.

W. S. Chambers of Newcastle made a strong protest against the abuse of the free reading notice. In his opinion even theatrical companies should pay for all their advertising and the custom of free passes should be discontinued entirely.

The following were elected delegates to the National Press Association: L. G. Ellingham, W. S. Chambers, Ben F. McKay, R. B. Cass, G. H. Hozen, Fred Lowenstein, Paul Paynter, J. H. Culp, H. B. Wilson, John B. Falkner, Frank Gwin and John Helter.

S. N. P. A. MEETING.

The executive committee of the Southern Newspaper Publishers' Association recently met in Birmingham with President R. W. Brown of the Louisville Times presiding. The association will hold its annual meeting early in the summer at Knoxville, Tenn.

IOWA AD CLUB'S SESSION.

The program of the second annual convention of the Associated Advertising Clubs of Iowa, which takes place at Cedar Rapids, Feb-

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

ruary 26 and 27, includes papers by W. W. Marsh, Waterloo, Ia.; Frank Armstrong, Des Moines, and R. S. McKelvie, Lincoln, Neb.

The banquet will be held on the evening of the 26th. Between sessions the delegates will take an interurban trip to Iowa City with a luncheon and an address by President Bowman of the State University.

ELECTION IN MARCH.

The annual election of officers of the Kansas City Press Club will be held at the first meeting in March, when successors will be chosen to Celce C. Cline, president; Thomas M. Tanner, vice-president, and Arthur N. Alkire, secretary and treasurer. The club is in a flourishing condition and visiting newspapermen are welcomed at the quarters in the Midland Building.

OTHER CLUB NOTES.

The first meeting of the Norfolk (Va.) Ad Club was held on January 30 at the Hotel Fairfax. A charter, constitution and by-laws were submitted for consideration. C. E. Ellis of the Advertising Club of Baltimore was the principal speaker, and he pointed out the possibilities of a live advertising club, and told what these clubs are doing for advertisers throughout the country and for the communities in which they exist. He told of the growth of the Advertising Club of Baltimore, which, starting several years ago with a membership of twenty-five, has grown to a strong and aggressive club with a present membership of 350.

After the organization of the Norfolk Ad Club is completed it is planned to have a weekly luncheon and also a monthly smoker.

The speaker at last week's meeting of the Buffalo Ad Club was Frank Anderson, who told of the relation of selling and advertising and the choice of advertising copy and mediums to attain the ends desired. He said advertising should

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

JANUARY, 1912. AVERAGES

The Daily Post 358,500

The Sunday Post 317,571

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN

DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Boyce Building,  
NEW YORK. CHICAGO.

be more generally considered as an auxiliary only to selling. He advised the use of newspapers instead of magazines for advertising goods at close quarters, and urged discrimination by advertisers and ad writers.

Plans for the roastfest of the Rochester Newswriters' Club, to be held on April 13, are progressing nicely and the manner in which the acceptance of invitations are pouring in indicates that the arbitrary limit of 350 guests which the rules of the club have established will be soon reached.

Frank Chase of the Democrat and Chronicle and Edward Hall of the Evening Times were admitted to membership at the last meeting.

The Omaha Ad Club has taken a definite stand against the various forms of so-called fake advertising, and in the future every advertising medium that receives consideration at the hands of the ad club members will first have to be passed on by a committee of the club.

A member of the club, in giving space to any medium may demand a statement of approval granted by the club's committee, and is pledged to refuse his patronage if the solicitor has no credentials showing the approval of the club to such a medium.

The members of the Binghamton (N. Y.) Mercantile-Press Club last week gave a reception with United States Senator Chamberlain as guest.

Members of the publicity commission of the Men and Religion Forward Movement were entertained by the Chicago Press Club at a luncheon last week.

The Pen and Pencil Club of Philadelphia has elected the following new officers: President, George J. Brennan; secretary, William Rowan; and treasurer, William J. Boyd. The board of governors consists of Robert W. Comber, John M. Hutchinson, Robert C. McCauley,

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation 94,724  
for 1911 - - -

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY

is read appreciatively by more than

1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
News - Scimitar  
of MEMPHIS, Tennessee,

is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

A. F. Smith and H. T. Craven. The Club's annual "Night in Bohemia" will take place on March 12 at the Bellevue-Stratford.

The Pennsylvania Women's Press Association will give its annual reception at the Majestic Hotel, Philadelphia, next Tuesday. Madame Saltzman-Stevens will be the guest of honor and Mayor and Mrs. Rudolph Blankenburg will speak. Other addresses will be made by Hugh A. O'Donnell and John A. Sterling of Illinois.

The New Jersey Legislative Correspondents Club will hold its annual banquet in Trenton on March 5. The new officers for the ensuing year are: President, John P. Dullard, Associated Press; vice-president, James Kerney, Trenton Times; secretary-treasurer, John J. McDonough, Newark News.

The publishers of newspapers in Brown County, Kan., now have an association. The officers are: President, Harry M. Leslie, Robinson

"One paper in the home is worth a thousand on the highway." —Quotation.

THE  
NEW YORK  
TRIBUNE

the paper that goes to the  
home —Application



## ADVERTISING MEDIUMS.

In January, 1912, The

CHICAGO  
RECORD-HERALD

contained 2,247 columns of advertising, exceeding the amount printed in any previous January in the history of the paper.

Following is the record of gains and losses of the Chicago morning newspapers in January, 1912, as compared with January, 1911:

Record-Herald	Gain 51 Columns
Tribune	Loss 207 Columns
Inter Ocean	Loss 103 Columns
Examiner	Gain 15 Columns

New York Office, 710 Times Building.

San Francisco  
HONEST  
FEARLESS  
CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

Index; secretary, E. L. Barber,  
Powhattan Bee; treasurer, D. M.  
Steele, the Morrill News.

Stanley Krebs addressed the  
members of the Toledo Ad Club  
last week on "The Law of Suggestion  
as Applied to Business Building."

The new officers of the Cedar  
Rapids (Mich.) Ad Club are:  
President, George H. Boyson; vice-  
president, J. C. Young; secretary,  
Ernest Ackerman; treasurer, J. G.  
McMasters.

The Vancouver (B. C.) Press  
Club is holding a series of Bohemian  
Nights. The club recently gave  
a reception in honor of Signor  
Malini.

The new officers of the German  
Press Club of Milwaukee are:  
President, Theodore Zillmer; vice-  
president, Max Salkenstein; treas-  
urer, Hans A. Keonig; secretary,  
William Grotelueschen.

The Newspaper Rifle Association  
has been organized by the members  
of the staffs of the Toronto news-  
papers.

The Border Press Association re-  
cently held a reunion at Helena,  
Okla. About fifty editors from

## The Only Gain.

In January the Sunday  
Edition of The New  
York Times published  
225,208 lines of advertise-  
ments—the only Sunday  
newspaper to record an  
increase for that month.

## ADVERTISING MEDIUMS.

The CLEVELAND  
LEADER

Always sold for and always worth  
more, per thousand circulation, than any  
other Cleveland newspaper.

Under its new management the  
LEADER has added to its prestige, its  
influence, and greatly to its circulation.  
Its growth during the past six months is  
marvelous.

If you are not familiar with the pre-  
sent newspaper situation in the Sixth  
Largest City of the United States let  
us tell you more about it.

PAUL BLOCK, Inc.,  
Managers of Foreign Advertising.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

THE GROWING  
POWER OF  
IS THE TRAVELER  
(E.V.G.)

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

towns near the Oklahoma-Kansas  
line were present. Professor W. S.  
Calvert of the District Agricultural  
college at Helena acted as toast-  
master.

March 1 and 2 have been set as  
the dates for the Western Slope  
Editorial Association and Cost cong-  
ress meeting in Grand Junction,  
Colo.

The Hamilton (Can.) Press Club  
has adopted the plan of holding  
monthly dinners. At the January  
dinner A. T. Freed, editor of the  
Alvinston Free Press, was the guest  
of honor.

The Press Gallery in Victoria, B.  
C., is officered for the ensuing year  
by: President, R. J. Hartley, Victo-  
ria Times; vice-president, F. R.  
McNamara, Vancouver Province;  
secretary-treasurer, R. E. Gonsnell.

The newspaper publishers of the  
upper Hudson Valley section of  
New York have formed the Eastern  
New York Newspaper Publishers'  
Association, and have elected the  
following officers: President, D. B.  
Plum, Troy Record; vice pres-  
ident, J. J. Kane, Albany Times Un-  
ion; secretary, George J. Auer, Al-  
bany Knickerbocker-Press; treas-  
urer, A. N. Liety, Schenectady  
Gazette.

The Milwaukee Press Club gave  
a smoker last week with General  
Manager James D. Mortimer and  
C. N. Duffy of the street railway  
company and James D. Corbett as  
guests.

More than 140 members and  
guests were present at the monthly  
round table meeting of the Fort  
Worth Advertising Men's Club. It  
was one of the best attended and  
one of the most enthusiastic meet-  
ings yet held by the organization.

The New Haven (Conn.) Pub-  
licity Club has elected the follow-  
ing officers: President, C. M.  
Dobbs; vice-president, W. Van

## ADVERTISING AGENCY.

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to

advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.



MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

Buren; secretary, E. C. Perkins;  
treasurer, S. Fred Strong.

The Publishers' Association of  
Lancaster, Pa., has elected these  
officers: President, J. G. Homsher,  
the Strassburg News; vice-president,  
H. A. Showalter, New Holland  
Clarion; secretary-treasurer, How-  
ard Reynolds.

The Portland (Ore.) Ad Club  
had the local lodge of Elks at a  
luncheon last week. Fully 250 per-  
sons attended.

The Long Island Press Association  
of New York is planning a trip to  
Washington, D. C., in the spring.

The membership of the Toronto  
Ad Club is now 233, making it the  
fourth largest club in America. The  
following officers were elected for  
1912: President, C. W. McDiarmid;  
vice-presidents, E. L. Ruddy,  
Controller H. C. Hocken, Adam  
L. Lewis; secretary, H. O. Edwards,  
treasurer, John Blackhall.

Edwin L. Quarles, secretary of  
the Greater Baltimore Committee,  
addressed the Advertising Club of  
Baltimore on Tuesday evening. His  
subject was "Municipal Advertis-  
ing," and, it being a subject with  
which he is familiar, his talk proved  
most interesting. The speaker at the  
luncheon-talk on Wednesday was  
DeCourcy W. Thom.

TO STUDY RELATIONS OF  
PRESS AND CHURCH.

A commission of newspaper and  
advertising men, with one preacher  
upon it, who is also a literary man,  
has been organized to make a study  
of the relations between the news-  
papers and the churches. It will in-  
vestigate the facts and opinions in  
both the newspaper field and from  
the ministers, laymen and the reli-  
gious press and will report to the  
Man and Religion Congress in  
April, when a discussion of the gen-  
eral theme of the churches and the  
newspapers will be an important  
part of the convention and addresses  
will be made by leading newspaper  
men.

The committee is composed of:  
Victor F. Lawson, the Chicago  
Daily News; Theodore E. Noyes,  
Washington Star; Milton A. Mc-  
Rae, Detroit; Josephus Daniels, Ra-  
leigh Observer; Edmund W. Booth,

## ADVERTISING MEDIUMS.

7 cts. an inch flat  
with usual agency discounts will  
buy space in the  
ROCKINGHAM  
DAILY RECORD

HARRISONBURG, VA.

Note following sworn circulation  
figures:

Average for last quarter, 1911:	Average for week end ing Jan. 27, 1912:
5436	6678

ALL ADVERTISING PLACED DIRECT.

IN MEXICO CITY  
the advertiser only has to use the  
MEXICAN HERALD

(Only English Newspaper)

EL HERALDO MEXICANO  
(Only Afternoon Spanish Newspaper)  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

LARGEST CIRCULATION  
There are 100,000 homes

in BALTIMORE. The combined circulation of  
the AMERICAN and the STAR  
is from 130,000 to 140,000  
daily. These two papers reach prac-  
tically every person in Baltimore whose  
patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

Grand Rapids  
Evening Press

THE LEADING DAILY PAPER  
in Western Michigan. 50,000

DAILY Edition.  
Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

Grand Rapids Press; George S.  
Dealey, general manager the Dal-  
las News; J. A. MacDonald, Toron-  
to Globe.

George W. Coleman, president the  
Associated Advertising Clubs of  
America; William T. Ellis, Swarth-  
more, Pa.; William S. Powers, Mac-  
Manus Advertising Agency, Det-  
roit; Frank W. Ober, editor Chris-  
tian Men, New York; Rev. W. C.  
Covert, pastor the 41st Street Pres-  
byterian Church, Chicago; and  
Lieutenant-Colonel E. W. Halford,  
formerly editor of the Indianapolis  
Journal and now of New York.

## The Puget Sound Country has

THE HEALTH of a temperate  
climate.

THE SCENERY of a combined  
Switzerland and Norway.

THE WEALTH of forest and  
field, of mine and factory, of rails  
and sails.

SEATTLE IS ITS PRINCIPAL CITY  
AND ITS BIGGEST NEWSPAPER IS

THE  
SEATTLE TIMES  
DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

CHRISTIAN  
SCIENCE  
MONITORFour editions every day except Sunday.  
The largest national circulation and  
steadily growing.Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR,

Boston, Mass.

New York office, 1 Madison Avenue.

Western office, People's Gas Bldg., Chicago

THE

DEMOCRAT  
Nashville, Tenn.carries more local advertising than  
any other Nashville newspaper.The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## RECENT INCORPORATIONS.

NEW YORK.—Roberts Advertising  
Company; capital, \$25,000; in-  
corporators, L. E. Roberts, W. F.  
Leary and W. H. Wright.John F. Murray Advertising Com-  
pany; capital, \$25,000; incorporators,  
J. F. Murray and others.Bronx County News Publishing  
Company; capital, \$10,000; incor-  
porators, William A. Mallett,  
George H. Mallett and John H.  
Burke.CHICAGO.—Carpenter-Scheerer  
Special Agency; capital, \$2,500; in-  
corporators, Paul W. Fowler, Al-  
fred W. Fischer and Arthur E.  
Walsh.MULBERRY, FLA.—Mulberry Pub-  
lishing Company; capital, \$3,500;  
incorporators, A. S. McKellogg, W.  
P. Reed, A. D. West and E. S.  
Fensterleht.BINGHAMTON, N. Y.—Bingham-  
ton Advertising Company; capital,  
\$15,000; incorporators, Llewellyn  
Legge, E. M. Lockwood and E. R.  
Legge.BOSTON.—Greater Boston Pub-  
lishing & Industrial Company; cap-  
ital, \$50,000; incorporators, William  
W. Howland Robinson, Ellis P.  
Nutter and W. J. McKinnon.FORT RUSSELL, WYO.—The Order-  
ly is a new weekly scheduled to  
make its appearance this month.MAGNOLIA, ARK.—Columbia Print-  
ing & Publishing Company; capital,

## ADVERTISING MEDIUMS.

THE

LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POSTFor advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Singer Building, CHICAGO.

## SEATTLE "P-I"

THE POST- INTELLIGENCER  
Able, alert, always ahead.LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.\$10,000; incorporators, Z. L. Dan-  
iel and others.WOODSTOCK, ILL.—Republican  
Company; capital, \$2,000; incor-  
porators, George W. and C. A. Lem-  
mers.SEGUIN, TEX.—Seguiner Zeitung  
Publishing Company; capital, \$5,-  
000; incorporators, Edwin Eber-  
hard, H. E. Eberhard and Emil  
Hahn.INDIANAPOLIS, IND.—Motographic  
Publicity Service; capital, \$15,000;  
incorporators, G. J. Allardt, S. D.  
Moran and Dalla Rowe.BOSTON.—Greater Boston Pub-  
lishing & Industrial Company; cap-  
ital, \$50,000; incorporators, Ellis P.  
Nutter, William W. Howland Robinson,  
and M. J. McKinnon Mutch.LOS ANGELES, CAL.—Glendale  
News Company; capital, \$25,000;  
incorporators, J. O. Sherer, Joseph  
W. Usilton, F. H. Vesper, Dwight  
Grissold and others.MILWAUKEE, WIS.—Jewelers' Re-  
view Publishing Company; capital,  
\$500; incorporators, L. A. Kuesel,  
Theodore Lebuscher and D. H. Bin-  
genheimer.BIRMINGHAM, ALA.—Courier Pub-  
lishing Company; capital, \$2,000;  
incorporators, Emil Lesser, Max  
Karpel and J. H. Holterman.ALLENSTOWN, PA.—The Chronicle  
& News Company; capital, \$50,000.GREENFIELD, IND.—Spencer Pub-  
lishing Company; capital, \$1,000; in-  
corporators, N. R. Spencer, M. H.  
Gant and H. A. Crutchfield.

## MERGE THEIR PAPERS.

Ben Hester and Marion Robert,  
Jr., formerly of the Chelsea (Okla.)  
Reporter, have bought and consoli-  
dated the Claremore News and  
Leader, which will hereafter be  
known as the Rogers County  
Leader.

## PREFERS POSTMASTERSHIP.

G. F. Odell has stopped the pub-  
lication of the Haverstraw (N. Y.)  
Review because his duties as post-  
master did not permit him to devote  
the time necessary to make the pa-  
per a success.

## ADVERTISING AGENCIES.

LEVEN  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGONewspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## ADVERTISING MEDIUM.

## GOLD

represents the commercial  
standard of nations. The

## COSMOPOLITAN

represents the standard of  
magazines.

## SEND IT IN.

A "Suggestion" to the Country Edi-  
tor by the Old-Time Missouri Rhymers.By Charles Collins Boland, in the Na-  
tional Magazine.If you have a bit of news, send it in;  
Or a joke that will amuse, send it in.  
A story that is true,  
An incident that's new,  
We want to hear from you! Send it in.Never mind about your style. Send it in!  
If it's only worth the while, send it in.  
Of those crops that all amaze—  
Of the berries "neighbors" raise  
Of a section you would praise—send it  
in.Oh some patient labor done—send it in;  
Of a fallen brother won, send it in.Of a master who can teach  
Truth beyond the average reach  
Of a noble, glowing speech, send it in.Will your story make us laugh? Send it  
in.Send along a photograph. Send it in.  
When out fishing, send a note  
Of the things you catch afloat  
Or the good times on the boat. Send it  
in.

## SOLD TO COMPANY.

The Strathcona (Can.) Plain-  
dealer has changed hands. For the  
past few years it has been con-  
ducted by J. H. McDonald, and is  
now owned by an Edmonton syndi-  
cate. The purchase was made for  
the syndicate by H. H. Hull, man-  
ager of the Edmonton Printing  
Company, and for some time at  
least the paper will be conducted as  
a semi-weekly.

## PAN-HELLENIC HOMELESS.

The New York Greek newspaper  
Pan-Hellenic lost its home in a fire  
that destroyed the building at 54  
Vesey street last Sunday morning.The Winchester (Ind.) Herald  
has gone back to weekly form after  
three years as a daily.

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICANLargest  
CirculationIN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000THE PEORIA  
JOURNALis the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.

NET PAID  
H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.THE  
MILWAUKEE  
NEWShas the largest  
home delivered  
circulation of  
any paper in Milwaukee.Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Singer Building, CHICAGO.

## "CITY NEWS" AT DINNER.

The staff of the New York News  
Association held their annual din-  
ner at Delmonico's last Friday even-  
ing. Henry Meyers was toastmas-  
ter, but the speechmaking was thor-  
oughly informal.James S. H. Umstead, who has  
been general manager of the news  
bureau for many years, was given a  
watch and chain, the contributors  
comprising not only the New York  
office force, but the managers of all  
the out-of-town branches.

## NEW PITTSBURGH AGENTS.

The Ivan B. Nordhem Company  
has opened offices in the Bessemer  
Building, Pittsburgh, and will con-  
duct a general advertising business.  
The company is a Delaware corpora-  
tion with principal offices in  
Dover.The Confluence (Pa.) News,  
owned by the Beggs Brothers Com-  
pany, has suspended.Largest proved high-class  
evening circulation.THE  
NEW YORK  
GLOBEholds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## Sun Advertising Grows!

During January, 1912, the

## PITTSBURGH SUN

shows the handsome total gain of

4957

inches in paid advertising as com-  
pared with January, 1911.

The Sun Grows Day by Day



ADVERTISING MEDIUMS.

NOW IT'S THE  
HERALD

in the morning field at  
WASHINGTON  
and "We Can Prove It."

28,132 NET DAILY  
CIRCULATION  
90 per cent. of which is in Washington  
and suburbs.

JOHN W. HUNTER, Publisher.  
Representative:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

Results are obtained in the  
SAN FRANCISCO  
CHRONICLE  
THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

Continued from Fourteenth Page.

SIEGFRIED, 50 Church street,  
New York.—The Tokalon Manu-  
facturing Company, "Saltogyn"; some  
seventy-two line seven-time orders  
being placed with a selected list of  
papers.

O'KEEFE, 43 Tremont street,  
Boston.—Winchester Arms; list  
will be made up during the coming  
month for the fall campaign.

POTTER, Temple Court, New  
York.—The Hoffman House Hotel,  
New York; placing some cash  
orders with a selected list of papers.

WYCKOFF, 24 East 26th street,  
New York.—Cartilage Company,  
Rochester, N. Y.; placing short con-  
tracts with newspapers throughout  
the country.

The Ezo Chemical Company;  
contracts being made with a selected  
list of papers.

DAUCHY, 9 Murray street, New  
York.—A. S. Olmstead, LeRoy, N. Y.;  
some four-month orders being  
placed generally.

REMINGTON, 346 Broadway,  
New York.—The L. & M. Paine  
Company; orders for two inches  
sixteen times being placed with  
Eastern papers.

STACK-PARKER, 29 East  
Madison street, Chicago.—The  
Northern Pacific Company, St.

ADVERTISING MEDIUMS.

THE SYRACUSE  
POST-STANDARD

is steadily increasing its circulation  
on its merits as a newspaper.

47,000 CIRCULATION  
DAILY.

No wonder it carries more adver-  
tising, and at higher rates, than  
any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

The TOLEDO  
Daily BLADE

THE TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

Paul; contracts for 5,000 lines being  
made with a list of Southern  
papers.

HULL, Tribune Building, New  
York.—B. Altman, New York; or-  
ders being placed with the usual  
list of papers.

CHESMAN, 200 Fifth avenue,  
New York.—The International In-  
stitute School of Music, New York;  
orders going to the usual list of  
dailies.

SMITH, 1011 Chestnut street,  
Philadelphia.—The Parker Manu-  
facturing Company; placing some  
classified advertising throughout  
the country.

GARDNER, Kinloch Building,  
St. Louis.—The B. F. Goodrich  
Company; contracts for 5,000 lines  
being placed with a selected list of  
papers.

D'ARCY, Fullerton Building, St.  
Louis.—The Coca-Cola Company;  
orders for 5,000 lines being placed  
with a selected list of Western and  
Southern dailies.

HOWARD, Tribune Building,  
New York.—The Waterman Foun-  
tain Pen Company, New York; list  
being made up for campaign that  
will start soon.

HOUGHTON, 828 Broad street,  
Newark, N. J.—The Van Orden  
Company, Newark, N. J.; Southern

ADVERTISING MEDIUMS.

In considering circulation remem-  
ber that the

BOSTON  
HERALD

has both

Quality and Quantity.

No other newspaper in New Eng-  
land can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

Let us know what you have to ad-  
vertise. We will tell you if there is a  
market for you in Cuba. If "Yes" we  
will accept your advertisement for the

HAVANA POST

Cuba's only English Daily, and if "no"  
we will refuse it. We accept no ad-  
vertisement unless we know it will pay  
the advertiser. All inquiries cheerfully an-  
swered.

papers are receiving some 5,000  
line orders.

MORSE, Dodd Mead Building,  
New York.—The Underwood Type-  
writer Company, New York; some  
large one-time orders being placed  
generally.

DEIMEL, Brooklyn, N. Y.—The  
Sal Soda Company; orders for ten  
lines eight times being placed with  
a selected list of papers.

ALLEN, 48 West 36th street,  
New York.—The Drummond Chew-  
ing Tobacco Company; orders being  
placed with a selected list of South-  
ern papers.

FEDERAL, 231 West 39th street,  
New York.—The W. B. Corset  
Company, New York; contracts for  
5,000 lines being made with a se-  
lected list of papers.

BUILDING UP A RETAIL  
BUSINESS.

Advertising problems to be con-  
sidered in building a retail business  
was the subject of an address by  
William H. Ingersoll, president of  
the New York Advertising Men's  
League, to the advertising class of  
the 23d street Y. M. C. A. of New  
York on Wednesday evening.

Mr. Ingersoll believes that every  
business should have a distinct mo-  
tive for its existence, to which it  
adheres and which distinguishes it  
from others in the same line, as, for  
instance, the offering of superior  
service. Such a motive, he de-  
clared, pervades the entire working  
organization and should be con-  
veyed into its advertising with  
meaningness.

Advertising campaigns, first of  
all, must be carefully planned, and  
the mediums at hand, competition  
and the objections to be overcome  
must receive careful consideration.  
Competition, he said, does not re-  
sult only from a house that sells a  
similar commodity, but from any  
cause that decreases the purchasing  
tendency of the community.

The advertiser's aim should be  
to impart to his copy the spirit and

ADVERTISING MEDIUMS

A Powerful List is the  
MILWAUKEE  
GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Baufreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002

HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

THE ONLY KANSAS DAILY WITH  
A STATE WIDE CIRCULATION.

TOPEKA  
DAILY CAPITAL

CIRCULATION 33,500 GUARANTEED

I'll write it in the contract:  
A larger circulation in Topeka and a  
larger circulation in Kansas than any  
other paper in the State.

ARTHUR CAPPER, Topeka, Kan.

The News League of Ohio.

THE  
DAYTON NEWS  
THE  
SPRINGFIELD NEWS

Reach 75 per cent of the homes of these  
cities on paid subscriptions, and our Cir-  
culation Records and Cash Books are  
open for your inspection.

Principal Office, DAYTON, OHIO.

THE  
Indianapolis Sun

daily and Sunday actual 43,601  
average circulation in Dec.

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

motive of his house and to appeal  
to the prospective purchaser from  
the standpoint of human interest.  
Much of the dry and inhuman ad-  
vertising copy could be given  
much greater efficiency, the speaker  
said, by the insertion of some hu-  
man interest qualities.

The New York Evening Journal  
is planning for its annual amateur  
athletic meet for the benefit of the  
newsboys.

PRESS  
CLIPPINGS

Everything and anything  
that is printed in any news-  
paper or magazine, any-  
where—can be supplied by

BURRELLE

45 Lafayette Street, New York City  
Established a Quarter of a Century.

IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

METALS

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD,  
BULLETIN, INQUIRER, the BUFFALO EXPRESS, and hundreds of other  
prominent publications, as well as the GOVERNMENT PRINTING OFFICE.

Trade Mark  
M & E  
Registered.  
MERCHAND  
& EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER

## BUSINESS OPPORTUNITIES

PUBLISHERS,  
EDITORS,  
BUSINESS  
MANAGERS

who desire to acquire and develop  
*properties of their own*

will find the services of this organization almost indispensable.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., NEW YORK.

## CHANGES IN INTEREST.

GRANGER, WASH.—The News is now being issued by Charles F. Bailey and George P. Eaton.

SANTE FE, N. M.—H. B. Ryther has bought the holdings of J. R. Darnell in the Portales Herald.

STERLING, COLO.—J. E. Hanway of Denver is the new owner of the Republican-Advocate.

LYONS, N. Y.—Harry T. Van Camp, a New York insurance man, has purchased the Wayne Democratic Press, published here since 1856.

RACINE, WIS.—The Slavic, a Bohemian weekly, has been sold by Joseph Stehlik to Ladislav J. Tupy and Vaclav Ruzicka of Chicago.

OKLAHOMA CITY, OKLA.—William Taylor has purchased the Wide West Magazine, of Muskogee, and moved it to this city.

ALVARADO, TEX.—Frank Pardue, for five years owner of the Bulletin, has sold out to his brother Charles Pardue.

LEBANON, TENN.—E. E. and A. A. Adams are the new owners of the Democrat.

NORWOOD, O.—F. C. Workman has sold the Gazette to a group of Republicans.

SENECA, KAN.—G. W. Willis has acquired the Courier-Democrat, heretofore published by G. A. Adriance.

ST. CROIX FALLS, WIS.—G. W. Thompson of St. Paul has purchased the Standard-Press.

MONROVIA, CAL.—Homer Fort has sold the Messenger to E. N. Chickering.

WALTON, GA.—Joseph H. Felker has sold the News to E. A. Caldwell and C. G. Hester, former lessees of the paper.

RACINE, WIS.—The Slavic, a Bohemian newspaper, has been pur-

## PRINTERS' SUPPLIES.

LET our Mr. LOUIS A. HOFFMANN quote you on his proven newspaper supplies especially for the "stereo" dept.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U. S. A.

BARNES-CROSBY  
COMPANY

E. W. HOUSER, President.

ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS.

chased from Joseph Stehlik & Co. by L. J. Tupy and V. Ruzicka of Chicago.

CLINTON, OKLA.—Henry Bulow is the new publisher of the Chronicle. WAUNAKET, WIS.—The Index, a weekly, is now being issued by the McWatty Publishing Company.

ARMSTRONG, B. C.—E. V. Chambers and N. G. Cary have purchased the Advertiser.

CLEAR LAKE, IA.—Yost D. Wallace has sold the Mirror to F. G. Atherton of Osage.

SCRIBNER, NEB.—Raymond S. Coll has become owner and editor of the News.

VILLISCA, IA.—Dr. C. E. Crow of Muscatine has purchased the Letter, a weekly publication of this place.

MACOUN, CAN.—Sidney Conant, Jr., of Midale, is the new owner of the Journal.

MANHATTAN, KAN.—The interest of Charles M. Vernon in the Mercury and Republic has been disposed of to Ned Kimball.

NARAVISTA, N. M.—Paul Jones of the Logan Leader has purchased the New Mexican and News of this place.

BLOOMINGTON, ILL.—John Gummertman of the Volksfreund staff has bought the Journal, a German paper.

NORWOOD, O.—The Gazette has been sold by F. C. Workman to a group of Republicans.

GRANUM, CAN.—H. Duncan, of the Claresholm Review and the Barons Enterprise, has acquired the News and placed H. Lee Sammons in charge.

WOMBLE, ARK.—George Slatch has retired as publisher of the News and the paper has again passed into the hands of W. E. Womble.

FRANCIS, CAN.—John S. Brundige has sold the Free Press to enter the real estate business at Swift Current, Sask.

MARVILLE, TENN.—W. D. Williams of Knoxville has purchased the Enterprise of this place from John A. Everett.

MOUNT CARMEL, ILL.—The Register has been sold by A. E. Smith to E. M. Rowland of Olney.

ARAPAHOE, OKLA.—I. S. Walker, founder of the Journal, has sold out to E. M. Cowles, a local man.

BELLEVILLE, WIS.—M. V. Adamson has taken over the Recorder, succeeding his brother, E. R. Adamson, who owns the Brooklyn Teller.

SHULSBURG, WIS.—H. L. Williams has purchased Pick and Gad from A. W. Law.

DUKE, OKLA.—W. J. Bell, formerly publisher of the Arcadia News, has purchased the Times of this place.

WATERTOWN, S. D.—W. D. Burcalow has sold his interest in the News to his partners.

COFFEEN, ILL.—W. E. Roberts has repurchased the Montgomery Democrat from Lew R. Traylor.

LOWRY, S. D.—H. P. Johnson has repurchased the Dispatch from S. A. Thomas.

MANSFIELD, LA.—W. P. Head is again the publisher of the Journal.

GRAVENHURST, CAN.—D'Alton Campbell, a local druggist, has purchased the Banner, of Bracebridge, and will move it here.

ARCADIA, OKLA.—L. A. Ballou has succeeded W. J. Bell as publisher

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES

The Multiple Machine Idea  
IN CHICAGO.

## THE CHICAGO DAILY NEWS.

VICTOR F. LAWSON, Publisher,

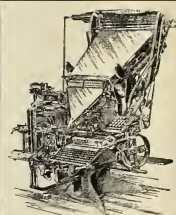
123 Fifth Avenue.

Chicago, December 27, 1911.

Mergenthaler Linotype Co.,  
New York.

Gentlemen: The two Model 8 Three Magazine machines installed in this office have been in use for over two months—used exclusively as head machines. I am pleased to say they are a pronounced success, and I do not hesitate in recommending them to the trade. I can say no more than that they appear to be perfect in their construction and operation.

The operators who have worked on the machines express a decided liking for them. Respectfully yours, A. B. ADAIR.



Quick-Change Model 8  
Three-Magazine Linotype

Mr. Lawson, publisher of the Chicago Daily News, saw our Multiple Magazine Linotypes at the A. N. P. A. exhibit last spring, and recognized that even the greatest newspapers must keep pace with progress and improved methods.

## The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

of the News. Mr. Bell has purchased the Duke Times.

EMMETTSBURG, LA.—L. H. Mayne has sold his interest in the Palo Alto Reporter of this place to R. E.

DELHI, LA.—W. E. Monroe has leased the Banner to Henry R. Mays.

COFFEEN, ILL.—W. E. Roberts is again publishing the Democrat.

PORTALES, N. M.—J. R. Darnell has bought the interest of H. B. Ryther on the Herald.

CLEAR LAKE, IA.—Tom Atherton, of the Osage News, has purchased the Mirror of this place from Y. D. Wallace.

AGAR, S. D.—Cal Hess has leased the Argus.

MIDLAND, S. D.—Harry Lovald of the Davenport Cheyenne Valley News has acquired the Mail of this place and will consolidate the two papers.

LOCKHART, TEX.—The News has been purchased by Vance Smith.

The Washington (Ga.) Gazette-Chronicle has been revived.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

The Canora (Can.) Advertiser has lost its home in a fire.

## MISUSE OF MAILS CHARGED.

Orra L. Tipple, editor of the Schenewus (N. Y.) Monitor, has been indicted by the federal grand jury in Utica for sending obscene and malicious literature through the mails. The action is in connection with criminal libel suits pending against Tipple by an attorney of Oneonta.

## UPTON RETIRES.

R. R. Upton has resigned as vice-president and manager of the Middletown (O.) Journal and disposed of his \$10,000 worth of stock to his associate in the ownership.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 939

NEW YORK, SATURDAY, FEBRUARY 24, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



HERSCHEL V. JONES,

PUBLISHER OF THE MINNEAPOLIS JOURNAL, WHO RECOMMENDS RADICAL  
REFORM IN POST OFFICE DEPARTMENT METHODS.

See Third Page.

## TAFT O. K's HIGHER 2d CLASS RATES.

### P. O. INVESTIGATING COM- MISSION'S REPORT NOW GOES TO CONGRESS.

President Taft on Thursday approved and forwarded to Congress the report of the commission on second-class mail matter recommending that the postal rate on magazines and newspapers be raised from one cent to two cents a pound.

In the case of second-class mail matter Postmaster-General Hitchcock originally recommended a four-cent rate, but later changed this to two. The commission finds that the cost of handling second-class matter is about five and a half cents a pound.

In approving the two-cent rate President Taft declares that the business enterprises of the publishers of periodicals have been built up on the basis of the one-cent rate and that it would be manifestly unfair to put into immediate effect a larger increase in postage.

"But," he adds, "there is no warrant for the great disparity between existing postage rates on periodicals and the cost of the service the Government performs for them. It is carefully estimated by the Post Office Department that the revenue derived from mail matter of the first class is approximately one and one-half times the cost of handling and carriage; that the returns from third and fourth-class matter are slightly in excess of their cost of handling and carriage; and that while second-class matter embraces over sixty-five per cent. of the entire weight of all the mail carried, it nevertheless yields little more than five per cent. of the postal revenues.

"The postal service is now, for the first time in years, operated upon a self-sustaining basis, and in my judgment this is a wise policy; but it should not be carried out at the expense of certain classes of mail matter that pay revenue largely in excess of their cost.

"The proposed increase of one cent a pound in the second-class postage rates I believe to be most reasonable, and if sufficient time is allowed before the change goes into effect it should work little serious injury to the business of the periodical publishers, while equalizing, at least in a measure, the burdens of postal taxation."

Another suggestion of the commission, which was given the President's approval, would abolish the "cent-a-copy rate" for newspapers other than weeklies when mailed at a city letter carrier office for local delivery.

The commission on second-class matter was appointed by President Taft following the controversy caused by the Postmaster-General's original recommendations for the increase in rates. The commission was made up of Justice Charles E. Hughes of the Supreme Court, President A. Lawrence Lowell of Harvard University, and Henry A. Wheeler, President of the Chicago Association of Commerce.

"I cannot speak with too great emphasis of the improvement in the

Post Office Department under the present management," said the President. "He showed that there was a surplus of \$210,118.22 at the end of the last fiscal year, compared with a deficit of \$17,497,770.47 two years before. This was not to be accounted for, the President pointed out, by reductions of force or numbers of post offices or salaries, but by scientific economy.

### SPECIAL AGENCY CHANGES.

The Baltimore Sun has decided to handle its foreign advertising hereafter direct and has appointed W. S. Bird, heretofore advertising manager, to take charge of a field office which it will open in the Flatiron Building, New York, on March 1. Mr. Bird succeeds the L. H. Crall Company, which has represented the paper for a number of years.

William L. Unduch, former advertising manager of the Sun, returns to the charge of that department.

The Winston-Salem (N. C.) Journal has transferred its Eastern representation from Charles A. Menet, New York, to Harry C. Griffith, 225 Fifth avenue, New York.

### NEW APPOINTMENTS.

The Philadelphia Evening Telegraph, in order to better look after its Western foreign business has appointed the Payne & Young Special Agency, with offices in New York and Chicago, to represent it in that section. It has heretofore had no representative in the West.

The Telegraph will continue to be represented in the East by John J. McConnell, with offices in the Flatiron Building, New York.

Following the purchase of the Atlanta Georgian by William R. Hearst, James C. Dayton, 225 Fifth avenue, New York, who represents the Hearst evening papers in the Eastern foreign field, and Frank P. Fuoss, Chicago, the representative in the West, have been appointed to act in a similar capacity for the Georgian.

Rodenbaugh & Morris, 118 North La Salle street, Chicago, have been appointed middle Western representatives of Orchard & Farm-Irrigation, of San Francisco, and the Oregon Agriculturist, Portland, Ore.

The MacQuoid & Tilden Agency, 225 Fifth avenue, New York, has been appointed Eastern foreign representative of the Battle Creek (Mich.) Enquirer and News. The paper was heretofore not represented.

### POSTUM GETS NEW TRIAL.

The appeal of the Postum Cereal Company from the jury verdict giving \$50,000 damages to Robert J. Collier in a libel suit is granted by the Appellate Division of the New York Supreme Court. Three justices concurred in the opinion that the Postum Company was entitled to a new trial, two justices dissenting.

## I. T. U's. POLITICAL CAMPAIGN.

### PRESENT ADMINISTRATION WILL HAVE OPPOSITION

#### AT THE ELECTIONS.

Candidates for officers of the International Typographical Union are being nominated in all parts of the jurisdiction this month. The election will take place the third Wednesday in May. More than ordinary interest is manifested in the election this year, and a determined fight is being made against the entire administration.

Opposition to the present officers is centered in a portion of the membership which, in addition to the claim that a secret organization exists which has for its object the control of I. T. U. affairs, is opposed to the general policy of the administration.

A man in close touch with the union administration in an interview on the situation said:

"While the contest will be a strenuous one, there is no chance of a split in the organization, as the differences are not regarded as serious enough to warrant any such step. On all other than political matters arising in the present campaign, the entire membership is a unit, it is said, in defense of the International and its various enterprises.

"Always a leader in the field of organized labor, the International Typographical Union has led at all stages of union development. Its most humble member is proud of its varied achievements and the unquestioned position it occupies in the labor world.

"Nineteen years ago last July the Union Printers' Home at Colorado Springs, Col., was opened, and since that time has been maintained as a free home and hospital for sick and incapacitated union printers.

"Since 1892, when it was first opened, this home has become famous throughout the entire world, where labor organizations are to be found, as a model institution, and among its visitors have been men from foreign shores who came to investigate the system under which it was created and conducted.

"Last year \$88,928.89 was expended in maintenance and additions, the exact figures for the former being given as \$66,540.24. The home is equipped with an excellent library and every modern convenience in the way of hospital and sanatorium appliances.

"Another step forward was the establishment of an old-age pension fund and the adoption of a mortuary benefit which pays as high as \$400 upon the death of a member, according to length of membership. In December about \$45,000 was paid out in pensions and mortuary benefits, and these figures will be greatly increased in future, as the death benefits have been raised.

"There is a surplus of about \$500,000 in the old-age pension fund, and this is being added to monthly. Financially the I. T. U. is on 'Easy street,' and its membership has increased by several thousands in the last few years. However, a goodly

portion of the members want a change of officers; hence the contest.

As the opposition movement originated in the West and is said to be strong there, the printers in that part of the jurisdiction have selected Fred Barker of Spokane to oppose James M. Lynch for re-election as president. Clifford M. Cobb of Cincinnati will be the candidate against John W. Hays for secretary-treasurer, and the "progressives," as the administration opposition is styled, will have a candidate for every place on the ticket.

Messrs. Lynch and Hays have already received the indorsement of seventy local unions. There are about 500 in the organization.

Mr. Hays became vice-president of the I. T. U. in 1895, in which office he continued until 1909, when he was chosen by the executive council to fill a vacancy created by the resignation of J. W. Bramwood. Mr. Hays has twice been elected since.

Although nominations will not be completed until the last day of February and the election not until May 15, campaigning has been under way in behalf of the various candidates for several months.

Literature setting forth the claims of both sides is being distributed liberally, and there is no dearth of "facts" in circulation for the voter who may be open to conviction as a result of a study of statistics.

It is believed that the general result will depend to some extent on the outcome of investigations of the "inner circle" now under way in two extremes of the jurisdiction, New York and San Francisco, both of which cities will soon arrive at a decision.

### LIBEL SUITS AGAINST W. R. HEARST IN CHICAGO.

Roger C. Sullivan, Democratic National Committeeman from Illinois, has instituted a series of libel suits against William R. Hearst, Andrew Lawrence, publisher of his Chicago Examiner, and the Illinois Printing and Publishing Company. From each \$25,000 damages are sought.

The alleged libelous matter covers a wide range, and charges of conspiracy between Mr. Sullivan and Governor Deneen in connection with the recent trouble between the election board and the Cook County clerk's office.

### A. P. SERVICE DELAYED.

A fire in the building adjoining the Western Union Telegraph office in Montgomery, Ala., one day last week caused considerable delay in the transmission of the Associated Press reports to the newspapers of that city, Mobile and New Orleans. Matters were delayed nearly two hours, and the Montgomery operator had to relay service to the other two effected points.

### NEW INDIANA PAPER.

The Huntington Publishing Company has been incorporated with \$15,000 to issue a newspaper at Huntington, Ind. M. H. Ormsby, E. Ormsby and Joseph Carroll are the incorporators.



## THE POST OFFICE "DEFICIT."

### BAD MANAGEMENT NOT 2D CLASS MAIL IS THE REAL REASON.

Postal reform and the possibilities of an increase in the rates of second class mail were the subjects of considerable discussion at the annual meeting of the Minnesota Editorial Association in Minneapolis.

Herschel V. Jones, publisher of the Minneapolis Journal, declared a tremendous saving could be effected if the department extended strict business principles to all features of mail handling, and said he believed that if such action were taken there would be little need to increase rates.

Mr. Jones approved the postmaster-general's attitude toward certain publications he said were not deserving of the benefits of the second class rates and declared that the extension of the privileges of that class to newspapers had been responsible in a great measure for the wonderful strides made by the Post Office Department. Mr. Jones said: "At the close of the civil war the total annual revenue of the Post Office was \$14,556,158.70; last year it was \$237,648,926.68. The per capita revenue in 1865 was forty-two cents; it is now \$2.53.

"The one cent per pound rate for second-class matter—which covers weekly and daily newspapers and magazines—did not go into effect until 1886. Up to that time there was only a limited circulation for newspapers because of the high postage. It is significant that coincidently with the postage reduction for newspapers in 1886, the revenues of the postoffice department began to increase rapidly.

"As already stated the per capita revenue to the postal department was forty-two cents in 1875, and was only seventy-six cents in 1885, the year previous to one-cent postage for newspapers and periodicals. The increase had been only thirty-four cents in twenty years.

"In the next twenty years the per capita revenue jumped to \$1.20, an increase of one hundred cents as against thirty-four cents in the preceding twenty years.

"This great increase of revenue came largely from the second class mails. There was a natural increase in other classes of mail, but in only small degree did it figure in this rapid growth in revenue. The total weight of second-class mail in 1886 was 110,000,000 pounds. In 1911 it was 893,000,000 pounds, an increase in twenty-five years of over 800 per cent.

"These figures tell the story of the beneficial results growing out of a cheap postage rate. The government has spent over \$250,000 in seeking to prove that second-class mail is carried at a loss, and the proof is still wanting.

### TOO MANY "HOBBY" PAPERS.

"I would speak for the spirit of the law, however, as against abuses. There are abuses of the second-class mail privilege, but if the department would use but a small part

of the energy for eliminating abuses that it is expending in the effort to increase second-class postage, it would not be necessary to refer to that subject again.

"The legitimate publications to enjoy the second class privilege are the weekly country papers, the daily papers, certain legitimate trade and class papers and certain magazines.

"In the mails, however, are hundreds of hobby papers, of no legitimate purpose. This class of publication should be eliminated by a standard that would not be difficult to establish.

"Certain magazines are conducted wholly on an advertising basis. A little cheap reading matter is inserted between

Continued on Nineteenth Page.

### NATIONAL AD. MANAGERS WOULD REFORM AGENCY COMMISSION BASIS.

The regular meeting of the Association of National Advertising Managers was held in Cleveland last Friday and Saturday, and was attended by seventy members.

An important action taken was that relative to the present advertising agency system. A report, which exhaustively analyzed the objections to the present plan upon which advertising agencies and publishers work, was submitted by the agency relations committee. It declared emphatically against a system which made it so easy for unworthy agencies to survive and discriminate against the advertiser who did not wish to use an agency at all.

The payment of a commission based upon a percentage of the sum expended by the advertiser in advertising was pronounced illogical and productive of many evils now existing, a relic of an age already passed.

The report was unanimously adopted and the committee was instructed to confer at once with the leading agencies and publishers to the end that by earnest co-operation a plan better adapted to modern conditions may be worked out and put in force for the benefit of the advertiser, the publisher and the agent.

A poll showed that the total annual advertising disbursing power represented by the members of the association is \$24,632,000, and the capitalization of the concerns represented is \$680,320,000.

### MEDICAL PAPER SOLD.

The American Practitioner, published in Louisville for forty-five years, has been purchased from Dr. H. A. Cottell by Dr. John W. Wainwright of New York. The paper will be moved to the latter city.

### NEW MEMBER OF FIRM.

The Adrian (Mo.) Journal is now published by J. E. Dowell & Sons, George Dowell, formerly of the Rich Hill Tribune and the Warsaw Times, has become a member of the firm.

The Tucson (Ariz.) Citizen recently lost its plant in a fire.

## STARTING OUT AS JOURNALISTS.

### MUST HAVE THE HEART IN THEIR WORK TO MAKE A SUCCESS OF IT.

Edward Payson Call, advertising manager of the New York Times, in an address at Princeton University on newspaper making last week, advised the students not to take up the profession unless their hearts are in it. "It is fascinating to the extreme, but not profitable to the rank and file," said Mr. Call.

"The fact that one man as a rule is so small a unit in the production of a daily newspaper accounts for the comparatively small salaries which the majority realize—on the other hand there is a lot of room at the top and to the stars of the profession handsome salaries are paid.

"There are two kinds of newspapers: Those that are worth while, and those that are not. We must admit that the latter class are in the great majority.

"It is the most difficult thing in the whole profession to hold to the exact truth in all news. The most careful reporter will get off on his facts and being at the mercy of compositor and proof reader is it any wonder that in the haste which is necessary, incorrect reports frequently appear.

"But we must admit that in telling the story of a day news is often 'colored'—especially political news. The papers are 'few and far between' which do not in spite of good intentions give a twist to things to bring them out their way. And of course it is just as dishonest to omit some of the truth as to tell what is not the truth.

"The question of the newspaper's effect on the community is a deep and interesting study. While the days of personal journalism are a thing of the past—Colonel Henry Watterson of Louisville being the only real survivor of the so-called 'old school'—it must be admitted by the most skeptical that papers as a whole have a great influence on affairs of the day. This influence is very subtle, however, and is often hard to define. As exceptions prove rules we may look back at the election of the present mayor of New York when all the New York dailies except one were strongly opposed to him.

"The daily newspaper is by far the most effective and powerful of all advertising media. The newspaper is like our daily bread. We must have it. And so the advertising that goes along daily with the newspaper wields a tremendous influence and power. Its strength is in the fact that it covers the local field so thoroughly and so frequently. It would take a monthly publication thirteen years to accomplish what a newspaper can do in one year with every other day insertions. To be sure it may be argued that a magazine is long lived but the chain of repeated impressions which the newspaper wields is so strong that its power of publicity is enormous.

"Advertising is a science which few have completely mastered. For-

tunes have been squandered in it. The first essential is real merit in the article advertised. Then perfect distribution and then good copy. That word copy is vital. And there are various kinds of good copy but of course the best is of the fewest words and the most sincerity.

"The ability to write good advertising copy is a gift. With all due respect to the various schools of advertising, the art cannot be taught if the pupil is not blessed with the gift.

"The work of soliciting advertising is most interesting. The poor solicitor begs for business or asks for it because the other paper has it. The good solicitor shows the advertiser how he cannot afford to say no. He makes a study of the advertisers' business and his selling plans and shows suggestions as to copy. He shows the advertiser that he has a real commodity to sell and one worthy of consideration."

"As a rule there is more money in the business end if you are adapted to it, and sometimes the man himself is the worst judge of what he can do best. Just as a comedian usually wants to play Hamlet and a tragedian always feels that he is depriving the stage by not taking to rollicking comedy.

"Whatever is in you is bound to come out—give journalism a chance."

### A. A. C. A. DIVISION AT ANNUAL MEETING.

#### PRINCIPAL SUBJECT DISCUSSED IS: HOW TO BRING ABOUT ADVERTISING REFORMS.

About 300 delegates representing advertising organizations of the states of Missouri, Kansas, Colorado, New Mexico, Arkansas, Louisiana and Texas attended the annual convention of the Southwestern Division of the Associated Advertising Clubs of America in Leavenworth, Kan., on Tuesday and Wednesday.

The gathering was the fourth annual meeting of the division and was by far the greatest for enthusiasm, attendance and business accomplished.

One of the principal subjects dealt with was the plan of the national organization to endeavor to have state laws enacted throughout the nation to make the publication of unfaithful and misleading advertisements a misdemeanor and punishable as such.

In the course of an address on the subject John Irving Romer, editor of Printers' Ink, declared before the convention: "The greatest curse of advertising for years has been superficiality. Advertisements in many cases are written by persons who know nothing of the commodity they would advertise."

### NEW ONE FOR HUNTINGTON.

Fred France, former mayor of Huntington, Ind., and now clerk of the Indiana supreme court, is authority for the statement that Huntington is soon to have a Democratic morning newspaper.

## NEWSPAPER GOOD WILL DECLARED TAXABLE.

In the opinion of Judge Robert M. Dittey of the Ohio state tax commission expressed before the Associated Ohio Dailies in convention at Columbus a newspaper should be taxed, not alone on its physical valuation, but on its good will, expressed in the number of its subscribers, Judge Dittey talked on the relation of the newspaper to the new state tax laws.

A. N. Drake, president of the Booth-Hoyomei Company and the Wyckoff Agency, both of Buffalo, spoke on advertising as related to the circulation of newspapers. Mr. Drake, while holding that the circulation is of great value unquestionably to the advertiser, believes that the quality of the paper, its reputation for veracity and fairness, are even greater assets when it is under consideration for an advertising medium.

Following an address by O. C. Harn of New York, president of the Association of National Advertising Managers, it was voted to name a committee to confer with a committee of his organization on the matter of advertising reform.

S. J. Flickinger of Dayton read a tribute to William S. Cappeller, former editor of the Mansfield News, who died in November.

Topics treated in general discussion included:

Uniform form of advertising bills. Do you use it? If not, why not? How do you keep your circulation accounts and why? The newspaper situation. Present contracts, prices and prospects. What new presses and machines during year? What advance in wages? Do you pay for extra runs, over-time, etc.? Short-rating foreign contracts. The law affecting their collection. Free automobile, steamship and railroad advertising. What about contests, prizes and premiums the past year? Advanced payment of mail subscriptions. An automatic newspaper vending machine. What changes in handling city circulation.

## WHEN A NEWSPAPER IS EXEMPT FROM LIBEL.

A newspaper that is engaged in an endeavor to uplift the morals of a community cannot be convicted of libel or made to pay damages provided its intentions are shown to be wholly uplifting and without malice, decided Judge Edward Jackson, sustaining the demurrer of the Newcastle (Pa.) Daily Courier in a suit for \$5,000 for alleged libel, filed by John A. Sanger, owner of a dance hall.

The newspaper was conducting a crusade against public dances.

## AGREEMENT TO DISSOLVE.

Through an agreement just reached the Rosebud Publishing Company, owning and operating six newspapers in Gregory and Tripp Counties, in South Dakota, will go out of business as a corporation and the properties of the company will be divided among the stockholders of the former corporation comprising Fred Reichmann, E. A. Jackson and C. M. Rose.



JOSEPH F. KELLY,

NEW ADVERTISING MANAGER OF THE CHICAGO AMERICAN.

## NEW AD MANAGER FOR THE CHICAGO AMERICAN.

Joseph F. Kelly, for some time past in charge of the advertising of the Philadelphia Evening Telegraph, was this week appointed advertising manager of the Chicago American and will leave in a few days to take up his duties in the West.

In his five years' practical experience as a newspaper advertising man, Mr. Kelly has come rapidly to the front. He obtained valuable training as foreign advertising manager of the Telegraph before he was appointed advertising manager three years ago. Since then the business of the Telegraph increased rapidly under his direction.

Mr. Kelly has an extensive acquaintance among general advertisers and advertising men. Last year alone the Telegraph's advertising gained 4,774 columns over the total of the year before.

## PEORIA IMPROVEMENTS.

The Peoria (Ill.) Herald-Transcript is erecting a forty-eight page sextuple Goss press with color attachment. A new Kohler system of electric press control, a Mergenthaler slug and rule caster and another new type casting machine is being put in, and in fact the entire mechanical equipment of the Herald-Transcript is being renewed by Publisher Charles H. May.

## NO INTERNATIONAL JOURNAL FOR PARIS.

Theodore Staunton, the American newspaper man, who planned an international newspaper to sell at ten cents for Paris, is reported to have abandoned his idea. The paper was to be known as Le Journal Internationale and was to be published by an advisory board on which every nation in Europe was to have a representative.

## PRESS SEATS AT THE DEMOCRATIC CONVENTION.

Josephus Daniels, publisher of the Raleigh News and Observer and Democratic national committeeman from North Carolina, who has been placed in charge of the press section at the Democratic national convention in Baltimore, requests that all applications from daily newspapers for seats at the convention be addressed to Charles S. Albert, chairman standing committee of correspondents, Senate press gallery, Washington, D. C.

Requests of editors of weekly publications for reservations at the convention were asked to make their applications to Mr. Daniels at Raleigh, N. C., not later than March 31.

James D. Preston and Charles H. Mann, superintendents of the press galleries of Congress, have been appointed sergeants-at-arms in charge of the press section at the convention.

Mr. Daniels intends, after the plans of the convention hall have been perfected, to meet with the standing committee of correspondents for the purpose of assigning seats to the press.

## AUTO TRADE PAPER MAN'S IMPORTANT NEW OFFICE.

H. M. Swetland, formerly head of the Class Journal Company and at present a director in the United Publishers' Corporation, has been elected chairman of the board of directors of Wyckoff, Church & Partridge, Inc., of New York. Mr. Swetland brings with him the ripe experience of his close connection with the automobile industry from its inception as publisher of technical and class papers covering the field of motor car production and distribution.

Thomas J. Fay, who for several years was the managing editor of Automobile under Mr. Swetland, has for some time past been in charge of the productions of Wyckoff, Church & Partridge, Inc.

## AN EDITORIAL APPOINTMENT IN CALIFORNIA.

W. J. Brackett, formerly owner of the Redding (Cal.) Searchlight, has been appointed managing editor of the San Jose Morning Times.

The Times was started five years ago by C. M. Shortridge, former State Senator. It is now controlled by P. R. Milnes, who is in charge of its business department.

## Advertisers who investigate the MILWAUKEE field always select the EVENING WISCONSIN

Lowest rate per thousand of any daily in Milwaukee

CIRCULATION:  
Daily Average for 44,766  
the year 1911  
A GAIN of 3000 copies per day  
over the year 1910.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



## THE CRAFT IN THE FAR OFF PHILIPPINES.

January reports from the correspondent of THE FOURTH ESTATE in Manila, P. I., indicate considerable prosperity for the newspapers in the smaller cities of the islands.

The Cebu Chronicle, owned and edited by J. R. Flynn Anderson, who resigned as associate editor of the Philippines Monthly, Manila, last year, has been changed from a semi-weekly to a daily. It is now a six-page morning sheet full of local news, topped off with an exclusive cable service from Manila.

In Iloilo, center of the Visayan sugar group, Walter A. Smith has started a thrice-weekly newspaper called the Iloilo Press, and is putting up a stiff opposition to the Enterprise, which has been in the field for over five years.

The Mindanao Herald, of Zamboanga, the only English newspaper in the land of the Moros, J. A. Hackett, editor and proprietor, may soon leave the weekly field. It has added two more pages and increased its cable service.

Archie M. True, a pioneer American resident of the Philippine Islands, who spent the last two years in China as secretary and marshal of the United States consulate at Chefoo, is now governing the legislature in Manila for the Manila Times.

True has been succeeded in Chefoo by Harry W. Dennie, formerly of the Manila Cablenews-American.

C. M. Compton, formerly editor of the Iloilo Enterprise, has joined the staff of the Manila Times.

Herman Ehrhorn, of Chicago, is the latest addition to the advertising staff of the Manila Cablenews-American. Ehrhorn was left fielder on the University of Chicago baseball team which toured the far East in 1910. He decided to stay in Manila, taking a position at first in the government service.

## GRAY BUYS IN COLUMBIA.

Omar D. Gray of Sturgeon has secured a large interest in the Columbia (Mo.) Statesman. He also has options upon stock in the paper owned by William Hirth and George V. Mechler. Mr. Gray is to take charge of the paper immediately. Harry S. Jacks retains his interest in the paper and will act as advertising manager as well as editor.

## SOCIALISTS RAISE CAPITAL.

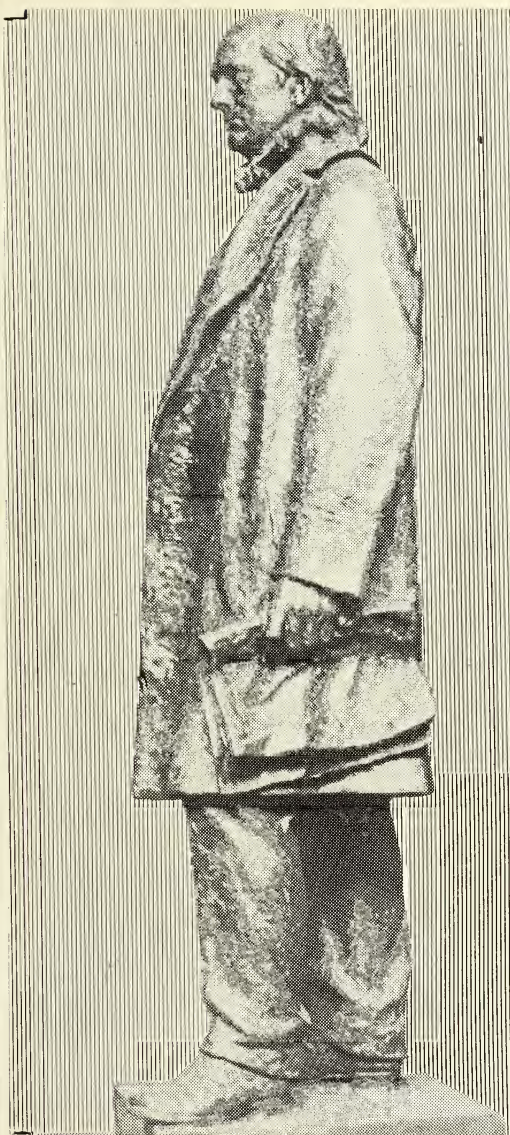
The stockholders of the Workers' Publishing Company, which issues the Chicago Daily Socialist, have voted to increase the capital stock from \$50,000 to \$250,000. More than 20,000 stockholders are represented in the concern.

## GERMAN PAPER TO BUILD.

The Cincinnati Freie Presse will erect a five-story concrete building on the west side of Vine street, north of Ninth street.

## NOW OWNS A DAILY.

W. P. Friedrick of Tracy has become the owner of the Petaluma (Cal.) Sonoma County Daily Independent.



HORACE GREELEY,

BRONZE STATUE BY W. O. PARTRIDGE TO BE ERRECTED AT CHAPPAQUA, HOME OF THE FAMOUS EDITOR.

By courtesy of the New York Tribune

## THE HOLDREDGE CITIZEN.

Ernest C. Potts and C. A. Hedlund has incorporated a company in Holdredge, Neb., to publish a newspaper called the Citizen and a monthly real estate journal. The company is capitalized at \$15,000, of which \$10,000 is announced to be paid up.

## HOLLEY NOW IN CHARGE.

John F. Holley has been appointed business manager of the Mobile Item. For some time past Mr. Holley has been in charge of the advertising of the paper.

D. E. Cuppernull has launched the Daily Virginian at Virginia, Minn.

## GREELEY STATUE FINISHED.

The bronze statue of Horace Greeley by W. O. Partridge is finished and will soon be placed on exhibition. This statue will be erected at Chappaqua, N. Y., Mr. Greeley's old home, by the Chappaqua Historical Society as a tribute from the American people.

The site for the memorial was selected by a daughter of Mr. Greeley, the wife of the Rev. Dr. Frank M. Clendenin. The statue will face his old home, and will be of heroic size, nine feet in height. It will represent Mr. Greeley standing, with a newspaper in his hand and wearing that famous "white coat."

The land is the gift of John I. D. Bristol, chairman of the Greeley Memorial Committee. Jacob Erlich is the treasurer of the committee, and the other members who have labored for this project are Victor Guinzburg, Edwin Bedell, A. H. Smith, Morgan Cowperthwaite, George Mackay, George Hunt, Albert Turner, L. O. Thompson, Wilbur Hyatt, John McKesson, Jr., and Hiram E. Manville.

Several thousand dollars must still be raised to pay for the pedestal, tablets and other necessary expenses. About \$7,000 has been subscribed, and the committee needs, all told, about \$20,000.

## PAST AND PRESENT TIMES MEN IN REUNION.

Nearly a hundred members of the Times staff, past and present, gathered Sunday evening at the Cafe Martin for the second annual dinner of the New York Times Association. After a menu served under the inviting caption, "All the Food That's Good to Eat," had been disposed of, speeches were made and stories told of reporting in the old days by men who have not been reporters for many years.

All this was interspersed with a long succession of diversions.

The election of officers for the coming year resulted in the selection of M. B. Abrahams as president; H. P. Burchell, vice-president; Justin McGrath, associate vice-president; D. H. Joseph, treasurer, and A. H. Wollcott, secretary.

## BOSTON MEN GET PAPER.

J. D. P. Wingate, a former Boston newspaper and magazine man, has purchased the Chatham (N. Y.) Republican. He has organized the Republican Art Printery and is its president. Edwin G. Heath is editor of the Republican.

Mr. Wingate for several years has been the manager of philanthropic organizations in Boston, but before that was publisher of the New England Magazine and at one time business manager of the Boston Journal.

## NEW UTAH WEEKLY.

The Weekly Independent will be published at Kanab, Utah, beginning March 15. The company to publish the paper is composed of leading business and cattle men of the vicinity and its purpose will be to promote the industrial welfare of Kane County.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers here will receive their copies of *The Fourth Estate* addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

MAIN OFFICES:  
105 WEST 40TH STREET  
(Tilden Building) NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT.  
Long Distance 5 Trunk Lines.

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

NO. 939 FOR THE WEEK ENDING SATURDAY FEBRUARY 24, 1912

## THE POSSIBILITIES OF NEWSPAPER ADVERTISING.

"Advertising is salesmanship of the highest character and, with a single exception (religion) the greatest force in the world," said A. O. Loomis at an annual convention of retail merchants in Spokane, Wash.

"It will make you know the one thing in a thousand that is worth knowing; reduce the selling cost of any commodity, and so reduce the cost of the article itself; build a mighty institution or industry from an insignificant beginning in a few years; and, last and best, make the merchant who uses it more prosperous, the town in which he lives more prosperous, and the land around him more valuable."

Mr. Loomis puts his finger on the mutuality of interest between seller and buyer which makes advertising profitable, says the Philadelphia Record. Advertising, as he says, will "reduce the selling cost"—that is, the marketing cost—of the commodity, and thus put money in the seller's pocket.

It will reduce the actual cost—the price—of the commodity, and so save money for the buyer. Distributors and consumers get together as a co-operative basis in the columns of the daily newspaper.

The widespread appeal which advertisements in newspapers make receives almost daily confirmation in the most unexpected quarters.

A few years ago who would have looked to newspaper publicity as a means of building up a fraternal order? That, however, is now being done with a well-known order.

Until seven years ago it was struggling along with a few hundred members. Today it has a membership of 510,000, and during 1912 it expects to reach 600,000.

This growth, according to one of its organizers, "is due to nothing else than the newspaper advertising policy, backed up by the organization's solicitors." When the man who had this happy thought started

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

his campaign he found competition that faced him on every side.

He placed in the newspapers advertisements showing the benefits that accrued from membership in the order, and the results were surprising. In Cleveland the membership jumped from 300 to 4,000, and in Los Angeles one lodge has nearly 10,000 members—all due to the publicity gained through the newspaper advertising. A similar campaign is now being conducted in New York and Boston.

The policy that helps to build up the trade of the merchant, the strength of banks, the influences of the Church and the membership of fraternal orders will be equally beneficial for all lines of industry.

The newspaper presents its appeal every day, and no one who reads can escape it.

### NEWSPAPER BALLOTING.

Having had much experience with straw votes, the New York World is not greatly impressed with the polls taken by various Western newspapers to show that Mr. Roosevelt is the overwhelming choice of their readers for President.

In the campaign of 1908 the World made a very careful postal-card canvass of the Gubernatorial contest, and the results were worked out by expert statisticians. The figures showed that Chanler would have 490,970 votes in Greater New York and that Hughes would have 147,185. Chanler's indicated plurality in the entire state was 193,685.

The election returns, however, told quite a different story. Chanler's vote in the city was only 321,190, and Hughes was re-elected Governor by a plurality of 69,462.

The World's experience is not unique. In 1904 the Brooklyn Eagle's poll showed that Parker would carry New York State by 75,421. Roosevelt carried the state by 175,552. In that same campaign the Herald's canvass indicated that Parker would have 387,167 votes in

Greater New York to Roosevelt's 239,420, giving Parker a plurality of 147,747. Parker's actual plurality in the city was about 36,000.

The World's estimates in that campaign were equally wide of the mark. Yet all these polls were made with painstaking care. All the resources of metropolitan journalism were employed to have them correct, and in the light of the election figures they were quite ridiculous.

No doubt our Western contemporaries have been as honest and sincere with their Roosevelt poll as we were with our Chanler poll. No doubt too the results in both cases are equally valuable.

### NOTE AND COMMENT.

Publisher W. B. Bryant and his associates on the Paterson (N. J.) Press-Chronicle recently issued a "Progress and Achievement Number" that was a pretty piece of newspaper enterprise, and provided a fine compliment to their business ability. The purpose was to help celebrate the rounding out of a decade of prosperity for the city of Paterson.

An entire section of the number was devoted to a history of the city, industrially and commercially, and was replete with pictures showing the city's progress and the men responsible for it.

The New York Clipper, just celebrating its fifty-ninth anniversary, has been under the same management since its first issue. The Clipper is said to be the oldest theatrical paper in America.

The Pittsburgh Sun on February 29 will be edited and published by the leaders of the Suffrage movement in Pittsburgh. On that day they will have an entire staff, from editor-in-chief to business manager, advertising manager and circulation manager.

This Leap Year Day innovation has created great interest in the suffragist circles, and the most prominent women in the social life of Pittsburgh are taking an active part.

The women will attempt to refute the idea that the Suffragettes are not capable of taking an active part in the business affairs of the country.

Believing that all the Mexican insurrections against the government are largely a result of the publication of sensational news, President Madero and his Cabinet appealed to the permanent committee in Congress to suspend that article of the constitution providing for a free press. The committee, however, returned a negative reply to the President's demand.

The power of the press may be easily measured by the utterances and writings of the best speakers and writers, says the Boston Globe. As a speaker told the Boston Woman's Publicity Club, "The power of a good newspaper cannot be overestimated."

No event worthy of a place in the minds of men passes unheeded by the cosmopolitan press of today. This is true of the utterances of the leaders of men. Neither time nor

distance nor expense prevents the press from giving a faithful record of the sayings and doings of the world. It is fast uniting nations in the interest of peace.

Commerce finds the press a faithful forerunner and supporter, and religion uses it as a powerful aid in all good works.

By educating the whole nation it lessens the horrors of war by preventing it and thereby creates good-will among nations. All right-minded people should aid and encourage the newspaper for the general good of mankind.

The Long Island Railroad has issued an order requiring conductors, trainmen and station agents to make every effort to ascertain the cause of any sudden interruption of train service and answer freely all questions asked by passengers or newspaper men as to causes and probable duration of delays. Arrangements have been made to have the despatcher's office in Long Island City send out such information to train men and station agents as early as possible.

## FAKE SHOE ADS COST PUBLIC \$50,000,000 YEARLY.

The Boat and Shoe Recorder of Boston estimates that from \$30,000,000 to \$50,000,000 worth of shoes are sold in this country each year practically under false pretenses, representations and prices which are a swindle and an imposition. It advocates the criminal prosecution of all dealers making fake or misleading advertising statements. To assist in this campaign the Recorder offers to pay the sum of \$50 toward the legitimate expenses of prosecuting such cases. The Recorder states:

"There is no class of advertising in the daily newspapers of to-day which is more rapidly undermining the confidence of the public than the advertising of 'fake' shoe stores.

Their glittering promises are coming to be known by the public at their true worth, and just as fast as people come to understand, as they will by a brief experience, that these advertisements are frauds, just so fast will all newspaper advertising be discredited in their eyes.

"There is no newspaper in the world strong enough to dispense with the confidence and esteem of its readers."

### PERISHABLE NEWS PAPER.

#### EDITOR THE FOURTH ESTATE.

SIR: I have recently had occasion to peruse files of old newspapers in the New York Public Library and was impressed by the fact that the papers of sixty or seventy years ago are in better condition for purposes of consultation than the more recently printed ones, because the paper of the older newspapers is of better quality. The newspapers of today are printed on the poorest kind of paper, that crumples to dust no matter what the precautions taken for preserving them. The historian of the future will thus be deprived of very valuable sources of contemporary information. HISTORIAN.



## PURELY PERSONAL.

Otto A. Meyer, who about a year ago retired as publisher of the Utica (N. Y.) Press, will sail on March 2 for a several months' trip to Europe.

Amos P. Wilder, former publisher of the Madison (Wis.) State Journal and at present American consul at Shanghai, China, has sailed for America on a leave of absence.

E. R. Mustin, publisher of the Germantown (Pa.) Telegraph, is spending a short time at Atlantic City.

W. F. Stovall, editor of the Tampa (Fla.) Morning Tribune, has undergone an operation at the Halcyon Sanatorium.

Francis Hoag, editor of the Sayville (N. Y.) News, accompanied by Mrs. Hoag, is on a six weeks' trip to California and other Pacific states.

M. J. Dee of the Detroit Free Press is on a trip to the tropics.

Charles M. Junkin, editor and publisher of the Fairfield (Ia.) Ledger, and Mrs. Junkin, have left for a trip around the world.

Charles E. Westervelt, business manager of the Ithaca (N. Y.) News, is home from a trip to Bermuda.

John J. O'Rourke, city editor of the Passaic (N. J.) Herald, is confined to his home with an attack of grippe.

Clifford S. Raymond, the Chicago Tribune political reporter, is making use of a series of dramatic, and at times comic, stories of the inside workings of a state legislature, for articles he is now publishing in the American Magazine.

R. F. Lanagan, former Detroit newspaper man, has tendered his resignation as superintendent of the Wayne County juvenile detention home, and will resume his old duties as probation officer.

Ira E. Bennett, editor of the Washington Post, has been appointed Washington representative of the San Francisco Panama-Pacific Exposition. He is also the correspondent of the San Francisco Call.

William T. Mullally, of the MacClay-Mullally Advertising Agency, New York, addressed the advertising staff of the New York Times at its meeting last week.

Angus McSweeney, Washington correspondent of the Philadelphia North American, is ill in the Garfield Hospital.

T. J. Pence, a Washington correspondent, broke his shoulder in a fall last week.

E. LeRoy Pelletier, advertising director of the E-M-F-Flanders Automobile Company, Pontiac, Mich., is able to attend to his duties again after a severe cold that for a

time threatened to develop into pneumonia.

Frank Presbrey, president of the Association of New York Advertising Agents, has gone for a short vacation in Europe.

W. H. Taylor, president of the David Williams Publishing Company, New York, is spending a month in Bermuda.

William O. Taylor, business manager of the Boston Globe, has returned home from a Southern trip.

Major P. F. O'Keefe, the Boston advertising agent, is one of the directors of the new Cosmopolitan National Bank, of that city.

R. F. Outcault, who won fame as a newspaper artist and is now engaged in the advertising business, sailed for Egypt on the steamship Adriatic on Thursday for an extended trip.

Mrs. G. H. Grace, editor of the Lead (S. D.) Daily Call, has returned home from a Chicago hospital, where she spent several weeks on account of a nervous breakdown.

Albert W. Fell, consulting newspaper expert, has just finished a two-months' engagement on the Plattsburg (N. Y.) Evening Star.

Roy W. Howard, general news manager of the United Press, has returned to his desk after spending the week in Washington on business.

Wilfred C. Bates, secretary and treasurer of the Sheffield Special Agency, is on a business trip through Pennsylvania.

P. J. Reid, managing editor of the Detroit Free Press, is sick with a case of erysipelas.

Mrs. Reeves of the C. E. Sherin Advertising Company, New York, has returned to her duties after an attack of appendicitis lasting six weeks.

George Barr Baker, associate editor of Everybody's Magazine, New York, is spending two weeks in San Francisco.

## EX-Scribes NOW MINERS.

J. J. Guentherodt, Tom Sevey and E. Edwards, all former newspaper men who worked on metropolitan daily papers, are now engaged in developing gold mines in the Sierra County District in California. At present they are engaged on the King Solomon mine at Allegheny.

## VISITORS IN NEW YORK DURING THE WEEK.

William Thompson, publisher the Battle Creek (Mich.) Journal.

David Plum, publisher the Troy (N. Y.) Record.

William E. Carpenter, special representative, Chicago.

H. J. Baker, advertising manager the Lansing (Mich.) Journal.

Mrs. G. U. Gardiner has purchased the Marsland (Neb.) Tribune and become its editor and publisher.

## GEN. OTIS AT SEVENTY-FIVE

General Harrison Gray Otis, proprietor of the Los Angeles Times, has just celebrated his seventy-fifth birthday. General Otis was born in Marietta, O., and is a grandson and namesake of General Harrison Gray Otis of revolutionary fame. He served through the civil war in an Ohio regiment and was a brigade commander in the war with Spain in 1898 and in the war against the Filipino insurgents the following year.

## HUBBARD TALKS TO CAPPER

## EMPLOYEES IN TOPEKA.

Elbert Hubbard of the Philistine while in Topeka last week gave a little talk to the six hundred employees of the Capper publications in the lobby of the main office of the Topeka Capital Building.

"I am a printer and proud of my business," Mr. Hubbard said. Benjamin Franklin, he said, was the greatest in the history of the world. The printing business he ranked as the third in importance in the world. Farming, he said, was the most important, and transportation second.

## WEDDING BELLS.

John Mooney, publisher of the Wilkes-Barre (Pa.) Sunday Review, has been married to Miss Myrtle Gruver.

J. D. Hildreth, of the Class Publishing Company's forces in New England, has been married to Miss Julia Wright of Petersburg, Va.

## ZABRISKIE'S NEW JOB.

H. B. Zabriskie no longer represents Harper's Weekly in New England, but is now advertising manager of Field and Stream, in New York. William A. Trowbridge is covering his former territory.

## POPULAR IN TEXAS, TOO.

J. Frank Davis, formerly of the Boston Traveler staff, but for the last year located at San Antonio, Tex., has been elected president of the San Antonio Advertisers' Association.

## STATE BOOSTERS.

Cleveland A. Chandler of the Amsterdam Agency, and Albert W. Ellis, another Boston advertising man, were elected members of the newly formed publicity committee at the last meeting of the executive council of the Massachusetts State Board of Trade. Mr. Chandler is chairman.

## JOINS BATTEN FORCES.

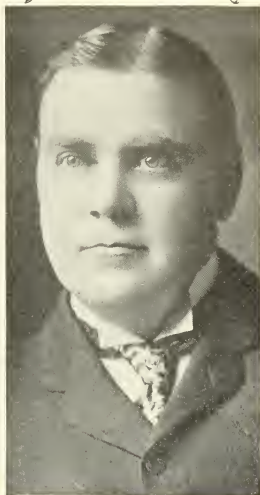
Howard Dickinson, long with Good Housekeeping in Boston, has entered the general agency field with the George Batten Company. He is succeeded by Robert A. Boice, formerly advertising manager of the American Magazine. Mr. Boice is located at 24 Milk street, Boston.

## STARTING IN RIGHT.

Harry Lovald, who recently purchased the Midland (S. D.) Mail and consolidated it with his Cheyenne Valley News, is already inaugurating a number of improvements.

## IN THE PUBLIC EYE.

J. McCan Davis, clerk of the Illinois Supreme Court and former



newspaper man, has announced his candidacy for the Republican nomination for governor.

C. L. Schuck, editor of the Monongent (Pa.) News, is campaigning for the nomination of Congressman-at-large.

S. J. McDonnell, city editor of the Scranton (Pa.) Scrantonian, is after the Democratic nomination from Lackawanna County.

James H. Gallagher of the Boston Globe staff is a candidate for selection of Revere, from the Second Precinct.

Penn P. Fodera, editor of the Omaha Trade Exhibit, has been appointed secretary of the Nebraska Federation of Retailers.

W. P. Hobby, editor of the Beaumont (Tex.) Enterprise, has been elected president of the Chamber of Commerce.

John L. Morrison, editor of the Greenville (Pa.) Evening Record and Advance Argus and president of the Pennsylvania League of Progressive Republican Newspapers, has announced his candidacy for National Delegate from the Twenty-eighth District.

## WOODWARD GOES WEST.

Charles R. Woodward, formerly New England representative of the Woman's Home Companion, is now Western advertising manager of the American Magazine, with offices in Chicago. Hugh Burke has left the Munsey forces to take Mr. Woodward's former position.

Back to Land, a farm publication, has moved from Fort Smith to Pine Bluff, Ark.

## BUSINESS OPPORTUNITIES.

\$5,000 cash to invest in a Democratic daily or weekly newspaper property, Mississippi Valley locations preferred.

Proposition C. S.

C. M. PALMER.  
NEWSPAPER BROKER,  
277 Broadway, New York

### DO YOU WANT TO SELL OR BUY

A NEWSPAPER PROPERTY?  
Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City

### WANTED to buy press.

We desire to buy good second hand press. One capable of turning out at least ten thousand eight page papers per hour. In reply please state make of press and all particulars including price and terms F. O. B. cars. Address Temple, care The Fourth Estate.

### RECENT INCORPORATIONS.

NEW YORK.—Gaylord Sales & Advertising Company; capital, \$10,000; incorporators, Owen C. Gaylord, Harry R. Law and Edward Sundquist.

CHICAGO.—American Food Journal; capital, \$10,000; incorporators, Herman B. Meyers, John D. Robertson and others.

LOS ANGELES, CAL.—Little Farms Magazine Publishing Company; capital, \$100,000; incorporators, Augustus F. Knudson, Marion F. Washburn and L. B. Randall.

BOSTON, MASS.—Resort Publishing Company; capital, \$25,000; incorporators, James A. Sweinhart, James A. Lodge and Alfred E. McCleary.

DAYTON, O.—Mutual Advertising Company; capital, \$5,000; incorporators, E. M. Powers, H. H. McCrow, William F. Haas, A. J. Fiorini and W. M. White.

NORWOOD, O.—Hamilton Publishing Company; capital, \$10,000; incorporators, Frank Burnett, G. P. Evans and W. A. Rannels.

CLEVELAND, O.—Russian Printing & Publishing Company; capital, \$10,000; incorporators, J. Ripich, M. Zubke, J. Beda, W. A. Rusnyk and L. Rinich.

MINOT, N. D.—Democrat Publishing Company; capital, \$5,000; incorporators, Jennie H. McGahan, J. D. McGahan and Charles R. Rosenberger.

HOLDBREDGE, NEB.—Citizen Publishing Company; capital, \$15,000; incorporators, Ernest C. Potts, Mrs. L. J. Potts and C. A. Hedlund.

JAMESTOWN, N. D.—Alert Publishing Company; capital, \$25,000; incorporators, W. R. Kellogg, E. V. Quimby, Jr., and Anna M. Quimby.

NEW ENGLAND, N. D.—Slope Publishing Company; capital, \$15,000; incorporators, E. H. Crockard.

## FOR SALE.

## FOR SALE.

### One Cox Duplex

Printing Press, prints 4-6 8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

### One Goss Pony

Printing Press, prints 4-6 8-10 12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

### One Goss 4-deck

Straight-line Press, prints from 4 to 32 pages.

### One Goss 3-deck

Straight-line Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

### FOR SALE. Up-to-date newspaper in prosperous

Southern city, The Anniston Hot Blast, established 1873 and the leading daily of the Alabama most progressive cities. Will be sold to the highest bidder on March 19th, 1912. All bids must be properly sealed and certified check for \$100.00 accompanying same. Owner has other interests which demand his entire time. For complete details, circulation, inventory of equipment, etc., address J. H. Edmondson, Box 232, Anniston, Ala.

FOR SALE: At a great bargain, one John J. Clauss Webb Printing Press, in excellent condition. Having two other presses we can spare this one. Will print any paper, four to eight pages, about 8,000 per hour. Size 14 in. long, 6 ft. wide, 7 ft. high. Prints either 7 or 8 columns, with quarter fold. Price \$2,500.00, at 100 Fifth avenue, Chicago, Illinois. Illinois Publishing Company.

FOR SALE: One Mergenthaler Linotype No. 1, 442, and one Model No. 10, 10797, with motors, extra magazines, and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

MODEL 2 LINOTYPE FOR SALE. Complete with 2 magazines containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad Street, Charleston, S. C.

LINOTYPES FOR SALE. Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 1, 442, and one Model No. 10, 10797, with motors, extra magazines, and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

MODEL 2 LINOTYPE FOR SALE. Complete with 2 magazines containing 10 and 11 point matrices. Walker, Evans & Cogswell, 5 Broad Street, Charleston, S. C.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1114, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

A. L. Crockard and C. H. Crockard.

KITTERY, ME.—Foreign Service Publishing Company; capital, \$100,000; incorporators, Horace Mitchell and C. E. Smothers.

## HELP WANTED.

I want a circulation manager for the Peoria, Ill. Herald Transcript. I don't want any has been or dead ones; but a good live man who will work in with a lot of young fellows and carry his part of the load. Write to Charles H. May, Care Herald-Transcript, Peoria, Illinois, at once.

Live newspaper in growing Eastern City of 75,000 desires a LIVE RISING MANAGER not afraid of work. Must be able to prepare copy. Give references and salary expected. Address H. care The Fourth Estate

## SITUATIONS WANTED

### TO PUBLISHERS

Have you ever considered the importance of a comprehensive cost system? We have the most complete newspaper accounting system ever operated. Take a certain branch of your business, advertising, circulation, manufacturing, statistical or any other, and let us demonstrate the efficiency of our system. Write Publishers, Specialty Co., 716 Chestnut Street, Philadelphia Pa.

### MR. PUBLISHER OR BUSINESS MANAGER.

Have you ever realized the amount of money that classified advertising costs in newspaper and magazine. Have selected advertising over 15 years, the past 7 years in the classified department of one of the largest newspapers in this country and understand their methods. Am open for proposition as classified manager. Address W. B. Care The Fourth Estate.

### MANAGING EDITOR.

Young man, ambitious, energetic, with thorough knowledge of newspaper work, desires position of managing editor of AFTERNOON newspaper in city of 10,000 to 40,000. Carolinas or Southeast preferred. Best references. Address "Ambitious," care The Fourth Estate.

### EDITORIAL WRITER

wants engagement on conservative, respectable daily or weekly, of either political party. Small city or country paper preferred. Address J. T. Munson, 467 West 23rd Street, New York City.

Competent, experienced young man wants position of city, state or telegraph editor of AFTERNOON newspaper in city of 25,000 to 50,000 in South or Southeast. References. Address "Southern," care The Fourth Estate.

### WEB PRESSMAN.

A pressman who is familiar with all makes of newspaper web presses wants a position. Able to take charge. Best of references. Address Regde, care The Fourth Estate.

An able, aggressive, forceful young "fellow" now in charge of the circulation of an important southern newspaper wants a larger opportunity and asks us to announce that he knows distribution and has had a wide experience in circulation on successful dailies and will guarantee "maximum" results for small cost. Address Snagwe, care The Fourth Estate.

### NEW ENTERPRISES.

CHICAGO.—The Western Underwriters Company of this city has founded the magazine Fire Protection. C. W. Van Buynum is the associate editor.

KALAMAZOO, MICH.—The Common Cause has appeared here with

## BUSINESS HELPS

WINTHROP COIN CARDS are used by the leading dailies in all parts of the country.

### Classified Collections

on daily newspapers can be handled at a minimum of expense by the use of Winthrop Coin Cards. Your present collection system can be bettered. Write us for samples, prices and particulars.

THE WINTHROP PRESS,  
Coin Card Department,  
30 Murray Street, New York City.

### MISCELLANEOUS.

### UNITED STATES SAFE DEPOSIT CO.

32 LIBERTY STREET,  
BRONX;  
730 STREET AND BROADWAY,  
15th STREET AND EIGHTH AVE.,  
NEW YORK.

### AMUSEMENTS

ALHAMBRA, 126th street and Seventh avenue, Vaudeville.

ASTOR, 45th street and Broadway, "The Red Widow."

DELANO, 44th street and Broadway, "The Return of Peter Grimm."

BROADWAY, 41st street and Broadway, Weber and Fields.

BROADWAY, 39th street and Third avenue, Vaudeville.

CASINO, 39th street and Broadway, "The Girl of the Year."

CENTURY, 62d street and Eighth avenue, "The Garden of Allah."

COLUMBIA, 43d street and Broadway, "The Little Villainess."

COLONIAL, Broadway and 62d street, Vaudeville.

COMEDY, 41st street and Broadway, "Bunty Bells the Strings."

COLUMBIA, 47th street and Broadway, "The Girl of the Year."

CRITERION, 44th street and Broadway, "Elevating a Husband."

DALY'S, 30th street and Broadway, "The Girl of the Year."

EMPIRE, 40th street and Broadway, "Cousin Kate."

FUTON, 40th street and Broadway, "The First Lady in the Land."

GAITY, 46th street and Broadway, "Elevating a Husband."

GLOBE, 40th street and Broadway, "Over the River."

HARRIS, West 42d street, "The Talker."

HERALD SQUARE, Broadway and 35th street, "The Million."

HIPPODROME, 44th street and Sixth avenue, "The Bird of Paradise."

HUDSON, 44th street and Broadway, "The Return from Jerusalem."

KEITH & PROCTOR'S FIFTH AVE., 5th street and Broadway, Vaudeville.

KINEMACOLOR, 40th street, near Broadway, Coronation in Colors. Comedies.

KNICKERBOCKER, 38th street and Broadway, "Kismet."

LIBERTY, Broadway and 42d street, "The Girl of the Year."

LYRIC, 45th street and Broadway, "Green Stockings."

LYRIC, 42d street and Broadway, "Little Boy Blue."

MANNE ELLIOTS, 39th street and Broadway, "The Bird of Paradise."

METROPOLITAN OPERA HOUSE, Broadway and 39th street, Grand Opera.

MURRAY HILL, 42d street and Lexington avenue, Burlesque and Vaudeville, Feb. 19 to 24, Al. Reeves' Columbia Amusement Company in Refined Burlesque.

NEW AMSTERDAM, West 42d street, "The Trail of the Lonesome Pine."

PARK, 59th street and Broadway, "The Quaker Girl."

PLAYHOUSE, 48th street and Broadway, "The Girl of the Year."

REPUBLIC, West 42d street, "The Woman."

WACK'S, Broadway and 30th street, "Disraeli."

WINTER GARDEN, Broadway and 50th street, Big new musical entertainment.

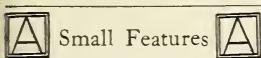
39th street and Broadway, "A Butterfly on the Wheel."

William W. Powell of Milwaukee as editor.

MONTESANO, WASH.—A. C. Veatch has launched the Chehalis County Call.



## CIRCULATION BUILDERS.



**Small Features**  
Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmi," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

**Adams Newspaper Service,**  
Peoples Gas Building, CHICAGO.

## EXTRA SERVICE.

Our clients get something besides mats and proofs of our daily illustrated service. They get the close individual attention that insures satisfaction.

**THE CENTRAL PRESS,**  
CLEVELAND.

For EDUCATIONAL  
CONTESTS use the

**Tell-us Tellurian**

SOMETHING ORIGINAL

**CARL MACK MFG. Co.,**  
41 Cortland Street, NEW YORK.

**THE UNITED  
PRESS.**

**BEST Telegraph News  
Services for Afternoon and  
Sunday Morning Papers.**  
General offices, World Bldg., NEW YORK.

**BUILDING UP THE  
CIRCULATION.**

The New Haven Times Courier is successfully conducting a subscription contest, which will close the first week in March. The contest is open to all, and the large number of contestants has forced the management to offer special cash prizes to the ones producing the greatest number of subscriptions in their respective districts.

The first to the person bringing in the most subscriptions is a \$5,000 home; the second, a fully equipped touring car valued at \$1,450; the third, an \$800 player piano and music. The other prizes are free trips to Bermuda, diamond rings and fifteen gold watches, etc.

The Jackson (Mich.) Patriot has inaugurated a voting contest. The first prize is a \$3,500 touring model automobile, while others include four \$350 pianos, diamond rings, gold watches, etc. The contest will continue to April 8 and is being conducted by the American Circulation Company, Chicago.

The New York Journal newsboys of Elmira, N. Y., were the guests

Wednesday night of Manager George H. Vandermark of the Colonial Theatre.

A fine bill was put on for the newsies and every lad in the city who handles the Journal was invited to be on hand.

**BROOKLYN TIMES MARKS  
ITS BIRTHDAY.**

A dinner marking the sixty-fourth anniversary of the founding of the Brooklyn Times was held at



JOHN M. CRUIKSHANK.

the Hanover Club Saturday night. One hundred and fifty guests, including the present staff and many former employees of the paper, were present.

John M. Cruikshank, vice-president of the company, was toastmaster, and the guest of honor was Colonel Andrew D. Baird, president of the Brooklyn Times Corporation. Other speakers were Almon Gunnison, president of St. Lawrence University; Register Editor T. O'Loughlin, the Rev. Dr. William B. Farrell, William M. Calder, E. A. Merritt, Jr., Justice Isaac F. Russell, Frank F. Fogarty, F. J. H. Kracke, the Rev. Dr. J. F. Carson, Edward Riegelmann, Darwin B. James and A. R. Pardington.

**AD MANAGER APPOINTED.**

Rupert C. Wright is the new advertising manager of the Fort Smith (Ark.) Times-Record. He formerly was connected with the Springfield (Mo.) Leader in a similar capacity.

C. E. Gunhus has bought the Herald at Watertown, S. D., from G. H. & L. R. Eastwood.

**WORKING FOR NEW  
RELATIONS BETWEEN  
RELIGION AND THE  
NEWSPAPERS.**

Manifest signs of a drawing together of the newspaper and religious forces of the country are seen in the move of the leaders of the Men and Religion Forward Movement in appointing a commission of representative advertising and newspaper men to make a study of the relations existing between the church and the press.

At the next convention of the A. A. C. A. at Dallas, in May, for the first time in the history of business men's conventions there is to be a public merging of the forces of religion and business. Although the convention proper is not to open until Monday morning, it is proposed to have all the delegates arrive Saturday night in order that they may attend divine services Sunday morning, when sixteen of the leading pulpits of Dallas will be occupied by as many representative advertising men who will preach lay sermons on advertising, showing the churches how they may more effectively employ the powers of advertising in advancing the interests of religion and how all sound advertising is inherently righteous.

Furthermore, it is planned to hold a meeting Sunday afternoon in the Dallas Opera House, when all the delegates and the people of Dallas together will listen to President Coleman tell the story of his famous Ford Hall evening meetings in Boston.

William T. Ellis, well known as a writer of religious topics and a member of the investigating committee, sees a bright outlook in the move to bring these great forces together. In an interview given to THE FOURTH ESTATE he said:

"It is significant of itself that the national association of advertising clubs has chosen for its leader a man who is not only known throughout the advertising fraternity, but who is also known all over the country as a leader in various forms of religious and sociological work.

"With Mr. Coleman serving also as chairman of the publicity commission of the Men and Religion Forward Movement and other well-known newspaper men working with him, it is very evident that conditions are most favorable to the work which has been committed to their hands."

**TO STRENGTHEN NEW  
DAILY PAPER.**

George Maurer has sold the Nebraska City (Neb.) Staats-Zeitung after a short experience as a publisher to Val J. Peters, publisher of the Omaha Tribune. The latter will consolidate it with his paper, which is to issue a daily edition about March 15. The Staats-Zeitung is a weekly.

**STARTS AN AD AGENCY.**

E. Sterling Dean has established a new advertising agency in Toronto. He was for sixteen years connected with the advertising department of the Toronto Telegram.

## CIRCULATION BUILDERS.

**FOR RURAL ROUTE  
SUBSCRIBERS**

try my new census charts. They contain an advertisement for your paper with the latest census, maps and charts containing a wealth of information the average American is eager to obtain. I have several inexpensive plans for working the charts. You can use them in city and country towns just as well. Write today for particulars.

**S. BLAKE WILLSDEN**  
Newspaper Circulation features.  
32 S. Wabash Ave., CHICAGO.

**SPORTING NEWS.**

Every run, every put out, every race, every sporting event of any kind by direct wire ON THE SECOND DAY. Why not connect with

**A LIVE WIRE.**

**National News Association**  
200 William St., NEW YORK CITY.

**WILL MANAGE PUBLISHERS'  
PRESS SYNDICATE PAGE.**

Homer Croy has joined the Publishers' Press as manager of the syndicate page that is appearing in the New York Evening Sun. The page will be syndicated over the country in a number of papers.

Mr. Croy was formerly with S. Louis Post-Dispatch. He started on the Maryville Tribune (Mo.) under E. E. E. McJimsey, proprietor of the Springfield (Mo.) Republican, and later worked on the St. Joseph Gazette.

Coming to New York Homer Croy joined the Delineator for a year and then took up magazine writing. He is publisher of the Magazine Maker, a magazine devoted to people who are interested in magazine and newspaper writing.

**COMPANY BUYS FIVE  
PAPERS.**

The Slope Publishing Company has been organized at New England, N. D., with \$15,000 capital to take over the New England Post, the Elgin Times, Leith Index, Raleigh Herald and Douglas Herald. E. H. Crookard is the president, A. L. Crookard is vice-president, and C. H. Crookard is secretary-treasurer.

**BUYS AN INTEREST.**

Lloyd C. Cullison has become one of the publishers of the Argenta (Ark.) Daily Journal. He has acquired the interests of H. G. Morgan. Mr. Cullison has lately been located in Newport.

**NEW ENGLAND INNOVATION.**

Henry T. Ladoux is organizing a company to start a Sunday newspaper at Nashua, N. H. It will be called Le Devoir and will be the first Sunday French paper in New England.

The Sterling (Ill.) Beobachter, a German weekly, has suspended.

Have you seen "Flancon"?  
It's the best feature for editorial pages in America.  
Many Sunday cartoons are something new.  
Read daily Washington letter.  
Samples of all of these for a postal card.  
If your paper is not represented in Washington write us.

**AMERICAN TELEGRAPH PRESS**

307-12 District National Bank Bldg., Washington, D. C.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

## NEWS PRINT PAPER MOVEMENT.

### U. S. MAKERS SAY CANADA WILL SOON SEE STRENGTH OF HER POSITION.

The members of the American Paper and Pulp Association look forward to a rise in the price of news print paper because of the recent agitation in this country over getting our raw products from Canada, a disturbance which they say has brought Canadians to realize the strength of their position.

The paper men have hard words for Section 2 of the reciprocity act passed by this Government, which created a duty of \$5.75 a ton on news print paper made in Canada from what is known as "Crown land wood."

The purpose of this was to force the Canadians to take the embargo from this class of wood, which constitutes about ninety per cent. of the Canadian supply. But as Canada refused to accept reciprocity the American paper men say that the duty raises the cost of paper without allowing the American manufacturer the opportunity of getting unlimited wood across the border.

The members of the paper association say that capital is no longer being invested in print paper plants in this country—it is all going to Canada, where the profits are to be made.

These conditions are blamed on the users of news print paper by Arthur C. Hastings, president of the American Paper and Pulp Association.

"There is no industry in the United States that has been so investigated and legislated as has this industry," said Mr. Hastings. "Possibly some of it is our own fault, but the main cause is that a man who buys one grade of paper that we make considers he is being abused through excessive prices charged him. No credit is given the manufacturers of paper and pulp as to his increased costs in the so-called increased cost of living, which does not mean foodstuffs necessarily, but every one article that goes into the manufacture of paper and pulp.

#### LIVING COST EFFECTS PAPER TOO.

"The same publications that rant about the injustice they are subjected to in the extra price of paper over what they have paid for the last ten years are claiming that the high cost of living is responsible for the advances in everything—except paper—and yet a balance will show a greater advance in the cost than in the finished product.

"The association has been investigated by the federal grand jury, and a representative of the attorney general has also investigated our office and correspondence. Since the last meeting we have had to appear before committees in Washington to combat the so-called reciprocity legislation. To quote from the president of the National Tariff Commission Association: 'The position in which the paper industry has

been left is so illogical that it would be ridiculous if it were not serious.'

#### SECTION TWO.

"While I believe the intent of Congress was not to give our market freely to all nations, the effect is such, through the passing of Section 2 of the so-called reciprocity act, that we are obliged to defend ourselves through the customs courts, and these cases are to be tried soon.

"This attempt of the publishers to secure selfish favors has brought about a general tariff uneasiness, and has awakened the manufacturers of all other commodities to the great danger confronting them, and today we have more assistance from other industries than we have had at any time during the tariff and reciprocity debates.

"No manufacturer can hope to escape participation in these tariff reductions if one industry of the magnitude of ours is to be singled out, and they have awakened to the fact that in 'union there is strength,' and that general tariff schedules must be adjusted with the same fairness to all, rather than with the hope of many manufacturers that if the press was subsidized their interests would escape any reduction in tariff duties.

"There seems to be an attempt on the part of Congress to enact laws to compel men who have adopted the law of co-operation to abandon it, and to force manufacturers to follow the line of ruthless competition, which, in the end, is more destructive than combination.

"In the case of the manufacturers of paper it seems to me co-operation is necessary to the extent of so knowing conditions that they may not be ruined through the combination of their opponents, and our opponents seem to be the users of news print paper, who, through their selfish desire to buy paper cheaper, at any cost to the manufacturer, propose to throw our market open on all grades of paper and pulp to the manufacturers of other countries.

"Pressure has been brought to bear upon the Congress from the President down; every member of the American Publishers' Association having been urged to write letters demanding relief from payment of duties on all paper of a value of four cents a pound, or less, at the point of shipment, which would affect over ninety per cent. of the paper produced in the United States. This demand is no other than a plea for a special privilege, for a special interest.

"The Administration is told, in effect, if it expects the support of the newspapers in the country generally, it must grant the special privilege, and with an implied threat to retaliate in case of refusal of the demand, and an implied promise of their support if the demand is forthcoming. Many of these same newspapers are constantly declaiming against favoritism in Washington, and some stand unqualifiedly for the maintenance of tariff on every other article.

#### THE OBJECT OF THE A. P. & P. A.

"I believe the association work has proved to a majority of the

paper manufacturers that no branch of the paper business can be stimulated as to business by lower prices, and that this is about the one article on which price has no effect upon the demand, and it has been demonstrated by many manufacturers that profits are measured by the difference between cost and selling price, rather than by large production.

"Buyers are also influenced by facts as developed through our association, to the extent that they do not now make as many misstatements as they did formerly, when they claimed to know more about our business than we did, and when the buyer was apt to stampede the manufacturer by information he claimed to have, and which was not in possession of the man who made the goods.

"This all tends toward a more uniform market condition. I believe the average manufacturer does not desire excessive profits, and if he could have the assurance of somewhere near a uniform selling price over a year or two he would be much better satisfied than to sell his product at a low price one part of the year and at an excessive price the other season.

"In 1908 we had 100 active members; in 1909 we increased to 164; in 1910 to 220, and at our last meeting we reported a membership of 235. Today I am glad to report we have 260 manufacturers as active members of our association:

#### BALTIMORE GERMAN PAPER SOLD AT AUCTION.

A number of prominent German residents, it is said, contributed the money with which the plant of the Baltimore Journal was purchased last week. At a receivers' sale Max H. Quitt, acting for the new interests, bid \$4,500 for the newspaper and it was awarded to him. As soon as the courts ratify the sale the new owners will take charge and make several changes in the make-up of the paper. The present editorial force, it is said, will be retained and the policy of the paper will remain as it is now.

The sale took place on the thirtieth anniversary of the establishment of the Journal, one of the two German papers of the city. The plant is located at 413 East Fayette street. The receivers were Carl M. Distler and Percy C. Hennighausen.

#### STORY SUPPLEMENT PLAN FOR CANADA.

A new departure in Canadian journalism is shortly to be inaugurated in the form of an illustrated weekly supplement in several leading dailies to be known as the Canadian Story. Two year contracts have already been signed with several leading Canadian papers.

The supplement will be printed and edited in Toronto under the direction of Hopkins Moorhouse, and will have absolute control of material appearing in no other American or English publications.

H. B. Muir will be business manager of the Canada Story Press Limited, which is the title of the new publishing concern.

## THE NASHVILLE DEMOCRAT Has Done It

You have always thought that it takes years for a newspaper to gain the goodwill, the confidence and the business of the public. So it does often—not always. Because the Democrat has done it. Read this statement.

The Democrat was born September 20, 1911.

The Tennessean-American has been in existence since 1812.

Local advertising carried by both papers in the two months of December, '11 and January, '12, was:

#### DEMOCRAT

574,336 lines

#### TENNESSEAN - AMERICAN

499,002 lines

The Democrat carrying in the 3rd and 4th months of its life 75,334 lines more local advertising than the Tennessean-American carried in the same period of time, when it was a century old.

What else can this show, but that the biggest proposition of local advertising, put out by regular, constant advertisers, is being given to The Democrat?

The reason behind this is service.

The Democrat has a backbone of steadily growing circulation.

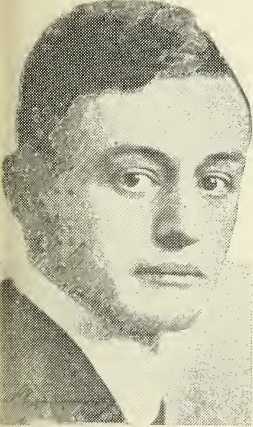
The Democrat is alive. Ask The John Budd Co., New York, Chicago, St. Louis.

*The Democrat,*  
HICKMAN PRICE,  
General Manager.  
*Nashville, Tenn.*  
EVERY MORNING



CAMERA SMASHING IS DANGEROUS BUSINESS.

In the payment to Richard W. Sears, staff photographer of the Boston American, of the damages awarded him by a Rhode Island jury in his suit against Henry P. Walker, of Newport, for breaking



R. W. SEARS.

his camera is the first warning from a court that persons cannot smash the cameras of newspaper photographers with impunity.

The case is regarded as setting an important precedent as to the rights of newspaper photographers. Mr. Sears brought his action nearly a year ago as the result of an attack made upon him and his camera during the Walker divorce case in Newport by Henry P. Walker, brother of the defendant in the case. He fought the case at his own expense.

In making his charge to the jury that heard the case Judge Stearns said Walker had no right to take the law in his own hands, that Mr. Sears had a right to take the picture and had further right to receive the damages for the assault and personal injury.

From the decision of the Superior Court Walker appealed on exceptions. But the decision of the higher court was again against him.

"Of course the outcome gratifies me nightly," said Mr. Sears, "but it is not so much on account of the pecuniary reward, as on account of the legal status it gives to my professional work."

"The result of my suit means much to newspaper photography. It shows that it is a necessity and a business. The verdict cannot fail to have wide influence throughout the country, where wealthy men have often been tried and exonerated on charges of breaking cameras merely because they objected to having pictures taken."

"This is the first time a court has handed down a verdict for a newspaper photographer. It sets an important precedent. I am glad because a legitimate business is put in its proper light before the public through the outcome of my suit."



OFFICERS OF THE PILGRIM PUBLICITY ASSOCIATION.

By Courtesy of Brad Stephens & Co.

AUCTION SALE OF DURHAM DAILY SUN.

O. F. Crowson has purchased the property of the Durham (N. C.) Sun Publishing Company at public auction. He paid \$4,000 and assumes a \$10,000 mortgage. Mr. Crowson formerly published the Burlington News.

CALIFORNIA DAILY SOLD.

M. F. Hoyle has purchased the interest of A. P. Betterworth in the Hollister (Cal.) Free Lance. The latter retires from the daily newspaper field on account of poor health, but will continue his newspaper activities in the less strenuous weekly field as publisher of the

Elk Grove Citizen, which he has purchased from P. Milton Smith. Mr. Hoyle was formerly connected with the Hearst forces in San Francisco as circulation manager of the American Weekly, of the Examiner and more recently was business manager of the Red Bluff (Cal.) News.

SOLDIER-EDITOR ON VISIT.

C. Cornbrink, editor of the Republican News, an English paper of Buenos Ayres, Argentine Republic, is on a short trip to the United States. His visit is in the nature of a honeymoon and he will spend most of his time in Texas and the Southwest. Mr. Cornbrink is an ex-officer of the Boer Army.

SOLD TWICE AND DISCONTINUED IN A DAY.

The Mount Ayr (Ia.) Twice-a-Week Press, owned by H. C. Beard, was sold twice the other day. First Mr. Beard transferred it to R. S. Beall and later in the day Mr. Beall sold it to J. S. Spurrier and J. S. Shepherd & Son of the Journal, who have discontinued it.

HE SELLS AFTER THREE MONTHS.

Wilsley R. Brown has sold the Summerfield (Kan.) Sun to Hayes B. Finlayson and William F. Orr of that city. Mr. Brown purchased the plant three months ago from Willis & Willis.



## WILLIAM P. NIXON DEAD.

William Penn Nixon, former general manager and part owner of the Chicago Inter-Ocean, died on Tuesday. He was stricken with a heart attack Saturday night.

Mr. Nixon was born in Fountain City, Wayne County, Ind., March 19, 1833. He was graduated from Farmers' College, Ohio, in 1854 and finished his law course at the University of Pennsylvania five years later. He practiced law in Cincinnati until 1868.

From 1865 to 1868 he was a member of the Ohio legislature. In 1868 he became business manager of the Cincinnati Chronicle. After four years in that post he became connected with the Inter-Ocean, and since 1872 had occupied at various times the places of business manager, publisher, general manager and editor of that newspaper. In 1897 he was appointed collector of the port of Chicago.

Since retiring from the Inter-Ocean ten years ago Mr. Nixon had been out of the newspaper business, devoting his attention to the Chicago Subway, Arcade and Traction Company, of which he was president.

## OTHER OBITUARY NOTES.

CHARLES BESSERER, founder of the Walla Walla (Wash.) Daily Union, died last week, after an illness of two years, in the seventy-fourth year of his age. He was a native of Zinsheim, Germany, and came to America when he was eighteen years of age. He served in Indian wars in Montana. Eleven years ago he retired from business and went to Oakland.

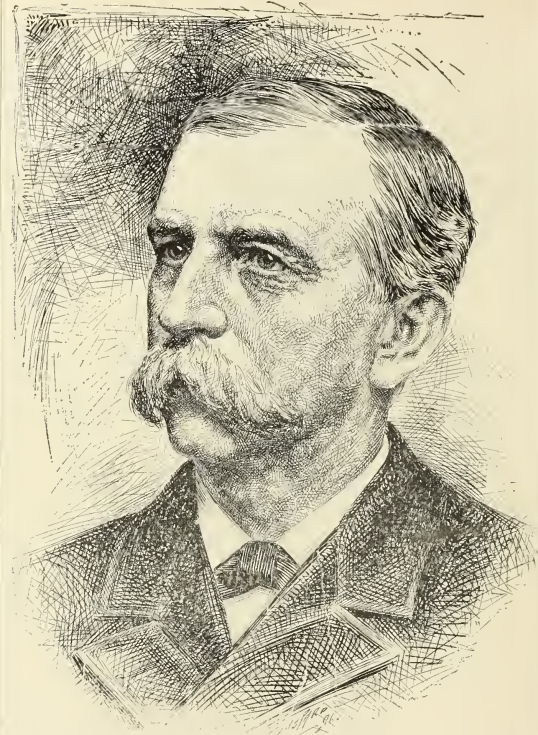
ALDER M. HUNT, at one time a prominent trade paper publisher, died in Auburndale, Mass., last week. At one time he published the Dry Goods Buyer, and later the paper known as Granite, Marble and Bronze. He was fifty-two years old.

THOMAS HUGHES, former owner of the Dodge County Citizen, Beaver Dam, Wis., died recently of heart trouble at the age of seventy years. Mr. Hughes learned the printing trade in the office of the Citizen and became its owner in 1862. He had held many political offices and was postmaster of Beaver Dam from 1899 to 1912.

JAMES L. RAND, New England correspondent of the Associated Press, died of heart disease at his home in Wollaston, Mass., on Monday. He was forty-five years old. Mr. Rand joined the Associated Press in 1893, after working on the Philadelphia Record and as city editor of the Boston News. He was born in Maine and studied at the Massachusetts Institute of Technology.

WILLIAM GERMAN, for years connected with the Associated Press and Jersey City newspapers, is dead.

FRED W. CAWEIN, staff artist of the Louisville Times, died Monday of heart disease. He was forty-four years old, and had been on the staff of the Times twenty-three



THE LATE WILLIAM PENN NIXON,  
AS EDITOR OF THE CHICAGO INTER OCEAN.

years. Mr. Cawein was a cousin of Madison Cawein, the poet.

GEORGE A. MOULTON, a former New York newspaper man, died last week. He was sixty-four years of age and for many years was official stenographer in the Jefferson Market Court in New York.

JAMES M. HIGGINS, formerly connected with the Springfield (Ill.) State Register, is dead at the age of seventy-four years. He was also the founder of the Pike County Democrat.

GYUON H. BUEHLER, for a quarter of a century publisher of the Gettysburg (Pa.) Star and Sentinel, died last week.

REV. GUSTAF SJOSTROM, formerly editor of the Rockford (Ill.) Post-en, recently died at his home in Sweden.

E. E. HILLIARD, editor of the Scotland Neck (N. C.) Commonwealth, is dead.

R. F. SHERAR, editor of the Daily Live Stock Journal, Wichita, Kan., died of pneumonia last week.

JOHN B. DONOVAN, editor of the Madison (Neb.) Star-Mail, and

former president of the State Democratic Press Association, died last week in Omaha of heart disease.

WILLIAM S. FERRIER, said to be the dean of newspaper men in Clark County, Ind., died last week. He was eighty-seven years old and a native of Newville, Pa. He had published the Southern Indianian and other papers well known in the state in their time.

GEORGE SHEPPARD, who was an editorial writer on the staff of the New York Times from 1863 to 1880, died at his home in Jamaica Plain, Mass., Thursday, at the age of ninety-four years.

COLONEL LORENZ ARTHUR DODGE, newspaper war correspondent, civil war veteran, and soldier of fortune, died Tuesday in Worcester, Mass., at the age of sixty-seven years.

CHARLES H. TANNEY, general manager of the Wheeling Register, died suddenly, Tuesday. He suffered a stroke of apoplexy while alone in his office in the Register Building.

FRED O'BRIEN of Williamson, W. Va., former editor of the Mingo Republican and assistant postmaster, is dead of pneumonia.

## MURPHY MAKES DEBUT AS AN AUTHOR.

George A. Murphy's volume of "Seedlings" is out, and the general manager of the Grand Rapids News is receiving many flattering compliments on his first attempt at literature.

"Seedlings" were written during the summer months of last year by Mr. Murphy as a feature column for the News under the signature of "R. F." and in reality are little epigrams of every day life, reflecting their writer's moods, philosophical, optimistic and otherwise.

Here are a few samples:

"Don't be cocky about your success until at least three hankers call you by your first name."

"The man that thinks he's the head of the house isn't home much."

"Many a man thinks he is masterful when he is merely despicable."

"The girl who 'wouldn't marry the best man on earth' is preparing herself for the worst."

"The most 'exclusive' people are those who dare not get close to the spotlight." "Don't worry about the poor; they will help each other. Think of the rich; they have to hire everything done."

## ACTIVITIES AT MISSOURI JOURNALISTIC SCHOOL.

M. P. Gould, the New York Advertising Agent, addressed the students in the advertising course in the School of Journalism at the University of Missouri on February 14 on "Conducting a National Advertising Campaign."

Six students from the school will have a try-out as press agents for a road tour the week beginning March 5. They will go for a tour of the Burlington lines in Missouri on a special train carrying exhibits and lecturers from the State Food and Drug Commission. Dr. W. P. Cutler, state food commissioner, will be in charge of the trip.

Five railroads in Missouri will issue transportation, payable in advertising, to editors and their families who wish to attend Journalism Week at the University of Missouri. The roads are the Wabash, Missouri Pacific, Frisco, Chicago and Alton, and Missouri, Kansas and Texas.

The annual meeting of the Missouri State Press Association will be held in Columbia in conjunction with Journalism Week at the University. The dates are May 6 to 10 inclusive.

## OREGON PUBLISHERS ELECT.

At the annual meeting of the stockholders of the Eugene (Ore.) Register Publishing Company, W. F. Gilstrap, Frank Jenkins, E. R. Gilstrap, H. M. Shaw and W. A. Dill were elected directors. The directors subsequently elected the following officers: President, W. F. Gilstrap; vice-president, Frank Jenkins; treasurer, E. R. Gilstrap; secretary, W. A. Dill.

## NOW A PAINT MAN.

B. E. Buckman, Chicago representative of the Strand and Wide World Magazines, has resigned to become associated with the O. L. Chase Paint Company, St. Louis, as secretary-treasurer. He will also have charge of the advertising.



**BUSINESS OPPORTUNITIES.****PUBLISHERS,  
EDITORS,  
BUSINESS  
MANAGERS**

who desire to acquire and develop

*properties of their own*

will find the services of this organization almost indispensable.

HARWELL, CANNON & McCARTHY,  
brokers in Newspaper and Magazine  
properties that are not "hawked."

Suite 1168, 200 Fifth A. E., NEW YORK.

**FARM MAGAZINE MOVES.**

Back To The Land, a magazine of modern farming published by the New South Publishing Company at Fort Smith, Ark., has moved to Pine Bluff. The publishers have appointed Rodenbaugh & Morris, 118 North LaSalle street, Chicago, as advertising representatives.

At the annual meeting of the stockholders H. G. Spaulding was elected president of the company and W. S. Hulbert secretary. W. R. Lighton, agricultural writer and contributor to the Saturday Evening Post, is the editor. Mr. Spaulding was formerly connected with the Beaumont (Tex.) Daily Enterprise as manager, and previously for nearly twenty years was with Eastern publications.

**DALEY NOW THE MANAGER.**

E. A. Daley, formerly of St. Louis and recently managing editor of the Cairo (Ill.) Bulletin, has been appointed general manager of the Bulletin Company. Mr. Daley still retains control of the editorial department, combining that work with his duties in the business department.

J. H. Jenkins, for several years with the St. Louis Globe-Democrat and the Republic, is now in charge of the news department of the Bulletin and Albert J. Lane, formerly of the staff of the Cairo Evening Citizen, has been made advertising manager.

**A NASHVILLE MAGAZINE.**

A company has been incorporated in Nashville, Tenn., to publish a periodical known as Geraldton's Magazine about June 1. It is capitalized at \$20,000 and the directors are Mrs. Wm. W. Geraldton, Frederick E. Farrar, John T. Allen, Mrs. Willie Betty Newman, A. W. Willis, Wm. T. Gribble, S. A. Cunningham, Miss Mary Hannah Johnson and A. P. Foster.

The Jordan (N. Y.) Times was burned out last week.

**PRINTERS' SUPPLIES.****CIRCULATION PROMOTERS  
WHO AIM TO "REPEAT."**

The United States Circulation Company, Inc., of Waterloo, Ia., has satisfactorily conducted contests for newspapers from the Atlantic to the Pacific Coast and in Canada in the past five years.

Otto B. De Haas is president of this corporation and J. E. McAllister is the secretary and treasurer. Both are newspaper men of experience from a life study of their



OTTO B. DE HAAS

special department of newspaper work.

Mr. De Haas before giving his entire time to circulation work did feature work throughout the middle Western states for newspapers. He and Mr. McAllister established their company together five years ago. The latter worked his way up from street carrier to circulation manager and up to that time had successfully conducted the circulation departments for three Iowa newspapers.

The experience and principles of both men blended well together and with Mr. De Haas in charge of the business end and Mr. McAllister in charge of the field work the company has claim to the record of having secured 250,000 new paid-in-advance subscriptions and of having collections of over \$1,000,000.

Mr. De Haas, who is at present in New York on a business trip, said to THE FOURTH ESTATE representative: "We aim to conduct business in a way that pleases contestants and publishers and that we have been successful is evidenced

by the many 'repeats' we have been able to make on the same papers. We have conducted six contests in Montreal within a period of two years with similar record in a number of other cities.

"We are very proud of the fact that our corps of field men has been



J. E. MC ALLISTER.

held intact since the organization of our company. Our staff of field managers consists of Mr. McAllister, A. Gulick and F. A. Siegel and myself, and we feel that the contest is assured of success when it is placed in the charge of any of our men. They have been trained to our business methods and that to a great extent accounts for our successes."

**WERFEL RETURNS.**

E. F. Werfel has returned to the Richmond (Ind.) Item as editor, succeeding W. D. Foulke. W. E. Kolp has been made advertising manager of the Item.

**NEW MAINE HOME.**

The Houlton (Me.) Times has moved to its new two-story home. The paper is now in the seventh year of life and is owned by Charles H. Fogg.

**ADVERTISING OF THE  
MERCHANT TAILORS.**

The opportunities of advertising as open to the merchant tailor was the subject of an address by William C. Freeman before the National Merchant Tailors' Association last week. Mr. Freeman urged the members of the organization to advertise as a body and educate people to the advantages of patronizing the merchant tailor. He estimated that such a combined campaign ought to increase the business of a tailor, doing a business of \$20,000 a year, at least fifty per cent.

He said he knew of no better way for the tailors to present their case than through honest, intelligent, convincing newspaper publicity. But to do it right there must be organization and there must be co-operation. Every man signing the agreement must keep his part of the agreement, and the best advertising sale that money can buy should conduct the campaign.

**PUBLISHERS TO MOVE.**

The publishing firm of Charles S. Ribbers' Sons, New York, is about to move to a building of its own on Fifth avenue, north of 48th street. On this site which it has just purchased the concern will build a structure probably ten stories high, in which it will use five or six floors.

**PRINTERS' SUPPLIES**

LET our Mr. LOUIS A. HOFFMANN quote you on his proven newspaper supplies especially for the "stereo" dept.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U. S. A.

BARNES-CROSBY  
COMPANY  
E. W. HOUSER, President.  
ENGRAVERS  
ARTISTS. ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, L. Lowenstein, Proprietor.  
603 West 29th Street. NEW YORK.  
Telephone, 476 Chelsea.

**PRINTERS' SUPPLIES.****PRINTERS' SUPPLIES.**

**Jenney Press Controlling Systems**  
WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
**MOST OF THE BEST KNOWN NEWSPAPERS.**  
**SAFETY. RELIABILITY. ECONOMY.**

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: FACTORY:  
156 N. Dearborn St., CHICAGO. ANDERSON, IND.  
Combination Vacuum Cleaning Machines and Air Compressors.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 79 years' history.

IF YOU CAN interest the readers of the

## Grand Rapids News

you have found a market in Western Michigan. WE DON'T REACH EVERYBODY but are gathering more of our share day by day.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

## SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—The Pictorial Review Company, 222 West 39th street, New York; orders being placed with a selected list of papers. The Reynolds Asphalt Shingle Company, Grand Rapids, Mich.; some four and six-inch twenty-four time orders being placed with a selected list of Western papers.

LORD & THOMAS, Trude Building, Chicago.—The Pleasant Valley Wine Company, "Great Western" Champagne, Rheims, N. Y.; orders being placed with a selected list of Pennsylvania papers.

The New Orleans Coffee Company; contracts for 1,000 lines being made with a selected list.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The National Cash Register Company, Dayton, O.; reported that contracts will be placed shortly with a selected list of papers.

MORSE, Dodd Mead Building, New York.—The Underwood Typewriter Company, New York; some

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911.

165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a HOME paper to get Want Ads. GREATEST IN THE SOUTH.

one-time orders being placed with a selected list of papers.

The Weir Stove Company, Taunton, Mass.; list being made up; New York State and a few Eastern papers will receive this advertising.

The B. T. Babbitt Soap Company, 11 Broadway, New York; advertising in the small city papers being placed through the above agency.

IRONMONGER, 20 Vesey street, New York.—The Monticello Distilling Company, Baltimore, Md.; contracts for 5,000 lines being made with a selected list of Southern papers.

BATTEN, Fourth Avenue Building, New York.—F. W. Bird & Son, East Walpole, Mass.; some 200-line five-time orders and 140-line three-time orders being placed with Pacific Coast papers.

DAUCHY, 9 Murray street, New York.—Allen S. Olmstead, R. Roy, N. Y.; some four-month orders being placed with a large list of dailies.

MOORE, 1011 Chestnut street, Philadelphia.—Joseph F. Simont, "Gibson" Whiskey, Philadelphia; orders being placed with a selected list of Pennsylvania papers.

McGUCKIN-McDEVITT, Morris Building, Philadelphia.—The Auto Sales Corporation, 144 North Broad street, Philadelphia; orders being placed with Pennsylvania papers.

SHERIN, 452 Fifth Avenue, New York.—The United Cigar Stores Company, New York; some one-time orders being placed with a selected list of papers.

WYCKOFF, 14 Ellicott street, Buffalo.—Lamson & Hubbard, "Lamson" Hats, 92 Bedford street, Boston; orders being placed with a selected list of dailies.

FEDERAL, 231 West 39th street, New York.—The Rogers Thompson Givernaud Company, "R. & T."

## ADVERTISING MEDIUMS

## When you buy space in THE BUFFALO TIMES

you get full value for your money.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous PITTSBURGH district reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

Silks, New York; advertising being placed with a list of papers in New York City and vicinity.

LLOYD, 25 West 42d street, New York.—The Blaugas Company, of Cuba, Times Building, New York; orders being placed with a selected list of New York State papers.

GOLDEN GATE AGENCY, San Francisco, Cal.—The Celery Soda Company, 20 Market street, San Francisco; placing some orders with Pacific Coast dailies.

The Sunlit Fruit Company, San Francisco; this advertising now being placed through the above agency.

HANNAH, 277 Broadway, New York.—The Barstow Construction Company, 50 Pine street, New York; orders for eighteen lines 104 times being placed with a selected list of papers.

REMINGTON New York, Life Building, New York.—Longman & Martinez, "L. & M. Paints," 207 Pearl street, New York; orders for two inches sixteen times being placed in the East.

WEEDON, 746 Slater street, Worcester, Mass.—Stewart & Skinner, Worcester, Mass.; placing orders with a list of mail order papers.

DIRECT.—The Cooper Pharmaceutical Company, 81 West Lake street, Chicago; advertising being placed in a selected list.

GOULSTON, 18 Tremont street, Boston.—Gus Lurie & Co.; orders being placed with Western papers.

GUENTHER, 115 Broadway, New York.—Doherty & Co., New York; contracts for 3,000 lines being placed generally.

MacMANUS, Ford Building, Detroit.—The Sorority Gum Company, Battle Creek, Mich.; some large

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENTS,  
Tribune Building, Tribune Building,  
NEW YORK, CHICAGO,  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chicago

one-time orders being placed with a selected list of dailies.

POMEROY, 225 Fifth Avenue, New York.—The Warner Corset Company, 225 Fifth Avenue, New York; large one-time orders being placed with middle West papers.

SMITH, 85 Devonshire street, Boston.—W. B. Rikers & Sons; continuation orders of forty-two lines twenty-six times being placed with a selected list of papers.

HAMBLIN, Fifth Avenue Building, New York.—C. H. Howells & Co., New York; contracts for 1,000 lines being made with a list of Pacific Coast papers.

FRANK, 26 Beaver street, New York.—The Scandinavian Lines, New York; orders for fourteen lines to appear three times a week for three months being placed with a selected list of Western and Southern papers.

BATTEN, Fourth Avenue Building, New York.—The General Motors Company; some 5,000-line contracts being placed with Eastern papers.

The Pennsylvania German, of Lititz, Pa., has changed its name to Penn Germania.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Ave., NEW YORK



## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES LARGEST PAID CIRCULATION IN LOS ANGELES

ALREADY THE CLASSIFIED MEDIUM OF LOS ANGELES

Detailed Sworn Circulation Statement upon Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTO ET  
166 5th Ave., N. Y. C. Boyce Bldg., Chicago

In Quantitv and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## STAFF CHANGES.

W. J. Williams, formerly city editor of the St. Louis Pioneer Press, has been made advertising manager of that paper, succeeding E. L. Clifford, who returns to the Minneapolis Journal.

J. W. Webb, late of the circulation department of the Columbus (Ga.) Enquirer-Sun, has been made local advertising manager of the Winston-Salem (N. C.) Journal.

Theodore N. Gutelius has resigned the advertising managership of the Midland Motor Company, Davenport, Ia.

George A. Deatel, late of the A. E. McBea Advertising Company, Indianapolis, has joined the forces of Barron G. Collier, Inc., Baltimore.

Frank Randolph, at one time editor of the Crowley (Tex.) Signal, has been made publicity manager of the Southern Rice Growers' Association.

Oliver Hoxen, late of the Calumet (Mich.) News, is the new city editor of the Marquette Mining Journal, succeeding R. C. Lowe.

A. A. McKeighan, chief of the copy department of the Nelson

## ST. PAUL

### DAILY NEWS

Daily average circulation for January was 62,438 in increase of 8,605 over same month a year ago. The Largest Circulation of Any St. Paul Newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Cansino City, Boyce Bldg., New York,  
O. DAVIES, Chicago. J. F. ANTIDEL

## ADVERTISING MEDIUMS.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY CIRCULATION IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

CLEVELAND is the metropolis of Ohio. The PLAIN DEALER its leading newspaper. The average circulation of the Plain Dealer for the month of January, 1912, was as follows:  
Daily, 94,725. Sunday, 129,558

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

Chesman Company, St. Louis, has resigned to become connected with Albert Pick & Co., Chicago.

Horace Addis is the new editor of the Rural Spirit, Portland, Ore.

Bertrand L. Chapman of Boston has joined the advertising staff of Everybody's Magazine in New York.

R. P. Emmons is now advertising manager of the Boston Chamber of Commerce News.

R. H. Eggleston, advertising manager of the Witherill Department Store, Syracuse, has been appointed resident manager of the Moss-Chase Advertising Company in that city.

Richard Morris Williams has been appointed editor of the Welsh newspaper Drych, of Utica, N. Y.

L. W. Griswold, advertising manager of the C. D. & P. P. Company, Pittsburgh, has joined the staff of Printers' Ink, New York.

E. B. Trullinger has taken up his duties as associate editor of the Springfield (Ill.) World.

H. Dwight Cushing, the Boston advertising man, is now associated with the L. B. Davidson forces.

J. D. Helderich, who formerly represented Hampton's Magazine in New England, is now with the Class Journey Company in the same territory.

George D. Terrien is now looking after the interests of the Ladies' World in New England. He was formerly with the Woman's World.

Harold F. Porter is now covering New England for the Housewife. His offices are in Boston.

W. A. Pritchard, advertising and assistant sales manager of the Em-

## ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498 600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more week day circulation in the City of New Orleans than the Times - Democrat and Picayune COMBINED.

pire Cream Separator Company, has resigned to join the forces of the Taylor-Critchfield Advertising Company, Chicago.

Sidney Harris has assumed charge of the advertising of the Lake Charles (La.) Daily Times. He was formerly connected with the Lake Charles Press and the Beaumont (Tex.) Journal.

Frank A. Clinton, late city editor of the Concord (N. H.) Daily Patriot, is now managing editor of the Plattsburg (N. Y.) Evening Star.

## HEINL ON LONG TRIP.

After a conference with President Taft, Robert D. Heinl, Washington correspondent for Leslie's Weekly, left Monday to visit the trouble centers of Central America and the Caribbean Sea with Secretary Knox. Mr. Heinl only recently returned from an extended 17,000 mile trip through Alaska and the West with Secretary Fisher.

His articles about the rich but yet undeveloped territory to the North attracted wide and favorable comment, especially along the Pacific Coast. Colonel John A. Schleicher, publisher of Leslie's, expects with the opening of the Panama Canal, the territory which is now being visited by the secretary of state, will be of equal or greater interest to his readers. Secretary Knox's trip will be one of the most important journeys made by a cabinet officer in recent years.

## EDITOR SHOT TO DEATH.

W. H. M. Smith, editor of the Truckee (Cal.) Republican, was shot and fatally wounded last Friday by P. M. Doyle, a merchant and owner of the general electric plant of the town. The shooting took place in the post office, and came as a climax to a long-standing dispute over the local liquor issue.

## ADVERTISING AGENCIES

# J. WALTER THOMPSON COMPANY.

Est. 1846



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



THE FOURTH ESTATE  
Every general advertiser needs it.  
Every publisher needs it.  
Every editor needs it.

Subscription, \$2.00 a year.

No "exchange" or free copies. Sample copies sent on receipt of postage stamp.  
105 West 40th Street, NEW YORK.

## NEWSPAPER CIRCULAR CASE

## GOES OVER AGAIN.

In the case of Samuel Horowitz, the New York newspaper dealer who was found guilty of violating a city ordinance by distributing circulars in the newspapers he sold, Magistrate Freschi, in the Westchester Police Court, on Monday, decided to receive briefs before disposing of it finally, and the case went over to March 5.

"There is considerable interest in this case," said Magistrate Freschi. "I have received letters from various parts of the state, some in favor of the defendant and some against him."

## MAKING IMPROVEMENTS.

The Hazard (Ky.) Herald has improved its plant recently by the addition of new machinery. The purchases include a two horsepower gasoline engine, press, new type, etc. Other equipment will be added in line with the policy of the owners.

Confidence back of advertising is advertising's biggest asset. The advertiser must have a business of character before he can advertise in the

## NEW YORK MAIL

EVENING

Then he is sure of the confidence and support of Evening Mail readers.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

ARKANSAS EDITOR'S MEET-  
ING A SUCCESS.

The meeting of the Arkansas Press Association held in Little Rock is conceded by all those attending to have been the best mid-winter meeting ever held by the association.

The chief topic of discussion was the Cost System. This subject was assigned to A. D. Murlin, manager of the Little Rock branch of the Western Newspaper Union.

The enthusiasm aroused by this discussion was very gratifying to all. It was decided to set aside one whole day at the annual meeting in May for an Arkansas cost congress, and all the leading printers of the larger cities of the state will be invited to attend and participate.

A very interesting paper was read by L. B. White of the Benton Times-Courier on the subject "Country Correspondence." This subject was also discussed by President Livingston and other members who had made successes of this feature.

"Why it Pays to be Conservative" was the subject of a talk by C. C. Colburn, publisher of the Ozark Democrat-Enterprise and one of the oldest members of the association.

E. C. Funk, of the Rogers Democrat, and W. W. Folsom of the Hope Gazette, urged the members to become individual members of the National Editorial association.

The association was the guest of the Little Rock chamber of commerce at night at a joint banquet with the Real Estate Men's Association, also in convention the same day. Secretary Hodges of the Press Association acted as toastmaster.

CITY HALL MEN HAVE FUN.

The little band of scribes known as the Association of City Hall Reporters, of New York, held their annual beefsteak dinner Saturday night at Healey's and had "fun" at the expense of the city officials with whom they come in contact during

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

the year and who were their guests last evening.

To begin with the reporters published "The City Wrecker," the annual publication, a take-off on the City Record. The Board of "City Wrckers," supposed to be the publishers of the sheet, are recorded as "Pilsner, Rye, Plymouth, Amer. Cion, Kummel, Dubonnet and St. Croix," and some of the "news" printed in the paper appeared to have emanated from such sources.

The reporters had a hilarious time. They greeted all the speakers with a verse from a parody on one of the popular songs, entitled "Everybody's Kidding Him."

The whole dining room was simply plastered with "No Smoking" signs in all languages, printed in red. The signs were duplicates of those Fire Commissioner Johnson insisted on hanging in every newspaper office in town a little while ago.

Mayor Gaynor, owing to his illness, was not able to be present, but he sent a letter of regret.

Nearly all those who attended the dinner were active newspaper men, or had at some time or other covered City Hall for the daily papers.

NEVADA EDITORS TAKE  
NEW HOME.

At its annual meeting in Reno the Nevada Editorial Association voted to change its name to the Nevada Press Association. For the ensuing year W. W. Booth of the Tonopah Bonanza was elected president; Phil J. Triplett, Wells Herald, vice-president; George S. Green, Carson Appeal, secretary; and E. M. Steninger, Elk Free Press, treasurer. The executive committee is composed of the officers and P. H. Mulcahy, of the Sparks Tribune; O. R. Morgan and F. F. Runyon.

Seventeen new members were elected to membership, bringing the roster to a total of thirty-four. A new set of by-laws was adopted.

Considerable discussion was had on the adoption of the legal rate for advertisements, and at the conclu-

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

JANUARY, 1912. AVERAGES

The Daily Post 358,500  
The Sunday Post 317,571

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROCKESS, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. CHICAGO.

sion of the debate, it appeared the consensus of opinion that the legal rate be restored. A tentative agreement was entered into binding the members of the association to adopt the legal charge for the printing of all legal matters.

It was decided that meetings be held semi-annually, and the next session will convene in Reno next August. At that time a legislative committee will be appointed to be present in Carson during the next legislative sessions and look after the interests of the association.

MICHIGAN EDITORS ELECT  
FRANK J. RUSSELL.

The editors of upper Michigan, comprising the Lake Superior Press Association, elected officers as follows at their convention in Marquette: President, Frank J. Russell, Marquette; vice-president, Patrick O'Brien, Iron River Reporter; and secretary-treasurer, Carl Mason, Gladstone Delta. The meeting ended with a banquet at the Marquette Club.

The editors were strong for Taft. At the banquet a presidential poll was taken, with the following result: Taft, 12; Roosevelt, 2; Fairbanks, 2; and Harmon, 1. On governor the ballot showed this result: Osborn and Ross 7 and Martindale and Musselman 1 each.

The editors were the guests of Warden Russell at the prison and had luncheon there at noon. The afternoon was devoted to addresses, chief of which was that by Henry Allen of Chicago, secretary of the Ben Franklin Club of America.

The convention indorsed the efforts of the Wolverine Press Association to induce the legislature to publish daily verbatim reports of its proceedings.

OTHER CLUB NOTES.

The New England Women's Press Association had its annual "Men's Night" on Wednesday in the Hotel Vendome, Boston. Next Tuesday the club will give an entertainment at the Boston Art Club to raise

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitor in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average  
Circulation  
for 1911 - - - 94,72

EDWARD H. BUTLER, Editor and P.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peopole's Gas B.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editor-  
constructiveness to muckraking  
destructiveness.

THE  
News Scimitar  
of MEMPHIS, Tennessee.

is the leading afternoon newspaper in  
Mississippi Valley South of St. Louis.  
The largest and oldest afternoon newspaper in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

funds for the printing of the history of the organization being prepared by Mrs. Caroline S. DeRose.

The Houston Adcrafters Club elected the following officers: President, J. B. Westover; vice-president, John T. Land; secretary-treasurer, Charles L. Sykes.

The February dinner of the Rochester Ad Club was one of the best affairs of its kind the organization ever held. Joe Mitchell Chapple, editor of the Nation Magazine; John H. Tennant, managing editor of the New York World; M. D. Moffat and F. Raymond were the speakers.

Tacoma advertising men are getting together in the next two weeks for the formation of an ad club which its organizers believe will be just as much of a "live wire" as Tacoma as the Seattle Ad Club has been for that city.

The Red Roosters of Chicago at their last meeting elected six new

"One paper in the home worth a thousand on the highway." —Quotation

THE  
NEW YORK  
TRIBUNE

the paper that goes to the home —Application



ADVERTISING MEDIUMS.

In January, 1912, The  
**CHICAGO  
RECORD-HERALD**

contained 2 247 columns of advertising, exceeding the amount printed in any previous January in the history of the paper.

Following is the record of gains and losses of the Chicago morning newspapers in January 1912 as compared with January, 1911:

Record-Herald	Gain	51 Columns
Tribune	Loss	207 Columns
Inter Ocean	Loss	103 Columns
Examiner	Gain	15 Columns

New York Office, 710 Times Building.

**San Francisco  
HONEST  
FEARLESS CALL**

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGGESS,  
Marquette Building, CHICAGO.

members. They are Robert Frothingham, New York; Morris Ebersole, George Wilson, Lee Maxwell, J. R. Mooney and Charles R. Woodward, of Chicago.

Last evening was "Advertising Managers' Night" at the dinner given by the Representatives Club, of New York, at the Hotel Martini-que. The advertising managers were guests of the occasion and heard interesting addresses on "What Constitutes a Good Representative" by Thomas Balmer of the Woman's World, and Richard Waldo of Good Housekeeping.

The Morris County (N. J.) editors have effected a permanent organization. The following officers were elected: Harry Gill, Dover, president; J. E. Clary, Jr., of Madison, secretary; Isaac R. Pierson, Morristown, treasurer. A committee consisting of E. H. Tomlinson of Morristown, J. E. Clary of Madison, and Isaac R. Pierson was appointed to draw up constitution and by-laws.

The Women's Press Club of New York celebrated "Men's Day" last Saturday at the Waldorf-Astoria. All the speakers except Mme. von Klenner, who, as president of the

**The Leader.**

In January THE NEW YORK TIMES published more general advertising, exclusive of Wants, than any other New York newspaper, morning or evening. Every advertisement clean, high class, free from doubt.

Agate lines	
The New York Times	- 768,978
Second Morning Newspaper	731,514
Third Morning Newspaper	- 670,570
Fourth Morning Newspaper	662,170

ADVERTISING MEDIUMS.

The wonderful newspaper that The  
**CLEVELAND  
LEADER**

is printing has shown its results in increased patronage both in its advertising columns and on its circulation books.

It is giving the people of Cleveland a newspaper in every sense of the word, well worthy of the sixth largest city of the United States.

The LEADER'S financial, automobile, sporting and marine departments rank among the best in the country.

PAUL BLOCK, Inc.  
Managers of Foreign Advertising.  
250 Fifth Avenue, NEW YORK  
Steger Building, CHICAGO.

THE GROWING  
PAPER OF  
IS THE  
(EVG) **BOSTON  
TRAVELER**

Average Circulation for 1911

**83,029**

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

organization, welcomed the guests, were men.

They were Dr. Rossiter Johnson, Dr. Hamilton W. Mabie, the Rev. Henry Lubeck, Ellis Parker Butler and Dr. Henry Leipziger.

The Capital Ad Club has been formed in Des Moines by the business men of the Eastern section of the city. H. Hanson is the president and George W. Richter of the Capital City Bank is secretary-treasurer.

The Agate Rule Club has been formed in New York by workers in the advertising departments of the various newspapers. The officers are: President, Frank J. Warde; secretary, William F. Metz; and treasurer, William A. Hayes, all of the American. An initial banquet and theater party of the club held last week was a huge success.

An active interest has been taken by the Omaha Ad Club in the matter of street lighting, the public affairs committee of the club, of which T. B. Coleman is chairman, having met with similar committees from the Commercial Club, the Ak-Sar-Ben and the Real Estate Exchange, when resolutions were passed by the joint committee and presented to the city council. The resolutions ask that the council take immediate action to install a flaming system of lighting on all the principal business streets.

Members of the Dallas County Press Association were the guests of William A. Bowen, editor of the Farmers' Fireside and Bulletin, at Arlington last week. Following the banquet the visitors were shown over Arlington in automobiles.

The Portland (Ore.) Ad Club has opened new quarters at the Multnomah Hotel. The club by its rapid strides in membership outgrew three places during the past year. It had

ADVERTISING AGENCY.

**THE SOUTH.**

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.**

ADVERTISING MEDIUM

**GOLD**

represents the commercial standard of nations. The

**COSMOPOLITAN**  
represents the standard of magazines

a membership of about 80 last spring and now numbers close to 400.

This club on Monday will give a benefit performance of "Get Rich Quick Wallingford" to raise funds to help entertain the Pacific Coast Association of Ad Clubs Annual Convention in Portland next June.

While on his visit to Chicago next month President Taft will attend a reception to be given by the Chicago Press Club.

The Muzzle Club, composed of the news writers of Hattiesburg, Pa., held their eighth annual dinner last Saturday.

The Associated Advertising Clubs of Iowa will hold their annual convention in Cedar Rapids next Monday and Tuesday. Sessions will be held in the Commercial Club Rooms in the Masonic Temple Building. The meeting will close with a banquet at which E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, and President Coleman of the A. A. C. A. will be the principal speakers.

The Troy (N. Y.) Publicity Association at its monthly meeting listened to an illustrated lecture on "The Modern Business Executive" by Edward S. Babcox, advertising manager of the Yawman & Erbe Manufacturing Company, of Rochester.

NEW "SPECIALS" DIRECTORY.

The Benjamin & Kentnor Special Agency, New York and Chicago, has issued a revised edition of its directory of Eastern special newspaper representatives and their newspapers. The new edition contains the name, address and telephone number of each representative, and their respective lists, besides the general state classification under the name of the newspapers.

ADVERTISING MEDIUMS.

**ROCKINGHAM  
DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

**7200** per day.

For a short time advertising will be accepted at flat rate of **7c** per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct. WRITE FOR INFORMATION.

**IN MEXICO CITY**  
the advertiser only has to use the **MEXICAN HERALD**  
(Only English Newspaper)

**EL HERALDO MEXICANO**  
(Only Afternoon Spanish Newspaper)  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

**LARGEST CIRCULATION**  
There are **BALTIMORE** 100,000 homes in the combined circulation of the

**AMERICAN** and **STAR**  
is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGGESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK

**Grand Rapids  
Evening Press**

THE LEADING DAILY PAPER  
in Western Michigan. 50,000  
DAILY Circulation.  
Foreign Representatives,  
A. K. ELLI, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

**PAPER FOR NEW JERSEY  
SCHOOLS.**

A company has been formed at New Egypt, N. J., to publish the New Jersey School News, a state educational journal. The active members of the company are Professors T. D. Sensor of Trenton, H. W. Cressman of Egg Harbor City, W. H. Connors of Minatola and W. Clement Moore of New Egypt, one of the owners of the New Egypt (N. J.) Press.

THE FIELD OF CIRCULATION OF THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

comprehends the Pacific Northwest completely, as the circulation extends through the border counties of Oregon, all of Western Idaho and Western Montana, throughout the state of Washington and British Columbia.

In this field there are to-day about 1,600,000 inhabitants, of whom 1,000,000 reside in the state of Washington.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

CHRISTIAN  
SCIENCE  
MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR,

Boston, Mass.

New York office, 1 Madison Avenue.

Western office, People's Gas Bldg., Chicago

THE

DEMOCRAT  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

THE DUTIES AND WORK OF  
THE NEWSPAPER AD  
MANAGER.

G. W. Preston, advertising manager of the Omaha Bee, has very definite views of the duties and work of the successful advertising manager of a daily newspaper. They are as follows:

"The chief of the advertising department of a daily newspaper, to be successful in his work, must be a close student of human nature. He must be all things to all men—able to converse intelligently on the different aspects of every line of business.

"He should be able to convince the prospective advertiser that the publicity department of his business is one of its most important elements, and to show him that as much care should be taken in selecting a medium of advertising as is exercised in selecting the stock.

"He must try, if possible, to get the advertiser to vouchsafe as much attention to him as he does to any other man with whom he has important business to transact, and lead him into a realization of the fact that discussions as to positions, type, method of display and the various matters that need to be considered in newspaper advertising warrant something more than a

Ask any Pittsburgh man  
about the  
PITTSBURGH POST  
and the

## PITTSBURGH SUN

and he will tell you that they are  
the best buy in the Pittsburgh  
advertising field.

Special combination rate for both  
papers: the Pittsburgh Post, morn-  
ing and Sunday—the Pittsburgh  
Sun, every evening.

JOHN BUDD COMPANY, Special Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

## ADVERTISING MEDIUMS.

THE

LEADING PAPER  
IN THE  
NATION'S CAPITAL  
THE  
WASHINGTON  
POST

For advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

SEATTLE "P-I"  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative.  
225 Fifth Avenue, NEW YORK.  
87 Washington St., CHICAGO.

casual hint as to the space to be set  
apart.

"The advertising man draws his salary from a newspaper and earns it from the business men. In the office of his newspaper he represents the interests of the advertisers, in the business office of advertisers he represents the business office of his newspaper. He must realize that business, like justice, knows no favorites and be careful to give every man his due.

"He must be keenly alive to the thousand different conditions governing business in its widely scattered lines. He must be very careful not to betray the confidences of the day in visiting antagonistic firms. He must be able to give helpful advice concerning the effectiveness of ad illustrations and must be a diplomat placating unreasonable faultfinders.

"Occasionally a news item or an editorial gets on the nerves of an advertiser and he takes it out on the advertising man, who is innocent of authority in the editorial department of his paper. He must account to the advertiser for any inaccuracy of type, and must use great tact in explaining to advertisers that "top of column next to reading matter" has space limitations.

"He must meet always the protest against increase in advertising rates, no matter what the increase in circulation. The advertiser is willing to pay advances in commodities used as necessities or luxuries without a murmur, or at least without considering the cause in hostile manner.

"Circulation might double, and he would cry out against an increase of price for the additional publicity given his wares. Talk is his stock in trade and woe to him if he be not fully informed as to his business."

The combined Lutheran Church Work and the Lutheran World, New York, will make their appearance as the Lutheran Church World with next month's issue.

## ADVERTISING AGENCIES.

LEVEN  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.

Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES.  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## CHANGES IN INTEREST.

JACKSON, MISS.—Dr. T. J. Bailey, editor of the Baptist Record, has sold out to Dr. P. I. Lipsey and Rev. J. C. Parker.

HARBOR SPRINGS, MICH.—M. L. Garland has acquired the Graphic. He is also the owner of the Republican, recently burned out.

CRESTON, O.—W. M. Newberry of Ashtabula is the new publisher of the Journal.

DES MOINES, IA.—F. L. Miner has sold part of his stock in the Underwriters Review to H. L. Preston.

SOMERSET, KY.—Cecil Williams has disposed of the Times to E. C. Walton of Orlando, Fla.

ALLIANCE, NEB.—H. J. Ellis is again publishing the Semi-Weekly Times, having repurchased it from William Miller.

ABILENE, KAN.—J. W. Howe has sold the News to the Abilene Stock Company.

EMPORIA, KAN.—F. B. Williams of Kansas City is the new owner of the Lyon County Farmer, for some time issued by Sanford Loomis.

WHITE LAKE, S. D.—W. A. Hitchcock has sold the Star daily to Rev. Edward W. Van Ruschen.

MULLEERY, KAN.—M. F. Sears of Pittsburgh has succeeded A. H. Cochran as publisher of the News.

WILLIAMSBURG, PA.—A. C. Peters has revived the Press.

## NEW ENTERPRISES.

BOISE, IDA.—The Intermountain Farmer has been brought out by A. D. Clark and Arthur Allen.

RIVERTON, IA.—The Review has appeared here with Mr. and Mrs. Walter H. Graves as publishers.

INDIANAPOLIS, IND.—Nicholas Pressecan and Jack Landesco are the publishers of a new Roumanian paper started here.

GAYLORD, MICH.—The Otsego County Advance has begun publication with Forrest A. Lord and J. Harry Goldie as the owners.

FOYVILLE, WIS.—The Hustler is a weekly started here by Spencer C. Fish.

FORT GAINES, GA.—W. C. Kelly, formerly of the Twiggs Citizen, has started the Southwest Georgian here.

MILWAUKEE, WIS.—Theodore Lebuscher has started the Jewelers' Re-

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICAN

Largest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000

THE PEORIA  
JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

THE

MILWAUKEE  
NEWS

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

view. E. E. Thomas and Louis Kissel are associated with him.  
NORTH ROSE, N. Y.—Williams & Scott, publishers of the Williamson Sentinel, are arranging to begin the publication of a newspaper here.

## FOR A TRINIDAD PAPER.

The Free Press publishing Company is being organized at Trinidad, Colo., to publish a newspaper. It is not known yet whether it will be a daily or weekly. F. R. Dunlavy, a former Denver newspaper man, B. A. Gow, D. M. Ralston, D. J. Penno and B. M. Cawley, local men, are behind the venture. The concern has been incorporated with capital of \$5,000.

## WURZ NOW A PUBLISHER.

John F. Wurz has purchased the St. Joseph (Mich.) Herald. He is well known in Michigan newspaper circles and recently was city editor of the Benton Harbor News-Palladium.

Largest proved high-class  
evening circulation.

THE  
NEW YORK  
GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.



ADVERTISING MEDIUMS.

**NOW IT'S THE HERALD**

in the morning field at **WASHINGTON** and "We Can Prove It."

**28,132** NET DAILY CIRCULATION

90 per cent. of which is in Washington and suburbs.

**JOHN W. HUNTER, Publisher.**

Representatives:  
**J. C. WILBERDING, A. R. KEATOR,**  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

Results are obtained in the **SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST

**CHARLES J. BROOKS, Eastern Mgr.**  
213 Temple Court, NEW YORK CITY

**THE POST OFFICE "DEFICIT."**

Continued from Third Page.

bulky advertising pages and this is called a magazine. In the true sense it is not a magazine. It buys only a given quantity of manuscript.

"Not so with a daily paper, which must cover the general news field regardless of the cost. The daily paper keeps the man in the office and on the farm informed of every night and morning of the world's happenings. What sort of a country would this be to live in without the newspapers? But Mr. Hitchcock proposes to weigh us down with a postage burden that would turn many a paper in this country from a profit to a loss balance, so narrow is the line between profit and loss for many papers.

"The growing cost of print paper has developed a serious situation. A paper like the Journal pays over \$50,000 a year postage. Double that, as Mr. Hitchcock proposes, and the permanency of the paper would be endangered.

"And the same principle applies in greater or less degree to newspapers of all classes, from the largest to the country weekly with its modest circulation.

**FINDS FREIGHT PLAN SUCCESS.**

"Now what is the theory of a separate classification for newspapers and periodicals? Why was a low rate of postage established for these publications? The cent-a-pound rate was undoubtedly established because congress recognized that, entirely apart from the question of pecuniary profits, newspaper and magazine enterprises were engaged in a great public work, were discharging an important public function and were therefore entitled to peculiar privileges in the mails.

"And what would it matter if the postoffice department were actually carrying the newspapers and periodicals of the country at a loss—which it is not? Would not the benefit to our citizenship far overbalance any mere pecuniary deficit in the government's postal revenues?

"But it is admitted that the cent-a-

ADVERTISING MEDIUMS.

**THE SYRACUSE POST-STANDARD**

is steadily increasing its circulation on its merits as a newspaper.

**47,000** CIRCULATION DAILY.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

**The TOLEDO Daily BLADE**

**THE TOLEDO WEEKLY BLADE.**  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

postage rate is actually remunerative so far as the daily and weekly press is concerned for the reason that these publications are issued in the center of the circulation, which is largely local and neighborhood circulation. The government, therefore, does not have to carry their mail matter very far, but distributes it quickly after short hauls.

"The loss in sound class mail matter is incurred, if anywhere, by the carriage on the magazines and periodicals of national circulation. These are usually very heavy, and as the bulk of them are printed in or near New York on the Eastern seaboard, ciphers are carried long distances at a rate that certainly seems at first glance unremunerative. But it is by no means certain that even here there is a loss.

**BOOKKEEPING CRITICIZED.**

"The Post Office Department, with its antiquated systems of bookkeeping is, in point of fact, quite unable to say whether or not this is the case. It has no means of telling. But Postmaster General Hitchcock, despite his success in breaking the long series of postal deficits with a surplus, has been insistent that there was a heavy loss on magazines and in demanding a higher rate.

"Failing as yet to secure this, he has done something far more sensible, namely, set about a reduction in the expense of handling the bulky magazines. He has arranged to transport them in carloads by fast freight, instead of overloading the postal cars with them. These carloads run through on almost express terms from the seaboard to the various large centers, where they are broken up and distributed by mail in the ordinary way.

"This experiment, I am told, has already proved a success, and has really delayed delivery very little, the delay being helpful rather than harmful, in my judgment. It has certainly cut down the expense.

"Now if the postmaster general will go farther and try to haul the government's contracts with the railroads so as to get at least as good terms as the express companies do, he will be able to show a handsome surplus on his books wherever it takes much needed improvements in the

ADVERTISING MEDIUMS.

In considering circulation remember that the

**BOSTON HERALD**

has both **Quality and Quantity.**

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

The **S. C. RECKWITHE SPECIAL AGENCY,**  
Tribune Bg. New York, Tribune Bg., Chi.  
Reliance Bdg. Kansas City.

The Only Daily Paper in Cuba  
Printed in English is the

**HAVANA POST**

**GEORGE M. BRADT, Publisher.**

**Published Every Day in the Year.**

service, and even possibly to bring about one-cent postage on first-class mail. At any rate, he would be relieved of the necessity of further worming about the second-class rate.

"There can be no doubt that if the Post Office Department were run on business principles and with modern business methods it would be a great money maker without a single change in the rates. Like every other government department, however, its machinery is entangled in endless red tape, the unwinding of which costs much money. The franking privileges, having a patriotic congressman been known to send his pet cow to Washington without so much as a single stamp, while his wife takes along the sewing machine, is one of the biggest waste items on the postal books.

"Reams and reams of speeches that were never spoken and tons and tons of bills that are never read clutter up the mails of Uncle Samuel. They don't yield a cent of revenue, and do mighty little good to anyone. If a candidate for office happens to be in the house or senate he gets leave to print in the Record all sorts of campaign material. He then has this printed separately and sent broadcast to the voters he wants to reach—and the government foots the bill for him, charging the deficit to newspaper postage. And yet there is talk of congress raising the second-class rates.

"The franking privilege should be abolished or rigidly restricted. Every department should pay its own postage bill out of its appropriations. You say this would be taking money out of one of Uncle Sam's pockets to put it in another. This is partly true. It would be putting each department on its own proper footing, instead of making the Post Office Department the best kept secret of the government.

"It would then be possible to say whether the rates needed changing. Moreover, it would be a powerful deterrent for reckless and wasteful use of the mails. When each department has to pay its own postage bills, it will be much more careful about what it sends through the mails. Congress should be on the same footing, with an appropriation to cover the expense of necessary mail matter."

The publishers went on record as being opposed to the bill providing for letter carrier service in cities whose population does not exceed 5,000.

The editors contend that carrier service is not necessary in such small places as persons living within a half mile of the post office can call in person for their mail, while persons living outside the half-mile zone can avail themselves of the rural free delivery. They assert that the establishment of carrier service in the villages would place a greater financial burden on the pos-

ADVERTISING MEDIUMS

**A Powerful List is the MILWAUKEE GERMANIA LIST**

CIRCULATION

Daily Germania .....24,568  
(Only German evening daily in Milwaukee)  
Daily Herald .....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post .....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania .....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEROUX, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

**THE ONLY KANSAS DAILY WITH A STATE WIDE CIRCULATION.**

**TOPEKA DAILY CAPITAL**

CIRCULATION 33,500 GUARANTEED

I'll write it in the contract:  
A larger circulation in Topeka and a larger circulation in Kansas than any other paper in the State.

**ARTHUR CAPPER, Topeka, Kan.**

**THE Indianapolis Sun**

daily and Sunday actual **43,601**  
average circulation in Dec.

The fastest growing newspaper in America

**PAYNE & YOUNG Rep., East and West**

tal department and increased rates would result.

Under the present law newspapers in villages are exempt from postage on papers delivered through the post offices in the county where printed, but they are required to pay second-rate postage where delivery is made by carrier. If mail carriers were authorized for the villages the editors would be required to pay pound rates for all their papers, and they consider that a hardship.

The following officers were elected: President, H. C. Miller, St. Peter Free Press; vice-presidents, B. G. Bjornson, Minn. e-ora Mascot; Peter Schaeffer, Elv Miner; and M. S. Norelius, Lindstrum; secretary, Carlos Avery, Hutchinson Leader; treasurer, David Ramaley, St. Paul; executive committee, Charles C. Whitney, Marshall; Frank J. Meyst, Minneapolis; and William E. Easton, Stillwater.

**PRESS CLIPPINGS**

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

**BURRELL**

15 Lafayette Street, New York City  
Established a Quarter of a Century.

**IT PAYS to use only THE BEST**

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS, and hundreds of other prominent publications, as well as the GOVERNMENT PRINTING OFFICE.

Trade Mark

**W & E**

**MERCHANT & EVANS CO.**

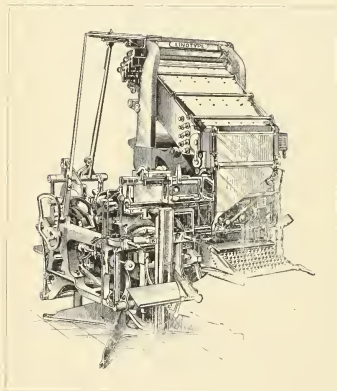
Smelters—Refiners  
**PHILADELPHIA**

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER

# The Home of the President

endorses the

## MULTIPLE MACHINE IDEA



QUICK CHANGE MODEL 9  
FOUR MAGAZINE LINOTYPE  
Shipped to Cincinnati Times-Star Sept. 23, 1911

C. H. REMBOLD,  
*Manager*  
CINCINNATI TIMES-STAR,  
orders a  
**SECOND**  
*Quick-Change Model 9*  
*4 - Magazine Linotype*

Thus testifying not only to his conviction that the Linotype way is the right way in the ad alley of a great newspaper, but that the Model 9 has proven itself in actual daily operation in his composing room to be the right model.

The Linotype Way Is the Only Way

### MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street

NEW ORLEANS  
549 Baronne Street

TORONTO: Canadian Linotype Limited, 35 Lombard Street



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 940

NEW YORK, SATURDAY, MARCH 2, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



CHARLES W. HORNICK,

GENERAL MANAGER OF THE SAN FRANCISCO CALL, [WHICH HAS JUST  
WON ITS GREAT FIGHT AGAINST THE "BUCKETSHOPS."

See Fourth Page

## WILL NEWSPAPERS NOW WAKE UP?

W. C. FREEMAN FORMS BUREAU TO PROMOTE NATIONAL NEWSPAPER ADVERTISING.

What appears to be an important move in the way of awakening newspaper publishers to their lost opportunities in not giving more attention to developing new national advertising for themselves is a project just launched by William C. Freeman of New York, one of the best known newspaper advertising men of the country.

He proposes to start a promotion service to be called the National Advertising Bureau, to be supported by the newspapers of the country of established character, which would give its entire endeavors to developing new newspaper accounts.

Publishers will be allowed to subscribe to a fund for a period of three years on a basis of \$100 a year for every cent of their 14,000-line rate. The newspaper with a rate of twenty cents a line for a 14,000-line contract would pay \$2,000 and so on down to the paper of the one-cent rate, which could have the service for \$100.

The fund, according to Mr. Freeman, will be used to establish the bureau with headquarters in New York and branches in Chicago, Boston, Atlanta and San Francisco. The staff would consist of well paid representatives who would work directly on advertisers and prospective advertisers and would be the most capable men that could be secured.

It would use extensive trade paper advertising in behalf of the newspaper advertising and the bureau; maintain a statistical department to collect and furnish facts about selling conditions in every city and section represented; furnish each paper in the bureau once a week with on good business talk on the value of newspaper advertising; and properly follow up prospective advertisers.

Mr. Freeman believes that such an organization as he proposes would insure success to the publishers who would back the idea, as even if it did not come up to expectations in the amount of business he believes it would secure, publishers would get their investment back and would have started new business that with proper care should increase in volume in subsequent years.

By his plan every newspaper in the combination would have the benefit of the work of the entire organization. His belief is that every newspaper should not expect to get all the advertising created, as that would defeat the plan of building newspaper advertising on the right lines.

To develop the community idea first, then the state idea, then the territory or section idea and then the national idea, Mr. Freeman believes, is the proper way to insure success. Trade conditions would determine the territory where the campaign would start and the building up should be

gradual, careful and intelligent.

Mr. Freeman sees the immediate need of a concerted movement to promote the use of newspapers as advertising mediums in the fact that the magazines during the year 1911 carried \$26,000,000 worth of national advertising, most of which has never appeared in the newspapers.

He sees at the bottom of the great success of the magazines their methods in specializing in the promotion of new business. For instance, he points out that a group of the leading magazines which carry annual business of \$15,000,000, maintain advertising departments at an annual cost of \$750,000.

This sum of \$26,000,000 spent in the magazines for national advertising, he estimates, would buy nearly 1,000,000 lines of advertising in every one of the newspapers of the country having a circulation of 5,000 or more.

## UTAH DEMOCRATS TO HAVE SALT LAKE DAILY.

A new daily newspaper in Salt Lake City to be the exclusive organ of the Democratic party in the city and county, is being planned.

Members of the Democratic state committee declare that negotiations now under way would result within a short time in the pledging of sufficient capital to make the new daily newspaper a certainty for the near future. Part of the funds necessary to support the paper already are in hand.

The state committeemen declare emphatically that the men interested would not consent to the purchase of an afternoon paper but they would insist upon starting a new paper with no political past to mar its Democratic usefulness in the future.

## LA PATRIE SALE DENIED.

L. J. Tarte, resident and director of La Patrie, of Montreal, denied the truth of a story published in Ottawa to the effect that Sir Rodolphe Forget had acquired the chief interest in that paper, that all the shareholders had been bought out, and that La Patrie would in future be the French official organ of the Conservative party.

"It is a joke," said Mr. Tarte. "I have never had such a proposition submitted to me, and it has never been discussed. You can deny the story in the most emphatic terms."

## LONDON TIMES DIRECTORS.

Two new members have been added to the board of directors of the London Times by Lord Northcliffe. They are John Brainard Capper and George Robinson. Both men are promoted from the ranks. Brainard, since 1884, has been an assistant editor of the Times, and Robinson was formerly South African correspondent and has been connected with the home office for the past year.

## GERMAN PAPER SOLD.

P. A. Domann, publisher of the Rock Island (Ill.) semi-weekly German paper, the Volks Zeitung, has sold his interest to Werner Klestermann of Norfolk, Neb.

## AD MEN COMING TO NEW YORK.

IMPORTANT MEETING OF THE EASTERN A. A. C. A. AT THE WALDORF.

Next week several hundred advertising men from the Eastern States as far north as Canada and as far south as Maryland and Washington, D. C., will invade New York. The occasion is to be the annual convention of the Eastern Division of the Associated Advertising Clubs of America and it is expected to be a meeting of advertising men second only in importance and attendance to the big annual National convention.

There are more than 1,600 members of nineteen advertising clubs affiliated with the A. A. C. A. in New York, Massachusetts, Pennsylvania, Rhode Island, Washington, D. C., and Maryland, and as many as possible of this number will make the trip. The meeting will decide many of the matters pertaining to the convention of the A. A. C. A. at Dallas next May and besides many other important questions are to come up for discussion.

The meeting will be held in the Myrtle Room of the Waldorf-Astoria all day Thursday. There will be a morning and afternoon session and a concluding banquet in the evening.

The morning session will be in the form of a "get-together" meeting in which a closer, more effete organization will be the topic of moment.

At the afternoon session the following topics will be considered:

"Fraudulent Advertising," A. W. McCann, New York.

"The Purpose of an Advertising Club," Herbert S. Houston, New York.

"Efficiency in the Organization of an Advertising Club," H. B. Humphrey, Boston.

"On to Dallas," S. E. Leith, New York.

Each of the above topics will be treated in general discussion after the principal speakers have been heard.

The banquet in the evening will be given under the auspices of the Advertising Men's League of New York, and Frederick T. Murphy, treasurer of the Mark Cross Company, will be toastmaster. President Gerald T. Wadsworth of the Eastern Division will preside. The speakers and their topics will be:

Don C. Seitz, New York World—"The Advertising Club Movement from the Viewpoint of the Publisher."

George McAneny, president Borough of Manhattan—"Address of welcome and will touch on some point in connection with municipal advertising."

Rev. N. McGee Waters, D. D., "Public Opinion as Related to Progress."

S. C. Dobbs, president Associated Advertising Clubs of America—"The work of the Associated Ad Clubs."

Two representatives of the Dallas Ad Club, George S. Sexton and John W. Philip, will make short addresses with lantern slide illustrations giving an idea of the Texas territory which will be traversed by delegates who will attend the national convention in May.

From present indications a large attendance is assured. Delegations are expected from Pittsburgh, Buf-

falo, Rochester, Syracuse, Washington, Baltimore, Boston, Providence, New Haven, Richmond, etc., and as this dinner is to take the place of the regular monthly dinner of the Ad Men's League of New York, a large number of New York advertising men will attend the banquet.

Application for seating should be made to Lewellyn E. Pratt, vice-chairman program committee, 2 Rector street, New York. Ad advertising men and their friends are welcome to the banquet in the evening. Tickets are \$5.

The officers of the division are: President, Gerald B. Wadsworth, representing the Advertising Men's League, of New York; secretary, David D. Lee, Representatives Club, of New York; treasurer, Malcolm Moore, Baltimore Ad Club; directors, Henry B. Humphrey, Pilgrim Publicity Association, Boston; Granville H. Hunt, Washington Ad Club; William H. Ingersoll, Advertising Men's League, of New York; Frederick W. Aldred, Town Criers, Providence, R. I.; Walter B. Cherry, Syracuse Ad Men.

With a jolly banquet at the Piedmont Hotel the southeastern division of the Associated Advertising Clubs of America concluded its enthusiastic two-days' session in Atlanta.

Like the business meeting of the convention the banquet was characterized by brisk optimism and the typical good humor and vim of the ad men. It fairly bubbled over with hearty good will, and with the wit of apt dinner speeches.

Ex-Governor John M. Slater

Continued on Eighth Page.

## LEWIS MUST GO TO TRIAL.

E. G. Lewis of St. Louis must go to trial on the twelve indictments charging him with using the mails to defraud in the conduct of the Lewis Publishing Company and his other University City enterprises. Judge Charles F. Amidon of the United States District Court so ruled Tuesday on the demurrers filed by Lewis' attorney.

Judge Amidon also sustained a motion limiting the jury panel to residents of the district outside of St. Louis and St. Louis County. Lewis' attorney filed affidavits by several prominent men who believe that Lewis could obtain a fair and impartial trial from jurors drawn from St. Louis and St. Louis County. He based his demurrers on the contention the alleged offense cited in the first three indictments is a felony, while that cited in the other nine is only a misdemeanor.

## NEW APPOINTMENTS.

Harry C. Griffith, 225 Fifth avenue, New York, has been appointed Eastern foreign representative of the Bridgeport (Conn.) Farmer and Hackensack (N. J.) Bergen News.

H. F. Lewis, Tribune Building, New York, has been appointed foreign representative of the American Issue, published at Westerville, O., in the interest of state prohibition.



The LEAP Year Month of February, 1912, was signalized by the

# NEW YORK WORLD

by a FORWARD Leap of

42,408 Lines

while its nearest competitor fell back 15,351 lines.

Here is the ADVERTISING RECORD for February, as prepared by the Statistical Bureau of the Evening Post, showing the number of agate lines:

WORLD . . . . .	884,777	lines
<i>Herald</i> . . . . .	705,495	lines
<i>World's LEAD over Herald,</i>	179,282	lines

WORLD <i>February 1912,</i> . .	884,777	lines
WORLD <i>February 1911,</i> . .	842,369	lines
<i>World's GAIN over its own record</i>	42,408	lines

*During the year 1911 the NEW YORK WORLD carried nearly TWO MILLION lines MORE than its nearest competitor, the New York Herald.*

The WORLD is

## THE STANDARD

by which all other mediums are measured.

## NEW AGREEMENTS WITH I. T. U.

### INCREASES GRANTED BY THE PUBLISHERS SINCE THE FIRST OF YEAR.

A five-year contract has been entered into by the publishers of Fort Wayne, Ind., as follows: The scale for machine operators on morning papers is advanced from \$21 to \$22, which will prevail for two years, then another raise of \$1 takes effect, to be in force for two years, and the final year \$24 per week will be paid. On evening papers machine operators receive an advance from \$19 per week to \$20.50 the first two years, then an increase of \$1, and the last year of the period an increase of 50 cents per week, to \$22. The night pay of floormen and admen is raised from \$19.50 to \$21 for the first two years, then advanced to \$22.50 for the second two years, after which time they will be on a par with the operators—\$24 per week. Floormen and admen on evening papers are advanced from \$17.50 to \$19, then to \$20.50 and finally to \$22—a flat basis—for the same periods mentioned above. A scale was also made for the apprentices. Foremen and assistants are not to be paid less than machine operators.

New contracts have been entered into by the Abilene (Tex.) publishers, handmen receiving an increase of \$4 per week, the new scale to be \$19 per week. Foremen will receive \$20 and \$21 for day and night work, respectively, an advance of \$3.50 per week. The contracts are for two years.

The Tulsa (Okla.) union has just been granted a new scale, giving floor and ad men \$21 per week for day work and \$23 for night work. Operators will receive \$25.50 for night work and \$22.50 day. This is an increase of \$2 and \$2.50 per week. The agreement is for three years.

The publishers of Crawfordsville, Ind., have granted the compositors an increase of \$1 per week the first year, a fifty-cent increase the second year, no increase the third year, and then another fifty-cent increase the fourth year.

The compositors in Fostoria, O., have been granted an increase of \$1 per week.

The Newspaper Publishers' Association of Los Angeles has signed

Ask any Pittsburgh man  
about the  
**PITTSBURGH POST**  
and the  
**PITTSBURGH SUN**

and he will tell you that they are the best buy in the Pittsburgh advertising field.

Special combination rate for both papers: the Pittsburgh Post, morning and Sunday—the Pittsburgh Sun, every evening.

JOHN BUDD COMPANY, Special Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

an agreement whereby composing room employees will receive \$1 per week increase from January 1, 1912, to June 30, 1913, and an additional dollar from July 1, 1913, to December 31, 1914. This will bring the weekly scale for the first period up to \$28 for day men and \$31 for night men, and for the second period \$29 for day men and \$32 for night men. The scale for operators in book offices is the same as for daily newspapers.

Compositors of New Brunswick, N. J., get an increase of \$1.50 per week for both hand and machine compositors, and a raise from one-quarter to one-half for all overtime.

An increase of fifty cents per week each year for three years has been granted in Hattiesburg, Pa., to the compositors for all classes of work. The final minimum scale will be as follows: Foremen on morning papers, \$26.50; machine operators, \$25.50; ad and floormen, \$21.50; foremen evening papers, \$20.50; machine operators, \$21.50; ad and floormen, \$18. Foremen of book and job offices, \$19.50; journeymen, \$18. Overtime was increased from single price to price and a half.

The compositors of York, Pa., have received an increase of fifty cents per week, making the minimum \$14.

An increase of \$3 per week for hand compositors and \$1 for machine operators is agreed to by the publishers of Huntington, W. Va., the scale to be in effect for three years.

There has been granted at Beaver Valley, Pa., a flat raise of \$2 per week for foremen, floormen and machine men, and the jobmen.

A \$2 increase has been granted to Waterbury (Conn.) machine operators, making the wage \$22 for night work and \$19 for day. The job men were also advanced from \$16.50 to \$18 per week.

A three-year contract was entered into on January 1, 1911, between the newspapers of Pueblo, Colo., and the compositors. Under the terms of the contract the pay for the six months ending July 1 next, will be as follows: Morning papers, foremen, \$33; assistant foremen and all other employees, \$29; evening papers, foremen, \$28; assistant foremen and all other employees, \$26.

Effective January 1, 1912, a new scale was agreed to by the employers of Tucson, Ariz., and the compositors. A flat wage scale of \$25.50 will prevail for all hands. Machinist-operators will receive \$4.75 for seven and one-half hours, and foremen \$29.50 a week. These figures will be in force for one year, and for the two remaining years of the period covered by the contract the wages specified are to be increased twenty-five cents per day all around.

### MERRITT IN ATLANTA.

E. H. Merritt of New York has become associated with J. C. Rehber of Atlanta in the latter's advertising and art business. For some time Mr. Merritt had been associated with the wholesale and retail drug business in New York.

### VICTORY FOR THE CALL IN ITS "BUCKETSHOP" CRUSADE.

The libel suit for \$100,000 damages instituted by Henry A. Moss against John S. Spreckels, Charles W. Hornick and Ernest S. Simpson, publisher, manager and editor of the San Francisco Call, has been withdrawn by the plaintiff, and the ending of the case incidentally marks a victory for the Call in its fourteen-months' fight to wipe the "bucketshop" industry from San Francisco.

The campaign of the Call against this mode of gambling resulted in numerous suits, criminal and libel, being instituted in an effort to harass it. Under the direction of Mr. Hornick the crusade, however, was kept up and the "ring" broken. Moss was a member of the opposition forces and he fought hard to save his business.

He had the heads of the Call arrested for criminal libel, but the case was thrown out of court. Then he began his damage suit, but finally decided to withdraw it. He will go out of business in San Francisco and with him the Call sees going what the court says is "the worst method of gambling."

### JERSEY REPORTER FINED FOR NOT DISCLOSING NAME.

Because he refused to tell the Bergen County Grand Jury at Hackensack, N. J., the name of the man who informed him concerning an alleged graft case in the Ridgefield Park Board of Village Trustees, Julius Grunow, a reporter for the Jersey Journal, of Jersey City, was fined \$25 by Justice Charles W. Parker in the Supreme Court.

Judge Parker in his decision said: "A graft charge is a crime charge, and the members of the Grand Jury had a perfect right to ask this question in order that subpoenas could be sent to those actually making the charges."

Wendell J. Wright, county prosecutor, said he thought the reporter had been ignorant of the law and that a nominal fine would suffice. The case was at once appealed.

### RELIGIOUS EDITOR GETS HIGH HONOR.

A testimonial luncheon to the Rev. Dr. James Monroe Buckley, editor of the Christian Advocate, at the Hotel St. Denis Monday, was attended by 200 clergymen, physicians and others. It was the occasion of the presentation of a bronze bust of Dr. Buckley to the Methodist Episcopal Hospital of Brooklyn, of which he has been president since the hospital was founded in 1882.

The gift of George I. Seney of \$400,000, which made the hospital possible, was largely the result of an appeal made by Dr. Buckley in the Christian Advocate.

George Simonds, editor of the Milwaukee publication, Packages, Flour and Seed, has resigned and gone to St. Louis.

## THE NASHVILLE DEMOCRAT *Has Done It*

You have always thought that it takes years for a newspaper to gain the goodwill, the confidence and the business of the public. So it does often—not always. Because the Democrat has done it.

The Democrat was born September 20, 1911.

The Tennessean-American has been in existence since 1812.

Local advertising carried by both papers in the two months of December, '11 and January, '12, was:

DEMOCRAT  
574,336 lines  
TENNESSEAN - AMERICAN  
499,002 lines

The Democrat carrying in the 3rd and 4th month of its life 75,334 lines more local advertising than the Tennessean-American carried in the same period of time, when it was a century old.

What else can this show, but that the biggest proposition of local advertising put out by regular, constant advertisers, is being given to The Democrat?

The reason behind this is service.

The Democrat has a backbone of steadily growing circulation.

The Democrat is alive  
Ask The John Budd Co., New York, Chicago, St. Louis.

*The Democrat,*  
HICKMAN PRICE,  
General Manager.  
*Nashville, Tenn*  
EVERY MORNING



# A LETTER FROM THE WILLIAM C. FREEMAN CO. TO PUBLISHERS OF DAILY NEWSPAPERS.

This is a Proposition to Arouse Your Interest in Supporting a National Advertising Bureau to Develop Advertising for Newspapers in Fields from Which They Now Get But Very Little Business.

Over \$26,000,000 was spent by national advertisers in magazines in 1911. Not much, if any, of this advertising ever sees daylight in the newspapers. This business WAS NOT TAKEN FROM NEWSPAPERS, but was DEVELOPED BY THE MAGAZINES. By magazines we mean the standard monthlies, weeklies, and women's publications.

The Curtis Publishing Company, the Butterick Publishing Company, and Collier's, representing a total circulation of perhaps 6,000,000, do a business of about \$15,000,000 annually. The annual cost of maintaining the advertising departments of these three companies, we are informed, is about \$750,000. They have high-class, well-paid representatives.

Twenty-six million dollars, the sum spent in magazines last year, would buy nearly 1,000,000 lines of advertising in every newspaper in the country of 5,000 circulation or more. There are 681 of these newspapers. Think this over.

Our idea is to get ENOUGH newspapers in communities, in states, in sections, and in the whole country to combine and furnish AN ADVERTISING MEDIUM STRONG ENOUGH to make ANY advertising campaign of meritorious merchandise successful, whether conducted in cities, states, sections, or in the whole country.

It is important that the newspapers in the combination shall be representative in character and influence in their communities.

The National Advertising Bureau, representing all of the newspapers of established character throughout the whole country, could accomplish a great work in pointing out to advertisers the importance of developing communities, states and sections at a time before undertaking to advertise nationally.

Your special representative cannot undertake this development for two reasons: First, he is too busy looking after business that has been scheduled to go into the newspapers. Second, if he were to try to get business from a NEW field, the advertiser would not listen to any plan that contemplated using ONLY ONE NEWSPAPER in a community, or one in a combination of communities, except in rare instances.

Therefore, it is necessary that this development work be done BY AN INDEPENDENT ORGANIZATION, representing a number of newspapers in each city, state and section, capable of furnishing expert advice as to the most effective method of covering any city, state or section desired, and equipped with full information regarding business conditions in the territory selected by the advertiser.

This plan does not interfere with individual solicitation of foreign or local representatives, with the work of advertising agencies, nor with healthy competition for business.

We know by an experience of a year and a half with a composite newspaper medium in sixty-five communities—only one newspaper in a community—that advertising agencies and advertisers, too, do not believe that ONE newspaper in a community is sufficient to effectively cover that community.

We propose to the publishers of the best daily newspapers in the various communities throughout the United States to develop for them new, desirable, national advertising, on the following basis:

Publishers to subscribe to a fund for a period of three years on a basis of \$100 a year for every cent of their 14,000 line rate. The newspaper with a rate of 20c. a line for 14,000 line contracts would pay \$2,000 a year; 10c. a line, \$1,000; 1c. a line, \$100.

This fund will be used in the following way:

First.—In the establishment of the National Advertising Bureau with headquarters in New York and branch offices in Chicago, Boston, Atlanta and San Francisco. The advertising staff would consist of well paid representatives, who would work directly on advertisers and prospective advertisers—men capable of laying out campaigns, preparing plans, and suggesting copy.

Second.—A regular, persistent advertising campaign in trade publications in behalf of newspaper advertising and the National Advertising Bureau.

Third.—The creation of a Statistical Department to collect and furnish facts concerning selling conditions in every city and section represented, such as population, details of circulation, buying ability of the people, class of merchandise purchased, number of dealers, jobbers and distributors in various lines of merchandise—all data which would be helpful to a manufacturer when laying out a campaign of distribution and advertising. The Statistical Department and the assistance of the representatives would be at the disposal of the advertising agents at all times.

Fourth.—To furnish each newspaper in the combination, once a week, with one good business talk on the value of the daily newspaper to advertisers, citing each time some business success made through the persistent use of newspaper publicity. It would interest the local merchants, as well as general advertisers.

Fifth.—To publish a booklet, setting forth the advantages of newspaper publicity, to be sent monthly or oftener, to a selected list of national advertisers and prospective advertisers.

Each newspaper in the combination will have the benefit of the work of the entire organization, but every newspaper should not expect to get all of the business created. This would defeat the plan of building newspaper advertising on right lines. The proper way is to develop the community idea first, then the state idea, then the territory or section idea, then the national idea. Trade conditions would determine the territory where a campaign should start. The building up must be gradual, careful and intelligent.

If the magazines can secure over \$26,000,000 of national advertising a year, does it not seem reasonable that an organization such as we propose could create at least one-tenth of that amount, or \$2,600,000 in a year? Even if the National Advertising Bureau secured only one-hundredth part of that sum the first year, publishers would still get their investment back and would have started NEW BUSINESS that should increase in volume the second, third and subsequent years.

Publishers should be glad to unite in an effort to put newspapers in their right position before the general advertisers who do not now patronize them.

The plan outlined does not mean a great financial outlay for any one publisher. Such a campaign would be the first concerted action taken by a combination of good newspapers to develop business on a basis which would be accepted by national advertisers as both intelligent and effective.

The newspaper that pays \$2,000 a year for the maintenance of the bureau and the newspaper that pays only \$100 a year will each get its money back, if only 10,000 lines of business are secured in the whole year.

If the publishers of the daily newspapers in the United States are sufficiently interested to support what we consider the only practical plan yet offered to help them secure their full share of the national advertising now going into general media almost entirely, this company will gladly undertake the work, but it will only do so under right conditions, conditions that will make for a big success.

Are you interested? If so, address us, Singer Tower, New York. Ask any questions you wish as to details and they will be answered frankly.

WILLIAM C. FREEMAN CO.  
Singer Tower, New York City.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

MAIN OFFICES:  
105 WEST 40TH STREET  
(Tilden Building.) NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT,  
Long Distance 5 Frank Lines.

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 940 FOR THE WEEK ENDING SATURDAY, MARCH 2, 1912

## MORTALITY OF NEWS-PAPERS.

Though there are in the United States no fewer than 24,325 newspapers and periodicals, published in 11,000 cities and towns, it would appear from current statistics that, in some fields of newspaper production, numerical gain has ceased.

The 2,472 dailies listed in last year's American Newspaper Annual and Directory have decreased this year by thirteen. There are fewer weeklies by forty, and semi-weeklies have been lessened by a dozen.

To return to the dailies, there is a curious evenness in the respect of the gains or losses between the sections, though the South and the Middle Atlantic States are the only localities that show actual increase.

New England has lost four dailies, New York as many, the States of the Middle West nine, and the Western States thirteen—no very serious disproportion, if one considers the relative extent and population of the areas grouped under the respective heads.

Consolidations as a rule have a wholesome effect, says the Boston Transcript, commenting on the mortality; yet of course they lessen the whole number of newspapers, and, to persons who are impressed by numbers and bulk, this may seem an unfortunate consummation.

It is not altogether easy to comprehend why the weeklies have lost ground, but the decline in the whole number of dailies is readily explained. Large sums are required, in this age of the world, to set up a daily anywhere, and an unprofitable newspaper can probably lose more money, and lose it quicker, than any other enterprise on earth.

For these reasons we have doubtless reached the logical limit of expansion, and the changes of the future will take the form of suspensions and consolidations chiefly. We do not believe that this fact is altogether to be regretted, for newspapers that are handicapped by lack of resources cannot effectively serve the public and are peculiarly ex-

posed to the temptation to betray its interests for the sake of "backing."

Of course the silly or the vicious type of newspaper continues to be represented in almost any community, but the tone of the press as a whole is distinctly higher than it was even twenty or thirty years ago; and nothing has done more to contribute to that end than the superior order of business talent that has been attracted to this field to make weak newspapers strong and great ones greater.

The men in the counting-rooms realize, because they are business men, that only a reputable and wholesome product can continuously command favor and support, and they do their full share to assist the editorial staff to provide it.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each, insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

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## NOTE AND COMMENT.

The New York newspapers, which have considerable trouble with advertising "grafters" who insert all kinds of circulars in their copies sold at newsstands, are taking steps effectually to stop the nuisance. For instance the Evening World one day this week secured the picture of one of the so-called "advertisers" and printed it at the head of its editorial page with the following inscription:

### "A CUCKOO"

"This is a portrait of —. He operates a chain of grocery stores in the picture indicates a sturdy type of man who would not be suspected of doing anything dishonest."

"Yet this good looking old gentleman is guilty of a nefarious practice. He STEALS his advertising. It is his custom to print advertising sheets in imitation of the pages of a newspaper and to hire their insertion in the Sunday World, thus giving the impression that it is a part of that publication."

"It is a fraud on the reader and an imposition on honest advertisers. The World does not care five cents whether — uses its advertising columns or not. It does think that he can be honest if he tries. It therefore politely requests him to refrain from stuffing his counterfeit advertising in its Sunday edition. He will feel better if he earns an honest living."

The newsdealer who was recently arrested for distributing such cir-

culars with his newspapers on the ground that he was violating a city ordinance prohibiting the littering of the streets with advertising matter, will come before the court for sentence next Tuesday.

The case has been held off for some time to give the magistrate time to make a study of it and decide if some punishment cannot be meted out to suit the offense, more than the customary little fine. The case has aroused country-wide interest.

The \$26,000,000 spent in 1911 in the magazines by national advertisers for business that the newspapers didn't get, it is estimated, would buy 1,000,000 lines of advertising in every newspaper in the country with a circulation of 5,000 or more.

While the estimated amount of money spent in newspaper advertising in a year is \$800,000,000, the newspapers could hardly be considered as having yet touched the national field, being content to get along with the advertising that they can secure locally—mostly department store business taken at a much reduced rate; while all the time the magazines go along developing in a way that is paying them handsomely.

In the last few years the newspaper publishers have begun to realize the fact that something must be done to secure new business. The Daily Newspaper Club was organized to educate advertisers to use the newspapers, and likewise the special representatives of New York have their Six-Point League, both of which are doing good work as far as their resources will permit, but they haven't got the proper backing of the publishers.

All newspapermen in the Pacific Northwest who were born in Massachusetts are invited to apply for membership in the National Society of Native Sons of Massachusetts. Address John J. Sullivan, formerly of Worcester, whose office is 416 Arcade Annex, Seattle, Wash.

Miss Carlson of the Lindsborg News objected to the Kansas Industrialist's theory that a successful editor should "shave every morning." So, for the benefit of Miss Carlson and numerous other clever woman editors in Kansas, the Industrialist amends the rule to read: "Clean shirtwaist, clean face, a belt that fits and stays where it is put, a smile, and shoes that are not run over or worn."

There is an editorial war on in New York's lower East side between two of its chief newspapers as to whether Abraham Cahan, editor of the Jewish Daily Forverts, has or has not for the last thirty years been an American citizen. The Jewish Warheit (which means the Truth) says he hasn't been; that Mr. Cahan, who through all these years has been calling on Jewish workmen to become American citizens and as such vote the

Socialist ticket, hasn't been an American citizen himself.

Mr. Cahan insists angrily that he has been, and that the Truth isn't telling the truth.

Meanwhile the Warheit chortles that Cahan, who talks about knowing the facts, doesn't even know his own age.

THE FOURTH ESTATE is used as a text-book in the Journalism course at the University of Washington by Abraham Smith, instructor in that department.

The Socialist party in Seattle is publishing a semi-monthly paper.

One of the most valuable old newspaper files in existence—the files of the Augusta Chronicle from its first issue in 1789 up to 1809, with the exception of five years, which were missing, have been sold to the Library of Congress for \$7500. They were sold for \$50 forty years ago.

The 4,000 inhabitants of the Magdalen Islands, in the Gulf of St. Lawrence, who are shut off from communication with the mainland for six months of the year, are to receive the news of the world by wireless at the expense of the Canadian Government.

Arrangements have been completed by the Canadian postmaster general to have 1,000 words of the best news sent each week-end to the islanders. The service will begin immediately.

The weekly messages will be delivered to the ministers and priests, to be read to their respective congregations at the close of the Sunday services.

Attempts to start a free daily in Seattle have been abandoned. The promoters couldn't raise the wind.

The annual review number of the Manila Cablenews-American for 1911 is a high compliment to the newspaper men whose field of endeavor lies in the capital of the Far Eastern possessions of the United States. The edition consisted of 132 pages and cover, printed on a fine grade of paper in tabloid form, replete with interesting reading, advertising matter and information, all showing the progress of the thirteen years of occupation by the Americans of the Philippines.

The edition demonstrates most effectively the way American enterprise has taken advantage of the opportunities offered to make Manila one of the most important cities and commercial points of the Far East. On another page is printed from the front cover of the Cablenews-American review number a picture of the Philippine newsboy in action.

Newspaper support in a municipal campaign doesn't always count. Hiram C. Gill won over all other mayoralty aspirants at the Seattle direct primary election. Gill is the same mayor who was recalled last year. All the Seattle dailies bitterly assailed him in the recent campaign.



PURELY PERSONAL.

Whitelaw Reid, American Ambassador to the Court of St. James and proprietor of the New York Tribune, who was a passenger on the steamship Olympic returning to his post in London, is suffering from a severe cold and was confined to his cabin on the trip across.

Melville E. Stone, general manager of the Associated Press, will address the Kansas State Editorial Association at its annual meeting in Leavenworth in April.

Harry C. Milholland, general manager of the Pittsburgh Press, was the speaker at the last session of the newspaper class of the University of Pittsburgh, conducted by T. R. Williams, managing editor of the Press. Mr. Milholland's topic was "Newspaper Advertising."

Charles Hopkins Clark, editor of the Hartford Courant, is ill with an abscess of the ear.

Nathaniel C. Wright, editor of the Toledo Blade, recently addressed the members of the Toledo Ad Club.

Crawford Hill, proprietor of the Denver Republican, and Mrs. Hill, who are on a trip in the East, were the guests of President and Mrs. Taft at the White House Sunday.

Chandler Diehl, advertising manager of the San Antonio (Tex.) Light, has been spending a few days in Chicago on business.

Charles C. Stewart, chief of copy staff of Cramer-Krasselt Company, Milwaukee, will deliver a series of five lectures on "Theory and Practice of Advertising," at Carroll College, Waukesha, Wis.

Jud Stone, a veteran reporter on Madison papers, has suffered a slight attack of paralysis in his right arm.

Miss Gertrude B. Lane, editor of the Woman's Home Companion, will leave shortly for a trip to Europe. During her absence Mrs. Q. K. Underwood will take care of her duties.

Earl Baird, of the Columbus (O.) Citizen staff, last week visited his parents and old acquaintances in his home city of Springfield, O.

Allen D. Sutherland, editor of the Philadelphia North American, last week addressed the First Congregational Church on "Space Advertising for Churches."

J. H. Carse, of the advertising department of the Twentieth Century Farmer, Omaha, Neb., was in Chicago last week on business.

W. A. Martin, secretary of the Association of National Advertising Managers, last week paid a visit to his parents in Springfield, O. Mr. Martin formerly did work on local newspapers.

Granville M. Hunt, president of the Washington (D. C.) Ad League, is chairman of the com-

mittee on arrangements for the coming convention of the American Public Health Association.

Kimber Clever, formerly editor of the Huntington (Pa.) News, is now located in Washington, La.

Frederick Pierce, of the advertising and sales staff of the Aeolian Company, New York, has been temporarily transferred to the Indianapolis office.

Joseph W. Burke, editor of the Stapleton (N. Y.) Staten Island World, has returned to his desk again after an attack of appendicitis.

Charles H. Fuller, the former New York and Chicago advertising agent, has returned to New York from a trip to Florida.

A. C. Studer is celebrating the thirty-fifth anniversary of his editorship of the Montclair (N. J.) Times.

Robert G. Brenner, editor of the Passaic (N. J.) Herald, is reported to be recovering nicely from the illness that is confining him in a New York hospital.

Henry Decker, the New York advertising agent, has returned from a short vacation in Florida and the South.

M. M. Meurstein, publisher of the Lafayette (Ind.) Courier, spent last week in Chicago.

SOCIETY WOMEN NOW HAVE A PAPER.

An interesting new publication made its entry into the New York field of publications this week in the Animal News, a monthly published in the interests of the New York Women's League for Animals. The paper has the backing of some of the best known of New York's society women, and Mrs. Edgar Van Etten is the editor and manager.

The initial number is a most creditable exhibition, and typographically and in contents is a high complement to the literary ability of Mrs. Van Etten and her associates. The women who comprise the organization have done much to better the conditions of the dumb animals since it began its work, but realize that the force of publicity will give its endeavors wider scope and more effect.

WEDDING BELLS.

Shepard Ashman Morgan, a member of the New York Sun staff, was married last week to Miss Barbara Spofford.

Harold Kessinger, editor of the Litchfield (Ill.) Free Press, has been married to Miss Rene Marie Hooper.

Harlan R. Morris of the special agency of Rodenbaugh & Morris, Chicago, surprised his friends on February 27, when he was united in marriage to Miss Rae Henderson of Chicago.

G. A. Buchanan, a Syracuse advertising man, has been married to Miss Nelle Aleta Crofoot.

RETURNS TO HARNESS.

Robert J. Schultheis has been appointed to take charge of the classified advertising department of the



ROBERT J. SCHULTHEIS.

Cleveland Leader. He has occupied similar positions on newspapers in Chicago, St. Louis, Cincinnati, Cleveland and Boston and with the Hearst organization.

Mr. Schultheis was for some time in charge of the classified department of the Boston American, but resigned on account of poor health and after a vacation of a year gets back in harness. He is a native of Ohio and began his newspaper career as an office boy with the Toledo Blade.

IN THE PUBLIC EYE.

Everett C. Johnson, proprietor of the Newark (Del.) Post, has been brought out by friends for the Republican nomination for Representative in Congress from Delaware. Mr. Johnson is now a member of the lower house of the General Assembly. Delaware has only one Representative.

Herman G. Johnson, editor of the Elkins (W. Va.) Inter-Mountain, is expected to be a candidate for the Republican nomination for state senator from the Thirteenth District.

R. H. Burrow, editor of the Ozark (Ark.) Spectator, is campaigning for a place in the state legislature.

Herman Bleyer, until recently and for many years managing editor of the Milwaukee Wisconsin, has been made the secretary of the new Milwaukee Harbor Commission.

W. F. Knox, publisher of the Sault Ste. Marie (Mich.) News, is temporarily in Washington, D. C., helping to push the National Roosevelt Commission's campaign. Mr.

Knox is chairman of the Michigan State Republican Committee.

Joe Smith, a newspaper reporter, won a nomination for the city council in the direct primary election at Seattle. The election occurs March 5.

THE KINEMACOLOR GETS A PUBLICITY EXPERT.

The Kinemacolor Company of America, of which Henry J. Brook is president, has appointed Edward Everett Pidgeon its general publicity promoter. Mr. Pidgeon is a newspaper man of long experience, knows the value of news thoroughly and wields a facile pen. He was for years dramatic editor of the New York Press, but gave up that



E. E. PIDGEON.

position to promote the theatrical affairs of William Morris, Inc.

While with Mr. Morris he directed the tours of Harry Lauder and other vaudeville stars and achieved many other noteworthy feats of publicity. More recently he has been editor of a weekly publication devoted to theatricals.

DINNER TO FARRELL.

A testimonial dinner was tendered Eugene W. Farrell, advertising manager of the Newark (N. J.) Evening News, by the employees of that paper and a number of friends last week. About 120 diners attended the banquet, and among the guests were the members of the present grand jury, of which Mr. Farrell is the foreman.

SELLS HIS NEW DAILY.

Eldon C. Newby has sold the Blue Rapids (Mich.) Daily Journal to George C. Hall of Green, Kan. Mr. Newby recently purchased the Journal, as a weekly, from J. P. Henson and turned it into a daily.

NEW TRADE DAILY.

A new trade daily, the Produce News, is to be published at Seattle, beginning March 4. It will be the only daily produce newspaper west of Chicago. The proprietors are J. G. Dresen & Co.

## HUGHES' REPORT STIRS 'EM UP.

INSTANT ACTION ON 2D  
CLASS MAIL URGED  
BY WILKINSON.

EDITOR THE FOURTH ESTATE.

SIR: The Hughes Postal Commission's report has at last been submitted to Congress. Disregarding the facts, arguments and protests submitted by publishers, the commission acceded to the demands of the President and postmaster-general, that the postage tax on second-class matter be increased to 2 cents, the same to apply to all publications.

I have of course regard for the commissioners as sincere and able men, but it is plain that they were handicapped by a singular lack of knowledge of the publishing business, and a realization of its vast importance as an educational influence, especially for the masses of our people unable to attend universities or other costly institutions of learning; hence a verdict that will shock the whole publishing fraternity, be met eventually with popular disapproval, and lead to a contest before Congress that will make all former contests, since Loud's time, in defence of the Public Press, seem tame by contrast.

It is absolutely impossible for publishers to accept the conclusions of the commission as final because they believe that the people of the United States should not be required to pay more for their newspapers and periodicals than they pay at this time; they know that there is not now and never has been any popular demand for an increase of the rate; and they know that thousands of publications will be crippled, and many utterly destroyed, should the findings of the commission be approved by Congress.

The present rate went into effect in 1886, at a time when the total weight of second-class matter was only 109,962,589 pounds and the postal revenue per capita 77 cents; now there are 893,309,893 pounds of such matter and a per capita of postal revenues of \$2.53. These figures knock the stuffing out of every contention for an advance of the postage rate. No other possible reason has ever been given, or can be given, for the great gain in per capita revenue than the corresponding increase in second-class matter. Therefore, in the face of these figures, what utter unwisdom to expect that by going back to the old rate there will be a gain in postal revenues.

Now, brethren, what are you going to do about it? Sit still and tamely swallow your medicine, or rouse up and take a hand in the business?

There has been to my certain knowledge a strong sentiment among members of both branches of Congress that the findings of the Hughes Commission as to rates ought to be enacted into law so as to close the long-standing controversy over the matter. Whether the House as a body, as now consti-

## A RECORD YEAR

FOR

## The Evening Post

NEW YORK

During the year 1911 The New York Evening Post broke all Advertising Records with a gain of more than 105 columns over any previous year in the history of the paper. These gains continued through January and February, 1912, which now hold the record over any previous corresponding months.

FOR over one hundred years The Evening Post has been recognized as the Quality newspaper of the country. It is a publication whose conduct and prestige have added dignity and character to American journalism, whose sound attitude on all great questions and lofty ethical and academic standards have secured for it the distinction of being the foremost high-grade newspaper in America.

An advertisement in its columns is an introduction to the strongest, most representative and distinctive clientele in the world—a clientele whose purchasing power is conceded to be greater than that of any other newspaper. Advertising that is placed on a commercial basis, devoid of sentiment, and distributed among publications giving the greatest efficiency of service, is inserted in the Evening Post, because it is the logical medium for advertisers who must reach people having the ABILITY as well as the INCLINATION to purchase their products.

## The Evening Post

New York

New York

tuted, will take this view is not now known, but the sooner steps are taken for finding out, the better.

May I suggest that you open up your columns to a discussion of the subject, and take measures for ascertaining whether your readers want to pay more for your paper than they do now or not. Then bring their verdict to bear on your Congressmen and Senators. By all means communicate your views at once to your representatives at Washington, speak right out and let them know that you mean business and that you know what you are about.

Will you kindly inform me what you think is best to be done to avert the threatened catastrophe, what course you will pursue and whether

you approve of the plan outlined above or not?

WILMER ATKINSON,  
Editor The Farm Journal, Philadelphia.

In an interview Don C. Seitz, of the New York World and chairman of the postal committee of the American Newspaper Publishers' Association, said to THE FOURTH ESTATE:

"The vital point in the second-class mail dispute in this: The Ashbrook Committee on Expenditures of the Post Office finds that the majority of such matter is handled outside the post office at an average cost of half a cent a pound. I know this to be true.

"The figures of the Hughes Commission indicate a post office cost of

about six cents a pound. The commission takes the ground that as it costs the department twelve times as much to carry second-class mail as it costs the publisher who can use other methods it will compromise by charging four times as much! Fine reasoning!

"Would it not be nearer just if we found out why this difference in handling charges exists? Must every extravagance of political management be borne because 'government' is doing its work badly as the comparative figures show?"

## AD MEN COMING TO NEW YORK.

Continued from Second Page.

acted as toastmaster, and speeches were made by William S. Bruck of Dallas, William F. Smith of the Pilgrims' Publicity Association, Boston; Otto S. Bruck of Dallas, Charles D. Atkinson, business manager of the Journal, and John S. Potsdamer of Philadelphia.

More than one hundred delegates were present at the meeting. Thomas S. Basham of Louisville presided.

Addresses were made by E. D. Gibbs of Philadelphia; Dr. F. A. Winn of Dallas, and S. C. Dobbs, St. Elmo Massengale; R. Winston Harvey, C. E. Ivey, A. W. McKeand, V. H. Hanson, Bruce Kennedy and J. S. Potsdamer.

Next year's convention will be held at Birmingham.

The new officers are L. D. Hicks of Atlanta, president; R. Winston Harvey of Lynchburg, vice-president; Bruce Kennedy of Montgomery, secretary; and George Lowman of Birmingham, treasurer.

The Southwestern Division of the A. C. A. closed its annual meeting in Leavenworth last week by electing the following officers: President, F. E. Johnson, Dallas, Tex.; first vice-president, W. H. Bowman, Leavenworth, Kan.; second vice-president, W. H. Rankin, Topeka, Kan.; secretary R. E. Henry, Fort Worth, Tex.; and treasurer, S. M. Goldberg, Kansas City, Mo.

At the closing banquet Warden R. W. McClaughry of the Federal Prison at Leavenworth, was toastmaster and Governor Stubbs of Kansas was a speaker. S. N. Spotts, the retiring president of the division, was unable to be present on account of illness, but he heard all that was said by means of a special telephone connected with his home in Kansas City. He was presented with a silver loving cup, the address being delivered by F. A. Crittenden of Fort Worth, over the special wire.

The board of directors chosen is made up of Willis M. Hawkins, Kansas City, Mo.; R. S. Ruble, Denver; Otto Barth, Topeka; H. G. Price, Neosho; and P. D. Smith, Oklahoma City. Mr. Price is chairman.

The question of the place to hold the next meeting was left to the board of directors to decide. It is probable that it will go to Neosho.



## THE PRESS IN THE PHILIPPINES.

### REVIEW OF PROGRESS IN THE FIELD SINCE AMERICAN OCCUPATION.

#### PART I.

William Crozier, editor of the Far Eastern Review, of Manila, in the recent annual review number of the Manila Cablenews-American, contributed an article on "The Press in Manila," which subject forms a most interesting chapter in the history of American journalistic progress.

Mr. Crozier is himself a pioneer American newspaper man in the Philippines and has seen service on the most prominent publications that have appeared in our far Eastern possessions since this country took possession in 1898. Mr. Crozier says:

It was quite natural that, upon the occupation of Manila on August 13, 1898, the dearth of news from the outside world and the lack of some medium to chronicle local happenings of interest created a demand for the modern newspaper.

Among the volunteers that comprised the forces were a large number of printers, pressmen and newspapermen, and during the period of inactivity from August 13, 1898, to February 4, 1900, there were several weekly publications launched, of more or less longevity, each usually devoted to the interests of some one military organization.

There are, therefore, many claimants to the honor of publishing the first American newspaper in Manila, but it is generally conceded that the first publication of general character that endured was the American Soldier, desultory at first but finally appearing in weekly form. It was printed at one of the Spanish newspaper offices, and the absence of the letter "w" in the Spanish "cases" made it necessary to utilize an unusual number of "v's," two of these letters doing duty for the very necessary double vowel.

An examination of some copies of the early issues indicates the unusual demand for "v's" exhausting the letter even after copy was edited with special efforts to eliminate any avoidable "w's." It soon became generally recognized that a blank in the printed word meant the urgent need of that letter. The English language necessarily presented a rather ragged appearance under these circumstances.

The Manila Freedom succeeded the American Soldier and continued as a weekly for some time. Later it was issued semi-weekly and continued in that form until the insurrection broke out, when it was issued as a morning daily.

Neither the American Soldier nor the Freedom had a cable service, and news through exchanges from the outside world was very stale. There were, of course, official cables received at corps headquarters that were made available, but the Army of Occupation hungered for real cable news. With the American genius for organization, within seven weeks from the occupation of the city, arrangements were made for a daily cable bulletin.

Franklin Brooks took the initia-

tive in this matter and secured subscriptions of P5 a month each from among the officers of the 8th Army Corps and the U. S. Navy. A total monthly pledge of P3,200 was thus made available and Mr. Brooks undertook the printing. Colonel Thompson of the Signal Corps advanced the first money and the first cablegrams were received in the afternoon of October 7, 1898.

#### CENSOR PASSED THEM.

They were submitted to the censor and on October 11, 1898, the first issue of the American containing these cablegrams was issued from the presses of Choire & Co., Calle Alix. But the American was not destined to be the first English daily to appear in Manila. On the evening of October 10 a bulletin containing a copy of the cablegrams and headed "Manila Times" was issued. The ten hours intervening gave to the evening paper the basis of its claim to the right to announce that it is the "Pioneer Daily of the Philippines."

As it was launched under the direction of the late Thomas Cowan, an Englishman, the American took solace in the announcement that it was the "Oldest American Daily in the Philippines." The American had a circulation of 5,000 from the start. A local staff was engaged and while far from perfect typographically, the paper gave a very complete news service. When the insurrection broke out the circulation increased to 10,000 and rarely fell below that number during military activity.

The Times did not have the benefit of a cable service and its local news was very limited during the early days of its career. The first page was covered with advertisements and it stood little chance for street sales against the glaring first page of the American. There were rarely over three columns of news in the Times but there was always an able leader by its editor that gave the paper a very desirable local standing among the English-speaking residents.

Mr. Cowan was very conservative and big headlines did not appeal to him. Indeed it was not until George C. Sellner assumed control of the paper that it became a for-

midable rival of the other dailies. Under Mr. Sellner's direction the advertisements were wiped off the first page, appealing bold-faced head type substituted, and, with an adequate local staff, soon it won for itself a place in the afternoon field that it still retains.

William Cowan was succeeded as editor by William Smith and after him came R. McCullough Dick, the present editor and proprietor of the Free Press. With the reorganization of the Times, Martin Egan assumed the editorial direction. Mr. Egan had served as correspondent of the Associated Press with the first expedition to the Philippines; later he served a second term in the same capacity, and was in charge of the Tokyo bureau of the association during the Russo-Japanese war.

In the meantime the "Oldest American Daily in the Philippines" changed hands many times. The first editor of the paper was Mr. Brooks, then followed W. W. Weber and W. J. Matthews, old newspapermen of Colorado, both of whom were at the time serving in the Colorado Volunteers. George W. Peters, an artist for Harper's, also gave his experience and ad-

vice. Harry Seymour, who had failed in a theatrical enterprise in Honolulu and arrived in the Philippines to revive his declining fortunes, about this time, comprised the editorial staff. He was associated with the publication in different capacities until his death on the ill-fated Rio Janeiro, off the Golden Gate.

Carson Taylor, the present proprietor of the Bulletin, assisted in the circulation department. H. W. Farris, who later established the Bulletin, to which Mr. Taylor succeeded, was circulation manager. All these boys, with the exception of Seymour, belonged to the Colorado regiment, and when the insurrection broke out there was an exodus to the firing line, only Editor Matthews remaining. Messrs. Farris and Taylor were discharged from the Army in July, 1899, and resumed their connection with the paper. Mr. Farris remained until he established the Bulletin, in the same year, and Mr. Taylor until he also associated himself with that paper.

Editor Matthews was succeeded by David Morris and the writer resigned from editorial charge of the Freedom to succeed Mr. Morris in December, 1900. A partnership was formed in 1901, known as Ziegenfuss and Crozier, and, with the death of Mr. Ziegenfuss, the writer continued to direct the editorial policy until March, 1907, when he ac-



A  
PHILIPPINE  
NEWSBOY.

cepted the position of editor of the Far Eastern Review.

The Manila Freedom entered the daily field shortly after the insurrection began. Donald W. Musser was its editor and, for local and military news, it was probably in the lead during the first six months. Editor Musser retired in the fall of 1899 and was succeeded by Al Ewan. The writer was the next editor. Then followed Major Bailey and, upon his return to the homeland, Joseph Oberlin, the present editor of the Bulletin, took charge and was followed by Ed. O'Brien, afterwards editor of the Sunday Sun.

About this time Fred L. Door, the proprietor, and Editor O'Brien were prosecuted for libel. They were convicted and after an appeal to the local Supreme Court and the United States Supreme Court, served short sentences in Bilibid. While the case was on appeal Mr. O'Brien purchased the Sunday Sun from Charles Bond and Daniel O'Connell and he was editor of this weekly when he had finally to serve sentence.

Aldice G. Eames succeeded O'Brien and the paper was transferred to the evening field. This departure proved a failure and it suspended publication.

#### NEW HOME OF BALTIMORE DAILY NEWS.

One of the latest and most significant evidences of the progress of the movement for a "New and Greater Baltimore" is the magnificent new eighteen-story building just erected by Frank A. Munsey's Baltimore News. It stands on the site of the old News home, which was erected after the big fire of 1904, the last building having been razed to make room for the new one.

Steel structure, brick, concrete and terra cotta make the new News home as fireproof as it is possible to build.

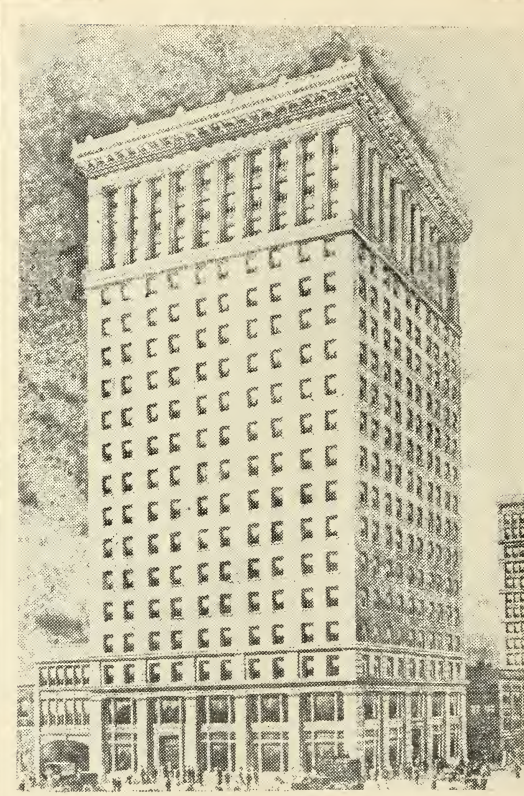
The Baltimore News occupies the entire east side, from the sub-basement to the third floor. In the sub-basement are located the three big Hoe double sextuple presses and the stereotype department. On the basement floor are the circulation offices, the engraving plant, and storage space for white paper. The business offices, mail room and delivering apartments are on the ground floor. The editorial offices use the second floor—located convenient to the composing room, which occupies the east side of the third story.

Besides the space used by the News there are nearly four hundred up-to-date renting offices.

#### TWO PULITZER SONS NOW HEAD HIS NEWSPAPERS.

The stockholders of the Pulitzer Publishing Company, which owns the St. Louis Post-Dispatch, have elected Joseph Pulitzer, Jr., to the presidency. Ralph Pulitzer is made vice-president, and J. T. Keller is the new secretary, succeeding W. E. Taylor, who retires on account of poor health.

William C. Steigers, business manager of the Post-Dispatch, is



THE NEW BALTIMORE NEWS BUILDING.

re-elected second vice-president. F. N. Judson retires from the presidency of the corporation to become chairman of the board of directors.

Joseph Pulitzer is also secretary of the Press Publishing Company, which issues the New York World; and his brother Ralph is president of the latter corporation. The changes are in line with the re-organization that has been going on on the two newspapers since the death of Joseph Pulitzer.

#### SCRIBES AS TUBERCULOSIS ANTAGONIZERS.

This week the tuberculosis workers started a "follow up" of special interest to newspaper men. E. G. Routzahn, director of the six-years' campaign of the American Tuberculosis Exhibition, leaves on a tour of the Southern territory, to make a survey of the present status of the anti-tuberculosis work in that section. An important feature of the report to be submitted to the National Association for the Study and Prevention of Tuberculosis will be a series of confidential reports to be solicited in person from newspaper editors.

They are to be interviewed in the belief that the newspaper men have

a line on varied forces for good or ill not to be duplicated by any other group of men.

Reports of these interviews will be wholly confidential and will be forwarded to New York for the sole use of the executive secretaries of the national association to guide them in their co-operation with the local and state tuberculosis forces.

#### JERSEY CATHOLICS ARE TO HAVE NEW PAPER.

The Central Publishing Company has been incorporated in Elizabeth, N. J., to issue a new Catholic newspaper. The capitalization is \$5,000 and the incorporators are Rev. Bernard M. Bogan, William H. Forrestal, Michael D. O'Keefe, Timothy J. Meaney, Daniel J. Courain and Francis J. Blatz, all of Plainfield.

#### FITCH LEAVES SPRINGFIELD.

Fred P. Fitch has resigned as circulation manager of the department publications of the Crowell Publishing Company, Springfield, O., and has gone to Indianapolis. He was presented with a handsome leather suitcase by his staff on departing.

#### 'PHONE HERALD'S SHORT LIFE.

#### LACK OF CAPITAL ENDS ITS CAREER AFTER FOUR MONTHS.

After an existence of four months, during which time its subscribers were furnished with news between the hours of eight-thirty in the morning and three-thirty in the afternoon; music between the hours of three-thirty and five in the afternoon and eight and ten-thirty in the evening, and children's stories from five to six in the afternoon, the New Jersey Telephone Herald suspended its service two weeks ago at Newark. The four months that the service had been in existence were barely long enough to prove the popularity and practicability of the idea. However, the company did not have sufficient capital to carry the enterprise through to the self-supporting stage, and the service had to be abandoned.

When M. M. Gillam, the well-known advertising specialist, of New York, visited Budapest, Hungary, several years ago, he was impressed with the possibilities of the telephonic news and amusement system in vogue there. It was a realization of the dream of Edward Bellamy in his "Looking Backward" and was seemingly popular with the people, as the system had more than 20,000 paid subscribers. Mr. Gillam conceived the idea of adapting the service to some of the larger cities in this country. With others he organized the United States Telephone Herald Company. Offices and an experimental and demonstration plant were established at 113 West 34th street, New York.

The company then decided to dispose of the rights for the various states to the best advantage, the parent company to receive a royalty on every instrument installed. The New Jersey Telephone Herald Company was organized about a year ago with Mr. Gillam as president, and William E. Gunn, who was famous as the builder of the battleship Oregon, which made the trip around Cape Horn, as vice-president and general manager.

It acquired the rights for New Jersey, and decided that Newark and the surrounding suburbs was an ideal community for an enterprise of the sort. At the time the company was organized one of the Blaisdell brothers, wealthy coal men of New York, was heavily interested, and this gave the enterprise substantial financial backing.

It was planned to open for business last March, or just a year ago. The New York Telephone Company, just as the service was ready to begin, refused to furnish the wires required, which were to be leased, and the matter went to the Public Utility Commission for adjudication. It was September before a decision was finally rendered favorable to the telephone newspaper, but the service was not inaugurated until October 23 last. In the meantime Mr. Blaisdell, wear-

Continued on Twenty-third Page.



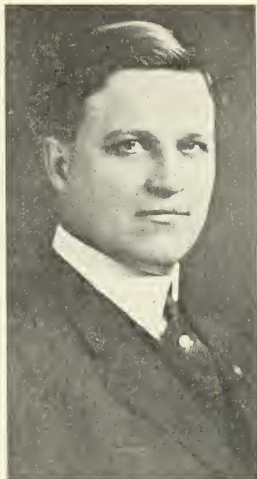
## WELL KNOWN "SPECIAL" AGAIN IN THE RING.

Edward S. Cone has become senior member of the special agency firm of Hunton, Lorenzen & Woodman, New York and Chicago, through his purchase of the interests of M. D. Hunton, who retires. Mr. Cone has been connected with the agency for the last five weeks, but owing to the legal requirements of the corporation laws the name of the firm has only now been changed to Cone, Lorenzen & Woodman.

Mr. Cone is one of the best known men in the special agency field today. He first came into prominence twelve years ago when he became a member of the firm of Hand, Knox & Cone, which succeeded the old J. E. Van Doren Special Agency. He continued suc-



EDWARD S. CONE.



J. E. WOODMAN.



A. F. LORENZEN.

## THE FIRM MEMBERS OF THE CONE, LORENZEN AND WOODMAN SPECIAL AGENCY.

Woodman will devote their attention to the Western field, with which they are so familiar.

Both of Mr. Cone's partners are men of long and wide experience. Mr. Lorenzen is now in his eighteenth year of active service. For eight years he was engaged in general agency work with Lord & Thomas, Chicago, and the rest of the time has been as a newspaper representative.

Mr. Woodman's service has been of more than fifteen years. He started in the railway end of the advertising business, and for eight years was in the general agency field in St. Louis, with the Lescan and Gardner Companies. He has been engaged in special work for five years.

Besides these principals the agency's staff is supplemented by Charles E. Miller and Robert E. Reed, who will assist Mr. Cone in the East. Mr. Miller is a man of fifteen years' advertising experience, and has worked with the Boston Traveler, New York Globe and Brooklyn Citizen, and in the general and special agency field.

Mr. Reed in his one year of special service has shown himself to have a natural aptitude for his chosen work and should prove a valuable aid to his more experienced associates.

## FLEISHMAN'S AD TALKS TO BE SYNDICATED.

"Little Talks by the Want Ad Man," created by Jerome P. Fleishman in the Baltimore Sun, are to be syndicated to newspapers through R. S. Grable, president of the World Color Company, of St. Louis. Mr. Fleishman, who is the secretary of Publisher Charles H. Grasty of the Sun, inaugurated the idea of this feature in the Sun some time ago and has made quite a success of it. The talks are copyrighted.

## SEATTLE'S POTLATCH.

Joseph Blethen, business manager of the Seattle Times, is now giving practically his entire time to the furtherance of the plans of the Seattle Carnival Association, of which he is president, toward Seattle's "Golden Potlatch," the city's annual carnival, which is to take place during the week of July 15 to 20.

"The Golden Potlatch" is to Seattle all that the Mardi Gras is to

and it grins, and grins, and grins, yet always with good nature.

It has grinned itself into a very large niche in Seattle's affections. For a matter of that, to enthusiastic Seattleites it has become the "Potlatch Bug—the God of Things That Are Going Some." It is accepted as the microbe of the carnival spirit. Its "bite," its virus incites to the big tasks which the big things of the Northwest impose upon those who would advantage by them.

The "bug" began his existence as an emblem, but he, or "it," has qualified as the genius of a great big, fast moving Northwestern city.



## SUFFRAGE EDITION OF THE PITTSBURGH SUN.

The "Once-in-Four" edition of the Pittsburgh Sun, in recognition of the added day of Leap Year, was issued Thursday wholly under the auspices of the women connected with the Equal Suffrage Franchise Federation of Western Pennsylvania. Miss Euphemia Bakewell was in charge of the Sun as managing editor for the day and she had the following department heads, who "bossed" the regular men members of the Sun staff:

Mrs. F. M. Roessing, city editor; Miss Mary E. Bakewell, editorials; Miss Florence Harper, society editor; Miss Clarissa Moffatt, school editor; Miss Edna Schoyer, art critic; Miss Mary Flinn, dramatic critic; Miss Adele Shaw, publicity manager.

Miss Florence E. Little, news editor; Mrs. J. O. Miller, assistant city editor; Miss Emma B. Suydam, telegraph editor; Miss Emily McCreery, sporting editor; Mrs. Wallis Tener, exchange editor; Mrs. Ida Norton, music critic; Miss Hannah Patterson, business manager; Mrs. A. M. Peterson, circulation manager.

New Orleans; all that La Fiesta ever was to Los Angeles; all that the beautiful Rose Festival is to Portland—six days of gorgeous pageantry.

The six transcontinental railways which have their termini in the Northwestern metropolis are all advertising the Potlatch as an extraordinary event.

Seattle is the latest of the larger cities which have of recent years capitalized their optimism and natural beauties and turned them to advertising profit. Annually it spends close to a quarter million of dollars in making a holiday.

In 1911, during the Potlatch Week, Seattle entertained 400,000 guests from elsewhere. It is announced with confidence that the number will this year be 100,000 larger.

Seattle has chosen, as the emblem of its Golden Potlatch, a grotesque from an Alaskan totem pole. It is an unhuman head, resting upon unhuman claws. It is hideous



CHARLES E. MILLER

cessfully in that business until 1908, when he retired. After spending a short time in California he returned once more to active work, this time with the S. C. Beckwith Special Agency. He continued his success in the Western field, but resigned several months ago to get back into business for himself by purchasing the holdings of Mr. Hunton, who retires to give his whole time to the foreign representation in the East of the Hearst morning and Sunday newspapers.

Mr. Cone has been actively engaged in advertising for thirty years, starting in at the age of sixteen years with his father, Edward P. Cone. Fourteen years of this time he spent in the general agency field, and for sixteen years he has been in the special field in practically every capacity.

The Hunton, Lorenzen & Woodman Agency was organized last summer by Mr. Hunton, A. F. Lorenzen and J. E. Woodman, the latter two members of the firm retiring at the time as the Western managers of Hand, Knox & Co. Mr. Cone and Charles E. Miller will direct the business in New York and Messrs. Lorenzen and

## REMUNERATION OF THE AD AGENT.

### DISSATISFACTION OVER PRESENT SYSTEM OF PAYMENT FOR SERVICE.

A matter that will probably come up for definite action at the coming meetings of the American Newspaper Publishers' Association in New York and the Associated Advertising Clubs of America in Dallas is that of the relation between the advertiser, the advertising agent and the publisher.

Many local publishers' and advertisers' organizations have lately given the matter serious consideration and in many cases voiced their disapproval of the present method of remuneration of the advertising agent based on the amount appropriated by the advertiser and in proportion of rebates from the publisher.

Last week the Association of National Advertising Managers adopted a resolution declaring emphatically against a system that made it so easy for unworthy agencies to survive; and discrimination against the advertiser who wished to place his business direct.

The payment of a commission based on the percentage of the sum expended by the advertiser was pronounced illogical and productive of many evils now existing in the advertising field and a relic of an age already passed. The association appointed a committee to confer with the leading agencies and publishers on the subject in an endeavor to bring about conditions that will be fairer to all parties concerned.

Definite action has also been taken in the matter by the Cleveland Advertising Club in adopting a resolution in favor of the recommendation of the report of its committee on agency relations to the effect that the present system of remuneration of the agent be brought to an end by the publishers putting into effect a strictly flat rate, alike to agency and advertiser direct, with no commission or rebate; and that a proper and adequate service fee be paid to the agency by the advertiser, wholly commensurate to the service rendered.

The Cleveland Club is sending copies of the resolution to advertising organizations all over the country with a request for endorsement and opinion thereon so that they may be included in an overture to be made to the publishers.

### THE "MAGAZINE TRUST" CASE.

The Department of Justice is still working on its "trust" case against the Periodical Clearing House of New York. Depositions were taken in Cleveland last week, where William H. Brett, public librarian, and John C. Marsh, manager of the Cleveland News Company, were examined.

The Bloomington (Ind.) Daily World has moved into new quarters.

## Mr. PUBLISHER:

You want MORE foreign or general advertising, of course. Every publisher does. It's the ONE ORDER MORE and HOW TO GET IT that this letter is about.

Getting this foreign advertising is entirely the work of your Special Representative, and on his ability depends that one order more, that exclusive automobile page, that big mail order advertisement for Sunday, that feeling of satisfaction every good publisher has when he beats the other fellow.

Your Special Representative, to secure this one order more, exclusive business, etc., must know from actual experience:

1st. The actual value of the advertising space you have for sale.

2nd. The comparative value of your competitor's space.

3rd. He must know the advertising agency business completely.

No man can really FORCE the sale of advertising space unless he can PROVE its value to the buyer. No man can learn this value except by experience with an advertising agency or advertiser. The success of every advertising agency DEPENDS entirely on their making money for the advertisers, and as 85 per cent of the foreign advertising is placed through the advertising agencies, you can plainly see how valuable agency experience is to a Special.

With this knowledge, he becomes a help to his customer in hundreds of ways, and a welcome salesman—not a bore. The buyer of advertising space is always a mighty busy man; on his shoulders rest the success of his firm's customers. He will gladly see the "man who knows." His time is too valuable to waste on the "man who will write and find out." Which one do you think gets that one order more?

Our firm stands alone in the special field, simply because every member has had years of experience in the General Agency business as well as the Special. We all have learned the advertising business in the only way it really can be learned—by starting in as boys in a General Advertising Agency and working our way up to solicitors and managers.

In the Special field as a firm we are young, but all of us have been in the Special Agency business for a number of years, and our business getting ability—that ability to get the one order more—is well known, and has been proved.

We work only on commission. We do not bill and collect, because it creates an unnecessary expense, does not help the publisher and because every advertiser and agent prefers to pay the papers direct.

Our list is open for three more daily papers. Can we submit you our proposition?

**CONE, LORENZEN & WOODMAN,**  
NEW YORK, ATLANTA, CHICAGO,  
Brunswick Building, Candler Building, Steger Building.

## U. S. COURT UPHOLDS THE COPYRIGHT LAW.

The New York Mail and Express has just paid to Life, the New York magazine, a judgment of \$1,043.14, awarded for violation of the latter publication's copyright. The case was over the reproduction by the Mail and Express of several pictures from foreign journals, properly credited to them, but they turned out to be the copyrighted property of Life, which the foreign journals had used without credit.

The court held practically that when a newspaper prints anything from another publication, with or without credit, it is incumbent on that newspaper to know that the matter is not copyrighted unless the newspaper wishes to incur the punitive damages provided for by the American copyright law.

The matter was bitterly fought on every point and carried to the highest United States court. Some of the points came up for the first time, but the judgment of the court upheld the copyright law on every point.

## MERCHANT EVANS CO. IN THE AUTO FIELD.

The Merchant & Evans Company, Philadelphia, maker of "M. & E." metals for linotype, monotype, galleys and electrolyte use, is now producing "Evans" Model "Hele-Shaw" Clutches (Pressed Steel Case—patented "V" shape discs) for motor trucks at the rate of over 500 per month, which requires the operation of the plant on a full day and night schedule and it is announced that sufficient orders are on hand to continue this schedule for the entire year of 1912.

The demand for this clutch has increased enormously in recent years and at present it is used by about seventy-five of the leading motor truck builders of the United States.

## CAROLINA PAPERS CHANGE.

The Florence (S. C.) Daily Times, founded by Hartwell M. Ayer, has been taken over by a stock company composed of a group of local business men. Mr. Ayer retains the largest individual interest and will continue as editor. E. D. Sallenger, until lately of the Charleston News and Courier, assumes charge of the business department. He has also secured a financial interest in the paper.

## CHURCH EDITOR RETIRES.

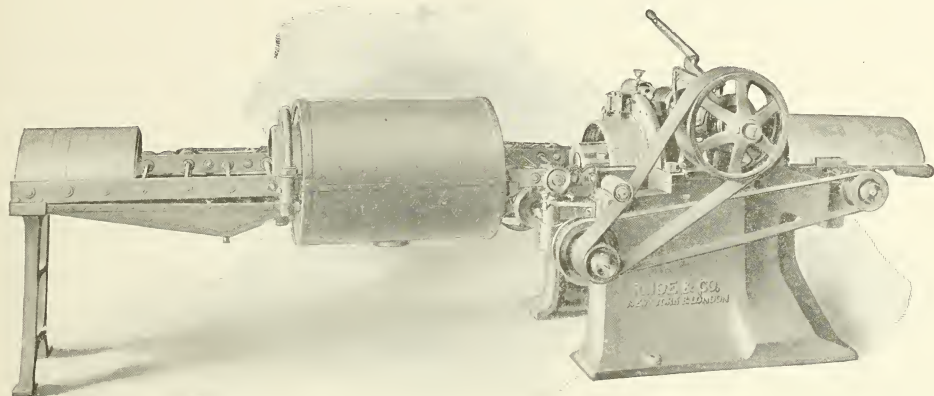
Miss Ellen C. Parsons has retired as editor of Woman's Work for Women, published in New York as the official magazine of the Woman's Foreign Missionary Society of the Presbyterian Church. Miss Parsons, who had filled the position of editor for twenty-five years, has gone to live with two of her sisters in the old Parsons homestead in Northampton, Mass.

## HAMPTON IN DRUG FIELD.

Benjamin B. Hampton, former publisher of Hampton's Magazine, is now connected with the Riker and Hegeman chain of drug stores.



# HOE TIME, LABOR *and* MONEY-*SAVING* STEREOTYPING MACHINERY.



## HOE *Automatic Plate-Finishing and Cooling Machine.*

OVER 50 ALREADY IN USE.

Moderate-priced, Simple, Reliable and Efficient. Turns out the best plates in the quickest possible time and the most economical manner.

One operator can handle a plant equipped with our Plate Finishing Machine, Pump Metal Furnace and Equipoise Curved Casting Mould.

## *THE MOST EFFICIENT OUTFIT FOR MAKING PERFECT PLATES QUICKLY, ACCURATELY AND ECONOMICALLY*

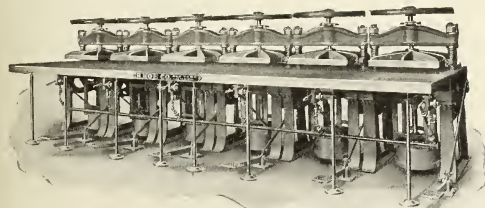
Absolutely reliable and devoid of complicated mechanism.

Plates carried through the cooling and drying operations by positive mechanically-driven mechanism—not by gravity.

Plate receiver stops automatically for each plate. No timing cams or springs to get out of order and cause delay.

Inside and outside surfaces of plates cooled simultaneously.

*Reasonable First Cost—EXPENSE of MAINTENANCE SMALL.*



## *Pneumatic Matrix Drying Press.*

Heated by Steam or Electricity.

Better Mats—Increased Output—Time Cut in Half.

OVER 250 ALREADY IN USE.

**R. HOE & CO., 504-520 Grand Street, NEW YORK.**

7 Water Street, BOSTON, MASS.

7 South Dearborn Street, CHICAGO, ILL

109-112 Borough Road, LONDON, S. E., ENG.

CIRCULATION BUILDERS.

# NEW YORK HERALD SYNDICATE

OF INTEREST TO  
MAID AND MATRON

Edited by VIRGINIA SLOANE

*A Household and Woman's  
Page Just Inaugurated*

Orders being taken now

Full-page Sunday Features

SPECIAL CABLE  
AND TELEGRAPH SERVICE

Daily Features: News Matrices,  
Comic Matrices, Women's Matter  
and Photographs.

For particulars of any service apply to  
NEW YORK HERALD SYNDICATE,  
Herald Square, New York City.

Canadian Branch:  
Desbarat Building, Montreal, Canada.

**A Small Features**

Use the famous "Adams Features," among  
which are Walt Mason, Abe Martin, Ruth  
Cameron, George Fitch, "Zimmie," Rann's  
"Sidewalk Sketches," The Horoscope.  
Write for sample weekly sets—NOW.

*Adams Newspaper Service,*  
Peoples Gas Building, CHICAGO.

## EXTRA SERVICE.

Our clients get something besides mats  
and proofs of our daily illustrated  
service. They get the close individual  
attention that insures satisfaction.

THE CENTRAL PRESS,  
CLEVELAND.

For EDUCATIONAL  
CONTESTS use the

Tell-us Tellurian  
SOMETHING ORIGINAL

CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

THE UNITED  
PRESS.

BEST Telegraph News  
Services for Afternoon and  
Sunday Morning Papers.

General offices, World Bldg., NEW YORK.

## BUILDING UP THE CIRCULATION.

The New York American has re-  
turned to the use of premiums. Its  
present offer is a set of six silver  
tea-spoons for coupons and forty-  
five cents. New features of the  
American's offer is that the cou-  
pons are in the nature of the daily  
headings of the American, and that  
there have been twelve exchange  
branches established throughout  
New York City and New Jersey.

The American also starts tomor-  
row a school children's vacation  
contest. It is in the nature of a  
competition contest to provide the  
correct "familiar quotation" to pic-  
ture puzzles and will be arranged  
so as to be of educational value,  
instructive, interesting and bene-  
ficial to school children.

The first prize will be \$500 in cash  
as funds for an extensive vacation  
at the winner's own selection; the  
next seven are trips to Bermuda  
for the winner and a companion;  
the eighth \$150 in cash; ninth, tenth  
and eleventh, motor cycles; twelfth  
\$100 in cash; and the others range  
from a five-day trip to Portland,  
Me., with companion to each winner  
down to gold stick pins and cam-  
eras.

The Nashville Tennessean and  
American has started a "Book-  
lovers' Contest." It will continue  
for seventy-seven days and be con-  
ducted along the usual lines for  
such a contest—furnishing the  
names of books depicted in puzzle  
pictures.

The Hackensack (N. J.) Bergen  
County News, recently started as a  
daily paper, by Mayor Bell, has  
started a subscription contest. The  
county territory will be divided into  
three districts, and in each will be  
a piano, a \$75 department store  
order, a gold watch and a \$30 lady's  
plume. The grand prize will be a  
\$3,500 automobile. The contest will  
be conducted by the United States  
Circulation Company, of Waterloo,  
Ia.

## ANOTHER MYRICK CO.

Herbert Myrick has been elected  
president of the Patriot Publishing  
Company, of Hartford, Conn., and  
Springfield, Mass. Mr. Myrick is  
also the president of the Phelps  
Publishing Company and the Orange  
Judd Company, of Springfield,  
Mass., publishers of home and farm  
papers.

## TO ADVERTISE IVORY SOAP.

R. F. Rogan has been appointed  
advertising manager of Procter &  
Gamble Company, Cincinnati,  
makers of Ivory Soap and Crisco.  
Mr. Rogan was an assistant in the  
advertising department.

## HANDLES FINANCIAL ADS FOR BOSTON TRANSCRIPT.

S. W. H. Taylor, the newly ap-  
pointed manager of the financial ad-  
vertising department of the Boston  
Evening Transcript, is a man of  
wide experience in this special  
field. For a long time he was the  
advertising manager of the Boston  
News Bureau and through that  
connection has a wide acquaintance



S. W. H. TAYLOR.

both locally and with financial ad-  
vertisers throughout the country.

The Transcript last year carried  
275,088 agate lines of financial busi-  
ness, and it excludes a large amount  
on account of character. In his  
work Mr. Taylor will have the able  
assistance in the foreign field of  
Charles H. Eddy, who is the rep-  
resentative in the East, with offices  
in New York, and in the West that  
of both Mr. Eddy and Robert J.  
Virtue, of Chicago, who look after  
the Transcript's interests in that  
section.

## MEISTER IS TO CONDUCT ADVERTISING SERVICE.

A. J. Meister, for the past twelve  
years a manager of advertising for  
New York department stores, has  
opened an office at 45 West 34th  
street, to conduct a general ad-  
vertising service bureau. Mr. Meister  
has been the advertising manager of  
the Siegel-Cooper Company, the  
Simpson-Crawford Company and  
other large stores. Prior to enter-  
ing the department store field he did  
extensive newspaper work. He has  
just returned from a pleasure and  
fishing trip to Florida.

## INDIANA DAILY SOLD.

The Shelbyville (Ind.) Daily Re-  
publican has been secured by Wal-  
ter S. Montgomery of Greenfield.  
Heretofore it was issued by a com-  
pany.

CIRCULATION BUILDERS.

THE AMERICAN LIBRARY  
ATLAS OF THE WORLD

## A Powerful Premium.

THE MAPS—are clear and correct  
and by reason of their delicate col-  
oring are extremely attractive.

THE GAZETTEER—contains an  
alphabetical list of every town in  
the United States with populations  
according to 1910 census.

THE ILLUSTRATIONS—form a  
charming collection of photographic  
reproductions.

FOR TERMS WRITE

S. BLAKE WILLSDEN  
THE PREMIUM SPECIALIST  
32 S. Wabash Ave., CHICAGO.

## SPORTING NEWS.

Every run, every put out, every race, every  
sporting event of any kind by direct wire  
ON THE SECOND Why not connect with

## A LIVE WIRE.

National News Association  
200 William St., NEW YORK CITY.

Newspapers can flash us day or night on

## QUERY WORK

Bang up service. "Gotham Gossip"  
has them all going. Do you get it?

NATIONAL NEWS SERVICE,  
9 East 26th St., New York.

## KNOWS NO HOFFMAN.

It has been reported that a man  
who calls himself Albert Hoffman  
and says he is a cartoonist repre-  
senting the New York Times has  
called at various places in New  
York and asked favors in the name  
of that newspaper.

The Times says it has no car-  
toonist named Albert Hoffman, and  
has never had, as far as can be as-  
certained and if Mr. Hoffman says  
he represents the Times he is guilty  
of misrepresentation.

## IOWA WEEKLY SOLD.

Fred W. Eggers, Sr., and Fred  
Eggers, Jr., of Des Moines have  
purchased the Mason City (Ia.)  
Republican from the Stansbery  
brothers.

The Republican is a weekly paper,  
established in 1860.

## RECENT INCORPORATIONS.

EVANSVILLE, IND.—Ohio Valley  
Publishing Company; capital, \$1-  
000; incorporators, P. E. Tichenor,  
M. D. Lockyear and E. Q. Lock-  
year.

LOUISVILLE, Ky.—United Retail  
Merchant; capital, \$50,000; incorpo-  
rators, H. H. Paust, H. C. Ray-  
mond and others.

PARIS, TENN.—Sentinel Publish-  
ing Company; capital, \$5,000; in-  
corporators, E. B. Sweeney and  
others.

MILWAUKEE, Wis.—Photoplay  
Magazine; capital, \$25,000; incorpo-  
rators, Frank A. Leare, E. J.  
Ryan and George J. Hoeft.

WILMINGTON, DEL.—Delaware  
Magazine Company; capital, \$10-  
000.

Have you seen "Flaneur"?

It's the best feature for editorial pages in America.

Man's Sunday cartoons are something new.

Best daily Washington letter.

Samples of all of these for a postal card.

If your paper is not represented in Washington write us.

## AMERICAN TELEGRAPH PRESS

307-12 District National Bank Bldg., Washington, D. C.

Complete telegraph and telephone "pony" and special  
news reports for morning and afternoon dailies.



**BUSINESS OPPORTUNITIES.**

\$5,000 cash to invest in a Democratic daily or weekly newspaper property, Mississippi Valley locations preferred.

Proprietor C. S.

C. M. PALMER.  
NEWSPAPER BROKER.  
277 Broadway, New York

Do You WANT  
TO SELL OR BUY  
A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg., New York City

**FOR SALE.**

**FOR SALE.** Up-to-date newspaper in prosperous

Southern city, The Anniston Hot Blast, established 1873 and the leading daily of one of Alabama's most progressive cities—will be sold to the highest bidder on March 19th, 1912. All bids must be properly sealed and certified check for \$100.00 accompanying same. Owner has other interests which demand his entire time. Complete details, circulation, inventory of equipment, etc., address J. H. Edmondson, Box 232, Anniston, Ala.

**FOR SALE:** At a great bargain, one John J. Claus Webbs Printing Press, in excellent condition. Having two other presses we can spare this one. Will print any paper, four to eight pages, about 5,000 per hour. Size—11 ft. long, 6 ft. wide, 7 ft. high. Prints either 7 or 8 columns, with quarter fold. Price \$2,500.00, at 100 Fifth avenue, Chicago, Illinois. Illinois Publishing Company.

**FOR SALE:** One Mergenthaler Linotype No. 1, quick change magazine, carries one magazine with full face and light face change lever, in excellent repair. Used now. Price \$1,500.00, at 100 Fifth avenue, Chicago, Illinois. Illinois Publishing Company.

**LINOTYPES FOR SALE.** Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

**LINOTYPES FOR SALE:** One Model 3, No. 7, and one Model No. 5, No. 1079, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

**FOR SALE.**—New No. 4 Model Linotype, complete with motor, four magazines, 1000 Tabular Attachment. Address, Model, Care The Fourth Estate.

**FOR SALE.**—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

**NEW ENTERPRISES.**

**NEW YORK.**—Stagelore has been brought out by Wetzel, Rosener & James to chronicle new stage productions, gossip, etc.

**FORT WORTH, TEX.**—Lindsley M. Brown has started a magazine called Demand.

**KENMORE, N. Y.**—The Business Men's Association has established

**SITUATIONS WANTED.**

*You Have A Chance Now  
To Get This  
Capable, Practical, Creative  
CIRCULATION  
MANAGER*

Approaching prime with a long record of circulation success—present being the most noteworthy—an honest, alert, loyal man with a broad Northern and Southern experience on newspapers and periodicals, desires a chance for sufficient means. A change for an appreciative publisher to get a reliable man to whom he can turn over all his circulation machinery. Will go anywhere, but South preferred. If you don't need me, suggest someone who does. Address Box C, c/o THE FOURTH ESTATE.

**ADVERTISING MAN**

Now business manager of a suburban daily where he has made a record for himself wants a larger proposition as advertising manager of a daily in city of 35,000 to 50,000 or its solicitor on larger proposition. Able manager, business getter; no bad habits; possesses agreeable forceful personality. If you want a young man 25, with over five years of good practical experience, who is a hustler, write E. B., 1170 Madison St., Brooklyn, N. Y.

**TO PUBLISHERS**

have you ever considered the importance of a comprehensive cost system? We have the most complete newspaper accounting system ever operated. Take a certain branch of your business: advertising, circulation, manufacturing, statistical, or any other, and let us demonstrate the efficiency of our method. The Publishers Specialty Co., 716 Chestnut Street, Philadelphia, Pa.

**MR. PUBLISHER OR BUSINESS MANAGER.**

Have you ever realized the amount of money that classified advertising pays on newspaper and magazine. Have solicited advertising over 15 years, the past 7 years the classified papers of the country, the largest newspapers in this country and understand their methods. Am open for proposition as classified manager. Address W. B. Care The Fourth Estate.

Competent, experienced young man wants position of city, state or telegraph editor of AFTERNOON newspaper in city of 25,000 to 50,000 in South or Southeast. References. Address "Southern," care The Fourth Estate.

**WEB PRESSMAN.**

A pressman who is familiar with all makes of newspaper web presses wants a position. Able to take charge. Best of references. Address Regde, care The Fourth Estate.

a semi-monthly called the Echo, edited by W. G. Ruddle.

**OROFINO, IDA.**—A company is being organized with \$2,000 capital to establish the Clearwater Republican.

**DENTER, KAN.**—R. E. Campbell will shortly establish a weekly Republican paper here. The town already has a Socialist weekly.

**KANSAS CITY, Mo.**—Harry J. Boswell is planning to establish a Sunday morning newspaper here.

A paper opposed to woman suffrage will shortly appear under the auspices of the National Anti-Woman Suffrage Association, of which Mrs. Arthur M. Dodge is president.

**MORGANTOWN, N. C.**—A semi-weekly paper is to be started here by a Mr. Robinson of North

**HELP WANTED.**

**WANTED:**

Ten contest managers, only those who have had practical experience and can furnish clean record for square dealing with contestants. Positively no drinking men need apply. Address CONTEST care The Fourth Estate.

**WANTED.**—CIRCULATION MANAGER for an evening paper in growing city in Michigan. Good salary to the man who can deliver the goods. St. Ste experience, references. Married or single, no salary expected to start. Address Ability, care The Fourth Estate.

Wanted. A young man to join me in building up an established investors' magazine. Clean, high-class and conservative. Splendid opportunity for right man. Address FINANCE, care The Fourth Estate.

**WANTED.**—Business Manager and also good man for circulation department. Town of 25,000. Give reference, salary, etc. THE WASHINGTON (PA.) RECORD.

**SITUATIONS WANTED.**

**MANAGER**

With long, successful career in the upbuilding of newspaper properties seeks "connection" on a daily in city of 25,000 to 50,000 with opportunity to acquire interest, and solicits correspondence with owners of daily newspapers not earning satisfactory profits. American, age 32; good executive; careful, economical manager with practical experience in all branches of newspaper publishing; strictly temperate; exceptional references. Present contract expires in August, will be open to engagement September 1st. Address C. R. H. Care The Fourth Estate.

**MANAGING EDITOR.**

Young man, ambitious, energetic, with thorough knowledge of newspaper work, desires position of managing editor of AFTERNOON newspaper in city of 20,000 to 40,000. Carolinas or Southeast preferred. Best references. Address "Ambitious," care The Fourth Estate.

**WANTED.**—A position by a stenographer with nine years' experience. Have had charge of orders, filing and correspondence. Can furnish excellent references. Competent, Box 33, care The Fourth Estate.

**AN ASSET FOR \$25.**

For a wideawake publisher who wants a wideawake man to handle his telephone, exchange or news desk, or do paraphrasing and other work, call on me for full education, experience metropolitan and otherwise, now city editor of daily in city of 35,000 wants to change and wants the "change" namely \$25 per week to start. Address "Change" care The Fourth Estate.

Active hustler, with fifteen years' varied and exceptional experience, available for editor or good desk position in or near New York. Has covered Congress and New Jersey Legislature. Posted in several special lines. First-class references. Address A., care The Fourth Estate.

**As Classified Manager.**

A business producer, seven years experience on two good papers, will install complete system. A great builder of small ads, I know the foreign field, 25 years' old married. Can give best of reference. Address J. E. S., care The Fourth Estate.

**EDITORIAL WRITER**

wants engagement on conservative, respectable daily or weekly, of either political party. Small city or country paper preferred. Address J. T. Munson, 467 West 23rd Street, New York City.

Wilkesboro.

**NASHVILLE, KAN.**—F. C. Dillingham will be the editor of the Republican, soon to be launched.

**HUTCHINSON, KAN.**—W. W. Tamplin is about to start the Hutchinson Socialist.

**DENMARK, Wis.**—The Enterprise has made its appearance with Ed-

**BUSINESS HELPS.**

**WINTHROP COIN CARDS** are used by the leading dailies in all parts of the country.

**Classified Collections**

on daily newspapers can be handled at a minimum expense by the use of Winthrop Coin Cards. Your present collection system can be bettered. Write us for samples, prices and particulars.

THE WINTHROP PRESS,  
Coin Card Department,  
60 Murray Street, New York City.

**MISCELLANEOUS.**

**UNITED STATES**

**SAFE DEPOSIT CO.,**

32 LIBERTY STREET,

Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

**AMUSEMENTS.**

**ALHAMBRA**, 126th street and Seventh avenue, Vaudeville.  
**ASTOR**, 45th street and Broadway, "The Red Widow."

**BELASCO**, 44th street and Broadway, "The Return of Peter Grimm."  
**BROADWAY**, 41st street and Broadway.

**WEBER AND FIELDS**, 12th street and Broadway.  
**BRONX**, 149th street and Third avenue, Vaudeville.

**CASINO**, 39th street and Broadway, "Sammy."

**CENTURY**, 62d street and Eighth avenue, "The Garden of Allah."

**COHEN**, 35d street and Broadway, "The Little Millionaire."

**COLONIAL**, Broadway and 62d street, Vaudeville.

**COMEDY**, 41st street and Broadway, "Bunty Plust the Strings."

**COLUMBIA**, 47th street and Broadway, Burlesque and Vaudeville.

**CRITERION**, 44th street and Broadway, "Cousin Kate."

**DALY'S**, 30th street and Broadway, "The Irish Boy."

**EMPIRE**, 40th street and Broadway, "Lady Patricia."

**FULTON**, 46th street and Broadway, "The First Lady in the Land."

**GAITEY**, 46th street and Broadway, "Officer 666."

**GLOBE**, 46th street and Broadway, "Over the River."

**HARRIS**, West 42d street, "The Talker."

**HERALD SQUARE**, Broadway and 35th street, "Everywoman."

**HIPPODROME**, 44th street and Sixth avenue, "Around the World."

**Hudson**, 44th street and Broadway, "The Lady of Dreams."

**KEITH & PROCTOR'S FIFTH AVE.**, 28th street and Broadway, Vaudeville.

**KINEMACOLOR**, 40th street, near Broadway, Coronation in Colors. Coming, The Durbur.

**KNICKERBOCKER**, 38th street and Broadway, "Kismet."

**LIBERTY**, Broadway and 42d street, "The Opera Ball."

**LYCOPHON**, 43d street and Broadway, "Preserving Mr. Panmure."

**LYRIC**, 42d street and Broadway, "Lulu Boy Blue."

**MAXINE ELLIOTT'S**, 39th street and Broadway, "The Bird of Paradise."

**METROPOLITAN OPERA HOUSE**, Broadway and 39th street, Grand Opera.

**MURRAY HILL**, 42d street and Lexington avenue, Burlesque and Vaudeville, Feb. 19 to 24, Al. Reeves' Columbia Amusement Company in Refined Burlesque.

**NIGHT CLUB**, West 42d street, "The Trail of the Lonesome Pine."

**PARK**, 59th street and Broadway, "The Quaker Girl."

**PLAYHOUSE**, 48th street and Broadway, "Bought and Paid For."

**REPUBLIC**, West 42d street, "The Wreck."

**WALLACK'S**, Broadway and 30th street, "Disraeli."

**WINTER GARDEN**, Broadway and 50th street, "Big new musical entertainment."

**39TH STREET**, near Broadway, "A Butterfly on the Wheel."

ward Mertz, publisher of the Reeds-

ville Reporter, at the head.  
**HARRISBURG, PA.**—The United Colored Democratic Press is this section's first negro newspaper.

## A. J. BARR DEAD.

Albert J. Barr, until several months ago principal owner of the Pittsburgh Post and Sun, and formerly a director of the Associated Press, died suddenly last Saturday at the Duquesne Club. He left his residence, in Shadyside, to attend a meeting of the Board of Viewers of Allegheny County, but becoming ill, went to the club, where he died shortly of heart failure.

Mr. Barr was born in Pittsburgh in 1851. His father, Colonel James P. Barr, became owner of the Pittsburgh Post in 1857. After he was graduated from the Western University of Pennsylvania, Mr. Barr entered the insurance business and remained active in it until the death of his father in 1886, when he took charge of the Post Publishing Company.

In 1906 he began the publication of the Sun as an afternoon paper.

## ADDISON B. BURK.

Addison B. Burk, a widely known newspaper man, and for more than a quarter of a century associate editor of the Public Ledger, died on Tuesday.

Mr. Burk was sixty-four years old. He was born in Philadelphia and while he was attending high school the war between the North and the South was declared. Although only seventeen years old he enlisted as a private in the One Hundred and Ninety-eighth Regiment Pennsylvania Volunteers and served with distinction.

Mr. Burk took keen interest in the inland waterways project, and for some time had been secretary and treasurer of the Inland Waterways Association.

## OTHER OBITUARY NOTES.

GEORGE EUGENE BRYSON, a Cuban correspondent for various New York newspapers before and after the Spanish-American war, and active in the revolutionary affairs of Cuba, died on February 22 at his home, in Havana.

He was born forty-five years ago near Bryson City, N. C. As a newspaper correspondent he entered the South American field in the eighties, and during the years that followed took part in seventeen different revolutions. For many years he was the advisor of Tomas Estrada Palma, president of Cuba.

COLONEL L. BURCH, editor of the Camp Journal, a newspaper published on the field by Union soldiers during the Civil War and recent years a trade newspaper man, died on Sunday of paralysis at Evans-ton, Ill. He was born at Sayuga Lake, N. Y., in 1831 and then engaged in railroad building. He was a personal friend of President Lincoln.

CHARLES C. DOUGHTY, formerly president of the Oregon Press Association and a pioneer newspaper publisher of the state, died recently at Monmouth.

GUY CLARENCE SIBLEY, a Louisville newspaper man, died in the Deaconess Hospital last week of cirrhosis and typhoid. He was thirty-nine years old and formerly



THE LATE ALBERT J. BARR.

did newspaper work in Hopkinsville, Ky., Nashville and Indianapolis. In Louisville he conducted the "Old Man Grouch" column for the Herald.

JAMES BARTLEY, a well known writer on economic subjects and political matters, died suddenly at his home in Amsterdam, N. Y., from apoplexy at the age of sixty-five years. Some years ago he was publisher and editor of the Labor Stage of Amsterdam, but the paper was discontinued.

REUBEN E. SAFFOLD, formerly advertising manager of the Rochester (N. Y.) Union and Advertiser, died a few days ago at the age of fifty-seven years. He had recently been in business for himself.

COLONEL GEORGE R. ASH, proprietor of the Cecil (Md.) Democrat, died in Elkton a few days ago.

J. C. ESSICK, once editor of the Pana (Ill.) Gazette, died suddenly in Chicago the other day.

JOHN M. O'BRIEN, well known in newspaper circles of British Columbia and Canada, died recently in St.

John, N. B. He was a former editor of the Vancouver World.

H. K. CARSE-MEWMAN, a newspaper man who acted as war correspondent in the Far East during the Russo-Japan war and who had been connected with many newspapers in China, was found dead in bed in a Vancouver (B. C.) hotel.

ALLISON R. SCOTT, publisher of the Livingston (N. Y.) Republican, is dead of heart disease at his home in Genesee.

CAPTAIN J. D. YOUNG, city editor of the Sacramento (Cal.) Union, is dead.

A. D. WHITMER, editor of the Adel (Ia.) Record, passed away last week.

CRISS MCCONNELL, editor of the East Liverpool (O.) Review, died last week.

## NEW PRESS SERVICE.

The International Press Service has been established with offices in the Astor Theatre Building, New York. Its founders are Dwight Dana and Charles Abell Shelor.

## COAST PAPERS ADDING TO EQUIPMENT.

California newspapers are prospering, judging from the amount of money expended for equipment since January 1. The Scripps organization has ordered a new Hoe press with complete stereotyping equipment for the San Francisco Daily News, which when installed will give the News a capacity of 60,000 papers per hour. The editorial staff of the News has been increased and a new four-deck linotype, the second one ever brought to the Pacific Coast, has also been added to the already large mechanical equipment of the Daily News.

In San Diego also a new linotype has just been purchased for the Sun, which gives it a battery of six linotypes, said to be the largest linotype battery of any evening paper in California, outside of Los Angeles and San Francisco. An additional lot has just been purchased for the Sun at a cost of \$10,000 adjoining the present Sun property and it is expected to build in the near future in order to take care of the increasing business.

The Los Angeles Record has been compelled to arrange additional facilities for the transportation of papers, and an automobile truck has been added to the equipment. The Record is boasting that it has the fastest newspaper press in Los Angeles, which was installed last fall. It is a Goss high speed perfecting press, which gives it a press capacity of 60,000 sixteen-page papers per hour.

A new press has been purchased for the Berkeley Independent.

In Sacramento the Star has increased the size of the paper owing to additional advertising, and the circulation is also said to be far in excess over that of last year.

Kruse & Audigier have sold the Rogers (Ark.) Daily Post to P. M. Kormour of Garvin, Okla.

## BRISTOL VA.

is a town of 18,000 inhabitants, located on the Virginia and Tennessee State route, near Knoxville (Va.) and Knoxville (Tenn.). The town itself not only is an up-to-date community in every respect, with modern schools, street car lines, etc., but is also the center of a large and prosperous manufacturing and distributing district. It has three good papers, the

NEWS (Evening)  
HERALD-COURIER (Semi-Weekly)  
HERALD-COURIER (Daily & Sunday)

These, all published by the Bristol Publishing Corporation, are the only newspapers issued in this town. They are distinctly metropolitan in character and well edited, with excellent typographical appearance, and have a complete telegraphic service. With a combined circulation of 9,700 copies a day, they reach practically every home in Bristol and the adjacent sections.

No other newspaper in the country covers as large a territory so exclusively as do Bristol's three papers cover this territory.

Send for a copy of "Truth," a book-let of facts that may surprise you.

THE BRISTOL PUBLISHING CORPORATION,  
Bristol, Va.—Tenn.  
Foreign Representatives  
PAYNE & YOUNG,  
New York. Chicago.



## BUSINESS OPPORTUNITIES.

**\$40,000 CASH**

and one of the best weekly newspapers in the finest section of California, earning \$4,000 per annum net, occupying its own building, is offered through this firm in exchange for daily newspaper worth \$60,000, in any growing city of U. S., showing substantial net earning development possibilities.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., NEW YORK.

PHILADELPHIA ARTISTS'  
EXHIBITION.

An exhibition of oils, water colors and sketches by members of the Society of Philadelphia Newspaper Artists was held last week at the Davis & Harvey Art Galleries. The exhibition included about 450 pictures in the various mediums, and many highly creditable productions of distinct artistic merit. Among those represented were A. E. Hayward, with his pastel "Mid-ocean"; J. Wagner, with work in water color, McGurk's pen-and-ink sporting sketches, and colored wash drawings by A. Henderson.

Howard Newman placed on view pen-and-ink reproductions of scenes in England and France and George Newman showed water color landscapes. Wolf presented water colors and oils of animals, and Sykes some of his characteristic drawings illustrative of various athletic diversions. Other pen-and-ink work was that of Wallgren, Hugh Doyle, Cunningham, Dixon and J. F. Hart, who executed graphic likeness of persons much in the public eye. There were crayons by Montgomery, and a feature of the exhibition was work loaned by Davenport and other well-known New York cartoonists.

## WOMAN TO RUN PAPER.

Since the death of her husband, a few weeks ago, Mrs. George R. Ash has been publishing the Elkton (Md.) Cecil Whig, which was owned and edited by her husband. She has announced her intention of continuing his work and her work has shown that she is qualified for the position.

## PRINTERS' SUPPLIES.

LET our Mr. Louis A. Hoffmann quote you on his proven newspaper supplies especially for the "stereo" dept.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U. S. A.

BARNES-CROSBY  
COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

## LOS ANGELES TO HAVE ITS

## PAPER IN APRIL.

The Los Angeles Municipal Newspaper has a start. The commission in charge of it has selected Robert Ernest Rinehart for manager and editor-in-chief and Lieutenant C. H. Whipple, Jr. (retired) for secretary. Both will report for duty immediately and on them will rest the selection of the business and editorial employees who are to get out the paper some time in April.

Rinehart is now at Sacramento, where he is state correspondent for a press association. He went there about six weeks ago, leaving a position as city hall reporter for the Record which he had filled for two years.

Like George H. Dunlop, who heads the commission, Rinehart is a product of Indianapolis. He is a Princeton man and served several years in New York on the Sun and later engaged in settlement work. He went to Arizona and Nevada five years ago and a year later to Los Angeles. He has worked on several papers there. He has been a frequent contributor to magazines.

In the final consideration two things determined his choice—his familiarity with municipal conditions in Los Angeles and his training as a practical newspaper man. Lieutenant Whipple is a son of Paymaster-General C. H. Whipple of the United States Army. In the case of neither Rinehart nor Whipple are the salaries the inducement to service. Rinehart will receive \$50 a week as manager of the Municipal News and Whipple gets \$100 a month as secretary of the commission.

In politics Rinehart is a Woodrow Wilson Democrat, and Whipple, like most army officers, is not a partisan. He says he believes in municipal ownership.

Both enter their employment, it is announced, with free hands to make the project a newspaper success.

The commission is yet to find a civil service staff of reporters and office assistants.

## STUDENTS WANT TO KNOW

## ABOUT NEWSPAPERS.

Realizing that various departments and phases of newspaper and magazine work are rarely understood by the average college undergraduate the press club of Princeton University has started a series of practical talks on journalism, which are given by men actively engaged in this work.

William S. Woods, the editor of the Literary Digest, will discuss the weekly magazine in the next talk and Robert S. Yard will talk on the publishing side of the work.

Sports is a subject which is of special interest to college correspondents for newspapers, and G. Herbert Daley, of the New York Tribune, has consented to talk on this subject. Mr. Henderson, musical critic of the New York Sun, will also speak.

WEIDMAN, MICH.—The Record is a new comer.

## PRINTERS' SUPPLIES.

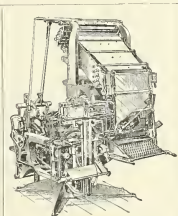
## PRINTERS' SUPPLIES

# The Four-Magazine Linotype

## Quick-Change Model 9

# Makes a Hit with the Operator

Victoria, B. C., Feb. 13, 1912.



Quick Change Model 9  
Four-Magazine Linotype

The Model 9 Linotype is certainly a marvel of mechanical perfection. I have been operating the one purchased by the Press Publishing Company regularly since its installation, and it has given me no more trouble than I would have expected with any new machine of the ordinary single-magazine pattern.

I am particularly pleased with the smoothness of the keyboard action, also the manner in which the whole machine has been designed with a view to convenience and accessibility.

For job work and ad composition this model should prove invaluable in any printing office, while for straight composition it has the advantage of being equally speedy on all faces and is just as fast and reliable as the earlier models.

JOHN L. NEATF, MACHINIST OPERATOR,  
VICTORIA (B. C.) PRESS.

# The Linotype Way Is the Only Way

## MERGENTHALER LINOTYPE COMPANY,

### TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1160 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## ADVERTISING INTEREST HIGH IN WILMINGTON.

George Frank Lord, chief of the advertising department of the E. I. DuPont de Nemours & Powder Company, with headquarters in Wilmington, Del., has started a course in advertising in connection with the Y. M. C. A. night school. As an incentive for interest in the work the Wilmington Every Evening offered a solid silver cup for competitive ad writing among the students. It was won by David R. Rutter. Other prizes for similar competitions are being offered weekly by local advertisers.

Samuel W. Long of Philadelphia, a former resident of Wilmington, has started an advertising class at the Peoples' Settlement, Wilmington, and is arranging to form an ad men's club in that city.

## R. R. AD MAN CHANGES.

H. B. Reid, formerly of the advertising department of the Great

S STANDARD LINOTYPE METAL and now first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street. NEW YORK. Telephone, 476 Chelsea.

Northern Railway in St. Paul, is now assistant advertising manager of the Illinois Central, with headquarters in Chicago. He is succeeded by I. L. Peil at St. Paul.

## PRESENTATION TO 'FRISCO MANAGING EDITOR.

The employees of the San Francisco Recorder and La Voce del Popolo banqueted together in a local Italian restaurant Saturday night, and presented a handsome silver tea service to Andrew Y. Wood, managing editor of the Recorder.

The toastmaster was Philip Johnson, and a number of speeches and musical numbers helped to provide for an enjoyable evening.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, and it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 79 years' history.

### The NEWS of GRAND RAPIDS

is one of the most closely read papers in Michigan. There's character to the paper and its subscription list.

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

### SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—The Conklin Pen Manufacturing Company, Toledo, O.; orders being placed with a selected list of Western papers.

BLACKMAN-ROSS, 10 East 33d street, New York.—Louis A. Crossett, Inc., "Crossett" Shoes, North Abington, Mass.; again placing orders on contracts.

C. S. Dent & Co., "Dent's" Toothache Gum, 47 Larned street, Detroit, Mich.; orders for two and one-half inches to appear one time a week for one year being placed with a selected list of papers.

MORSE, Dodd Mead Building, New York.—J. C. Eno, Ltd., "Eno's" Fruit Salt, London, S. E., England; renewing orders with New York State papers.

REMINGTON, New York Life Building, New York.—The "American Lady" Corset Company, Detroit and New York; orders are expected to be placed shortly on this account.

NAMROD, Tribune Building, New York.—The Chestnut Ridge

## THE NEW YORK WORLD Sells

(morning edition)

MORE copies than any other two papers Print.

## ADVERTISING MEDIUMS.

### The Remarkable Advertising Growth of the WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C., The Times is Preferred

189,411 WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a HOME paper to get Want Ads. GREATEST IN THE SOUTH.

White Brick Company, Kunkle-town, Pa.; placing some two-inch eight-time orders with Pennsylvania papers.

LORD & THOMAS, 280 Fifth avenue, New York.—Charles A. Tyrrell, "J. B. L." Cascade, 570 West 150th street, New York; contracts for 2,000 lines being placed with a selected list of Pacific Coast dailies.

LEVIN & BRADT, 1269 Broadway, New York.—G. P. Putnam's Sons, 2 West 45th street, New York; placing some four-inch one-time-a-week orders to run for six months with a selected list of papers.

McFARLAND SERVICE, Harrisburg, Pa.—The Terrell Land and Developing Company, Terrell, Pa.; orders being placed with Southern papers.

VOLKMAN, Temple Court, New York.—The Victor Milling Company, Victor, N. Y.; orders will be placed shortly with New York State papers.

HELLER-BARNHAM, 9 Clinton street, Newark, N. J.—Benjamin & Jones, 52 Bank street, Newark; orders being placed with New York City papers for the present. Expected to spread later.

SHUMWAY, 373 Washington street, Boston.—The Waltham Watch Company, Waltham, Mass.; has started a campaign with New York City papers. Will probably extend later.

SNITZLEK, Hearst Building, Chicago.—The American Minute Photo Company, Chicago; orders being placed with Western weeklies.

WYCKOFF, 14 Eliott street, Buffalo, N. Y.—The Emerson Shoe Company; orders being placed in cities where there are local dealers.

JONES, Exchange Building, Binghamton, N. Y.—Dr. Howard;

## ADVERTISING MEDIUMS.

## THE BUFFALO TIMES

goes into the homes in the evening and on Sunday, when the whole family have the leisure to read it.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Siegel Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous PITTSBURG district the DISPATCH reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

some mail order contracts being placed with a selected list of papers throughout the country.

GEISINGER, Morris Building, Philadelphia.—The General Motors Company; orders are expected to be placed in about a month with a selected list of small weeklies.

WINEBURGH, 576 Fifth avenue, New York.—The Omega Chemical Company, New York; orders being placed with a selected list of papers.

NATIONAL, 32 West 25th street, New York.—The Emergency Laboratories, 32 West 25th street, New York; new papers are being added to the list.

POWNING, New Haven, Conn.—E. J. Woods; making contracts throughout country.

### NEW AL LEAGUE NOW HAS PERMANENT HOME

The Advertising Men's League of New York will henceforth have its headquarters at Room 771, Fifth Avenue Building, at 23d street and Broadway. A library will be maintained there and a secretary will be in charge to keep it open for the use of advertising men who wish to avail themselves of its advantages for reference purposes and otherwise. All lectures will be held there and it will be a repository for records, files, etc. Many valuable volumes have been donated to the league by members and friends, as well as quite an amount of office equipment.

The vigilance committee is holding weekly meetings, in charge of its chairman, Alfred W. McCann, and it reports that several advertisers have already been made to see the error of their ways.

League dinners are enlivened nowadays by excellent vocal selections of the glee club organized by Percy S. Marcellus. In addi-

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, New York, Chicago.  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chicago.

tion to the league educational courses already in operation, there has been started an advanced course on "Principles of Advertising Arrangement."

### CUNNINGHAM DINED.

E. F. Cunningham, the new circulation manager of the San Francisco Evening Post, was the host at a banquet last week which thirty-five of his co-workers attended.

The first step taken at the banquet was to form the "Get Together" Club. Speeches were made by all those in attendance, and a splendid program of specialties was carried through.

John F. Vahey was toast-master. Mr. Cunningham spoke at length on the "get-together" spirit, and urged that each and every member of the department put forth his best efforts, and he was assured of their strongest support.

### AD MAN'S DEATH MYSTERIOUS.

The New York police are investigating the death of Irving Colson, a young New York advertising man, who was found unconscious a few days ago on 42d street, and died later in Bellevue Hospital. An autopsy has shown that Colson died of a fractured skull, and it is thought he may have been the victim of foul play.

### TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Ave., NEW YORK



MARCH 2, 1912.

## ADVERTISING MEDIUMS.

# The TRIBUNE of LOS ANGELES

1 ct. Daily and Sunday

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND, C. D. BERTOLET  
166 5th Ave., N.Y.C. Boyce Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Reps.,  
NEW YORK, CHICAGO.

## STAFF CHANGES.

Fred Luther, formerly police reporter of the Milwaukee Free Press, has joined the staff of the Wisconsin State Journal and will write police news.

Oscar Schultheis, formerly city editor of the Wheeling (W. Va.) News, is now telegraph editor of the Dayton (O.) Journal.

H. A. Biggs, well known in Eastern advertising and publishing circles, is again associated with the Frank Seaman Agency, New York. Mr. Biggs was formerly a member of the Biggs-Young-Shone Company and more recently was business manager of Hampton's Magazine.

W. Lester Taylor has resigned from the Cramer-Krasselt Company, Milwaukee, and is now sales manager of the German-American "Nitragin" Company, that city.

Louis A. Leppke has resigned as advertising manager of the Moor Clothing Company, Sioux City, Ia.

W. T. McCreight has returned to Albuquerque, N. M., as a member of the Journal staff. He was formerly with the Daily Citizen, but for

## ST. PAUL DAILY NEWS

Daily average circulation  
for January was 62,438  
an increase of 8,605 over  
same month a year ago.

The Largest Circulation of  
Any St. Paul Newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago. J. F. ANTISDEL.

## ADVERTISING MEDIUMS.

# THE PITTSBURGH PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives.  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average circulation of the Plain Dealer for the month of January, 1912, was as follows:

Daily, 94,725. Sunday, 129,558

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

some time past had been located in  
Chicago.

Raymond S. Coll has become night editor of the Pittsburgh Dispatch. He was formerly with McConnellville papers.

Wilson M. Taylor has resigned the editorship of the Easton (Md.) Gazette.

E. J. L'Esperance, formerly advertising manager of the Montreal Herald, is now engaged in the real estate field with J. A. Davis & Co.

Robert A. Turner has left the Darlow Agency staff in Omaha to take charge of the advertising of the Southern Railway's advertising in Colorado, with offices in Denver.

John A. Bedel is the new editor of the Belleville (Ill.) Record.

Warren A. Patrick has been appointed Western advertising manager of the New York Clipper.

Walter A. Main has become associate editor of the Elizabeth (N. J.) Journal.

Edward G. Westlake has been appointed manager of the automobile advertising department of the Chicago Evening Post in connection with his present position of automobile editor.

Frank Rigo of Springfield, O., who has been doing hotels for the Cincinnati Enquirer, has been promoted to the position of Federal court reporter.

Frank B. Rodger, city hall reporter of the Milwaukee Daily News, has resigned to become a publicity agent for a motorcycle company.

Thomas J. Sandridge is now circulation manager of the Atlanta Georgian, recently purchased by William Randolph Hearst.

## ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST TWO-SENT CIRCULATION in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

### DEMAND FOR PRESS AGENTS IN POLITICS.

Publicity, because of the direct primary law in many sections in this year's political campaign, is becoming more and more an indispensable adjunct to political campaigns, as the many candidates who are before the people will testify. Since candidates for nomination must appeal to the voters direct, instead of currying favor with a few politicians, they say they find they must present some virtues which the newspapers, daily and weekly, are willing to enumerate in their columns.

As a result of this changing condition in political campaigns, many men who are experts, more or less, in the art of publicity find a new demand for their services at a satisfactory remuneration. This year, in particular, there has been a greater call than ever for such assistance, and a number of newspaper workers have transferred their activities temporarily from the newspaper to the political field.

In Illinois for instance the following is the roster as it stands today, with the prospect that it will be enlarged day to day and as the big primary battle to be fought on April 9 gets nearer:

Frank X. Finnegan, with Samuel Alschuler, Democratic candidate for governor.

F. E. Sullivan, with Edward F. Dunne, Democratic candidate for governor, and with Woodrow Wilson's western committee.

Eugene Morgan, at Governor Deneen's headquarters.

E. W. Clark, with State's Attorney Wayman, Republican candidate for governor.

Faul Perry, with Senator Walter Clyde Jones, Republican candidate for governor.

Robert M. Buck, with Senator La Follette's western committee.

Grover F. Sexton, with the national Roosevelt committee.

James Young, with the Taft Club of Illinois.

E. E. Campbell, with Champ Clark's Western headquarters.

These men, where they represent rival candidates, are in the keenest competition in efforts to find material of sufficient interest to keep the names of their candidates before the people in the columns of the metropolitan and rural press.

## ADVERTISING AGENCIES.

# J. WALTER THOMPSON COMPANY.

Est. 1864



The experience  
of forty-eight  
successful years  
Guarantees to  
those who entrust  
their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## NEW MEXICO DEMOCRATS TO HAVE A DAILY PAPER.

The New Era is the name of a new daily and weekly Democratic newspaper that is to be launched in Albuquerque, N. M., in a few weeks. It will be published by a group of prominent Democrats of the new state. Colonel William G. Liller, president of the National Democratic League of Clubs, will be its editor. He is a trained and experienced newspaper man.

It is the purpose of the publishers to make it a newspaper of statewide circulation and influence. At present there are but two Democratic daily newspapers in the state. Both are published at Roswell.

The New Era will be dedicated to the interests of the Democratic party in New Mexico and will advocate progressive policies and popular government. It will not advocate or oppose any Democratic candidate for president of the United States—leaving the convention to make the selection.

## HOT TIMES COMING?

The town of Little Falls, Wash., is shortly to have two more newspapers in addition to the News, of which Frank Lotz is publisher. Rev. W. E. Simpson of the Evangelical church is to issue a small temperance paper, and a "stinger," to be known as the Bumble Bee, will make its appearance, presumably to cross swords with the temperance organ.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

## NEW YORK MAIL EVENING

to believe in you, and  
you will get rich.

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN 110,000

## CARTOONIST HEADS CLUB.

The Evansville (Ind.) Press Club last week elected the following officers for the ensuing year: President, Karl Kae Knecht, the Courier; vice-president, J. R. M. Polk, the Journal News; secretary, Joseph Madden, Journal-News; and



K. K. KNECHT.

treasurer, A. A. Hoffman. The board of governors is composed of Dr. G. Greenleaf, L. B. Sisson, J. W. Pearson, Gilmore Haynie and Curtis Mushlitz.

The club is in fine shape and enters upon its third year with much promise. President Knecht is the Courier's cartoonist.

HEADS ELECTED FOR N. P. A.  
DEPARTMENTS.

Walter Williams, dean of the School of Journalism at the University of Missouri, was elected chairman of the department of journalistic education by the executive council of the National Press Association at a meeting in Kansas City February 20.

John Clyde Oswald of New York, editor of the American Printer, was chosen chairman of the department of newspaper and job printing. Ovid Bell of the Fulton (Mo.) Gazette chairman of the department of weekly newspa-

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.

18 Spruce Street, NEW YORK.

pers, and Frank P. Hall of the Jamesport (N. Y.) Journal chairman of the department of daily newspapers. The annual meeting of the association will be held in Chicago June 24, 25 and 26. From there the delegates will go for a trip through South Dakota.

## COLLEGE CLUB LEAGUE.

In an effort to organize an intercollegiate press association the Pulitzer Press Club of Columbia University has begun co-operation with the press organization recently established at Yale. It is likely that the clubs of Princeton and Pennsylvania will join with other Eastern colleges. The Yale club will attend a meeting of the Pulitzer Press Club next week.

## WISCONSIN MEETING OFF.

Owing to the inability of President Goodland and Vice-President Higgins to attend, as well as other editors, there was no business meeting of Progressive Republican Newspapers of Wisconsin at Madison last week as scheduled. The fact that most weekly papers go to press the middle of the week made it impossible for many to attend. It is possible a future meeting will be called shortly.

NORTHWESTERN CITIES ARE  
TO CO-OPERATE.

A new "spirit of the Northwest" was born at the weekly luncheon of the Portland (Ore.) Ad Club on February 21, when President Joseph Blethen, business manager of the Seattle Times, expounded the doctrine of co-operation between the cities of the Northwest to nearly 400 members. From his seat at the table, Mr. Blethen then conveyed it over the long distance phone to Ernest S. Simpson, managing editor of the San Francisco Call, 787 miles away.

By unanimous voice the club adopted a resolution pledging the support of the United Northwest to San Francisco's Panama Pacific

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

FEBRUARY, 1912. AVERAGES

The Daily Post 372,661  
The Sunday Post 321,903

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. CHICAGO.

Exposition in 1915—the same being transmitted to Mr. Simpson by Mr. Blethen over the phone.

Mr. Simpson responded with thanks on behalf of the Call and the Panama Pacific Exposition. Three "Hip Hip Hoorays" were then given so Mr. Simpson could hear them. Besides Mr. Blethen's address to the club, speeches were also made by W. J. Phillips and Colonel C. E. S. Wood.

AD-SELL LEAGUE RE-ELECTS  
C. R. TROWBRIDGE.

The Ad-Sell League, of Indiana, celebrated its second birthday by



CHARLES R. TROWBRIDGE.

giving a pure advertised food dinner at South Bend. Charles R. Trowbridge of the Dodge Manufacturing Company, Mishawaka, was unanimously re-elected president. His associate officers are: Vice-presidents, R. N. Rohitshek, La Porte; and H. L. Mosher, Dowagiac; secretary, George E. Potter,

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation  
for 1911 - - - 94,724

EDWARD H. BUTLER, Editor and Pub.  
Representative in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
News Scimitar  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis.  
The largest and oldest afternoon news-  
paper in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

South Bend; treasurer, Ralph W.  
Smith, Mishawaka.

## OTHER CLUB NOTES.

Louis Guenther, publisher of the Financial World, and a relentless foe of fraudulent financial advertising, was the speaker at the Wednesday luncheon of the Advertising Club of Baltimore. His subject was "Financial Advertising." Francis R. Morison, financial publicity specialist of Cleveland, Ohio, also spoke on "Bank Publicity," and Major Preston was a guest. The luncheon was well attended and a number of representative bankers and bond dealers were present.

The next meeting of the Representatives Club, of New York, will be in March—a dinner. Four prominent advertising agents will give their viewpoint of "What constitutes a good Representative."

The April meeting will be a luncheon, when a number of advertising managers and sales managers

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE

NEW YORK  
TRIBUNE

the paper that goes to the  
home —Application.



# ADVERTISING MEDIUMS.

In January, 1912, The

## CHICAGO RECORD-HERALD

contained 2,247 columns of advertising, exceeding the amount printed in any previous January in the history of the paper.

Following is the record of gains and losses of the Chicago morning newspapers in January 1912 as compared with January, 1911:

Record-Herald	Gain 51 Columns
Tribune	Loss 207 Columns
Inter Ocean	Loss 103 Columns
Examiner	Gain 15 Columns

New York Office, 710 Times Building.

## San Francisco HONEST FEARLESS CALL

Most Progressive Paper in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGGESS,  
Marquette Building, CHICAGO.

of prominent concerns, will give their views on the same subject. The May meeting also will be a luncheon, and the subject, "The Technique of salesmanship as applied to the selling of advertising space."

Sir Gilbert Parker, the English novelist, was a guest of the Chicago Press Club at an informal luncheon last week. He is returning to England after a recuperation trip to Arizona, and will be formally entertained by the club next fall.

"How and Why the Banks Should Advertise" was the theme of an address by Professor R. S. Butler before the Advertisers' Club of Milwaukee at a luncheon in the Blatz hotel. The speaker dwelt on the most effective methods of advertising and emphasized the necessity of gaining the confidence of the public.

Elaborate plans are being made by the New York Press Association for its annual convention, which will be held in Garden City, L. I., on July 10, 11 and 12. Edgar L. Adams of Marathon, president of the association, and Dr. E. H. Porter, of the executive committee, have made all plans for holding the convention at the Garden City Hotel. Among the features of entertainment will be the flight of several aviators from the nearby fields at Nassau Boulevard, at Mineola.

Members of the association will also visit the new publishing house of the Doubleday-Page Co. while in Garden City and inspect all departments of the plant.

The Omaha Ad Club is now publishing a "paper" regularly. It is a monthly known as the Ad Club Standard. Robert H. Manley is editor. The club voted that it would not contain paid advertising.

A national board to guarantee the statements made in all advertising approved by it was urged before the Cleveland Advertising Club by

# ADVERTISING MEDIUMS.

## The CLEVELAND LEADER

The Leader's audience is made up of intelligent, discriminating people who believe in the PAPER—and believe in its ADVERTISERS. That is "pulling power."

Space and pulling power—results. Let us tell you the story of the Leader's wonderful growth.

The Leader's circulation has been examined.

PAUL BLOCK, Inc.  
Managers of Foreign Advertising.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

## THE GROWING PAPER OF BOSTON IS THE TRAVELER (EVG)

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

C. H. Whitaker of New York last week. He suggested that honest advertisers and publications adopt the plan used by the motion picture film makers in the national board of censorship.

The Buffalo Ad Club has begun to hold midweekly meetings.

At last week's meeting of the Advertising Men's League of St. Louis the remarks of Harry Meyer were continued from last meeting. S. S. Brill talked on "St. Louis as a Factor in the Export Business and Possibilities in Latin-American Countries and the Orient." E. P. Lamplin spoke on "My Experiences as a Country Merchant and Advertiser."

The Town Criers, of St. Paul, have promised that Howard Elliott, president of the Northern Pacific; L. W. Hill, president of the Great Northern; Governor Eberhart, of Minneapolis, and Mayor Keller, of St. Paul, will attend the annual Home Products dinner April 17. The advertising men are preparing for 500 guests and nothing will be served except what is made in St. Paul.

The Inland Daily Press Association at its semi-annual meeting in Chicago elected A. M. Shook of Aurora president, and W. V. Tuford of Clinton, Ia., secretary-treasurer. The editors adopted resolutions against any increase in second class postage rates.

The recently organized Norfolk (Va.) Ad Club has elected the following officers: President, L. G. Kitchen; vice-presidents, J. C. Gordon and E. L. Graves; secretary, J. K. Waterman; treasurer, C. J. Egerton.

Ernest J. Evans of the Salt Lake City Tribune has again been elected president of the Press Club. His associate officers are: C. L. Lancaster, Herald-Republican, first vice-president; James A. Stanley, Telegram, second vice-

# ADVERTISING AGENCY.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

president; Percy M. Cropper, Desert News, third vice-president; Gordon H. Place, Telegram, secretary-treasurer (re-elected); A. N. McKay, P. A. Simpkin and B. S. Young, board of managers; Burt Armstrong, historian.

The Advertising Club of Denver had the bankers and financial men of the city as guests at its meeting last week at which banking publicity was discussed.

In the future the Houston Adcraft Club will meet in the grill room of the Bender Hotel.

More than 800 business men attended the weekly luncheon of the Seattle Ad Club on February 20.

A benefit performance of "Hansel and Gretel" and "Pagliacci" recently given at the Metropolitan House for the German Press Club of New York realized \$5,000 for the organization.

The New Jersey Women's Press Club will hold its monthly meeting, Monday, March 4, in Newark.

The members of the Louisville Press Club were the guests last week of Manager Taylor of the Gayety Theater at a performance of "The Taxi Girls."

# THE PRESS AND TRUTH.

William Seaver Woods, editor of the Literary Digest, in a lecture last Saturday to the students of the New York University School of Commerce, Accounts and Finance, defended the newspapers of the country against the charges of undue influence from their advertising and other financial interests. Mr. Woods' subject was "The Ideals of Journalism." While admitting instances of wilful coloring of the facts he said the present tendency was toward greater truthfulness and gave many examples in support of his opinion.

He held up before the students of journalism of the University the importance of the profession. The newspapers were "moving pictures of human life," he said, in which greater faithfulness was to be expected and found than in any other art today.

The A. C. Bager Advertising Company, Chicago, has increased its capital from \$1,000 to \$25,000.

# ADVERTISING MEDIUMS.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 per day.

For a short time advertising will be accepted at flat rate of 7c per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct. WRITE FOR INFORMATION.

(Only English Newspaper)

EL HERALDO MEXICANO

(Only Afternoon Spanish Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY

New York Kansas City Chicago

LARGEST CIRCULATION

There are 100,000 homes

The combined circulation of the

AMERICAN and STAR

is from 130,000 to 140,000

daily. These two papers reach practically every person in Baltimore whose

patronage is worth having.

C. GEORGE KROGGESS, CHICAGO.

Marquette Building, CHICAGO.

VERREE & KONKLIN, Inc., NEW YORK.

## Grand Rapids Evening Press

THE LEADING DAILY PAPER

in Western Michigan. 50,000

DAILY Circulation.

Foreign Representatives,

J. A. KLEIN, Metropolitan Tower, N. Y.

JOHN GLASS, Peoples' Gas Bldg., Chicago

CHATHAM COURIER SOLD.

J. W. Darrow, for twenty-nine years proprietor of the Chatham (N. Y.) Courier, has sold that paper, with its sub-editions, the Rensselaer Courier, the Kinderhook Courier, to Albert S. Callan of Albany, former member of assembly from Columbia County. The transfer of property will take place on April 1 next, at which time Mr. Darrow will retire from active service as a publisher.

## FIRST.

In 1911, excluding Wants, The

## NEW YORK TIMES

published a greater volume of general advertisements than any other New York morning newspaper.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE  
**CHRISTIAN  
SCIENCE  
MONITOR**

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
**CHRISTIAN SCIENCE MONITOR,**  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg., Chicago

THE  
**DEMOCRAT**  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

THE JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

NEWSPAPER MEN ENTER  
THE MAGAZINE FIELD.

Colonel William D'Alton Mann, editor and proprietor of Town Topics, New York, has decided to give his entire attention to his duties as editor-in-chief, and relinquishes the management to F. B. Millar and Will N. Hudiburg, who have acquired substantial minority stock holdings in the Town Topics Publishing Company. The former has been elected vice-president and the latter business manager. The majority stock remains in the hands of Colonel Mann as heretofore.

Mr. Millar comes to Town Topics from Chicago, and has a wide experience in the publication field. He has been connected with newspapers in various parts of the country in positions ranging from reporter to advertising and business manager. He will have general charge of the publication.

Mr. Hudiburg was engaged in the daily newspaper field of the South for the past fifteen years. Twelve years of this time he was with the Chattanooga News, and for a long time was in charge of the foreign advertising department. He was later business manager of the Nashville American, advertising manager of the Louisville Herald and more recently publisher of the Bessemer (Ala.) Standard. He will have charge of the circulation and

Largest proved high-class  
evening circulation.

THE  
**NEW YORK  
GLOBE**

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
**WASHINGTON  
POST**

For advertising rates apply to  
Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

advertising departments of Town  
Topics.

## DRUGGISTS ORGANIZING.

Ninety-two of the 240 druggists in Cleveland have formed a co-operative association, known as the Mutual Drug Advertising Company, for the promotion of their business and for mutual protection.

This is in line with the plan inaugurated recently when forty-seven drug stores in Cincinnati banded together, forming the Economy Drug Stores. The stores, while joining in their advertising, will continue under private ownership, each preserving its individuality. An advertising campaign will be conducted to inform the public that low prices for standard drugs and medicines will be met.

## HARDON TO START NEW MAGAZINE.

The title of the New Englander, a monthly, of Seattle, has been changed to American Colonist. R. V. Hardon, its founder, has sold it to a corporation.

Mr. Hardon will start a new monthly about March 1, called the Washington State Magazine. He was formerly a newspaper man.

## VIRGINIA'S NEW DAILY.

The Alexandria (Va.) Daily News will make its appearance about March 1. It will be an evening publication, local in character, with Lawrence J. DeMotte as publisher. John B. DeMotte will be the business and advertising manager, and A. R. Onyon in charge of the news. Its policies are to be independent, but progressive.

## MAGAZINE TO IMPROVE.

The Examiners' Bulletin, a monthly magazine published in the interests of the physicians of the country engaged as examiners for insurance companies, etc., upon entering into its second year of existence plans to broaden its scope to national activities in the field. The publication is issued from Seattle.

## ADVERTISING AGENCIES.

**LEVEN**  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.

Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.

**PAYNE & YOUNG**  
SPECIAL REPRESENTATIVES.  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## ADVERTISING MEDIUM.

**GOLD**  
represents the commercial  
standard of nations. The

**COSMOPOLITAN**  
represents the standard of  
magazines.

NEWSPAPER PLAY MAKES A  
HIT IN NEW YORK.

"The Truth Wagon," an entertaining little comedy, of heretofore unseen newspaper life and politics, was presented for the first time in New York at Daly's Theater Monday night. The author is Hayden Talbot, a newspaper man who has worked from New York to San Francisco.

The principal character in the piece is John Ross, Jr., a young man, who buys a newspaper called the Truth and sets out to make it live up to his name, in which he is successful in a political battle and incidentally wins a wife. The piece furnishes some good dialogue and considerable fun.

At the end of the play the author was called on the stage and compelled to make a speech.

A special performance of the play will be given at 1:30 o'clock tomorrow morning for the benefit of workers on the daily newspapers.

## A STAFF RE-UNION.

More than eighty employees of the New York Journal of Commerce held their third annual dinner recently at the Cafe Boulevard, it being given under the auspices of the paper's baseball association. Representatives from every department were present.

A special feature of the dinner was the issuance of an extra edition of the Journal of Commerce, called the baseball edition, a miniature in form of the parent newspaper. It was filled with quips and jests about members of the force.

Harry E. Willis succeeds Geo. F. Budweiser as publisher of the Fairpoint (S. D.) News.

## ADVERTISING MEDIUMS.

**THE BOSTON  
AMERICAN**

*Largest  
Circulation*  
IN NEW ENGLAND  
DAILY AND SUNDAY  
*Over 400,000*

**THE PEORIA  
JOURNAL**

is the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

THE  
**MILWAUKEE  
NEWS**

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.  
Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

CIRCLE MAGAZINE BUYS  
SUCCESS PROPERTY.

The Thwing Company, publisher of the Circle Magazine, purchased the good will, lists, editorial and art material, book stock and office machinery and equipment of the Success Magazine and the National Post.

Success will be combined with the Circle and arrangements will be made immediately to continue all paid subscriptions.

The purchase is made from Louis Leavitt of Brooklyn, who acquired the publication at auction sale several weeks ago. The Circle Magazine has just been revived by Eugene Thwing and associates after a suspension of nearly two years.

## GETS MAGAZINE INTEREST.

Arthur A. Hinckley, until recently of N. W. Ayer & Son, Philadelphia, has purchased an interest in Home Life, Chicago.

THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

is repeating in the City of Seattle the great success as an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative:  
THE S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY



## ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives  
I. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

Results are obtained in the  
SAN FRANCISCO  
CHRONICLE  
THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## 'PHONE HERALD'S SHORT LIFE.

Continued from Tenth Page.

ied by the long legal fight, had lost interest and dropped out of the company, so far as any active participation in its affairs was concerned.

### MUSIC THE FAVORITE.

While the city of Newark was being canvassed for subscribers, which were procured readily, because the musical program was a strong selling feature of the service, Captain Gunn was hustling energetically for a man with sufficient capital to see the enterprise through to a sound business basis. The forty-odd canvassers brought in about 3,500 contracts in less than three months, although less than 500 installations had been made at the time the service was discontinued. The installations were held back by the lack of capital.

The first signs of trouble were manifest on Christmas eve when the usual pay-day was missed for the first time. The following week the employees were paid, and it was thought more capital had been interested. However, another crisis was reached in the history of the company about the middle of Jan-

## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

# BURRELLE

45 Lafayette Street, New York City  
Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

### 47,000 CIRCULATION DAILY.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

## The TOLEDO Daily BLADE

THE TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

uary. One afternoon at half-past three o'clock, the time for the orchestra to begin playing in the music room, the musical director was told by the musicians that there would be no music unless they were paid their over-due salaries. The money was not available at that time and the musicians quit. As a result, the musical service was discontinued.

The force in the news room continued for another month. This force was made up of two editors and four "stentors," as the men who read in the soundproof booths were termed. After the lapse of another month, when no sale of the corporation to capitalists had been accomplished, the news room force quit and on St. Valentine's day the service terminated.

Since that time Captain Gunn has been doing his utmost to get moneyed people interested. It is admitted that the proposition is a good one, but the experience of the four months proves that it will require considerable money to finance it until there are enough subscribers to make it self-supporting.

The news room was handled very much after the fashion of a big daily newspaper. There was a telegraph service from one of the big press associations, all of the local news of Newark was supplied by one of the daily papers in advance of its publication; and with the morning and afternoon New York newspapers there was no lack of material to keep the service continuous between the hours specified on the daily program.

### HOW NEWS WAS GIVEN.

The news was read over the service from the soundproof booths, each stentor reading fifteen minutes and resting forty-five minutes. The "copy" was all prepared ahead by the two editors, all scandal and sensational matter being eliminated. In fact, so much care was exercised relative to the character of the news used that a child of tender years might listen at any time and not be offended by what would be heard. The stentors read at the rate

## ADVERTISING MEDIUMS.

In considering circulation remember that the

## BOSTON HERALD

has both

### Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York. Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

The LARGEST and MOST MODERN newspaper plant in any Latin-American country is owned by the

## HAVANA POST

George M. Bradt, publisher,

which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba.

of about 135 to 140 words a minute, so that between fifty and fifty-two columns of matter was talked over the wire daily for the benefit of the subscribers.

Different kinds of news were put over the wire by schedule. For instance, at nine o'clock the bargains at the local department stores were talked to the subscribers, at half-past ten o'clock the latest foreign news had the wire service for an hour, while at two-thirty o'clock in the afternoon household hints and recipes went over for the benefit of the housewives.

Rarely, if ever, was the cry of "copy," which is never-ending in a regular newspaper office, heard. And yet, at rare intervals the "stentor" would find himself running out of copy, and he would open the door of the booth quietly, and fairly whisper the magic word that would send one of the editors scurrying to the booth with more material.

There are many interesting stories told about the experiences of some of the musicians in the music room. One is to the effect that a big, husky tenor singer, when he had finished singing a solo before the microphone in the music room, had such an attack of stage fright that he found himself clutching the stand which supported the microphone with a death-like grip. The fact that he could not see his auditors, had no idea of the number of listeners, and could not gauge the effect of his singing, all had a tendency the first time to produce one

## ADVERTISING MEDIUMS.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herald.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
705 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager.  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

## The News League of Ohio.

## THE DAYTON NEWS

## THE SPRINGFIELD NEWS

Reach 75 per cent of the homes of these cities on paid subscriptions, and our Circulation Records and Cash Books are open for your inspection.

Principal Office, DAYTON, OHIO.

## THE Indianapolis Sun

daily and Sunday actual  
average circulation in Dec. 43,601

The fastest growing newspaper in America

PAYNE &amp; YOUNG Reps., East and West

of the worst attacks of stage fright he had ever had.

The service was installed by means of a wall bracket, with two receivers, similar to a dollar watch. The sound was transmitted by means of the microphones, which are of greater carrying power than the ordinary telephone transmitter, to the switch-board, and then by means of a transformer distributed throughout the service. The transmission was even better than the ordinary telephone, and the music was heard with great satisfaction by those who had had the service installed in their homes in Newark. The cost was \$18 a year in advance, or five cents a day—the price of two daily papers.

Had the Newark venture been a success it was the intention of the parent company to dispose of the rights for various states. It is understood that a company has been organized to establish a system in Los Angeles, Cal., but whether the closing of the Newark plant will have any effect on it is a matter of conjecture.

## IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS, and hundreds of other prominent publications, as well as the GOVERNMENT PRINTING OFFICE.

Trade Mark

# M & E

Registered.

## MERCHANT & EVANS CO.

Smelters—Refiners  
PHILADELPHIA

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER

# The Monotype System

for the

## Newspaper Composing Room

### MEANS

More Type

*Over 950 fonts to chose from*

Better Service

*To Advertisers*

Better Type

*As good as foundry type*

Bigger Profits

*For the Publisher*

and a Typographical Quality to equal the  
highest standard of newspaper printing.

Start with our Type Caster (convertible), a speedy, flexible machine that casts all sizes and varieties of type and borders.

Over 950 fonts of the newest and best faces available through the Matrix Library, at an average cost of \$1.67 per font.

Each font for use when you please, as long as you please.

The Monotype Convertible Type Caster becomes a standard Composing Machine by adding the necessary parts (in your own plant), and you have the only composing machine that really eliminates hand work, in composing department store and all other varieties of ads.

Corrections, as with foundry type, are made by a man--not a man *and* a machine. The Monotype casts the best type and composes the best ads printed in the best newspaper plants.

The Monotype is the *one* machine that fits into any plan of scientific or economical management, because there's only one model--and that always the latest.

## Lanston Monotype Machine Co.

Philadelphia

Miller & Richard, Canadian Representatives, Toronto & Winnipeg



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

# THE FOURTH ESTATE

TWO DOLLARS A YEAR

No. 941

NEW YORK, SATURDAY, MARCH 9, 1912

TEN CENTS A COPY

## BUSINESS OPPORTUNITIES.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

\$11,000 cash, balance deferred, buys only evening newspaper property in growing city of 17,500. Three linotypes and up-to-date press equipment. Annual volume of business \$30,000. Will pay 10 per cent. on investment.

Proposition C. U.

C. M. PALMER.

NEWSPAPER BROKER,  
277 Broadway, New York

## Do You WANT TO SELL OR BUY

A NEWSPAPER PROPERTY?  
Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City

## FOR SALE.

FOR SALE. Up-to-date newspaper in prosperous

Southern city, The Anniston Hot Blast, established 1873 and the leading daily of one of Alabama's most progressive cities—will be sold to the highest bidder on March 19th, 1912. All bids must be properly sealed and certified check for \$100.00 accompanying same. Owner has other interests which demand his entire time. For complete details, circulation, inventory of equipment, etc., address J. H. Edmondson, Box 232, Anniston, Ala.

FOR SALE: At a great bargain, one John J. Claus Webb Printing Press, in excellent condition. Having two other presses we can spare this one. Will print any paper, four to eight pages, about 8,000 per hour. Size—11 ft. long, 6 ft. wide, 7 ft. high. Prints either 7 or 8 columns, with quarter fold. Price \$2,500.00, at 100 Fifth avenue, Chicago, Illinois. Illinois Publishing Company.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

## FOR SALE.

### FOR SALE.

One Cox Duplex  
Printing Press, prints 4-6-8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

One Goss Pony  
Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

One Goss 4-deck  
Straight-line Press, prints from 4 to 32 pages.

One Goss 3-deck  
Straight-line Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE

One Brown & Carver, automatic, 3-cutting machine: in use about one year: list price \$668; will sell for \$500. F. O. E. Racine. Address Journal Printing Co., Racine, Wis.

LINOTYPES FOR SALE. Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

FOR SALE: One Mergenthaler Linotype No. 1, quick change magazine, carries one magazine with full face and light face change lever, in excellent repair. Used now. Price, \$1,500.00, at 100 Fifth avenue, Chicago, Illinois. Illinois Publishing Company.

## HELP WANTED.

Wanted. A young man to join me in building up an established investors' magazine. Clean, high-class and conservative. Splendid opportunity for right man. Address FINANCE, care The Fourth Estate.

## REPORTERS WANTED.

Two capable men for a New Jersey morning paper; positions will be permanent and while only a moderate salary can be paid at the beginning, advancement will be rapid. Address, stating age, experience, lowest salary expected and giving reference as to character and ability, William H. Guisus, The True American, Trenton, N. J.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

You Have A Chance Now  
To Get This  
Capable, Practical, Creative

## CIRCULATION MANAGER

Approaching prime with a long record of circulation success—present being the most noteworthy—an honest, alert, loyal man with a broad Northern and Southern experience on newspapers and periodicals, desires to change for sufficient reasons. A chance for an appreciative publisher to get a reliable man to whom he can turn over all his circulation machinery. Will go anywhere, but South preferred. If you don't need me, suggest someone who does. Address Box C, c/o THE FOURTH ESTATE.

## MANAGER

With long, successful career in the upbuilding of newspaper properties seeks connection on a strictly continent basis, preferably with opportunity to acquire interest, and solicits correspondence with owners of daily newspapers not earning satisfactory profits. Amer. can. age 34; good executive; careful, economical manager with practical experience in all branches of newspaper publishing; strictly temperate; exceptional references. Present contract expires in August, will be open to engagement September 1st. Address C. R. H. Care The Fourth Estate.

## AT LIBERTY

Advertiser nine years' experience, also seven years' experience as reporter for dailies and magazines. Thoroughly posted theatrical line, will accept position in either capacity. Salary according to ability. Will go anywhere. Box 36, Friars Club, 107 West 4th St., New York City. Long Distance Phone 4500 Bryant.

Live young sporting man versed in every phase of the game, desires to change his position. Has had three (3) years' experience. At present employed in the City of 3500. Address Well versed care The Fourth Estate.

WANTED.—A position by a stenographer with nine years' experience. Have high charge of orders, filing and correspondence. Can furnish excellent references. Address Competent, Box 33, care The Fourth Estate.

Active hustler, with fifteen years' varied and exceptional experience, available for editor or good desk position in or near New York. Has covered Congress and New Jersey Legislature. Posted in several special lines. First-class references. Address A., care The Fourth Estate.

## SITUATIONS WANTED.

YOUNG MAN, four years' experience as manager in building a prosperous daily in middle western town of 25,000 from circulation of 500 to 7,000. Last two years as General Manager in doubling the advertising and circulation of a large city newspaper. Wants position as business or general manager. Experienced in handling men and organizing every department of a newspaper. Can produce results and give best references. Address "M. C." care The Fourth Estate.

## As Classified Manager.

A business producer, seven years experience on two good papers, will install complete system. A great builder of small ads. I know the foreign field, 28 years' old married. Can give best of reference. Address J. E. S., care The Fourth Estate.

BUSINESS MANAGER with fifteen years experience in every department, having sold his interest in paper, desires opening after April 1st. Address A. A. C. care The Fourth Estate.

## CIRCULATION MANAGER WANTS OPENING.

Capable, energetic, first-class manager. Ten years' successful experience. Employed at present, but wishes to change. Reference furnished. Address H. B. STOWE, General Delivery, St. Louis, Mo.

Wanted.—By an experienced, capable and reliable newspaper worker, position as managing editor or Sunday editor of paper in good territory. Prefer central west or south, and place where interest could be secured when work is proven. Address "Experienced," care The Fourth Estate.

## CIRCULATION DIRECTOR

with brains, energy, system, judgment and endurance desires to connect with publisher who is willing to pay for a "top-notch" man. Not a pretender, but am able to deliver, and place where interest could be secured when work is proven. Address, B. E. C., care The Fourth Estate.

For other classified ads see eighth page.

"EDMUND BURKE said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than they all."  
—Carlyle's "Heroes and Hero Worship," Lecture V.

## EASTERN AD MEN'S CONVENTION.

### PROPOSAL TO SUB-DIVIDE IS IN DISFAVOR—BIG CLOSING BANQUET.

Nearly sixty delegates from the advertising clubs in Eastern and New England states attended the annual convention of the Eastern Division of the Associated Advertising Clubs in New York on Thursday. The meeting was held in the Myrtle Room of the Waldorf-Astoria, with President Gerald B. Wadsworth of the division in the chair.

Enthusiasm marked the work in business sessions, and the general topic of discussion was the coming national convention in Dallas on May 19 to 23. The advertising men put in a busy day. They went into session early in the morning and before noon had cleaned up a lot of business, besides becoming acquainted with one another as the result of a little informal "get-together" reception before the meeting was called to order.

The election resulted in the selection of Mr. Wadsworth of New York to again fill the president's chair. E. J. Shay of the Baltimore Ad Club, was elected first vice-president and E. E. Murphy of the Syracuse Ad Men's Club second vice-president. Malcolm Moore of Philadelphia resigned as secretary-treasurer, and is succeeded by H. M. Kirby of New York. Mr. Kirby is assistant to William C. Freeman in his advertising enterprises.

Dan A. Carroll, the New York special representative, was elected to the board of directors, making the fifth member. The others are H. B. Humphrey of Boston, W. H. Ingersoll, New York; Granville Hunt, Washington, D. C.; and Fred Aldred, Providence, R. I.

On opening the meeting President Wadsworth explained that the purpose was to let the delegates become acquainted personally with one another and with the work that is being done by their sectional division. Secondly it was to demonstrate the value of co-operation to attain success in advertising as well as in endeavors of any other nature. It was the first meeting of the division.

One of the first matters brought up was the fact that the division as yet had no constitution or by-laws of its own. The subject aroused a general discussion as to whether or not it should have its own governing rules, among those voicing the opinions being William C. Freeman of New York, O. S. Bruck, representing the Southwestern Division; L. E. Pratt, New York; E. J. Shay, Baltimore; Fred W. Aldred, Providence; A. C. Burrell, New York; and Henry B. Humphrey of Boston.

#### FOR SPLITTING THE DIVISION.

In connection with the discussion of this subject Mr. Aldred of Providence declared that there was a strong opinion in New England that the Eastern Division should be divided up into units so as to allow of New England holding its own sectional convention. He thought that this was a good idea as it

would give each respective section the opportunity to hold meetings at greater frequency and thereby produce better advertising conditions in that district. Of course his idea, he said, was to have all units co-operating with the Eastern Division for the general improvement of conditions.

Mr. Bruck was against the idea. He said: "I do not approve of the idea of splitting the Eastern Division up into units because when you do so, you will not be able to get together often enough to discuss vital questions properly, with the result that the Western and Southwestern Divisions, which are two solid bodies, will eventually wipe the strength of the East off the map."

"Mr. Aldred intimates that the trip from home and business to these conventions takes up a good deal of one's working time. I consider the Southwestern Division of the A. A. C. A. one of the strongest advertising bodies ever organized. If the question of time spent in journeying to the various conventions arises, we Southwestern and Western people would just as leave worry about the crossing of the street to a restaurant as we would of traveling a thousand miles or more going to the Pacific Coast or to Portland, Me."

"The reasons for my saying this is that the members of the Western and Southwestern Divisions know these meetings to be of vital importance to the betterment of advertising."

Continued on Twelfth Page.

### MORE DELAY IN PAPER STUFFING CASE.

Magistrate Freschi, of New York, who was to have rendered a decision Tuesday in the case of Samuel Horowitz, the newsdealer charged with a violation of a section of the city ordinance prohibiting the distribution of circulars, &c., in newspapers, instead announced that he would probably not do so for two weeks.

### BEAVER TIMES' CHANGE.

The Beaver (Pa.) Daily Times has been transferred by the Beaver Publishing Company to a new \$50,000 corporation to be known as the Daily Times Company, the incorporators of which are John L. Stewart of Washington, Pa.; H. O. Allison and Edward L. Freeland, local men. The company will continue to publish the Times as an evening Republican paper.

### WILL BOOST ROOSEVELT.

Roscoe Conkling Mitchell, formerly a reporter on the New York Herald, has been placed in charge of the publicity end of the Roosevelt Presidential boom. He will be located in the offices of the National Roosevelt Committee in the Metropolitan Building, New York.

### JOHNSTOWN PAPER QUILTS.

The publishers of the Gloversville (N. Y.) Leader have purchased the property of the Johnstown Republican and the Leader will be issued hereafter as the Leader-Republican.

The paper will be published in Gloversville by the M. B. Collins Co.

## CULLING CHAFF FROM WHEAT

### A. N. A. M. ADOPTS STANDARD TO DECIDE GOOD AND BAD ADVERTISING

The Association of National Advertising Managers at its meeting in Cleveland adopted a standard by which it believes publishers can be guided in deciding whether or not any particular advertisement is objectionable. It is as follows:

"All advertisements can be divided into three classes: First, the obviously desirable; second, the obviously objectionable; third, the doubtful."

"In endeavoring to decide whether or not to accept an advertisement that falls into the doubtful class, a publisher should reflect if it is apt to injure his readers in local, moral or physical health, or if it contains any unwarranted statement."

The association expressed the unanimous belief that any publisher who really desired to bar objectionable advertising from his columns would have no difficulty in arriving at a correct decision as to what such consisted of if he kept this standard before him.

Supplementing its action in Cleveland the association now issues a statement in which it further defines its views and attitude on the subject. This is as follows:

"We, as advertisers, have a vital interest in the promotion of clean advertising and the elimination of all advertising which cannot be so classified. We need not dilate on this point. It is a subject on which all our members are agreed. The question, therefore, is simply one of ways and means to accomplish our end."

"The question as it presents itself has two phases:

"1. What constitutes clean advertising?"

"2. Given a satisfactory answer to this question, how are we to promote clean advertising?"

"This distinction is theoretical rather than practical. We believe that the great majority of publishers are willing and anxious to co-operate with us in this matter. Hence a satisfactory answer to the first question will necessarily carry with it an answer to the second."

"All advertisements, viewed from the standpoint of morals and honesty, may be divided into the three classes already mentioned."

"The proposition, in so far as it concerns the first two classes, is simple enough. It is concerning the doubtful or questionable advertising that the main difficulty arises."

"It is, we suppose, natural for the publisher to whom this question is presented by us to ask us to define our attitude toward doubtful advertising. In putting this question up to us he will probably cite some individual advertisement which is or has been offered to him, and ask us to pointblank our opinion concerning it."

"If we were to attempt to answer all or any such questions, we

Continued on Nineteenth Page.

### NEW FOOD JOURNAL.

Frances E. Meyers, Herman B. Meyers and John D. Robertson have organized as the American Food Journal Company, of Chicago.

## THE COMMERCIAL-TRIBUNE TRANSFERRED.

The Commercial-Tribune Newspaper Company, of Cincinnati, organized a short time ago to take over the Cincinnati Commercial-Tribune, formally assumed charge of that newspaper on March 1. The company is capitalized at \$100,000, and the incorporators are R. K. Hynicka, August Herrmann, Scott Small, J. L. Steele and Frank L. Dinsmore.

Mr. Hynicka, who is president of the Columbia Amusement Company, controlling many burlesque enterprises, and August Herrmann, president of the National Baseball Commission and principal owner of the Cincinnati National League Baseball Club, both rated as millionaires, control the stock in the paper. A number of their friends will have holdings, however.

J. L. Steele retires as business manager and is succeeded by Charles H. Wooley, who has served the Scripps League in a similar capacity. Scott Small is the managing editor.

Julius Flamm, who has been reported as being associated with Messrs. Herrmann and Hynicka in the purchase of the Commercial-Tribune, has no connection to date with the new management, according to a statement given out.

### LANGTRY FAVORS POLITICS.

Albert P. Langtry has retired from the office of publisher and editor of the Springfield (Mass.) Union. He retains his principal ownership of the paper, but desires to give more time to his duties as secretary of the state.

John D. Plummer, heretofore business manager of the Union, succeeds Mr. Langtry as publisher, and Maurice S. Sherman assumes the duties of editor. Guy M. Peterson becomes business manager, and Henry N. Bowman is now assistant business manager.

### NEW PAPER FOR GEORGIA.

Fort Gaines, Ga., is soon to have a new paper to be known as the Southwest Georgian. It will be edited by W. C. Kelly, former editor of the Jeffersonville (Ga.) Citizen. The paper will be owned and controlled by a stock company capitalized at \$3,000, which has purchased the old Sentinel plant, and also the Brown Publishing Company.

Mr. Kelly is an experienced newspaper man, having been in the business for more than twenty years. The Southwest Georgian will be issued weekly in eight-page form.

### MAYOR GLASMANN SELLS.

The Ogden (Utah) Examiner was taken over by a new corporation on March 1 by J. U. Eldredge, Jr., Governor William Spry and Leroy Armstrong. Mayor William Glasmann of Ogden has heretofore been the publisher.

### BRAND MADE MANAGER.

Jesse R. Brand has been appointed business manager of the Muncie (Ind.) Press. He was until recently connected with the Indianapolis Star.



*Full Speed Ahead!*

# New York American

During February

**M** AINTAINED THE PACE that it has been setting by LEADING ALL OTHER NEW YORK MORNING AND SUNDAY NEWSPAPERS IN TOTAL ADVERTISING GAINS.

In addition the New York American not only *published more dry goods* advertising but *gained more* than any other New York morning and Sunday newspaper.

It has been the contention of many that the dry goods advertisers of New York City are the "wisest buyers" of newspaper space. If this be so, then the following figures are significant:

## 275,685 Lines

of Dry Goods Advertising were published by the New York American during February

This represents a GAIN OF 36,667 LINES over February of last year—ALMOST THREE TIMES THE GAIN OF THE NEAREST COMPETITOR of the NEW YORK AMERICAN.

Figures compiled by the Statistical Department of the New York Evening Post

*"QUALITY—QUANTITY"*

For Best Results

## PAPERS TAKEN TO TASK FOR BAD ADVERTISEMENTS.

After a grand jury in Louisville Tuesday had indicted Uriel Buchanan and Madame Hill, occultists, on the charge of cheating Louisville women out of thousands of dollars, it filed a report containing a severe criticism of local newspapers for publishing the advertisements of the defendants and for warning them of the movements of the officers after the indictments were returned.

"It is unfortunate indeed that reputable newspapers of large circulation," reads the report, "can be induced for a paltry financial consideration to publish the palpably false, fraudulent, and extravagant advertisements of such fakirs with their alluring promises to the sick and suffering. Over credulous and ignorant persons read such advertisements in their favorite newspaper, which they have confidence in, and are influenced thereby to pay a visit to these moral lepers."

## CHANGE IN IDAHO.

The Hollister (Ida.) Herald has undergone a change of management. Karl Hale Dixon, who has hitherto been the publisher, assumes the active editorship, while John Clark Harvey, who had been manager, goes to Twin Falls. The policy of the Herald will continue as it has been in the past.

## NEW A. N. P. A. MEMBERS.

The Hudson Observer, of Hoboken, N. J., has been elected to membership in the American Newspaper Publishers' Association.

The Grand Forks (N. D.) Evening Times and Herald, and the Paterson (N. J.) Press and Sunday Chronicle are also new members of the association.

## HAS NEW MANAGER.

The York (Neb.) Republican, thirty-six years old, is now under the direction and editorial management of Bert R. Johnson, late of Kewanee, Ill. Mrs. Dayton, widow of the late W. E. Dayton, is still publisher.

## FIRE IN TUCSON.

Fire starting in an adjoining building completely gutted the home of the Tucson Citizen. The loss is estimated at \$25,000. The Citizen is now being issued, temporarily, from the plant of the Daily Star. A new building and equipment have been ordered.

## Further Progress

The Pittsburgh Post gained a total of 1668 inches in paid advertising during the month of February, 1912, as compared with the same month last year.

January gain, . . . 1149 inches  
February gain, . . . 1668 inches  
Two months' gain, . . . 2817 inches

If your advertising is in a rapidly growing newspaper you are in right! THE

## PITTSBURGH POST

JOHN BUDD COMPANY, Special Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

## FOR A STATE MEMORIAL TO GREELEY.

An appropriation of \$10,000 to be applied to the fund for the erection of a monument in commemoration of the 100th anniversary of the birth of Horace Greeley is made in a bill introduced Tuesday in the New York Legislature by Senator Wainwright of Westchester. The bill incorporates a Memorial Committee of the Tuckahoe Historical Society and makes provision for the deed to the state of the site selected in Tuckahoe for the monument.

The bill also authorizes the placing of a bronze tablet on the pedestal, bearing an inscription, "Expressive of the honor and esteem in which the people of the State of New York hold the memory of Horace Greeley for his distinguished public service, exalted patriotism, and pre-eminent civic virtue."

John I. D. Bristol is chairman of the memorial committee.

## SPECIALS COMBINE.

Mortimer D. Bryant and L. D. Pullen, special newspaper representatives of New York and Boston, respectively, have combined their businesses under the name of Pullen, Bryant & Co. Offices will be maintained under the new arrangements in New York, Chicago and Boston. Mr. Bryant will retain charge in New York, and Mr. Pullen in Boston, while C. J. Anderson will look after the Western representation of the agency's papers.

## HOT BLAST TO BE SOLD.

The Anniston (Ala.) Hot Blast will be sold to the highest bidder on March 19. The stockholders have decided to dispose of the paper in this manner for the reason that it has not been a paying proposition in recent years. C. V. Rainwater of Atlanta is president of the present publishing company.

## EDITOR'S QUEER ACCIDENT.

Severing an artery in his right foot when it came in contact with the buckle of a hose supporter on his left leg, R. J. Hoagland, editor and proprietor of the Arcenville (Ill.) Independent, nearly bled to death. The accident occurred when Hoagland slipped and fell on an icy sidewalk.

## WALKER STARTS BUSINESS.

H. H. Walker, who has been connected with various general agencies in New York, has established a business of his own in the Fifth Avenue Building. He will conduct a general advertising agency under the name of H. H. Walker, Inc. Mr. Walker was until recently with the W. F. Hamblin Company and previously was with the Biggs, Young, Shone Company.

## RATES FOR POLITICAL ADS.

The meeting of the West Virginia Editorial Association in Charleston was largely attended. The association unanimously adopted a schedule of prices for political advertising. The next meeting will be held at Huntington May 15.

## WESTERN PAPER MAKERS WANT NEW R. R. RATES.

That Minnesota paper shipments into Southern and Southwestern territory cost the shippers three cents more a hundred pounds than do shipments from Wisconsin mills to the same points is the substance of the complaint in a recent hearing before Special Examiner F. I. Vassault of the Interstate Commerce Commission in Minneapolis.

The complainants are the Hennepin Paper Company, Little Falls, and the Watab Pulp & Paper Company, Saultell.

The railroads against which complaints of discrimination are made are the Northern Pacific, Great Northern, Rock Island, Milwaukee, Chicago & Northwestern and twenty-eight others. The allegation is that from Wisconsin mills shipments have been made at fourteen and one-half cents a hundred pounds to points in the South and Southwest territory, where Minnesota products, although from 100 to 300 miles nearer, are rated at seventeen and one-half cents a hundred pounds.

W. D. Hulbert, traffic manager of the Wisconsin Pulp & Paper Manufacturers' Association, testified that in his opinion the Minnesota mills should be given a rate as low as that granted the Wisconsin mills. Felix J. Streycmans of Chicago appeared for Wisconsin paper mills, intervening to oppose reduction in rates.

In support of this contention Charles G. Oberly of St. Cloud, vice-president of the Watab Company, testified that in shipping to Cincinnati he was compelled to cut prices because mills in Maine, 500 miles further from Cincinnati, were given a rate lower than Minnesota mills.

## VANCOUVER SUN OUT.

The Daily Sun has appeared in Vancouver, B. C., after preparations of several months. It will devote its efforts principally to the British Columbian and Canadian field. It is published by the Burrard Publishing Company, Ltd. John P. McConnell is managing editor, John H. Gerrie is news editor, Richard S. Ford is managing director and William J. Wilson is business manager.

## PULITZER SCHOOL PLANS READY FOR APRIL.

That the trustees of Columbia University intend to push as rapidly as possible the organization of the new Pulitzer School of Journalism was apparent at their monthly meeting on Monday. The board of trustees' plans for the curriculum of the new school were considered. These plans will be acted upon at the April meeting of the board. The building on South Field is in course of construction.

## A THIRD DAILY PAPER.

H. J. Richmond, who recently went from Coffeyville, Kan., to Independence, Mo., to take charge of the Sentinel, a weekly paper, has begun the publication of a daily issue. Independence already has two dailies, the Examiner and the News.

## Costly Easter Presents

are bought by rich people. Have you these things in stock? If so, you can find a ready market for them through the columns of the

*Easter Number of*

## TOWN TOPICS

*Which will be published March 28th*

Town Topics is read throughout the country by people to whom price is no object and quality is the supreme consideration.

Drop us a line for further information.

TOWN TOPICS,  
2 W. 45th St., New York.

## HOGUET IN CANADA.

The Hoguet Advertising Agency, of New York, has opened an office in Toronto, Can. Richard A. Charles is manager and is located at 23 Scott street.

Advertisers who investigate the **MILWAUKEE** field always select the **EVENING WISCONSIN**. Lowest rate per thousand of any daily in Milwaukee.

CIRCULATION:  
Daily Average for the year 1911 **44,766**  
A GAIN of 3000 copies per day over the year 1910.

JOHN W. CAMPBIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



# EXIT CHICAGO TRIBUNE: ENTER CHICAGO EXAMINER

After half a century the Chicago Tribune, in February, 1912, takes *second* place. It is beaten by the Chicago Examiner in the two most important branches of the newspaper business—total *display* advertising by columns, and total *department store* advertising, not only by columns, but by actual *lineage*. Here are the official figures taken from the Washington Press, an independent audit company:

*Department Store Advertising, February, 1912*

EXAMINER, 88,531 lines || TRIBUNE, 86,779 lines

*Total Display Advertising February, 1912*

EXAMINER, 1457.97 columns\* || TRIBUNE, 1445.60 columns

The reason for the above is very simple. The circulation of the Chicago Examiner among the buying classes is so much greater than that of the Tribune that *advertising* supremacy is naturally bound to follow *circulation* supremacy.

By the official figures of the Association of American Advertisers, the Examiner's net paid Sunday circulation for December, 1911, is 546,008, which is 200,000 more than the CLAIMED circulation of the Sunday Tribune. The Examiner's city circulation, during week days, by the same official figures, has averaged 186,731 during the last six months of 1911. This is 65,000 MORE than the CLAIMED city circulation of the Chicago Tribune.

Of the twelve department stores in Chicago, the Washington Press February report shows that the Examiner GAINED in every one of them, its total gain over February, 1911, being 22,779 lines. The Tribune LOST in nine of these department stores. Incidentally, the Examiner is the only Chicago morning newspaper which carries ALL the State Street department stores in its WEEK-DAY issues.

\* The Washington Press reports for February further show that the Examiner's gain in display advertising was 103.09 columns of 300 lines, or 110.45 columns of 280 lines, which is the Examiner's column length. This 110.45 column gain is the greatest gain of any Chicago newspapers, either morning or afternoon.

To people whose business it is to study and to understand the rise and fall of newspapers, the above facts are fraught with the greatest significance. It is the first chapter in the new era of journalism in Chicago. The succeeding chapters will be told as the months of 1912 roll on. Watch the Examiner grow. The scenes have shifted.

## ADVERTISING FOR PUBLIC LIBRARIES.

EDITOR THE FOURTH ESTATE.

SIR: In an editorial in the current issue of THE FOURTH ESTATE entitled "Advertising Era for the Churches," attention is directed to what has recently been accomplished in advertising campaigns conducted by various denominations in church and mission work. I believe another use to which advertising may soon be applied in the development of "the scheme of things" is that of public libraries.

Hundreds of millions of dollars have been spent in building libraries and in erecting churches in this country but somehow the trouble has been in filling the latter and in securing sufficient support to operate the former in a satisfactory manner. In both institutions we have the machinery to do the work, and to do it well, but so far the results have been sadly disappointing.

Sometime ago the present writer handled this subject in an advertising magazine in a way that aroused some discussion in library journals, both in this country and in Great Britain, but the objections raised were for the most part relating to the lack of money to pay for such advertising space and service.

This, of course, is the usual excuse made by those who are carrying on a business that doesn't pay, and our public libraries have not yet begun to pay dividends as they

should. Now that the churches are leading the way in the judicious use of printers' ink to push forward their good work the conservative old gentlemen who figure so largely on library boards all over America may eventually be tempted to venture a step or two in the same direction.

There is one thing certain: Public libraries would be far more generously supported by the local authorities if they were run on business principles and showed greater results for the money now appropriated as they would appeal to them as paying propositions. And the surest way to make them pay is to advertise widely and continuously in the daily newspapers what they have to offer to every one in the community.

JAMES C. MOFFET.

## NEW AD AGENT.

The L. W. Rinear Company has opened offices in Cleveland to conduct a general advertising business. The agency is located in the Hippodrome Building.

L. W. Rinear, C. B. Apthorp, T. S. Dunlap and Robert P. Abbey compose the company.

## TO ACT AS CORRESPONDENT.

John E. Boyle of Fairfield, Conn., president of the Business Men's Association, has been appointed correspondent for the Bridgeport Standard to succeed Leroy P. Beach, who is filling a suburban position with the Bridgeport Post.

## NEW YORK EVENING JOURNAL WORTH \$8,000,000.

The value of William R. Hearst's New York Evening Journal as a newspaper property is estimated at \$8,000,000. This interesting fact was brought to light Thursday by the filing of papers in connection with the appraisal of the estate of the late Thomas T. Williams, publisher and treasurer of the Journal Company, who died March 22, 1911.

According to the affidavit of Mrs. Helen T. Williams, the widow, her husband had an agreement with Mr. Hearst that he was to receive five per cent of the profits of the Journal above \$300,000 a year. She submitted a memorandum which she said was in Mr. Hearst's handwriting to the effect that the net profit of the Journal for 1910, less all deductions, was \$454,785. Mr. Williams' five per cent of the \$454,785 was \$7,739.25. On the basis of the Hearst computation the above quoted value of the property is arrived at.

The appraisal gave Mr. Williams' net estate as \$20,046. His widow gets \$8,682, and his daughter Helen \$17,364. There was nothing to show Mr. Williams' share of the profits in the Journal from January 31, 1910, to the time of his death.

Frederick Evans, Jr., formerly managing editor of the Newark (N. J.) Sunday Call, is now one of the editors of Hampton's Magazine.

## N. Y. PUBLISHERS BUY CLUB HOUSE FOR "NEWSIES."

Through the purchase Thursday by William Shillaber, Jr., of a building at Second avenue and 11th street the plan of New York newsboys to have a club of their own seems about to be realized. Mr. Shillaber bought the property as a representative of several New York newspapers whose proprietors are interested in the matter.

This new club is entirely a newsboys' enterprise, a large part of the funds for it having been collected by them.

## NEW SPECIAL AGENCY APPOINTMENT.

The Altoona (Pa.) Times has appointed Harry C. Griffith, 225 Fifth avenue, New York, to represent it in the Eastern field.

John N. Tenney of Chicago has been appointed Western representative of Joe Mitchell Chapple's Newsletter, a Sunday magazine newspaper supplement.

## TIMES GETS AMUNDSEN'S SOUTH POLE STORY.

The New York Times owns the exclusive rights to the personal story of Roald Amundsen in his claimed discovery of the South Pole. The matter has been copy-righted and syndicated by the Times and the first installment appeared on Friday.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birminghams, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.  
JAMES WRIGHT BROWN, Gen. Mgr.

## MAIN OFFICES:

105 WEST 40TH STREET  
(Tilden Building) NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, not including.

Advertisements in special position (not less than 28 lines in depth of column) double price.

No. 941

FOR THE WEEK ENDING SATURDAY, MARCH 9, 1912

## TEACHING JOURNALISM.

The delay in establishing the school of journalism provided for in the will of the late Joseph Pulitzer is ascribed to the inability of executors and Columbia University professors to agree on the proper methods of instruction.

Mr. Pulitzer's representatives are said to incline to severely practical training, while the college authorities lay stress upon the elucidation of underlying theories. It was Mr. Pulitzer's desire that theory and practice should be effectually combined, but their relative importance in the mind of the testator was not indicated.

The theory and practice of journalism, says the Philadelphia Public Ledger, are not mutually exclusive. But there is no doubt that in this calling an ounce of the latter is worth a pound of the former.

The college graduate will find scope for his ethics and his ideals, he will not have to subordinate his notions of right and wrong to external pressure as after-dinner orators declare he must.

He will find, however, that writing for a newspaper is not the same thing as preparing college forensics and essays in cloistered leisure. The rapid current of events will not wait for him to deliberate and reach the matured conclusions of a decade; he must make up his mind, and he must positively state a clearly formulated opinion.

In no calling is an acutely sensitive conscience in more active and continuous exercise. A newspaper is not a book or a magazine. Its aim is to tell what is happening in the world and to present a faithful and unbiased running commentary.

That sounds very easy, and is in fact immensely difficult. Scores of times, every day, fiction presents itself to a metropolitan newspaper masquerading under the guise of sober veracity. The spurious must by human eyes and minds be winnowed from the genuine and rejected.

The personal equation may undo the most elaborate and far-sighted

calculation. Great is the potency of folly and ineptitude in the business of producing a newspaper, and no individual training is wasted that diminishes the mischief done by narrow-minded ignorance and want of perception.

## BLEASE AND THE PAPERS.

The explosive governor of South Carolina has an altercation with the newspapers, which would hardly be worth much attention, says the Newport News, if it were not that the legislature of his state is involved and that his message denouncing the press falls into the childishness of assuming that the newspapers were once of far superior character and there has been a degradation of the press, which he deprecates.

The fact is that the governor is the storm centre of the politics of his state. His administration, his methods of campaigning and his ambition to be elected to the United States Senate have aroused intense feeling, public sentiment is divided and red-hot, and the greater part of the newspapers are against him.

Wherefore in a veto message he took occasion to pound the newspapers in the style to which they have become somewhat accustomed from public men whom they oppose and who in the great majority of cases are more objectionable than the men they support.

By a large majority the legislature has ordered the message exchanged from the journals, so that it is evident that the quality is not simply with the newspapers but with the legislature and with a considerable part, if not a majority, of the people.

If the newspapers are with the people against the governor they are certainly in good company and the presumption is in their favor.

The governor's comparisons are ridiculous. There never was a time when some newspapers were not opposing some public men or when public men were not denouncing newspapers which opposed them as

corrupt, scurrilous and the assassins of character.

This was even more true in the remote past than in the present. There is more restraint in the discussion of public men and less subordination to money influences than a century ago.

There is more temperateness in newspaper controversies than there was in periods of great popular excitement—like the Civil War, before and after, for example—because the newspapers pretty effectually represent public opinion in its various shades and public opinion is less excited now than then.

## NOTE AND COMMENT.

The first two months of ownership of the Grand Rapids News under A. P. Johnson were productive of results that must have been very satisfactory to the new publisher. In this time in advertising, notwithstanding an increase of twenty-five per cent, in rate, the News gained 8,326 inches over the amount carried in the corresponding January and February of last year. The figures for January were 18,212 inches, and for February 17,718 inches. Substantial gains were also made in circulation.

A bill has been introduced in the House of Representatives at Washington "prohibiting fraud upon the public" by requiring manufacturers to place their own names upon goods manufactured.

The new telephone directory issued in New York this week contains the listings of a new central office district known as "Greeley." This new exchange embraces all telephones located within the district lying between the south side of 39th street and the north side of 33rd and from Fifth avenue to the North River, which was formerly a part of the Murray Hill exchange district. The Greeley exchange starts with about 7,000 telephones.

An enterprising citizen of Wilkingsburg, Pa., has all publishers backed off the boards for ideas.

"I have a scheme to print a newspaper on a postal card," he says in a communication to Postmaster General Hitchcock, "and I would like to know whether it would be unlawful to do so. If the paper should be registered, how should I proceed?"

Mr. Hitchcock sees no objection to the postal card newspaper and will so advise the citizen of Wilkingsburg.

Separated for more than twenty-three years following the death of their mother, a brother and sister have been united in South Bend, through a want advertisement in a newspaper.

Norman Haggood, editor of Collier's Weekly, in an address before the Cleveland Chamber of Commerce, Tuesday, declared that "Militant Journalism" is a necessity to a Democratic government. He said:

"Where so many interests are concerned it will not be possible to tell the truth without a fight. In-

tellectually speaking, newspapers are the very air we breathe. Democratic government would be an impossibility without newspapers. In my own experience the populace is less likely to oppose truth telling than are the favored few."

## NEW YORK REPORTERS ARE COMPLIMENTED.

Major Martin Archer-Shee, R. M., who has just returned to London after a visit to Canada and the United States, was interviewed on his arrival on the way in which the Duke of Connaught and his family were treated by New York newspaper men. The Major said:

"I was in New York at the time the Connaughts visited that city, and it appears to me that the Royal party were exceedingly well received by the American people. I have read some comments in the English newspapers upon the visit, and I thought their reports of bad manners on the part of the newspaper men were greatly exaggerated.

"My impression was that the attention of the reporters was remarkably restrained as compared with their usual activity on the occasion of visits of other prominent foreigners."

## PROSPEROUS TIMES AT THE NATIONAL CAPITAL.

The Washington Post has recently added over \$7,000 worth of new equipment to its composing room, so as to afford readers and advertisers everything that can be reasonably asked.

The advertising rates with the Post, by the way, were increased on an average twenty per cent, in January, and in spite of this very considerable gains in aggregate space are being recorded. The foreign representation of the Washington Post is in the hands of the Paul Block Special Agency.

## TALES OF THE ANANIAS CLUB.

From the New York Herald.

It was because of the stories that he told of the circulation of his paper that Aaron Agaterule, the advertising agent, was elected to membership in the Ananias Club.

One afternoon while soliciting the advertisement of a conservative merchant he attempted to justify his right to membership in the club by declaring that his publication circulated largely among the moneyed classes. "Wherever you find boundless wealth in liberal hands there also you will find this excellent family journal," he exclaimed. And the merchant, spellbound by Mr. Agaterule's eloquence, gave him a half page advertisement and considered the advisability of enlarging his premises in order to meet the rush of new custom.

The next time Mr. Agaterule called the merchant declared that he had been unable to find the paper on any newsstand and desired to know just where the wealthy subscribers dwelt.

"The only place that I know of where rich men are spending money liberally is in my mind," replied the agent, "and that is where my paper circulates."



## PURELY PERSONAL.

William C. Reick, publisher of the New York Sun, has gone abroad to reorganize his paper's European correspondence service.

Arthur Brisbane, editor of the New York Evening Journal, addressed the American Wine Growers' Association at its annual banquet at the Waldorf-Astoria.

William Allen White, editor of the Emporia (Kan.) Gazette, and noted lecturer and author, is in New York for a visit.

Dent H. Robert, publisher of William R. Hearst's San Francisco Examiner, has returned with Mrs. Robert from a six-months' trip abroad.

Emil M. Scholz, business manager of the Pittsburgh Post and Sun, on Monday addressed the class in journalism of the Pittsburgh University on "Newspaper Management."

Frederick H. Stevens, business manager of the Bridgeport (Conn.) Standard, with his family is passing a vacation at Atlantic City.

Henry W. Shoemaker, a newspaper man of Reading, Pa., is the author of a book just published entitled "Pennsylvania Mountain Stories."

Fred J. Byrod, formerly city editor of the Sunbury (Pa.) Daily Item, has assumed his duties as deputy prothonotary of Northumberland County.

Glenn S. Williamson, the New York World's mechanical superintendent, is on a business trip to the West.

C. S. Atkinson, former Washington correspondent and editor of the late Telephone Herald, of Newark, N. J., has returned to Washington, where he is connected with the National Taft Bureau's publicity department.

J. J. McConnell, New York representative of the Philadelphia Evening Telegraph, has returned from a trip to the West.

J. Lawton Kendrick, editor of the Tobacco World, Philadelphia, is spending a few days in Tampa, Fla.

James F. Kerrins of the Bridgeport (Conn.) Standard's city staff has been elected official scorer and press representative of the Industrial Basketball League in that city.

Edna Ferber, a Chicago newspaper woman, has recently contributed some very popular fiction matter to the leading magazines.

W. H. Main, associate editor of the Elizabeth (N. J.) Journal, fractured his ankle in a fall last week.

Jerome Jones, editor of the Journal of Labor, Atlanta, is suffering from an attack of rheumatism.

Allen S. Williams is in charge of the publicity of the International

Trap Shooting Tournament and Sportsmen's Exhibition, now being held in Madison Square Garden, New York.

C. M. Palmer spent last week in St. Joseph, where he is interested in the publication of the News-Press.

Frank P. Devine, of the Bridgeport (Conn.) Telegram, is the proud father of a baby girl which arrived last week.

A. M. Knox, the former New York special representative, is spending a six-weeks' trip in Bermuda.

Sloane Gordon of the New York American staff is making a tour of the Northwest investigating the political outlook.

Archer B. Wallace, editor of the Rockville Center (N. Y.) Observer, is a candidate for election as warden of the Grand Lodge I. O. O. F. of the state of New York.

Stephen Bonsal, well known as a correspondent and traveler, has left on a six months' trip to South American countries to investigate conditions for the New York Times.

Drew Tufts, editor of the Centralia (Ill.) Democrat, is the author of "Hiram Blair," a book just published by A. C. McClurg & Co., Chicago.

Claude Campbell of the Jewell (Ia.) Record is home from a three-weeks' vacation trip to the South and East.

Elroy Williams, dramatic editor of the Norristown (Pa.) Herald, has written a song, "Little Miss Bonbon," which has just been published.

Julius Mathews, the Boston special representative, has been re-elected president of the Mercantile Library Association, one of the oldest clubs in that city.

Colonel S. S. McClure, publisher of McClure's Magazine, New York, addressed the students in journalism of the University of Wisconsin last week.

Mrs. Charles R. Miller, staff photographer of Leslie's Weekly, has returned to her home in Baltimore after a picture getting tour to the wreck of the Maine in Havana Harbor and to Panama.

## ARKANSAS EDITORS SEEK POLITICAL HONORS.

When the next Arkansas legislature meets it may find on its roll the names of numerous newspaper men. C. W. Dodd of the Pope County Record is the latest to announce his candidacy for a seat in the house of representatives.

Other newspaper men seeking seats in the legislature are: S. A. Diehl of the Eureka Springs Times Echo, C. J. Parker of the Stephens News, C. O. Scoville of the Alma News, C. P. Newton of the England Courier.

## WEDDING BELLS.

F. Porter Caruthers of the S. C. Beckwith Special Agency staff was married on Wednesday to Miss Hattie Mai Dancy of Holly Springs,



Miss. The wedding took place at the residence of the bride's father. Henry S. Dancy, and the newly-married couple left at once for New York, where they will make their home. The bridegroom is a son of Frank D. Caruthers, assistant business manager of the New York World, and is one of the most successful men on the staff of the Beckwith agency.

Clair C. Crawford of the Fostoria (O.) Gazette staff recently entered the order of benedicts with Miss Ida Elizabeth Forester as his partner.

A. R. Lord, advertising manager of the Pendleton (Ore.) Live Wire, has been married to Miss Muriel J. Mayfield. Mr. Lord at one time was connected with the Buffalo (N. Y.) Express.

Mrs. Lulu Killough, until recently publisher of the Abingdon (Ill.) Enterprise-Herald, has been married to S. E. Givens of the same city.

Edwin S. Coles, publisher of the Canfield (Pa.) Advertiser, was married recently to Miss Vivian Rose of Washington.

Joseph H. Tillotson, editor of the Englewood (N. J.) Press, has been married to Miss Eva Augusta Dale of New York.

John Clair Minot, associate editor of the Youths' Companion, Boston, was married recently to Miss Marion Bowman.

## THE WORLD WAS THE HOST OF YOUNGSTERS.

A party of sixteen Lawrence textile strikers, boys and girls, averaging fifteen years of age, "saw" New York Wednesday as guests of the World. They succeeded in seeing a good sized slice of it in spite of the weather, from the Battery to Bronx Park and to the museums. They were the children who left Lawrence last Friday to go to Washington to testify before the House Rules Committee.

## IN THE PUBLIC EYE.

Eugene L'Hote, publisher of the Milford (Ill.) Herald, has just been reappointed postmaster of the town for the fourth time.

T. L. Merchant, editor of the Madison (Fla.) Enterprise-Recorder, is a candidate for the legislature.

Rockwell J. Flint, formerly proprietor of the Menominee (Wis.) News, and United States marshal in Wisconsin for some time past has been renominated by President Taft for another term of four years in that office.

Barratt O'Hara, publisher of the Chicago Magazine, is a candidate for the nomination for lieutenant-governor on the Democratic ticket.

E. E. Campbell, editor of the Alton (Ill.) Times, has been placed in charge of Champ Clark's campaign for the Presidential nomination.

W. P. Friedrich, proprietor of the Tracy (Cal.) Independent, will deliver the principal address on the occasion of the dedication of the new \$36,000 city school building.

J. P. Croal, editor of the Sisseton (S. D.) Courant, is running for the nomination for state auditor on the Democratic ticket.

John E. Swanger of Jefferson City, former secretary of state of Missouri, and one of the owners of the St. Joseph Gazette, is expected to announce his candidacy for the Republican nomination for governor within a few days.

C. C. Vaughn, proprietor of the St. Johns (Mich.) Republican, has begun his campaign for the nomination for secretary of state.

Howard Rann, editor of the Manchester (Ia.) Press, and postmaster of that place, has been nominated for re-election by President Taft.

Thomas H. Hogg, editor of the Canadian Engineer, Toronto, is in the field for the appointment of park commissioner.

A. Nevin Detrich, managing editor of the Pennsylvania Grange News, has announced his candidacy for the nomination for state senator from the Adams-Franklin district.

W. L. Cloninger, editor of the Bellville (Ark.) Republican, has been elected to fill an unexpired term as mayor of Bellville.

Asher C. Pay of Huron, a veteran newspaper man, is a candidate for secretary of state on the Republican ticket in South Dakota.

T. J. Murphy, editor of the Heyburn (Ida.) Review, has announced his candidacy for representative from Lincoln county in the legislature.

## VISITORS IN NEW YORK.

George S. Thurlte, general manager of the Springfield (O.) Sun.

L. C. Fuller, the Fuller-Henriquez Special Agency, Chicago.

## RECENT INCORPORATIONS.

NEW YORK.—Tammany Times Company; capital, \$100,000; incorporators, George G. Feigl, Frederick C. Tompkins and Thomas J. Butt.

ANDERSON, TENN.—Times Publishing Company; capital, \$2,500; incorporators, J. C. Johnson, G. W. Wendyling, E. M. Beasley, E. J. Mathis and M. H. Irwin.

MANGUM, OKLA.—Sun Monitor Publishing Company; capital, \$5,000; incorporators, R. P. Miller, S. E. Echols, F. H. Sweet and G. L. Wilson, Sr.

COLUMBIA, Mo.—Statesman Publishing Company; capital, \$25,000; incorporators, Harry S. Jacks, George V. Mechler and Omar D. Gray.

MADISON, Wis.—Wisconsin Engineering Journal Association; incorporators, John J. D. Mack, W. D. Pence, M. C. Beebe, F. T. Harvard, C. C. Ruhoff, Fred T. Coop and C. F. Burgess.

BOSTON, MASS.—Graphic Arts Publishing Company; capital, \$50,000; incorporators, Frank L. Nagle, Henry G. Lord and Emma C. A. Munster.

WEST NEW BRIGHTON, N. Y.—Richmond County Advance Publishing Company; capital, \$10,000; incorporators, William G. Wilcox, Edward H. Johnson and John Crawford.

BLUEFIELD, W. VA.—Frith Publishing Company; capital, \$5,000; incorporators, W. O. Frith, William E. Ross, D. E. French, E. O. St. Clair and John D. French.

BOSWELL, OKLA.—Submarine Publishing Company; capital, \$1,000; incorporators, P. M. Clark, William Stingley and R. D. Fosters.

PLAINFIELD, N. J.—Central Publishing Company; capital, \$5,000; incorporators, Rev. Bernard M. Bogan, William H. Forrestal, Michael D. O'Keefe, Timothy H. Meany, Daniel J. Courain and Francis J. Blatz.

NASHUA, N. H.—Syndicat de la Bonne Presse, to operate and sell newspapers and magazines; capital, \$4,000; incorporators, Henry T. Ledoux, O. D. R. Tessier and Antonio H. Gauvin.

NEWARK, N. J.—Newark Home Publishing Company; capital, \$25,000; incorporators, William Storch, Conrad J. Brothers and Marx B. Hausman.

NORWICH, CONN.—Press Publishing Company; capital, \$2,000; incorporators, William H. Eagles, W. Everett Eagles and others.

## NEW ENTERPRISES.

RED WING, MINN.—Tidskrift is a new Lutheran Church publication printed in Norwegian and English. Professor M. O. Wee, Rev. J. M. Wick and Rev. J. J. Rendahl are the founders.

FARGO, N. D.—Fire Prevention and the Insurance Review has been started by O. M. Thurber.

YELLEVILLE, ARK.—The Marion County News has been started by Grady and Roy Hand, who also own the Cotter Courier.

SPARTA, S. D.—L. A. Larson has begun the publication of the Tri-County News.

WOOD, S. D.—The Mellette County Pioneer is among the latest additions to the newspaper world.

# The Circulation of the SAN ANTONIO LIGHT

Has been certified by the  
authorized auditor of N. W.  
Ayer & Son of Philadelphia

The circulation of the San Antonio Light has always been open for the examination of the American Association of Advertisers.

THE LIGHT is not the only paper in San Antonio which has had its circulation tested, but is the only San Antonio paper which has had the courage to publish the facts as to its circulation.

THE LIGHT has double the circulation in San Antonio of any other paper.

THE LIGHT has the largest circulation of any daily newspaper in southwest Texas.

THE LIGHT prints more paid classified advertising than any other afternoon paper in the south or southwest.

THE LIGHT enters more than ten thousand homes in the city of San Antonio every day in the year, direct by carrier. Its total local circulation exceeds twelve thousand daily average.

THE LIGHT is printed in the largest city in Texas.

THE LIGHT prints the full leased wire report of the Associated Press.

During the month of January, 1912, the circulation of the Light was as follows:

	DAILY	SUNDAY
Gross average circulation,	18,631	20,251
Less all papers spoiled, left over, unsold returned, filed, used as samples, mailed to Advertisers and Exchanges,	1,395	1,290
Net average circulation certified by N. W. Ayer & Son,	17,236	18,961

During the month of February, 1912, the circulation of the Light was as follows:

	DAILY	SUNDAY
Gross average circulation,	19,052	20,378
Less all papers spoiled, left over, unsold returned, filed, used as samples, mailed to Advertisers and Exchanges	1,471	1,354
Net average circulation.	17,581	19,024

Extract from the report of N. W. Ayer & Son:

"Decidedly creditable to the San Antonio Light is the finding that its output is steadily on the upward grade. A most healthy state of things is revealed in the proof that the last month of the nine (January, 1912) was the best."

During the eleven months ending February 20, 1912, The LIGHT carried the following totals of advertising,

	AGATE LINES
Local Display	2,934.820
Foreign Display	777.420
Classified	1,141.350
Total Agate Lines	4,853.590

THE S. C. BECKWITH SPECIAL AGENCY,  
FOREIGN REPRESENTATIVES.

Tribune Building, New York. Tribune Building, Chicago.

Every afternoon and Sunday morning.

Foreign Advertising Rate, 3½ cents per agate line flat.

## CHANGES IN INTEREST.

MILAN, MICH.—The Leader has a new editor, Frank L. Gates having sold out to L. B. Johnson, a newspaper man of Kalamazoo.

HARTFORD, S. D.—Arthur E. Prior, formerly of Fort Pierre, S. D., has bought the Herald.

SOUTH RICHMOND, VA.—Earle Lutz, a former resident of Glassboro, N. J., has purchased the Weekly Bee.

HELENA, OKLA.—Harold Magee and Vernon Medaris have purchased the Star from E. B. Coppage. The latter retires after six years at the helm.

WESSINGTON SPRINGS, S. D.—C. J. Webb, formerly editor of the Oelrichs Advocate, has purchased a half interest in the True Republican, and in the future the paper will be conducted under the firm name of Lounsberry & Webb.

CRETE, NEB.—James Earman has become a half owner in the Vidette-Herald.

EFFINGHAM, ILL.—C. R. Davis of Pana has purchased a controlling interest in the Republican. Frank M. Roy retiring. He has published papers at Farina, Louisville, Pinckneyville, Sparta and other places.

## SITUATIONS WANTED.

Continued from first page.

## ADVERTISING MAN

Now business manager of a suburban daily where he has made a record for himself wants a larger proposition as advertising manager of a daily in city of 25,000 to 50,000 or as solicitor on larger proposition. Able manager, business getter; no bad habits; possesses agreeable forceful personality. If you want a young man 25, with over five years of good practical experience, who is a hustler, write, E. B. 179 Madison St., Brooklyn, N. Y.

## AN ASSET FOR \$25.

For a wideawake publisher who wants a wideawake man to handle his telegraph, exchange or news desk, or do paraphrasing and feature work. Young man, college education, experience metropolitan and otherwise, now city editor of daily in city of 35000 wants to change and wants the "change" namely \$25 per week to start. Address "Change" care The Fourth Estate.

## NEWSPAPER AUDITOR

A man with a thorough knowledge of the newspaper business is open for a position with a metropolitan paper. Capable of working out all details of the business, giving special attention to the operating and manufacturing costs. Have had years of practical experience and can furnish best references. Address N. A. care The Fourth Estate.

## BUSINESS HELPS.

## WINTHROP COIN CARDS

are used by the leading dailies in all parts of the country.

## Classified Collections

on daily newspapers can be handled at a minimum of expense by the use of Winthrop Coin Cards. Your present collection system can be bettered. Write us for samples, prices and particulars.

THE WINTHROP PRESS,  
Coin Card Department,  
60 Murray Street, New York City.

## MISCELLANEOUS.

## UNITED STATES

SAFE DEPOSIT CO.,

32 LIBERTY STREET,

72nd STREET AND BROADWAY.

125th STREET AND EIGHTH AVE.,

NEW YORK.



## CIRCULATION BUILDERS.



Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmie," Rann's "Side-walk Sketches," "The Horoscope." Write for sample weekly sets—NOW.

**Adams Newspaper Service,**  
Peoples Gas Building, CHICAGO.

## EXTRA SERVICE.

Our clients get something besides mats and proofs of our daily illustrated service. They get the close individual attention that insures satisfaction.

**THE CENTRAL PRESS,**  
CLEVELAND.

For EDUCATIONAL  
CONTESTS use the  
**Tell-us Tellurian**  
SOMETHING ORIGINAL  
**CARL MACK MFG. CO.,**  
41 Cortland Street, NEW YORK.

## THE UNITED PRESS.

**BEST** Telegraph News  
Services for Afternoon and  
Sunday Morning Papers.  
General offices, World Bldg., NEW YORK.

### NOVEL PERFORMANCE FOR NEWSPAPER MEN.

The "bull dog" performance of Hayden Talbot's newspaper comedy, "The Truth Wagon," was put on at Daly's Theatre at 130 A. M. last Sunday. Every paper in Greater New York sent along a representation.

Even though the performance was given at this unusual hour it was attended by a number of women, the wives and sisters of newspaper men. Those present seemed to enjoy the piece immensely.

The play will remain as the attraction at Daly's for another week, after which it will be transferred to the Bijou Theatre.

## MORALITY REFORMERS.

Arthur F. Williams, city editor of the Bridgeport (Conn.) Telegram and Clarence M. Agard of the Bridgeport Standard's editorial staff are making a thorough investigation of moral conditions in that city. Both papers have been using their startling disclosures, which have resulted in a shakeup in the police department and wholesale arrests of alleged white slavers.

## BUILDING UP THE CIRCULATION.

The Springfield (Mo.) Leader in a popularity contest just closed, claims to have added more than 5,000 paid-in-advance new subscribers, averaging over twelve months. And this, Publisher H. S. Jewell says, was notwithstanding the severe weather conditions—the worst experienced in years in southern Missouri. The prizes awarded were an automobile, four player-pianos, four diamond rings, four solid gold watches and four business college scholarships.

The contest was conducted by the Northwestern Circulation Company, of Davenport, Ia.

The New Brunswick (N. J.) News is offering a forty-five piece dinner set for five consecutively dated coupons and \$3.50 in cash. By limiting this offer to regular paid in advance subscribers it is declared that the premium offer serves to continue customers on its subscription list.

W. C. Keyes, circulation manager of the Bridgeport (Conn.) Standard, has invaded the larger towns of Shelton and Huntington in Fairfield County, placed a correspondent in that territory and is pushing an active campaign for subscribers.

The Tuscaloosa (Ala.) News is using with success a thirty-one piece Limoges china set. By subscribing for six months readers of the News may get the set for \$2.

The Bridgeport (Conn.) Standard has just closed a successful book-lovers' contest, conducted under the direction of W. C. Keyes, circulation manager.

The Buffalo (N. Y.) Express is conducting a popularity voting contest. It is being conducted by the William L. Betts Company, New York.

## PAPERS PLAN COMBINE.

Public Opinion and the People's Register, of Chambersburg, Pa., will be merged. The mechanical departments of the Opinion and Register will be centralized and the two newspapers published from one plant, that of the Opinion on West market street.

The Daily Public Opinion and the weekly People's Register, will maintain their identity and will be conducted and issued in the manner as heretofore.

Public Opinion will be incorporated by the present owners, D. Edward Long and S. A. Small. They will be joined in the corporation plans by Morris Lloyd, the owner of the People's Register.

## TURNER NOW AN EDITOR.

Arthur G. Turner, who manages the classified advertising department of the Baltimore News, has been elected editor of the Baltimore Ad Club Bulletin, succeeding John E. Raine, who leaves Baltimore to assume the post of editor of the Tow-



ARTHUR G. TURNER.

son (Md.) Democrat. He assumed charge with the edition just from the press and demonstrated that he is adept in editorial work as well as in classified—or want advertising, as it is perhaps more popularly known.

Mr. Turner is a young man of wide experience in the advertising field, having specialized in classified and having charge of want departments for the Philadelphia Evening Times, the New York Times besides the Baltimore News.

### SUSPENDS PENDING P. O. SETTLEMENT.

The San Jose Issue, a Socialistic weekly newspaper published by Arthur Roos, has suspended publication, owing to differences with the Post Office Department.

It is said that the paper has been excluded from the mails because of the alleged illegal matter contained in its columns. Roos, the editor, who is also the Socialist candidate for mayor of San Jose at the approaching election, has suspended publication of the paper pending a hearing of his petition in the courts for readmittance.

## WANTS TO OWN PAPER.

E. L. McColloch, formerly on the local staff of the Denver Republican, has returned to his old home in St. Joseph, Mo., and expects to acquire an interest in a weekly or small daily newspaper in that locality.

## CIRCULATION BUILDERS.

## THE WILLSDEN PLAN

gets renewals—  
holds subscribers—  
makes collections—  
gets new subscribers—

It will pay you to investigate. Explain the situation—I have the remedy.

FOR TERMS WRITE  
**S. BLAKE WILLSDEN**  
CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

## SPORTING NEWS.

Every run, every put out, every race, every sporting event of any kind by direct wire ON THE SECOND! Why not connect with

## A LIVE WIRE.

**National News Association**  
200 William St., NEW YORK CITY.

Newspapers can flash us day or night on

## QUERY WORK

Bang up service. "Gotham Gossip" has them all going. Do you get it?

**NATIONAL NEWS SERVICE,**  
9 East 26th St., New York.

## BUILDING A SPORT PAGE.

G. Herbert Daley, sporting editor of the New York Tribune, delivered the second of the series of addresses on the subject of journalism to the students of Princeton University. His subject was "Sports and the Building of a Sporting Page."

Neatness, accuracy and terseness are a few of the basic principles in the gathering and preparing of news, particularly along sporting lines, Mr. Daley said. Accuracy is the greatest of these as there is nothing quite so hard to bear as misrepresentation.

Neatness enables the story to pass more quickly through the many hands before it can appear in print, and terseness is equally important. Mr. Daley declared. Every editor abhors the "space grabber," who strings along with unmeaning adjectives and complicated sentences, parcelling out the news here and there in a way to make it almost impossible for an editor to cut the story.

## CUBA'S NEW PAPER.

The Cuba News is the latest addition to Havana's newspapers. It is a sixteen-page weekly, devoted to industrial, political, financial and social news of the entire island. It is published by A. D. Robards and I. A. Wright, the latter the publisher of the Cuba Magazine. Both have been prominent in newspaper circles in Cuba for ten years. The publication's advertising columns are well filled.

Have you seen "Flancour"? It's the best feature for editorial pages in America.

Manz's Sunday cartoons are something new.

Best daily Washington letter.

Samples of all of these for a postal card.

If your paper is not represented in Washington write us.

## AMERICAN TELEGRAPH PRESS

307-12 District National Bank Bldg., Washington, D. C.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

## HIGH HONOR TO HOWELLS.

Nearly four hundred writers did honor to William Dean Howells at the dinner given on his seventy-fifth birthday on Saturday evening by Colonel George Harvey, editor of Harper's Weekly. President Taft came from Washington, as he said, "to do honor to the greatest living American writer and novelist," and in his speech added a sincere appreciation of Mr. Howells' work.

Mr. Howells in his talk told of the years of American literature as he had known them, and said that at no hour had he had the least fear for the future of that literature.

Among the guests were Adolph S. Ochs, Don C. Seitz, Arthur Brisbane, Edward Bok, Hamilton W. Mabie and William Allen White.

## THIRD TRIAL OF SUIT.

The third trial of the suit of Edward F. Merrey, city counsel, against the Paterson (N. J.) Guardian Printing and Publishing Company is before the Circuit Court. In the first trial the jury awarded a verdict of \$1,300, but it was reversed by the higher court on the ground that there had been an error. It was tried again and resulted in a jury disagreement.

Mr. Merrey seeks damages for an alleged libel said to have been contained in an editorial published in the Guardian over three years ago.

## PASSES TO CORPORATION.

The ownership of the Newburyport (Mass.) Daily News has been transferred to a corporation known as the News Publishing Company. The transfer involves no changes in the management, but is made with the idea of opening the way for employes to become part owners of the paper. The officers of the new corporation are: Fred E. Smith, president; Edward E. Hicken, vice-president; James H. Higgins, treasurer; Fred E. Smith, James H. Higgins, Edward E. Hicken, Nathan D. Rodgrass and James E. Mannix, directors.

## PLANS BIG PAPER MILL.

It is reported from Nelson, B. C., that S. C. Pridge, a Wisconsin paper manufacturer, is to start a \$300,000 mill to make news print paper in that city. He is said to have secured an option on an excellent site with large timber resources and power from the Kootenay River. His mill, it is said, will have a capacity of thirty tons daily.

## POLISH EDITORS SUED.

Rudolph Zabek and Wladislaw Czpiel, editors and publishers of the Spiritual Hammer, a Polish weekly published in Utica, N. Y., have been made the defendants in a \$20,000 libel suit brought by Rev. Alexander Siwiec of Pittsburgh. The priest claims that an article appearing in the paper which was of a defamatory character.

## COL. PERRY SELLS.

Colonel R. R. Perry has sold the Winchester (Ky.) Daily News to Carl C. Robbins, business manager of the paper, and Lucian Beckner. The News is an evening paper established in 1908.

## Last Month's Record of

## The Evening Star

WASHINGTON, D. C.

The reason why many shrewd advertisers use *The Star* more and more every year.

SWORN AVERAGE CIRCULATION:

THE EVENING STAR

February, 1912, 63,839

February, 1911, 59,223

February, 1910, 39,038

THE SUNDAY STAR

February, 1912, 51,817

February, 1911, 49,220

February, 1910, 43,478

FEBRUARY ADVERTISING IN THE  
FOUR WASHINGTON NEWSPAPERS:

(SEVEN DAYS A WEEK)

LINES

THE STAR 800,765

2nd paper . . 437,735

3rd paper . . 435,248

4th paper . . 286,211

The Star is the one paper in Washington in nearly every home and the only paper in thousands of homes.

## FISKE'S NOVEL "BEAT."

Stephen Fiske, the New York dramatic critic who had the intimate acquaintance of Charles Dickens, the great novelist, wrote an account of "Charles Dickens at Home," which was sent out by the Associated Press as special news. This is said to be the first time that a literary article was sent out by a news association of this kind.

## PAPERS DINE MERCHANTS.

A lunch and smoker was given to the local merchants of Racine, Wis., by the Journal-News and Times, of that city. The principal speaker was J. K. Groom, advertising man-

ager of the Aurora (Ill.) Beacon-News, who discussed the problems of local advertisers in towns of 25,000 to 50,000. The occasion proved so good a means of awakening enthusiasm on advertising among local merchants that it will be made a regular monthly event.

## IN A NEW FIELD.

Woodward H. Clum, formerly of the Washington (D. C.) Star staff and more recently connected with the Greater Davenport Committee, of Davenport, Ia., has resigned the latter position to become treasurer of the Davenport Locomotive Works.

## LAWYER BUYS PAPER.

The Bloomfield (Ind.) Democrat has passed from the hands of Henry W. Moore of Terre Haute to William L. Slinkard, a Bloomfield attorney. The paper has been running for the last year under a lease by Fenton J. Lawler. The policy will not be changed. The Democrat is a weekly paper.

## PUBLISHERS CELEBRATE.

John M. O'Connor and Eugene L. Lezinsky, publishers of the American Cloak and Suit Review, gave a dinner at the Hotel Metropolitan in New York recently in celebration of the first anniversary of the publication. Guy W. Hubbard, managing editor of the Review, was toastmaster.

## BECOMES A MANAGER.

Newell D. Terrill has resigned the managing editorship of the Plattsburgh (N. Y.) Daily Press to become business manager of the Evening Star in that city. He was also for many years with the Watertown Daily Times.

## WOOD NOW IN CHARGE.

Junius B. Wood has been placed in charge of the Washington bureau of the Chicago Daily News, succeeding Leroy Vernon, who is in charge of the publicity end of the National Taft Committee work in Washington.

## ANOTHER TULSA DAILY.

A company has just been organized in Tulsa, Okla., to establish a daily paper called the Iconoclast. Tate Brady, H. H. Brady, E. Y. Burton and W. C. Davis are among those interested in the project.

## NEW SOCIALISTIC PAPER.

A company has been organized with \$5,000 capital to start a paper called the Social Democrat in Memphis. The incorporators are Edwin Dahlstrom, H. G. Terlisner, W. A. Weatherall, Cornelius Simon and A. H. Gowing.

Plans are on foot to establish a Socialist paper in Duluth.

B. F. Fears of the Farwell (Tex.) Tribune has taken over from L. B. Loomis the Texico Trumpet.

The Mosquero Sun, B. F. Brown, publisher, has made its appearance again.

The Rochester (N. Y.) Democrat and Chronicle has discontinued publication of its weekly edition.

Base Ball Magazine, formerly published at Boston, Mass., has removed to 65 Fifth avenue, New York.

Newspaper men of Binghamton, N. Y., have organized the Sribblers' Club.

George Lines addressed the Milwaukee Press Club Wednesday on the subject of "Libel Law."

The New Jersey Legislative Correspondents' Club had its annual banquet at the Hotel Sterling Tuesday night. It was the largest ever given by the club. Governor Wilson and Chancellor Mahlon Pitney were guests of honor.



## WOMAN'S IDEA OF A NEWSPAPER

S DEMONSTRATED BY THE  
SUFFRAGETTES ON THE  
PITTSBURGH SUN.

At eight o'clock of the morning of February 29, "Leap Year Day," sixteen women reported for duty in the editorial rooms of the Pittsburgh Sun. They were all women connected with the Equal Suffrage Franchise Federation of Western Pennsylvania and were to get out the day's edition of the Sun. They were immediately shown to their desks and informed that the day's paper and the day's news were ahead of them—"go to it."

And they did. Every woman brought reams of copy with her. They had been priming for the event.

The regular staff stood about, some smiling cynically, others watching the experiment with interest. The women seldom called for help, but when they did, their instructions were followed to the letter.

A few of the peculiarities of women editors for a day were noted.

All worked with their hats on, waving ostrich plumes blowing between their eyes and copy.

Heads were referred to as "labels" or "tops."

They were strange head writers. They insisted on telling the whole story in a head. Some heads containing 150 words were turned in, and, when they were advised in this matter, they did not readily comprehend that there was any difference between writing a head and an article.

"Item." Everything that went into the paper was an "article."

Women do not "pipe-line" editorial comment into the news columns—they boldly state their opinions before they tell the news.

Society women do not make good police reporters. They passed over three or four good yarns at the police hearings because they dealt with "wretched" affairs. The best of the news that day was missed entirely because the nature of the cases caused the judge to postpone hearings until the women had gone. This was done out of consideration for the women.

"Wait Until Women Vote," was a favorite headline on items which dealt with frailties of human nature. These headlines and interjected comment indicated the sublime confidence of the women that when they get the ballot there will be no more ills; everything will be righted by remedial legislation.

### CRIMPED THE GOOD STORIES.

"It's terrible the way those women are doing," said a copy reader. "I saw four good stories crimped with a vengeance. They must think that good stories roll along every day."

The city editor, asked about these stories, explained that women do not believe it good policy to seek the sensational. (And right here a substantial argument was submitted



SUFFRAGETTES WHO "MANNED" THE PITTSBURGH SUN.

THE MANAGING EDITOR, MISS EUPHEMIA BAKEWELL, IS SHOWN IN THE CENTER HOLDING PROOFS.

by her.)

"We do not want lurid descriptions of hangings; we do not want vivid pictures of squalor and suffering; we do not want dripping blood in murder stories; we do not want the spicy details of divorce scandals," she said.

"Being women we know what these stories mean. It is a fact that newspapers not alone influence the living, but they shape generations to come. It is impossible to believe in hereditary influence and, at the same time, not have some serious thoughts on the kind of news which goes into the homes every day."

The sporting editor, or, as she preferred to be called, the "director of athletics," probably had the hardest task. She dug up a story about a girl ball player, interviewed Fred Clarke, captain of the Pittsburgh team, and told the life story of a female wrestler. In the Clarke interview she forgot to ask anything about the prospects of Pittsburgh winning the pennant this year, although it was that all-important time when the team is being picked. She did ask him his opinion on woman's suffrage, however.

The same was true in the case of the woman wrestler, and the girl baseball player told the director of athletics that she, too, had strong ideas on the question of equal rights, and intended to do all she could to help along the movement.

### DISCIPLINE PASSED UP.

The women did not observe the usual office discipline. Copy reporters had no hesitancy in breaking in on the managing editor with contrary opinions.

"My dear," they would say, "I think you are wrong about this article. Now I would fix it this way."

And it went.

When the paper went to press Miss Euphemia Bakewell, the managing editor, made an honorary member of the union for that one day, started the presses. When the staff heard what she was about there was a rush to witness this interesting performance. One woman, who "wrote a paper" under her own

signature, was on her way to the pressroom to see the starter, when she suddenly remembered that some of the other ladies might like to see the momentous undertaking.

She happened to meet a staid, dignified editorial writer—one of those men who ceased to be indulgent of women's whims a long time ago. She did not read the signs and, buttonholing him, directed him to run upstairs at once and tell the ladies to come to the pressroom. Better yet, she said on second thought, he might first run to the pressroom and tell them to wait a minute, and then he might do his other errand. This same editorial writer does not like to hear about this incident. The funny part of it is that he did exactly as he was told to do.

### CIRCULATORS, TOO.

After the paper was issued the women deserted their editorial and reportorial posts and got busy with the spreading of their propaganda. They piled the papers in automobiles and sold them through the business section of the city. They displayed signs advocating their cause, calling attention to their campaign for votes every time they sold a paper. The buyer got thirty pages of reading, along with an argument, for a cent.

The next day, it was later reported, there were some very bad headaches, for the "editors for a day" were not accustomed to the strenuous work and it finally got on their nerves. They turned out a product which was accepted by the public with surprise, for it was creditable in every department.

Suffrage articles from every prominent advocate of the cause, interviews by the score, editorials, poems, cartoons, and everything which goes to make up a complete suffrage edition were there, properly displayed.

It was the first time the suffragists of Pittsburgh attempted anything so militant in character. That the public was interested was evidenced by the fact that the Sun's presses ran late in the afternoon to supply the demand for the papers.

## WORLD LEADS CAMPAIGN FOR JEFFERSON STATUE.

The New York World has begun a movement to have erected a publicly owned adequate memorial to Thomas Jefferson. Joseph Pulitzer in his will gave the sum of \$25,000 to his executors to erect a statue in the City of New York, but expressed the hope that the public might be united with him by contributing an equal sum through popular subscription.

The executors of the will believe that the work of interesting the public in this memorial can best be done by the newspaper which Mr. Pulitzer made an unwavering advocate of Jeffersonian principles.

To this end a Thomas Jefferson Memorial Fund has been organized, with Mayor William J. Gaynor as chairman. Among the members are the Democratic governors of New York, Connecticut, Maine, Massachusetts, Ohio and Virginia, the state which gave Jefferson to the nation.

## THE TELEPHONE HERALD'S AFFAIRS.

The promoters of the New Jersey Telephone Herald Company, which recently suspended its telephone news service experiment in Newark, are making an effort to raise \$50,000 to pay its indebtedness and carry on the service. The company's liabilities are placed at \$12,000 and its equipment and good will is said to be worth \$8,000. Eleven employees have secured a judgment against the company for \$126.34 in back salaries, but the office fixtures may have to be sold by the sheriff to realize that sum.

## MATOS TAKES PARTNER.

The Matos-Menz Advertising Company has succeeded the Philadelphia Advertising Bureau. The change in name is caused by the entrance into the firm of John N. Menz, formerly promotion manager of the Philadelphia North American. William M. Matos formerly conducted the agency alone.

## EASTERN AD MEN'S CONVENTION.

Continued from Second Page.

vertising conditions of the world, and the question of travel would never enter our minds. We have expanded to such an extent now, having formed divisions in the main sections of the country, that if we are to co-operate with each other I do not see why the Eastern Division should be split up.

"For example I offer the instance of the Pacific Coast Division, which

possible—the better it will be for the advertising world."

WILL REMAIN INTACT.

Messrs. Bruck and Freeman were generously applauded, and the consensus of opinion was that the Eastern Division was to remain intact.

President Wadsworth then suggested that a committee be appointed to draw up a constitution and by-laws, and it was voted to leave the



E. J. SHAY.

entire matter in his hands. This he attended to by naming a committee to consist of the presidents of each of the seventeen clubs in the division, with L. E. Pratt of the Passaic Metal Company, of Passaic, N. J., as chairman.

Edwin A. Quarles of Baltimore gave a ten-minutes' talk. He said the national convention should be of an educational character and held in a section where the most good can come from it. He hoped that the convention of 1913 would be held in Baltimore as the people of that city would not only deem it an honor, but it would also help the Baltimore Ad Club in its mission of education on the matter of proper publicity. He said the Baltimore Ad Club was started two years ago with twelve members, but today has more than 400.

A. W. McCann, chairman of the national vigilance committee of the A. A. C. A., spoke on fraudulent advertising and the measures taken to exterminate it.

Herbert S. Houston of New York spoke on "The Real Purpose of an Advertising Club." H. B. Humphrey of Boston, on "Efficiency in the Organization of an Advertising Club," and S. E. Leith of New York, "On to Dallas." Each of these topics was treated in general discussion after the speakers had been heard.

Mr. Houston introduced a resolution endorsing the administration of George W. Coleman as president of the A. A. C. A., and signifying the intention of helping in his re-

election at the coming convention. The same was unanimously adopted. The club having the largest individual attendance at the meeting was the Baltimore Ad Club, which had a representation of twenty-five. They came north with the distinct mission of making known the fact that Baltimore was out for the 1913 convention of the A. A. C. A. in earnest and wanted to impress upon the minds of their fellow members of the Eastern Division that Baltimore was entitled to it. President E. J. Shay headed his delegation in person and they made a deep impression toward convincing the members from other cities that the East needed the big meeting and that Baltimore was the proper place to hold it.

The closing banquet in the evening was attended by nearly 300 guests. It was given under the auspices of the New York Advertising Men's League and took the place of the regular monthly banquet of that organization. It was an open affair and the fact that all who wanted to, whether members of the A. A. C. A. or not, were allowed to attend, added greatly to the attendance and the interest shown.

Frederick T. Murphy was toastmaster, and President Wadsworth presided. Don C. Seitz, business manager of the New York World, spoke on "The Advertising Movement from the Viewpoint of the Publisher," and Borough President McAneny made the address of welcome. Rev. N. McGee Waters, D. D., discussed "Public Opinion as Related to Progress," and ex-President S. C. Dobbs of the A. A. C. A., who made the trip from Atlanta, told of "The Work of the Associated Ad Clubs."

The speaking program was concluded with a description of the trip in store for those who attend the Dallas convention by George S. Sexton and John W. Philp, representing the Dallas Advertising League, whose guests the delegates will be. They illustrated their remarks with lantern-slide illustrations.

### THE ROSTER.

There are seventeen clubs in the division, which comprise a membership of nearly 1,500 men actively engaged in the advertising business. The clubs are: The Baltimore Ad Club; Pilgrim Publicity Association, Boston; Butler (Pa.) Ad Men's Club; Ad Men's League of New York; Association of New York Advertising Agents; Daily Newspaper Club, of New York; Quoin Club, New York; Representatives Club, New York; Six-Point League, New York; Manufacturers' Publicity Association, Pittsburgh; Portland (Me.) Ad Men's League; Town Criers Club, Providence, R. I.; Publicity Club of Springfield, Mass.; Syracuse Ad Men's Club; Publicity Association of Troy, N. Y.; Ad League of Washington, D. C.; Worcester (Mass.) Publicity Association.

### LEWIS TRIAL BEGINS.

The trial of E. G. Lewis, the St. Louis publisher and capitalist, on charges of using the mails to defraud, began in the United States Court in St. Louis before Justice Charles F. Amidon on Monday.

## WILL ASSIGN PRESS SEATS AT BIG CONVENTIONS.

The important work of receiving applications for and allotting the press seats in the Republican and Democratic National Conventions has been assigned to the Stand-



CHARLES S. ALBERT

Committee of Washington Correspondents, composed of Charles S. Albert of the New York World, chairman; John T. Suter, Chicago



JOHN T. SUTER

Record-Herald secretary; John E. Monk, St. Paul Pioneer Press and Dispatch; Robert M. Gates, Memphis Commercial Appeal; and George F. Miller, Detroit News.

This committee will also have charge of the press arrangements for the inauguration of the next President.

It is stated that G. L. Watsch will establish a newspaper at Wood, S. D.



GERALD B. WADSWORTH.

extends from Portland to Southern California."

Mr. Freeman said: "The question of dividing the Eastern Division into units is a serious one, and I would suggest that you meet the exigency in this way:

"Instead of splitting let each one of the seventeen clubs holding membership in the Eastern Division appoint one or more delegates to these annual conventions, and when they return to their respective clubs let them tell the members of what took place, and what is being done for the interest of their respective sections. In this way every one might be made to know what the East is doing, and it would not be necessary for the individual member of each club going to the trouble of finding out for himself and at his own time and expense attending these meetings."

He said he also hoped that every member of the Eastern District will send official representatives to Dallas, and the expenses of each delegate should be paid by his respective club.

"I believe in the whole Eastern crowd holding together and meeting annually," he said, "and each club should send an official representative to these annual meetings for one purpose: 'To consult on how to improve advertising conditions.' When the time comes that we get together—and as close together as



**BUSINESS OPPORTUNITIES.**

**\$35,000 CASH**

balance deferred, will buy big net earning Evening Newspaper in city of 25,000 population in Lake section of the Central North. Only daily in field, removed from competition of larger cities, growing territory, splendid development opportunities.

**BARWELL, CANNON & MCCARTHY,** brokers in Newspaper and Magazine properties that are not "hawked." Suite 1168, 200 Fifth Ave., NEW YORK:

**MALLORY and McBEE RE-TIRE FROM CHURCHMAN.**

A transfer of the Churchman, the New York Episcopal publication, has been made at a price said to be \$50,000, and M. H. Mallory, R. H. Mallory and Silas McBee, for many years its publishers and editor, respectively, retire.

The new publishing corporation, however, has not been organized yet. The management of the paper for the moment is in the hands of a committee of the stockholders, with George Zabriskie as chairman and F. C. Huntington as secretary. Others identified with the new ownership are George F. Crane, James May Duane and John M. Glenn.

Benjamin W. Wells, a member of the Churchman staff for many years, has been placed in temporary charge until a permanent editor is appointed to succeed Silas McBee, who served in that place for sixteen years.

**NEW EDITORS AT YALE.**

The new board of editors of the Yale Literary Magazine, the official publication of the junior class, is composed of James E. Meeker, Bridgeport, chairman; Allen Sheldon, Detroit; Edwin Thurston Webb, Cincinnati; Alexander H. Beard, New York; and John W. Clark, Flushing, N. Y.

**AGENCIES COMBINE.**

The George K. Clark and the H. R. Whitcraft Advertising Agencies, of Philadelphia, have consolidated. They will hereafter be known as the Clark-Whitcraft Company and be located at 41 South 15th street, Philadelphia.

**IOWA AD MEN HELD TWO-DAYS' MEETING.**

With inspiring addresses and booster spirit aplenty the Associated Advertising Clubs of Iowa held their two-days' annual meeting in Cedar Rapids. J. L. Mattson, secretary of the Cedar Rapids Ad Club, was elected president of the state organization; Herbert M. Harwood of Des Moines is secretary, and J. C. Young of Cedar Rapids is treasurer. Waterloo was selected as the next meeting place.

One of the principal actions taken was the decision to send a committee before the legislature at the next session to support a state publicity bill. The association also signified its approval of the efforts now being made toward bringing about advertising reform. A committee composed of C. A. Brenner of Iowa City, Herbert M. Harwood, Des Moines; and C. J. Sandmeyer of Vinton, was appointed to assist in this branch of work.

**HOFFMAN ON THE WING.**

Louis A. Hoffman, manager of the International Publishers Supply Company of New York, is making a business tour of the South. In connection with this he took the opportunity to visit his mother and sister in New Orleans, witnessed the Mardi Gras festivities there, and conferred with his business associate, Councilman Uriah J. Virgin.

He announces that a dozen or so leading citizens of New Orleans, including Mayor Behrman, have become stockholders in his company, and that the New Orleans distributing branch is well under way.

Mr. Hoffman will return by way of Cincinnati, Columbus, Wheeling, Pittsburgh, Washington, Richmond, Baltimore and Philadelphia, reaching New York in the course of a week or ten days.

**FOR GENERAL ADVERTISING.**

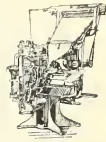
Smith-Matches-Smith, Inc., is the name of a new New York company organized to do a general advertising business. Its founders are H. DeW. Smith and L. C. Smith of New York, and R. P. Matches of Harrison, N. J. It starts business with \$50,000 capital stock.

F. E. Tripp is again publisher of the Preston (Ia.) Times. J. W. Skinner, who has been publisher of the paper for some time, retires.

**PRINTERS' SUPPLIES.**



**LINOTYPE SERVICE**



**AN APPRECIATION**

Cumberland, Md., Feb. 7th, 1912.

**MERGENTHALER LINOTYPE COMPANY:**

We acknowledge receipt of your letter of the 6th inst. in reference to your Inspection Service.

This service has always been satisfactory to us and it is a thing we believe every user of the Linotype appreciates.

We do not know of another institution that sends to the country districts a representative to look over its machines after they have been sold; most people forget the purchaser and leave the machines to their fate.

Your Inspection Service insures, at least once a year, an expert opinion as to whether or not your machines are being handled properly. We believe this draws to you a gratitude that is seldom spoken and that it is the means of keeping in touch with the possible users of your machinery, as well as to make them feel kindly disposed towards you.

Very truly yours,

**THE EDDY PRESS CORPORATION**

W. H. FREDERICK, GENERAL MANAGER.

**The Linotype Way Is the Only Way**

**MERGENTHALER LINOTYPE COMPANY,**

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

**EDITOR TO JAIL.**

C. N. Wirt, editor of the Border Call, a Socialist paper of International Falls, Minn., has been given a sixty-day sentence for sending obscene literature through the mails, by Judge Page Morris of the United States circuit court. He will be confined in the Koochiching county jail.

Wirt published some sensational testimony in connection with a divorce case on trial at International Falls for which he was indicted by the federal grand jury.

**WHITE GOES TO THE SUN.**

Edward T. White, for the past five years in charge of the New York Evening Journal advertising in Brooklyn, has joined the general advertising staff of the Sun. He was formerly connected with the Kansas City Times, Cincinnati Times-Star, Chicago Times, and was advertising manager of the Kansas City World under the ownership of the Scripps-McRae League.

**STANDARD LINOTYPE METAL** and first-class **STEREOTYPE METAL** now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the **NASSAU SMELTING and REFINING WORKS.** B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

**LET** our Mr. LOUIS A. HOFFMANN quote you on his proven newspaper supplies especially for the "stereo" dept.

**INTERNATIONAL PUBLISHERS SUPPLY CO.,** 117 John Street NEW YORK, U. S. A.

**BARNES-CROSBY COMPANY**

E. W. HOUSER, President.

**ENGRAVERS**

**ARTISTS, ELECTROTYPERS** NEW YORK, CHICAGO, ST. LOUIS

A. L. Turner is the editor of a new semi-monthly paper issued by the East Side business men of Sioux Falls, Ida.

**PRINTERS' SUPPLIES.**

**PRINTERS' SUPPLIES.**

**Jenney Press Controlling Systems**

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE

NOW USED BY MOST OF THE BEST KNOWN NEWSPAPERS.

**SAFETY. RELIABILITY. ECONOMY.**

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: 156 N. Dearborn St., CHICAGO. FACTORY: ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

**PRINTERS' SUPPLIES.**

**PRINTERS' SUPPLIES.**

**Let the American Ink Co. of New York City be your 4-cent inkmen.**

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 7 years' history.

DO CONDITIONS CHANGE in your business as they have in the Western Michigan newspaper field since the

## Grand Rapids News

changed management last December? Nothing worth while is easy or impossible. We admit the first and have proved the last.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

## SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

BALLARD & ALVORD, 1328 Broadway, New York.—James C. Crane, "Creme Elcaye," 108 Fulton street, New York; reported that newspapers will be used shortly.

BATTEN, Fourth Avenue Building, New York.—The Fitz Chemical Company, "Dri-Foot" Shoe Dressing, Phillipsburg, N. J., orders for 1,000 lines being placed with a selected list of New York State and Pennsylvania papers.

CRAMER-KRASSETT, 354 Milwaukee street, Milwaukee, Wis.—The Sparta Iron Works, Sparta, Wis.; orders being placed with a selected list of Western weeklies.

HULLEY, Pittsburgh, Cruikshank Brothers & Co., "Crubro Apple Butter," Pittsburgh; orders being placed with a selected list of Pennsylvania papers.

BLOOMINGDALE & WIELER, 1420 Chestnut street, Philadelphia.—The American Necklace Com-

## THE

## NEW YORK WORLD

Sells (morning edition)

MORE copies than any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911.

165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a HOME paper to get Want Ads. GREATEST IN THE SOUTH.

pany, 904 Filbert street, Philadelphia; orders for forty-two lines three times being placed with a selected list of papers.

BRICKA, 114 East 28th street, New York.—The Multi Speed Shuttle Company, 317 East 34th street, New York; will place some orders shortly with a selected list of papers.

EWING MILES, Fuller Building, New York.—The M. L. Brandt Cutlery Company, 80 West Broadway, New York; orders being placed with a selected list of Western weeklies.

FEDERAL, 231 West 39th street, New York.—Weingarten Brothers, "W. B." Corsets, Marbridge Building, New York; again placing orders with a selected list of papers.

SHERIN, 452 Fifth avenue, New York.—The Consumers' Brewing Company, Philadelphia; contracts for 10,000 lines being made with papers; will extend later.

WADE, Old Colony Building, Chicago.—The Iron Clad Incubator Company, Racine, Wis.; orders for fourteen lines five times being placed with a selected list of Western weeklies.

WETHERALD, 221 Columbus avenue, Boston.—The Pinkham Medicine Company, Boston; copy being placed with papers that have contracts.

NATIONAL, Quincy Building, Denver, Col.—The Princess Tokio Beauty Company, Central Bank Building, Denver; orders being placed with large Sunday papers.

LAWSON, 70 Fifth avenue, New York.—The Elmira Knitting Company, "Elmira" Underwear, Elmira, N. Y.; placing some orders with papers in the vicinity of New York.

MORSE, Dodd Mead Building, New York.—The Pratt Food Company, 130 Walnut street, Philadel-

## ADVERTISING MEDIUMS.

The special features in THE

## BUFFALO TIMES

have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous PITTSBURGH DISPATCH reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi-

phila; reported that advertising will resume about April 1.

MATOS-MENZ, Bulletin Building, Philadelphia.—The Charles E. Keeler Company, "Keller's" Cold Cream, Philadelphia; placing orders with large Eastern papers.

PRESBRY, 456 Fourth avenue, New York.—The General Baking Company, 62 Cedar street, New York; advertising to be placed through this agency.

REMINGTON, Jenkins Building, Pittsburgh.—Dr. F. L. Sweeney, Pittsburgh; some contracts being made with Pennsylvania papers.

ROSENBAUM, 17 Madison avenue, New York.—Emigh & Stroub, "Royal Collars," 15 East 16th street, New York; placing orders in cities where there are agents.

SIEGFRIED, 50 Church street, New York.—The Ansonia Hotel, New York; trade deals being made with a selected list of papers.

DUNLAP - WARD, Hartford Building, Chicago.—The United States Fire Company, 1787 Broadway, New York; papers are now receiving contracts for this advertising.

Th: Union Fiber Company Winona, Minn.; contracts being placed with a selected list of dailies.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The Triangle Manufacturing Company, "Triangle" Mop Winger, Toledo, O.; orders being placed with large Sunday papers.

The Pacific Properties, Ltd., 509 Pacific Building, Vancouver, B. C.; orders going to Western papers.

PEARSALL, 203 Broadway, New York.—Hiram Barton, New York; mushrooms being advertised with small copy in a large list of mail order papers.

Ullrich Fountain Pen, and the Daus Duplicator Company, both of

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY  
Tribune Building, Tribune Building  
NEW YORK CHICAGO.  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives  
Brunswick Bg., N. Y. Tribune Bg., Chicago

New York; renewal orders going out.

DIRECT.—The Milam Medicine Company, Danville, Ill.; contracts for 1,000 inches being placed with a selected list of Southwestern papers.

THOMPSON, 44 East 23d street, New York.—The Park & Pollard Company, 48 Canal street, New York; orders being placed with New York State papers.

The Bankers' Trust Company; contracts for 5,000 lines being made with a selected list.

## PAPER FOR BOY SCOUTS.

The Boy Scouts' Review and Aeronautical Bulletin is out in New York and contains many items of interest to boy aeronauts and to followers of the Boy Scout movement.

This paper, which is a monthly, owes its beginning to the energy of Norman L. Sper, of Brooklyn. Sper graduated three years ago from Public School 145, in Brooklyn, where he edited the class journal called the Signal. He now works in the Daily Newspaper Club.

Sper was unaided in getting out the March issue of his paper, which took him two weeks. Don C. Seitz, of the World, contributed the linotype work and Condé Hamlin, of the Tribune, loaned the cut of Sir Robert Baden-Powell, which appears on the first page, together with an account of Sir Robert's arrival in New York.

Seven thousand copies of the first issue were printed. The paper sells for three cents.

## SUIT OVER A SPEECH.

Representative Richard Prendergast has begun an action for libel against C. H. Plummer, editor of the Wheaton Illinoisan, based on the publication in his newspaper of what purported to be a speech delivered by Z. S. Lumley of Woodstock, attacking him. He also alleges that Mr. Lumley denies having delivered such a speech.



## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
166 5th Ave., N. Y. C. Boyce Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
**RICHMOND,**  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Reps.,  
NEW YORK. CHICAGO.

## STAFF CHANGES.

J. Bennett Gordon, editor-in-chief of the Indianapolis Sun, has resigned. Mr. Gordon was formerly on the editorial staff of the Milwaukee Journal.

John E. Raine of Baltimore has become editor of the Towson (Md.) Democrat and News.

Clarence R. Lindner has been appointed promotion manager of the Cleveland Leader. He was formerly connected with Leslie's Weekly and the Cheltenham Advertising Service, in New York.

W. L. Christie has resigned his position as city editor of the Nampa (Ida.) Leader-Herald to become publicity manager of the Payette Valley Colonization Company.

John B. Ketner, late of the Shamokin (Pa.) Dispatch, has joined the Sunbury Daily as city editor. He succeeds Francis G. Burrows, who is now with Williamsport Grit.

William E. Pool is now advertising manager of the Montpelier (Vt.) Journal.

John E. McVey has returned to the city staff of the Worcester

## ST. PAUL

## DAILY NEWS

Daily average circulation  
for January was 62,438  
an increase of 8,605 over  
same month a year ago.

The Largest Circulation of  
Any St. Paul Newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago. J. F. ANTISEL.

## ADVERTISING MEDIUMS.

## THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives:  
A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of February, 1912, was as follows:  
Daily, 96,823. Sunday, 130,455

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

(Mass.) Telegram following an extensive vacation at his home in Maine.

Earl Donegan is covering lodge news for the Bridgeport (Conn.) Post.

Edmond C. Booth, formerly with the Bridgeport (Conn.) Farmer as desk man and Bridgeport Sunday Herald as city staff man, is now on the staff of the Worcester (Mass.) Telegram.

A. C. Rowsey, well known in newspaper circles of the East, and lately on the staff of the Providence (R. I.) Journal, has gone to Denver, where he is now with the Associated Press. He worked for a time in the Boston office of that organization.

H. M. Hurst, pastor of the Methodist church in Wedowee, Ala., has become editor of the Wedowee Star.

W. M. Bersac, formerly with the International Harvester Company and later advertising manager of the Shaw-Walker Company, has succeeded R. H. Morrow as advertising manager of the Comptograph Company.

Charles E. Bailey, who was formerly advertising representative of the Horseless Age in Ohio and Indiana, has been appointed sales manager of the Republic Motor Car Company, Hamilton, O.

F. F. Fitch, who resigned recently as circulation manager of the magazines of the Crowell Publishing Company, Springfield, O., has joined Up-to-Date Farming, Indianapolis, in a similar capacity.

David Schein, formerly of Tampa, Fla., is now the New York representative of the Tobacco World, of Philadelphia.

Mrs. Minnie Iverson Randolph, for the past twelve years advertising writer for M. Rich & Brothers

## ADVERTISING MEDIUMS.

## THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

Company, Atlanta, is now in charge of the advertising for the J. M. High Company.

J. A. Leighton has been appointed advertising manager of Satire, New York.

Charles J. Boyle, for five years New England manager of the Butterick publications, has been appointed Eastern advertising manager of the Christian Herald.

H. B. Kempner, with the Chicago office of the Kastor Advertising Agency for many years, is now with the Taylor-Critchfield Corporation.

R. F. Ayres has resigned as advertising manager of the Bush Terminal Company, New York, to go to Seattle.

W. F. Barrett, long identified with the Charles H. Fuller Company, has resumed his former position on the copy staff at the Chicago office.

George A. Haynes has resigned as advertising manager of Joseph Middleby, Jr., Inc., of Boston, to become manager of the mail-order stationery department of the Estabrook Press of that city.

Hugh McIsaacs has returned to the Washington staff of the Hearst newspapers after spending some time on special work in New York.

Matt Foley, sporting editor of the Louisville Evening Post, has resigned to become baseball writer for the Chicago Inter-Ocean.

Louis P. Lochner, editor of the University of Wisconsin Alumni Magazine, has resigned to become connected with the college's branch of the World Peace Foundation movement.

John Zimmer, Jr., of the advertising department of the New York World, has resigned and returned to his home at West Scranton, Pa.,

## ADVERTISING AGENCIES.

Est. 1864

## J. WALTER THOMPSON COMPANY.



The experience  
of forty-eight  
successful years  
Guarantees  
to those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



to engage in the retail shoe business.

D. E. Northam, who was for many years with Armour & Co. and Western manager of the World To-Day, is now with the W. H. Dilg Advertising Company, Chicago.

C. E. Capen has become associate editor of the Country Gentlemen, Philadelphia.

John T. Evans has left the city staff of the Norfolk Virginian-Pilot to come to New York.

## OPPOSITION AT YALE.

A rival to the Yale News has appeared on the campus at New Haven, Conn., in the Yale Observer. The paper is published under anonymous auspices.

It will appear tri-weekly and will endeavor to scintillate with witty observations on college doings in general. It contains no advertisements.

## NOT LONG INACTIVE.

H. L. Bishop, for twenty years publisher of the Lorimer Journal, but who recently disposed of that publication, has purchased a printing plant at Shannon City, Ia., and established the Star. It succeeds the Shannon City Sun.

At a meeting of the leading citizens of Nesquehoning, Pa., it was decided to launch a daily paper.

The newspaper that  
knocks and boasts at the  
same time is never a safe  
adviser.

## THE NEW YORK MAIL EVENING

neither knocks nor boasts,  
but tries to be of assistance  
to advertisers.

203 Broadway, NEW YORK.

ADVERTISING MEDIUMS.

THE

# NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

### TAFT ON JOYS AND DUTIES OF BEING PRESIDENT.

President Taft, speaking at the National Press Club last week told the Washington newspaper correspondents some of his intimate thoughts on the job of being President.

"It is a very great pleasure," he said, "to come here and feel the inspiration of the spirit of bolismianism and good fellowship that you have among you and I am glad to share it. There are times when I do not feel a full infusion of that spirit; times when under the burdens of not necessarily official business, but of what comes into the White House, one would be glad to be in a position where his mind could be diverted and not kept down to that regular routine that does not seem to cost at the time, and yet, after you go through an hour of it, you find it has been pretty burdensome.

"People say to me they don't see how I get through my work. I don't have so much work. Executive ability, if you want to cultivate it, really is that which enables you to put the work on somebody else and to distribute it so that somebody else's shoulders shall help you. I do not claim to be an expert in that matter, but I know experience helps along in the distribution, so that executive work really does not take up so much time as people suppose it does.

"Of course, there is a good deal of reading to be done to acquire information in individual cases, but with that exception the work is rather one of a trial of nerves in the decision of issues which must be decided promptly, and which are decided finally, than in the sustained mental effort that one has to put forth in the decision of cases and the writing of opinions on the bench.

"You don't have counsel to argue both sides, and you have to be counsel for both sides yourself, and sometimes counsel for only one side, and the effect of the decision is not

ADVERTISING MEDIUMS.

THE

# CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

## The New York Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

so unanimously acquiesced in as I  
think judicial decisions ought to  
be."

### TO ADVERTISE THE SAN FRANCISCO PRESS CLUB.

There has been so much demand  
by the members of the San Francisco Press Club for a monthly club



F. B. MORSE.

publication that it has been determined to begin the issue of a paper called "The Scoop." It made its appearance during the past week. It will be four pages to start with, printed on coated paper and on the style and make-up of a daily newspaper.

Franklin B. Morse, a local newspaper man, has been chosen editor, and members of the club will be the contributors and their work will be exploited to the mutual advantage of club and writer.

Last year the club issued a special publication—"The Scoop," the general appearance of which was patterned after THE FOURTH

ADVERTISING MEDIUMS.

THE

# BOSTON POST

FEBRUARY, 1912. AVERAGES

The Daily Post 372,661  
The Sunday Post 321,903

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, OHIO.  
Boyle Building, CHICAGO.

ESTATE—which made a distinct hit,  
and with it the demand for a club  
paper originated.

### EDUCATIONAL WORK AMONG THE PILGRIMS.

The educational course of Pilgrim Publicity Association in Boston is in full swing. The course consists of ten lecture studies on "The Principles of Appeal and Reason." Professor Colin A. Scott, head of the Department of Psychology at the Boston Normal School, is the conductor.

Then there is the so-called "Laboratory Course," to appeal to practical business-building sense. In connection with it there is organized among the members "The Pilgrim Blanket Mills," in which every step of business organization is gone over, the theoretical object being to make and sell the "Pilgrim Blanket." Of course, all the actual selling is imaginary, but the lectures are well attended.

The Pilgrims' full membership follows: Active resident members, 495; active non-resident members, forty-six; associate members, fifty-nine; honorary members, three; total, 514. It has been voted that the entire active resident membership of the association be enrolled in the A. A. C. of A.

### NATIONAL PRESS CLUB IS FREE OF DEBT.

Organized less than four years ago, the National Press Club has entered upon a new era. It is out of debt and the members last week celebrated at an informal gathering at the club house. Talent there was in plenty. Fifteen "topliners," all of them members of the club, contributed to the enjoyment of the evening and at the conclusion of the program the notes and other evidences of indebtedness were burned with appropriate ceremonies.

Beginning with no capital and having to borrow from one of the board of governors its first month's rent, the club today is the possessor

ADVERTISING MEDIUMS.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation  
for 1911 - - - 94,724

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

## LESLIE'S WEEKLY is read appreciatively by more than 1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE

# News Scimitar of MEMPHIS, Tennessee, is the leading afternoon newspaper in the Mississippi Valley South of St. Louis The largest and oldest afternoon news paper in 700 miles of this great valley. Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO.

of comfortable and well-furnished  
quarters, against which there is not  
a cent of indebtedness.

The total membership is 688, including the correspondents of nearly every paper represented in Washington and noted magazine writers. Special pride is taken by the club in the fact that it never has asked nor accepted a subscription from others than those included in its membership.

The next step in the progress of the organization is the erection of a club house, plans for which are being considered by a building committee.

At its last meeting the club elected the following new members: Active: Julius J. Feyser, correspondent B'nai B'rith News; Louis Kopeloff, correspondent New York Call.

Non-Resident: E. Wentworth Prescott, Boston; W. W. Young, editor Hampton's Magazine; Junius B. Wood, Chicago Daily News; Herbert Bayard Swope, New York World; Horace Holbrook, publisher Western Reserve Democrat, War-

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE

# NEW YORK TRIBUNE

the paper that goes to the  
home —Application.



## ADVERTISING MEDIUMS.

In January, 1912, The  
**CHICAGO  
RECORD-HERALD**

contained 2,247 columns of advertising, exceeding the amount printed in any previous January in the history of the paper.

Following is the record of gains and losses of the Chicago morning newspapers in January 1912, as compared with January, 1911:

Record-Herald	Gain	51 Columns
Tribune	Loss	207 Columns
Inter Ocean	Loss	103 Columns
Examiner	Gain	15 Columns

New York Office, 710 Times Building.

**San Francisco  
HONEST  
FEARLESS CALL**

Most Progressive Paper  
in San Francisco Today

C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
C. GEORGE KROGGESS,  
Marquette Building, CHICAGO.

en, O.; and George W. Hinman,  
publisher Chicago Inter-Ocean.

**CANADIAN DIVISION OF THE  
A. A. C. A.**

A meeting of Canadian Clubs affiliated with the Associated Advertising Clubs of America was held in the rooms of the Toronto Ad Club for the purpose of organizing a Canadian division. Representatives were present from Montreal Publicity Association, the Ottawa Ad Club, Peterboro Ad Club and Toronto Ad Club.

The following officers were elected: President, W. A. Lydiatt, J. J. Gibbons, Limited, Toronto; first vice-president, William Findlay, the Ottawa Free Press; second vice-president, J. J. Gallagher, the Acton Publishing Company, Montreal; secretary, Adam F. Smith, Office Specialty Company, Toronto; treasurer, J. R. Aylesworth, Stanley Mills & Co., Hamilton; directors, George T. Koester, the Winnipeg Ad Club; K. S. Fenwick, Quebec Ad Club; W. G. Rook and F. W. Hunt, the Toronto Ad Club.

**OTHER CLUB NOTES.**

At its annual banquet in Chicago the Cook County Press Club elected these new officers: President,

**EASTER NUMBER  
THE  
NEW YORK  
TIMES**

SUNDAY, MARCH 24TH.  
Reproduction in colors of Edwin A. Abbey's fifteen wonderful panel paintings of the quest of the Holy Grail, now in the Boston Library. The art sensation of the year.

## ADVERTISING MEDIUMS.

**The CLEVELAND  
LEADER**

The Leader's audience is made up of intelligent, discriminating people who believe in the PAPER—and believe in its ADVERTISERS. That is "pulling power."

Space and pulling power—results. Let us tell you the story of the Leader's wonderful growth.

The Leader's circulation has been examined.

PAUL BLOCK, Inc.,  
Managers of Foreign Advertising.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

**THE GROWING  
PAPER OF  
IS THE BOSTON  
TRAVELER  
(EVG)**

Average Circulation for 1911

**83,029**

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

Frank Furstenheim; vice-president, C. H. Gallion; secretary, J. Peacock; and treasurer, G. F. Peabody.

Democratic editors of the Fifth Congressional District of Nebraska, meeting in convention at Holdrege, endorsed Woodrow Wilson for President and W. J. Bryan as delegate at large to the National Democratic Convention.

Celebrating the first anniversary of moving into its present spacious quarters in the Elks' Temple, the Portland (Ore.) Press Club outdid any of its previous efforts in the social line with an elaborate entertainment.

All records in attendance and enthusiasm at monthly meetings were broken at the February session of the Syracuse Advertising Men's Club. Preceding the educational program dinner was served to members of the club. A large number of Syracuse business men not affiliated with the organization attended the business meeting.

The Representatives' Club, of New York, has made arrangements for a permanent "Round Table" at the Prince George Hotel, at which the members may meet for luncheon any time they desire.

The Buffalo Ad Club is to expand. The club at present has a membership of 183, with enough on the waiting list to bring it up to 200, so the executive committee has decided to raise the limit.

The Democratic State Editorial Association of Kansas held an informal meeting in Topeka a few days ago. The principal addresses were those of Harrison Parkman of Emporia, Mack Cretcher of Sedwick, and S. C. Carroll of the Abilene News.

Plans are on foot to merge the League of Memphis Advertisers with the Business Men's Club. A

## ADVERTISING AGENCIES.

**THE SOUTH.**  
Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern customers. We are the oldest and largest agency in the South.

**M MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

**PAYNE & YOUNG**  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
Marquette Bldg., CHICAGO.

**ADVERTISING MEDIUM.**

**GOLD**  
represents the commercial  
standard of nations. The  
**COSMOPOLITAN**  
represents the standard of  
magazines.

general broadening in scope of membership and activities, embodying thorough rehabilitation, which will make the advertisers' organization immeasurably more effective, is the main feature of the project contemplated.

J. W. Booth, advertising manager of the Missouri Pacific Railway Company, St. Louis, addressed the members of the Milwaukee Advertisers' Club last week on "Intensified Advertising."

The new Norfolk (Va.) Ad Club will hold weekly meetings every Tuesday.

A banquet and dance recently was given at the Orpheum Theater by the Cincinnati Advertisers' Club.

Charles Nagel, Secretary of Commerce and Labor, will be the principal speaker at the annual dinner of the Town Criers of Providence on March 14.

The Buckeye Press Association of Ohio is holding a three-days' mid-winter convention in Delphos.

The Friars, of New York, will hold a beefsteak supper at the Monastery, 107 West 45th street, this evening at 11.30 o'clock.

The Spring meeting of the Southwest Kansas Republican Editorial Association will be held in Hutchinson on May 6.

The editors of thirty newspapers of Nevada, members of the Nevada Editorial Association, held the first regular meeting of the association at Reno. After enjoying a banquet the editors were entertained at a theatre party. Earlier in the day a

## ADVERTISING MEDIUMS.

**ROCKINGHAM  
DAILY RECORD**

Published at Harrisonburg, Va.  
Gives advertisers For a short time  
a sworn average advertising will  
circulation in excess of be accepted at  
flat rate of

**7200** **7c** per  
per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia.  
All business placed direct.  
WRITE FOR INFORMATION.

**IN MEXICO CITY**  
the advertiser only has to use the  
**MEXICAN HERALD**  
(Only English Newspaper)

**EL HERALDO MEXICANO**  
(Only Afternoon Spanish Newspaper)  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

**LARGEST CIRCULATION**  
There are **BALTIMORE** 100,000  
in homes  
The combined circulation of the  
**AMERICAN** and **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGGESS, CHICAGO.  
Marquette Building,  
VERREE & KONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

**Grand Rapids  
Evening Press**

THE LEADING DAILY PAPER  
in Western Michigan. 50,000  
Daily Circulation.

Foreign Representatives,  
I. A. KILGIN, Metropolitan, Tor., N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

sightseeing tour of Reno and the surrounding country was enjoyed.

The Pueblo (Colo.) Ad Club has been organized with a membership of twenty. J. Corey Baker is temporary chairman and H. A. McIntire is secretary.

At the annual meeting of the Boston Woman's Press Club these officers were elected: President, Miss Floretta Vining; vice-presidents, Mrs. Elizabeth Merritt Gosse and Miss Helen M. Winslow; recording secretary, Miss Kerr; corresponding secretary, Mrs. Holland; treasurer, Mrs. Upham; directors, Mrs. Margaret J. Magennis, Mrs. Annie G. Murray, and Miss S. Maria Pickering.

Former Governor Myron T. Herrick, recently appointed ambassador to France, spoke before the Cleveland Advertising Club Friday at the noonday luncheon at the Hollenden.

The Legislative Correspondents' Association at Albany, N. Y., will hold its annual dinner at the Hotel Ten Eyck on the evening of March 21.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

CHRISTIAN  
SCIENCE  
MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg., Chicago

THE

DEMOCRAT  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## OTHER OBITUARY NOTES.

CHARLES B. LOCKWOOD, for a quarter of a century a newspaper correspondent in Washington, D. C., and recently representative of the Milwaukee Wisconsin and Duluth Herald, is dead.

CHARLES F. SOOY, a member of the staff of the Newark (N. J.) Star, died of pneumonia and typhoid fever last week. He was twenty-seven years old and formerly was connected with the Asbury Park Journal.

ROBERT LAWRENCE VAN DEUSEN, formerly connected with the New York Herald and Sun, died at Liberty, N. Y., Sunday, of tuberculosis. He was thirty-five years old.

PATRICK DE CANTILLON, a member of the staff of the New York Times, died Sunday at the age of twenty-six years.

JOHN J. COAKLEY, representative of the Boston Traveler in the Cambridge district, died last week.

EDWARD F. LAKEMAN, a New York advertising man, died last week in his home in this city.

GEORGE P. BROWN, a New York newspaper man and for many years correspondent of the Chicago

Largest proved high-class evening circulation.

THE  
NEW YORK  
GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

## ADVERTISING MEDIUMS.

THE

LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POST

For advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

SEATTLE "P-I"  
THE POST- INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.  
NEW YORK. CHICAGO.

Chronicle, died Sunday. He had been in poor health for a long time.

B. F. WARD, who founded the Casey (Ill.) Banner in 1879 and was for many years its editor, is dead at the age of seventy-two years.

WILLIAM F. FERRIER, one of the oldest newspaper men in the South, died recently in Charleston, S. C., aged eighty-seven years.

GRANT A. McNUTT, an Ohio newspaper publisher, died a few days ago aged forty-five years. He was at one time part owner of the Bucyrus Forum and was generally known throughout the state.

E. E. HILLIARD, said to be the oldest editor in point of service in North Carolina, died at his home at Scotland Neck, N. C. Mr. Hilliard edited the Scotland Neck Commonwealth for twenty-six years, retiring three years ago on account of failing health.

JAMES M. HIGGINS, founder of the Pike County Democrat, and from 1861 to 1888 on the editorial staff of the Illinois State Register, died at Springfield, Ill. He was seventy-four years old.

A. T. WHITMER, editor of the Adel (Ia.) Record, died of paralysis. He was editor of the Panorama Vedette for many years and was fifty-five years old.

JAMES P. LEWIS, a paper and pulp manufacturer of Beaver Falls, died on Monday in New York. He was taken ill a week ago on his return from a trip to Porto Rico. Mr. Lewis was sixty-seven years old.

CHARLES E. SMITH, for the last six years city hall reporter on the Richmond (Va.) Evening Journal, died last Sunday night of tuberculosis, aged thirty-six years.

E. F. POWERS, a veteran Illinois editor, died at his home at Cham-

## ADVERTISING MEDIUM.

"As Much as the Times"

The advertising patronage of the  
SEATTLE TIMES  
DAILY AND SUNDAY

for ten months of 1911 shows a continuance of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried Paid Advertising to the amount of \$22,230 inches, or 8,712,620 lines, being an average of 62,233 inches, or 871,262 lines, per month.

This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,974,685 lines, being an average access for each month of 14,819 inches, or 207,468 lines.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

paign. He had been in the newspaper business since 1869 and with the Champaign Times as editor since 1879.

CAPTAIN JOHN LINDMARK KNIGHT, for many years superintendent of the New York Herald Tribune, died Sunday night. He was born in New York in 1834. Captain Knight was a master mariner, being sailing master of the Rebecca and also sailing on the Henrietta and the Dauntless. Late years he has made his home at Northport, L. I., coming to New York only for the Winter.

W. W. SMITH, for thirty-five years editor of the Leipsic (O.) Free Press, died recently.

MURRAY WILLIAMS, former editor of the Rising Sun (Ind.) Local, is dead.

KEYSTONE EDITORS TO MEET NEXT WEEK.

The Pennsylvania State Editorial Association will hold its fortieth annual meeting at Harrisburg next Monday and Tuesday.

At a banquet in the evening Dr. Harvey W. Wiley, W. C. Sproul and Henry Houck will be the special guests of honor.

An important feature of the session will be a paper on "Co-operative Insurance," by Fred Newell of the Canton (Pa.) Sentinel. Other papers will include "Truthful Circulation," by Ernest G. Smith, Wilkes-Barre Times-Leader; "Other Inducements for Circulation Than Inherent or Face Value of the Paper," by Addison C. Dickinson, New Castle Herald and Sharon News; "Value of Your Circulation to the Advertiser by William C. Freeman, New York.

UNITED PRESS MANAGER  
DINED EDITORS.

Editors of more than a dozen daily newspapers of Wisconsin were guests at a banquet given by W. S. Forrest, Wisconsin manager of the United Press at the Milwaukee Press Club Sunday noon. Following the dinner a conference was held and later the party attended the Majestic theatre in a body.

The gathering was the idea of Mr. Forrest to bring the United Press clients closer together and for an exchange of suggestions to strengthen the service and keep the central editor in touch with his

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICAN

Largest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY

Over 400,000

THE PEORIA  
JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

THE  
MILWAUKEE  
NEWS

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

clients on any subject that may be on their minds in connection with his work. Manager Forrest believes that the Milwaukee meeting establishes a precedent in this means of opening the way toward news service improvement.

POLO MONTHLY CHANGES  
HANDS.

John Adams Thayer, owner of the Smart Set Magazine, has bought the Polo Monthly and Clubman, and it will hereafter be controlled by the John Adams Thayer Corporation.

The Polo Monthly issued its first number last November, combining with the Clubman, which had been in existence for some three years. It is Mr. Thayer's intention to change the name of his latest acquisition to Polo and the Country Clubman, and to devote it to all seasonable amateur sports and pastimes. Francis D. Hunter, the founder, continues as editor.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Pressible method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBRY  
COMPANY

456 Fourth Ave., NEW YORK



# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

ask our representative for net circulation rates.

Representative: C. WILBERDING, R. KEATOR, 216 Broadway, 748 Marquette Bldg., W. YORK. CHICAGO.

Results are obtained in the SAN FRANCISCO CHRONICLE THE LEADING NEWSPAPER OF THE PACIFIC COAST.

HARLES J. BROOKS, Eastern Mgr., Temple Court, NEW YORK CITY.

# MULLING CHAFF FROM WHEAT

Continued from Second Page.

ould very quickly involve our lives in inconsistencies from which there would be no escape.

## ANSWERING THE QUESTION.

"We think it important, therefore, at the very outset, that we formulate an answer to this hypothetical question; not detailed answer, but a simple and mental answer; an answer which would at once satisfactory to every one of our members and at the same time good enough to cover every conceivable case. "We would accordingly make this general statement which we believe to be clear, brief and honest. There is no conceivable question concerning doubtful advertising which it would be possible for a publisher to address to us, to which he cannot supply at once a sound answer if he has the will to do so.

"The matter, therefore, resolves itself simply into a question of the mental and moral attitude of the publisher toward his subject. A publisher with a desire and the will to make his pages clean, can, with perfect freedom, go further in carrying out such a policy than would be fitting or proper for us to go telling any publisher to copy in our opinion he should and what copy he should not accept.

"We are more interested, therefore, in cultivating a state of mind on this subject than we are in agitating the observance of any fixed rule or set of rules. We are more interested in showing a publisher that it is his own interest, and the interest of his advertisers, and to the

# PRESS CLIPPINGS

everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by BURRELLE

Lafayette Street, New York City Established a Quarter of a Century.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

47,000 CIRCULATION DAILY.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc., 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO.

The TOLEDO Daily BLADE. The TOLEDO WEEKLY BLADE. OVER 200,000 EACH ISSUE, all paid in advance.

Represented by PAUL BLOCK, Inc., 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO.

interest of advertising to make his pages clean than we are in telling him what constitutes clean advertising.

"The latter would be simply an appeal to a man's judgment. And every man with an A B C knowledge of human nature knows that an appeal to one's judgment on a moral issue is absolutely futile if said appeal does not touch the conscience. This may sound too much like sermonizing, but it is the only way we can possibly put the case in order to make our point perfectly clear.

"Granted these premises, ought we to lay down any general principles as representing the views of our association? If we do not attempt to translate these principles into specific rules, we think we can do so without inconsistency. A general statement of principles would have one important advantage from a practical standpoint.

"It would enable the publisher with the desire and the will to carry nothing but clean advertising, but the honest publisher who never refuses to get his bearings, after he has secured his main principle of the thing as we wish him to see it, anything further from us will immediately become superfluous. The honest publisher who never refuses to deal with the subject of honesty, he never requires a definition of the term.

"As already stated, the publishers who make regulations governing their own policy are free to go much further in this matter than would be possible for us. Perhaps no publication states the case more neatly than Everybody's, in its maxim which excludes all advertising calculated to injure any of their readers in morals, health or pocketbook.

"This very nearly sums up the matter. Perhaps there is one point only which it does not cover, namely, the advertisement which mentions without facts do not warrant. These claims may not be of a nature to injure health, morals or pocketbook. The advertiser may be well able to stand on its own merits, and be deserving of patronage on its merits, but it may, nevertheless, be advertised in such a way through extravagant and unwarranted claims, as to be clearly objectionable from our standpoint.

"A false, misleading or unwarranted statement in an advertisement is as damaging to all advertising, and consequently to all advertisers, when made concerning a good article as when made concerning a bad one.

"This, in the opinion of the association, is far as we can go in defining our position on this subject. Anything further would be unwise and also unnecessary. In particular, we should, we believe, abstain from the denunciation of any kind or class of advertisers as a class. To denounce a class because of the character of a majority in that class might be an injustice to many individual advertisers.

"It is a rule of justice that every man is entitled to an individual hearing, and the same should apply to every individual advertiser. As a means of simplifying his problem, let the publisher rule against a

In considering circulation remember that the

# BOSTON HERALD

has both Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives. The S. C. BECKWITH SPECIAL AGENCY, Tribune Bg., New York, Tribune Bg., Chi., Reliance Bg., Kansas City.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

# HAVANA POST

the only English newspaper printed in Cuba and read by all who read English—Americans, Cubans and Spaniards.

George M. Bradt, publisher.

class if he will; it is not for us to do so. "Even where the case is absolutely clear against a class of advertisers, as a class, we, as an association, are not called upon to say so. The general principles we have stated are adequate to cover all such cases. The clearer the case, the clearer the application. This application is up to the publisher, and we cannot assume his responsibility in the matter.

WHAT THE A. N. A. M. WANTS.

"We can easily make clear to the publisher what we want. We want clean, honest advertising pages. We can easily define in a brief general statement exactly what we mean by clean, honest advertising. The publisher can give us a clean advertising page if he will. If, however, he thinks only of the dollars of the advertiser, he can usually find a plausible excuse for taking those dollars, no matter what we say or do.

"There is another reason why we as an association should not be more specific in replying to queries of this kind from publishers. The asking of such a question implies a doubt. What does the just man do when confronted with a doubt on a moral question? He removes his doubt if he can, but he does it by investigation, not by attempting to shift the responsibility of the decision on some one else. If he is unable to remove his doubt, then his duty is plain.

"One more thought on the subject. Thus far we have discussed only two factors in the problem; the advertiser and the publisher. There is another factor, however, as potent as the publisher, if not more so, namely the advertising agent. When a publisher is called upon to accept or reject an objectionable or questionable advertisement, the problem which may confront him is not simply the loss of the account of that advertiser. It may be the loss of every account which he receives through that agency.

"If a publisher is obdurate in his refusal to clean up, there is one final recourse which is always open to the advertiser. He can withdraw his copy from that publication. But how can he consistently do so if he continues to patronize an

## IT PAYS to use only THE BEST

LINOTYPE MONOTYPE STEREOTYPE ELECTROTYP

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD, BULLETIN, INQUIRER, the BU-FALO EXPRESS, and hundreds of other prominent publications, as well as the GOVERNMENT PRINTING OFFICE.

Trade Mark M & C E Registered. PHILADELPHIA Smelters—Refiners EVANS CO. NEW YORK CHICAGO BALTIMORE BROOKLYN KANSAS CITY DENVER

# A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION Daily Germania.....24,568 (Only German evening daily in Milwaukee) Daily Herold.....17,000 (Only German morning daily in Milwaukee) Sonntag Post.....45,000 (Only German Sunday daily in Milwaukee) Weekly Germania.....107,413 Haus-und Bauernfreund (German Farm Journal) Weekly 103,333 Deutsche Warte, Weekly.....22,000 Die Rundschau, Weekly.....25,002 HENRY DE CLERQUE, U. S. Rep. 702 Schiller Building, CHICAGO. LOUIS KLEBAHN, Eastern Manager, 1 West 34th Street, NEW YORK. Telephone, 215 Murray Hill.

# Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America PAYNE & YOUNG Rep., East and West

agent who handles objectionable account? By so doing he is coercing the publisher into the acceptance of objectionable copy while he is at the same time punishing him for so doing.

"One point is that whatever policy an advertiser may adopt with reference to the publisher must also be adopted with reference to the advertising agent. To ask of the publisher what we do not ask of the agent would be unfair, and also futile. It is a matter of common knowledge among us that only the strongest publications are measurably independent of the agencies.

If, therefore, we consider it the duty of a publisher to clean up, it becomes our duty not to place any obstacles in his path.

"The problem, of course, so far as the agent is concerned, has its practical difficulties. There can, in the nature of the case, be no concealment in the pages of a publication, but it may not in every case be so easy to smoke out the agency that carries objectionable accounts.

"The remedy, as we see it, is, however, essentially the same. The interests of the advertiser agent and publisher are one in this matter. Anything which hurts advertising hurts all of us in equal measure. If we can show the reputable publisher that it is not to his interest to carry objectionable copy, we can also show the reputable agent that it is not to his interest to carry an objectionable account—and for the same reasons.

"Hence, it follows that if we can get the three factors of the advertising business—agent, advertiser and publisher—to thinking along the same line, our problem is solved."

# A Second Letter from the William C. Freeman Co. to Publishers of Newspapers

The Best Way to Spread Information is to Advertise It. The Best Way to Make a Proposition Success Is to Tell About It in Public Print. Then There Can Be No Misunderstandings. All Is Then an Open Book. That is What Our Proposition to Publishers Is.

Many publishers have replied to our proposition to establish a National Newspaper Advertising Bureau.

Some write that they are members of the Daily Newspaper Club, and are not quite certain about taking on our plan.

Others write that the Associated Newspapers contemplate a plan similar to ours, but confined to one newspaper in a community. They, also, say that they are uncertain what to do.

Many others write endorsing the plan and saying that they will go into it. They express the hope, however, that it will be a universal movement in behalf of newspapers.

It seems to us that the Daily Club does not represent enough newspapers to make its work successful. Besides, the fund at the command of the managers is not large enough to do big work.

We represent 65 newspapers—one in a community—but we could not succeed with our plan because we did not have enough newspapers in a community, nor enough communities, nor enough states or sections, properly covered.

The Associated Newspapers have not yet developed their plan, but if it is developed and tried out, they will find that one newspaper in a community will not suffice.

Why not have all of these plans—FOR EACH ONE HAS THE RIGHT MOTIVE BACK OF IT—COMBINE IN ONE GREAT NATIONAL NEWSPAPER ADVERTISING BUREAU and make IT a success?

Why continue working for the development of national newspaper advertising in a SMALL way? Why not go at it in a BIG, OVERPOWERING way?

A National Advertising Bureau, such as we have suggested, with subsidiary Bureaus in sections of the country WHERE THE GREATEST NUMBER OF ADVERTISING POSSIBILITIES EXIST, CANNOT FAIL, if the working force consists of the ablest men in the advertising business—REAL CREATORS—high-class SPECIALISTS in their respective lines.

It cannot be a small organization of small men. It must be a big organization of big men—men of great force—men who now EARN big salaries.

If there are enough publishers in each community and enough communities in states, in sections and in the whole country willing to subscribe to the plan suggested, a fund of at least a quarter of a million dollars can be raised—maybe more.

*How would this money be expended?*

*In maintaining offices for main and subsidiary bureaus?*  
YES!

*In employing big successful men?* YES!

*In advertising in trade papers?* YES!

*In suggesting plans and copy?* YES!

*In submitting designs?* YES!

*In collecting important data for advertisers?* YES!

*In traveling—calling on everybody?* YES!

*In persistent and intelligent follow-up work?* YES!

*The Publishers?* NO!

*A Committee of Publishers?* NO!

*Who, then?*

THE NATIONAL ORGANIZATION ITSELF!

Publishers must have confidence in the organization—in the company operating the National Bureau and its subsidiary Bureaus—the same as depositors who entrust their money to a bank.

A quarterly statement will be issued to publishers, just as a bank issues a quarterly statement. Such a statement will be just as trustworthy as the statement of a bank.

Naturally, in handling so large a fund, it is proper that the officers of the company operating the National Advertising Bureau shall be bonded, as are men in other big organizations.

There must be an organization that will serve every publisher alike—that will make the publisher of the small paper as much a factor in the organization as the publisher of the big newspaper.

There must be an organization that will give every publisher subscribing to it an even chance. Obviously, the power of management cannot rest with the publishers. It must rest with the organization itself.

The men whose services can be secured are men of character and brains—men who do big things in a big way; men who have already established reputations for business ability, integrity and personal worthiness; men who, like ourselves, are so deeply interested in the development of advertising for daily newspapers that they are willing to undertake the work under right conditions.

The plan must be universal to be successful. It cannot touch spots here and there only—there must be enough newspapers in every community, state, section, and in the whole country, to combine before the newspapers can go to the advertiser in an intelligent, impressive and effective manner.

This should be accomplished, and now is the time for you to act.

WILLIAM C. FREEMAN CO.

Singer Tower

New York City



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

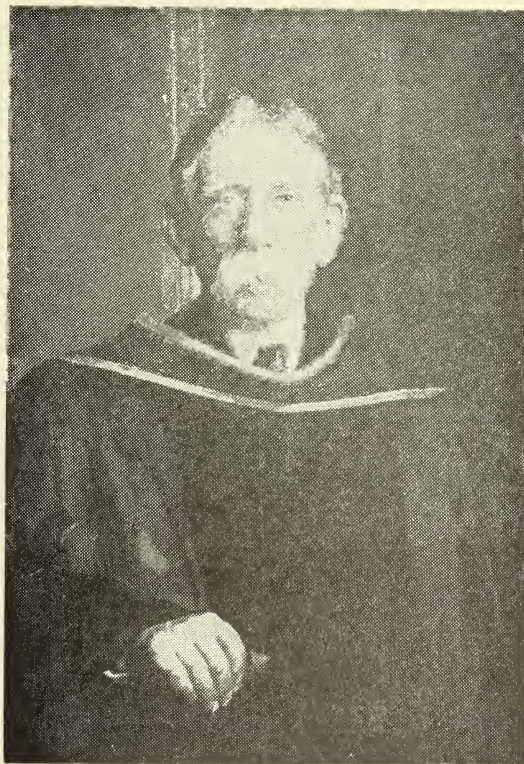
No. 942

NEW YORK, SATURDAY, MARCH 16, 1912

TEN CENTS A COPY

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.



DR. TALCOTT WILLIAMS,

ASSOCIATE EDITOR OF THE PHILADELPHIA PRESS, WHO WILL BE THE  
DIRECTOR OF THE FULITZER SCHOOL OF JOURNALISM.

By Courtesy of the New York Tribune.

See Fourth Page

## NEWSPAPER COPY- RIGHT.

### IMPORTANT TEST CASES ARE BROUGHT IN THE U. S. COURT.

The New York Times has signified its intention of prosecuting to the fullest extent all infringements on its copyright in America to the personal story of Captain Raold Amundsen's discovery of the South Pole. So it appears that at last the question to what extent the international copyright laws cover general news matter to be decided.

It appears that the London Daily Chronicle first contracted with the explorer before his departure for the South for exclusive rights to the story of his experiences on the trip. The Chronicle had the narrative copyrighted in Europe and sold the American rights to the New York Times, which took like action to protect its interests in this country. With the announcement that Amundsen had returned home the Times made the announcement of its rights to the story and printed the copyright warning against infringement.

Stories printed subsequently by the New York Sun, the New York World, the American and Press were adjudged by the publishers of the Times to be infringements on its copyright, and suits have been brought in the United States Circuit Court against the companies publishing those papers.

The infringement occurred, the complaint charges, in the printing last Saturday of a cable report of a narrative from the Daily Chronicle, of London, reporting the discovery of the South Pole by Amundsen. The complaint asserts that the narrative was of great news value and that it is impossible to ascertain exactly the money damages caused by the publications complained of.

Judge Holt granted temporary injunctions restraining the defendant corporations from publishing verbatim or colorably any part of Amundsen's narrative, "the exclusive rights to which, as appears from the motion papers, are the property of the complainant company."

The hearing of the case has been set for the week of April 1, but no matter what the decision is by the lower court, the case is bound to be fought out to the highest tribunal in order to get an authoritative and permanent ruling on the question, which has been bothering the newspaper world for many years.

At the time of discovery of the North Pole by Commander Robert Peary, the Times paid Peary \$10,000 for the rights to his story, which was copyrighted in a manner similar to the Amundsen narrative, but because of the confusion over the claims of Dr. Cook and the delay in proving the statements of the rival explorers, and because of the disinclination to inflame unreasonable prejudice, the enforcement in the courts of these property rights was not attempted, beyond temporary restraining or-

ders being issued by the United States Courts in several cities.

In the case of the Amundsen story the publishers of the Times state:

"Since the law of newspaper copyright appears to be involved in some doubt through the lack of conclusive decisions, the Times will avail itself of the opportunity afforded by its purchase of the rights of Captain Raold Amundsen's narrative of his journey to the South Pole to put the law to a test, and proceedings to that end are invited by any violation of its copyright."

"Captain Amundsen's South Pole story was some time ago offered to the leading newspapers in New York City. Any one of them might have obtained the American rights by agreeing to pay the price. The Times offered a price higher than could be obtained elsewhere, and secured the exclusive rights to the publication of the story in America, in both newspaper and book form."

"Captain Amundsen's story, like Peary's, is an extraordinarily easily one for its author. To put himself in a position to tell it he has been at large expense for equipment and preparation, he has undergone hardship, privation, and suffering."

"The narrative which we publish from the pen of Captain Amundsen is his property, the right to publish it in this country is a property right of the Times, a right protected by law. We have given warning that any infringement of the Times' property will be made the basis of an action for damages."

"This will be done in the interest of the Times to assert its property rights in Captain Amundsen's narrative and in the interest of a definite understanding of the meaning and validity of the copyright law and of rights acquired thereunder."

A unique feature of the Amundsen litigation is the fact that the Times' contract with the London Chronicle is said to have been made by William C. Reick, publisher of the New York Sun, who was at that time general manager of the Times.

The penalty for the violation of a copyright is a payment of \$1 for every publication, so that it is readily seen that a vast amount of money is involved in the ruling on the case, besides the reaching of a permanent ruling.

Dispatches from Europe are to the effect that the British and European press generally has shown a laudable respect for newspaper copyright in handling Captain Amundsen's dispatches.

"Not a single paper infringed on the London Daily Chronicle's European copyright," they say, "though the keenness of all to keep the reader posted was evidenced by the numerous brief summaries published by permission of the Chronicle, whose courtesy was handsomely acknowledged."

For alleged violation of the injunction the publishers of the New York American have been cited to appear before Judge Holt next Friday to answer a charge of contempt of court.

### NEW SPECIAL AGENCY APPOINTMENT.

The Chicago Evening Post has appointed the Cone, Lorenzen & Woodman Special Agency, New York and Chicago, to act as its representative in the Western field.

### PREFERS DAILY FIELD.

M. J. Hutchinson, manager of Ready-to-Wear, Toronto, has disposed of his interests to his associates and has been appointed advertising manager of the Regina (Sask.) Morning Leader.

### POLICE BLOTTER DENIED TO SPOKANE REPORTERS.

Zora E. Hayden, commissioner of public safety, in Spokane, and the newspaper men and correspondents in Spokane are at sword's points over his issuing an order to Chief Dought to open a private blotter for police use.

The corporation counsel's office has given an opinion that the rule may be established under the state laws of Washington, adding: "I am of the opinion that this blotter is not a public record and that for various reasons you have the right to deny the inspection thereof to the general public. Even where public records are made subject to public inspection officers in charge of the records have the right to make reasonable rules with reference thereto."

### GUIDE TO NEW BUSINESS.

The Daily Newspaper Club has compiled a list of general advertisers at present employing the magazines, but not the newspapers. The contents are classified by advertiser, commodity and locality, and contain much valuable information regarding the person or agency handling each account.

### DOBBS IN BALTIMORE.

Samuel C. Dobbs, ex-president of the Associated Advertising Clubs of America, talked before the Advertising Club of Baltimore at its luncheon on Wednesday. His subject was "Efficiency in Advertising and the Work the Associated Ad Clubs Are Doing Along This Line." Next Wednesday evening, Elbert Hubbard will give a talk on "Modern Business."

### IMPORTANT DAKOTA SALE.

Jackson Brothers have bought all of the Tripp County papers belonging to the Rosebud Publishing Company, including the Tripp County Journal at Wagner, and the papers at Jordna, Carteran Milbro, S.

### ST. LOUIS PUBLISHERS.

The publishers of St. Louis newspapers have organized a local publishers' association. Its object primarily is for the consideration of labor matters.

### TROWER TO PITTSBURGH.

J. E. Trower, for several years past connected with the Buffalo Evening Times, has been appointed advertising manager of the Pittsburgh Post and Sun. He will assume his new duties on Monday.

### A TENNESSEE NEWCOMER.

The Sentinel Publishing Company, which will start a newspaper at Paris, Tenn., has filed articles of incorporation with a capital stock of \$5,000. E. B. Sweeney will be editor and general manager. It will begin operation this month.

The Bayside (N. Y.) Review has changed its name to the Bayside Review and Coney Island Times.

### WOULD CHANGE PLAN OF AWARDING STATE ADS.

Senator George Burd of Buffalo has a bill in preparation to introduce in the New York Legislature, to reform the system of giving the publication of session laws to newspapers.

He proposes that all the newspapers in a county shall have the opportunity to publish the session laws and the resolutions emanating from the secretary of state's office after they have had their political policies certified to by each board of county supervisors and the certifications filed with the secretary of state.

By lot the secretary of state shall each year draw out the name of newspapers from each county representing opposite political faiths and give them the publication contract for that year. The same papers shall not receive it again till all the papers in the county entitled to have the contract have had it.

This the senator thinks would abolish discrimination in giving such state printing to one or two papers in a county "in" with the so-called party machine. Mr. Burd also thinks the idea would result in more independence on the part of the newspapers in the rural districts.

### NEWBY SELLS HIS DAILY.

Eldon C. Newby, who a few months ago purchased the Blue Rapids (Kan.) Journal and changed it from a weekly newspaper to a daily, has sold the paper to George C. Hall of Green Bay, Wis. Newby now owns and edits the Randolph Enterprise, which paper he will continue to publish.

### FOR A CHAIN OF PAPERS.

S. J. Fossle, editor of the Mediator, of Cleveland, O., and W. A. McDermitt, editor of the Scientific American, are reported to be engaged in getting options on newspaper plants in a number of towns and cities throughout Ohio, Indiana and Kentucky, with a view of establishing a chain of newspapers.

### MISSOURI LOSES A PAPER.

The Pomona (Mo.) Sentinel, a weekly newspaper, has suspended publication. The Sentinel was established several years ago by C. H. Duckett.

### NEW AD MANAGER FOR MEMPHIS COMMERCIAL- APPEAL.

H. A. Nuttall of Buffalo assumed the position of advertising manager of the Memphis Commercial-Appeal on Monday. Before leaving for his new position Mr. Nuttall last week was married to Miss Daisie Sandys of Buffalo in his home city.

### BERLIN DAILY IDEA ENDS.

An effort was made toward the close of January to establish a new morning daily in Berlin, Can., in opposition to the two evening papers, but the project received so little encouragement from local advertisers that it has been dropped by the promoters.



## EDUCATING PUBLIC IN ADVERTISING.

NINETY-THREE CANADIAN  
DAILIES CO-OPERATING  
WITH THE C. P. A.

The Canadian Press Association's campaign to advertise advertising in Canada was formally launched this week with the co-operation of ninety-three of the 130 daily newspapers in the Dominion. The first step is the publication of a series of ten advertisements designed primarily to create interest in advertised articles on the part of the consumer.

They explain concisely and plainly the meaning of advertising, and aim to educate the reader in the power invested in it. The series cover: Advertising's functions and benefits when properly used, advantages enjoyed in buying advertised goods, as a force in modern business, safeguard afforded the buyer in an advertised "trade-mark," what advertising has accomplished in the last ten years, and the theory of advertising.

The advertisements are beautifully laid out and displayed, represent the work of a group of the most competent advertising copy experts in the Dominion. The first series of ten are of 450 lines each and will run twice a week being scheduled to last until about September 1. The schedule of insertion is arranged to best suit the papers in each city giving space to their publication. The insertion of the advertisements began Monday.

John M. Imrie, secretary of the Canadian Press Association, who planned the campaign and has charge of carrying it out, is highly pleased with the way the newspapers are co-operating with him. To THE FOURTH ESTATE he outlined his plan of operation and what he expects to accomplish. Mr. Imrie said:

"The insertion of these advertisements commenced Monday in ninety-three daily newspapers throughout Canada. There are only 130 distinct daily newspapers published in Canada (including as one the newspaper that has both morning and evening editions), and to have ninety-three out of this number sign contracts placing 20,000 lines of space at our disposal for this first united effort to advertise advertising in Canada is, I think, most encouraging.

"We supplied plates and mats, as desired to the co-operating newspapers, and arranged the schedule of insertions as a separate campaign for each city. In Toronto, for example, where all six of the daily newspapers are using the service, the first advertisement appeared in the Globe and Mail and Empire Monday morning, in the Telegram at night, in the World Tuesday morning, and in the News and Star in the evening. There were no insertions Wednesday, and the order of insertion was repeated on Thursday and Friday. So on, throughout the campaign—there will be two insertions a week.

"Some changes have been made in the plan as outlined to THE FOURTH ESTATE when I was in New York a few months ago. The size of all the advertisements



FREDERICK L. COLVER,

WHO RETURNS TO ADVERTISING WORK WITH THE NEW YORK TIMES

in the series will be uniform, viz., 450 lines. The 20,000 lines contracted for in each of the ninety-three daily newspapers will cover forty-five 450-line advertisements, and as these will run twice a week, the first campaign will continue for twenty-three weeks, commencing last Monday. This will make it conclude about September 1; but if it is thought well to commence at once another campaign running through the fall, I have no doubt but that the required extra space will be forthcoming.

"The original plan for the preparation of copy was also changed. This work was undertaken by the Toronto Ad. Club, composed of 250 of Canada's brightest advertising men. The first ten advertisements, and the ten that will immediately follow them, were prepared by an advertising advertising committee, composed of nine members of this club (of which I am chairman), subject to suggestion and revision, first, by the Canadian Association of Advertising Agencies, and finally, by the advertising advertising committee of the Canadian Press Association, composed of J. P. MacKay, business manager of the Toronto Globe, William Findlay, business manager of the Ottawa Free Press, and myself.

"For the preparation of the remaining advertisements in the series, this advertising

Continued on Nineteenth Page.

## COLVER BACK IN HARNESS WITH THE TIMES.

Frederick L. Colver, widely known throughout the publishing and advertising fields in connection with a number of important enterprises, but who during the past three years has been engaged in the shipbuilding and marine machinery business, has returned to his first love and is now with the New York Times, in charge of the general advertising, with particular reference to the Sunday edition.

Mr. Colver began his publishing career in the early eighties as editor of the Brooklyn Magazine, in association with Edward W. Bok, now editor of the Ladies' Home Journal. In 1889 he became advertising manager of Frank Leslie's magazine, of which in 1895 he became lessee and manager, and a little later the principal owner.

In 1905 the magazine, which had been known as Leslie's Monthly, became the American Magazine, and in the following year Mr. Colver sold the property to John S. Phillips and others.

He then became advertising director and part owner of the Success Magazine, but he in 1909 disposed of his interest to Orison S. Marden and Edward E. Higgins and established himself under the name of Waters-Colver Company in the shipbuilding business in West New Brighton, S. I. This business will be continued by him, his interest being cared for by his partners and his son, Frederick B. Colver.

Mr. Colver in 1902 organized the magazine men under the title of the Periodical Publishers' Association, serving several years as its secretary and one year as its president. He lives at Tenafly, N. J., of which town last fall he was elected mayor.

Although this is Mr. Colver's first experience in daily journalism, it would seem certain that through his wide experience in the advertising business and his wide acquaintance in the profession he will be able to score a signal success in connection with the Times.

## WANTS HEIRS TO SETTLE.

The trial of the libel case in New Orleans of J. G. DeBaroncelli against Armand Capdevielle, deceased, both publishers of local French papers, for \$20,000 damages was postponed indefinitely when it came before Judge Foster in the United States Court.

The case is for damages claimed by DeBaroncelli when Capdevielle, editor and manager of the New Orleans Bee, a year ago beat him.

Mr. Capdevielle died three weeks ago and his heirs are expected to answer the suit.

## MARCONI TO BE A GUEST OF PUBLISHERS.

Senor Marconi, the wireless inventor, has sent word that he will be in New York on April 25 to be one of the guests of honor at the dinner of the Associated Press and the American Newspaper Publishers' Association.

## BUY ANOTHER PAPER.

The Provo (Utah) Herald has passed into the possession of I. H. Masters and S. H. Wood. Mr. Masters has for some time published the Bingham (Utah) Press-Bulletin, and will continue that publication in addition to editing the Herald. Mr. Wood is the publisher of the Uintahland, a monthly magazine published at Provo, which he will also continue.

## NEW A. N. P. A. MEMBER.

The El Paso (Tex.) Morning Times has been elected to membership in the American Newspaper Publishers' Association.

Members of the Daily Newspaper Club will hold their annual convention at the Waldorf-Astoria on April 24. The annual dinner will take place at seven p. m., on that date.

## PLANS 'ADVANCED FOR PULITZER SCHOOL.

### PROBLEM OF SELECTING THE BOARD OF IN- STRUCTORS NOW SOLVED.

Talcott Williams, LL. D., associate editor of the Philadelphia Press, has been appointed director of the School of Journalism founded by the late Joseph Pulitzer with an endowment of \$2,000,000 in accordance with an agreement with Columbia University.

Professor John W. Cunliffe, Litt. D., at present head of the department in English literature at the University of Wisconsin, is to be associate director of the school. The selections have been approved by the members of the advisory board named by Mr. Pulitzer before his death.

It has finally been decided that the affairs of the school will be in the hands of an administrative board consisting of President Nicholas Murray Butler, Dr. Williams, Dean Keppel, Professor Cunliffe and Professors Trent, Seager, Shotwell, Thorndike and Beard of the university faculty.

The selection of Dr. Williams is recognized by the trustees as solving one of the most difficult problems confronting the new school. Mr. Pulitzer two weeks before his death consulted with President Butler concerning candidates for head of the school and each suggested several names.

Dr. Williams' nomination met with the hearty approval of all the members of the trustees' and the advisory boards. He is recognized as one of the most experienced and capable of American journalists and is highly esteemed as a scholar and public speaker.

It is understood that Dr. Williams will personally direct instruction in the history and ethics of journalism in addition to his administrative duties.

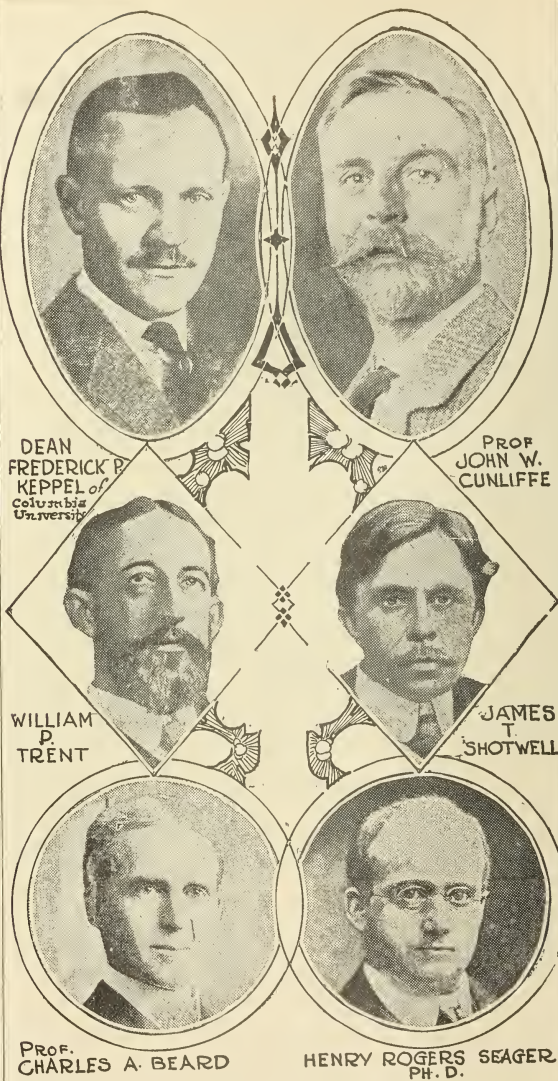
Of those on the administrative board, Professors Trent and Shotwell are at present in the history department of the university; Professor Seager lectures on economics; Professor Thorndike is in the English department, and Professor Beard teaches politics.

Columbia officials say that it is doubtful if a better qualified group of educators could be selected from the university's standpoint to take actual charge of the new School of Journalism.

Work on erecting the \$500,000 building to house the school is being pushed rapidly and it is expected to have it completed early in 1913. The new school will open in September of this year with temporary quarters in one of the present university buildings.

Dr. Williams plans to remain in Philadelphia until September, and until that time will retain his active connection with the Press.

Although no intimation was given as to the curriculum of the new institution or the line of study to be pursued, it may be inferred from the nature of the committee selected



PROF.  
CHARLES A. BEARD

HENRY ROGERS SEAGER  
PH. D.

MEMBERS OF THE BOARD WHICH WILL CONDUCT  
THE PULITZER SCHOOL OF JOURNALISM.

By Courtesy of The New York World.

that the subjects of history, English, politics and economics will receive special attention, and that the students will be drilled in the principles of English particularly.

Professor Cunliffe will have personal charge of the training of the students in writing English, being an authority on this branch of education. He has already taken up the duties of his new position, but when seen at Columbia said that

he preferred to have Mr. Williams, the real academic head of the school, outline the policy and discuss the subject generally, before he was interviewed.

Dr. Talcott Williams was born in Abich, Turkey, on July 20, 1849, the son of Rev. William Frederic and Sarah Pond Williams. His father was a missionary stationed in Turkey. He was prepared for

college at Phillips Academy, Andover, Mass., and entered Amherst from which he was graduated in the class of 1873.

After graduation he obtained employment on the World, which at that time had not come under Pulitzer's ownership, and was placed on the regular city staff in reward for having secured an interview with Harry Hill on the career of John C. Heenan.

He was Albany correspondent of the World in the winter sessions of 1875-76, and after service as assistant night editor and night editor he was sent to Washington as the World's correspondent. He became afterward Washington correspondent of the New York Sun; in 1890 editorial writer on the Springfield Republican, and in 1891 was chosen associate editor of the Philadelphia Press, a position he has held ever since.

In addition to his editorial work Dr. Williams has written art and dramatic criticisms and for twenty years has been a contributor to magazines. During his service at the Philadelphia Press he was managing editor for three years.

Dr. Williams has been honored with degrees from the University of Pennsylvania, Amherst College and Western Reserve University. He is described by his friends as possessing to an extraordinary degree a retentive memory. There are few subjects introduced to him on which he cannot contribute extensive and exact information. He maintains in his home a filing system of clippings that contains information on every topic that a newspaper writer is called upon to consider.

Professor John W. Cunliffe has been head of the Department of English in the University of Wisconsin for six years. He was born in England in 1855. After completing his education at the Universities of London and Manchester he began newspaper work as a reporter. He removed to Canada in early life, and while engaged on the Montreal Gazette was also Professor of English in McGill University. Professor Cunliffe is credited with being one of the most successful teachers of written English in the United States. He will have personal charge of the students' work in English.

The appointment of Dr. Williams to the important position at which he has been honored to meet with the general approval of the press, as well as the advisory boards, which united on his selection. The universal opinion seems to be that the choice is a wise one.

### BARRON RECOVERING

B. J. Barron, former publisher of the Globe (Ariz.) Globe-Democrat, who was severely injured in an automobile accident near Phoenix some time ago, is reported as improving slowly. He is now to be out, but has to use a cane.

### RIVERTON GETS A PAPER

The Riverton (Ia.) Review is the name of a new paper published by Walter T. and Gertrude G. Riverton has been without a newspaper for about ten years.



# KAHLERT AND KELLY FORM A COMBINATION.

Charles C. Kahlert, who for several years past has been the eastern representative of the Chicago Evening Post and the Louisville Herald, has been made representative also of the Indianapolis Star, the Haute Star and Muncie Star, five papers being owned by John Shaffer of Chicago.

Mr. Kahlert's work on the two papers first mentioned has been very successful, particularly in high-grade lines of advertising, but it seemed to him that it would be advantageous to all the five papers to secure the benefits of an established special agency organization prescribing at the same time a number of other papers in large cities.

Arrangements, therefore, have been made with Cornelius F. Kelly under which the business which has heretofore been conducted, under the title of C. F. Kelly & Co., by Mr. Kelly and William H. Smith, has been incorporated under the same name, with Messrs. Kelly, Smith and Kahlert holding the principal offices in the corporation, and it is taken over the five papers in addition to the following now represented by C. F. Kelly & Co.:

Boston Post, Buffalo News, Jersey City Journal, Richmond News-Leader, Richmond Times-Dispatch and Trenton Times.

Mr. Kahlert is a native of Louisville, Ky., but his first advertising experience was as solicitor with Ward & Thomas in Chicago. After a successful year with that general agency he joined the staff of the Chicago Record-Herald in charge of some special work and from this a few months he transferred himself to the staff of the Chicago Evening Post.

His success in creating new local accounts for the Post led David E. Owen, the manager, to send him to New York to take charge of the eastern office of the Post.

## CHICAGO'S EXAMINER'S FINE REPORT.

The total display advertising carried by the Chicago Examiner during the month of February was 1,097 columns, a gain of 110.45 columns over the corresponding month of 1911. By the official figures of the Association of American Advertisers the Examiner's week-day city circulation averaged 7,731 for the last six months of

## PITTSBURGH SUN Advertising Grows Steadily

During February 1912, the steady growth of The Pittsburgh Sun is attested by the splendid gain of 4955 INCHES  
Paid Advertising over the corresponding month of 1911.  
January Gain, 4957 Inches  
February Gain, 4955 Inches  
FO MONTHS' GAIN  
9912 INCHES  
Your Business Grow in the Newspaper That Grows!  
Sun Grows Greater Day by Day.



CHARLES C. KAHLERT,

REPRESENTING JOHN C. SHAFFER'S NEWSPAPERS, WHO JOINS  
C. F. KELLY IN STRONG SPECIAL AGENCY COMBINATION.

1911, and the Sunday edition for the month of December, 1911, was 546,008. The Examiner now carries the advertising of all the State street department stores.

## KANSAS CITY POST MEN MAKE CHANGES.

Horace H. Kerr has resigned the city editorship of the Kansas City (Mo.) Post and will engage in special writing for a few months before taking up active newspaper work again. Mr. Kerr is succeeded by E. B. Atchley, former telegraph editor. Other changes in the staff of the Post include the resignations of J. S. Jackson, Courtney Cooper and Will Hobin.

## NEW MANAGING EDITOR ON WILMINGTON JOURNAL.

George Carter of New York assumed the duties of managing editor of the Wilmington (Del.)

Evening Journal this week. For years he had been connected with the New York Press, and on his departure the staff of that paper gave a dinner at the Press Club in his honor. One of the pleasant features of the occasion was the presentation to Mr. Carter of a gold watch and gold mounted fountain pen.

## WOULD CUT OFF BROOKLYN NEWSPAPERS.

Senator Pollock and Assemblyman McKee introduced a bill Thursday in the New York Legislature cutting off the \$100,000 a year which the Brooklyn papers now get from the city treasury for publishing corporation notices. In every other borough such notices are published in the City Record. Mayor Gaynor favors the bill, saying that the Brooklyn papers, which are now demanding more than the \$100,000, have the city by the throat.

## PENNSYLVANIA EDITORS OPPOSE 2D CLASS RAISE.

The Pennsylvania State Editorial Association in convention at Harrisburg on Monday and Tuesday went on record as steadfastly opposed to the plan of President Taft to raise the postal rates for second-class mail matter. The resolution is the same as was adopted on the subject two years ago, and emphatically protests against the proposed increase.

The association also went on record in opposition to the printing of envelopes by the government postal department, and the excessive rates charged for express and freight transportation of newspapers, magazines and periodicals and in favor of a bill to be presented to the next legislature providing for the establishment of a state department of journalism in Pennsylvania.

George A. Wagenseller of the Middleburg Post was unanimously elected president, with the following associates: Vice-presidents, J. H. Zerby of the Pottsville Republican, Fred Newall, of the Canton Sentinel, and R. H. Thomas, Jr., Mechanicsburg Journal; secretary-treasurer, R. P. Hapgood, Bradford Star and Record; executive committee, W. H. Wray, Leechburg Advance; W. C. Dewart, Sunbury Daily; C. H. Bressler, Lock Haven Times; W. W. Jones, Olyphant Gazette; and W. H. Binder, Pottstown Ledger.

## "DUSTY" RHOADES' DEAD.

A commercial traveller, who was found dead in his room in the St. James Hotel at Edwardsville, Ill., Monday night, was identified by J. W. George, of St. Louis, as W. S. Rhoades, the original "Dusty" Rhoades of cartoon fame. "Dusty" Rhoades's relatives are wealthy, George said. His brother, J. H. Rhoades, lives in New York.

## ADVERTISERS—

## DO YOU REALIZE

Brooklyn's Foremost Newspaper  
is Second in Volume of Advertising  
Among All New York City Dailies?

THE FIGURES. Agate Lines

First Paper . . 884,777  
BROOKLYN EAGLE 754,868  
Third Paper . . 705,495

Every line of copy in the Eagle is paid for at full card rates. The Eagle has no rate favorites.

Brooklyn and Long Island, with a population of over two millions of people, is one of the best sections in the country for legitimate advertisers.

The Brooklyn Eagle represents thoroughly this vast field and has done so for seventy years with deserved and continued success, both in an ever increasing circulation and advertising patronage.

Successful Advertising Campaigns are Built on the Columns of the

# BROOKLYN DAILY EAGLE

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Mexico, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher. JAMES WRIGHT BROWN, Gen. Mgr.

MAIN OFFICES:  
105 WEST 40TH STREET  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT.  
Long Distance 5 Trunk Lines.

WESTERN OFFICE:  
119 Record-Herald Building, Chicago.  
Phone 906 Main.

NO. 942 FOR THE WEEK ENDING SATURDAY, MARCH 16, 1912

## ADVERTISING THAT IS NOTHING BETTER THAN THEFT.

Presumably neither a sentence to death nor one to life imprisonment will be pronounced against the newsdealer who was arrested recently and is being held for trial because he had inserted in the papers he delivered certain advertising circulars.

But, though this is not the worst or basest crime that can be committed, it is an offense of some seriousness, and the law which prohibits it is justified from more than one point of view.

From that of the newspapers, of course, says the New York Times, such distribution of advertising matter is nothing less than theft, for those whose wares are thus exploited gain for themselves, at the price of a small bribe, always a part, and, when they imitate the newspaper page, a large part of the prestige and advantage which would have come to them if they bought "space" at regular rates.

Perhaps not all of the people who resort to this device realize that it is stealing, but many of them do, as is shown by the care they take to conceal the trick.

And that leads up to the fact that not only do the newspapers suffer from the miserable trick in that very sensitive organ, the cash drawer. The public also is first deceived, to a greater or less extent, and then it is extremely apt to be robbed.

The deception lies in the circumstance that everything which comes with a newspaper is naturally supposed to be a part of it, and to carry whatever presumption of reliability the reputation of that newspaper can give.

If it be a paper that guards its advertising columns with care and sincerely tries to guard its readers from swindlers and liars the presumption is a strong one. The robbery comes in with the certainty, or approach to certainty, that the man who reaches his potential customer

The advertising firms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

by false pretenses will make untrue claims as to what he has to sell and will carry to the end the cheat which he has so well begun.

For his own sake, therefore, the purchaser of a newspaper should resent any unauthorized addition to it, and for self-protection, as well as on general principles, he should first protest against the putting of circulars into his paper, and then, if the protest remain unheeded, he should transfer his patronage to a newsdealer who is not a taker of small bribes and an accomplice of thieves.

Thus could this evil be very speedily stopped, and, while it might not be true to say that we would all be perfectly happy ever after, at least one cause of woe would be removed. And that's something.

### NOTE AND COMMENT.

Herbert G. Stockwell declared at a banquet of the Philadelphia Shoe Dealers' Association that daily advertising in the newspapers is the only road to commercial success. Mr. Stockwell cited figures to back his argument. He showed that only twenty-two out of the 600 shoe dealers in the city were advertisers last year. The twenty-two were able to make sales, he said, because they reached the people.

The speaker suggested that the association be made more than merely a social one, and said that it would pay well if every member contributed \$100 a year to a fund to educate the public in the care of the feet and clerks in the scientific fitting of shoes.

The Kansas City Court of Appeals has handed down the following decision in a case brought by O. D. Austin of the Butler Record:

"The preparation and publication of a newspaper involves much mental and physical labor as well as an outlay of money. One who accepts the paper by continuously taking it from the post office receives a benefit and pleasure arising from such labor and expenditures as fully as if he had appropriated any other product of another's labor, and by

such act he must be held liable for the subscription price."

E. W. Stephens, ex-president of the National Editorial Association, told the students in journalism at the Missouri State University that he would rather be the best reporter on a paper than its managing editor.

Useless, out of date and covered with mold and rust, the plant, type and fixtures of the old Cherokee Advocate, of Tahlequah, Okla., said to be the first newspaper in the world published in the Indian tongue, and the "angel" of Christianity and civilization among the red men of the Indian Territory, have been sold as junk to J. S. Holden, editor of the Fort Gibson Post, as the highest bidder, the purchase price being \$151.

With the passing of all that remains of the old Advocate, there disappears an institution that perhaps did as much as any single thing toward the uplifting of the Cherokees. It has boasted of some of the brightest Indian scholars known to history as its editors. It has preserved peace and it might have declared war.

The town of Meeker, Colo., has a clergyman who, if anything, is successful. At last Sunday evening's services of his church a larger number of pews than usual were vacant, and, while he did not at that time comment on the remissness of the absent flock, in one of the town's newspapers this week the following advertisement appeared:

"MISSED—Last Sunday, some familiar faces and families from the services of the Methodist Episcopal Church. Any person with a spirit of loyalty who will restore one or more of the papers, the customary place will in nowise lose a reward from the Great Head of the Church and from His servants, the Pastor and his co-workers."

Needless to say, the erstwhile empty pews ceased to be empty.

With last Sunday's issue the Syracuse Herald issued an automobile edition which was one of the largest ever published in Central New York. It contained interesting features and stories by the well known automobile men of the country together with the history of the principal American cars. The amount of advertising in the issue was a most notable feature.

Possibly no newspaper in this country today is giving more help to the advertising reform movement than the Washington Star. Speaking the other day on the Star's advertising policies, Leroy W. Heron, its advertising manager, said:

"The Star has always tried to prevent fraudulent and objectionable copy appearing in its columns. I have to turn down copy daily to keep it clean. A newspaper is supposed to be printed for the benefit of the public, and the papers should appreciate the confidence which the public places in them by keeping their columns clear of disgraceful news items and advertising copy."

"We have taken the public into our confidence in aiding us to keep our paper clean. Three or four times a week we print a special notice on our front page, informing our readers of our crusade against

this sort of advertising, and asking them to notify us if they see a questionable advertising in our columns. We have received numerous complaints, and if, after investigating the accounts in question, we have found them to be of a questionable nature, we immediately stopped printing them."

This is no doubt the reason why advertisers use the Star more and more each year. For instance, during the month of February the Star carried a total of 800,765 lines of advertising. In circulation the Evening Star reached the daily average of 63,839 copies, and the Sunday 51,817, as compared with 59,223 and 49,220 per day in the same month of last year.

The Fleet Review, the newest naval publications devoted to the interests of the enlisted men of the United States Navy, is just out. New York and its seventy-seven pages are full of news, poem, jokes, cartoons, and letters from ships, navy yards, training station and recruiting depots, all of which are of interest to the blue-jack and much of which make good reading for landmen. The leading article describes some of the battles of the Chinese revolution. It was written by a seaman of the cruiser Albatross. Among the engagements described is the siege and capture of Nanking.

To celebrate its fifteenth birthday the Birmingham (Ala.) Ledger issued a special edition of 148 pages, which was a remarkable showing of many respects and demonstrated that residents of that fast-growing American city have good reason to be proud of their Daily Ledger. The first edition of the newspaper was issued in November, 1896, with four pages and about four columns of advertising. The contrast is recorded in the handsome edition brought many congratulations. Publisher James J. Smith.

The special number was prepared under the direction of Charles Watson of New York, who had directed the preparation of the cent anniversary number of the Paterson (N. J.) Press and other successful enterprises of the kind in various parts of the country. In advertising as well as the literary material was gathered by his special staff and the large amount of business carried proved one of its most commendable features of its enterprise.

## SAN ANTONIO LIGHT REPORTS PROGRESS.

During the eleven months' oversight of the San Antonio Light by Charles S. Diehl, Jr., Henry M. Beach that newspaper made conspicuous advances in the newspapers of the Southwest. Its total advertising in this period amounted to 4,853,590 agate lines. Its circulation kept pace with business progress and the circulation report issued for the month of February showed an average of 17,581 copies for the daily, and 1,024 for the Sunday edition. The foreign representation of the Light is in the hands of the S. C. Beach with Special Agency, New York and Chicago.



## PURELY PERSONAL.

Whitelaw Reid, United States ambassador to Great Britain, has not been able to attend court since his return from America owing to a severe cold he contracted on the ocean voyage.

Charles P. Taft, proprietor of the Cincinnati Times-Star, is taking a short vacation on his ranch at Gregory, Tex. In his party are Joseph Garretson of the Times-Star and W. F. Wiley of the Cincinnati Enquirer.

Colonel Charles A. Rook, publisher of the Pittsburgh Dispatch, has declined to become a candidate for Congressman-at-large.

Elbert H. Baker, general manager of the Cleveland Plain Dealer, with Mrs. Baker, is making a trip through Cuba and the Panama Canal country.

Cyrus H. K. Curtis, the Philadelphia publisher, is in Bermuda for a vacation.

Amos B. Stillman of the editorial staff of the New York Sun is one of the oldest active newspaper men in the country. He has just celebrated his seventy-eighth birthday, and has spent forty-two years with the Sun.

J. L. Dobell, editor of the Butte (Mont.) Miner, is spending a month's vacation in Florida.

Thomas A. Lowry, financial editor of the Chicago Tribune, is making a trip through the South in the interest of a coming special edition of his paper.

A. T. Wilson, the Chicago special representative, has returned home from an extended trip through the East.

T. B. Wells of the Dresden (Can.) Times, has been elected president of the Cambridge Agricultural Society.

W. J. Taylor, publisher of the Woodstock (Can.) Sentinel-Review, is the new president of the board of trade.

D. P. McMullen, formerly with the Chatham (Can.) Planet, is leading a movement to have an \$80,000 federal building erected in his city.

P. H. Bowyer, editor of the Ridgeway (Can.) Dominion and George J. Claxton, editor of the Plaindealer, have been elected directors of the public library.

John Lee Mahin, the Chicago advertising agent, and his family, have left for a trip to Europe.

Dr. F. A. Wynne of the Crockett Advertising Agency, Houston, Tex., has returned to his office after an extended trip through the country.

William U. Swan of the Associated Press, Boston, recently delivered a lecture before the Women's Club of Orange N. J.

George T. Heath, at the age of thirty-three, is still sticking type on

the Ellenville (N. Y.) Press. He has spent sixty-seven years at the case.

Ewan Justice, formerly Washington correspondent of the New York World and now connected with the North German Lloyd Steamship Company, spent a few days in Washington last week looking up old acquaintances.

George W. Messemmer, editor of the China Gazette, published at Shanghai, is on a visit to this country.

O. W. Simmons, advertising manager of the Tea and Coffee Trade Journal, is on a Southern business trip.

Hans von Hundelshausen, who covers city hall for the Newark (N. J.) Freie Zeitung, was presented with a Shriner bowl last week by the members of the board of public works.

Harold Morton Kramer, formerly editor of the Frankfort (Ind.) Times and author of several important novels, is in the Northwest on a lecturing tour. He was also at one time editor of the Rosalia (Wash.) Citizen-Journal.

Harry B. Kaufman, financial editor of the Pittsburgh Leader, spoke on "The Work and Pastime of the Newspaper Man" before the newspaper class of the University of Pittsburgh on Monday evening.

Quincy Scott, newspaper writer and cartoonist, has become secretary of the chamber of commerce at Ellensburg, Wash.

Frank Freytag, editor and publisher of the St. Joseph (Mo.) Weekly Observer, who was recently operated on, has so far recovered as to be at his office again.

E. H. Childress, editor of the Fairfield (Ill.) Press, is spending a vacation in Texas.

## KEEMER HOME AGAIN.

Clarence B. Keemer, formerly of the advertising department of the Des Moines Capital and later one of the owners and the business manager of the Mason City Times, has returned to Des Moines as advertising manager for the Frankel Clothing Company.

## VISITORS IN NEW YORK DURING THE WEEK.

David B. Smith, treasurer the Pittsburgh Gazette-Times.

W. T. Anderson, publisher the Macon (Ga.) Telegraph.

Wylie B. Jones, advertising agent of Binghamton, N. Y.

## HARMAN GOING AWAY.

Kenton Harman, for several years office manager of Street & Finney, has resigned to look after personal interests in Central America. He will be succeeded by S. O. Landry, office manager for Charles W. Hoyt, of New Haven, for some time past, and formerly with the Chambers Agency, New Orleans.

## BECK JOINS COLLIER'S.

P. F. Collier & Son, Inc., have appointed Thomas H. Beck as general sales manager with offices at New York. Mr. Beck, who is a native of California, was formerly with Armour & Company and later with Procter & Gamble Company as manager of their soap chip department. Subsequently he became sales and advertising manager of "Crisco."

## IN THE PUBLIC EYE.

George W. Coleman of Boston, president of the Associated Advertising Clubs of America, is a candidate for delegate-at-large to the Republican National Convention. He is strong for Colonel Roosevelt.

W. Trox Bankston, editor of the West Point-Lanett (Ga.) News, is being urged by his friends to become a candidate for state railroad commissioner.

H. G. Eastman, formerly assistant business manager of the Oklahoma City (Okla.) Times, has been appointed postmaster of that city.

J. W. Bryan, editor of the Navy Yard Republican at Bremerton, Wash., and member of the state senate, will be a candidate for congressman-at-large on a "progressive" platform and is seeking endorsement from the followers of United States Senator Miles Pindexter.

Harry H. Collier, editor of the Progressive Democrat at Tacoma, has announced his candidacy for the office of lieutenant governor on the Democratic ticket. He has been a resident of the state of Washington since 1889, and never before sought an elective office.

H. R. Secord of the Gretna (Neb.) Breeze, has begun an active campaign for the Democratic nomination for member of the legislature from Scarpy County.

S. M. Gilbert, publisher of the Salem (N. D.) Pioneer-Register, will be an alternate with the Taft delegation going to the Republican National Convention from his state.

Theodore Wall, editor of the Occola (Ia.) Democrat, is a candidate for the Democratic nomination for Congressman from the Eighth District.

Frank E. Howe, publisher of the Bennington (Vt.) Banner, has announced his candidacy for the nomination for lieutenant-governor on the Democratic ticket.

## REED WITH A. T. &amp; S. F. CO.

N. H. Reed has been appointed assistant general advertising agent of the Atchison, Topeka & Santa Fe Railroad System, with headquarters in Chicago.

## SPHINX CLUB'S NEXT DINNER

The entertainment committee of the Sphinx Club, New York, has decided to omit the March dinner. The next dinner will occur Tuesday, April 9.

## WEDDING BELLS.

Joseph E. Rank, editor of the Atchison (Kan.) Globe, and Miss Edna E. Graham have been married.

Benjamin Stubeck, street circulator of the Spokane Chronicle, has announced his engagement to Miss Eva Gregg. The marriage will take place in May.

Joseph E. Rank, managing editor of the Atchison (Kan.) Globe, and Miss Edna Eloise Graham were married in Kansas City recently.

B. H. Shearer, publisher of the Columbus Junction (Ia.) Gazette, was recently married to Miss Maide Hanft of the same town.

Leon Larianne, editor-in-chief of Le Nationaliste, Montreal, has joined the ranks of the benedictines.

Paul W. Harvey, editor of the Elma (Wash.) Chronicle, was married last week to Miss Nellie M. Mayes of Pittsburgh, Kan. The wedding is the culmination of a romance which began in Pittsburgh two years ago, when the groom was city editor of the Pittsburgh Headlight and the bride a copy reader of the same publication.

Richard W. Sears, staff photographer of the Boston American, has announced his engagement to Miss Mildred Elliott of Boston.

Walter S. Badger, Jr., formerly of the circulation department of the St. Joseph (Mo.) New-Press, more recently connected with the New Orleans Item, and Miss Isabella Wilderman of St. Joseph, were married at Maryville, Mo., last Saturday. Mr. and Mrs. Badger will live in Los Angeles, where the bridegroom takes a position under his father, who lately became circulation manager of the Tribune.

## JOINS "FRISCO POST."

Harry C. Noe of Elizabeth, N. J., has been appointed assistant circulation manager of the San Francisco Evening Post. In the last eight years he has been connected with the circulation department of the New York Globe, was circulation manager of the Yonkers (N. Y.) Daily News and also of the Middletown (N. Y.) Times-Press.

## SOON "EDITOR" WILEY

Dr. Harvey W. Wiley, chief of the United States Bureau of Chemistry and widely known as a pure food crusader, is said to be about to resign to enter the editorial field. It is reported that he will become connected with William R. Hearst's Good Housekeeping Magazine, in a position along the same lines as Colonel Roosevelt holds as contributing editor of the Outlook.

## PRESIDENT'S SON NOW AN EDITOR.

Robert Alonso Taft, son of President Taft, has been elected editor in chief of the Harvard Law School Review.

## BUSINESS OPPORTUNITIES.

\$11,000 cash, balance deferred, buys only evening newspaper property in growing city of 17,500. Three linotypes and up-to-date press equipment. Annual volume of business \$30,000. Will pay 10 per cent. on investment.

Proposition C. U.

C. M. PALMER.

NEWSPAPER BROKER,

277 Broadway, New York

### Do You Want To Sell Or Buy

#### A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City.

### FOR SALE.

#### FOR SALE. Up-to-date newspaper in prosperous

Southern city. The Anniston Hot Blast, established 1873 and the leading daily of one of Alabama's most progressive cities—will be sold to the highest bidder on March 19th, 1912. All bids must be properly sealed and certified check for \$100.00 accompanying same. Owner has other interests which demand his entire time. For complete details, circulation, inventory of equipment, etc., address J. H. Edmondson, Box 232, Anniston, Ala.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

### FOR SALE

One Brown & Carver, automatic, 34 cutting machine; in use about one year; list price \$68; will sell for \$40. F. O. B. Racine. Address Journal Printing Co., Racine, Wis.

LINOTYPES FOR SALE. Three Model No. 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 3, No. 7442, and one Model No. 5, 1077, with motor, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

### PRESS WOMEN SELECT THEIR DELEGATES.

At the March meeting of the New England Women's Press Association, Mrs. Pierce and Mrs. Bessie Brown Cobb were chosen delegates to the meeting of the clubs of Greater Boston, to be held March 30 for the purpose of organizing a federation of city clubs.

Mrs. Ella C. Richards, corresponding secretary, and Mrs. Bessie Brown Cobb were elected delegates to represent the association at the annual meeting of the General Federation of Women's Clubs, which will be held in San Francisco next June.

## SITUATIONS WANTED.

**YOUNG MAN**, four years' experience as manager in building a prosperous daily in middle western town of 25,000 from circulation of 500 to 7,000. Last two years as General Manager in doubling the advertising and circulation of a large city newspaper. Wants position as business or general manager. Experienced in handling men and organizing every department of a newspaper. Can produce results and give best references. Address "M. C." care The Fourth Estate.

Active hustler, with fifteen years' varied and exceptional experience, available for editor or good desk position in or near New York. Has covered Congress and New Jersey Legislature. Posted in several special lines. First-class references. Address A., care The Fourth Estate.

### CIRCULATION DIRECTOR

with brains, energy, system, judgment and endurance desires to connect with Publisher who is willing to pay for a "topnotcher." Not a pretender, but am able to deliver the goods. Address, B. E. C., care The Fourth Estate.

WANTED.—A position by a stenographer with nine years' experience. Have had charge of orders, files and correspondence. Can furnish excellent references. Address Competent, Box 33, care The Fourth Estate.

### TOWN CRIERS' NEW OFFICERS TAKE OFFICE.

The Town Criers of Rhode Island held their annual meeting at the Hotel Blackstone, Providence, on Wednesday, electing the following officers: Chief crier, Frederick W. Aldred; sub-chief crier, Henry A. Dunnell; town booster, Henry A. Barker; scrivener, Willard E. Binford; funds holder, Charles F. Bacon; bellman, Joseph S. Gettler; of committees: What cheer, George H. Holmes; meetings, Granville S. Standish; whereabouts, Spencer H. Over; selectmen, John A. Gammons; royster doysters, Edward J. Cooney; Providence 1936 planners, Henry A. Barker; chairmen of divisions: Sales management, Henry Dunnell; general advertising, J. Palmer Barstow; local advertising, George W. Daniels; advertising technique, Harry L. Jacobs.

Willard E. Binford presented the report of the scrivener, which showed that the membership has increased from 160 to 630. Seven dinners and sixteen luncheons and three sub-luncheons have been held during the year.

Charles F. Baker, the funds holder, presented his report, which showed that there is a balance on hand of \$1,375.51. The receipts during the year were \$4,086.72 and the expenditures \$2,461.21.

## SITUATIONS WANTED.

### PUBLISHERS ATTENTION!

For a number of years I have been looking after my own business (publishing) I want to get back to the editorial end of a good newspaper in New York City or vicinity. Salary not the principal consideration.

Address Savy, care The Fourth Estate.

### AT LIBERTY

Advertiser nine years' experience, also seven years' experience as reporter for dailies and magazines. Thoroughly posted theatrical line, will accept position in either capacity. Salary according to ability. Will go anywhere, box 30, Friars Club, 107 West 45th St., New York City. Long Distance Phone 450 Bryant.

Live young sportsman versed in every phase of the game, desires to change his position. Has had three (3) years' experience. At present employed in city of 35,000. Address Well Versed care The Fourth Estate.

Wanted.—By an experienced, capable and reliable newspaper worker, position as managing editor or Sunday editor of paper in good territory. Prefer central west or south, and place where interest could be secured when worth is proven. Address "Experienced," care The Fourth Estate.

**BUSINESS MANAGER** with fifteen years experience in every department, having sold his interest in paper, desires opening after April 1st. Address A. A. C. care The Fourth Estate.

**CIRCULATION MANAGER** of Chicago Daily seeks location elsewhere. Would consider general management of smaller city daily or circulation direction of large daily or magazine. Successful newspaper man of 18 years valuable experience; 8 editorial. Expert on circulation methods. Age 37, married, clean habits. Address "Energetic," care The Fourth Estate.

### CIRCULATION MANAGER WANTS OPENING.

Capable, energetic, first-class manager. Ten years' successful experience. Employed at present, but wishes to change. Reference furnished. Address H. B. STOWE, General Delivery, St. Louis, Mo.

### NEWSPAPER AUDITOR

A man with a thorough knowledge of the newspaper business is open for a position with metropolitan paper. Capable of working out all details of the business, giving special attention to the operating and manufacturing costs. Have had years of practical experience and can furnish best of references. Address N. A., care The Fourth Estate.

Young man, with several years' experience in advertising department of dailies, also experience in circulation and counting room, wants position as advertising manager or assistant on daily in town of 50,000 to 100,000. Would also consider proposition to buy interest in small daily with view of building up same. If you are in need of a man who can get results, write. Will furnish references. I am at present employed but desire change. Address R. G., care The Fourth Estate.

The Sydney (N. S.) Post will move into its new building on Dorchester street this month.

## HELP WANTED.

### ENERGETIC YOUNG MAN WANTED.

*Permanent position with opportunities for advancement open for energetic young Newspaper Business Man. Must be familiar with requirements and operations of Printing Business. Executive and selling qualifications necessary.*

*Address Wood & Nathan Company, 1 Madison Ave., New York.*

**MANAGING EDITOR**—Evening newspaper in large city has an opening for a young man capable of filling the position of Managing Editor. An excellent opportunity. State experience, age and present salary. Address Box 40, care The Fourth Estate.

**EDITORIAL WRITER**—Evening newspaper in large city has an opening for experienced editorial writer. State experience, age, specialty, if any, and present salary. Address Box 40, care The Fourth Estate.

### BUSINESS HELPS.

**WINTHROP COIN CARDS** are used by the leading dailies in all parts of the country.

### Classified Collections

on daily newspapers can be handled at a minimum of expense by the use of Winthrop Coin Cards. Your present collection system can be bettered. Write us for samples, prices and particulars.

**THE WINTHROP PRESS,**  
Coin Card Department,  
60 Murray Street, New York City.

### MISCELLANEOUS.

### UNITED STATES

**SAFE DEPOSIT CO.,**

32 LIBERTY STREET,

Branches:  
723 STREET AND BROADWAY,  
125TH STREET AND EIGHTH AVE.,  
NEW YORK.

### PRINTER BUYS A PAPER.

The Ware River (Mass.) News has been sold to Osman L. Haven of Worcester. Mr. Haven for ten years has been in charge of the mechanical department of the Worcester Evening Gazette. R. E. Capron, the former owner, retires from business after constant service of nearly twenty-five years.

### MERGER IN KANSAS.

The Lindborg (Kan.) News and Record have been consolidated. The paper will be issued jointly by Anna Lindborg and J. O. Strongquist, the respective owners of the publications involved in the deal. Miss Carlson will be editor.

La Patrie, of Montreal, is installing a new stereotype plant.



## CIRCULATION BUILDERS.



Use the famous "Adams Features," among which are: Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimkie," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

**Adams Newspaper Service,**  
Peoples Gas Building, CHICAGO.

## EXTRA SERVICE.

Our clients get something besides mats and proofs of our daily illustrated service. They get the close individual attention that insures satisfaction.

**THE CENTRAL PRESS,**  
CLEVELAND.

For **EDUCATIONAL CONTESTS** use the **Tell-us Tellurian**  
SOMETHING ORIGINAL  
**CARL MACK MFG. CO.,**  
41 Cortland Street, NEW YORK.

## THE UNITED PRESS.

**BEST** Telegraph News  
Services for Afternoon and  
Sunday Morning Papers.  
General offices, World Bldg., NEW YORK.

## SPOKANE GETS A. P. OFFICE.

The Associated Press has established a bureau in Spokane in charge of John C. Royle, formerly of the Salt Lake office. There are six operators. The night editor is G. A. Roberts, also of Salt Lake. A. E. Copp, superintendent of the Western division of the Associated Press, states that it is not the intention to abolish the Salt Lake office, but that a more advantageous point for handling news in the Pacific Northwest is offered in Spokane, which he says is one of the three important news centers in this section of the country.

## FORTY YEARS OLD.

The South Bend (Ind.) Tribune celebrated its fortieth anniversary last Saturday. The Tribune was first issued March 9, 1872, and was founded by Alfred B. Miller, who died December 10, 1892, and by Elmer Crockett. The latter is the only one of the original members of the Tribune company now living. F. A. Miller, present editor of the Tribune, as the successor of his father, will observe the twenty-fifth anniversary of his connection with the Tribune on July 3.

## BUILDING UP THE CIRCULATION.

The New Haven (Conn.) Times-Leader closed its subscription voting contest this week. First prize was a \$5,000 home; the second, a fully equipped touring car valued at \$1,450; the third, an \$800 player piano and music. The other prizes are free trips to Bermuda, diamond rings and fifteen gold watches, etc.

A newspaper vending machine has been installed by the Manchester (N. H.) Union. By simply dropping two cents in the slot one can secure a paper. On account of a child labor law recently passed in that city, which prohibits children being on the streets, it is difficult to buy a paper after the stores are closed for the night and consequently the vending machine has been put in service.

The Leamington (Can.) Post and News is conducting a library contest in conjunction with a number of merchants in that town.

The Pittsburgh Sun for six coupons from consecutive daily editions and ten cents is giving an album of "America's Most Famous Songs."

The Post Office Department recently placed in service for use of publishers and others making up mails for direct dispatch a new mail sack known as No. 4, weighing one pound, which is expected to be used for making up direct mails for post offices and railway post office routes for which there is but a small amount of mail matter.

The use of this sack will materially aid in reducing the weight of mails carried by railroads, as the weight is less than one-third of the canvas sack now in use.

The Palmer (Mass.) Journal is creating a great deal of interest in its section by means of a contest in which \$300 in cash is to be awarded as first prize. The district prizes are diamond rings and gold watches. The Intensive Circulation Promoters, John H. and Thomas F. Houlihan, of Binghamton, N. Y., are the conductors.

The Harrisonburg (Va.) Daily News reports good success from an offer of an atlas of the world, given away on the coupon and expense cash basis.

Many towns in western Ontario have petitioned the Canadian postmaster-general to continue the "Flying Post" service out of Toronto, but he says it will cease as soon as the present contract expires.

The Nashville (Tenn.) Tennes-

sean and American is successfully conducting a book lovers' contest, which is open to the residents of Tennessee, Kentucky and Alabama. The prizes aggregate a total value of \$5,200. Among them are cash prizes, pianos, furniture sets, gold watches, diamond rings and articles of lesser value. The first prize is \$1,000 in gold, the second \$500 in gold.

The Stratford (Can.) Beacon has closed a circulation contest and sent its party of winning ladies to Florida.

The Tampa (Fla.) Morning Tribune has just concluded its second contest, which resulted in total cash receipts of \$27,500, of which amount \$19,800 was new business—3,052 new subscribers were added. This is far in excess of the results achieved in the former contest. Both contests were in charge of G. Ross Korne & Co., of Newark, O.

The Galt (Can.) Reporter has launched a newsboys' contest. Cash prizes will be given.

## DANGER IN BEING TOO STRICT WITH NEWS.

"The Press and the Public" was the subject of a symposium at the Mercantile Club Monday afternoon, under the auspices of the Council of Jewish Women, of Philadelphia. George F. Goldsmith, advertising manager of the Public Ledger, spoke of the relationship existing between the newspaper publisher and the public, describing the various grades of newspapers that catered to the varying elements in the community.

"The future historian," he said, "who would depend upon the columns of certain daily newspapers which censor their news to the mere details of daily happenings would no more gain a true history of Americanism as it exists today than would the Czar of Russia understand the happenings of current daily life by reading the expurgated newspapers and magazines presented to him for perusal."

Mr. Goldsmith contended that the modern newspaper was a private enterprise, institutional in its conception; it typified in its manufacture the human qualities of the manufacturer. There are, he asserted, many more good newspapers than bad ones. He asked the women not to criticise unfavorably because they disagreed. News was not manufactured; it happened, and newspapers in which the appeal was not broad and liberal should be banished from the home circle.

## GERMAN EDITOR ARRESTED FOR LIBEL.

Martin Volger, editor of the Omaha (Neb.) German Freie Presse, has been arrested on an indictment returned by the grand jury in which he was charged with libel. Volger is alleged to have had a misunderstanding with Mrs. Matilde Marx over a printing bill, following which he is said to have written a letter of an insinuating character to "Forget-me-not" Lodge No. 2, the ladies' auxiliary of the Sons of Hermann, to which Mrs. Marx belongs, with reference to her.

## CIRCULATION BUILDERS.

I'll tell you how you can  
**GET**  
**PAID-IN-ADVANCE**  
**SUBSCRIPTIONS**

and cost of the large  
American Library Atlas  
of the World. My plan is  
a winner. I am reserving  
territory. Better write at  
once.

**S. BLAKE WILLSDEN**  
CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

**SPORTING NEWS.**  
Every run, every put out, every race, every  
sporting event of any kind by direct wire  
ON THE SECOND! Why not connect with  
**A LIVE WIRE.**

**National News Association**  
200 William St., NEW YORK CITY.

## CATHOLIC PRESS ASSOCIATION INCORPORATES.

The organization, Catholic Press Association of the United States, started last summer in Columbus, O., by the publishers of Catholic newspapers of the country, has been formally completed by its incorporation in New York State. The home office will be located in New York City.

The object of the association, as stated in the certificate of incorporation, is to "gather and disseminate correct information throughout the world, the spread of Catholic truth and to further the interest of all Catholic publications."

The corporation is the outcome of a meeting held in Columbus, O., in August, 1911. The incorporators are William J. Cooney, Providence, N. J.; William A. King, Buffalo, N. Y.; Claude M. Becker, Brooklyn, N. Y.; Charles J. Jaegle, Pittsburgh; the Rev. John J. Burke, C. S. P., New York; the Rev. Edward P. Spillane, S. J., New York, and James J. Carroll, Columbus, O.

## NEW STOCKHOLDERS FOR THE GRAPHIC ARTS.

The stockholders of the Graphic Arts, of Boston, have elected a board of directors consisting of Frank L. Nagle, president; Henry G. Lord, treasurer; J. Albert Briggs, Henry Lewis Johnson and E. Parker Archibald. Messrs. Nagle and Lord are owners and publishers of the Textile World Record, and have secured substantial interests in the Graphic Arts.

The two publications will continue to be conducted as separate organizations. The main office of Graphic Arts will remain at 85 Broad street, but there will also be branches in the leading cities for circulation and advertising work.

## READY TO MOVE.

The new Montreal Herald building will be ready for occupation about April 1. The first of the new presses is now being installed.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

Have you seen "Flaneur"?  
It's the best feature for editorial pages in America.  
Many Sunday cartoons are something new.  
Best daily Washington letter.  
Samples of all of these for a postal card.  
If your paper is not represented in Washington write us.

**AMERICAN TELEGRAPH PRESS**

307-12 District National Bank Bldg., Washington, D. C.

## ASSOCIATED NEWSPAPERS'

## KANSAS CITY MEETING.

A meeting of the managing editors of the Associated Newspapers was held at Hotel Baltimore, Kansas City, last week. Those present were: Victor F. Lawson, editor and publisher, Chicago Daily News; W. R. Nelson, editor and owner, Kansas City Star; Jason Rogers, publisher, New York Globe; E. B. Lilley, editor and publisher, Cleveland News, and the following managing editors:

R. E. Stout, Kansas City Star; F. B. Taintor, New York Globe; Charles E. Schull, Philadelphia Bulletin; C. W. Danziger, Pittsburgh Chronicle-Telegraph; J. S. Cohen, Atlanta Journal; J. S. McLain, St. Paul Dispatch; W. C. Jarnigan, Des Moines Capital; W. R. Watson, Omaha World-Herald; H. W. Brundige, Los Angeles Express; and J. S. Chambers, Sacramento Bee.

The meeting was called for the purpose of bringing managing editors to meet one another and to exchange ideas regarding different features at present in the Associated Newspaper service and to suggest others.

The editors visited the handsome new plant of the Kansas City Star, and after an afternoon session took dinner with Colonel Nelson at his home.

## TUTEWILER MOVES UP.

C. A. Tutewiler, heretofore advertising manager of the Indianapolis Sun, has been appointed to the position of business manager by Publisher George A. McClellan. Mr. Tutewiler has been associated with Mr. McClellan in his newspaper enterprises for the greater part of nine years and his advance in the newspaper profession has been unusually rapid.

The promotion of Mr. Tutewiler comes as a reward for the phenomenal success which has attended his management of the advertising department of the Sun for the past year.

Mr. Tutewiler succeeds Charles M. Morgan, who recently resigned.

## NEW YORK SOCIETY EDITORS MAKE CHANGES.

Frank Leslie Baker, former society editor of the New York Herald, has become connected with the New York Sun in the same capacity, succeeding Mrs. Fannie Perot, who has resigned. Cecil Jerome Allen has succeeded Mr. Baker on the Herald. Mr. Allen was formerly society editor of the Globe, on which his place is taken by Miss Ruby Rees, of Maryland.

## NEWS MEN AT THEATRE.

The out-of-town managers of the American News Company, about 150 in number, attended the performance of "The Garden of Allah" at the Century Theatre, New York, Thursday night.

## FOR EAST ST. LOUIS.

The Municipal News, a new weekly newspaper, made its appearance in East St. Louis, Ill., last Thursday. Charles Baker, an old St. Louis newspaper man, is the publisher and editor.



C. A. TUTEWILER,

THE NEW BUSINESS MANAGER OF THE INDIANAPOLIS SUN.

## VERDICT FOR PUBLISHERS.

A verdict for the Grocers' Journal Company, publisher of the Interstate Grocer, St. Louis, was found by the jury in the \$20,000 libel suit instituted against it by the American Buyers' Exchange. The suit was based on an article printed April 22, 1911, in which a project of the exchange was criticized as having a tendency to increase the cost of living. The exchange alleged that as a result of the publication the project failed.

The defendant, in its answer, pleaded the article was printed in good faith, in performance of its duty as a public journal.

## N. Y. U. FORUM SPEAKERS.

George P. Hughes, city editor of the New York Globe, addressed the New York University newspaper forum last week, on the "Duties

of a City Editor." Sophie Kerr Underwood, assistant editor of the Woman's Home Companion, also spoke on "The Magazine Game and Its Women Players."

## FIRE IN BOWLING GREEN.

The Bowling Green (Ky.) News was put out of commission recently by a fire in the press-room. A linotype machine and press were destroyed. The loss in the neighborhood of \$5,000, fully covered by insurance. The newspaper will be issued from the plant of the Times-Journal temporarily.

## TO RAISE TOWN FUNDS.

Horace G. Belcher, Sunday editor of the Providence (R. I.) Tribune, has been appointed a member of the committee to devise ways and means to relieve the financial difficulties of the town of Warwick, R. I.

## KANSAS CITY PRESS CLUB PROSPEROUS.

At the annual meeting of the Kansas City Press Club last Saturday at the club rooms in the Midland Building, the following officers were elected for the ensuing year: President, Horace H. Herr; vice-president, Robert Ward; secretary-treasurer, Arthur N. Alkire; directors, Thomas J. Tanner, Eugene N. Smith and Carl J. Barnett, for three years.

The Kansas City Press Club is starting the third year of its existence and is in a flourishing condition. The club is incorporated under the state laws but no liquor is sold nor allowed brought upon club premises. Elegantly furnished club rooms are maintained on the mezzanine floor of the Midland Building and the organization is free from debt.

## MAGAZINE WRITER TO BE NEWSPAPER EDITOR.

Samuel M. Evans of Sacramento, Cal., has purchased the Klamath Falls (Ore.) Chronicle and Pioneer-Press, daily papers, and has assumed the active publication of them. The new owner is a well known magazine writer and for some time had been on the staff of the Sunset Magazine.

## TO BOOST ITS CITY.

A new publication known as the Expansionist is to be established this month in Parkersburg, W. Va. William F. Sayner will be the publisher and editor. Its object will be to help in the general expansion of Parkersburg.

## DES MOINES AGENCY HAS A NEW NAME.

The Lessing-Fraizer Company has succeeded the Lessing-Williams Company, of Des Moines. P. B. Lessing remains as president of the corporation, and associated with him as secretary-treasurer is E. D. Fraizer.

## SUIT IN MONTREAL.

The Montreal Star has been sued for \$60,000 damages by the Stadium Amusement Company. The action is based on the charge that the company suffered by having its fire insurance policy cancelled through articles published in the Montreal Star dealing with the condition of building.

## MAGAZINE FOR WOMEN.

House and Home is the name of a woman's magazine established in Vancouver, B. C. R. Bruce Bennett, for some years news editor of the News-Advertiser, is the editor, while the business manager is H. Hodgson.

## CHANGE IN CONTROL.

A controlling interest has been acquired in the North Yakima (Wash.) Record Press Company by J. Clifford Kaynor. The firm publishes the Evening Record.

The Elma (Ia.) New Era has suffered considerable damage from fire.



# ITALIAN - AMERICANS' HIGH TRIBUTE TO THE HERALD.

In recognition of services to the honor of Italy which they credit to the New York Herald because of accurate reports of the Italo-Turkish war and its prompt disproof of charges of atrocities made against Italy's forces in Tripoli last December, Italian-Americans of New York have presented to the Herald a bronze memorial tablet. Beside a reproduction of the Herald clock is this inscription:

"EVER STRIKING FOR RIGHTEOUSNESS AND JUSTICE."

"To the New York Herald, which by relating the plain truth about the Italo-Turkish war vindicated the honor of the Italian army and nation, a committee of Italian residents of New York in behalf of their countrymen dedicate this testimonial as a token of imperishable gratitude.

February, 1912."

The tablet has been placed upon the easterly wall of the front portico of the Herald Building, in 35th street. The ceremony of unveiling was performed by Signor Leopold Bracony, an eminent Italian sculptor.

Lettering on the tablet is in high relief, as is the modelled duplicate of the figure of Truth which surmounts the front of the Herald Building and the clock bell. Beneath the inscription is the Herald owl upon crossed quills.

## TRADE PAPER MAKES IMPORTANT CHANGES.

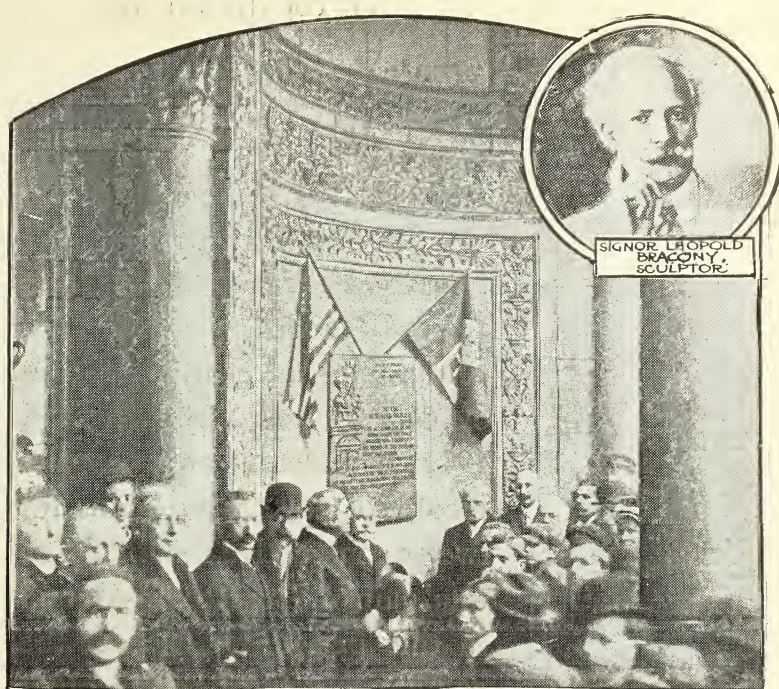
The New York publication known as Freight, the Shippers' Forum, has changed its name to Trade and Transportation, and with the purpose of having every facility for information at ready hand, the editorial offices have been moved to Washington, D. C., where W. B. Barr, the editor-in-chief, will make his headquarters in the Southern Building, at 15th and H streets, N. W. The publication office will continue in New York at 154 Nassau street. Considerable changes have been made in the make-up of the paper, which the publishers believe will result in advantages to readers.

## INVESTIGATING ORCHARD CONDITIONS.

The Gulf Coast Nurserymen's Association and prominent orchardists of Texas petitioned the state commissioner of agriculture to send Sam H. Dixon, editor of Texas Farm and Fireside, Houston, to California to investigate conditions there and secure reliable information in regard to the damage and effects of the recent freeze to the orchards and citrus fruit industry of the state, and the practices and methods employed by the growers there in the culture and protection of the trees and crop. He left on his mission March 1.

## POLISH PAPER SOLD.

The Polish Publishing Company, which published the Newark (N. J.) Polish Chronicle, until its suspension a week ago, has been taken over by Charles J. Frazier, of that city, who will conduct the paper on the same lines as before. The publication is a weekly.



THE UNVEILING OF THE ITALIAN-AMERICAN TABLET TO THE NEW YORK HERALD.

## REORGANIZATION FOR THE EVANSVILLE JOURNAL.

Articles of incorporation have been filed for the Evansville (Ind.) Journal-News Company with the secretary of state at Indianapolis in the reorganization of the company after the expiration of the charter to the Evansville Journal Company.

The control of the new corporation remains with Edwin T. C. McNeely and Mrs. Ella McNeely Hill, who are respectively president and vice-president. John H. McNeely, Olwin T. McNeely, Earl Mushlitz, managing editor, and Curtis Mushlitz, advertising manager, have been added as stockholders and directors of the new corporation.

John H. McNeely continues as business manager, a position he has held for two years.

## FOR TERRE HAUTE STAR.

Plans are under way for the erection of a new building for the Terre Haute (Ind.) Star, at 6th and Ohio streets. The building will be of brick and stone with four stories and a basement.

## TAKING THE "WET" SIDE.

The Booster is a new paper at Springdale, Wash., edited by Guy R. Bay and printed in the Colville Advertiser office. It is supporting the saloon side of the municipal controversy at Springdale.

## DETROIT SATURDAY NIGHT'S BIRTHDAY PARTY.

The Detroit Saturday Night on March 2 celebrated its fifth anniversary. At its spacious offices in Detroit Saturday Night Building the publishers and staff received scores of friends, both in business and private life, who called to extend congratulations and best wishes. The reception was held from 10 a. m. to 4 p. m.

A most pleasing incident of the day was the call in a body of the Adercraft Club of Detroit. Mayor William B. Thompson was also a caller, expressing his appreciation of the paper on behalf of the city to Publisher William R. Orr.

On Monday night, March 4, the publishers entertained their entire staff, comprising the business, circulation, editorial and mechanical departments, with a dinner and dance.

## COCHRAN TO CHICAGO.

William J. Cochran, for many years political reporter for the St. Louis Republic and recently secretary of the Missouri Democratic League, has joined the political staff of the Chicago Tribune.

David Stannard, former Associated Press man in St. Louis and for several years on the Republic staff, has succeeded Cochran in handling the general politics of the Republic.

## LECTURER SAYS TONE OF AMERICAN PRESS IS LOW.

A. Maurice Low, Washington correspondent of the London Post, in his Bromley lecture on "Journalism" at Yale Tuesday evening declared that the American press was at the level of the lowest reader and the hope of raising the standard lay in the schools and colleges.

He condemned the publishing of stories of crime, except where publicity would lead to the detection of the criminal, and said that in his mind the ideal paper would be one that was endowed and the members of its staff specialists in particular lines of work.

He also attacked the comic supplement of Sunday papers, saying that it was in a great way responsible for the bad manners and rudeness of American children. "It eradicated all the good done by instructors and parents in the art of reading, and so forth," he said.

## PUEBLO LIBEL SUIT.

Suit for libel has been filed against the Pueblo (Colo.) Leader, an evening paper, published by Andrew McLelland. The action is brought by W. H. Tate, former city treasurer of Pueblo, who asks \$30,000 for an alleged libelous attack on him in an article published in the Leader in regard to the city's charter.

## FINE BUSINESS OUTLOOK IN MIDDLE WEST.

J. F. Antisdal, of New York, special representative of the Clover Leaf League of Newspapers, comprising the Minneapolis Daily News, the St. Paul News, Omaha News, Woman's Home Weekly, Rural Weekly and Farm Magazine, has returned from a two weeks' tour of the middle West and the states in which his papers are published.

Mr. Antisdal is more than enthusiastic over business conditions in the middle West, and especially optimistic as to the advertising outlook. He believes that any advertiser can get results by using mediums in Minnesota, North and South Dakota, Nebraska and Iowa.

In brief, he claims that business conditions are normal, that because of the heavy rains of last fall and the big snows of this winter, excellent crops are promised next fall.

"The people of the Northwest are progressive in every sense of the word," says Mr. Antisdal, "and particularly in politics. Minneapolis is now the greatest farm implement distributing center in the world. Automobiles are being ordered for country consumption in railroad lots, and great \$3,000 to \$4,500 tractors are being sold more easily than brood mares a few years ago. Money is easy and prospects are brighter than ever before. I predict a great business year in the territory I have just visited.

"In Minneapolis, February bank clearings were \$7,000,000 ahead of a year ago, and this is a fair indication of conditions in St. Paul and Omaha, and the middle West generally.

"The Minneapolis Daily News is making remarkable and consistent progress in its field, and its unique experiment of printing a 'Sunday newspaper on Saturday night' is meeting with great success. The circulation of the Saturday Evening News is 6,000 to 10,000 greater than on other days of the week, and it is now the largest advertising earning day of the week with the Minneapolis office.

"Incidentally, the Minneapolis Daily News carried more advertising in February than in any other month in its history, except last August, when it published an annual edition in celebration of its eighth anniversary.

"Our new woman's paper, the Woman's Home Weekly of Minneapolis, is starting off with a rush. This publication is being established along original and striking lines."

"We will not accept any advertising of any character at present. We will solicit no business for its columns until we can guarantee 50,000 genuine, productive, paid circulation. All advertising is to be subjected to the closest scrutiny and the most careful editing, and the protection of its readers is one of the strongest planks in its platform. It is a paper of convictions, it is edited solely for women, and equal suffrage, which, by the way, is gaining rapidly in the West, is one of its beliefs."

## NEW CHICAGO AGENCY.

H. Walton Heegstra, well known in advertising circles of Chicago, has established an advertising agency and sales service bureau in that city. He has a wide experience in general advertising work and has been advertising manager of such big concerns as Marshall Field & Co., the John V. Farrell Company and the Western Electric Company.

## NOW WELL CARED FOR.

The London (O.) Enterprise has moved into a new home. The building is a two-story structure purchased purposely for the paper, which has been in one building since its birth in 1872.

## ADVERTISING GAINS FOR TWELVE CONSECUTIVE MONTHS

During February, 1912, The Record-Herald contained 1777 columns of advertising, a gain of 62 columns over February, 1911, completing an unbroken record of advertising gains for twelve consecutive months. The total gain of The Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

## THE CHICAGO RECORD-HERALD

NEW YORK OFFICE, 710 TIMES BUILDING

## TO BE A RANCHMAN.

J. W. Eichenger, for five years telegraph editor and special writer on the Des Moines Capital, left early in March for Alberta, Can., where he will have charge of a large ranch owned by Des Moines capitalists. Eichenger originated the "River to River Road" movement in Iowa when he was special good roads editor for the Capital. Recently he handled the Capital's publicity crusade to expose alleged irregularities in the Polk County court house.

## SALE OF TRADE PAPERS.

George H. Collyer, for many years treasurer of the Shoe and Leather Reporter of Boston, has purchased Granite and the Apparel Retailer, two monthlies published by A. M. Hunt & Co. Mr. Hunt died recently.

## DURHAM'S BOOK READY.

Nelson W. Durham, formerly managing editor of the Spokane Spokesman-Review, has just completed the manuscript of his history of Spokane and the Inland Empire, which will be published in Chicago. There will be 700 pages of text matter and seventy pages of illustrations. The work occupied twelve months.

## GETS NEW LEASE OF LIFE.

Stockholders of the Pacific Farmers' Union, published at Pullman, Wash., elected these directors at the annual meeting: J. W. Haines, president; J. M. Reid, secretary; R. C. McCroskey, treasurer; P. W. Cox and George Siever. Twenty-one wealthy farmers of Whitman county have pledged funds to lift the indebtedness and continue the publication.

## PORTLAND CLUB TAKES UP EDUCATIONAL WORK.

The Portland (Ore.) Ad Club has taken up the educational idea. The "Inner Study Circle" of the club held its first regular semi-monthly meeting on March 4, with an attendance of fifty. A program for future meetings was planned with the idea of enabling the members to create better advertising and more advertising.

The regular Wednesday luncheon held by the Portland Ad Club on March 6 was "San Francisco Day." After regular business was transacted, the president turned the meeting over to the chairman of the day, Julius Meier of Meier & Frank Co., who is chairman of a commission to select the site at the Panama-Pacific Exposition for the Oregon building. Governor West was the honor guest of the day. Other speakers were T. B. Wilcox and G. H. Travis of Eugene.

## NEW YORK ADVERTISING WOMEN TO ORGANIZE.

The first dinner of advertising women ever held in New York was given at Reisenweber's Wednesday night. The meeting was the outgrowth of the efforts of several advertising men. J. George Frederick of the Business Bourse, presided. An interesting and humorous interchange of experiences resulted, and it was decided to form a permanent organization. A committee of the following was appointed to draft a constitution and lay plans. Mrs. Claudia Q. Murphy, Mrs. Leroy Fairman, Miss Ida Clark, Miss E. M. Curtis, Mrs. F. da F. Brandow comprise it.

## BIG DRY GOODS SPACE IN THE N. Y. AMERICAN.

Dry goods advertisers of New York during the month of February used 275,685 lines of space in the New York American, which was an increase of 36,667 lines over the corresponding month of last year. The city circulation of the Sunday American's last issue is given as 642,232 copies.

## IMPORTANT R. R. JOB.

Charles E. Arney, a Western newspaper man and at one time secretary to United States Senator Dubois of Idaho, has been appointed Western emigration and industrial agent for the Northern Pacific Railway company in Washington, Oregon and Idaho, with headquarters in Spokane.

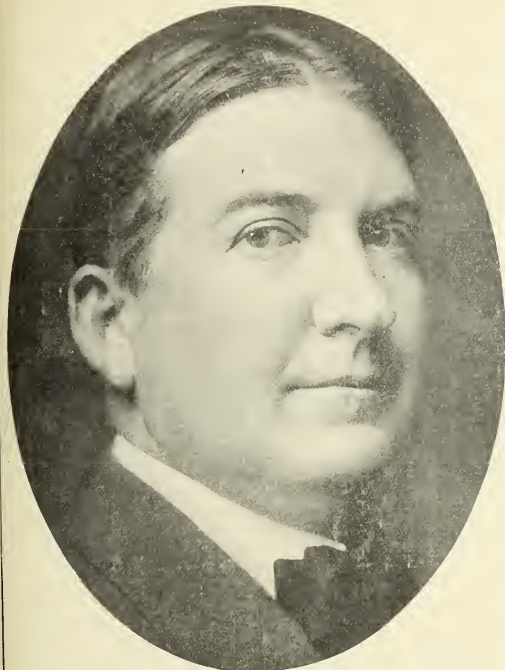
## RICHMOND NEWS STOPS.

The suspension of the Richmond (Ind.) News is reported. It is said that the owners, the Quaker City Printing Company, found it unprofitable. The News was started as a morning paper four years ago. The suspension leaves the city with two daily papers, both evening publications.

## OPERA MEN'S DINNER.

Managing Director Henry Russell and Alexander Kahn, head of the publicity department of the Boston Opera House, entertained a company of newspaper men at a luncheon last Sunday.





ROBERT H. DAVIS.

This prose-poem appeared in *THE FOURTH ESTATE* a few months ago as a page advertisement for the great printing press manufacturing house of R. Hoe & Company, and the advertisement was repeated last month.

So many compliments have been paid to its literary quality that it is only just to say that it was prepared by Robert H. Davis, of the editorial department of the *Munsey Magazines*, well known as a master of English diction, clever raconteur and after-dinner speaker.

It is said that more than two thousand newspapers, appreciating its beauty, have reprinted it, many of them with editorial comment.

In addition to this, advertising writers have been paraphrasing it, and it has been used as the basis of a number of big advertising campaigns in America and other parts of the world.

John H. Patterson, president of the National Cash Register Company, when he found that his advertising department had adapted the form of expression to its own use, extended to Mr. Davis a graceful compliment in the shape of a check of ample proportions, and if Mr. Davis should be treated as liberally by all the others who have benefited by this child of his brain he would no doubt be able to retire from active work upon a handsome income.

The latest use of the idea is by the Canadian Press Association, which has just sent it out as the first of a series of advertisements to be published in newspapers of the Dominion to encourage advertising among Canadian merchants.



I am the printing-press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of to-day, the herald of to-morrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations, and make brave men do braver deeds, and soldiers die.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

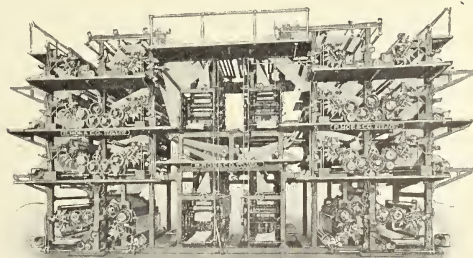
When I speak a myriad people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomize the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow, amid the dim lamps of poverty, the splendor of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world, and I shall never die until all things return to the immutable dust.

I am the printing-press.



## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 7 years' history.

IF YOU HAD A PAPER that had gone ahead in the past two years as has the

## Grand Rapids News

wouldn't you feel that you had earned a share of every campaign coming out in Western Michigan? Well, we do, and are willing to convince you.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

## SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

AMSTERDAM, 1180 Broadway, New York.—The Great Northern Hotel, New York; orders for thirty-five lines thirty times on a cash basis with a few Eastern papers.

AYER, 300 Chestnut street, Philadelphia.—The Purity Extract & Tonic Company, Chattanooga, Tenn.; orders will be placed shortly with a selected list of Southern papers.

BATTEN, Fourth Avenue Building, New York.—Ostermoor & Co., 116 Elizabeth street, New York; orders being placed with a selected list of papers in New York State.

CHESMAN, 1127 Pine street, St. Louis.—The Marmola Company, Detroit; contracts for 5,000 line being placed with a selected list of papers.

SIEGFREID, 50 Church street, New York.—Ansonia Hotel, New York; advertising on a trade basis.

WADE, Old Colony Building, Chicago.—Iron Clad Incubator

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C., The Times is Preferred

189,411 WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a HOME paper to get Want Ads. GREATEST IN THE SOUTH.

Company, placing orders with weekly editions of Western papers.

COLTON, 220 Broadway, New York.—The Hudson River Day Line, New York; this advertising will be placed in the future through this agency.

STERNBERG, 208 Fifth avenue, New York.—The Gold Bond Hat Manufacturing Company, 814 Broadway, New York; orders for six inches three times being placed with a selected list of Pennsylvania papers.

STREET & FINNEY, 45 West 34th street, New York.—The Savage Arms Company, Utica, N. Y.; reported that orders will be placed with Pacific Coast papers shortly.

THOMPSON, the Rookery, Chicago.—The Inter-State Auto Company, Muncie, Ind.; contracts for 5,000 lines being made with a selected list of Middle West papers. (New York office, 44 East 23d street.)—Park & Pollard; reported that advertising on this account is ready for Eastern papers.

WEBB, Dayton, Ohio.—The Cooper Medicine Company, Dayton; orders being placed with a selected list of dailies.

WOOD, PUTNAM & WOOD, 161 Devonshire street, Boston.—The Royal Worcester Corset Company, Worcester, Mass.; orders being placed with a selected list of large city papers.

McLean, Black & Co.; making up list of papers throughout the country.

DIRECT.—The International Harvester Company, Chicago; will place contracts with small weeklies and agricultural papers.

Milam Medicine Company, Danville, Va.; orders going to papers in the South and Southwest.

SEAMAN, 34 West 33d street, New York.—General Electric Company, Schenectady, N. Y.; this ac-

## ADVERTISING MEDIUMS.

The special features in THE

## BUFFALO TIMES

have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc., Special Advertising Representatives, 225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous PITTSBURGH DISTRICT reaches more any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives, Wallace G. Brooker, 225 5th Ave., N. Y. Horace M. Ford, 150 Michigan Ave., Chi.

count covered by this agency, weekly editions of daily papers to be given first consideration.

C. BREWER SMITH, 85 Devonshire street, Boston.—Riker-Hegeman Drug Stores; advertising now going out.

KASTOR, 4th and Olive streets, St. Louis.—William J. Calloway; account just secured by this agency; placing orders with dailies and weeklies.

MATOS-MENZ, Bulletin Building, Philadelphia.—Keeler's Cold Cream; orders being placed with Western papers.

PRESBRY, 456 Fifth avenue, New York.—General Baking Company; account just secured by this agency.

The Equitable Life Insurance Company, New York; some large one-time orders being placed with a selected list of papers.

LOTOS, 17 Maiden Lane, New York.—Emigh & Straub, "Royal" Collars; placing orders where there are agents.

BROMFIELD, 200 Fifth avenue, New York.—P. Centemeri & Co., gloves, 296 Fifth avenue, New York; in a list of daily papers.

GOULDSTON, 18 Tremont street, Boston.—Boat & Shoe Workers' Union; placing large copy throughout the country to appear in about two weeks.

Lurie Maid, children's dresses; orders in towns where dealers are handling these goods.

SPAFFORD, 178 Devonshire street, Boston.—Bay State Milling Company; making contracts throughout the country.

DOCKRELL, Singer Building, New York.—Duffy's Malt Whisky; adding to the list.

FEDERAL, 239 West 39th street, New York.—George L. Storm,

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY, Tribune Building, Tribune Building, NEW YORK CHICAGO, Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives, Brunswick Bg., N. Y. Tribune Bg., Chicago

"Robert Burns" Cigar; placing orders with Eastern papers.

DAUCHY, 9 Murray street, New York.—Parker's Hair Balm; renews in about a week.

BATTEN, Fourth Avenue Building, New York.—Fitz Chemical Company; Eastern papers getting orders.

BRICKA, 114 East 28th street, New York.—Most-Speed Shutter Company; orders where demonstrations are now being made.

CRAMER-KRASSEL, 345 Milwaukee street, Milwaukee, Wis.—Spartan Iron Works; placing orders with weekly editions of Western newspapers.

TRACY-PARRY-STEWART, Lafayette Building, Philadelphia.—The Pennsylvania Iron Works, Philadelphia; orders for three inches, eight times, being placed with a selected list of papers.

AMERICAN SPORTS, 21 Warren street, New York.—A. G. Spalding, New York; some fifty-line twenty-time orders being placed with Pacific Coast papers.

MASSENGALE, Candler Building, Atlanta, Ga.—The Clinchfield-Full Company, Spartanburg, S. C.; contracts for 5,000 lines being placed with a selected list of Southern papers.

FULLER, 629 South Wabash avenue, Chicago.—The Robinson Manufacturing Company, Chicago; contracts for 3,000 lines being placed with a selected list of papers.

GARDNER, Kinloch Building, St. Louis.—The Frisco Lines, Chicago; some contracts for 5,000 lines being made with a list of Southern papers.

HICKS, 132 Nassau street, New York.—Thomas Cook & Son, New York; orders for twenty-one lines, eight times, being placed in the South.



ADVERTISING AGENCIES.

# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg. Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## STAFF CHANGES.

Dan R. Ruebel, a member of the  
staff of the St. Louis Post-Dispatch,  
has resigned and opened a publicity  
bureau.

John Randolph Crown has re-  
signed his position as city editor of  
the Norfolk Virginian-Pilot, and  
has gone to Washington to join the  
Baltimore Sun bureau.

E. C. White, until recently cir-  
culation manager of the Oklahoma  
City Oklahoman, is now in charge  
of the same department for the  
Memphis News-Scimitar.

Leighton Hulvey of Harrison-  
burg, Va., has become editor of the  
Standardsville Register.

Cecil Quilliam has been appointed  
circulation manager of the new  
Vancouver (B. C.) Sun.

H. H. Horton, formerly connected  
with the Fort Smith (Ark.) Times-  
Record, has been made business  
manager of the Peoria (Ill.)  
Herald-Transcript.

W. S. Dunston, formerly cir-  
culation manager of the Fort Worth

VALUABLE TO READERS,  
TO ADVERTISERS,

BECAUSE it is the ONLY inde-  
pendent paper in a strongly Pro-  
gressive and Insurgent territory;  
because it is first in the hearts of its  
readers; because it is GROWING rap-  
idly and surely.

# THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"  
CIRCULATION 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES. Chicago. J. F. ANTISDEL.

ADVERTISING MEDIUMS.

# THE PITTSBURG PRESS

HAS THE Largest  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg, Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of February, 1912, was as follows:  
Daily, 96,823. Sunday, 130,455

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, People's Gas Bldg, Chicago

(Tex.) Star-Telegram, is now with  
the Birmingham News. Harold  
Hough, late of the Oklahoma City  
Oklahoman, succeeds him at Fort  
Worth.

W. B. Foster has resigned the  
editorship of the Lunenburg (Can.)  
News.

Charles V. O'Donnell has been  
appointed advertising manager of  
the Messenger of the Sacred Heart,  
New York.

A. W. Bowers of Spokane has  
been appointed editor of the North-  
western Grocer, a Spokane weekly  
devoted to the trade in Washing-  
ton, Oregon and Idaho.

James E. Duff, formerly of  
Lewiston, Ida., has joined the city  
staff of the Spokane Spokesman-  
Review.

Jack Chenery, formerly editor of  
the Lander (Wyo.) Eagle, is now  
in charge of the publicity bureau  
of the progressive Republican cam-  
paign in Wyoming. He is located  
in Cheyenne.

J. B. Goodwin has left the Van-  
couver (B. C.) News-Advertiser  
staff to become financial editor of  
the World.

F. H. Van Gelder has resigned as  
circulation manager of the Philadel-  
phia Times.

J. E. Davidson is no longer con-  
nected with the Chicago office of  
the American Press Association.

J. H. L. Baxter has succeeded R.  
L. Duke as manager of the Griffin  
(Ga.) News and Sun.

D. J. Carter has resigned as Chi-  
cago representative of the religious  
list of Jacobs & Co., to become  
sales manager of the Homes In  
Dixie Company, Chicago.

W. J. Stark, until recently busi-  
ness manager of the Canadian

ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

# The New Orleans ITEM

has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

Frank M. Fox, of the Montreal  
Witness staff, has been appointed  
assistant to George Ham in the  
publicity department of the Cana-  
dian-Pacific Railroad.

Frank W. Fox, of the Montreal  
Witness staff, has been appointed  
assistant to George Ham in the  
publicity department of the Cana-  
dian-Pacific Railroad.

J. Nelson Wilkinson has been ap-  
pointed news editor of the Toronto  
World. He is a son of Walter J.  
Wilkinson, editor of the Toronto  
Mail and Empire.

Leon Trepanier is the new city  
editor of Le Devoir, Montreal, suc-  
ceeding M. D. de la Bruere. He  
was formerly with L'Action So-  
ciale, Quebec.

S. E. Greenway, editor of the  
weekly edition of the Winnipeg  
Free Press, has resigned to become  
connected with the Saskatchewan  
College of Agriculture.

Murray Williams, formerly of the  
Montreal Herald and Star, has given  
up newspaper work to engage in  
the brokerage business.

Arthur G. Keene has sold the  
Faith (S. D.) Faith and returns to  
the Aberdeen American, of which  
he was one of the founders.

W. R. Gordon, formerly of Van-  
couver and Westminster, B. C., has  
become editor of the Fort George  
(Can.) Tribune.

J. J. Gannon of Detroit has be-  
come advertising manager of the  
Goldberg Brothers Company, Phoe-  
nix, Ariz.

George E. Bingham has joined  
the Verdon (Can.) Echo staff.

E. J. Waldron is now in charge of  
the circulation department of the  
Syracuse Post-Standard.

Frank B. Rodgers has left the  
staff of the Milwaukee News to be-

ADVERTISING AGENCIES.

# J. WALTER THOMPSON COMPANY.



The experience  
of forty-eight  
successful years  
Guarantees to  
those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## ADVERTISING MEDIUM.

GOLD  
represents the commercial  
standard of nations. The  
COSMOPOLITAN  
represents the standard of  
magazines.

come connected with the Harley-  
Davidson Motorcycle Company.

E. E. Greenwalt, for many years  
associate editor of the Lancaster  
(Pa.) Labor Advocate, has been  
made editor.

Bradley J. Smollen, late of the  
Milwaukee Sentinel, has been made  
night telegraph editor of the Chi-  
cago Examiner.

Harry Hargrave, formerly with  
the Capper publications in Topeka  
and the Kansas City Star, is now  
with the San Francisco Examiner.

T. H. Schneideau has resigned  
from the staff of the Pueblo (Colo.)  
Star-Journal and is now sales man-  
ager of the Star Grocery Company.

W. M. Bradley has retired from  
the editorship of the Jonesboro  
(Tenn.) Herald and Tribune.

Harry Kline and Peter Robin  
Rizer have joined the staff of Rod-  
enbaugh & Morris, publishers' re-  
presentatives, Chicago.

# THE NEW YORK MAIL EVENING

regards the advertising it  
prints as real news of  
interest to all the com-  
munity, and makes up its  
pages accordingly.

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
**NEW YORK  
EVENING  
JOURNAL**

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## STOTTS OF DES MOINES

Edward R. Stotts, whose picture  
is printed herewith, is the newly  
elected president of the Des Moines  
Ad Club. He is manager of the



E. R. STOTTS

firm of Dodd & Struthers, Des  
Moines, and is a member of the  
national advertising vigilance com-  
mittee of the Associated Advertis-  
ing Clubs of America recently ap-  
pointed by President George W.  
Coleman.

**MARYLAND EDITORS HOLD  
DEFERRED ELECTION.**

The Maryland Press Association  
at a special meeting in Baltimore  
elected William S. Powell of the  
Ellicott City Times president for  
the ensuing year. The vice-presi-  
dents are C. C. Melvin of the Pocom-  
oke City Ledger-Enterprise and  
E. A. Fuller of the Hyattsville In-  
dependent, and W. S. McCombs of  
the Havre de Grace Republican is  
the secretary-treasurer. The ex-  
ecutive committee is composed of

## ADVERTISING MEDIUMS.

THE  
**CHICAGO  
EVENING  
AMERICAN**

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**The New York  
Morgen - Journal**

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

W. D. Bratton, Elkton News; P.  
B. Engler, Carroll Record; John W.  
Avrett, Cumberland Times; and J.  
Briceau Bunting, of Prince Fred-  
erick.

## WOMEN IN AD CRUSADE.

The Boston Woman's Auxiliary  
of the Pilgrim Publicity Association  
has entered the campaign for honest  
advertising. Fifty members of  
the auxiliary recently gave a dinner  
and had as guests several men  
prominent in the advertising reform  
movement, among them President  
George W. Coleman of the A. A.  
C. A., Herbert S. Houston, P. F.  
O'Keefe, Mrs. George B. Gallup  
presided. Mr. Houston told the  
women present that they could do  
much to further the cause. He ad-  
vised that they read carefully the  
advertisements appearing in the  
newspapers, magazines, billboards,  
street cars and trains in and about  
Boston, and that they report to the  
owners of the papers or magazines  
whenever they saw one that was not  
true.

**IOWA EDITORS' ANNUAL  
MEETING.**

Editors from every section of  
western Iowa attended the annual  
winter meeting of the Western Iowa  
Editorial association in Council  
Bluffs. The program included some  
interesting papers and addresses  
and practically the entire member-  
ship took part in the discussions.

On invitation from the Commer-  
cial club of Shenandoah the sum-  
mer meeting will be held in that  
city.

The new officers of the associa-  
tion are: President, E. P. Chase,  
Atlantic News-Telegraph; vice-  
president, R. E. Cunningham, Glen-  
wood Tribune; secretary-treasurer,  
E. A. Stevens, Silver City Times.

## COLORADO EDITORS ELECT.

Republican editors of Colorado,  
with Senator Albert J. Beveridge,  
were guests of the Pueblo Chief-  
tain at luncheon at Denver recently.  
Following the luncheon Senator

## ADVERTISING MEDIUMS.

THE  
**BOSTON  
POST**

FEBRUARY, 1912. AVERAGES

The Daily Post 372,661  
The Sunday Post 321,903

C. F. KELLY & CO., Representatives.  
Madison Avenue, NEW YORK.  
C. GEORGE KROGNESS, Western Rep.,  
Marquette Building, CHICAGO.

**The JOURNAL**  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
**DAYTON, OHIO.**

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK, CHICAGO.

Beveridge delivered an address.  
Later the Republican Newspaper  
Association of Colorado elected of-  
ficers for the current year as fol-  
lows:

President, Guy U. Hardy, Canon  
City Record; vice-presidents, Clif-  
ford L. Wilder, Alanosa Courier,  
and Robert B. Spencer, Fort Mor-  
gan Times; secretary-treasurer,  
Alva A. Swain, Pueblo Chieftain.

## LATE FLORIDA MEETING.

Arrangements will likely be made  
to have the Florida Press Associa-  
tion meet in annual session later  
than usual this year. The meeting  
is ordinarily held in April or May,  
but on account of the election in  
that state which takes place in May,  
it will likely be postponed until  
June. It is suggested that the an-  
nual session be held at a time that  
will admit of the editors going in  
a body to attend the Democratic  
National Convention in Baltimore.  
Details of the meeting and annual  
excursion will be arranged at a ses-  
sion of the executive committee, to  
be held in Jacksonville shortly.

## PARKMAN ELECTED.

Harrison Parkman of the Em-  
poria Times was elected president  
of the Kansas Democratic Editorial  
Association at its Topeka meeting.  
S. P. Gelbart of the Pratt Union  
was elected vice-president, and J.  
W. Howe of Abilene for the sixth  
time is secretary-treasurer.

Papers were read by John Con-  
nelley, Colby Free Press; F. W.  
Boyd, Phillipsburg Post; Mack  
Cretcher, Sedgwick Pantagraph,  
and S. C. Carroll, Abilene News.

## OTHER CLUB NOTES.

At last week's meeting of the  
Southern California Editorial Asso-  
ciation eight new members were  
elected. They are: T. R. Brown,  
San Fernando Democrat; W. A.  
Chalfont, Bishop Register; H.  
Glascock, Independence Independ-  
ent; W. H. Green, Elsinore Press;  
H. O. Reed, Ramona Sentinel; A.

## ADVERTISING MEDIUMS.

THE **BUFFALO  
NEWS**

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation **94,724**  
for 1911 - - -

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK, CHICAGO.

**LESLIE'S WEEKLY**  
is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
**News Scimitar**

of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis.  
The largest and oldest afternoon news-  
paper in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

D. Shaffmaster, San Fernando  
Press, H. L. Allen, Ontario Record  
and Catherine Tingley, theosophical  
leader and publisher of the official  
journal of the Point Loma colony.

The invitation of the Bishop  
chamber of commerce to visit that  
city in October as guests of the  
chamber was accepted. The pro-  
posed trip to the Grand canyon  
probably will be abandoned, the  
matter being referred to the execu-  
tive committee.

Raymond E. Bigelow, president  
of the Spokane Ad Club, an-  
nounces that fifty representatives of  
Spokane will attend the annual con-  
vention of the Pacific Coast Adver-  
tising Men's Association at Port-  
land, Ore., in July.

Officers were chosen and perma-  
nent organization of the Oakland  
(Cal.) Advertising Association has  
been effected. W. E. Gibson, tem-  
porary chairman, was chosen presi-  
dent and the following other of-  
ficers were elected: First vice-presi-

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE  
**NEW YORK  
TRIBUNE**

the paper that goes to the  
home —Application



## ADVERTISING MEDIUMS.

There is one simple and accurate kind of circulation statement — NET SOLD describes it. No returns, excluding exchanges, samples, advertisers' and employees' copies. Everything not paid for deducted. That is the only kind of statement made by the

CHICAGO  
RECORD - HERALD

New York Office, 710 Times Building.

San Francisco  
HONEST  
FEARLESS  
CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

dent, D. H. McLaughlin; second vice-president, Sherman McDowell of Alameda; treasurer, Fred L. Hall; secretary, Raymond Boyd.

The new officers of the Regina (Can.) Advertising Club are: President, Frank Bole; vice-presidents, R. S. Williams, R. M. Douglas and W. B. D'Estier; secretary, A. E. Meredith.

At the second meeting of the new New Orleans Ad Club in the auditorium of the Progressive Union, a constitution was adopted and officers elected as follows: President, Fred N. Sinclair; vice-president, I. R. Jacobs; secretary, N. F. Schmeier; and treasurer, John Toulman.

Frank L. Perry addressed the Advertising Club of Baltimore at its Wednesday luncheon on "Public Utility Advertising." The luncheon talks continue to attract a hundred and fifty or more of Baltimore's leading business, professional, newspaper, and advertising men. On Tuesday evening the club held a performance at Albaugh's theatre for the benefit of the "On-to-Dallas" movement.

Publishers of newspapers in Arizona will meet in Phoenix next Thursday for the purpose of organizing a state press association. C. H. Akers of the Phoenix Gazette, J. O. Dunbar of the Democrat, and Charles A. Stauffer of the Republican, are among those behind the movement.

Members of the Portland (Ore.) Press Club at the last meeting were addressed by William Jennings Bryan, who gave them some wholesome advice on newspaper work, chief of which was to always tell the truth.

"Journalism," said Mr. Bryan, "is one of the greatest fields of endeavor open to a young man today,

## ADVERTISING MEDIUMS.

The CLEVELAND  
LEADER

The Leader's audience is made up of intelligent, discriminating people who believe in the PAPER—and believe in its ADVERTISERS. That is "pulling power."

Space and pulling power—results. Let us tell you the story of the Leader's wonderful growth.

The Leader's circulation has been examined.

PAUL BLOCK, Inc.,  
Managers of Eastern Advertising.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

THE GROWING  
PAPER OF  
IS THE BOSTON  
(EVG) TRAVELER

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO.

but it will never be what it ought to be until journalists refuse to write anything that is not the truth."

The Tacoma Ad Club has been organized with twenty-two charter members. H. E. O'Neal is the temporary president and Guy W. Llewellyn is secretary. E. P. Kemmer, A. R. Bloomfield and Mr. Llewellyn are appointed a committee to draw up a constitution and by-laws.

The Pilgrim Publicity Association of Boston at its bi-weekly luncheon heard George French, George P. Gallup and H. P. Dowst, all of Boston, speak on "What Is Advertising?" The topic was considered from three points of view and with special reference to the needs and conditions of Boston.

In a spirited contest the Fort Worth Ad Men's Club elected Joe A. Vera to the presidency. The other officers are: Vice-presidents, Ed. R. Henry and C. E. Everett; recording secretary, Tully Bo-twin; correspondence secretary, John C. Fanning; treasurer, S. P. Berry; directors, Hugh Jameson, G. S. Pentecost, A. L. Shuman, Hub Diggs and Elmer Mitchell.

The Portland (Ore.) Ad Club realized nearly \$1,600 from "The Get-Rich-Quick Wallingford" benefit performance at the Helbig Theater. This amount will be added to the fund for the entertainment of the Pacific Coast advertising men, who will convene in the city during the first three days of the Rose Carnival.

At a meeting of the Press Club of Northern Kentucky a constitution was adopted and the following officers elected: President, H. M. Penny; vice-president, W. B. Hankins; recording secretary, C. L. McKenzie; financial secretary, Oscar Wenck; treasurer, William Murphy; directors, Frank Crippen, M. L. Deutsch, Frank Averbek, Pryor C.

## ADVERTISING AGENCIES.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

Tarvin and Harry Graf. A committee was appointed to secure headquarters.

The following ticket has been arranged for the election of officers of the Cincinnati Women's Press Club, which will be held next month. For president, Mrs. George S. McDowell; vice-presidents, Miss Pick, Miss Thalheimer and Mrs. James Ernst; recording secretary, Miss Alice Hallan; corresponding secretary, Mrs. L. M. Cobb; treasurer, Mrs. Emma Wulff; federation correspondent, Mrs. A. W. Brotherton; librarian, Miss Pearl Carpenter.

If the citizens of San Antonio want the International Fair this year and are willing to contribute \$20,000 to pay the floating indebtedness, the San Antonio Press Club will handle the big exposition.

The Seattle Ad Club is planning to give an entertainment after the coming annual meeting.

The Indianapolis Adscript Club at its regular dinner last week was addressed by Harry F. Atwood and F. H. Pattee of Chicago, on "Twentieth Century Business Problems" and "What the Advertising Man Should Know About Art and Engraving."

The Dayton (O.) Ad Club has taken permanent headquarters in the old Dayton Auto Club house.

The Texas Press Association will hold its annual convention at Temple May 16, 17 and 18.

The first annual meeting and cost congress of the Oklahoma Press Association will be held at Muskogee May 24, 25 and 26.

The Elizabeth (N. J.) Press Club at a meeting Saturday afternoon decided to undertake a strenuous campaign to enlarge its membership. Various plans were discussed and a committee was appointed consisting of President Hugh H. Lynch, W. Dean Smith and Joseph Meehan. The committee which was appointed some time ago to work up interest in the celebration of the

## ADVERTISING MEDIUMS.

ROCKINGHAM  
DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

For a short time advertising will be accepted at flat rate of

7200 7c per inch  
per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct. WRITE FOR INFORMATION.

IN MEXICO CITY  
the advertiser only has to use the  
MEXICAN HERALD  
(Only English Newspaper)

EL HERALDO MEXICANO  
(Only American Spanish Newspaper)  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicag

LARGEST CIRCULATION  
There are 100,000 homes  
in BALTIMORE  
The combined circulation of the  
AMERICAN and STAR  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

Grand Rapids  
Evening Press

THE LEADING DAILY PAPER  
in Western Michigan. 50,000  
DAILY Circulation.

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

200th anniversary of the founding of Elizabeth reported that it would have something definite to give out in the near future.

## TARRYTOWN HAS A DAILY.

The Tarrytown (N. Y.) News, which has been one of the city's four weekly newspapers, became a daily publication with Monday's issue. It is now issued every afternoon except Sundays and holidays. Wallace Odell is the editor.

GREATEST ACHIEVEMENT  
IN NEWSPAPER ART.

Edwin A. Abbey's fifteen famous paintings of the Quest of the Holy Grail now in the Boston Public Library, reproduced in the actual colors used by the great Royal Academician, in the Easter Number of

THE  
NEW YORK  
TIMES

Sunday, March 24. An edition of 200,000 copies will be issued.

## ADVERTISING MEDIUM.

"A Daily Newspaper for the Home"

THE  
**CHRISTIAN  
SCIENCE  
MONITOR**

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue.

Western office, People's Bldg., Chicago

THE  
**DEMOCRAT**  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

THE JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## OBITUARY NOTES.

H. D. GREENE, proprietor of the  
Miami (Ariz.) Messenger, died last  
week. He formerly worked in El  
Paso and later was connected with  
the Globe (Ariz.) Silver Belt.

DUDLEY AXTEL, a newspaper man  
of wide experience, died at  
Lewistown, Mont., recently. His  
last newspaper venture was at  
Whitehall and before that at Stan-  
ford. He was forty years of age,  
unmarried.

ALBERT H. WELCH, for many  
years connected with newspapers in  
Chicago, and who retired eight  
years ago, died recently at his home  
in Dexter, N. Y., aged sixty-two.

JAMES HARTLEY, formerly editor  
of the Labor Age and a writer on  
economic and political subjects, died  
suddenly at his home in Amsterdam,  
N. Y., at the age of sixty-five years.

ELMER E. COVERT, an advertising  
man of Trenton, N. J., died of  
hemorrhages of the brain.

A. J. McNASSER, a Colorado  
printer and editor, died in Redvale,  
Colo., recently of heart failure. He  
had been proprietor of the Redvale  
Record for four years.

COLONEL EDWARD S. DARLINGTON,  
a pioneer Missouri newspaper man,

Largest proved high-class  
evening circulation.

THE  
**NEW YORK  
GLOBE**

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## ADVERTISING MEDIUM.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
**POST**

For advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

died at Richmond, Mo., at the age  
of eighty years. For fifty years he  
had been connected with various  
northwest Missouri papers, and had  
a wide acquaintance throughout the  
state.

ROBERT T. SIMONS, for many  
years a prominent figure in Kansas  
politics, and a veteran newspaper  
man, is dead. He had owned and  
edited the Caldwell News for years.

MURRAY WILLIAMS of Rising  
Sun, Ind., is dead. For twenty  
years he was editor and proprietor  
of the Rising Sun Local.

JOHN M. KELLY, who had been  
connected with the sporting depart-  
ments of various Philadelphia news-  
papers, is dead.

CHARLES BARTOO, a printer on  
Syracuse newspapers for the last  
thirty years, died suddenly last  
week.

CHARLES E. THACKER, who  
founded the Newport News (Va.)  
Daily Press, is dead at Petersburg,  
Va. He acted as correspondent for  
several New York newspapers.

GEORGE A. WILSON, a well-known  
newspaper man, died Sunday in  
Denver, Colo. He served in various  
capacities on the Schenectady (N.  
Y.) Union, the Albany Argus, and  
the Washington Herald. From  
1905 until 1908 he was on the New  
York staff of the Associated Press.  
Impaired health compelled him to  
go to Phoenix, Ariz. Last July he  
re-entered the Associated Press ser-  
vice at Denver. He was thirty-  
seven years old.

W. H. CHAMBERLAIN, formerly  
correspondent of the Associated  
Press in Cincinnati, died there Mon-  
day. He had been connected with  
the A. P. for twenty-eight years  
prior to September, 1906, when he  
retired. He was seventy-seven  
years old and a veteran of the Civil  
War.

A. N. SWAIN, a newspaper man  
of Bellows Falls, Vt., died there on

## ADVERTISING MEDIUM.

The city of Greater Seattle (14  
wards) has a population of 237,194  
people, according to 1910 U. S. Cen-  
sus, which is an increase of 194 per  
cent over 1900, and Western Wash-  
ington and territory contiguous to  
Washington, nine-tenths of which is  
thoroughly permeated with copies of  
THE TIMES, a population of 1-  
300,000.

THE ACTUAL CIRCULATION OF THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

is by far the largest of any news-  
paper published west of Minneapo-  
lis, and north of San Francisco.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

THE  
**MILWAUKEE  
NEWS**

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

Saturday at the age of eighty-three  
years. He was a native of Reading,  
Vt., and founded the Bellows Falls  
Times in 1856. He was prominent  
in state politics.

HENRY RUGGLES, who had served  
as foreign correspondent for vari-  
ous newspapers, died at Norwich,  
Conn., on Monday. He was eighty-  
three years old and was a former  
United States consul at Barcelona,  
Spain.

HENRY HOOVER, publisher of the  
Shamokin (Pa.) News, is dead at  
the age of seventy-eight years. He  
established the News twenty-three  
years ago, and the paper is now in  
charge of his sons, J. Frank and  
Curtis Hoover, who have been  
managing editor and circulation  
manager under him.

J. P. KIEFFER, editor of the Rem-  
sen (Ia.) Bell-Enterprise, recently  
committed suicide by shooting him-  
self.

JAMES PATTERSON, formerly pro-  
prietor of the Meaford (Can.)  
Mirror, is dead.

E. P. MAYO of the Fairfield  
(Me.) Journal died suddenly of  
heart disease last week.

PETER S. McLEAN, editor of the  
Picton (Can.) Times, died recently  
of pneumonia.

## TO ENTER THE FRAY.

A number of prominent residents  
are arranging to start a new daily  
paper in Bridgeton, N. J. It will  
be "progressively" Republican and  
is likely to appear in time to take  
part in the campaign for delegates  
to the national convention.

## NEW HOME AND PLANT.

The Moose Jaw (Can.) Times  
has moved into its new home on  
Ninth avenue, and installed consid-  
erable new equipment, including a  
large press.

## ADVERTISING MEDIUMS.

**THE BOSTON  
AMERICAN**

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

THE **PEORIA  
JOURNAL**

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.

NET PAST  
H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

## CANADIAN MERGER.

L. H. McNamara, of the Bruce  
(Can.) Herald, having been ap-  
pointed customs officer at Walk-  
erton, has sold his paper to William  
Wesley & Son, publishers of the  
Times. The combined paper is  
known as the Herald and Times.  
This step reduces the number of  
papers in Walkerton from three to  
two.

## BARTON TAKES IN SON.

Charles V. Barton and his son,  
Horace J. Barton, will hereafter  
conduct the Barton Advertising  
Agency, in Los Angeles. Hereto-  
fore the elder Barton has carried  
on the business alone.

## PAST THE QUARTER MARK.

The Humphrey (Neb.) Demo-  
crat on March 8 passed the quar-  
ter century mark. W. J. Fuchs found-  
ed the paper in 1887, and for the  
past ten years F. J. Pratt, the pre-  
sent publisher, has been in charge.

## WIND DID DAMAGE.

The press-room of the Canan-  
daigua (N. Y.) Times was badly  
damaged by the recent windstorm  
that swept New York State. A  
large chimney on the Baptist  
church next door crashed through  
the windows and a pressman was  
severely cut about the face.

## TO MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.

**FRANK  
PRESBREY  
COMPANY**

456 Fourth Ave., NEW YORK



ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

# Results are obtained in the SAN FRANCISCO CHRONICLE THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES I. BROOKS, Eastern Mgr  
213 Temple Court, NEW YORK CITY

# EDUCATING PUBLIC IN ADVERTISING.

Continued from Third Page.

ing advertising committee has been enlarged to twenty-nine, and in addition, the other members of the club are invited to submit, and are submitting, suggestions. This campaign is singular from the point of view of ad club work, as well as in the other ways that are obvious.

"The meetings of the advertising advertising committee of the Toronto Ad Club were most interesting. As already indicated, there were nine members of this committee during the time in which the first twenty advertisements were prepared. The eight members other than myself were the leading copy men of five of our largest advertising agencies, and it was simply delightful to see the way they would discuss this proposition, decide on subjects for advertisements, each member write advertisements on the same subject, and then at the following meeting tear each other's copy all to pieces, taking out one good point here and another good point there, and finally evolving advertisements that I think set a new standard of strength in advertising advertising copy.

"One of the members of this committee, commenting upon this point to me the other day, said, 'If so-and-so (mentioning the name of his employer) tore my copy to pieces the way it has been torn at some of our advertising advertising committee meetings, my resignation would go in at once.'

"But the members of this committee were quite willing to forget that they were connected with competing agencies, and remembered these facts, only—that they were working for the honor of the Toronto Ad Club and for the cause of

# PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by BURRELLE

45 Lafayette Street, New York City  
Established a Quarter of a Century.

ADVERTISING MEDIUMS.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

42,200 CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

# The TOLEDO Daily BLADE

The TOLEDO WEEKLY BLADE.  
OVER 200,000 EACH ISSUE,  
all paid in advance.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

better advertising. You can readily understand that, having this copy prepared by a large committee instead of one man, the subjects are handled from various points of view.

"When referring to the schedule of insertions and other similar details, I for-



JOHN M. IMRIE

got to mention that in all but six or seven of the ninety-three co-operating daily newspapers these advertisements will have position at top of column and alongside reading matter.

"Many of the advertisements that will appear in the daily newspapers are suitable for use in weekly newspapers, and magazines, also. A booklet, containing the first ten advertisements, is now in the course of preparation, and will be mailed in a few days to the weekly newspapers and magazines represented in our membership, and they will be offered stereotyped of such advertisements as wish to use at what is practically the cost price to us of them.

"Later on, as soon as this campaign is in thorough working order, a separate campaign will be launched through the weekly newspapers, for which a series of

ADVERTISING MEDIUMS.

In considering circulation remember that the

# BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

Let us know what you have to advertise. We will tell you if there is a market for you in Cuba. If "Yes" we will accept your advertisement for the

# H POST

Cuba's only English Daily, and if "no" we will refuse it. We accept no advertisement unless we know it will pay the advertiser. All inquiries cheerfully answered.

George M. Bradt, publisher.

fifty-two advertisements, dealing with local advertising, and the reading of advertisements in the local newspapers, particularly, will be prepared.

"The co-operation has not ceased with the preparation of copy. The Canadian Association of Advertising Agencies is sharing liberally in the cost of getting the copy into plates and mats, and Miller, & Richard, the Canadian representatives of the Lanston Monotype Machine Company, have looked after the composition of the advertisements, all of which has been done on the Monotype.

"Most of the first ten advertisements (and this fact is even more noticeable in the succeeding ones) are directed to the consumer, rather than to the non-advertiser. The decision to thus direct them was reached for this reason: An argument directed to the non-advertiser, showing him why he should advertise, would put him at once on the defensive and make him inclined to argue with advertisement.

"If, as a consumer, and more than a consumer, will read the advertisements that are directed to consumers, and read them without arguing with them. Soon he will reason with himself thusly: 'The daily newspapers of Canada are conducting an immense advertising campaign in an effort to make the public believe that they are protected when buying advertised goods, and that it is economy to do so; in short, the newspapers are creating a decided prejudice in favor of advertised goods. What is to become of me and my products in a year or two if they are not among this preferred class of advertised goods?'

"Thus, the advertisements will achieve their object even more quickly than if they were written direct to the manufacturer. Then, of course,—one of the most important features of this advertising campaign is to create a greater interest among the readers of newspapers, in the advertisements contained in them."

"The headings of some of the advertisements that will follow are: 'Keep Out,' 'A Hermit for Five Years,' 'Who Is Your Customer?'

# IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS, and hundreds of other prominent publications, as well as the GOVERNMENT PRINTING OFFICE.

Trade Mark  
**M & E**  
Registered.

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
PHILADELPHIA

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER

ADVERTISING MEDIUMS.

# A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania ..... 24,568  
(Only German evening daily in Milwaukee)  
Daily Herold ..... 17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post ..... 45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania ..... 107,413  
Haus-und Bauenfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.... 22,000  
Die Rundschau, Weekly.... 25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

# THE

# Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

"Lowering the Cost," "Let the Buyer Beware," "Count Your Blessings," "Your Best Shopping Guide," "When the People Refuse to Pay."

"The twenty advertisements will be finished on May 18, and on May 20 we will commence a series of ten 450-line advertisements showing the fallacy of the practice many advertisers have of cutting down or cutting out altogether their advertising during the hot weather. Our committee spent some hours last week deciding upon subjects for this series of advertisements, and it was really surprising to us how many strong arguments can be given in favor of hot weather advertising. The first thing we know, we will be convinced that advertising is more effective in the hot weather than at any other time!"

# GREELEY STATUE IN N. Y.

The \$20,000 bronze statue of Horace Greeley by Ordway Partridge, secured by subscriptions for Chappaqua, N. Y., by the memorial committee of its historical society, was put on public exhibition Friday in the Metropolitan Life Building, New York, to remain there until it is unveiled by President Taft early in June in Chappaqua.

The building occupied by the Richland Center (Wis.) Democrat was recently destroyed by fire. The total loss is about \$15,000, partly covered by insurance.

## BUSINESS OPPORTUNITIES

**\$35,000 CASH**

Balance deferred, will buy big net earning Evening Newspaper in city of 25,000 population in Lake section of the Central North. Only daily in its field, removed from competition of larger cities, growing territory, splendid development opportunities.

**HARWELL, CANNON & MCCARTHY,** Brokers in Newspaper and Magazine properties that are not "hawked."

Suite 1168, 209 Fifth Ave., NEW YORK.

## CHANGES IN INTEREST.

**WARONDA, S. D.**—John Prout, for some time publisher of the Monitor, has sold out to Ora G. Frazine.

**SCRIPPER, NEB.**—Curtis B. Copp, for some time past with the Omaha Printing Company, has bought the News, succeeding William Warnke as publisher.

**CAYUGA, N. D.**—John Burns of Lidenwood has purchased the Citizen.

**CLARENCE, MO.**—R. N. Shan's has sold the Farmers' Favorite to A. E. Dunlap.

**FULTON, MO.**—Edward H. Smith has purchased the Journal. He was formerly of the Chula News and lately has been in Kansas City.

**ARTON, IA.**—A half interest has been purchased in the Enterprise by Charles Thomas of Kent.

**IOWA CITY, IA.**—The Iowa Methodist is now being issued by Rev. J. R. A. Hammer, who succeeds the late Rev. H. H. Fairall.

**PHILLIPSBURG, PA.**—Miss Annie V. Williams has disposed of the Ledger to H. W. Boulton and Ralph Richards of Houtzdale.

**CADIZ, O.**—Harry B. McConnell, business manager of the Republican, has purchased the paper from Max Cuit. W. B. Hearn was its publisher for forty-three years.

**MOUNTAIN VIEW, CAL.**—The Leader is now being issued by P. M. Smith, formerly publisher of the Elk Grove Citizen.

**GETTYSBURG, S. D.**—J. E. Dillon, a member of the Herald staff, has purchased the paper from C. E. Backlund.

**EAGLE RIVER, WIS.**—Charles Richards & Son have bought the Review.

**NICKERSON, KAN.**—George O. Turner has become associated with Bert Groves as half owner of the Argosy.

**COTTAGE GROVE, ORE.**—D. F. Dean and C. O. Dryden have sold the Leader to D. H. Talmadge of Salem.

**CHAMBERS, NEB.**—Grimes & Putnam are the new publishers of the Bugle.

**SINAI, S. D.**—J. F. Cooley has sold the subscription list of the Signal to Alfred T. Horton of the Volga Tribune. It is understood that Mr. Cooley will move the Sinai plant to another city and establish another paper.

**ABERDEEN, S. D.**—A. T. Cox has purchased the Democrat.

**DYSART, IA.**—O. E. Lathrop, for a number of years publisher of the

Reporter, has disposed of the publication to Aldrich Brothers.

**MORGAN, MINN.**—Harry West, foreman of the Messenger, has succeeded Cliff Eaton as the publisher of the paper.

**MONTICELLO, MINN.**—O. G. Bates has purchased the Times from C. A. French, who issued it for twenty-one years.

**CALLAWAY, NEB.**—The Barnard Brothers are again publishing the Courier.

## RECENT INCORPORATIONS.

**LOGANSPOUT, IND.**—Reporter Publishing Company; capital, \$20,000; incorporators, Lindley R. Sutton, Inez Sutton and Psyche R. Sutton.

**NEW YORK.**—Lafin Publishing Company; capital, \$25,000; incorporators, John McYaren, E. J. Forhan and F. B. Knowlton.

**MOUNTAINVIEW, CAL.**—Pacific Press Publishing Company; incorporators, W. T. Knox, C. H. Jones, M. C. Wilcox, W. E. White and H. H. Hall.

**LYONS, N. Y.**—Wayne Press Printing Company; capital, \$12,000; incorporators, Henry T. Van Camp, Robert W. Ashley and Jesse B. Van Camp.

**CHICAGO.**—International Publicity Corporation; capital, \$5,000; incorporators, Ernest O. Jones, William Kinberg and John J. Sullivan.

**BROOKLYN, N. Y.**—Home Review Publishing Company; capital, \$5,000; incorporators, Oscar W. Hamilton, Mrs. M. D. Hamilton and Walter J. Himeson.

**SAN ANTONIO, TEX.**—International Publishing Company; capital, \$10,000; incorporators, H. M. Madison, G. E. Gwinn, Ellis Chaney, Girard Fraser and W. F. McCaleb.

**HUNTSVILLE, MO.**—Times Publishing Company; capital, \$3,000; incorporators, Margaret Davis, C. P. Dameron and W. T. Heathman.

**BALTIMORE, MD.**—H. B. Green Advertising Agency; capital, \$20,000; incorporators, Harry B. Green, Gilbert L. Lucas and Harry B. Dillhand.

## NEW ENTERPRISES.

**SOUTHINGTON, N. Y.**—Dr. Chas. A. Jagger, late editor of the Seneca Times, has started the Southampton Magazine.

**TOOMBSBORO, GA.**—The Wilkins County Banner is the name of a new paper published by J. R. Crandall, formerly of Macon.

**TAOS, N. M.**—A new paper is the Recorder, issued weekly by Timmer & Cox, with John G. Tinker as editor.

**MORRINGSIDE, IA.**—Charles E. and L. F. Evans have begun the publication of the Leader in Morringside, a suburb of Sioux City.

**HASTINGS, IA.**—S. L. Hill issued the first number of the Press.

**POFFILION, NEB.**—Ernest G. Johnson, late of the Newman Grove Reporter, has issued the first number of the Poffilion Tribune.

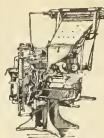
**MORTON, WASH.**—L. D. Garwood is planning a new paper for this place.

**LORETTA, TENN.**—A newspaper is about to be established here by A. R. Day.

**EVANSVILLE, IND.**—The Review, a weekly devoted to doings of society, will appear here in April. State Senator William B. Carleton and

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.



# LINOTYPE SERVICE

## AN APPRECIATION

Cumberland, Md., Feb. 7th, 1912.

MERGENTHALER LINOTYPE COMPANY:

We acknowledge receipt of your letter of the 6th inst. in reference to your Inspection Service.

his service has always been satisfactory to us and it is a thing we believe every user of the Linotype appreciates.

We do not know of another institution that sends to the country districts a representative to look over its machines after they have been sold; most people forget the purchaser and leave the machines to their fate.

Your Inspection Service insures, at least once a year, an expert opinion as to whether or not your machines are being handled properly. We believe this draws to you a gratitude that is seldom spoken and that it is the means of keeping in touch with the possible users of your machinery, as well as to make them feel kindly disposed towards you.

Very truly yours,

THE EDDY PRESS CORPORATION

W. H. FRIDERICK, GENERAL MANAGER

# The Linotype Way Is the Only Way

## MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW YORK: 440 Fifth Avenue. TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street

Wilfred C. Bussing will be the publishers.

**HARPER, KY.**—The third newspaper for Calloway County is shortly to be started here by Mayor C. L. Starks.

**PITTSBURGH, PA.**—Rev. James McMechin and Rev. G. L. C. Richardson have started the Method, a new quarterly in the interest of the Methodist Episcopal Church Union.

**MCWEEN, TENN.**—The Humphreys County Courier is the name selected for a new Democratic weekly to appear here with L. H. and C. P. Hopkins as publishers.

The American Advertising Agency has been started at Jacksonville, Fla.

The Madera (Cal.) Morning News, published for about six months, has suspended publication.

Fire destroyed the plant of the Grangeville (Ida.) Free Press with a loss of \$7,000.

**NASHVILLE, TENN.**—The Negro Merchant and Mechanic is a new trade monthly managed by Calvin L. McKissick.

**GOLDFIELD, NEV.**—The Goldfield Printing & Publishing Company has

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor, 603 West 29th Street. NEW YORK Telephone, 476 Chelsea.

LET our Mr. LOUIS A. HOFFMANN quote you on his proven newspaper supplies especially for the "stereo" dept

INTERNATIONAL PUBLISHERS SUPPLY CO.

117 John Street NEW YORK, U. S. A.

BARNES-CROSBY COMPANY

E. W. HOUSER, President.

ENGRAVERS

ARTISTS. ELECTROTYPERS NEW YORK, CHICAGO, ST. LOUIS

been organized with \$10,000 capital to start new weekly paper. Hoyt Moore will be editor and Harry Moon manager.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink Co. of New York City be your 4-cent inkmen.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 943

NEW YORK, SATURDAY, MARCH 23, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



R. K. HYNICKA,

PRESIDENT OF THE CINCINNATI COMMERCIAL-TRIBUNE

See Third Page

## SALE OF WILMINGTON JOURNAL.

### DU PONT INTERESTS SAID TO BE NEW CONTROLLING OWNERS.

The Wilmington (Del.) Evening Journal has changed hands, Robert S. Baird, Albert W. Cummings, Gilbert S. Jones and Clement B. Hallam, the former owners, selling all their stock to interests that have not disclosed their identity.

It is reported, however, that the du Pont Powder people are in control and that the principal backers of the Journal are General T. Coleman du Pont, president of the du Pont Powder Company, and State Senator Charles R. Miller, who is a resident of Wilmington and a heavy owner of Tonopah mining and railroad properties.

The purchasers were represented by Daniel O. Hastings, attorney, who is very close to the du Pont interests. The new company has not yet organized. The price paid for the property is variously estimated at from \$90,000 to \$132,000.

Mr. Cummings, who has been vice-president of the company and editor of the paper, and Robert S. Baird, the president, retire from the newspaper field. Mr. Cummings being succeeded as editor by George Carter, who for the past eleven years has been on the staff of the New York Press. Messrs. Jones and Hallam continue with the Journal, the former as business manager and the latter as city editor.

### PRICE UP IN LOS ANGELES.

The Los Angeles Tribune with last Sunday's issue raised its price from one cent to five cents a copy. No change will be made in the regular price of thirty cents a month to daily and Sunday subscribers in Los Angeles and suburbs. The daily edition will continue to sell at the old price of one cent.

### NEW U. P. CLIENTS.

The New York Sun on Wednesday began using the full day and Saturday night leased wire service of the United Press for its afternoon and Sunday editions. The Omaha World-Herald has also begun to take the full day leased wire report of the U. P.

### NEW HOME AND PLANT.

The North Adams (Mass.) Transcript has just moved into its new building. The Transcript has also installed considerable new machinery, including a quintuple press, built for forty pages, and an entire photo-engraving plant.

### OHIO COMBINATION.

The Vinton County Republican and Tribune of McArthur, O., have been combined under the name of the Republican-Tribune.

### NEW SOUTHERN DAILY.

The Decatur (Ala.) Daily is a new publication. W. R. Shelton is general manager and Samuel J. Stockard is the editor.

## SUN DEPARTMENT HEADS MOVE UP.

The executive staff of the New York Sun has been somewhat rearranged by Publisher William C. Reick. William L. Holmes, who became business manager when Mr. Reick acquired the paper, is made publisher, and is succeeded in his old position by the promotion of Frank L. McLaughlin, heretofore the advertising manager.

T. Bate Spencer, for some years connected with the advertising department of the New York World, and formerly of Chicago, is placed in charge of the advertising.

Mr. Reick, who was to have sailed for Europe several weeks ago, has delayed his trip until about the 20th of April, when he will go abroad with the object of reorganizing the Sun's foreign correspondence service. It is reported that Herman Bernstein will be placed in charge of the Sun's European bureau.

## PLANS FOR NEW DAILY IN WEST VIRGINIA.

A charter has been issued in West Virginia to the Mercer Printing Company of Charleston. The purpose of the company is to establish a new newspaper at that place. It is understood that several prominent gentlemen in the Bluefield section are identified with the new corporation. Among those whose names have already been made public are: W. B. Honacker, E. W. Hale, J. H. Gadd, C. B. Hedrick and J. H. Lilly, all of Charleston.

## TYPESETTING MACHINE COMPANY TO BUILD.

The International Typesetting Machine Company, which was recently organized by Herman Ridder with a capital stock of \$5,000,000, has leased property near Furman and Montague streets, Brooklyn, from the New York Dock Company. A factory building is to be erected on the site of store 59.

## T. R.'S PRESS AGENT QUILTS.

Roscoe Conklin Mitchell, who quit reporting on the New York Herald on the first of the month to be the chief press agent of the national Roosevelt committee, with news disseminating offices to be established in Washington, has resigned as the Colonel's boomer. He has decided to go back to newspaper work.

## MASON CITY SALE.

Fred W. Eggers and his son, of Des Moines, have purchased an interest in the Mason City (Ia.) Republican from H. S. Stansberry. The price paid is said to be \$10,000.

## SIGNS OF PROSPERITY.

A press has been ordered by the New Haven (Conn.) Times-Leader for delivery within sixty days. This is the second new press in eighteen months for the Times-Leader.

The New Glasgow (Can.) Eastern Chronicle is likely to issue a daily edition in the near future.

## ORGANIZATION FOR PUBLISHERS.

### NECESSITY FOR SUCH ACTION AND HOW TO PROCEED TO BEST EFFECT.

Speaking of the other day with a representative of THE FOURTH ESTATE on the tendency of business toward organization, a prominent newspaper man remarked:

"Business organization is the order of the day. It is of course unnecessary to remind newspaper publishers of the combinations and associations that have been formed during recent years by business men in all lines. Recently various associations of advertising men have been organized. In nearly every instance the large organizations of advertising men and of men in all other lines of business have been formed by the consolidation of local associations. This is the natural process. Organizations that are not so constructed are necessarily to some extent inefficient.

"It must be manifest to the casual observer that a national organization of business men in any trade, which is not founded upon and practically organized by local associations in the same trade, cannot accomplish the aims of its members, because a national organization which is not made up of units constituting of local organizations must of necessity be weak in spots. Competitors in any city in any line of business, which is not organized naturally distrust each other.

"Local associations almost invariably result in the establishment of confidence between local competitors. When a local organization of any business is accomplished its members in a short time learn to respect each other. This mutual respect results in co-operation for the benefit of all. It has been the uniform experience in local associations that the extent to which co-operation is possible is not realized at the start, but as respect and confidence between members develop possibilities for co-operation for mutual advantage also develop.

"Associations of local publishers exist in New York, Boston, Chicago, San Francisco, Cincinnati, Pittsburgh, St. Louis, Albany, Troy and Buffalo and some other cities.

"Publishers in every city in the country where local associations are not now in existence should immediately take steps to form local associations. The benefits will be incalculable, and when this is accomplished the American Newspaper Publishers' Association will be invincible."

Pressed to further go into detail as to his ideas and reasons for the publishers taking up the problem of organization and how he would recommend that a start be made, he said:

### "PUBLISHERS' ORGANIZATIONS.

"Newspaper publishers as well as commercial printers must realize that the unions are constantly becoming stronger and encroaching more and more upon employers' rights. It is manifest that sooner or later a halt must be called, and

this can only be accomplished by employers organizing so that in the event of serious differences they will have as solid, compact and militant organizations as the unions.

"The first step in this direction is to organize local associations. Men who are competing with each other in business naturally view their competitors with a certain amount of distrust, and are afraid in the event of trouble that the 'other fellow' will not keep faith. The forming of associations by employers results in better feeling all around, and generally accomplishes the essential.

Continued on Twelfth Page.

## ANOTHER BIG PRESS EOR LOS ANGELES.

The Los Angeles Evening Herald has put in another modern sextuple press, with color combination and all the latest devices. The formal installation of the new machine was under unique conditions, a reception being given on the occasion presided over by Madame Luisa Tetrazzini, the famous opera star, and attended by many distinguished visitors.

The Herald is now operating two "sex" presses, and two "quads." General Manager J. Clem Arnold states that the Herald is guaranteeing advertisers 60,000 circulation by June 1.

## COLUMBIAN-STERLING CO.'S LIABILITIES.

Schedules in bankruptcy of the Columbian-Sterling Publishing Company, which published the Columbian Hampton Magazine, show liabilities \$579,364 and nominal assets \$202,079.

There are 440 creditors, among them Benjamin B. Hampton, \$250,071; Frank Orff, \$10,800; N. W. Ayer & Son, \$4,505; and Ward & Gow, \$3,529.

## BANKER BUYS INTEREST.

W. P. Kennedy has secured a financial interest in the Scranton (Pa.) Tribune Company. He is well known in banking circles of the city from twenty-three years' work in that field.

## WHERE LEWIS' BACKING CAME FROM.

Nearly \$1,000,000 raised by the sale of six per cent. notes of the University Heights Realty and Development Company, on E. G. Lewis' representation that the money was desired for the purchase and improvement of land, went into the treasury of the Lewis Publishing Company, according to testimony given Tuesday by Francis V. Putnam, former treasurer of the company, in Lewis' trial at St. Louis on the charge of using the mails to defraud.

Putnam said \$450,000 of the money went into the maintenance of the St. Louis Star, which according to previous testimony, was carried on at a heavy loss by the Lewis Publishing Company.

The International, a New York magazine, has been purchased by the Viereck Publishing Company.



## FAMOUS PAPER TO "COME BACK."

### OWNERS OF CINCINNATI COMMERCIAL-TRIBUNE PLAN REJUVENATION

The progress of the contemplated up-building of the venerable Cincinnati Commercial-Tribune under the management of the new company, which assumed its ownership on March 1 will no doubt be watched with interest in the newspaper publishing field for some time to come.

The paper that in time gone by was such a power under the editorship of Murat Halstead and other notables of the journalistic world is now to be brought back to its former position among the newspapers of the nation, according to its new owners, who are millionaire business men and intend to make every effort to rejuvenate the famous publication.

The new chief owners of the Commercial-Tribune are Rud K. Hynicka, widely known as promoter of theatrical enterprises, and August Herrmann, one of the best known baseball men in the country, who is chairman of the National Baseball Commission and owner of the Cincinnati National League Baseball Club.

Both are rated as millionaires, and they hold control of the company. A number of their friends and business associates hold stock, too. Mr. Hynicka is the president. He is also at the head of the Columbia Amusement Company, controlling many burlesque attractions. Mr. Herrmann is the vice-president. Scott Small is the secretary and Samuel L. Moyer is treasurer. W. H. Woolley is business manager, and Mr. Small is also the managing editor.

"As yet," Mr. Hynicka tells THE FOURTH ESTATE, "it is almost too soon to indicate along what line we have to 'rejuvenate,' but the announcement in the first issue of the Commercial-Tribune probably indicates as well as I could hope to tell you our hopes and ambitions for the future:

"The new management intends to issue daily a live and wholesome newspaper. The news of the day will be published as found without favor, bias or prejudice. Every effort will be made always to ascertain the facts. The new Commercial Tribune has no enemies to punish, no friends to reward.

"Unjust criticism or that which goes to injure Cincinnati and the neighboring cities and their people will have no place in the pages of the new Commercial Tribune. Prominence will be given to that which makes for the good of Cincinnati, the neighboring cities and their people.

"Particularly, the new Commercial Tribune seeks a welcome into the homes of its readers, for the public who like clean, entertaining, interesting and profitable to know.

"The new Commercial Tribune will be the organ of no person or persons, or combination of persons. Its columns are open for comment, discussion or presentation of any subject of general interest to its readers, for the public who are hereby invited to participate in its forum.

"Politically, the new Commercial Tribune will be the organ of the Republican. It will proclaim the principles of the Republican party, but will aim never to be offensively partisan.

"We believe in the administration of William H. Taft as President of the United States and are firmly convinced that in accord with the spirit of fairness

he should be renominated and that the business interests of the country will be best conserved by his re-election."

Mr. Herrmann, while principal owner with Mr. Hynicka, does not intend to take any active part in the publishing of the paper. "I am so young at the business," he said, "that I am not conscious of having any feeling peculiar to the newspaper field. I expect to do my part, however, toward giving Cincinnati a clean, representative, home paper, dedicated to the cause of the Republican party."

Business Manager Woolley was formerly connected with the Scripps-McRae Newspapers for about ten



C. H. WOOLLEY

years in various capacities. He started as advertising solicitor on the Cincinnati Post and worked himself up to advertising manager and to business manager. He was afterwards business manager of the Kansas City World and St. Louis Chronicle, both Scripps papers.

Leaving the Scripps service he became business manager of the old Cleveland World, under the ownership of B. F. Bower, and when the latter sold out Mr. Woolley retired for a while from active newspaper work. Recently he has been in the stock and bond brokerage business in Cincinnati. Mr. Woolley is enthusiastic over the prospects of the Commercial-Tribune under its new owners.

"I am very glad to get back into the newspaper business and under such auspicious circumstances," he said: "I consider the Commercial-Tribune one of the greatest opportunities in the whole country today. The new owners intend to make it a newspaper second to none and with the liberal policy to be pursued there is no question about the future of the paper.

"As is no doubt well known Messrs. Cone, Lorenzen & Woodman are the foreign representatives

of the Commercial-Tribune both in the East and West and it will be my purpose to at all times cooperate with these gentlemen in every way possible to the end that the foreign advertisers may receive the best possible results."

The editorial end of the Commercial-Tribune is under the management of Scott Small, who has been engaged in newspaper and public service work in Cincinnati for many years. "The editorial policy of the paper," he states, "will be to issue a clean, live daily newspaper, asking particularly for entrance into the homes of its readers. Matter of a scandalous nature will not be permitted in its pages."

Mr. Small first began his newspaper work as a rural correspondent for the Cincinnati Enquirer. He was later for many years court reporter for the Times-Star and the Post. He was secretary to the late Colonel Leopold Markbreit during his term as mayor of Cincinnati, and on his demise became director of public safety of the city by appointment of Mayor Galvin.

### SON SUCCEEDS DR. PAZ.

Ezechiele Paz, son of Dr. José L. Paz, founder of La Prensa, the famous Buenos Ayres newspaper, who died last week, will succeed his father and continue the paper along the lines followed by him in his many years of ownership.

La Prensa is considered the greatest newspaper in South America, and in many respects the most remarkable in the world. It was founded in 1869.

Seven years ago Dr. Paz, who had accumulated a fortune through his newspaper, determined to build "the house of the people" for it was through them, he said, that his wealth was earned.

La Prensa is strictly a paper for the people and the government follows its suggestions probably more closely than any other newspaper.

The home of La Prensa was completed in 1896 at a cost of \$2,000,000 and is occupied in its entirety by the newspaper.

### FARMERS' AND DROVERS' JOURNAL CHANGES.

Norman Boyson, general manager, and Harvey Goodall, managing editor of the Farmers' and Drovers' Journal, Chicago, have retired from that paper. Mr. Goodall's stock has been taken over by his mother, who has also assumed the general management and presidency.

Jay Brown, former head of the market staff, has been made managing editor and elected vice-president of the Journal Company. Mr. Boyson has gone to East St. Louis and Mr. Goodall will do free lance work.

### HAD STORY TURNED ROUND.

Suit for \$5,000 damages has been brought against the Akron (O.) Press for libel by Mathias Wein. The suit is the result of a story stating that the plaintiff had been arrested and fined for an assault on one Louis Hirsch. Wein states that in reality he was the man attacked and Hirsch was the man fined.

## NEW AGREEMENTS WITH I. T. U.

### HIGHER WAGES GRANTED IN VARIOUS SECTIONS OF THE COUNTRY.

Publishers of a number of cities have granted increases in scale to members of the International Typographical Union.

In Shawnee, Okla., machine operators have been given an increase of \$2. The hand men continue at the previous scale.

The American Press Association has signed a new machine scale in St. Paul, the day rate of which is \$24.50 per week, and the night rate \$27.50. The third shift will receive \$30.50 for a forty-two hour week.

The San Antonio (Tex.) Republic has signed a union contract.

In Bristol, Tenn.-Va., a new two-year contract carries an advance of \$1.50 per week.

A new wage scale has just been put into effect at Hackensack, N. J. Wages of hand compositors are advanced to \$16 a week, jobbers and ad men and machine operators to \$18; and machinist-operators to \$22. This is an increase of one dollar a week all around.

The scale in McAlester, Okla., is advanced from \$18 a week to \$20 for floor and ad men on evening papers; and on the morning papers from \$20 to \$22 per week. The pay for machine operators remains the same—\$22 and \$21 per week for day and night work, respectively, but foremen are advanced from \$23 to \$25 on morning papers and on evening papers from \$20 to \$23 per week.

A two-dollar increase in the wage scale of El Reno, Okla., has been granted. Half of the advance is to be put in effect during 1912 and the next year the other dollar will be added. This places the wage for the present year at \$22 for machinist-operators and \$17 for all other classes of work.

The local union at Coffeyville, Kans., has secured an increase of twenty-five cents a week beginning with 1913.

An increased wage scale has been granted at Santa Cruz, Cal., by which machine operators and foremen on morning papers receive \$27 a week and evening papers \$24. The pay for other employees is \$24 for night work and \$21 for day work.

A new scale has been agreed to in New York between the Jewish newspapers and the Hebrew-American Typographical Union. The adjustment provides for a flat scale for all employees, including foremen, and the figures are as follows: On newspapers, from January 1, 1912, to January 1, 1913, \$28 per week; the next year \$29, and the third year \$30. Six days, four and one-half hours night work and six hours day, will constitute a week's work. The old scale was \$26.50 per week for the same number of hours. When the maximum wage of the new agreement takes effect, the newspaper members of the union will receive about \$1.10 an hour for night work and approximately eight-three cents an hour for day work.

## CANADA IS NOT A COUNTRY.

HER DEPUTY ATTORNEY-  
GENERAL SO ARGUES FOR  
SECTION NO. 2.

That Canada is not a country, a nation nor a state and that foreign nations demanding of the United States that they be afforded the same tariff privileges in the matter of the exporting of wood pulp and news print paper as Canada really have no claim on the ground of Section 2 of the Reciprocity Bill is the contention of Deputy Attorney-General Payne of Canada.

This statement was made before the board of United States General Appraisers in the hearing of a protest of several paper importers against the assessment of a duty on paper and pulp brought into this country from countries holding favored nation treaties with the United States.

Mr. Payne said that conditions in the Dominion were totally unlike those in the countries that were claiming concessions, as Canada in the first place is contiguous territory, racial instincts are similar, wages and government are somewhat alike and the product of that country is coming into the United States not as a foreign product but as material fabricated under conditions identical with those that exist in this country.

The various trade treaties specified that no restrictive tariff privileges were to be accorded to any other country and Mr. Payne pointed out that the word "country" was used in all the agreements and even in the present tariff of the country within the wording of the maximum and minimum section the word "country" is used.

He declared that Canada is not a country with which the United States deals as a sovereign, and that in the formation of the reciprocity agreement political differences were set aside as the resources of the Dominion were not drawn upon as are those of the United States, and the fact that the manufacturers of paper in this country were literally starving for pulp induced the legislature to ask Canada to release the wood which abounds in that country.

He argued that the so-called favored nation clauses are not contracts but merely moral obligations

## The PATERSON PRESS and SUNDAY CHRONICLE

are the FASTEST GROWING and MOST PROGRESSIVE newspapers in Northern New Jersey

HERE IS THE PROOF.

### I. AS TO CIRCULATION:

Net Circulation GAINS in Nine Months,  
PRESS, 64 Per Cent. CHRONICLE, 80 Per Cent.

GAIN IN CIRCULATION REVENUE. 75 Per Cent  
Feb. 1912, over Feb. 1911,

The Association of American Advertisers has been invited to examine the circulation of both publications.

### II. AS TO ADVERTISING:

ADVERTISING GAINS	PRESS	Exclusive of Progress No.	LINES.
February, 1912,			74,396
over		Inclusive of Progress No.	102,704
February, 1911.	CHRONICLE		19,775
(Practically all local business.)	TOTAL GAIN		122,479

GAIN IN ADVERTISING REVENUE 165 Per Cent  
Feb. 1912, over Feb. 1911,

The PATERSON PRESS, read more carefully than any other Paterson paper, is DELIVERED to the best homes in the city. Full A. P. wire report.

The SUNDAY CHRONICLE is the ONLY SUNDAY PAPER IN NORTHERN NEW JERSEY, with a large cosmopolitan circulation, intensely local and growing fast. Full U. P. wire report.

It's the LIVE newspapers that produce RESULTS.  
GET ABOARD!

THE PRESS-CHRONICLE CO.  
Publishers.  
105 Washington St., Paterson, N. J.

PAYNE & YOUNG  
FOREIGN REPRESENTATIVES

30 West 23rd Street, New York

750 Marquette Building, Chicago

between nations; that they are not self-executing, and that if they are self-executing they are unconstitutional in that the President and the Senate have no right thus to make tariff laws.

Should the importers succeed in their contention for the free entry of pulp they might be able to get better profits for their products than would Canada, and thus they would become "more favored," as the manufacture of fibre in Norway, Sweden, England, Russia, Germany and Austria is not as expensive as in Canada, and should the Dominion then complain of unfair treatment Congress would have to investigate the matter.

The importers were told to place the matter in the hands of the customs ruling officials who would in the course of time decide upon the relative points of the case. The board of appraisers will, it is expected, hand down a decision before the end of July, and it is understood

that the case will be carried to the customs court of appeals and then to the supreme court by either of the losing parties in order that this factor of international trade pacts may be decided.

### PROGRESS IN TEXAS.

The Coleman (Tex.) Democrat-Voice Publishing Company has just installed an up-to-date line of machinery, consisting of linotypes, presses, and various other modern devices. The entire cost is estimated at \$12,000.

### DAILY FOR HARMON.

The establishment of a new afternoon newspaper at Madison, Wis., is reported to be imminent. Authentic information regarding the plans is lacking, but it is said that forces allied with the Harmon Presidential movement are behind the enterprise.

### WOULD LICENSE NEWS-PAPER MEN.

The Pennsylvania State Editorial Association at its annual meeting went on record as practically favoring supervision of newspapers by the state. A committee has been appointed to draft a bill for introduction at the next session of the legislature which provides for state supervision and for the creation of a department of journalism which shall pass upon the qualifications of a person to edit and manage a newspaper.

The action followed a paper read at the annual meeting by J. H. Zerby of Pottsville in which he outlined a scheme for the state licensing of newspaper men and the supervision of education for newspaper work.

The substance of Mr. Zerby's paper was that every newspaper and publication should be in charge of a certified journalist, and that all men in responsible positions with newspapers should be required to satisfy men in authority in the "department of journalism" of their qualifications before receiving certificates which would allow them to enter the work in Pennsylvania.

### PORTLAND, OREGON, TO HAVE NEW DAILY

Articles of incorporation have been filed in the state of Oregon by the Times-Examiner Publishing Company, of Portland, capitalized at \$100,000. The purpose of the company is to publish a newspaper known as the Portland Examiner and Daily Times, and supplements called the Oregon Farmer and Pell Mell Gazette.

The incorporators are W. Miller, A. King Wilson and C. A. Neal.

### DUTIES LIGHTENED.

C. C. Cross, who has been editor-in-chief and business manager of the Kearney (Neb.) Morning Times, has been relieved of the duties of the former position, by the appointment of Al. Rouse, formerly of the Callaway Queen, to act as his assistant. Mr. Cross retains supervision over the entire paper, and Judge H. M. Sinclair assumes charge of the political department.

### TEXAS PAPER SOLD.

J. N. Freyar and John P. Hooper have acquired an interest in the Waxahachie (Tex.) Ellis County Herald. Mr. Freyar was formerly engaged in the newspaper business at Ranger.

Advertisers who investigate the  
**MILWAUKEE**  
field always select the **EVENING**  
**WISCONSIN**

Lowest rate per thousand of any daily in Milwaukee.

### CIRCULATION:

Daily Average for 44,766  
the year 1911  
A GAIN of 3000 copies per day  
over the year 1910.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. EDDY, EDDY & VIRTUE  
Metropolitan Bldg. People's Gas Bldg  
NEW YORK. CHICAGO

## PITTSBURGH SUN Advertising Grows Steadily

During February, 1912, the steady progress of The Pittsburgh Sun is indicated by the Splendid gain of

4955 INCHES

In Paid Advertising over the corresponding month of 1911.

January Gain, 4957 Inches

February Gain, 4955 Inches

TWO MONTHS' GAIN  
9912 INCHES

Let Your Business Grow in the Newspaper That Grows!

The Sun Grows Greater Day by Day.



## MEASURES TO STOP AD GRAFTING.

### N. Y. PUBLISHERS TO PUSH BILL FOR PUNISHMENT OF OFFENDERS.

A vigorous fight is planned by the Newspaper Publishers' Association of New York to curb the practice of inserting in newspapers by the dealers advertising matter which is unauthorized by the publishers.

Legislative action is under consideration, and Conde Hamlin, business manager of the Tribune, chairman of the association's committee on this matter, has drafted a bill to make it a misdemeanor for any person to insert matter in a newspaper or to distribute or sell a newspaper with these advertisements within it.

Newspapers all over the country are considering how they may cope with this evil. In Virginia recently an act was passed making this unauthorized form of advertising illegal, and this state may follow suit at the earliest opportunity.

The New York World started suit in the Supreme Court Wednesday against the Adams-Flanigan Company, a department store in the Bronx, to recover \$50,840. The complaint sets up that the department store company has had printed imitation sheets of the Sunday edition of the World, containing a full page advertisement of the wares for sale in the store.

The complaint relates that the advertising rates of the Sunday World are \$840 a page for the manner of advertising which the defendant department store is alleged to have imitated. It is further alleged that the offense was committed on many separate Sundays, and that the sum of \$35,840 is due as a result of this. There is \$45,000 additional damages claimed because of the alleged fraud perpetrated.

Assemblyman Tracy P. Madden of Yonkers has introduced a bill in the New York State Legislature to put an end to the insertion of circulars or other foreign advertising matter inside newspapers without the consent of the owners.

The bill makes this sort of surreptitious advertising a misdemeanor, punishable by six months' imprisonment, \$100 fine, or both.

Assemblyman Madden is confident the bill will be enacted. Briefly, it provides that "a person who places upon or affixes to or causes an advertisement, notice, circular, pamphlet, card, handbill, printed book or notice of any kind to be placed in or upon or affixed to, a newspaper, magazine, periodical or book without the consent of the owner or owners of said newspaper, magazine, periodical or book shall be guilty of a misdemeanor."

### MORSE GOES TO FARM.

Sherman Morse, for a number of years with the New York World and formerly city editor of that paper, has left New York and will spend some time at his farm at Canandaigua, N. Y. His departure from the city last week was the occasion of a complimentary dinner tendered him by the editorial and city staffs of the World at the press club.

# Wanted; A Magazine Editor

We want a managing editor for a well-known New York magazine of standard type.

We want a broad-chested, verile young man of energy, culture and mental scope, preferably in the early thirties, or even somewhat younger, and newspaper trained; a man who loves work and can stand up under it; who has been a magazine reader, and has a pretty clear conception of what a wide-awake magazine should be; who is familiar with the live issues of the day; who knows a good fiction story when he sees it, and a good fact story as well.

Magazine making is a difficult problem. Unlike the daily paper, the magazine can carry no news, nothing of a strictly timely nature and nothing of a local nature. To determine what will appeal to the people all over America requires imagination, vision and analysis. It is constructive work.

The place in question is an exceptionally desirable one for the right man.

Address, giving all qualifications, including age, education and experience, Box 55, care The Fourth Estate.

## A GOAT STARTS A NEWSPAPER WAR.

### TAMMEN AND BONFILS' UNIQUE CELEBRATION IN KANSAS CITY.

There is a merry war on in the newspaper field of Kansas City, Mo., these days, which besides having a really serious side for the newspapers involved, has some humorous points for those looking in from the outside.

The papers principally involved in the warfare are the Kansas City Post and the Star and Times, but the Journal, too, has been drawn in much against its will, and while not actually engaged in the conflict is kept stepping merrily to keep up with the advances of the principal combatants.

All the excitement is due, it seems, to the efforts of the Post to get the Star's "goat." While this expression has its own classification in ordinary speech, a goat is really at the bottom of all the turmoil in Kansas City's newspaper domain.

The tale of the goat originated with the decision by William R. Nelson last month to reduce the price of his Sunday Star to two cents instead of five, and the daily Star to one cent instead of two cents. Theretofore the Star had not made any efforts towards street sales, favoring subscription business at a rate of the thirteen issues of the morning Star and its evening edition, the Times, at ten cents a week. Immediately the Post claimed that it was responsible for the "come-down" of the Star and started to celebrate.

The newsboys on the Star struck when the reduction was announced and went over to the Post. A goat at a cost of \$1.50 was purchased and set up in the latter's show windows on Main street with a sign saying that the Post "had got Nelson's goat." The boys furiously yelled the slogan about the city.

Colonel Nelson, it appears, did not take kindly to the fun at his expense and caused the arrest of many of the boys, but as promptly the Post supplied bonds for their release.

By this time the town was laughing at the humor of the situation. Judge Halstead dismissed all the prisoners and Judge Lucas issued an order restraining further arrests. To cap the climax of the Post's jubilation the Journal reduced its price to five cents a week, including its Sunday edition, at which price the Post also sells.

### TAMMEN AND BONFILS.

The activity in Kansas City has served to draw much attention to that city and bring out the fact that there is really something to the Post's claim to power—and also a story of how two "greenhorns" broke into the newspaper game in a unique way and have made names for themselves as successful publishers. Not only one, but two newspapers were brought by them from almost nothing to prominent places among American newspaper properties.

(Continued on Tenth Page.)

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 WEST 40th STREET  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT,  
Long Distance, 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 943 FOR THE WEEK ENDING SATURDAY, MARCH 23, 1912

## PRESIDENT TAFT AND NEWSPAPER PUBLICITY.

President Taft recently gave an informal talk to newspaper editors in Columbus indicating that he appreciates the value of the newspaper as an advertising medium.

Mr. Roosevelt while in the White House used the avenues of publicity afforded by the press almost continuously. Mr. Taft on the other hand has not exerted himself especially to make use of the newspapers. Indeed, no President has ever employed the newspapers to serve his political purposes less than President Taft.

In his talk with the Ohio editors, however, he indicated that he had seen a new light.

After thanking the newspaper men for their assistance, Mr. Taft said: "I was educated as a lawyer and as a judge. I was never used to accompanying my decrees and opinions filed in court with interviews explaining what they meant and what the motives were for entering them. I have lacked the knowledge of what a sad history has taught me that you cannot hammer a thing into the people too often, that iteration is the thing that tells in spreading a doctrine."

Thus the President briefly states the psychology of advertising, and he evidently regrets that he did not realize to the full the value of newspaper publicity earlier in his career as chief executive.

## "GLAZING" THE WALLS OF THE HOME.

American newspapers are universally charged with originating that type of journalism which pries into the private affairs of prominent people and gives mere gossip the dignity of news.

It is soothing to our American consciences, therefore, says the Harrisburg Telegraph, to read in the London Times a sketch of Henry Labouchere, which claims for Labouchere, Edmund Yates and

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

Grenville Murray the honor of creating yellow journalism—called "society" journalism in England.

Yates, we are told knew very well that there were great numbers of highly respectable persons who looked with an aversion, but for the most part futile, curiosity on the gilded and brilliant existence of what used to be called in the mid-Victorian days the Upper Ten Thousand, and he relied in his successes by ministering to that natural, and not illegitimate, sentiment. He glazied the walls of Piccadilly and Mayfair, and allowed the people passing their sober days in suburban villas and country parsonages to behold the spectacle at close quarters. Labouchere did much the same thing; but he did it with a keener perception, and with a certain didactic, or at least a satirical, purpose that lent piquancy to the adventure.

So far as we are concerned we will gladly surrender to England the distinction of having been the first to "glaze the walls" of respectable homes.

## NOTE AND COMMENT.

The New York Evening Sun celebrated last Sunday its twenty-fifth anniversary, having been founded on St. Patrick's Day in 1887. It is only fair to William C. Reick, the new proprietor of the Sun, to say that he has made the Evening Sun a very much better paper than it ever had been before. It is twice as good a paper as it was a year ago.

Madrid newspaper workers have petitioned the government to stop the trial by court martial of newspaper men for criticising army methods.

In the course of six years of revolutionary ferment and its aftermath, from December 7, 1905, to October 14, 1911, the Russian authorities confiscated issues of newspapers and periodicals in 1,055 cases, according to a booklet now issued by the bureau of press affairs at the ministry of the interior.

In 283 cases the issues confiscated were destroyed and in twelve cases certain pages or articles were removed by order of the court. These figures refer only to confiscations which were subsequently approved

by the courts or were subsequently approved by the courts or were actually ordered by the district attorneys.

Five hundred and fifty-seven different publications were subjected to confiscation of certain of their issues; of them 404 were in the Russian language. They occurred in forty cities. St. Petersburg leads with 521 issues; Moscow, 102.

"Journalism for Teachers" is the title of a new bulletin just issued from the School of Journalism at the University of Missouri. The bulletin is designed to develop the school teacher into a better news source for the local paper. It gives reasons why printing news of the school is advantageous to the school, gives instances of the many news possibilities in every day school work and tells the points to be covered in a news story.

The bulletin also gives general rules for writing news, so the teacher may write the stories, especially in the smaller towns. The bulletin is written by Frank L. Martin, assistant professor of the theory and practice of journalism. Professor Martin was formerly assistant city editor of the Kansas City Star.

In the Mount Sterling (Ill.) Mail appears an editorial paragraph which beautifully illustrates, not only the possibilities of the English language and of sentences made thereof, but also the enviable closeness of the relation that exists between the rural editor and his subscriber. Here is the paragraph:

Mart Adams, who formerly made it a practice of going up to Bushnell to hush corn every fall and finally married one of the daughters of a farmer up there, but who resided here for a time, but lived up there now and is well pleased with his surroundings except that he is not in close touch with the people and what they are doing around Ripley, so he sent in an order for the Mount Sterling Mail. All right, Mart; we will see that you get it.

Metropolitan journals, the journals of cities, provide nothing like that for the edification or the amusement of their readers, says the New York Times. Only the village press can do it, because only in villages does everybody know everybody else and have an interest in neighbors, even though they haven't done anything either big or bad.

The Goss Printing Press Company, of Chicago, is sending out a souvenir in the form of a little book, demonstrating its Comet flat-bed web-perfecting press. When the pages are flipped the press has the appearance of being in action. The effect was produced by taking snapshot photographs of the "Comet" while the press stood in twenty-eight different positions.

The Milwaukee Journal reports a daily average circulation for February, 1912, of 64,763, as against 64,007 in February of last year.

New York is talking about the radical way in which the Men and Religion Forward Movement is bringing the claims of the churches to the attention of the people. In addition to an advertising campaign in all the daily newspapers of the city, extending over six weeks, they

have placed electric-lighted signs at strategic points along Broadway.

These advertisements are part of the work of the publicity commission of the Men and Religion Congress, which meets April 19-24 in New York. This commission is investigating the relations of the church to the press, and it is thus putting to the test some of its convictions.

The Paterson (N. J.) Press and Sunday Chronicle since passing to the management of William B. Bryant have come to the front rapidly among the newspapers of the East. The net circulation gains of the Press and Chronicle in the last nine months amount to sixty-four per cent and eighty per cent, respectively. In the month of February of 1912, as compared with the same month of last year, the advertising showed an increase of 122 per cent.

The Paterson Press and Chronicle are thorough metropolitan newspapers, taking the full Associated Press report, and on Sunday that of the United Press. Their representation in the foreign field is in the hands of Payne and Young, New York and Chicago.

The employees of the New York World are so interested in their work that they have now started an organization called the World Boost Club. E. A. Pratt has the work of organization in hand, and it is expected that most of the 1,700 employees of the paper will join. There will be no dues or initiation fees, and the main object will be to devise means for increasing efficiency.

"Something wrong with this item."

"How now?"

"Say," a bridegroom took his place beneath the floral bell and 2,000 volts were immediately shot through his quivering frame."—Washington Herald.

## PULITZER GIFT ACCEPTED.

The Philharmonic Society of New York at a meeting attended by all its members Sunday voted as a body to accept Joseph Pulitzer's gift of \$500,000 and to comply with the terms of Mr. Pulitzer's bequest.

This provides, among other conditions, for an increase in the number of concerts to be given by the society in New York City which are to be open to the public at reasonable rates and for the recognition in them of Mr. Pulitzer's favorite composers, Beethoven, Wagner and Liszt.

## WORLD CONCERTS RAISED

"In behalf of the city I recognize what has been done for the city by this series of the World's popular concerts. It has been a distinct public service, characteristic alike in conception and in execution of the public spirit and genius of that great publisher and splendid citizen, Joseph Pulitzer."

With this praise Borough President George McAneny Sunday closed the sixty-fifth and last of the New York World's concerts. It was given at the formal opening of the auditorium of Public School No. 95 in West Houston street, New York.



## PURELY PERSONAL.

James Gordon Bennett, proprietor of the New York Herald, has left Monte Carlo for India on his yacht Lysistrata. He will cruise as far as Ceylon and remain there during the spring season.

Edmund W. Booth, editor of the Grand Rapids (Mich.) Press, has returned to his desk much improved in health after a three weeks' vacation at Atlantic City.

Hart Lyman, editor of the New York Tribune, is receiving the sympathy of his many friends on account of the death of his wife at Atlantic City.

Patrick F. O'Keefe, the head of the Boston advertising agency bearing his name, has been elected exalted ruler of the Boston Lodge of Elks.

John H. Durstin, editor of the Anaconda (Mont.) Standard, has been spending a few days visiting in Syracuse, N. Y., where he formerly worked.

A. B. McClure, head of the McClure Newspaper Syndicate, of New York, is spending some time in Los Angeles and neighboring cities.

John P. Gavit, superintendent of the Western division of the Associated Press, was tendered a complimentary dinner by his friends and associates at the Chicago Press Club, last week.

S. Jay Kaufman, who devotes himself to "magazine up-building" has just returned to New York from Pittsburgh, where he spent some time with the Spectator.

Augustin F. Maher, a member of the New Haven (Conn.) Journal-Courier staff, was presented with a son last week by Mrs. Maher.

J. Roland Kay, the Chicago advertising agent, will leave next month for an extended trip abroad.

Benjamin L. Steinberg, formerly connected with the Pittsburgh Dispatch, has been admitted to the Allegheny County Bar.

Kimber Clever, formerly editor of the Huntington (Pa.) News, is now located at Washington, Ia.

Carl J. Balliett, president of the Buffalo Ad Club, addressed the advertising class of the Buffalo Y. M. C. A. last week on "Advertising Campaigns."

Charles E. Raymond, first vice-president of the J. Walter Thompson Advertising Company, is on a trip to the Pacific Coast.

Charles W. Staudinger, advertising manager of the Anheuser-Busch Brewing Company, St. Louis, is reported to be much improved from his attack of the gripe.

Hal Smith has been assigned to the House of Representatives by the Washington Bureau of the New York World.

Rufus Kimball, founder of the Lynn (Mass.) Transcript, and for

many years active in Massachusetts newspaper publishing circles, has just celebrated his eighty-third birthday.

Dr. St. Clair McKelway, editor of the Brooklyn Eagle, on the occasion of his sixty-seventh birthday, Tuesday, was presented with a gold mounted fountain pen by the employees of the newspaper.

Stanley Arthur, who has the Bronx assignment for the New York Evening Journal, has written a story that is to appear in the Popular Magazine.

J. P. McKinney, the head of the New York special agency bearing his name, has just returned to New York from a business tour through the middle Western states in the interest of the papers he represents.

Edward Boland, sporting editor of the Detroit Free Press, has undergone an operation for appendicitis.

Charles H. Lathrop, editor of the Carbondale (Pa.) Leader for many years, has just celebrated his eighty-fifth birthday.

## THE CIRCUS IN TOWN.

The Barnum & Bailey Circus came back to its old stamping ground in Madison Square Garden, New York, this week, and with it returned its famous corps of publicity men under the leadership of Dexter Fellows. The New York newspapers seem to appreciate the intense popularity of the circus and have been most lenient in the way of publicity.

Associated with Mr. Fellows this year are Jay Rial and Harry Earl, both well known to newspaper men throughout the country. The season began on Thursday and matinees and night performances will be given daily. The many new features threaten to draw record crowds before the close.

## WEDDING BELLS.

Clair J. Crawford, city editor of the Fostoria (O.) Review, has been married to Miss Ida Elizabeth Forester.

H. Kirk White, editor of the Bergen (N. J.) Advertiser, was married last week to Miss Florence Smith. Mr. White was formerly connected with the Newark Star.

## MANAGING EDITORS SHIFT.

S. J. Flickinger has retired as managing editor of the Dayton (O.) Herald and is now engaged with the Dayton Journal. William Betts, for the past year managing editor of the Journal, moves over to the Herald and succeeds Mr. Flickinger.

## NOW A PUBLISHER.

James P. Rawson, editor of the Aurora (Neb.) Sun, has retired, and is succeeded by Charles M. Grosvenor, late of Central City. Mr. Rawson has moved to Puyallup, Wash., where he has purchased the Herald.

## NASHVILLE DEMOCRAT'S FIVE MONTHS' GROWTH.

Nashville's newest daily newspaper—the Democrat—in its five months' life has made a brilliant record for itself and has won a place in the front rank of Southern newspapers in this wonderfully short time. The policy of the management from the first has been to come out in the open. The paper keeps its sworn circulation figures on record in its own offices, in those of its foreign representatives—the John Budd Company, in New York and Chicago—and the Association of American Advertisers, open to inspection at all times.

The people at home assuredly have a pretty big amount of faith in the Democrat, for they are giv-



J. H. EDMUNDSON

ing it plenty of advertising. From September 20, 1911—the birthday of the Democrat—through to February, 1912, the local advertising carried in the paper amounted to 1,114,204 lines.

The Democrat's advertising manager is J. H. Edmundson, a man who has been engaged in the newspaper business since he was twelve years old. He broke in as a "devil" in a country newspaper office and since has filled nearly every position on daily newspapers from compositor to publisher.

Having a thorough knowledge of typography much of his time has been given to copy writing and advertising display. A feature of the Democrat's service is "free copy" for its advertisers. Much of the Democrat's lead in local patronage is due to Mr. Edmundson's personal acquaintance with 90 per cent of the advertising public and his willingness to assist them with the knotty problems of successful publicity.

Socialists in Spokane are arranging to organize a stock company to publish a newspaper devoted to the cause.

## IN THE PUBLIC EYE.

William B. Collins, editor of the Gloversville (N. Y.) Leader Republican, and W. J. Kline of the Amsterdam Recorder are rival candidates for committeemen to the Republican State Convention.

E. M. Funk, editor of the Rogers (Ark.) Democrat, has opened a campaign for the nomination for the legislature on the Democratic ticket.

Rob Roy, editor of the Alexandria (Tenn.) Times, has been made a member of the state fair board.

## AGENCY'S MAN'S NEW WORK.

C. Newton Merrill, formerly with the Wood, Putnam & Wood Advertising Agency, in Boston, is now the New England representative of the World Today magazine.

## EDITOR RETIRES.

C. E. Broughton has resigned the editorship of the Sheboygan (Wis.) Press to engage in the brokerage business in Minneapolis. He has been succeeded by R. Rathbone of Milwaukee, who has secured an interest in the Press.

## HEEDS THE CALL.

H. T. Burckhardt, late of the Fayette (Mo.) Advertiser, has bought the Fayette Democrat-Leader from Harry P. Mason. The latter intends to retire from the newspaper field.

## BECOMES COPY DIRECTOR.

Arthur E. Low is now connected with the office of the Greene, Farrington, De Viney Company, Boston, as director of copy. He was formerly with the Tomer Advertising Agency, Boston.

## WHEN THE NEW YORK WORLD WAS YOUNG.

(From "The House of Harper," by J. Henry Harper.)

In 1862 John Harper received the following communication from F. W. Bangs:

DEAR SIR: Since I saw you this morning, the subject to which this note relates has been brought to my notice. I should have mentioned it to you while I was at your office if it had then been spoken of to me. The proprietors of The World are a little tired of it, and I think the whole concern can be bought for the amount of its debts—which are less than \$30,000. I have a nominal interest in it, amounting, according to my present recollections, to between \$5,000 and \$6,000, but have lately been in the habit of regarding it as worth 100 cents on the dollar less than its nominal value, so that I think I have gained or lost all there is to be gained or lost by my connection with it. The property, in good hands, is worth more than the amount of its debts, I think. The point now is whether you would look into it with a view of buying it—lock, stock and barrel—or with a view to co-operating with any one else who is disposed to buy it. No one but myself is responsible for the exact contents of this note, though I bring the subject to your notice at the suggestion of another party having a much larger interest in money and sentiment.

The comments made on this letter by his brothers were as follows:

I am afraid, and say No.—Fletcher Harper. Ditto—J. W. Harper. Ditto—James Harper.

## BUSINESS OPPORTUNITIES.

\$11,000 cash, balance deferred, buys only evening newspaper property in growing city of 17,500. Three linotypes and up-to-date press equipment. Annual volume of business \$30,000. Will pay 10 per cent. on investment.

Proposition C. U.

C. M. PALMER.  
NEWSPAPER BROKER,  
277 Broadway, New York

### Do You Want To Sell Or Buy A Newspaper Property?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City

## CHANGES IN INTEREST.

CUBA, KAN.—A. Q. Miller, editor of the Belleville (Kan.) Telescope, has bought the Cuba Daylight. The politics of the paper will be changed from Democratic to Republican.

LINN, KAN.—The Digest has been sold to J. M. Best, editor of the Clifton News.

BRAIDWOOD, ILL.—Fred L. Cox of Denver has purchased the Bulletin from A. F. Paden.

NORTHPORT, N. Y.—H. G. Simpson has bought out the interest of Mr. Arthur and is now the sole owner of the Journal.

VALENTINE, NEB.—L. M. Rice has again assumed charge of the Democrat, succeeding George M. Gaskill, who has been running it under a lease.

WANETTE, OKLA.—H. R. Putnam, proprietor of the Asher Progress and Tribney Progress, has purchased the Standard from M. M. Henderson.

GILROY, CALIF.—The firm of Bunkers & Burland has sold the Gazette to T. C. Duffy.

LAKEVIEW, ORE.—R. E. Koozer has acquired a half-interest in the Examiner and becomes editor and manager.

MIDDLEBURG, N. Y.—Mrs. J. E. Young has sold the Gazette to Paul B. Mattice.

EGAN, S. D.—George R. Lanning, a member of the state board of charities and corrections, has again taken charge of his old paper—the Express.

WAUPUN, WIS.—The Democrat, formerly conducted by Hubbell & Spiering, is now under the sole control of W. E. Spiering.

KENORA, CAN.—The Mining Record has been sold by James Weidman to J. H. Scrivner of Port Arthur.

SWAN RIVER, CAN.—W. H. Glen-denning has sold the Star to Rev. W. Weir and purchased the Morning Times.

BEDEVIRE, S. D.—A. L. Haynes is the new publisher of the Times.

LAFONTAINE, IND.—Mrs. Vivian Neal of Marion, for some years

## BUSINESS OPPORTUNITIES | BUSINESS OPPORTUNITIES

## NEWSPAPER PUBLISHER WILL INVEST \$10,000 CASH.

Is seeking daily paper which has field for increase, but needs capital and energetic management, for development.

Prefers to take complete control but would divide management with present owners.

Larger initial investment could be made if property is already on a money-making basis.

Atlantic Coast cities of about 50,000 inhabitants preferred.

All replies will be held in the strictest confidence.

RUSSELL S. WOLFE, Attorney-At-Law,  
40 Wall Street, New York.

## MACHINERY FOR SALE.

FOR SALE.

### One Cox Duplex

Printing Press, prints 4-6-8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

FOR SALE.

### One Goss Pony

Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

FOR SALE.

### One Goss 4-deck

Straight-line Press, prints from 4 to 32 pages.

### One Goss 3-deck

Straight-line Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

LINOTYPES FOR SALE. Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

connected with the Herald, has purchased the paper from J. H. Dillon. PENNSBORO, PA.—B. C. Rapp, formerly of the state printing office, has purchased the Times of this place, a suburb of Harrisburg.

## SITUATIONS WANTED.

Publishers Attention!

For a number of years I have been looking after my own business (publishing). I want to get back to the editorial end of a good newspaper in New York City or vicinity. Salary not the principal consideration.

Address Savey, care The Fourth Estate.

BUSINESS MANAGER with fifteen years experience in every department, having sold his interest in paper, desires opening after April 1st. Address A. A. C. care The Fourth Estate.

CIRCULATION MANAGER of Chicago Daily seeks location elsewhere. Would consider general management of smaller city daily or circulation direction of large daily or magazine. Successful newspaper man of 18 years valuable experience; editorial. Expert on circulation methods. Age 37, married, clean habits. Address "Energetic," care The Fourth Estate.

### Newspaper Auditor.

Auditor and assistant, with a thorough knowledge of the newspaper business are open for engagement with a metropolitan paper. Capable of working out all details of the business, giving special attention to the manufacturing costs. An systematic entire office and plant. Have saved nearly \$50,000.00 in one year for one publication. Can furnish best of references. Apply "Newspaper Auditor," care The Fourth Estate.

Young man, with several years' experience in advertising department of dailies, also experience in circulation and counting room, wants position as advertising manager or assistant on daily in town of 50,000 to 100,000. Would also consider proposition to buy interest in small daily in view of building up same. If you are in need of a man who can get results, write. Will gladly furnish references—am at present employed but desire change. Address R. G., care The Fourth Estate.

## HELP WANTED.

### PRESSMAN WANTED

Daily newspaper wants assistant pressman who thoroughly understands presses up to. Hoe and Goss Sextuples. Send full particulars in first letter to Sextuple, care The Fourth Estate.

## MISCELLANEOUS.

### UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## AMUSEMENTS.

ACADEMY OF DESIGN, 87th Annual Exhibition in Fine Arts Building, 215 West 57th street.

ALHAMBRA, 43rd street and Seventh avenue, Vaudeville.

ASTOR, 45th street and Broadway.

"The Greyhound."

BELASCO, 44th street and Broadway.

"The Return of Peter Grimm."

BIGUE, Broadway and 30th street. T. e.

Truth.

BROADWAY, 41st street and Broadway.

Weber and Fields.

BRONX, 149th street and Third avenue.

Vaudeville.

CASINO, 39th street and Broadway.

"In the Park."

CENTURY, 62d street and Eighth avenue.

"The Garden of Allah."

COHAN, 43d street and Broadway.

"The Little Millionaire."

COLONIAL, Broadway and 62d street.

Vaudeville.

COMEDY, 41st street and Broadway.

"Buntz Pulls the Strings."

COLUMBIA, 47th street and Broadway.

Burlesque and Vaudeville.

CRITERION, 44th street and Broadway.

"Elevating a Husband."

DALYS, 30th street and Broadway.

"Monseigneur Benaric."

EMPIRE, 40th street and Broadway.

"Lady Patricia."

FAULTON, 46th street and Broadway.

"The Fishbowl."

GALEITY, 46th street and Broadway.

Officer 666."

GLOBE, 46th street and Broadway.

"Over the River."

HARRIS, West 42d street, "The Talker."

HERALD SQUARE, Broadway and 35th street.

HIPPODROME, 44th street and Sixth avenue.

"Around the World."

HUDSON, 45th street and Broadway.

"The Lady of Dreams."

KEITH & PROCTOR'S FIFTH AVE.,

28th street and Broadway, Vaudeville.

KINEMACOLOR, 49th street, near Broadway.

Coronation in Colors. Coming. The Durbar.

KINEMACOLOR, 38th street and Broadway.

"Kismet."

LIBERTY, Broadway and 42d street.

"The Rainbow."

LYCEUM, 45th street and Broadway.

"Preserving Mr. Panmure."

LYRIC, 42d street and Broadway.

"The Boy Blue."

MADISON SQUARE GARDEN, Bar-

none & Bailey's Circus.

MADINE EDITION, 39th street and Broadway.

"The Bird of Paradise."

METROPOLITAN OPERA HOUSE,

Broadway and 39th street. Grand Opera.

NEW AMSTERDAM, West 42d street.

"Oliver Twist."

NEW YORK, 44th street and Broadway.

The Durbar in Kinemacolor.

PARK, 59th street and Broadway.

"The Quaker Girl."

PLAYHOUSE, 48th street and Broadway.

"Bought and Paid For."

REPUBLIC, West 42d street, "The

Woman."

WALLACK'S, Broadway and 30th street.

"Disraeli."

WINTER GARDEN, Broadway and 50th

street. The new musical entertainment.

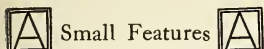
39TH STREET, near Broadway, "A

Butterfly on the Wheel."

The subscription list of the Fall River (Wis.) New Era has been purchased by the Columbus Republic.



## CIRCULATION BUILDERS.



Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmi," Kann's "Sidewalk Sketches," The Horoscope. Write for sample weekly sets—NOW.

**Adams Newspaper Service,**  
Peoples Gas Building, CHICAGO.

## EXTRA SERVICE.

Our clients get something besides mats and proofs of our daily illustrated service. They get the close individual attention that insures satisfaction.

**THE CENTRAL PRESS,**  
CLEVELAND.

For EDUCATIONAL  
CONTESTS use the  
**Tell-us Tellurian**  
SOMETHING ORIGINAL  
**CARL MACK MFG. CO.,**  
41 Cortland Street, NEW YORK.

Get To-Day's  
News To-Day  
"By **UNITED**  
**PRESS**"

General offices, World Bldg., NEW YORK.

**NEWSBOYS SEE FAMOUS**  
**ATHLETES IN ACTION.**

A monster amateur athletic meet was held last Saturday evening in New York under the auspices of the Evening Journal for the newsboys of the city. Nearly all the local and many national field and track notables turned out to compete for the handsome prizes offered by the newspaper. The spectators were exclusively newsboys, the general public not being admitted at all.

**CITY STAFF CHANGES ON**  
**NEW HAVEN UNION.**

T. F. Dunn, formerly of the New York World, and doing the railroad "beat" on the New Haven Union, and George Wohlmaier, assistant sporting editor, have resigned.

Paul Barnett, telegraph editor, goes on financial beat, and Dan O'Donnell, sporting editor, has doubled up and is assisting on the telegraph desk.

Students of the University of Nebraska propose to get out a bi-weekly called the Awgwan.

BUILDING UP THE  
CIRCULATION.

The Chicago Evening Post has launched a summer circulation promotion scheme. By subscribing to the Post and paying a small sum for title fees one is given a lot on a lake near Muskegon, Mich.

The "20,000" club contest conducted by the New Haven (Conn.) Times-Leader ended this week with the awarding of thirty-three prizes, including a house and lot, automobile, player piano, Bermuda trip and diamond rings. The Times-Leader as a result of the contests announced a greatly increased circulation and classified page.

The Akron (O.) Times has inaugurated a "Free Trip to Europe" contest open to all the people of Ohio. In anticipation of having an unusual amount of contestants the manager of the contest has divided them into ten districts. A special district has been confined to the selection of a chaparrone.

There will be ten trips to Europe. The contest will terminate on July 1.

The Mannville (Can.) Empire has just closed a successful popularity voting contest.

## TO ADVERTISE TIRES.

J. S. Sleeper has been appointed advertising manager of the Firestone Tire & Rubber Company, Akron, O. He was formerly advertising manager of the Bishop-Babcock-Becker Company, Cleveland. J. F. Singleton, who for some time was in charge of the Firestone advertising, is now connected with a Cleveland advertising agency.

## MOUNT AYR PRESS SOLD.

J. S. Shepherd of the Mount Ayr (Ia.) Journal, with his son, and J. S. Spurrier of the Record News has purchased the Twice-a-Week Press. R. H. Beall, the retiring owner of that paper, plans to engage in the practice of law.

AD MANAGER LEAVES  
MILWAUKEE.

J. S. Hagan has left Milwaukee, where he has acted as assistant advertising manager of the Boston Store, to become advertising manager with S. Davidson & Brother, Des Moines.

## AMERICAN MAGAZINE "REP."

Hugh Burke, for five years with the Frank A. Munsey Company, has been made New England advertising representative of the American Magazine, with headquarters in Boston.

## FAKE SHOE ADVERTISING.

## EDITOR THE FOURTH ESTATE.

SIR: THE FOURTH ESTATE recently referred to the offer by the Boot and Shoe Recorder of \$50 for the conviction of the first shoe swindler to be sent to jail, this matter having come up in connection with the fraud shoe selling and similar misleading advertising.

It ought to be stated perhaps that the Recorder is by no means antagonizing daily newspapers in this matter, nor is it demanding a quixotic or hypercritical attitude toward advertising. On the contrary, we know very well that our subscribers, the reputable retail shoe dealers of the country, consider newspaper advertising to be their main local dependence for stimulating trade. We have their word for that.

The only point that sticks in their minds is this: That a reputable shoe dealer's advertising, if he sells shoes honestly, and tells the truth about them, is largely overshadowed by the glittering promises of the shoe fakir.

I know that the "fake sample" shoe advertising, with its perpetual promising of "\$5 shoes for \$1.69" and the like, is seriously undermining the value of all newspaper advertising, not only in shoes, but in other lines of goods. It is a danger which the newspapers themselves should guard against. I believe every advertising manager should inform himself as to the situation with regard to humbug shoe selling and the damage it is likely to do to the whole structure of newspaper advertising.

I am perfectly willing to furnish any information within my power pertaining to actual shoe conditions and shoe truths. I have been in daily newspaper work myself, but have been for most of the last twenty years in the more restricted and technical field of journalism of the shoe trade.

WALTER C. TAYLOR,  
Editor, Boot and Shoe Recorder.

FIELD AND STREAM'S AD-  
VERTISING MANAGER.

It was recently erroneously stated in THE FOURTH ESTATE that H. B. Zabriskie, formerly New England representative of Harper's magazines, had been made advertising manager of Field and Stream, New York. Irving T. Myers has been for the last three years, and is at present, advertising manager of Field and Stream, and the correct statement should have been that Mr. Zabriskie was connected with the advertising department of that publication.

CIRCULATORS FOR PITTS-  
BURGH POST AND SUN.

Thomas Miller has been appointed circulation manager of the Pittsburgh Sun. Mr. Miller formerly had charge of the canvassing department of the Chicago Record-Herald and has been connected with the Sun for several months.

Hugh Arthur, formerly of Johnstown, Pa., has been made circulation manager of the Pittsburgh Post.

The World, at Wallace, S. D., has suspended publication.

## CIRCULATION BUILDERS.

Write today for samples  
and terms of my

BIBLES.  
A GREAT  
Home Premium.

I have the best line of low priced Bibles, but high grade values, which can be worked on the six coupons and 98-cent plan with good profit to newspaper publisher.

**S. BLAKE WILLSDEN**

CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

## SPORTING NEWS.

Every run, every put out, every race, every sporting event of any kind by direct wire ON THE SECOND! Why not connect with

## A LIVE WIRE.

**National News Association**  
200 William St., NEW YORK CITY.

## SALE IN KENTUCKY.

Madden Green of Morganfield, Ky., has purchased the Uniontown Telegram. Mr. Green is a graduate of the Missouri University journalistic school. Noel A. Berry, the retiring owner, goes to Paducah, where he has purchased one-third interest in the News-Democrat. T. T. Fenwick, who has been connected with the Telegram for a number of years with Mr. Berry, will remain as associate with Mr. Green.

## NEW CANADIAN CLUB.

The newly organized Ad Club of Peterboro, Canada, has eighteen members. The officers are: Honorary president, A. W. Cressman; president, C. C. Nixon; vice-presidents, R. H. Ross, W. B. Warner and A. A. Fowler; treasurer, C. B. Routley; secretary, James McNichol; executive committee, James Hamilton, J. M. Greene, Fred Wright, Angus MacPherson and E. M. McWilliams, with the president and secretary.

I have secured exclusive newspaper syndicate rights to the

"LITTLE TALKS  
BY THE  
WANT AD. MAN."

These Talks, originated by Jerome P. Fleishman, one of the most successful builders of newspaper Classified business in the country, are running in the Baltimore Sun. The Talks are bright, snappy, entertaining and full of educational interest. They will BUILD CLASSIFIED BUSINESS FOR YOU.

For sample Talks, terms, etc., address

**ROBERT S. GRABLE, President**

**WORLD COLOR  
PRINTING CO.**

Established 1900.  
ST. LOUIS, MISSOURI.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

Have you seen "Flanour"?  
It's the best feature for editorial pages in America.  
Man's Sunday cartoons are something new.  
Best daily Washington letter.  
Samples of all of these for a postal card.  
If your paper is not represented in Washington write us.

**AMERICAN TELEGRAPH PRESS**

337-12 District National Bank Bldg., Washington, D. C.



HARRY H. TAMMEN



FRED. G. BONFILS

PROPRIETORS OF THE DENVER POST AND KANSAS CITY POST

## A GOAT STARTS A NEWSPAPER WAR.

(Continued from Fifth Page.)

These personages are H. H. Tammen and Fred G. Bonfils, publishers of the Denver Post and the Kansas City Post.

H. H. Tammen began life as a street waif in Philadelphia, then he was a porter in a saloon and head bartender at the Palmer House in Chicago before he was twenty-one. His fame as a mixer of beverages became known as far away as Denver and when the Windsor Hotel opened in that city in 1880 the owners made him an offer to go there.

The Rocky Mountain spirit instilled him with ambition to become rich. He decided shortly to go into the cigar business, and began to sell assorted "smokes" at twenty-five cents a box to tourists. His business gradually grew and he gave up life behind the bar.

When the World's Fair opened in Chicago in 1893 Tammen went there to sell a portfolio of World's Fair views, and fell in with one

Fred Bonfils, who he heard had some \$800,000 and was looking for an investment. He laid open his heart to his new found friend and told him of the great opportunities that lay in wait for the man who would help him develop his great ideas. Bonfils "fell" before Tammen's dramatic air, castles, and promised him his backing. The first projects proved failures, but Bonfils had faith in his friend and decided to stick by him.

A dilapidated Denver paper called the Post was at the time on the market for sale and the pair bought it for \$12,500 on Tammen's recommendation. They immediately introduced a new style of journalism to Denver—a style that might nowadays be called "yellow"—but it took Denver by storm. In the excitement that ensued circulation and advertising overflowed the paper's facilities and it expanded and kept growing until today it is a power in the business and social life of Colorado.

While publishing the Denver Post another one of Tammen's aspirations was to be a circus owner,

but by this time he was able to go half and half with his partner and purchase the Sells-Floto Circus with his profits from the newspaper.

### ENTER KANSAS CITY.

Two years ago, on account of business interests in the vicinity of Kansas City, Tammen and Bonfils turned their eyes toward that section for a good investment. They discovered an evening newspaper in that city called the Post, which was in much the same condition as its namesake in Denver was when they got control of it. William R. Nelson's Star and Times, morning and evening papers, and the Journal, morning, controlled the city's newspaper field and it already had the appearance of being overcrowded.

The Post at the time had no standing nor circulation of any consequence and practically no patronage, but they bought it and Kansas City residents began to realize the fact that there really was a newspaper of that name. Business increased with its new life, and recent circulation statements show

figures as high as 110,530 copies sold per day.

So it seems that Tammen and Bonfils' great fight against odds has turned out as successfully in Kansas City as it did in Denver, and that the Post must now be reckoned with in Kansas City.

Tammen and Bonfils seem to have a peculiar understanding of the wants of human nature in a newspaper. Between them they have a regiment of conscientious editors whose idea of news publication is to blend what the public wants and what it should want.

They have incorporated numerous little innovations in their papers so as to make them of peculiar interest. One of these is the plan of reproducing on the back page the heading and front page features giving it the appearance of a front page no matter which way the paper is laid.

The foreign advertising of both newspapers is in the hands of the Cone, Lorenzen & Woodman Special Agency, of New York and Chicago.





MRS. WILLIAM R. HEARST

WIFE OF THE PROPRIETOR OF EIGHT DAILY NEWSPAPERS AND HERSELF PROPRIETOR OF SEVERAL MAGAZINES

By Courtesy of the New York Times.

## ORGANIZATION FOR PUBLISHERS

Continued from Second Page.

establishment of confidence between members of the association. When this is done it is easy to arrange for co-operation that will be effective in the event of trouble.

"I cannot too strongly emphasize the necessity of establishing complete confidence between members as speedily as possible. Of course the prime object of local associations is for mutual defense. I think, therefore, it would be well to arrange to establish a defense fund. The system followed by the Chicago Publishers' Association in accumulating its defense fund is an excellent one. If members have a financial interest at stake because they have subscribed to a defense fund they will be much more likely to stand by the organization if trouble comes."

### HOW THEY WORK IN 'FRISCO.

The matter was taken up with a San Francisco publisher, a member of the publishers' association of his city, which was included in the model organizations of its kind mentioned by the first speaker. He agreed with what had already been said and consented to outline the plan of organization on which his association is based, with its functions and method of operation. He said:

"Our local publishers' association has held together very well for about three years. It was originally started for the purpose of handling as a unit our labor troubles and it has now reached a point where we find it very easy to bring up any matter of any nature that is for the common good, and while occasionally we disagree, generally we stand together and work out the problem successfully.

"Our association has two fundamental principles which we religiously stick to and which, alone, form the basis of our organization. Here they are:

"No subject is discussed at our meetings which is not unanimously acceptable to all members. If any member dissents to any proposition brought up it is immediately dropped.

"No action is binding upon the members of our association unless it is unanimously carried. The majority cannot bind the minority. Therefore, every action agreed to and taken is as a unit because it has been agreed to without a single dissenting vote.

"When our association first started there was more or less suspicion of each other, but the organization has made us know each other better, and while, as I have stated, friction arises occasionally, I think at this time it would be hard to make any one member believe of another that he was deliberately going back on his promises.

"We meet frequently at lunches and dinners and talk over matters, and while three years ago it was hard to keep some of the publishers together in the same room, we have now reached a point where, although we are quite likely to fight—editorially and for business—like pirates during the day, when night comes we can forget it all and join heartily in any festivities or business meetings.

"For over two years most of us publishers have more time to unite troubles and publishers' meetings than any other branch of our work. We found it wearing and, besides, where one of us was secretary the routine

work was sometimes a bit neglected because of pressure of personal duties. About six months ago we concluded that it would be a saving of our time, as well as a strengthening of our association, to open an office and put a paid secretary in charge, whose business would be to handle the routine duties and correspondence, hold us in tow together and also to see that we promptly attended meetings whenever they were called—in other words, we are paying a man to prod us up, individually and collectively, to see that we do our duty towards ourselves and each other.

"We have five papers in our association, and each of us pays over on the first of each month the sum of \$100 to our treasurer. We have found this amount of \$100 per month ample for our needs so far—in fact, I think it shows a surplus and if the surplus should continue to grow, we can dispense with the monthly assessment occasionally to keep it down to our actual needs.

### THE SECRETARY.

"The duties of the secretary of a publishers' association are:

"To hold all conferences with representatives of labor unions where the presence of the publishers is not necessary.

"To prepare all cases for submission to arbitration boards and to appear before arbitration boards.

"To keep a complete record of all conferences with labor representatives and a brief record of the meetings of the association.

"To prepare counter-propositions, in advance if necessary, when it is known a union is about to present a new scale. To prepare propositions for submission to unions where the working conditions are not satisfactory.

"To carry on all the correspondence of the association and to send to each member a copy of all the letters sent from and received at the office of the association.

"To be versed and to keep versed in local and international laws and the decisions and scales.

"To keep in close touch with the movements of all labor unions.

"To keep a file of all letters and documents in such manner that any one can be had at a moment's notice.

"To call meetings of the association and to keep a record of the expenditures of the office.

"To appear before meetings of unions when it becomes necessary to urge some demand or reform, or when the union requests a representative of the association to appear.

"To read the papers carefully on all matters pertaining to the unions and the record of union conventions and to preserve the stories which may be of value subsequently. To read also the various journals of the Internationals and the local papers and the journals devoted to the various unions.

"To keep in touch with labor disputes in newspaper offices in other cities by correspondence and the published stories.

"To represent the A. N. P. A. Bulletins carefully.

"To keep on friendly terms with union men.

### ORGANIZATION WORK.

"Our secretary's first official action was to send letters to all the unions represented in the various departments of a newspaper, announcing the opening of the office and requesting that thereafter all communications be addressed to the secretary. Thus immediately the business of the association was centralized and the unions were tacitly informed that while we would treat all their demands with courteous attention, nevertheless we would stand upon

our rights and would stand together.

"We wrote to the commissioner of the American Newspaper Publishers' Association. Also it is the custom to send to each publisher copies of all letters sent from and received at this office. In this way each publisher has a file of all the correspondence of the association, and when desirous of refreshing his memory on any point he has only to turn to his file to find the information.

"But what I have spoken of above is the mechanical work of the office. It is necessary for the secretary to familiarize himself with the law and the decisions and scales, and to this end read the local and international laws and study the scales and decisions. A knowledge of these matters is of course necessary to deal intelligently with the arguments of union representatives at conferences and meetings of arbitration boards.

"It may be well to remark here that during a recent series of meetings with the representatives of a union on the question of a new scale the publishers were relieved of the necessity of attending the conferences, the union committee agreeing that time probably could be saved by the appointment of the secretary as a committee of one to handle the matter for the association and to attempt to reach an understanding on the questions involved.

### DEALING WITH UNIONS.

"In this particular case the association presented a counter-proposition, and this was compiled in the secretary's office, consultation only with the publishers on the completed proposal being necessary.

"In all dealings with labor unions prior to the time when it is necessary for the publishers to return to the representatives of the unions some definite answer the secretary may conceive it to be his duty to act.

"In the preparation of cases for submission to either a local board of arbitration or the national board of arbitration the publishers are relieved of giving time which they need for the direction of their properties by the establishment of our central office, although it is necessary for them to meet at times to discuss matters which cannot be decided other than in conference.

"It may be well to call your attention also to the success of our central office in obtaining for one of our members individual arbitration contracts.

"To keep close touch with the movements of the various organizations is absolutely necessary for the secretary, for matters in which the publishers are most interested seldom if ever form the subject of a news story.

"In carrying out the few general agreements by which our association is bound, and which do not concern labor unions, we have found that the centralization of our organization has been of great benefit. If any member of the association desires a meeting for the discussion of any subject, he has but to telephone the office of the association and notices of the meeting are sent out to the members.

"The secretary has kept a record of all meetings and all conferences with labor unions. The record of the conferences is full and complete and furnishes exact information of

the occurrences of any meeting with representatives of unions.

"At the office of the association there is a complete file of all the correspondence. This file is so arranged that any particular document is available at a moment's notice."

## AN ARDENT IDAHO BOOSTER.

H. K. Silversmith is editor of Illustrated Idaho, a magazine published at Boise with the object of bringing the resources of the great



H. K. SILVERSMITH.

Gem State before the world in such a way as to attract capital and the right kind of colonization.

Mr. Silversmith started his publication in January, 1911, and has issued it monthly since as "the ambassador of Idaho before the world in general." In picture, cartoon and words the magazine aims to stand for everything Idaho is and hopes to be. He says his idea has proven a success from every standpoint. He founded the paper without capital and today claims that each month it is taken by 8,000 subscribers.

Mr. Silversmith is a well-known Eastern newspaper man, having been associated with such papers as the Cleveland Press, Cleveland World, Pittsburgh Leader, Chicago Daily News, Buffalo Times, Kansas City Times and the Denver Rocky Mountain News. Later he entered the magazine field with The Pacific Monthly.

"Idaho to me is the one best bet in this great U. S. A.," says Mr. Silversmith.

The Fan, a humorous publication of Chicago, has been discontinued.



ROSEWATER BECOMES  
REPUBLICAN CHAIRMAN.

Victor Rosewater, publisher of the Omaha Bee and first vice-chairman of the Republican National Committee has been appointed acting chairman to succeed the late John Fremont Hill, ex-governor of Maine, who died last week. The appointment is in line with precedent of long standing. Mr. Rosewater will act as chairman until the meeting of the committee in Chicago, and many predict that Mr. Rosewater will then be elected to succeed Mr. Hill.

Mr. Rosewater is counted among the strong supporters of President Taft. He is the Nebraska member of the national committee and is a member of the executive committee of that body. He is also on its sub-committee on arrangements.

UNIVERSITY OF WISCONSIN  
NEWSPAPER EXHIBIT.

A collection of 200 foreign newspapers from all quarters of the globe and a number of the earliest American publications form an interesting display of the course in journalism at the University of Wisconsin and the State Historical Society.

The foreign newspapers in the collection include many from numerous out-of-the-way corners of the world.

The exhibit has been arranged by Charles Brown, curator of the Historical Museum, and Professor Willard G. Bleyer, head of the course in journalism at the university.

DRAMATIC CRITIC SUES FOR  
PLAY RIGHTS.

Alleging that "Kindling," the play which recently appeared at Daly's Theatre, New York, infringes the copyright of a story written by him and published in the New York Evening Sun, in June, 1908, under the heading, "News of the Theatres," Acton Davies, dramatic critic of that newspaper, has begun suit in the United States Court against Edward J. Bowles, manager of the play, demanding an accounting.

A SOUTHERN REVIVAL.

The Bluefield (W. Va.) Leader, which recently suspended, has been revived with the Frith Publishing Company as the new publisher. W. O. Frith, editor of the Princeton Progress, is the new head of the Leader, but associate stockholders are principally those who formerly owned the paper.

THE NEWS AT HERMOSA.

The Hermosa Beach (Cal.) News has begun issuance from the office of the Redondo Beach Reflex. C. H. Turner, publisher of the Reflex, is also financing the News. As soon as a plant can be installed at Hermosa Beach the News will move its publication office there.

AGENTS MOVE.

J. S. Robertson Co., advertising agents, Toronto, have removed to Crown Life Building, corner Queen and Victoria streets.



VICTOR ROSEWATER,  
EDITOR OF THE OMAHA BEE, WHO BECOMES CHAIRMAN PRO TEM  
OF THE REPUBLICAN NATIONAL COMMITTEE.

NEWSPAPER MEN ONLY TO  
APPEAR IN A PLAY.

A cast composed solely of newspaper men will give a special matinee performance of Hayden Talbot's newspaper comedy, "The Truth Wagon," at the Bijou Theatre. The idea originated at the five o'clock breakfast of the newspaper men who attended the recent Sunday morning performance of the play given for their benefit.

Herbert Bayard Swope of the World was elected chairman of the committee empowered to select the cast.

"The Truth Wagon" has moved from Daly's to the Bijou Theater.

POSTMASTER SELLS.

The Fulton (Mo.) Journal has been sold by Postmaster H. B. Garver to Edward H. Smith of Kansas City. The latter formerly conducted the Chula (Mo.) News.

HALLETTVILLE HERALD  
ELECTION.

At the annual meeting of the stockholders of the Hallettsville (Tex.) Herald Publishing Company H. J. Strunk was elected president. D. A. Paulus is vice-president, James Howerton secretary-manager, and F. Simpson treasurer. Messrs. Strunk, Paulus, Howerton and Simpson, with Charles Pillar, C. H. Lehman, A. Meyerhoff are the directors.

WANT CITY OFFICE.

J. F. Filcher, formerly editor of the Placer (Cal.) Republican, and ex-secretary of the state board of agriculture, is a candidate for city commissioner of Sacramento. Daniel D. Sullivan, for the past twenty-five years foreman of the state printing office, has given up his position to run for the same office.

RECORD BREAKING  
PRINTING JOB.

What is stated to be the largest single job of mechanical composition ever turned out was the rate book issued by the United Mercantile Agency, Chicago, consisting of 1,937 pages, ten by twelve inches in size, with five solid columns to the page.

Everything in the book, including head rules, column rules, running heads, folios, etc., was linotype product, although the composition was very complicated, employing italics and black faces and many arbitrary signs and special characters.

The result is particularly gratifying to the Mergenthaler Linotype Company, in view of the fact that it had been claimed that the job could not be done on the linotype. The actual time was a little over two months, the matter amounting to about 6,300 galleys. Only one plate was returned for changes or corrections and not a single page or galley was pied, mixed, or squabbled, or injured in any way. The composition aggregated approximately 120,000,000 ems.

The metal used for the purpose by the Peterson Linotyping Company of Chicago, which did the work, was Merchant & Evans Standard Linotype Metal, and in view of the statement made that not a single page or galley was injured in any way, the Merchant & Evans Company is entitled also to congratulations upon the result.

CLOSE BOSTON ELECTION.

Bertrand A. Smalley was elected president at the annual meeting of the Boston Press Club, defeating Frank L. Welt of the Transcript by twenty votes. Almost all on the slate headed by Mr. Smalley won, but not until after one of the most spirited elections that the club has ever held.

President Smalley succeeds Michael E. Hennessy of the Globe. A special election will be necessary because of a tie between John J. Fitzpatrick and William E. Soule, each of whom received sixty votes for the sixth place on the board of directors. Other officers elected were: John J. Flinn, vice-president; Edwin Reynolds, secretary; A. Harry French, financial secretary; Paul F. Brown, treasurer; Leverett D. G. Bentley, John W. Withington, John J. Dowling, Charles O'Hara and H. F. Wheeler, directors.

MORE MAGAZINE ECONOMY.

Pearson's Magazine appeared yesterday in a slightly altered, though not in a reduced form. A cheaper grade of paper is used for the reading pages and pictures have been dispensed with.

The editors of the publication regard the change as the most important step in its history. Publisher Arthur W. Little says he has discovered that it is folly to print a publication at a loss for the sole purpose of catching the advertiser.

PAPER FOR FORESTERS.

The Foresters' Journal has been started at Matteawan, N. Y., by John T. Cronin in the interests of the fraternal organization known as the Foresters of America.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 7 years' history.

IF YOUR COPY IS CLEAN, and you pay your bills promptly and want to have a campaign in Western Michigan, the

## Grand Rapids News

should interest you.

## Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

## SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

BLUMENSTOCK BROTHERS, St. Louis.—The Harris Polk Hat Company, St. Louis; orders for 1,000 lines being placed with a few Southern papers.

S. J. Lang & Son, St. Louis; contracts for 5,000 lines being placed with a selected list of papers.

CLARKE, 30 North Dearborn street, Chicago.—The James S. Kirk Company, Chicago; making some 2,500-line contracts with a selected list of Southern papers.

SOLGER, 501 Fifth avenue, New York.—Charles Van Der Bruck, 61 Park place, New York, agent for The Spa Willengen Waldeck, Germany; orders being placed with a selected list of papers in the principal cities of the country.

SEAMAN, 30 West 33d street, New York.—Rockwood & Co., "Rockwood's Cocoa," Brooklyn, N. Y.; making 15,000-line contracts with Rhode Island papers.

B. Fisher & Co., "Hotel Astor

## THE NEW YORK WORLD Sells (morning edition)

MORE copies than any other two papers Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C., The Times is Preferred

189,411 WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a HOME paper to get Want Ads. GREATEST IN THE SOUTH.

Coffee," New York; extending contracts with Ohio papers.

SIMPSON, 38 Park Row, New York.—James P. Smith & Co., 90 Hudson street, New York; placing copy on contracts with a selected list of large city papers.

SNITZLER, Hearst Building, Chicago.—The American Croxone Company, Chicago; orders being placed with Pennsylvania dailies.

LORD & THOMAS, Trade Building, Chicago.—The Hudson Motor Car Company, Detroit, Mich.; some 5,000-line contracts being made with a selected list of Middle West papers.

MACMANUS, Ford Building, Detroit, Mich.—The Warren Automobile Company, Detroit; reported about to place advertising through this agency.

PARRY, Manhattan Building, Chicago.—The Standard Earth Sugar Company, Chicago; orders for fifty-six lines four times being placed with Western papers.

PETTINGILL-FLOWERS, Exchange Building, Memphis, Tenn.—S. C. Toof & Co., engravers, Memphis; making 5,000-line contracts with some Southern papers.

GUENTHER, 115 Broadway, New York.—Dr. Edward Gardner, 38 West 33d street, New York; placing orders with small papers.

HATFIELD - MAGUIRE, 160 Broadway, New York.—J. F. Pierson, Jr., & Co., 74 Broadway, New York; placing some 1,000-line contracts with a list of Southern papers.

WILLIAMS & CUNNINGHAM, Hayworth Building, Chicago.—The Kabo Corset Company, Chicago; contracts for 6,500 lines being made with a selected list of papers.

COWEN, John Hancock Building, Boston.—The P. Lorillard To-

## ADVERTISING MEDIUMS.

The merchants place the volume of their advertising in the

## THE BUFFALO TIMES

because they know their announcements will be read and that immediate sales at their merchandise will follow.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc., Special Advertising Representatives, 225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous PITTSBURGH district reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives, Wallace G. Brooke, 225 5th Ave., N. Y. Horace M. Ford, 150 Michigan Ave., Chi-

bacco Company, Jersey City, N. J.; reported that this advertising is to be placed through this agency.

DYER, 42 Broadway, New York.—The United Shirt & Collar Company, "Lion" brand, Troy, N. Y.; placing orders with a large list of dailies.

FULLER & SMITH, Engineers Building, Cleveland, O.—The Peerless Motor Car Company, Cleveland; this advertising will be placed through the above agency.

REMYTON, 346 Broadway, New York.—The American Lady Corset Company, New York; orders being placed with a selected list of middle West papers.

VREELAND, 350 West 38th street, New York.—The Batchelor Corset Company, New York; orders being placed in cities where there are dealers.

McMULLEN, Cambridge Building, New York.—The F. F. Dalley Company, "Two-in-One Shoe Polish," orders being placed with a selected list of middle West papers.

CLARKE, Boyce Building, Chicago.—James S. Kirk & Co., Chicago; contracts being made with a list of Southern dailies.

PEARSALL, 203 Broadway, New York.—Arranging for five-column real estate advertisement to go to dailies throughout New England, New York, Pennsylvania, Ohio and the middle West states.

Two-inch copy for Farson, Son & Co., bond brokers, New York, is being placed in a list of dailies throughout Connecticut. Other states to be taken up later.

Two-inch copy for the Exchange Clothing Company is being used in weekly and monthly mail order periodicals.

AMSTERDAM, 1180 Broadway, New York.—Sending out through its Boston office to New England dailies copy for King's Puremalt;

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives: S. C. BECKWITH SPECIAL AGENCY, Tribune Building, NEW YORK, CHICAGO, Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MURA & ORMSBEE, Representatives, Brunswick Bg., N. Y. Tribune Bg., Chicago

handled by Cleaveland A. Chandler, vice-president of the company, whose office is at 35 Congress street, Boston.

LEWIS, 6 Milk street, Boston.—Whitmore Brothers; orders being placed generally.

ALLEN, 141 West 36th street, New York.—Callot Socours, Paris; placing orders with large city papers in cities where there are agents.

ARMSTRONG, North American Building, Philadelphia.—The Blood Balm Company, "B. B. B." Philadelphia; orders being placed with a selected list of Southern papers.

AYER, 300 Chestnut street, Philadelphia.—Making propositions with a selected list on fifty lines eight times, and thirty inches ten times.

BLOOMINGDALE & WEILER, 1420 Chestnut street, Philadelphia.—The Rowan Automobile Company, Philadelphia; orders being placed with a list of Pennsylvania dailies.

CAMPBELL-EWALD, Wayne County Bank Building, Detroit.—The Universal Motor Truck Company, Detroit; orders being placed with large Sunday papers.

CHESMAN, 200 Fifth avenue, New York.—The Bosman & Lohman Company, Norfolk, Va.; placing orders with a selected list.

CLARK-WHITCRAFT, 4 South 15th street, Philadelphia.—The Yeiser Hook and Eye Company, Philadelphia; orders being placed with Pennsylvania papers.

DILG, 12 State street, Chicago.—The Buckeye Brewing Company, Toledo, O.; contracts for 7,000 lines being made with some Western papers.

DONOVAN & ARMSTRONG, Commonwealth Building, Philadelphia.—A. B. Kirchbaum & Co.,



ADVERTISING MEDIUMS.

# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND, C. D. BERTOLET  
166 5th Ave., N.Y.C. Boyce Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
**RICHMOND,**  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Reps.,  
NEW YORK. CHICAGO.

clothing, Philadelphia; orders will  
be placed shortly in cities where  
they have agents.

FULLER, 623 South Wabash  
avenue, Chicago.—The Robinson  
Manufacturing Company, Chicago;  
making contracts with a selected list  
of large city papers.

HICKS, 132 Nassau street, New  
York.—Thomas Cook & Sons,  
"Cook's Tours," 245 Broadway,  
New York; again placing orders  
with a selected list of dailies.

ROSENBAUM, 17 Madison avenue,  
New York.—The Keene Company,  
Ltd., 85 Franklin street, New  
York; placing orders for two inches  
one time a week if, with a selected  
list.

TAYLOR - CRITCHFIELD,  
Brooks Building, Chicago.—E. A.  
Kline & Co., Cleveland, Ohio; plac-  
ing orders with Western papers.

PRESBRY, 456 Fourth avenue,  
New York.—M. Hartley & Co.,  
Bridgeport, Conn., and 299 Broad-  
way, New York; orders for thirty  
lines sixteen times being placed with  
Pacific Coast papers.

The Michelin Tire Company,  
Milwaukee, N. J.; orders are now be-

VALUABLE TO READERS,  
TO ADVERTISERS,

BECAUSE it is the ONLY in-  
dependent paper in a strongly Pro-  
gressive and Insurgent territory;  
because it is first in the hearts of its  
readers; because it is growing rap-  
idly and surely.

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"  
Circulation 46,547  
Rate advances to 7 cents a line per 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES. Chicago. J. P. ANTISSEL.

ADVERTISING MEDIUMS.

# THE PITTSBURG PRESS

HAS THE Largest  
DAILY AND SUNDAY

CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives.  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of February, 1912, was as follows:  
Daily, 96,823. Sunday, 130,455

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples' Gas Bldg., Chicago

ing placed with a selected list of  
papers.

The Equitable Life Assurance So-  
ciety, New York; placing annual  
statement with the same list of pa-  
pers that were used last year.

THOMPSON, 44 East 23d street,  
New York.—The R. A. Tobacco  
Company, "Tuxedo" Brand, Rich-  
mond, Va.; reported that the above  
agency will place this account in the  
future.

The Apollinaris Agency Com-  
pany, 503 Fifth avenue, New York;  
some reading notices being placed  
with a selected list of dailies.

WYCKOFF, 14 Ellicott street,  
Buffalo.—The Emerson Shoe Com-  
pany, Brockton, Mass.; orders being  
placed in cities where there are  
branch stores.

GOULSTON, 18 Tremont street,  
Boston.—The American Cigar Com-  
pany, "Cremo" cigar, New York;  
will shortly place orders with Texas  
and New England papers.

The American Sugar Company,  
New York; some contracts for 4,000  
lines being placed with a se-  
lected list.

BATTEN, Fourth Avenue Build-  
ing, New York.—The Fitz Chemical  
Company; orders being placed with  
a selected list of Eastern dailies.

SEAMAN, 30 West 33d street,  
New York.—The Hartford Suspend-  
ion Company; contracts for 5,000  
lines with dailies in the East.

DAUCHY, 9 Murray street, New  
York.—Barrett, Nephews & Co.,  
dyeing and cleaning, 334 Canal  
street, New York.—Orders for  
thirty lines thirty-nine times being  
placed with a few Eastern papers in  
cities where they have stores.

DIRECT, Humphreys Homeopa-  
thic Medicine Company, "Humph-  
rey's 77," 156 William street, New

ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

# The New Orleans ITEM

has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

York; placing one-time orders with  
a selected list of papers.

The Cartright Metal Roofing  
Company, Philadelphia; six inches,  
thirty-nine times, being placed with  
a selected list of papers direct.

## "SOLICITOR" ARRESTED.

A man giving his name as T. C.  
Lewis has been arrested at Kasota,  
Minn., charged with being a fraud-  
ulent newspaper solicitor. It is  
said he has been representing him-  
self as an agent for the Minneapolis  
Tribune, the Journal and the Daily  
News, and also for the Ladies'  
Home Journal, Woman's World,  
and other publications. He made a  
specialty of "club" offers, and is said  
to have done a big business.

## REMODELING ITS HOME.

The Tampa (Fla.) Evening  
Times has begun to remodel its  
building. One of the most im-  
portant changes will be the re-  
moval of the composing room to  
the second floor, greatly adding  
to the working space. The Times  
is owned by D. B. McKay, mayor  
of Tampa.

## ANOTHER FREE ATTEMPT.

The Lansford (Pa.) Adver-  
tiser is a daily paper started to  
circulate free by Roger Gallagher.  
Its principal field will be the  
Coaldale Summit Hill, Nasque-  
honing and Lansford sections.

## WILL CONSOLIDATE.

E. P. Lee & Sons, publishers  
of the Barnesville (O.) Enter-  
prise, have purchased the plant  
and good will of the Republican  
of the same town. The two pa-  
pers will be consolidated.

## GREEN AGENCY EXPANDS.

The H. B. Green Advertising  
Company, of Baltimore, Md., has  
been incorporated and hereafter  
will be known as the Green-Raley-  
Lucas Advertising Agency.

ADVERTISING AGENCIES.

# J. WALTER THOMPSON COMPANY.

Est. 1864



The experience  
of forty-eight  
successful years  
Guarantees to  
those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## KAISER TO HAVE PAPER ON AMERICAN LINES?

Kaiser Wilhelm of Germany is  
considering a plan to start a new  
daily newspaper in Berlin, accord-  
ing to a report, his idea being to  
model it after the London Times,  
but with a dash of American meth-  
ods to make it popular.

It is said that the scheme origi-  
nated with the emperor after the  
recent elections, when the Social-  
ist party had such a victory, and  
to counteract this Socialist influ-  
ence the new paper will preach the  
doctrine of imperialism. The  
kaiser would act as editor in chief,  
exercising in this capacity a gen-  
eral supervision and inspiring its  
policy.

The emperor would also dictate  
some of the political editorials and  
make inspired announcements to  
his people.

The managing editor would be  
some German with experience in  
both England and America.

An alternative scheme is to pur-  
chase an existing daily paper and  
remodel it as the kaiser's organ.

## IOWA UNIVERSITY JOINS SIGMA DELTA CHI

The Hawkeye Press Club, of the  
University of Iowa, has become  
Kappa Chapter of Sigma Delta Chi,  
the national journalistic college frater-  
nity. Installation took place on  
March 2, being conducted by L. H.  
Sloan of DePauw University, the  
national secretary of the fraternity,  
the membership of which is limited  
to college newspaper men.

If both volume and  
character of advertising  
unite—as they do in the  
columns of the

## NEW YORK MAIL EVENING

is it not well for an adver-  
tiser to use such a medium?

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

## CORRESPONDENTS ELECT.

The New York Legislative Correspondents' Association at its annual meeting in Albany elected Joseph J. Early of the Brooklyn Standard-Union to the presidency. The other officers are: Vice-Presidents Fred W. Wose of the New York World, Judge W. Franklin of the Troy Record, secretary Frank A. Tierney of the Albany Times-Union, and treasurer, Edward Ranker of the Associated Press.

The board of directors is composed of J. J. Judd of the United Press, Willard A. Marakle of the Rochester Democrat and Chronicle, John C. Crary of the Albany Journal, Charles H. Armitage of the Buffalo News, Fred G. Cardozo of the National News Association, H. C. McMillen of the New York Evening Mail, John F. Tremain of the Associated Press and C. S. Hand of the New York World.

The annual banquet of the association was held at the Ten Eyck Hotel, Albany, on Thursday evening.

## OHIO EDITORS HOLD THREE-DAYS' MEETING.

The members of the Buckeye Press Association, of Ohio, held a splendid three-days' meeting at Delphos. The attendance was unusually large and numerous interesting and instructive papers and addresses made the conference most valuable to those who attended.

B. F. Gayman, of the Canal Winchester Times, was elected president, with the following associate officers: Vice-president, E. Benjamin Yale, Waynesfield Chronicle, corresponding secretary, C. Albert Fromm, Chillicothe News-Zet; recording secretary, North G. Osborn, Antwerp Bee; and treasurer, Ed Wetzler, Lancaster Eagle.

## EAGLE EMPLOYEES WANT TO INCREASE EFFICIENCY.

Employees from various departments of the Brooklyn Eagle met Monday evening in the lecture room of the Eagle Building

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation of any paper in Chicago, Morning or Evening, and largest of any paper west of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

and took preliminary steps to organize a club to study business methods whereby their own ability as wage earners might be increased.

Sixty persons drawn from the ranks of drivers, clerks, telephone operators, solicitors and others employed by the Eagle put their names down for membership in the club. Herbert F. Gunnison, business manager of the Eagle, presided and an address was made by J. D. Kenyon, vice-president of the Sheldon School of Scientific Salesmanship.

## AD CLUB AT YORK.

York, Pa., now has an Advertising Club. Last Friday evening a large delegation from the Advertising Club of Baltimore journeyed there and lent its assistance to a large number of York's leading business and advertising men in the organizing. The York Advertising Club will be affiliated with the national organization.

## OTHER CLUB NOTES.

The year book of the National Press Club of Washington, D. C., will be ready for distribution next week. It will excel in many respects any similar work compiled by the organization.

The Des Moines Press Club invited all the candidates for the city council to address the members in one-minute talks Friday evening, March 8. The meeting was one of the most successful ever held by the club.

An invitation will be extended by the club to Eastern advertising delegations to arrange the route of their special trains through Iowa so that they can stop in Des Moines.

Fake advertisers were vigorously attacked at last week's mid-day meeting of the Portland (Ore.) Ad Club. Judge R. G. Morrow spoke on "The Oregon Law Against Fake Advertisers." "I believe," he said, "that the courts will hold that you can enforce the Oregon statute and convict the principal as well as

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

FEBRUARY, 1912. AVERAGES

The Daily Post 372,661  
The Sunday Post 321,903

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

THE JOURNAL  
IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, NEW YORK.  
Boyce Building, CHICAGO.

the agent." Other speakers were B. B. Josselyn, C. C. Chapman, and W. B. Shively.

At a meeting of the executive committee of the Tennessee State Press Association at Nashville the annual meeting was set for April 8, in that city.

New officers of the Cuvier Press Club, of Cincinnati, are: President, Charles Hodges; vice-presidents, Charles Moore, H. Brown and Dr. E. H. Thompson; treasurer, Walter Tarr, Sr.; secretary-manager, H. G. Shepard; and auditor, Guy H. Kennedy. The offices of individual treasurer and auditor are new. Thirty-three active members and one life member were elected. The limit of membership has been set at 1,000.

Hugh Chalmers, the Detroit automobile manufacturer, addressed the San Francisco Ad Men's Association last week. He urged honest, sensible and persistent advertising.

The Western Iowa Editorial Association at its Council Bluffs meeting elected E. P. Chase of Atlantic as president. R. E. Cunningham of Glenwood is the vice-president, and E. E. Silver of Silver City is secretary-treasurer.

The annual meeting of the Arkansas Press Association will be held at Hope at a date to be set shortly. The meeting will be followed by an excursion through the south western part of the state.

B. B. Osborne has been elected financial secretary of the Chicago Press Club, succeeding Theodore Van R. Ashcroft, resigned.

The Newswriters' Association of the New York State Baseball League at a banquet in Syracuse elected the following officers: President, Thomas McCune, Troy, N. Y.; secretary-treasurer, Tony Gill, Scranton, Pa.; executive committee, Charles P. Stack, Troy; Thomas Brislin, Wilkes-Barre, Pa.;

## ADVERTISING MEDIUMS.

THE BUFFALO  
NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average  
Circulation  
for 1911 - - - 94,724

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
News Scimitar  
of MEMPHIS, Tennessee,

is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley. Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

Paul B. Williams, Utica, N. Y., F. W. Tripp, Elmira, N. Y., and John F. Cullen, Syracuse.

The Publishers' Association of Halton County, Ontario, Can., has elected R. White of the Milton Reformer as president. W. J. Fleuty of the Oakville Record is now secretary.

At the monthly meeting of the Chicago Press Association, T. J. Trezise, chief instructor of the Inland Printer Technical School, gave an illustrated lecture on "The Typography of Advertisements."

Smith T. Bailey is the new president of the Louisville Advertisers' Club.

An advertising club is planned for Macon, Ga.

The Vancouver Press Club recently held a Bohemian night which was a great success. Several attractive features were put on, including a number of boxing bouts, with

"One paper in the home is worth a thousand on the highway." —Quotation.

## THE

NEW YORK  
TRIBUNE

the paper that goes to the home —Application



ADVERTISING MEDIUMS.

ADVERTISING GAINS  
FOR TWELVE  
CONSECUTIVE MONTHS

During February, 1912, The Record-Herald contained 1777 columns of advertising, a gain of 62 columns over February, 1911, completing an unbroken record of advertising gains for twelve consecutive months. The total gain of The Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

CHICAGO  
RECORD-HERALD

NEW YORK OFFICE,  
710 TIMES BUILDING

San Francisco  
HONEST  
FEARLESS CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

a program of vocal and instrumental numbers. It was one of the best shows staged at the club.

The executive committee of the California Press Association has decided that the annual excursion this year shall be to Shasta Springs. The annual event will take place the latter part of May.

The Long Island Press Association held a meeting last week at Patchogue, N. Y. Following a luncheon at the Rose Hotel the business session was held and the matter of a trip to Washington was discussed. The invitation was extended by Congressmen and Mrs. Martin W. Littleton, and two private cars will be chartered.

J. Hooper Coffee, news editor of the Denver Times, has been elected president of the Denver Press Club. The other officers are: Vice-President, W. C. Shanklin of the News; secretary, Clarence C. Hager; treasurer Hamlet J. Barry; and directors, Walter J. Davis of the Post, Ralph Benedict of the Express, Samuel J. Lewis of the Times and R. S. Courtney of the Republican.

Robert M. Wadsworth will become secretary of the Cleveland Advertising Club after April 1, succeeding William S. Gilbert, who has resigned to become connected with the Commercial Travellers' Insurance Company.

The Upper Des Moines Editorial Association has set the dates of May 28 and 29 for its annual meeting at Ames.

At its annual meeting at Bowmanville the Lakeshore Press Association of Canada elected the following officers: President, W. J. Watson, Oshawa Vindicator; vice-presidents, S. Farmer, Port Perry Star, and J. Wilson, Cobourg Sentinel-Star; secretary, A. S. McLeese, Oshawa Reformer; treasurer, John Murkar, Pickering News; executive committee, the officers and G. W. James of

ADVERTISING MEDIUMS.

The Will To Buy, like the will to live, is one of the chief characteristics of the readers of the

CLEVELAND  
LEADER

And with the will to buy is coupled the ability to Buy—which makes the LEADER audience an ideal one for the advertiser with something to say.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger, Building, CHICAGO.  
Tremont Building, BOSTON.

THE GROWING  
PAPER OF  
IS THE  
(EVG) BOSTON  
TRAVELER

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

the Bowmanville News, and Thomas Lapp of the Cobourg World. The next meeting will be held at Oshawa on April 19.

At the last meeting of the Newspaper Club of Boston Robert Lincoln O'Brien, editor of the Boston Herald, was elected to associate membership, taking the place of Julian R. Dillaby, resigned. James White and Herbert E. Ellis were the guests of the club on the occasion.

Frank Higgins, editor of the Lake Geneva (Wis.) News, has been elected president of the League of Progressive Republican editors of Wisconsin. He was formerly vice-president. The retiring executive, Mayor W. S. Goodland of Racine, refused a renomination.

The Hot Springs (Ark.) Press Club has been organized with eighteen charter members. Walter Ebel was elected president; George H. Lower vice-president, and John Barnett secretary-treasurer. John A. Riggs, Will Watson and Larry Lanigan were appointed a committee to secure permanent quarters. It is the pioneer press club in the state.

Elbert Hubbard, editor of "The Philistine," gave a typical Elbert Hubbard talk under the auspices of the Advertising Club of Baltimore at Albaugh's Theatre on Wednesday evening. His subject was "Modern Business."

O. S. Kimberly, of Doubleday Page & Co., has been elected treasurer of the Representatives' Club of New York, succeeding Owen Jones, who has moved to Boston to take the New England representation of the Good Housekeeping Magazine.

The Towson (Md.) Jeffersonian has moved into new quarters and installed a complete new outfit.

ADVERTISING AGENCIES.

THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.



MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.



PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

ADVERTISING MEDIUM.

GOLD

represents the commercial standard of nations. The COSMOPOLITAN represents the standard of magazines.

RECENT PATENTS.

Typecasting machine.—E. B. Barber, New York, assignor to Ontario Type Machine Company, Ltd., Toronto, Can. No. 1,011,558.

Keyboard attachment for monotypes.—G. F. Coates, Rutherford, N. J. No. 1,011,581.

Type-metal pot.—E. B. Barber, Brooklyn, N. Y., assignor to Ontario Type Machine Company, Ltd. No. 1,011,718.

Printing bar.—G. R. Cornwall, Rye, N. Y., assignor to American Planograph Company of West Virginia. No. 1,013,477.

Composing machine.—James Steel, Little Falls, N. J. No. 1,013,624.

Type mold.—J. E. Hanrahan, Baltimore, Md., assignor to Chesapeake Addressing Company, of Maryland. No. 1,015,030.

Assembling device.—J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. No. 1,014,725.

Typograph.—Julius Dorneth, Berlin, Germany, assignor to Typograph G. M. B. H., Berlin, Germany. No. 1,015,479.

Matrix holder.—P. G. Nuernberger and George Rettig, Jr., Chicago, Ill., assignors to Universal Type Making Machine Company of Chicago, Ill. No. 1,016,433.

Line-transfer mechanism.—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company. No. 1,017,387.

Line-transfer mechanism.—C. Muehleisen and C. A. Albrecht, Berlin, Germany, assignors to Mergenthaler Linotype Company. No. 1,017,444.

Cutting and folding machine.—H. M. Barber, assignor to C. B. Cottrell & Sons Company, New York. No. 1,013,919.

Sheet registering device.—O. S. Beyer, assignor to Automatic Platen

ADVERTISING MEDIUMS.

ROCKINGHAM  
DAILY RECORD

Published at Harrisonburg, Va.  
Gives advertisers a sworn average circulation in excess of  
For a short time advertising will be accepted at flat rate of

7200 7c per inch  
per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia  
All business placed direct.  
WRITE FOR INFORMATION.

IN MEXICO CITY  
the advertiser only has to use the  
MEXICAN HERALD

(Only English Newspaper)  
EL HERALDO MEXICANO  
(Only Afternoon Spanish Newspaper)  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

LARGEST CIRCULATION.  
There are in BALTIMORE 100,000 homes

The combined circulation of the  
AMERICAN STAR  
is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

Grand Rapids  
Evening Press

THE LEADING DAILY PAPER  
in Western Michigan. 50,000  
DAILY Circulation.  
Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg., Chicago

Press Company, New York, N. Y.  
No. 1,014,112.

Printing machine.—A. R. Pribil, assignor to Automatic Platen Press Company. No. 1,014,175.

Sheet adjuster and guide for printing presses.—W. F. C. Tichenborne, Pelham, N. Y. No. 1,014,269.  
Back stock attachment for paper feeds.—F. A. Hazard. No. 1,014,147.

Sheet feeding mechanism.—L. E. Morrison, assignor to Automatic Platen Press Company. No. 1,014,323.

THE  
NEW YORK  
TIMES

Spring Book  
NUMBER

SUNDAY, APRIL 7  
New books of fiction, history, travel, art and science.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE  
CHRISTIAN  
SCIENCE  
MONITORFour editions every day except Sunday.  
The largest national circulation and  
steadily growing.Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg., Chicago

THE

DEMOCRAT  
Nashville, Tenn.carries more local advertising than  
any other Nashville newspaper.The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## "MICKY FINN" IS DEAD.

Ernest Jarrold, who under the  
pen name of "Micky Finn" made a  
wide reputation as a newspaper  
writer, died Tuesday at Amityville,  
N. Y. He had been an invalid for  
several years.Jarrold was born at Brentwood,  
England, sixty-two years ago. He  
was brought to this country when a  
year old and his parents settled at  
Rondout, N. Y. When old  
enough he was apprenticed to  
learn he printing trade in the  
office of the Rondout Courier, but  
he was naturally of a humorous  
disposition and began to write. When  
he came to New York to become a  
compositor with the Evening Post,  
some of his work came to the notice  
of Garret Serviss, who encouraged  
him to give his time to story writing.His first work to appear in public  
print was accepted by John Swin-  
ton for the Sun, and for eighteen  
years thereafter he wrote "Micky  
Finn" stories. He made a char-  
acter named "Micky Finn" the sub-  
ject of all his stories and while on  
a trip to Ireland he wrote a series  
of letters for newspapers on  
"Micky's" experiences on the  
Emerald Isle that attained world-  
wide renown.

## OTHER OBITUARY NOTES.

JUDGE ROBERT FERRAL, a pioneer  
California newspaper man and aLargest proved high-class  
evening circulation.THE  
NEW YORK  
GLOBEholds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POSTFor advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Singer Building, CHICAGO.  
Tremont Building, BOSTON.SEATTLE "P-I"  
THE POST-INTELLIGENCER  
Able, alert, always ahead.LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK.leading criminal lawyer, died in San  
Francisco last week at the age of  
seventy years. He was born in  
Philadelphia and went to California  
with his father by way of the Isth-  
mus in 1852. He was editor of the  
Sonora Union-Democrat from the  
time he was eighteen years old till  
he was twenty-two, and later edited  
the Sacramento Republican. In  
1867 he took charge of the Sonora  
Democrat, serving as editor until  
1872, when he went to San Fran-  
cisco to practise law. He was the  
author of "Sage Brush Sketches."CAPTAIN HENRY C. ARNOLD, for  
many years correspondent for New  
York, New Haven and Hartford  
papers, died last week at his home  
in Middletown, Conn.LIEUTENANT HOWARD C. WOOD-  
BURY, known to newspaper men of  
Boston for more than a quarter of  
a century because of his café at  
Devonshire and Washington streets,  
died last week, following an opera-  
tion.COLONEL EDWARD S. DARLINGTON,  
a veteran Missouri newspaper man,  
died in Richmond last week at the  
age of eighty years. His father,  
James Darlington, was one of the  
early newspaper men of the South  
and published the Far West in Lib-  
erty in the '30s.DAVID K. LARIMER, well known in  
newspaper circles of the Northwest,  
died in Sioux City, Ia., last week.  
He had worked on the Spokane  
Spokesman-Review, Portland Oreg-  
onian, Seattle Times, Salt Lake  
Tribune, Sioux City Tribune and  
Omaha Bee.H. E. DEMENT, publisher of the  
Barnesville (O.) Republican, died  
recently.COLONEL F. E. PARSONS, for seven-  
centen years associate editor of the  
Lake Mills (Wis.) Leader, is dead,  
at the age of eighty-one years. He  
was a veteran of the Civil War.

EDWARD R. MURRELL, for years

## ADVERTISING MEDIUMS.

To carry as much news "as the Times" is  
the ambition of all newspapers in the  
Pacific Northwest. To carry as many  
photographs "as the Times" to print as  
good cartoons "as the Times" to possess  
as good franchise, and have as large a  
circulation "as the Times" is the dream  
of Northwest publishers.To be as loyal to the common people  
year in and year out as theSEATTLE TIMES  
DAILY AND SUNDAY  
is a performance not to be surpassed.  
The reward of all this is a splendid,  
clean circulation to readers who do not  
have to be coaxed by gifts of merchandise,  
or "bargain days," voting contests, or other  
bargain counter methods, and a quantity  
of paid advertising unsurpassed in the  
Pacific Northwest.Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITYTHE  
MILWAUKEE  
NEWShas the largest  
home delivered  
circulation of  
any paper in Milwaukee.Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Singer Building, CHICAGO.  
Tremont Building, BOSTON.connected with the circulation de-  
partment of the Louisville Evening  
Post, died on Monday as the result  
of paralysis. He was seventy-two  
years old.WILLIAM M. ABBOTT, founder and  
for nearly thirty years proprietor of  
the Annapolis (Md.) Evening Cap-  
ital, died last week of asthma and  
bronchial affection at the age of  
seventy-two years. Mr. Abbott first  
engaged in the newspaper business  
about fifty years ago as manager of  
the Maryland Republican. He es-  
tablished the Evening Capital in  
1883.GEORGE A. WILSON, at various  
times with the Associated Press  
and several newspapers in the East,  
is dead at Denver of tuberculosis.  
He had worked on the Schenectady  
(N. Y.) Union, Albany Argus and  
Washington Herald, besides with  
the Denver, New York and Kansas  
City offices of the A. P. He was  
thirty-seven years old.E. P. MAYO, well known in Maine  
newspaper circles, died a few days  
ago at Fairfield. He was post-  
master of that town.HERMAN LIEBMAN, a member of  
the Brooklyn Standard-Union Pub-  
lishing Company, is dead at the age  
of sixty-five years. He was a  
prominent dry goods merchant of  
Brooklyn.CHARLES S. DANA, a member of  
the New York Sun staff, died at  
Ashland, Minn., last week of heart  
failure. He was a nephew of the  
late Charles A. Dana, former edi-  
tor of the Sun.MRS. ELLEN M. STAPLES, for many  
years a member of the Newark (N. J.)  
Evening News staff, is dead at the  
age of sixty-four years.S. N. SPOTTS, manager of the  
Kansas City office of the Capper  
publications, is dead after a year's  
illness. He was well known in ad-  
vertising circles, and was formerly

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICANLargest  
CirculationIN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000THE PEORIA  
JOURNALis the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

The News League of Ohio.

THE  
DAYTON NEWS  
THE  
SPRINGFIELD NEWSReach 75 per cent of the homes of these  
cities on paid subscriptions, and our Cir-  
culation Records and Cash Books are  
open for your inspection.

Principal Office, DAYTON, OHIO.

president of the Southwestern Div-  
ision of the A. A. C. A. and the  
Kansas City Ad Club. He went to  
Kansas City nine years ago.J. E. CHILD, long the editor of  
the Waseca (Minn.) Herald, died  
last week. He was one of the old-  
est newspaper men in the state.JAMES B. CRAIGHEAD, editor of  
the Hotel Reporter, is dead in  
Philadelphia, aged fifty-six years.  
He was operated upon for appendi-  
citis a few hours previous to his  
death.PRESIDENT TAFT DINES  
WITH THE PILGRIMS.President Taft while on his visit  
to Boston Monday was a guest of  
honor at a luncheon given by the  
Pilgrim Publicity Association. A  
feature of the dinner was an ad-  
dress on "Honesty in Advertising"  
by James Schermerhorn, editor of  
the Detroit Times.

## TO MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.FRANK  
PRESBREY  
COMPANY  
456 Fourth Ave., NEW YORK



ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

# Results are obtained in the SAN FRANCISCO CHRONICLE THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES I. BROOKS, Eastern Mgr.  
215 Temple Court, NEW YORK CITY.

## STAFF CHANGES.

R. L. Stanley has been appointed assistant advertising manager of the Seattle Post-Intelligencer. He was formerly with the Tacoma Ledger.

Charles Spreyer, former city hall reporter on the New Haven (Conn.) Union, is now doing political work for the Times-Leader.

James J. Buchanan, formerly city editor of the New Haven (Conn.) Palladium, is now telegraph editor of the Journal-Courier succeeding H. F. Turner, who has resigned.

Miss Nellie Marilla Evans, society editor of the New Haven (Conn.) Journal-Courier, has resigned because of poor health and Miss Helen Joyner, a Mount Holyoke graduate, takes her place.

C. L. Martin, for several months business and advertising manager of the Huntsville Herald, has resigned to return to his old home at Olathe, Kan., to join the Independent staff. He was formerly with the Mirror of that place.

Glenn W. Hutchinson, advertising agent of the St. Louis and San Francisco Railroad Company, in St. Louis, has resigned to become con-

# PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

**BURRELL**  
45 Lafayette Street, New York City  
Established a Quarter of a Century.

ADVERTISING MEDIUMS.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

**42,200** CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

# THE TOLEDO DAILY BLADE is delivered into nearly every home in Toledo.

The fact that there are only four evening two-cent newspapers in the entire United States with larger circulations than the BLADE is evidence of the importance of this newspaper as an advertising medium for its territory.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

connected with the American Lithographic Company. The change is effective April 1. He had been in the railroad's service for twenty-three years.

Fenner Webb, for the past three months news editor of the Los Angeles Express, has resigned, and will take a vacation before making another newspaper connection.

John H. Ranson, recently associated with the Smart Set Magazine, has joined the New York office of N. W. Ayer & Son.

Crosby S. Spinney, for six years with the Good Housekeeping Magazine, has joined the advertising staff of McCall's.

J. H. Dillon, editor of the La Fontaine (Ind.) Herald, has resigned. He intends to take up evangelical work.

Odus L. Moore, assistant editor of the Shelby (N. C.) Highlander, has resigned to take a similar position with the Gastonia Progress, succeeding J. A. Livingston, who goes to the North Carolina Advocate.

Ray Williams, for the last seven years circulation manager of the Newark (N. J.) Freie Zeitung, and formerly of Toronto, has resigned to become circulation manager of the Montreal Herald.

Owen Jones, who has had charge of the New York City, Philadelphia and Southern territory for Good Housekeeping Magazine, has been appointed New England representative of that publication.

W. J. Fawcett has been appointed advertising manager of the Montgomery (Ala.) Advertiser, succeeding Harry B. Johnson.

Edwin W. Muller, for several years on the editorial staff of the

ADVERTISING MEDIUMS.

In considering circulation remember that the

# BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

Let us know what you have to advertise. We will tell you if there is a market for in Cuba. If "Yes" we will accept your advertisement for the

# HAVANA POST

Cuba's only English Daily, and if "no" we will refuse it. We accept no advertisement unless we know it will pay the advertiser. All inquiries cheerfully answered.

George M. Bradt, publisher.

Springfield (O.) Daily News, has resigned to become assistant city editor of the Columbus Citizen.

Miss Jenny O. Starke has resigned from the staff of the Detroit Free Press, and intends to retire permanently from active newspaper work. On her departure she was presented with a gold watch and pendant by her associates on the paper.

## REARDON STARTS AGENCY.

The Reardon Advertising Company is a new enterprise established at Denver, Colo., by John F. Reardon, who is the president and manager. Mr. Reardon was formerly with the National Advertising Agency, of Denver, and previously for a number of years with Lord & Thomas in Chicago.

## BACK IN OLD HOME.

Samuel W. Davis is again with the Richmond (Va.) Conservator after several years' work in other parts of the state. Mr. Davis was formerly with the Conservator for twelve years as part owner with George W. Trigg.

## RECEIVER IN VANCOUVER.

The Vancouver (Wash.) Daily Spokesman is reported to be in the hands of a receiver, the action following the suits of several employees to recover back wages. W. C. Bates has been placed in charge of the property.

## IT PAYS to use only THE BEST

LINOTYPE  
MONOTYPE  
STEREOTYPE  
ELECTROTYPE

We supply the NEW YORK WORLD, the PHILADELPHIA RECORD, BULLETIN, INQUIRER, the BUFFALO EXPRESS, and hundreds of other prominent publications, as well as the GOVERNMENT, PRINTING OFFICE.

Trade Mark  
**M & E**  
Registered.

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
PHILADELPHIA

NEW YORK  
CHICAGO  
BALTIMORE  
BROOKLYN  
KANSAS CITY  
DENVER

ADVERTISING MEDIUMS

# A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herald.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal).....Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

## THE

# Indianapolis Sun

daily and Sunday actual  
average circulation in Dec. **43,601**

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

## ITALIAN EDITORS IN LIBEL

### CASE.

Troubles of the editors of two Boston Italian publications were aired before Judge Sullivan in the Municipal Court, last week when John Membrino, of East Boston, was arraigned for criminal libel on the complaint of James V. Donnaruma, publisher of La Gazzetta del Mass. The defendant is connected with La Tribuna di Boston. Membrino denied his guilt and the case was continued until March 19, bail being placed at \$500.

## AUTO PAPERS MERGE.

Motoring, a Newark (N. J.) automobile publication started last fall, has purchased the Motor Record, another Newark monthly devoted to motoring and kindred interests. Motoring, which is owned and published by W. F. Harty of Jersey City and W. J. Morgan of Newark, will be continued under its title name and will have W. S. Thomas, the publisher of Motor Record, as an associate editor.

## TO START SEMI-WEEKLY.

E. E. Lewis and Fred Robinson have purchased a printing plant at Atlanta and will establish a paper called the Advertiser there. It is planned at first to start it as a semi-weekly, but it may be developed into a daily later on.

## BUSINESS OPPORTUNITIES.

## BIG NEW ENGLAND DAILY.

Earning ten per cent. net upon a valuation of \$250,000. Located in one of the best and most rapidly growing manufacturing cities of the country. Has thoroughly equipped plant and owns its real estate. Control may be acquired at right price.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., NEW YORK.

## TIMES COPYRIGHT CASES POSTPONED.

The suits of the New York Times against the New York World, the Sun, the American and the Press for infringement on its copyright to the story of Captain Amundsen's discovery of the South Pole, came up before Judge Holt in the United States District Court yesterday morning. In addition to the infringement actions the American is charged with contempt of court for the alleged violation of the injunction issued by the court on the petition of the Times.

The cases went over until next Friday.

The Times states that there is no foundation to the report that William C. Reick, publisher of the New York Sun, while he was general manager of the Times made the contract with the London Daily Mail for the American rights to the Amundsen story. Mr. Reick's paper is one of the publications being sued for copyright infringement.

The rights to the story were acquired, the Times says, only two weeks before Amundsen's return, and about two hours before the Times announced its purchase.

## CHARGED WITH FRAUD.

T. E. Henry, for twenty-three years employed in the business office of the Denver Republican, is charged with embezzling funds of the office. He is short about \$10,000.

The Wickliffe (Ky.) Ballard Yeoman was recently damaged to the extent of \$1,000 by fire.

## NEW ENTERPRISES.

WAGNER, S. D.—J. W. Eggers has started a new paper called the Leader.

JARRIDGE, NEV.—Frank L. Reber, editor of the National Miner, will probably begin the publication of a newspaper at this place, which is touted as Nevada's future greatest camp.

CHEYENNE, WYO.—The Wyoming Weekly Labor Journal has made its appearance. It is published by the Wyoming Labor Journal Publishing Company.

NORTH ROSE, N. Y.—Williams & Scott, publishers of the Williamson (N. Y.) Sentinel, are arranging to begin the publication of a newspaper here.

OGDEN, UTAH.—This city has a new paper, the Ogden Advance, edited by Rev. Frederick Vining Fisher, and published once a week "for the moral uplift of Ogden," as well as for the purpose of "promoting constructive things for the city."

CHICAGO JUNCTION, O.—G. A. Wieder has purchased an entirely new plant and expects to establish a new paper called the Telegraph.

OMAHA, NEB.—A Socialist paper is about to be established in this city.

MART, TEX.—J. E. Wallace of Waco has started the Weekly Enterprise here.

Boston, MASS.—The first number of a new technical journal called the Architectural Quarterly of Harvard University, will appear this month.

RIVERBANK, CAL.—One more step in the growth and progress of this new Santa Fe railroad town in Stanislaus County is marked by the birth of a weekly paper called the News. The editor and proprietor is E. H. Hoyt of Oakley.

NEW YORK.—The Betterment League of New York has just issued an official magazine.

CARLSTADT, CAN.—Galvin Goss, publisher of the Brooks Banner, has started the Progress here.

SOUTH VANCOUVER, B. C.—George Murray is about to establish a new weekly.

WOOD, S. D.—The Mellette Pioneer is a new weekly started here.

ALAMO, TENN.—The Rooks Brothers Publishing Company, of Humboldt, has begun publishing the Courier at this place.

CORSICA, S. D.—The Reporter is a new paper just started.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

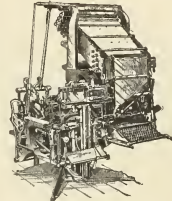
## THE MULTIPLE MACHINE IDEA ON THE PACIFIC COAST.

THE DAILY TELEGRAM

Long Beach, Cal., Dec. 28, 1911.

Mergenthaler Linotype Co.,  
New York City.

GENTLEMEN: In reply to your inquiry of the 21st inst. I would state that the new Model 9 four-magazine machine, which we installed about four months ago, is doing excellent service. It enables us to handle ads, heads and other matter far more expeditiously than was possible with the No. 5 machine previously in use. The machine has fully met our expectations in every respect.

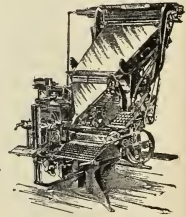
Yours very truly,  
F. C. ROBERTS.Quick Change Model 9  
Four-Magazine Linotype

SALINAS DAILY JOURNAL

Salinas, Cal., Feb. 26, 1912.

Mergenthaler Linotype Co.,  
New York, N. Y.

The No. 8 three-magazine linotype installed last October has given perfect satisfaction. Has cost 20 cents in five months for a trivial breakage. Is the coming machine for the country printer, as it thoroughly covers his line of work.

Respectfully yours,  
C. HEDGES.Quick-Change Model 8  
Three-Magazine LinotypeThe Linotype Way  
Is the Only WayMERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.  
SAN FRANCISCO: 638-646 Sacramento Street.  
NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## CHANGE IN VENUE GRANTED.

George S. Decker, formerly a reporter on the Boston Journal, charged with perjury and criminal libel because of testimony offered and newspaper stories published in connection with the investigation of Middlesex County affairs last year, will be tried in Suffolk County.

The change of venue, granted by Judge McLaughlin of the Middlesex Superior Court today, includes also the Journal, which is charged with criminal libel, and George A. Ferris, a former Lowell jail employee, who was indicted on a charge of perjury in the same connection.

## NEW CLEVELAND AGENCY.

The firm of Osthoff & Foster has been established in Cleveland to conduct a general advertising agency business. The founders are Carl B. Osthoff and Frank P. Foster. The former was until recently connected with the Glidden Varnish Company, and Foster has had a general agency experience in New York and other cities.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street NEW YORK. Telephone, 476 Chelsea.

NEWSPAPER Publishers who let our Mr. LOUIS A. HOFFMANN tell them about his proven newspaper supplies are the kind that show large profits—not merely an existence.

INTERNATIONAL PUBLISHERS' SUPPLY CO.,  
117 John Street NEW YORK, U.S.A.

BARNES-CROSBY  
COMPANY

E. W. HOUSER, President.

ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

The Madison (Ill.) Tribune has given up the struggle.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Jenney Press Controlling Systems  
WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
MOST OF THE BEST KNOWN NEWSPAPERS.  
SAFETY. RELIABILITY. ECONOMY.

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR  
ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:  
156 N. Dearborn St., CHICAGO.FACTORY:  
ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 944

NEW YORK, SATURDAY, MARCH 30, 1912

TEN CENTS A COPY

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more import-  
ant far than they all."

—Carlyle's "Heroes  
and Hero Worship,"  
Lecture V.



WILLIAM C. FREEMAN,

FAMOUS ADVERTISING EXPERT, WHO IS NOW CONCENTRATING HIS  
ENERGIES ON THE ESTABLISHMENT OF A BUREAU FOR  
THE DEVELOPMENT OF NATIONAL ADVERTISING  
FOR DAILY NEWSPAPERS.

## "INADEQUATE" 2D CLASS INQUIRY.

FAILED UTTERLY TO CONSIDER MATTER RIGHTLY, SAYS MR. ATKINSON.

Wilmer Atkinson, editor of the Farm Journal, Philadelphia, and one of the most expert authorities on postal matters in the United States, declares that the Hughes Commission report on second-class mail, recommending an increase from one to two cents a pound, is incomplete and inadequate. In a pamphlet just issued by him entitled "Twenty-five Years Behind the Times and Looking Backward," Mr. Atkinson says:

"Where the commission falls down is in not ascertaining how much mail matter of the other classes is originated by the second-class, for without this information no one can say whether the Government makes or loses, or how much. The commission appears to have made no effort to obtain this knowledge. Publishers therefore must consider the findings incomplete and inadequate.

"For it is obvious that it matters not how much second-class matter costs if it pays its way and more in furnishing matter of the first, third and fourth classes, and in increasing the revenue derived from registered mail and money orders.

"It seemed to have escaped the notice of the commission that in 1902 second-class matter only amounted to 454,157,534 pounds, and the sale of stamps, stamped envelopes and wrappers, and postal cards to only \$112,187,120.41; but in 1911 second-class matter had increased to 893,309,893 pounds, and the sale of stamps to \$213,666,348.47. That is, the capital revenue of the Postal Department had increased from \$1.53 to \$2.53. Why then speak of the great loss on second-class matter? The rapid increase of per capita revenue can be accounted for in no other way than in a similar rapid increase in second-class matter.

"It is a fair estimate that more than half of the revenues of the Post Office Department in 1911, as in previous years, were derived directly or indirectly from second-class matter. The real question is, therefore, not what second-class matter costs the Government to handle and transport, but what profit there is in it? This the commission should have ascertained or tried to ascertain. Common sense cannot be side-tracked in a matter like this.

"If the commission had consulted the postal officials of Canada it would have learned that the Ottawa government handles and transports second-class matter at the rate now exacted here. It sends it by fast trains and not by freight, to every part of the Dominion, with distances as great as in our own country, and has a handsome surplus at the end of every year. Why should the American people pay four times as much postage as the Canadian people do, and why should Canada always have a postal surplus and not a deficit? Did the commission extend its inquiries along this line? We have no evidence that it did.

"The commission appears to have proceeded upon the assumption that the additional tax of one cent a pound would be paid by publishers, whereas it would have to be paid by the public. If it had taken the findings of the Overstreet Commission as to this it would have known that:

"There is great force in the argument.

## NORRIS WILL SUPERVISE A. P. EFFICIENCY WORK.

Upon the recommendation of General Manager Melville E. Stone that an efficiency study of the business management of the Associated Press be made, the executive committee of the board of directors has arranged with John Norris to supervise that work.

Mr. Norris is well known as an expert in newspaper management. He was formerly business manager of the New York World, the St. Louis Post-Dispatch and the New York Times. For several years past he has been chairman of the paper committee of the American Newspaper Publishers' Association and directed the publishers' successful fight for free paper from Canada.

## THE HEARST ST. LOUIS STAR RUMORS REVIVED.

The rumor that William R. Hearst will add the St. Louis Star to his list of newspapers has been revived within the last few days. Report has it now that the Star will become his property just as soon as some legal tangles are unraveled and a transfer can be made.

## PICAYUNE'S NEW EDITOR.

J. Wallace Bostick, financial and commercial editor of the New Orleans Picayune, has been appointed head of the editorial department of that paper.

A report that Harry McEnery had resigned the management of the Picayune is denied by the publisher, T. G. Rapier. He said there had been no other change than the promotion of Mr. Bostick.

## WILL SOON BUILD.

The Providence (R. I.) Tribune is to erect a new home at Turks Head and Weybosset street. The publishers have just acquired a plot of ground there and plan to build a thoroughly up-to-date newspaper structure. The location is in the center of the business district.

## ADVERTISING BUILDING MAY BE ENLARGED.

Work will begin on Chicago's advertising building May 1 and it is expected that it will be completed by February or March, 1913. There is a strong possibility that the building will be sixteen instead of fourteen stories high, as the demand for space seems to require the addition.

## BUYS GERMAN PAPER.

Alexander Overlanger has secured control of the Syracuse (N. Y.) Union, the only German newspaper in the city.

## COLORADO'S NEW DAILY.

The Victor (Colo.) News has appeared in the daily field. It is an afternoon publication with a Sunday morning edition.

## NEW ONTARIO DAILY.

The Daily Star has been started at Sault Ste. Marie, Can. James Curran is the editor.

## NOW HEARST'S MAGAZINE.

The World To-day Magazine, which last summer was acquired by William R. Hearst, changes its name with the April issue to Hearst's Magazine, the World To-day. The place of publication will continue to be New York and the price is reduced from twenty-five to fifteen cents.

The magazine under its new name will be featured by articles of a number of well-known personalities; among them are Winston Churchill, who starts his new serial "Inside the Cup," in the April number; W. Morgan Shuster, David Graham Phillips, Guglielmo Ferrero and Charles Dana Gibson.

## OREGON PAPERS MERGED.

Samuel F. Evans, who recently purchased the Klamath Falls (Ore.) Chronicle and the Pioneer Press and Morning Express, has consolidated them into one publication, known as the Klamath Falls Northwestern. It is the only morning newspaper in the city.

Mr. Evans formerly was connected with the United Press in Washington and in New York, and for the past two years has been engaged in magazine work with the Sunset Magazine, the Saturday Evening Post, Pearsons' and other publications.

## NEW CHICAGO DAILY IS READY TO APPEAR.

The new Chicago daily newspaper, to be published by Progressive Republican leaders, is about to appear. An effort, it is said, will be made to place 100,000 copies on the street daily at one cent each.

Eastern men are counted on by the sponsors to give financial and editorial aid. The paper will consist of four pages.

## NOT A TIMES CARTOONIST.

Posing as a cartoonist for the New York Times, a man calling himself "Mr. Edwin" has extracted money as advance payment for pictures which he declared would be published in the Times. No such person is connected with the Times.

The man is described as about thirty years old, five feet seven inches tall, having light hair and a smooth-shaven face, with protruding teeth.

## SPECIAL AGENCY CHANGES.

The Knoxville (Tenn.) Journal and Tribune (foreign representation) the John Budd Co., New York and Chicago, to Albert Hanson.

The Holyoke (Mass.) Telegram (Eastern representation) the H. S. Lewis Special Agency to Harry C. Griffith, 225 Fifth avenue. New York.

## NEW APPOINTMENTS.

The Fresno (Cal.) Herald has appointed Harry C. Griffith, 225 Fifth avenue, New York, as its Eastern representative.

The Trenton (N. J.) Daily State Gazette has appointed George H. Alcorn, Tribune Building, New York, to act as its Eastern representative.

The Times is a new paper for Utica, S. D.

## BIG FUND TO PUNISH BAD ADVERTISERS.

The vigilance committee of the New York Advertising Men's League, which is collecting evidence for the purpose of proceeding against advertisers publishing "grossly misleading" statements, will have a working fund of \$25,000, to which contributions are invited. This will be used for investigation, retaining counsel, and the purchase of articles sold under misrepresentation.

It is pointed out that the \$77,000 which the post office authorities declare was lost through mail frauds last year "would have bought a lot of honest merchandise," and for this reason the committee appeals to honest advertisers to help along the work of exposure. Mason Britton, treasurer, is receiving contributions at 505 Pearl street.

## NO PARTISAN NEWSPAPER IN NEW YORK.

"There is not a partisan newspaper in New York," said Don C. Seitz of the New York World in an address before the Newspaper Forum of the New York University, "nor is there one that attempts to present biased news."

He showed why competition for public confidence made it impossible for a paper of the partisan kind to exist long.

He was equally positive that not one paper is controlled by "the interests."

"Some represent one class of people and some another," said he, "and each gives the class of news that will suit its readers; but none dares to present anything but the truth."

## PUBLISHER APPOINTED FOR THE GEORGIAN.

Charles H. Henry, publisher of the Spartanburg (Ga.) Journal, has been appointed publisher of the Atlanta Georgian, which was recently purchased by William R. Hearst. Mr. Henry is a brother-in-law of Clarence J. Shearn of New York, Mr. Hearst's attorney. He is very well known in newspaper circles of the South and has the reputation of being a thorough newspaper man.

## SHURMANS IN BUSINESS.

Clarke E. Shurman and Bryce L. Shurman, for the past four years with the Dean-Ikicks Advertising Agency, have started in business for themselves at Grand Rapids. Offices are located in the Murray Building. The Shurman Agency will also represent the Johnson Advertising Agency of Chicago, of which Clarke E. Shurman is vice-president.

## MORE CURTIS CAPITAL.

The Curtis Publishing Company, of Philadelphia, has filed notice with the state department at Harrisburg of an increase in the amount of its capital stock issued from \$6,000,000 to \$8,000,000. According to Edward W. Bok, editor of the Ladies' Home Journal, the company is capitalized at \$10,000,000, but only \$6,000,000 has so far been issued.



## DEVELOPING NEW BUSINESS.

### MR. FREEMAN'S PLAN FOR NATIONAL BUREAU IS WELL RECEIVED.

The plan of William C. Freeman of New York to form a National Advertising Bureau for the development of national advertising for the daily newspapers, it appears, is receiving very serious consideration from the newspaper publishers of the country. From the interest that Mr. Freeman's movement has created it looks as though some action may be taken at the coming meeting of the American Newspaper Publishers' Association for the establishment of such a bureau.

When a representative of THE FOURTH ESTATE inquired of Mr. Freeman how his plan was coming along, he said:

"Eighty publishers have thus far signified their intention to subscribe to the maintenance of a National Newspaper Advertising Bureau on the basis of assessment, as suggested: viz., \$100 a year for each cent of their lowest line rate at which they accept general advertising."

"They all think it a very reasonable assessment as it puts all newspapers on an equal basis. That is, a newspaper with a rate of forty cents per line for general business, would pay an assessment of \$4,000 a year, and a newspaper with a rate of one cent per line would pay \$100 a year."

"The response from eighty publishers does indicate that the plan will succeed, though."

"The responses come from all parts of the country—we have also heard from Canada—but our plan is no good unless enough publishers can be secured in each territory so that when a general advertiser is approached to use that territory, a list of papers can be submitted to him large enough and strong enough to assure him profitable results in that territory."

"Regarding questions that have come up about the Daily Newspaper Club, and the principle back of it; also the supposition that it should expand and take in more papers in more territories:

"The Daily Club has had the right principle from the beginning. It has endorsed and emphasized the value of newspaper advertising. Its weakness, however, lies in the fact that it does not represent enough newspapers in its combination, first, to subscribe a big enough fund for successful exploitation; and, second, the newspapers represented are located in spots, making it impossible, therefore, for the management to go to any general advertiser with a definite concrete plan for developing his business in any state or section of the country that he might wish to touch."

"If the Daily Club should adopt our plan, then we should withdraw from the field for we should then feel that newspapers would be properly represented. After all, that is our whole purpose."

"I don't believe that a list of good newspapers located in spots is enough to make a general campaign successful, no more than I believe that an advertiser can use one newspaper in New York, or one newspaper in Chicago, or one in Philadelphia, or one in Boston, and hope to cover the town successfully."

"The trouble, heretofore, with the development of advertising for news-



FRED. C. VEON.

WELL KNOWN NEWSPAPER MANAGER WHO LEAVES THE PACIFIC COAST TO RESUME WORK IN THE EAST.

papers, has been that representatives do not try to start an advertiser on a definite plan—a well-worked-out campaign that will practically insure the success of the advertising—they talk their own medium only and usually refrain from saying anything that is fair about the other fellows' medium."

"The great success of the general magazines is due to the fact that their representatives talk, first of all, the value of general publicity, knowing that their own particular medium will share in the business put out by the advertiser if he decides to advertise. They are business constructors, which is the reason they have been so successful all of these years."

"Similar methods must be adopted in the newspaper field if all good newspapers are to secure their share of national advertising. They do not get it now, and they will not get it

Continued on Tenth Page.

## ADVERTISING THAT HELPED IN SUCCESS OF LOS ANGELES TRIBUNE.

"I am a living example of the man who is willing to make affidavit to the effect that advertising in THE FOURTH ESTATE pays," declared Fred C. Veon a few days ago while reminiscing on the hot times last year in Los Angeles when Edwin T. Earl decided to start a one-cent newspaper to compete with such strong publications as General Harrison Grey Otis' Times and William R. Hearst's Examiner, which sold at five cents.

The establishment of the Tribune was placed on the shoulders of Fred C. Veon, who at the time was a member of the executive staff of Mr. Earl's Evening Express. He was a practical newspaper manager with experience on big dailies of several Eastern and coast cities. The successful result of his work is now known the country over. Since the Los Angeles Tribune appeared on the fourth of last July its growth in business and prestige has proven one of the wonders of newspaper publishing of the last decade.

One of the methods Mr. Veon used was large advertising space in THE FOURTH ESTATE, on which he commented as above. "Twas a fierce fight, but we won hands down," he says.

With the Tribune an established success Mr. Veon felt the call of the East and a short time ago decided to answer it. Mr. Veon before going to the Pacific Coast was connected with St. Louis and other Eastern newspapers. He resigned the position of advertising manager of the St. Louis Republic in 1908 to take up work with the Hearst organization in Los Angeles, and has since been very prominent in the newspaper activities of that city.

### OMAHA'S GERMAN DAILY.

The Omaha Daily Tribune, the first German daily paper for Omaha, has appeared. Its publisher is Val J. Peter, who three years ago started the weekly paper of the same name. The new publication is a combination of the Weekly Tribune, the Westliche Press, the Omaha Post, Nebraska Tribune and Nebraska Staats-Zeitung, all of which have been acquired at different times by Mr. Peter.

The new daily takes the service of the United Press. Mr. Peter before going to Omaha was connected with newspapers at Rock Island, Ill.

### ANOTHER FOR MARYSVILLE.

Plans are on foot to start a new daily paper at Marysville (Cal.) next month. A syndicate called the Spokesman Publishing Company, has already been organized and has the matter in hand. There is already a morning and an evening paper in the Marysville field, which has a population of about 6,000.

### RANDOLPH IN MONTREAL.

Lewis C. Randolph, advertising manager of the Corrugated Bar Company of Buffalo, is now advertising manager of the Canadian Fairbanks-Morse Company in Montreal.

### AN INDIANA MERGER.

The publishers of the Marion (Ind.) Leader have taken over the News-Tribune and the combination takes the name of the Leader-Tribune. The merger leaves Marion with one morning and one afternoon newspaper. E. H. Johnson, who heretofore has been the head of the Leader Company, also becomes president and general manager of the new paper.

### TEXAS DAILY SOLD.

J. P. Yantis and M. P. Daniel have purchased the Johnson and Childs interests in the Teague (Tex.) Daily and Weekly Herald. Mr. Yantis will continue as editor of the Herald. Mr. Daniel is also part owner of the Dayton (Tex.) Daytonite.

## KROCK AND CUNNINGHAM, OF WASHINGTON.

There is an interesting story in connection with the association of Arthur B. Krock, chief of the Washington bureau of the Louisville Courier-Journal and Louisville Times, and Austin Cunningham, who is on Mr. Krock's staff as well as the Washington representative of the San Antonio Express.

Cunningham, who had been city editor of the Express and on the staff of that paper for several years, burned his bridges behind him in Texas in the fall of 1910, and went to Washington. He had less than nothing at the time and knew no one in Washington. The young Texan, in the presence of several veteran correspondents, was accosted by Krock, who introduced himself and said a few words of encouragement to the new-comer.

Some months later Cunningham had acquired a string of Southwestern newspapers for correspondence.

About a year ago Krock succeeded Colonel O. O. Stealey as chief of the Courier-Journal and Times bureau. When Thomas J. Pence, a widely known Southern correspondent, gave up his place on the Krock staff the first of this year to take charge of the Woodrow Wilson publicity bureau here, he recommended Cunningham for his position and Krock gave it to him. Cunningham says he will always remember Krock's welcome to him when he first "went up against" the Washington "game" and is highly delighted over the turn of events that now associates him with the Kentuckian.

Both of these young men are from country towns, Krock being a native of Glasgow, Ky., and Cunningham of San Angelo, Tex.

## MUNSEY AS A WITNESS.

Frank A. Munsey has been summoned to appear before the Stanley seed investigating committee in Washington today. He will be asked about an article in his magazine relating to the value of the property of the Tennessee Coal and Iron Company. Chairman Stanley will inquire if he did not submit the figures to E. H. Gary and others interested in the Steel Corporation before the article was published.

## CHANGE IN DENVER MANAGERS.

William Stapleton, general manager of the Denver Republican, has been compelled by poor health to retire from active work. His successor is Frank I. Carruthers, who moves up from the management of the advertising department. Mr. Stapleton's physician has ordered him to a different climate, but he plans to return to the Republican in an editorial capacity when his health warrants it.

## DAMAGED BY FIRE.

The Park City (Ky.) Daily News of which Colonel John B. Gaines is editor was partially destroyed by fire. The damage is between \$5,000 and \$6,000.

## COPYRIGHT CASES COME BEFORE THE U. S. COURT.

Hearings of the New York Times' suits for infringement on its copyright of the Amundsen story of the South Pole discovery against the New York American, World, Sun and Press began in the United States Circuit Court in New York yesterday before Judge Holt.

In addition to the papers presented on March 8th, the Times has filed with the court certain exhibits and an affidavit made by Carr V. Van Anda, its managing editor, stating that the book of "Captain Amundsen's Own Narrative of His Attainment of the South Pole, December 14-17, 1911," with notice of copyright in each copy thereof, was first sold by the complainant company on March 8, 1912, prior to 10 p. m. of that day; and that on March 10th, he received a cable message from London to the effect that the Daily Chronicle's first publication of the Amundsen South Pole story was on March 9th, at 4 a. m.

The cablegram given in full in the affidavit also stated that no American correspondent in London, and no member of the general public could have obtained a copy of the Amundsen narrative before that time except by bribing one of the Daily Chronicle's distributing agents or by theft.

## MAYOR BEATS EDITOR AND CITY RIOTS.

The action of Mayor Schriver of Rock Island, Ill., in beating John Looney, editor of the News, last Saturday because of an article in the latter's paper is the direct cause of the riots in the city that during the past week have resulted in several people being killed and many others wounded in conflict between the city authorities and the mobs. It is probable that the national guard may have to be called out to make peace.

Mayor Schriver claims that the whole trouble is because of his activity against the liquor and dance hall people. Looney in his News attacked the mayor and the latter met him in the city hall and attempted to force an apology. Rock Island has been the scene of much strife for a number of years past between newspapers and the city government. Looney has gotten into trouble several times before.

## CLUB BUYS JERSEY PAPER.

The Plainfield (N. J.) Democratic Club, of which John O. Stevens is president, has purchased the Constitutionist, a weekly newspaper of that city, published by the Press Publishing Company. The Constitutionist was founded forty-six years ago by Albert L. Force, who on January 1st retired.

## THE HINMAN LIBEL SUIT.

The libel suit against the Binghamton (N. Y.) Press brought by Senator Harvey D. Hinman will be given a hearing in the Supreme Court during the week of April 1. The action is to recover \$50,000 damages. There are eighteen different charges in the complaint.

## NEW AD MANAGER OF THE PHILADELPHIA TELEGRAPH.

James M. Brooks has been appointed advertising manager of the Philadelphia Evening Telegraph, succeeding Joseph F. Kelly, who has recently become advertising manager of the Chicago American.

## CONNERS WAS MAD.

Because of an editorial attack upon William J. Conners, publisher of the Buffalo Courier, in the Palm Beach (Fla.) News, Mr. Conners threatened to thrash the editor, R. O. Davies, when the two met in the lobby of the Hotel Royal Poinciana.

The editorial censured Mr. Conners for giving to news correspondents a story of a fight with a sea turtle, certain details of which, it was declared, were founded in Mr. Conners' imagination.

## POSSE AFTER WRITER.

Residents of the village of Walden, N. Y., have organized a posse and are searching for a newspaper correspondent who is charged with having written articles about them.

Hearing that a warrant had been sworn out for his arrest the correspondent left before the police could serve it.

The citizens have threatened to tar and feather the writer.

## FOR GOTHAM VILLAGES.

New York has a new publication published on the country newspaper plan. It is called the Local Unit, and aims to cover happenings in the Riverside, Morningside Heights and Washington Heights and other sections of the city. It has classified these localities into village units and will chronicle their gossip and "rural" news which the big dailies deem too unimportant to print. Associated with Mr. Underhill is Miss C. V. Lack.

## LONDON EDITORS JAILED.

Benjamin Buck and Charles Buck, publishers of the London magazine Syndicalist, were sentenced to six months' imprisonment each for printing an appeal to the soldiers to refuse to shoot strikers. The appeal was widely circulated at the various troop depots. The writer of the article was sentenced to nine months.

The West Baltimore (Md.) Sentinel, published by W. H. Richards, has suspended.

The Carlin (Nev.) Commonwealth has moved to the town of Deeth.

The office of the Hustler at Capa, S. D., was badly damaged by fire a few days ago.

The Citizen Publishing Company has been incorporated at Holdrege, Neb., with a capital stock of \$10,000.

The Grand Island (Neb.) Publishing Company is a new organization with capital stock of \$25,000.

The Ogden (Utah) Advance, a weekly, is about to appear with F. V. Fisher as publisher.

Fire destroyed the brick building occupied by the Richland Democrat at Richland Center, Wis.

The Federation of Civic Organizations, in Detroit, has decided to establish the Monthly Journal.

## HEARST TO ERECT AUTO TRADES BUILDING.

William R. Hearst on the block bounded by the Grand Circle, Central Park West, Broadway and 61st street, New York, which he purchased last year from the McCullough estate, will erect a marble front structure, four stories in height, to be devoted chiefly to the automobile trade.

When Mr. Hearst originally purchased the property, it was understood that he would erect a skyscraper on the site to house his various publications, but this plan was abandoned.

The new improvement will be carried on by the recently formed New York American Building Company, a corporation capitalized at \$100,000. It is planned to have the building ready for occupancy by October 1.

## NOW A R.R. MAGNATE.

Leland S. Conness, an American newspaper man now located at Hilo, Hawaii, is at the head of a syndicate organized to build an electric railway system in South Hilo. The company is seeking a franchise from the United States Government and has Senator Warren looking after its interests in Washington.

## PUBLISHER DINED STAFF.

Wallace M. Scudder, publisher of the Newark (N. J.) Evening News, recently entertained the members of his staff at dinner. John P. Logan was toastmaster, and among the speakers were John W. Maynard, news editor, Eugene Farrell, assistant general manager, and other representatives from the various departments.

## BROOKS AGAIN IN NEW YORK.

Frank H. Brooks, for several years with the Associated Press, has been appointed manager of the Eastern press bureau of the National Taft committee. He was also at one time with the New York Sun and later with the Chicago Tribune.

## FARM PAPER MERGER.

The Texas Farm Journal, at Houston, has absorbed the Texas Poultry Journal, now in its second year. The combination takes the name of the Farm Journal, of which Clyde C. Buckingham is the publisher, with offices in the Scanlan Building.

## Further Progress

The Pittsburgh Post gained a total of 1668 inches in paid advertising during the month of February, 1912, as compared with the same month last year.

January gain, . . . 1149 inches  
February gain, . . . 1688 inches  
Two months' gain, . . . 2817 inches

If your advertising is in a rapidly growing newspaper you are in right!

THE

## PITTSBURGH POST

JOHN BUDD COMPANY, Special Reps.  
NEW YORK. CHICAGO. ST. LOUIS.



## PULITZER SCHOOL PLANS.

LIBERAL ENTRANCE REQUIREMENTS—DEGREES—QUESTION OF WOMEN.

The administrative board of the Pulitzer School of Journalism at Columbia University has agreed on some of the plans for the conduct of the new department. It has been decided to make the entrance requirements as liberal as possible; the course is to consume four years; the degree of Bachelor of Literature will be conferred upon the successful completion of the course.

The plans provide that students from the secondary schools will be admitted upon entrance examinations very similar to those now given by the college entrance examination board. But applicants for admission to the School of Journalism who are prepared to offer satisfactory evidence of their fitness to pursue the work may be admitted at the discretion of the faculty, even though they might not have completed a full secondary school course.

College graduates will be admitted without examination. It would be possible, Professor Cunliffe, the associate director, declared, for men holding the baccalaureate degree to complete the course within a year or two.

The subjects to be taught in the school will be divided into two classes, technical and academic. The academic branches will be given so far as possible in the first two years. Members of the present university faculty will give nearly all of the academic courses, but practical newspaper men will be appointed to teach the so-called technical subjects. In this connection it is believed the school will take over the publication of the Columbia Spectator, the daily newspaper now issued by Columbia undergraduates, but this has not been definitely settled.

Professor Cunliffe said that the administrative board would follow Mr. Pulitzer's suggestions for the school as closely as possible. Definite lines of instruction were adopted, but Professor Cunliffe said that the extent of each would not be announced until the preliminary pamphlet of the school was printed and ready for distribution. Dr. Williams is to have charge personally of one or more of the practical courses which will be included in the curriculum.

Woman's right to admission to the school has become the subject of so much dispute that it is to be passed upon by the trustees at their meeting on April 2. The question has settled down to one of policy, and it is to be carried to the court of last resort before the terms of admission to the new school are fixed.

In theory Columbia is not co-educational. Because of this the faculty committee on admissions, and which has jurisdiction over such matters, has already gone on record as holding that the School of Journalism should be for men alone. Graduates



C. W. BOGGS,

NOW BUSINESS MANAGER OF THE DAVENPORT DEMOCRAT AND LEADER.

of Barnard, however, receive their degrees from the university, under a stipulation of the contract between the two institutions.

Women, furthermore, may and do qualify for degrees in the graduate schools of the university. The present issue, however, is based on the fact that the School of Journalism is not a graduate school, but will draw its students direct from high and preparatory schools.

The advisory board, it is understood, made no definite recommendation regarding the admission of women. The administrative board took essentially the same attitude, although it is known that certain of its members believe that the school ought to be open to women. In view of the opinion of the committee on admission and in recognition of that committee's authority the problem was left to the trustees. It is probable that the trustees will restrict the course in journalism to men for the first year or until the school has been got smoothly under way.

At Barnard there have been many

appeals to Dean Gildersleeve to use her influence to have women as well as men admitted. The executive officials of the university will not discuss the matter.

### ENGLISH AGENCY OPENS NEW YORK OFFICE.

W. L. Erwood, Ltd., London advertising agents, have established an American office in New York at 30 Church street, in charge of W. J. Lane. It is stated that the steady growth of English newspaper advertising by American houses has necessitated the new branch in order to handle American accounts with better advantage to publishers and advertisers.

### ANOTHER DAYTON AGENCY.

C. J. and B. B. Geyer have established an advertising agency in Dayton, O., with offices in the Callahan Bank Building. C. J. Geyer was formerly business manager of the Dayton Herald and B. B. is his son.

### PROGRESS IN DAVENPORT.

C. W. Boggs, recently appointed business manager of the Davenport (Ia.) Democrat and Leader, has been connected with that newspaper for the last five years. Previously he was in charge of the financial advertising and for the past three years had been advertising manager. He began his newspaper work with the Pittsburgh Post in 1905.

The Democrat and Leader has recently added a thirty-two page Hoe press and other modern machinery



GEORGE E. LISCOMB

and now has one of the best equipped plants in the state.

Mr. Boggs has paid particular attention to the development of foreign advertising for the Democrat and Leader, and with C. I. Putnam and A. W. Allen, the paper's foreign representatives in the East and West, respectively, especially developed that department of his paper.

George E. Liscomb has resigned as advertising manager of C. W. Post's Battle Creek (Mich.) Enquirer and News, and is now associated with the Democrat and Leader as assistant to Mr. Boggs.

Mr. Liscomb was formerly with the Chicago Tribune and the Lord & Thomas Advertising Company. During his tenure with the Post publications Mr. Liscomb assisted to a marked extent in raising their standard of advertising in character and volume.

### POLICE WANT A PAPER.

The St. Louis Board of Police Commissioners are considering a request from the members of the police to publish a weekly newspaper devoted to news of the department. The publication would have a circulation to begin with of about 1,650 copies, as there are about that many names on the police pay-roll. The three reporters at police headquarters for the afternoon newspapers would be the editors of the journal.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2; to all other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of *The Fourth Estate* addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIL OFFICES:  
105 West 40th Street  
(Tilden Building.) NEAR BROADWAY.  
NEW YORK.  
PHONE 5200 BRYANT,  
Long Distance 5 Trunk Lines.

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 966 Main.

No. 944 FOR THE WEEK ENDING SATURDAY, MARCH 30, 1912

## GERMAN ADVERTISING LAWS APPLICABLE HERE.

Under the German law false representation of the quality or value of wares in advertising is a penal offense.

The United States Consul General at Berlin notes in the Daily Consular Reports that the dishonest advertiser is not only liable to a year's imprisonment and a fine of 5,000 marks, but he is obliged to acquaint the public with the fact of his delinquency through the daily press.

The trial judge dictates the text of an advertisement setting forth the conviction of the defendant, and the latter is compelled to insert the announcement in from twenty-five to one hundred newspapers.

It is obvious that dishonest advertising does not pay in Germany, says the Philadelphia Record, and it ought to be equally obvious to any reflecting person that in the long run it does not pay here.

The advertiser who makes false statements discredits himself, and is bound to be found out. His advertising is worthless to him and injurious to the newspaper that prints it.

The Record, like other publications who are earnest in fighting fraudulent advertising, has won and maintains the confidence of its readers by its constant effort to make its advertising columns as reliable as its news columns.

## THE PRESS AIMS TO HELP RELIGION.

In order to ascertain the attitude of the daily press of New York a series of "Questionnaires" have been compiled and sent to all the newspaper editors by the Christian Conservation Congress of the Men and Religion Forward Movement.

The relation of the newspaper to a religious movement like that now called Men and Religion should be plain, says the New York Evening Mail answering the questions. The cardinal "sin," in a newspaper of-

The advertising forms close on Thursday. Advertisements should be received early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 360 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

face, is to let a real news matter of moment slip by uncaught. That of itself tells the story.

But when a very large number of our first citizens, irrespective of denominational names and uniting even Christians of all churches and Jews, organize a campaign to increase religious activity, why even question for a moment where the daily newspaper will stand?

Probably no doubt was meant to be expressed by the committee who addressed the press. And yet a series of questions was sent us which affords an apt opportunity for a statement. Plainly all the interests of man that go under the general name of religions are precisely those that every decent newspaper seeks to defend and promote in human society.

Under other names than the church phraseology, yet in substance the moral and spiritual welfare of society are as precious belongings of mankind in our eyes as they are in the view of the church.

We seek the promotion of manly integrity and rebuke the "sins" of men. We work to inspire men with the high ideals that the church calls "spiritual," in that all low animalism is always rebuked and all the superb forces of man's immortal part are fully recognized and addressed. There is not a single basic moral law, one in the church and another and a different one in the newspaper office.

It should be always remembered, too, that in such a general "movement" every newspaper office is personally and actually represented by its editors, reporters, compositors, pressmen and other employees. A very large per cent. of these people are themselves connected with some religious body. They are actuated by the precepts and observance of the commands of their various churches or synagogues.

They are, elsewhere than here, furthering the ends of these bodies with their contributions of money and labor. Therefore it should never be supposed that, while working in the newspaper building, they

would knowingly tear down what they are purposely trying elsewhere to build up.

Let the churches do the deeds and make the good news. The press will spread the story. The day is far off when any genuine work to make this world better will lack the support of the American press.

If there is a keener judgment of what is genuine than the press, who is he? And who will dare more to defend it?

### NOTE AND COMMENT.

It would be difficult to sum up the benefits that accrue to the merchant from newspaper advertising more fully in a concise form than was done by President E. J. Berlet, of the Walnut Street Business Men's Association, Philadelphia. Speaking as a successful advertiser he said:

"I know that some business men think that newspaper advertising is a great and useless expense. My firm had the same idea up to about eighteen months ago, when we were induced to place an advertisement in the papers.

"We yielded because we decided that it was worth trying, anyway, and it would satisfy us as to whether or not our idea was correct. The result of the experiment amazed us.

"We continued to advertise, and the business that it has brought us has been so satisfactory that we have continued it right through Lent, and are more than pleased with the results.

"We are convinced by actual experience that advertising in the daily newspapers will pay, and I advise all other business men, whether on Fifth street or elsewhere, to advertise—the way to do it is to advertise in the newspapers."

Mr. Berlet's experience in this matter is that of thousands of other business men. When newspaper advertising is tried judiciously it gives such results that the experiment becomes a settled policy.

Decency! A newspaper has a right to join in a moral crusade without the risk of a libel suit. The Newcastle (Ind.) Courier published an article denouncing Saturday night five-cent dance halls as immoral. A dance-hall owner brought an action for libel. Judge Jackson, of Newcastle, decided that a newspaper cannot be convicted of libel when it is engaged in a crusade for the betterment of the morals of a community. Sound sense and good law! says Leslie's Weekly.

The Pacific Coast owes much of its progress to the co-operative spirit of the newspapers of its various cities. Twenty cities have been invited to join in the Pacific Coast get-together movement that will be formally launched at a convention to be held in San Francisco, April 2. The newspapers again have taken up the matter and are boosting it energetically.

There are now 906 members on the pension roll of the International Typographical Union. Nearly seventy applications are on file and pending. At this rate by this time next month there will be at least 1,000 pensioners, who will draw \$5,000 per week, or \$20,000 each month.

How different from a few years ago, when the "comp" was turned out to graze for his insufficient sustenance.

"There is interest, information, stimulation in the advertisements. The brightest minds of the age in

which we live can be found in the advertising profession," says Jerome P. Fleishman in the Baltimore Sun. "To the man or woman who is the purchaser of necessities or luxuries the advertising columns are at once a friend, a guide and counsellor."

One of the most remarkable examples of spontaneous growth is furnished by Leslie's Weekly, which seems to be climbing with visible steps every week, both in circulation and advertising patronage.

Allan C. Hoffman, the advertising manager, says that the American News Company increased its order by eleven thousand copies, beginning next week, and that he believes it now has a larger news stand sale than any other publication of its kind in the United States.

The growth in advertising patronage has made necessary constant increase in the size of the paper and includes the leading general advertisers in every line. A distinct improvement is apparent in pictorial features—the illustrations which furnish a comprehensive editorial history of the world news from week to week.

The city of Houston, Tex., has begun a publicity campaign to let it be known that its "hat is in the ring" for any convention on the globe. No convention is too large to forbid an invitation from Houston and no convention of any consequence in the future should select its next meeting place without first having the claims of Houston presented before it, says its chamber of commerce.

That enough money has been wasted in injudicious advertising during the past decade to wipe out the national debt was the asseveration of Walter S. Moler to the Newark Credit Men's Association.

The New York Times' Easter number last Sunday took the city by storm. An edition of 200,000 was issued, but it proved entirely inadequate for the occasion. Circulation Manager Flanagan stated that at least 50,000 more copies could have been disposed of.

The big attraction in the edition was the reproduction of Edwin A. Abbey's fifteen famous pictures of "The Quest of the Holy Grail," now in the Boston Public Library, in the actual colors used by the great Royal Academician. The Easter book review and other regular features that were especially enlarged for the occasion made the edition undoubtedly one of the finest ever issued by a daily newspaper. Advertisers, too, helped loyally toward its success.

In the interest of honest advertising the Pilgrim Publicity Association has compiled a series of ten advertisements that are being offered to New England newspapers for publication once a week in rotation. The movement serves to demonstrate the activity of the Pilgrims in disseminating the doctrines of honest advertising and believable advertising.



## PURELY PERSONAL.

Charles H. Grasty, publisher of the Baltimore Sun, was the speaker at the March dinner of the Knife and Fork Club in Kansas City. Mr. Grasty was once managing editor of the Kansas City Times.

Milton A. McRae, formerly head of the Scripps-McRae newspapers, is back at his home in Detroit after a winter vacation on the Pacific Coast.

Rowland Rathbone, publisher of the Sheboygan (Mich.) Press, lectured last week before the Juneau Lodge, Knights of Pythias, on "Two Hours with the Masters of Melody."

Major W. W. Screws, editor of the Montgomery (Ala.) Advertiser, with Mrs. Screws, has just returned from a Florida trip.

John D. Simmons, circulation manager of the Atlanta Journal, is now exalted ruler of the Atlanta Lodge of Elks.

James H. Farley and Edward H. Wiggins, circulation managers of the Philadelphia North American and Press, respectively, were recently tendered a complimentary dinner by the Newspaper Carriers' Association of the city.

John McCutcheon, the Chicago Tribune cartoonist, is back on duty again after a vacation.

Rev. Dr. Bisbee, editor of the Boston Leader, has returned to his desk after an extended vacation.

W. W. Bond, for many years a Columbus newspaper man, is ill in the Grant Hospital, but is reported to be recovering.

C. C. Fundering of the New York Trade Journal spent some time in Hutchinson, Kan., recently in connection with the plumbers' convention.

Paul Block, the New York special representative, is making an extensive tour of the West on business.

C. F. Kelly, of C. F. Kelly & Company, New York, has returned from a business trip through the West.

J. W. Allan, of the Washington Herald staff, is working through the South on business for a special edition to be issued by his paper.

Foster Ware, of the New York Evening Post staff, addressed the members of the Pulitzer Press Club, of Columbia University, at their last meeting.

Will L. Wist, for six years proprietor of the Polk County (Tex.) Enterprise, has given up newspaper work and gone to Houston to become identified with the Urban Press, a printing firm.

Miss Aurelia Malloch, who has been assistant to the president of the Chicago Press Club, has gone to Grand Rapids, Mich., as general manager of the Malloch Knitting

Company, of which she is also secretary-treasurer.

Horace H. Delano, recently a Muskogee (Okla.) newspaper man, has located in Chicago.

Emmett Phillips, editor of the Sacramento (Cal.) Sunday News, is receiving the sympathy of many friends on the death of his father last week.

John A. Macdonald, managing editor of the Toronto Globe, was the speaker before the Sunday Evening Club, of Chicago, this week.

Ralph M. Lowry of the Hartford (Conn.) Times staff has returned to his newspaper duties again after spending some time in a Cleveland hospital where a serious operation was performed on him.

Charles P. Young, publisher of the York (Pa.) Dispatch, is at Southern Pines, N. C.

Walter I. Bates, editor of the Meadville (Pa.) Tribune-Republican, has undergone an operation for appendicitis.

Mark G. DuBois, editor of the Poughkeepsie (N. Y.) Courier, is celebrating his twenty-fifth year as an active newspaper man.

George L. Wade, editor of the Cambridge Springs (Pa.) Enterprise, is in the hospital at Meadville, Pa., after undergoing a surgical operation.

Harry S. Quine, an Akron (O.) newspaper man, has become private secretary to President F. A. Sieberling of the Goodyear Tire and Rubber Company, that city.

I. J. Long, editor of the Bay Shore (N. Y.) Journal, and Mrs. Long are celebrating their twentieth wedding anniversary.

Miss Henrietta D. Grauel of the Cleveland (O.) Leader staff is delivering a series of lectures on domestic science in Baltimore.

Frederick W. Kaye, advertising manager of the New Haven (Conn.) Times-Leader, was in New York this week on a business trip.

## AFTER PUBLIC OFFICES.

John J. Ryder has resigned as Sunday editor of the Omaha Bee to enter the race for city commissioner at the spring election. Mr. Ryder has already served one term as state labor commissioner, and for a time was clerk of the county board.

Before going to Nebraska Mr. Ryder was connected with newspapers in St. Paul, and was a member of the Minnesota Senate in 1901. He has made a close study of municipal and state government, and specializes in child and labor laws.

J. D. Weaver, of the advertising staff of the Omaha Bee, has also, given up newspaper work for the present and will also enter the campaign for city commissioner.

## DIRECTOR OF PITTSBURGH POST AND SUN ADVERTISING.

J. E. Trower, the new advertising manager of the Pittsburgh Post and Sun, is well known in the newspaper advertising field and has been successively connected during his career with the St. Louis Chronicle, Baltimore News, Cincinnati Enquirer, Louisville Herald, Philadelphia Press and Washington Herald besides the Buffalo Times. No successor has yet been appointed.



J. E. TROWER.

ed to his place in Buffalo, and it is said to be probable that there will be none until the fall.

The appointment of Mr. Trower emphasizes the vigorous policy being carried out by the management of the Pittsburgh Post and Sun to place these papers in the foreground in the Pittsburgh field. Within three months Emil M. Scholz, the general manager of the Post and Sun, has laid a solid foundation for future business progress. Very few newspapers in any field have shown a more marked change for the better in a news and business way than these two Pittsburgh papers.

## WEDDING BELLS.

Merritt C. Speidel, publisher of the Piqua (O.) Call, will be married on April 24 to Miss Edna Meredith.

J. Lester Cargill, a member of the staff of the Bridgeport (Conn.) Post, was married last week to Miss Edgarda C. Stedman. Mr. Cargill was at one time with the Norwalk Hour.

C. de Vidal Hundt, a Los Angeles newspaper writer, was married last week to Miss Charlotte Buiset. After a trip to Coronado Mr. and Mrs. Hundt will make their home in Los Angeles.

## TRUTHFUL PRESS CONFERENCE IN MADISON.

The project of holding a national newspaper conference in Madison July 29 to August 1, under the auspices of the extension division of the University of Wisconsin, took definite form at a luncheon of the general committee.

William T. Stead, editor of the London Review of Reviews; Melville E. Stone, general manager of the Associated Press; William Jennings Bryan, editor of the Commonwealth; William Allen White, editor of the Emporia Gazette; Fremont Older, editor of the San Francisco Bulletin, and Norman Hapgood, editor of Collier's Weekly, have promised to attend and to participate in discussions of journalism.

The purpose of the conference is to thresh out the question, "Are newspaper and magazine writers free to tell the truth; if not, why not, and what is to be done about it?"

## IN THE PUBLIC EYE.

James A. Metcalf, editor of the Glendive (Mont.) Review, is being urged by his friends to become a candidate for Congress from the Second District.

Warren W. Bailey, publisher of the Johnstown (Pa.) Democrat, is a candidate for the Congressional nomination on the Democratic ticket.

William B. Hatch, editor of the Ypsilanti (Mich.) Press, will be a delegate from Michigan to the National Waterways Conference by appointment of Governor Osborn.

W. H. Adkins, publisher of the Brady (Tex.) Sentinel, has begun a campaign for the nomination of state senator.

Thomas Murphy, Jr., city editor of the Scranton (Pa.) Times, is a candidate in the First District for Democratic member of the legislature.

O. Jay Taylor, publisher of the Joppa (Ill.) Enterprise, is a candidate for circuit clerk of Massac County on the Republican ticket.

William E. Maguire, city editor of the Wilkes-Barre (Pa.) Times-Leader, has been appointed clerk to the commissioner of Plans township.

## HUTCHINSON'S NEW JOB.

Frank B. Hutchinson, Jr., has resigned as advertising manager of the Toledo Computing Scale Company, Toledo, O., and has joined the staff of the Horseless Age. He will represent that publication in Ohio, western New York and western Pennsylvania, with headquarters at Cleveland. Mr. Hutchinson was formerly New York State manager for Motor.

## THOMPSON IN CHARGE.

Charles Willis Thompson, of the home office of the New York Times, has been appointed Washington correspondent of that paper, succeeding Oscar King Davis, who was recently made chief of publicity of the Roosevelt National Committee.

## BUSINESS OPPORTUNITIES.

**\$50,000 CASH**

available for first payment on purchase of a daily newspaper property. New England and New York State locations preferred. Proposition C. Y.

**C. M. PALMER.**  
NEWSPAPER BROKER,  
277 Broadway, New York

**Do You WANT  
TO SELL OR BUY**

**A NEWSPAPER PROPERTY?**

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

**Hollis Corbin,** Metropolitan Bldg.  
New York City

**WANTED TO PURCHASE.**

**Linotype Machines  
WANTED.**

Must be in good condition. Send description and full particulars to Ralos, care The Fourth Estate.

**FOR SALE.**

**FOR SALE.**—New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

**FOR SALE.**—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

**LINOTYPES FOR SALE.** Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

**LINOTYPES FOR SALE:** One Model No. 3, No. 7442, and one Model No. 5, No. 10997, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

**CHANGES IN INTEREST.**

**GAYVILLE, S. D.**—T. B. Stewart has purchased the Observer from T. B. Guthrie, who has moved to Texas.

**BELVIDERE, S. D.**—E. L. Senn of Deadwood has sold the Times to Lester Haynes.

**LEBANON, S. D.**—L. O. Larson is now publishing the Tri-County Morden, CAN. The Times has been acquired by W. H. Glendenning, late publisher of the Swan River Star.

**ROCKY FORD, COLO.**—William Hoyle of Salida, has become half owner of the Tribune.

**LANCASTER, PA.**—Harry Winnerling has purchased the Labor Advocate from Percy Carpenter.

**BELVIDERE, S. D.**—Lester Haynes purchased the Times from E. L. Senn.

**WENTWORTH, S. D.**—F. W. Maple has succeeded J. F. Cooley as pub-

## SITUATIONS WANTED.

**I Want To Go South**

as circulation or advertising manager of a Southern daily. Over 20 years of experience (5 years in the South) past two years (and now) in the publishing business of my birth. Want to get back into the daily field again. Forty-one years old, married, best of references.

**I KNOW THE GAME**

Address "South," Care The Fourth Estate.

**BUSINESS OR EDITORIAL POSITION  
WANTED.**

A practical, all around newspaper man, with experience in business and editorial management, and thorough knowledge of printing, is open for engagement. Reliable in work and habits. Address, giving particulars, "B," care The Fourth Estate.

**CIRCULATION  
MANAGER**

wants to connect with live daily. Capable and a worker. Can always show increase, also hold down department expense. Employed but desire a change. References furnished. Address Philadelphia, 2357 North Franklin St., Philadelphia, Pa.

**MAILER WANTS  
POSITION.**

Wanted, by young man, age 20, position as mailer on newspaper (daily preferred). Six years experience. Accurate, thoroughly reliable. Best of references. Now employed. Good reason for change. Write "Mailer," Box 52, Columbia, S. C.

**HELP WANTED.**

**WANTED.**

A salesman by New York advertising firm to obtain contracts from advertisers for Bulletin Board and Electric Signs. Drawing account of \$50 weekly advance against commissions. Address Bulletin Board, care The Fourth Estate.

**PRESSMAN WANTED**

Daily newspaper wants an assistant pressman who thoroughly understands presses up to Hoe and Goss Sextuples. Send full particulars in first letter to Sextuple, care The Fourth Estate.

lisher of the Enterprise. The new owner has recently been engaged in business in Montana.

**WHITE LAKE, S. D.**—Rev. Edward Van Ruchen has taken over the Standard from W. H. Hitchcock, who has moved to Mitchell.

**LION'S HEAD, CAN.**—R. H. Moore has purchased the plant of the late Holstein Leader and will start a paper here.

**SALISBURY, MD.**—Raymond Allen, formerly of the Salisbury Organ, has purchased the Courier.

**COLVILLE, WASH.**—The Advertiser is now being published by L. O. Ives, who will continue it as a semi-weekly.

**NAMPA, IDA.**—The Inter-Mountain Publishing Company, capitalized at \$15,000, has taken over the Record. A. D. Clark is the head of the new enterprise.

**PANORA, IA.**—A. C. Rowan & Son of Grundy Center have purchased the Vedette from C. C. Vail.

**FORT BIDWELL, CAL.**—E. O. and G. A. Franklin have sold the Gold Nugget to George Ayres and Leon Hickerson. Its name is to be changed to the News.

**LYONS, IND.**—J. W. Sappenfield has purchased the interest in the Herald of R. A. Lee, who has been

## SITUATIONS WANTED.

*Publishers Attention!*

For a number of years I have been looking after my own business (publishing.) I want to get back to the editorial end of a good newspaper in New York City or vicinity. Salary not the principal consideration.

Address Savey, care The Fourth Estate.

**CIRCULATION MANAGER** of Chicago Daily seeks location elsewhere. Would consider general management of smaller city daily or circulation direction of large daily or magazine. Successful newspaper man of 18 years valuable experience; 8 editorial. Expert on circulation methods. Age 37, married, clean habits. Address "Energetic," care The Fourth Estate.

**Newspaper Auditor.**

Auditor and assistant, with a thorough knowledge of the newspaper business are open for engagement with a metropolitan paper. Capable of working out all details of the business, giving special attention to the manufacturing costs, an systematic entire office and plant. Have saved nearly \$50,000.00 in one year for one publication. "Newspaper Auditor," care The Fourth Estate.

**CIRCULATION  
MANAGER.**

A wide awake circulation manager who is not afraid of a word can get and hold circulation as well as get the money, desires change. Will not consider town under 30,000 population. Address Worker, care The Fourth Estate.

**CIRCULATOR.**

A live circulator who started at the bottom and worked his way to the top would like change by April 15. Can produce results and get the money for your circulation.

Managers who are not willing to let their circulation manager run the circulation department please don't answer. Address N. R., care The Fourth Estate.

its publisher and editor for eight years.

**MINTO, N. D.**—The Journal is now being issued with W. G. Mitchell as the sole owner.

**DUNSMUIR, CAL.**—Charles R. Hodgkin, formerly of the Dorris Advocate, has purchased the Dispatch of this place. He recently sold his Dorris property to Mark L. Burns.

**GUCAMONGA, CAL.**—Mrs. J. W. Griffiths has disposed of the Times to H. S. Bowers of Berkeley.

**BRENNHAM, TEX.**—John G. Rankin, who established the Banner in 1853, has sold out to the firm of Neu & Cathrina.

**SOUTH RICHMOND, VA.**—Earle Lutz has purchased the Weekly Bee.

**DES MOINES, IA.**—M. H. Cohen, C. H. Rosenbaum and E. D. Bunnell have purchased the Register and Farmer.

**HELENA, OKLA.**—Vernon Medaris and Harold Magee have acquired the Star from E. B. Coppage.

**MILAN, MICH.**—Frank L. Gates has sold the Leader to L. B. Johnson of Kalamazoo.

**POWELL, WYO.**—S. A. Nelson has disposed of the Tribune to J. R. Baird.

## BUSINESS OPPORTUNITIES

**PUBLISHERS.**

I am a young man full of energy and perseverance.

I want a position with some publisher whose property has run down.

I know I can build it up because if need be I can invest sufficient funds to put same on a paying basis.

I prefer Atlantic Coast cities but would go where the best opportunity is offered.

I would also consider investing a large sum if property is already on a paying basis, or would even consider purchase of a daily in city of about 50,000.

All replies will be held in strict confidence.

Address, with fullest particulars in first letter, "Legitimate," care The Fourth Estate.

**MISCELLANEOUS.**

**UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET,  
BRANCHES:  
2d STREET AND BROADWAY,  
12th STREET AND EIGHTH AVE.,  
NEW YORK.

**RECENT INCORPORATIONS.**

**WOONSOCKET, R. I.**—Syndicat de La Bonne Presse; capital, \$4,000; incorporators, Henri T. Ledoux, O. D. R. Tessier, J. Ad Caron, Antonio Gauvin and Rosario Galipeau.

**WATERTOWN, N. Y.**—The Jefferson Company, to manufacture paper-pulp, etc.; capital, \$100,000; incorporators, D. N. Anderson, G. C. Sherman, G. W. Knowlton and F. L. Carlisle.

**TERRE HAUTE, IND.**—Haro-Sib Advertising System; capital, \$10,000; incorporators, Clifford B. Harold, R. Earle Sibley, M. Ray Lawrence, Joseph A. Williams, Homer E. Williams, William T. Hearn and Louis E. Weinstein.

**PORTLAND, ME.**—Industrial Publicity Company; \$10,000; incorporators, Edward J. Conner, M. L. Boody and Elton H. Thompson.

**EVANSVILLE, IND.**—The Review Publishing Company; capital \$2,000; incorporators, William B. Carleton, Wilfrid C. Bussing, Anna May Carleton and Alice Bussing.

**NEWBURYPORT, MASS.**—The News Publishing Company; capital \$15,000; incorporators, Edward H. Higgins, Edward E. Hicken and others.



## CIRCULATION BUILDERS.

I have secured exclusive newspaper syndicate rights to the

### "LITTLE TALKS BY THE WANT AD. MAN."

These Talks, originated by Jerome P. Fleishman, one of the most successful builders of newspaper Classified business in the country, are running in the Baltimore Sun. The Talks are bright, snappy, entertaining and full of educational interest. They will BUILD CLASSIFIED business FOR YOU.

For sample Talks, terms, etc., address

ROBERT S. GRABLE, President

### WORLD COLOR PRINTING CO.

Established 1900.  
ST. LOUIS, MISSOURI.

## Get To-Day's News To-Day "By UNITED PRESS"

General offices, World Bldg., NEW YORK.

### Small Features

Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmie," Kann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

### EXTRA SERVICE.

Our clients get something besides mats and proofs of our daily illustrated service. They get the close individual attention that insures satisfaction.

### THE CENTRAL PRESS, CLEVELAND.

### FOR EDUCATIONAL CONTESTS use the

### Tell-us Tellurian SOMETHING ORIGINAL

CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

### PERKINS WITH RESINOL.

G. B. Perkins, formerly of the Potter Drug and Chemical Company, Boston, has become advertising manager of the Resinol Chemical Company, Baltimore.

## BUILDING UP THE CIRCULATION.

The New York Evening Telegram is conducting a guessing contest in which baseball passes are to be the prizes. The object of the contestant is to solve the club, player, baseball term or article used in playing the game of baseball represented in a series of puzzle cartoons.

A cook book is also being used to create interest in the Telegram among housekeepers. For thirty consecutive coupons a book of 233 pages of cooking recipes is given without extra cost.

The Cincinnati Post last week entertained the newboys of the city at the Lyceum Theater.

The Live Stock Daily World, of Chicago, is carrying on an advertising campaign throughout the state of Illinois under the direction of William G. Naylor, its circulation manager. Mr. Naylor believes that a newspaper should advertise just as its patrons do. Circulation features just closed by the paper were "Poultry Pointers in 200 Words" and "Letters from Children on Farm Life." Ten cash prizes were awarded in seven different states.

### SOUTHERN MANAGER'S PLAN FOR AD REFORM.

Brame Hood, advertising manager of the Montgomery (Ala.) Journal, has started a movement to organize the Southern League of Home Newspapers, the principal purpose of which would be to assist in the crusade for clean and honest advertising.

Mr. Hood thinks it would also tend to bring the papers in closer touch with one another, afford self-protection in business and help develop legitimate lines of advertising in sufficient quantity to offset the illegitimate advertising which has been excluded from the columns of many Southern newspapers.

### LAKE SUPERIOR MILL TO OPERATE SOON.

Work on the Lake Superior Paper Company's mill has progressed to such a state that it is announced that operation will begin by June or July. James T. Mix of New York has been engaged as sales manager and will have his headquarters at Dayton, O. Mr. Mix for several years has been connected with H. G. Craig & Co., of New York, and is well known in the paper field.

The Sinai (S. D.) Signal has suspended.

## POSSIBILITIES OF NEWS- PAPER ADVERTISING.

GREAT DEAL DEPENDS ON THE  
PREPARATION OF COPY AND  
JUDICIOUS USE.

Harry C. Milholland, general manager of the Pittsburgh Press, in an address recently before the local Y. M. C. A., discussed "Newspaper Copy for Advertising; the Use and Possibilities of the Newspaper for Local and National Advertising." He said, in part:

"There is no lost motion in daily newspaper advertising. It reaches the spot and does the work, just as the continuous drop of water makes its impression on the hardest rock.



HARRY C. MILHOLLAND.

When you want to cover any certain community, the newspaper is the best and most economical way.

"Advertisers who use the daily newspapers continually, who put thought and care into their advertisements, are sure to achieve results. It is the continued day after day announcement that irresistibly attracts the public.

"The actual writing of advertisements, or the illustrating of them, is by no means as important as the developing of ideas to be expressed in them. Or, in other words, a good reason why the people should buy the goods advertised.

"Today the most important question before any business house is: 'How can we use advertising space to advantage?' A man to make intelligent use of advertising one must be able to test its results, not only after he has purchased it, but be able to get in advance some comprehensive idea of what it should do.

"There is a fixed charge for expenses in operating every business, and the merchant who conducts his business in a modern way—which means modern merchandising, good

## CIRCULATION BUILDERS.

One of my strongest  
CIRCULATION  
PERSUADERS  
is the American Library  
Atlas of the World.

It contains the new census figures, and is endorsed by prominent educators.

My plan produces the paid-in-advance subscription plus the cost of the atlas. Let me help you.

### S. BLAKE WILLSDEN

CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

### SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports. Expert Comment—Best illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

salesmanship and judicious advertising—will reduce the cost of operation to a minimum, necessarily means an increase in his profits.

"This is the age of advertising. It is taken seriously today by merchants and manufacturers in general. They realize its effectiveness and are paying more and more attention to every detail.

"A successful merchant must necessarily have character and qualifications to secure and maintain the confidence of the public. In his advertising he endeavors to influence the mind of the public and make others think as he desires. Character creates destiny and crystallizes public opinion, and when merchants gain the confidence of the public their advertising announcements are accepted without question.

"Writers of advertisements must not get the wrong impression. The fact of displaying words and using type and illustrations in the newspapers is not advertising, and such an idea cannot but result in failure.

The thought should be given to what you are going to advertise, and a good reason given why the public should buy. They must make a positive impression on human minds. If you do, it is shown by a voluntary purchase of the goods.

"The daily newspaper is as essential to business and social life as the air we breathe or the food we eat is to our physical nature."

### WILL OWN A PAPER.

A. D. Howard, a New York newspaper man, is preparing to start a newspaper called the Star at Englewood, N. J. It will be the second paper for the town, issued weekly at first, and Democratic in politics. Mr. Howard was until recently Sunday editor of the New York Tribune, and has also worked on the Herald, the Times and the World.

Complete telegraph and telephone "pony" and special news reports for morning and afternoon dailies.

Have you seen "Flaneur"?  
It's the best feature for editorial pages in America.  
Manz's Sunday cartoons are something new.  
Best daily Washington letter.  
Samples of all of these for a postal card.  
If your paper is not represented in Washington write us.

### AMERICAN TELEGRAPH PRESS

307-12 District National Bank Bldg., Washington, D. C.

## DEVELOPING NEW BUSINESS.

Continued from Third Page.

until some such plan as we have suggested is adopted.

"In this manner, will our plan work out in any given territory? Let us take New England as an illustration. If we were to select a list of newspapers in that territory that would practically insure the success of a well-thought-out advertising campaign, we would select about thirty papers, touching every important spot in New England, in every one of which the advertiser could use 10,000 lines of space (or the equivalent of forty-eight pages of space in a standard magazine) at a cost of \$19,500. This would buy a combined net circulation of 1,400,000 for \$1.95 per line.

"Incidentally, if \$1.95 represents the lowest rate at which all of these newspapers would accept general advertising, then New England's proportion of the assessment for the maintenance of a National Advertising Bureau would be \$19,500 a year.

"Another territory could combine the states of New York, New Jersey, Pennsylvania and Delaware, any one of which could be used singly, or all could be used for the development of business in these four states.

"In New York State, including a good list of newspapers in New York City, the advertiser could buy 2,500,000 net paid circulation for \$4 per line.

"On this basis, New York State's proportion for the maintenance of the National Advertising Bureau would be \$40,000 a year.

"There is no use trying to tell the general advertiser that he can cover New England, for instance, by using only Boston newspapers, for he can cover New York State by using only the New York City newspapers—because while the newspapers published in each of the cities mentioned have a certain proportion of their circulation distributed throughout the states—the percentage is so small as to be practically negligible.

"In the state of New Jersey a list of papers could be used that would cover the state completely, at a cost of forty-six cents per line. On New Jersey's assessment on that basis, would be \$4,600 a year.

"In the state of Pennsylvania a list of papers could be selected, with a combined circulation of 1,600,000, at a cost of \$1.80 per line. On this basis the assessment for Pennsylvania would be \$18,800 a year.

"The bureau, in my judgment, to be effective, must have enough newspapers in every state and in every territory to thoroughly cover that territory.

"I have written to about 700 publishers on the plan.

"The favorable responses, therefore, from every part of the country is pretty good, but it isn't good enough. We have not heard from the publishers in the large cities, but I suppose that is natural, because I understand they have a plan of their own. I have taken up this feature with these publishers in a letter which we sent out this week.

"The big city dailies do not cover the country by any means. New York City newspapers, with other good newspapers in other cities and towns throughout the state, will make any advertising campaign a success, but to confine the advertising to New York City alone, while it will make the campaign a success in that city, will not do anything toward covering the state.

"It is possible for our plan to be successful by starting in one or two sections of the country and letting it develop gradually. For instance, if

all of the papers in the Southern territory, starting in at Baltimore, would combine, and if the papers in the Southwest would also combine, these two territories would furnish a fund, as near as I can estimate it, of about \$65,000, which would be sufficient for the maintenance of a bureau in New York and a subsidiary bureau in Chicago, with a good working force in each city.

"These two territories are developing very rapidly and advertisers are beginning to appreciate their value from a business standpoint. I hold fast to the idea that it must be a whole section, and a big section, to be efficient work can be done.

"If our plan succeeds, it is my thought to give it part of my time. I would not wish to wholly separate myself from the Evening Mail and it would not be necessary. The paper's advertising policy has fitted in so well with the kind of a policy that I have advocated all my life, that my work on the paper is a big part of my life and I do not want to sacrifice it.

"The owner of the paper is very generous in this matter. He approves absolutely of the plan to create more newspaper advertising, and if it should happen that I were wanted to direct the National Advertising Bureau, he would be willing that I should do so in connection with my work here.

"Under such conditions the National Bureau would pay me a retainer fee as counsel and I would be paid for my services to this paper.

"With a selected list of newspapers our plan would create a fund of about \$200,000. That is only about \$25,000 more than Mr. Hearst spends in his general advertising department for his six newspapers.

"There is no use talking about establishing a National Advertising Bureau for a big list of newspapers without having a sufficient fund to employ the right kind of men to promote the business."

"Mr. Freeman has discontinued his syndicated advertising talks with Number 1,000. This is done in accordance with his attitude that he has come to the conclusion that it is impossible for an advertiser to cover any particular city by the use of one paper in that city.

### SOME NON-NEWSPAPER ADVERTISERS

The Daily Newspaper Club has compiled a list of national advertisers who employ entirely other media than the general newspapers. In the compilation of the list the chief purpose has been selective—not inclusive. It covers only such advertisers as appear to be potential or logical newspaper advertisers.

The list is reprinted for the benefit of readers of THE FOURTH ESTATE, classified for convenience in canvassing work in any given community, group of communities or section of the country. Amplification or correction of its list will be made from time to time by the Daily Newspaper Club, as the occasion may require. Arranged by advertiser and commodity, it follows:

CALIFORNIA.  
San Francisco  
Conservative Rubber Prod. Co., 609  
Monadnock Bldg., Investments.  
CONNECTICUT.  
Connecticut Phone & Elec. Co., Specialties.  
Hendel Mfg. Co., Lamps.  
International Silver Co., Silverware.  
Manning & Bowman Co., Plated Ware.  
Miller Co., Edward, Lamps.  
Miller Bros. Cutlery Co., Cutlery.  
NEW BRITAIN.  
American Hardware Corp., Corbin Locks.

Landers, Frary & Clark, Utensils, Razors, WALLINGFORD.  
Wallace & Sons Mfg. Co., R., Silver-wire.  
DISTRICT OF COLUMBIA.  
WASHINGTON.  
American Apple Co., Investments.  
ILLINOIS.

AURORA.  
Fox River Butter Co., Meadow-Gold Butter.  
CHICAGO.  
Addressograph Corp., 301 Van Buren st., Addressing machine.  
Baker-Vawter Company, 7 S. Dearborn st., Filing system.  
Carter White Lead Co., 12042 Peoria st.  
Darche Mfg. Co., 15 N. Jefferson st., Home laundry machine.  
Felt & Tarrant Mfg. Co., 1717 N. Paulina st., Computing machine.  
North Tampa Land Co., Commercial Bank Bldg., Investments.  
Olson Rug Co., 32 Laflin st., Rugs.  
Price & Co., Edward V., 320 S. Franklin st., Tailors.  
Sanitary Drinking Cup Co., 339 S. Wash. ave., Sanitary drinking cups.  
Sanitary Steel Cough Co.  
Spalding & Merrick, 820 South 43d ave., "Velvet Tobacco."  
Standard Varnish Works, 2620 Armour ave.  
Stein & Co., A., 1149 W. Congress, Paris Garter.  
Thorp, S. S., Sales Manager, First National Bank Bldg., Mississippi Lands.  
Typewriter Distrib. Syndicate, 159 N. State st.  
Wroe Co., W. E., 1006 Michigan ave., Stationery.

LA SALLE.  
Laundrymen's Nat. Association.  
Western Clock Co., "Big Ben" clock.  
ROCKFORD.  
Haddorff Piano Co., Pianos.

INDIANA.  
ELKHART.  
Elkhart Carriage & Harness Mfg. Co., Autos.

KENDALLVILLE.  
McCray Refrigerator Co., Refrigerators.  
MUNCIE.  
Inter-State Automobile Co., Autos.  
SOUTH BEND.  
South Bend Watch Co., Watches.

LOUISIANA.  
NEW ORLEANS.  
Southern Cypress Mfrs. Assn., Hibernian Bank Bldg., Building materials.

PORTLAND.  
Burnham & Morrill Co., Canned goods.  
Lod Bros. Co., Cod fish flakes.  
Monmouth Cannery Co., Maine corn.

MARYLAND.  
BET AIR.  
National Canners' Association.  
MASSACHUSETTS.

Cambridge.  
Cabot, Inc., Samuel, 141 Milk st., Lumbers stains.

Continued on Eighteenth Page.

### THREATENED THE EDITOR.

Because he threatened the life of Harry G. Phillips, editor of the Montoursville (Pa.) Republic, Bayd Callahan has been sentenced to keep the peace for a long period. Callahan, it is said, threatened to treat Phillips "as the Allens did the court officers at Hillsville, Va."

### OHIO TO HAVE NEW DAILY.

A new daily paper called the Journal is scheduled to appear at Athens, O., shortly. It will be a morning publication and will be issued every day except Monday.

### PROMOTION FOR JAMES.

E. H. James has been appointed business manager of the Joplin (Mo.) Globe. Since last October he has been advertising manager of the Globe and previously was with the Omaha Bee.

The publishers of the Hoboken (N. J.) New Inquirer have purchased the Jersey City Sunday Eagle.

### GORDON TO TAKE A REST.

J. Bennett Gordon for several years past has been a prominent figure in newspaper circles of Indianapolis. When Rudolph G. Leeds purchased the Indianapolis Sun he made Mr. Bennett editor-in-chief, and his management was responsible to a great degree for the building up of that publication. Mr. Gordon retired from the Sun several weeks ago, with the resignation of Mr. Leeds from the directorate.

Mr. Gordon, who is thirty-six years old, has been actively con-



J. BENNETT GORDON.

nected with newspaper work for eighteen years, and four years prior to that time he was a carrier boy. He received his first practical newspaper work as a reporter in Richmond, Ind., under the direction of Strickland Gilliland. Then he was a reporter on the Richmond Evening Item, of which paper he subsequently became half owner. He was later on the editorial staff of the Milwaukee Journal, with which he remained until Mr. Leeds in February, 1910, purchased the Indianapolis Sun and took him to that paper.

Mr. Gordon says he intends to take a short rest before re-engaging in newspaper work.

### GOES TO LOS ANGELES.

Russell Lockwood, who has had the commercial assignment for the Omaha Daily News, has gone to Los Angeles to become connected with the Record. He is succeeded by V. H. Hastings, for terms with Hastings (Neb.) Tribune and Republican.

### RESULTS STRENGTHENED CONFIDENCE.

George A. Murphy, general manager of the Grand Rapids News, writes:

"I want to thank you for the excellent position which you have given the advertising which the News has been running in THE FOURTH ESTATE. I never had any doubt as to the strength of THE FOURTH ESTATE as a medium, but what confidence I did have has been immeasurably strengthened by comments I have received from agencies and advertising men relative to even the small copy which we have been running with you."



# PUBLISHERS UNITE.

D. B. Plum, business manager of the Troy (N. Y.) Record, is an ardent advocate of organization for publishers. He is one of the organizers and the president of the recently formed Eastern New York Publishers' Association, composed of the publishers of Troy, Albany and Schenectady.

The object of the association is to further the general business interests of its members and to maintain fair and reasonable relations between employer and workmen in the printing trades employed by them. Also to promote uniformity in working conditions in the establishments of its members.

Mr. Plum is well known in publishing circles in the East, and is a "progressive" in most respects. The Record is a member of the American Newspaper Publishers' Association and of the Associated Press, and is to be found prominently identified with every publishers' forward movement.

# EDITOR MISSING.

Daniel A. Arthur, editor of the Northport (N. Y.) Journal, disappeared from home on December 14 and nothing has been heard of him since. At that time he started for New York to purchase supplies for his paper and was last seen two days afterwards at the Broad street station of the Pennsylvania depot in Philadelphia. The missing man is described as fifty-five years old, five feet six inches tall, with light complexion, gray hair, light blue eyes, clean shaven and weighing about 138 pounds. At the time of his disappearance he carried a gold watch engraved with the figures of birds.

# A TRADE IN OKL HOMA

T. W. Lillie has exchanged the Elmer Dispatch with Harry Hampton Williams for his interest in the Hollis (Okla.) Tribune, in which he will be associated with R. H. Wessel. Mr. Lillie assumes the active management and Mr. Wessel will give most of his attention to the publication of the Frederick Enterprise, of which he is also owner.

# HAD SHORT LIFE.

The Jackson County Democrat, of Kansas City, Mo., and the Independence (Mo.) Democrat, established a few weeks ago by John Marens, have suspended publication, owing to lack of support.

# SHOT AT CARD GAME.

E. C. Busenbau, editor of the Belpre (Kan.) Bulletin, was shot and instantly killed last week by a local barber named Bennett. The killing was a result of a quarrel following a card game.

# NEW JOURNALISTIC SCHOOL.

The Pennsylvania State College has decided to open a course in journalism. Already more than fifty students are enrolled.

The Scranton (Pa.) Tribune Republican has installed two new presses.



DAVID B. PLUM,  
BUSINESS MANAGER OF THE TROY RECORD.

# WEIL REVIVES SENSATION.

Victor M. Weil, who published the Saturday Sensation in New Haven, Conn., twenty-five years ago, is being tried in Boston for fraudulent use of the mails, following a Federal indictment. He promoted Western mining companies.

# PAPER FOR MOUNTAINEERS.

The Western Trail has appeared in Cheyenne, Wyo. It is a publication devoted to life in the Rocky Mountain region, and is published by John S. Brooks.

# JUNCTION'S NEW PAPER.

Glide A. Wieder has started a paper called the Telegraph at Chicago Junction, O. It will be issued twice a week. The town, which has a population of about 3,000, now has two newspapers.

# "WE BOYS" GAME AGAIN.

A man giving the name of Richard Lewis and claiming to be a member of the Milwaukee Press Club is reported to be soliciting funds for an entertainment about which the members of the club say they know nothing.

# SHIFTS IN NEW HAVEN.

Emil Govereau, sporting editor of the New Haven (Conn.) Journal-Courier is doing the police beat, while his assistant Robert Wilson is looking after sports. Ray McKeon, police reporter, is covering city hall.

# NEW IDAHO WEEKLY.

Kellogg, Ida., has a new publication called the News. It will be issued weekly by W. L. Penney, who also owns the Wardner News.

# DES MOINES STAFF SHIFTS.

There have been several changes on the staff of the Des Moines (Ia.) Capital by the resignation of J. W. Eichinger, news editor, to manage a 5,000 acre farm near Calgary, Can.

Berry H. Akers, for two years city editor, has been promoted to news editor and Bert N. Mills, commercial reporter, has taken the city desk.

Lloyd Whiteside, formerly of the Sioux City News, succeeds Mr. Mills who has also taken charge of the dramatic department.

# GLASS ADDS TO STAFF.

A. J. Irvin is a new addition to the soliciting staff of John Glass, the Chicago publishers' representative. Mr. Irvin has been in the Western advertising field for the past ten years with the Charles H. Fuller Company, the Chicago Daily News and the Verree & Conklin Special Agency. For the past four years he has been Western representative of the Munsey newspapers.

# HELPS NEWSIES TO SAVE.

Edward Hickey, millionaire mining man, has announced that he will place on deposit the sum of \$2.50 to the credit of every newsboy in Butte, and at the end of a year's time the boy having the biggest deposit will be given a prize of \$20, the second \$10 and the third \$5. No restriction whatever is placed upon the deposit, and the "newsies" may draw it out at once if they wish.

# INDIANS HAVE PAPER.

The Indians of the Cheyenne River Agency in South Dakota, have established a paper of their own. It is printed in the Sioux language.

# REILLY AND BENSON UP.

R. R. Reilly has been appointed manager of the publicity and service department of P. F. Collier & Son, Inc., to succeed Stuart Benson, who has been made art editor of Collier's.

# CHANGE IN NAME.

The Brenham (Tex.) Evening Press has changed its title to the Brenham Daily Press. Its publishers are Herbert Schultz, J. Albert Tucker and William J. Tucker.

# GONE TO CANADA.

Edgar E. Conry, publisher of the Boyceville (Wis.) Press, has sold out to Herman J. Halvorson. Mr. Conry has gone to Western Canada.

# LORETTA'S NEW PAPER.

The Enterprise is the name of a new weekly that has made its appearance in Loretta, Tenn. Its publisher is A. R. Day.

# SPECIAL MOVES.

A. Roy Keator, the Chicago newspaper representative, has removed his offices to Suite 715 in the Hartford Building.

Fire last week wiped out the plant of the Union (S. C.) Times.

## THE MISSION OF THE PRESS

PRIEST AND EDITOR HAVE WIDELY  
DIFFERENT IDEAS.

The Rev. Henry A. Brann of St. Agnes' Roman Catholic Church, New York, preached Sunday morning on the sins of the newspapers. He admitted that some are good, but others are so bad that the lot will not average more than indifferent morally. Since the newspaper has more influence than the theater and novel combined he thought it a pity that it has degenerated in recent times.

"Sometimes a man of great wealth," he said, "starts a newspaper to further his interests politically, socially or otherwise. He hires another man with a gift of scribbling with great effusion. If he possessed thoughts he would not be so effusive. Often his scribbles have a tendency toward socialism. He poisons the minds of the laboring people, knowing that he is poisoning them."

"Then there is the indecency of some of the papers. Why should they print the details of divorce cases, the shocking stories of degeneracy? It is done because of greed."

"Then there is the bushwhacking at President, governor, mayor and honest corporations—for there are honest ones. Wrapped in the mantle of anonymity the paid scribe fires his shot unseen. He does not always know his subject."

"Particularly is this true of attacks on the greatest of corporations, the Catholic Church. Never in fifty years have I read an article dealing with the ethics of the church in which the author did not betray ignorance of his subject within three sentences."

From a different standpoint, James Schermerhorn, publisher of the Detroit Times, in an address in Boston last week declared there is need of more light on the world and that this is to be obtained by means of the press guided by the truthful and honest newspaper man.

"Let there be light" means start the printing presses," he said. "No doubt what the evil men and women do is told too much in detail, but there are instances in which the newspapers are not explicit enough in dealing with things that a false modesty has regarded as unfit for publication."

"We are just beginning to realize that the youth of the land ought to be enlightened upon sex hygiene, upon the unspeakable dangers of transmitted infection, upon the necessity of imposing stricter tests of fitness for the marriage relation."

"The silence of the press upon these vital things has been most ill advised and unfortunate; let us rejoice that there are newspapers now as ready to use their columns for the prevention of the baneful fruits of ignorance, perversity and undeveloped will power as there are to record the tragic consequences of sexual abnormality and blood taint, as revealed in the social vice, white slave traffic, insanity, etc."

"To be courageous, yet discreet, in this form of instruction belongs to the editor's mission."



WILEY B. BAKER,

BUSINESS MANAGER OF THE COLUMBIA (S. C.) RECORD.

NEW BUSINESS MANAGER  
IN SOUTH CAROLINA.

Wiley B. Baker, who was recently appointed business manager of the Columbia (S. C.) Record, began his newspaper career twenty-two years ago on the Knoxville Sentinel, and was in the continuous service of that newspaper up to January 1 last, when he went to Columbia. During that period he worked himself up from street sales boy to circulation manager, which position he filled for the last five years. Mr. Baker is a member of the International Circulation Managers' Association and has always taken an active interest in its activities.

On leaving the Sentinel the employees of that paper presented Mr. Baker with a handsome gold watch fob suitably engraved. The carrier boys also remembered him very

pleasantly by giving him a silk umbrella. Mr. Baker and McDavid Horton are filling the office left vacant by the recent resignation of James A. Hoyt, editor and general manager of the Record.

## CREIGHTON IN BUSINESS.

A news agency office has been opened in Phoenix, Ariz., by Ned Creighton, a newspaper man well known in the section. Mr. Creighton will represent among others the United Press, Bixbee Review, Tucson Star and Prescott Journal-Miner. His offices are in the Western Union Building.

## NEW AD AGENT.

E. Sterling Dean has opened an advertising agency in Toronto. He was for ten years with the Telegram of that city.

FROM CIRCULATION FIELD  
TO ADVERTISING.

John L. Meyer, circulation manager of the Milwaukee Sentinel, and for twelve years connected with Milwaukee newspapers, will join the advertising staff of Kellogg's Toasted Corn Flakes, at Battle Creek, Mich., on April 1.

Mr. Meyer began newspaper work in the offices of the Milwaukee



JOHN L. MEYER.

Daily News as a reporter when eighteen years of age. He later became city editor of the Journal, telegraph editor of the Evening Wisconsin, then news editor of the Journal and day editor of the Sentinel. Previous to becoming circulation manager of the Sentinel he was news manager of that newspaper for some time.

Mr. Meyer has been a member of the Milwaukee Press Club for nearly twelve years and has held various offices in the club. A farewell dinner was recently tendered by his newspaper associates.

## ENTERS LARGER FIELD.

M. J. Hutchinson, who has been associated with T. J. Tobin and George G. Fraser in the Acton Publishing Company of Toronto, has sold out, and has been appointed advertising manager of the Regina Leader.

Messrs. Tobin and Fraser are now the sole proprietors of the Dry Goods Record, Ready-to-Wear and Men's Wear, trade publications.

## FEW NEWSPAPERS

can boast the greatest quantity of circulation in a community, and the best quality of circulation as well.

## THE SUN

occupies this position in Baltimore and the State of Maryland.

CIRCULATION,  
116,000 NET PAID

W. S. BIRD,  
1 Madison Ave.,  
NEW YORK.

GUY S. OSBORN,  
Tribune Building,  
CHICAGO.



## THE PRESS IN THE PHILIPPINES.

### INAUGURATION OF THE FIRST MODERN PLANT —GROWTH TO DATE.

(This is the concluding chapter of the article of the progress of the press in our Far Eastern possessions, contributed by William Crozier to the Manila Cable-news-American. The first installment appeared in the issue of March 2.)

In 1902 Israel Putnam, who had served as lieutenant in a United States volunteer infantry regiment during the recent unpleasantness, returned to the islands with a modern plant and began the publication of the Cablenews. The first editor of the Cablenews was William Dinwiddie, afterwards governor of Lepanto and an American newspaperman of note. He remained in charge of the publication for about a year and was succeeded by Andrew Wahl, who gave place to Frederick O'Brien, a Western newspaperman who remained with the publication until April, 1908. Mr. J. F. Boomer, who is now in command, fell heir to the editorial chair upon O'Brien's retirement.

With the introduction by the Cablenews of a modern plant there followed a general typographical improvement of the different publications. It was the first daily that paper in 1899. H. G. Farris of the American staff saw the need of a publication devoted to shipping, one of the most important departments of activity in Manila. The Bulletin was a success from the start and has continued the substantial exponent of not only the shipping industry but of other branches of commerce. Mr. Farris sold out his interests to the present proprietor, Carson Taylor.

#### RICE DEPORTED.

The first editor was a Mr. Rice, who had the honor of being the only American newspaperman deported from the islands by the military authorities. Succeeding him came Mr. West, Charles Bond, J. E. Bromfield, Peter Wall and Joseph Oberlin, the present editor, formerly editor of the Freedom and city editor of the Times.

Besides the dailies, reference might be made to the Manila Tribune, represented large initial investment, and while the first few years were discouraging, due to local depression, it won its way to the front. With the retirement of the writer from control of the American, a reorganization was effected and the Cablenews absorbed its old rival, appearing under the title "the Cable-news-American," in 1907, with the regular morning file to itself.

The original purpose of Mr. Putnam was to give the community a more comprehensive cable service and the title "Cablenews" was adopted to direct special notice to this feature. The maintenance of a cable service equal to metropolitan papers in the homeland was found impractical, but the Cablenews has always maintained a cable service consistent with local support and adapted to local conditions.

An important departure in the newspaper field was the launching of the Manila Bulletin as a shipping



NEW HOME OF THE LOUISVILLE HERALD.

une, launched in 1899, but which did not survive its first anniversary for lack of capital.

There were numerous weekly periodicals but one of which survived, although several, in their prime, were a credit to their editors. Among these was the Sunday Sun, edited by Ed. O'Brien, in which "Our Little Brown Brother" made its first appearance. The paper was launched by Charles Bond and Dan O'Connell, the present editor of the Philippine Monthly, but was later acquired by E. O'Brien. After the unfortunate outcome of the Freedom libel suit Mr. O'Brien sold out and retired to the homeland. Later the publication was suspended.

The Critic was another short-lived weekly deserving of notice. It was edited by A. L. Maynard, at present consul general at Vladivostok, and had quite a circulation. The Opinion, by Mr. Westcott, was a high class weekly that did not survive, although well edited and typographically perfect.

The Philippine Free Press, owned and edited by R. McCullough Dick, is the only American weekly published in Manila that remains, exclusive of the weekly editions of the daily papers. It is published in English and Spanish and has a large circulation among the Filipinos throughout the provinces. The Philippine Free Press was founded by Judge W. A. Kincaid, Pat J. Gallagher as editor, in 1906, but for some reason the publication was suspended, to be revived by Mr. Dick, who had resigned the editorial chair of the Manila Times to establish an English-Spanish weekly.

The first number of the Free Press in its present form was issued August 29, 1908, and it has enjoyed a very prosperous career. It was a new and untired departure, its policy being very pro-Filipino. From the outset it proved a medium for advanced Filipino expression, and the younger generation of the islands acquiring the English lan-

guage utilize its columns in the discussion of local problems in different parts of the archipelago.

In 1904 George Bronson Rea, formerly a war correspondent in Cuba, started the Far Eastern Review as the exponent of engineering, commerce and finance. His purpose was to issue a conservative magazine that would provide a monthly review of Far Eastern development. While a most difficult task, Mr. Rea gradually extended the scope of the publication until it has won a place among the leading trade papers of the world, and is now recognized as a leading authority on Oriental matters. This publication is now in its eighth year.

The Philippine Monthly, owned and edited by Daniel O'Connell, is another exponent of Philippine trade and industries, now in its second year. Mr. O'Connell was the founder of the Sunday Sun and Town Topics and was associated with the American for some time. Previous to establishing the monthly he was secretary of the Manila Merchants' Association.

#### ALL HIGH CLASS PAPERS.

It may truly be said that Manila is well served with high class American newspapers. They are all loyal to the best interests of the islands, are conservative, and the optimistic note prevails in their respective general policies. In the early days, the announced policy of the Republican administration was opposed generally by the local American press, but since that period, the administration and the press respectively have had occasion for revision of judgment on many points of serious divergence.

Friction between the military and civil authorities in the initial stages of colonial effort, in which the press became involved more or less, obscured the more important issues leading to the development of latent industries, and improvement of trade, but in due course the atmos-

phere cleared and a "pull together" campaign attracting almost every insular interest was initiated and has since steadily been promoted.

The American press of Manila has steadily and consistently reflected local sentiment, led every movement designed to improve conditions, and especially advanced the campaign for greater co-operation, the benefits of which are being slowly but surely realized.

Many names of those connected with the history of the American newspaper in Manila may have been overlooked by the writer. Among those who have crossed the Great Divide we recall that of the late "Volcano" Marshall, a forceful radical writer who found the local libel law too strenuous; Eber C. Smith, who published Justicia, as he claimed, "to keep his hand in;" Max E. Severance, who died in Mindanao on duty as correspondent with the troops.

James R. Rule, of the editorial staff of the American, a brilliant writer, who died in the Benguet Hills while recuperating; James R. Hull, who was a famous reporter of "Empire Days" and later located in Shanghai, where he received his last call, and "Roxy" Sprague, of water front fame, whose body now rests in the Masonic cemetery in Boston. Each of these names offers scope for a separate chapter of thrilling interest.

Among those who have sought other fields of activity may be mentioned William Swarthout, at one time managing director of the Times; George H. Fuller, formerly business manager of the Freedom; Sam B. Trissel, who was associated for many years with the American, later during the Russo-Japanese war with the Associated Press and afterwards with the Times.

#### LOUISVILLE HERALD AT HOME.

The Louisville Herald has moved into its new home on West Walnut street, near 2d street, and is now comfortably housed in quarters that allow of every convenience and facility for issuing a modern up-to-date daily newspaper. The new building was especially erected for the Herald following the fire and explosion that destroyed its old plant last August.

The new home of the Herald is two stories and basement. It has a frontage of thirty-eight feet on West Walnut street and a depth of 185 feet. It is in the center of a section that is rapidly building up, a block and a half from the Seelbach Hotel, and a few blocks from the post office, as well as adjacent to all of the trunk street car lines of the city.

The mailing and stereotype departments, the boiler room, the press room and the stock room are in the basement. On the first floor are the composing room, the advertising room and circulation department and the manager's, cashier's and bookkeeping departments. The photo-engraving and the editorial rooms are located on the top floor.

#### GETTING SETTLED.

The Toronto Telegram has completed the large addition to its present building and is re-arranging its equipment.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines in New England people, and has proved its usefulness to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 7 years' history.

The readers of the  
Grand Rapids News

are of the "show me" kind. WE HAD TO "SHOW THEM" to get them, and you will have to "show" them to sell them. WE DID, CAN YOU?

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

FROM THE AD FIELD  
SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

HAWAIIAN PINEAPPLE GROWERS' ASSOCIATION.—President Dole of this association is expected in New York by April 1, and it is reported that he contemplates mapping out an aggressive advertising campaign.

STACK-PARKER, 29 East Madison street, Chicago.—The Illinois Central Railroad, Chicago; contracts for 5,000 lines being placed with a selected list of Southern papers.

The Illinois Central Railroad Company, Chicago; making some 5,000 line contracts with a selected list of Southern papers.

HUMPHREY, 44 Federal street, Boston.—The George Frost Company, "Boston" Garter; Southern papers are receiving contracts for 5,000 lines.

GARDNER, Kinloch Building, St. Louis.—The Olds Motor Works; contracts for 5,000 lines being placed with a selected list of papers.

Fownes Brothers & Co.; orders

THE  
NEW YORK  
WORLD  
Sells (morning edition)

MORE copies than  
any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the  
WASHINGTON  
TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

for 2,000 lines being placed with  
Southern papers.

Fownes Brothers & Co., New York; contracts for 2,000 lines being placed with a selected list of Southern papers.

PRESBRY, Fourth Avenue Building, New York.—The Hotel St. Regis, New York; orders being placed with papers in cities with a population of over 100,000 on a trade basis.

SEAMAN, 30 West 33d street, New York.—The R. A. Patterson Company, "Tuxedo" Tobacco, Richmond, Va.; this advertising will be placed through the above agency. Large city papers will be used at first and the smaller ones taken up later.

Van Horn & Sawtell, chemists, New York; orders for forty-two lines three times a week for three months being placed with a list of Eastern papers.

THOMPSON, 44 East 23d street, New York.—The Arcadia Food Company; orders for eighty lines de twice a week being placed with a selected list of papers.

Horlick's Malted Milk Company; orders being placed throughout the country.

E. Regensberg & Sons, Tampa, Fla.; orders for thirty-five lines thirty-three times and 140 lines six times being placed with a selected list of Southern papers.

PEARSALL, 203 Broadway, New York.—The Exchange Clothing Company; making orders with weekly editions of papers.

COLTON, 220 Broadway, New York.—The Hudson River Day Lines, New York City; will shortly place contracts throughout the East.

SANDLASS, 7 Clay street, Baltimore, Md.—The Schloss Clothing Company; orders being placed in cities where they have dealers.

FULLER, 629 South Wabash avenue, Chicago.—W. H. Raser;

## ADVERTISING MEDIUMS.

People who have money to spend  
and spend it in Buffalo, take the

BUFFALO  
TIMES

They respond to good advertising.  
Are we receiving your copy?

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURG district reaches more homes than any other newspaper. The best classified medium between New Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

orders for three inches twenty-six times being placed with a selected list of dailies.

W. H. Raser, Chicago; orders for three inches twenty-six times being placed with a selected list of Eastern papers.

Willis Overland Motor Company; contracts for 10,000 lines being placed with a selected list of middle West papers.

TAYLOR — CRITCHFIELD, Brooks Building, Chicago.—National Cash Register Company, Dayton, O.; orders for 7,500 lines being placed with a selected list of papers throughout the country.

The Spengler Specialties Company, Chicago; placing some small advertisements with a selected list of Western papers.

SHERIN, 452 Fifth avenue, New York.—Duffy Malt Whisky Company, Rochester, N. Y.; adding to list.

AYER, 300 Chestnut street, Philadelphia.—The R. J. Reynolds Tobacco Company; orders being placed with a selected list of New England newspapers.

The Charles E. Hires Company, "Hires" Root Beer, Philadelphia; reported that orders will be placed shortly with a selected list of papers for the year's advertising.

The Curtis Publishing Company, Philadelphia.—Making propositions with large city dailies.

SOLGER, 501 Fifth avenue, New York.—Charles Bruck; orders being placed with a selected list of Eastern dailies.

BATTEN, Fourth Avenue Building New York.—The Fuller & Warren Company, "Gold Coin" Stoves and Ranges, Troy, N. Y.; placing some new orders with New York State and New England papers.

CHESMAN, 200 Fifth avenue, New York.—The Manahan Moth Paper Company, "Manahan's Tar-in" Moth Bags, 370 Pearl street,

## ADVERTISING MEDIUMS.

THE  
LOUISVILLE  
TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO,  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS  
JOURNAL  
EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y., Tribune Bg., Chicago

New York; orders for thirty-seven lines three times being placed with a selected list of papers.

DAUCHY, 9 Murray street, New York.—The Hiseox Chemical Company, "Parker's Hair Balsam," Patchogue, N. Y.; advertising will be placed with a selected list of papers on the same terms as last year.

STEWART, Unity Building, Chicago.—The Wilson Chemical Company, Tyrone, Pa.; making some 1,000-line contracts with a selected list of papers.

WYCKOFF, 14 Ellicott street, Buffalo, N. Y.—Williams, Clarke & Co.; orders being placed with a selected list of New York State and Pennsylvania papers.

LORD & THOMAS, Trude Building, Chicago.—The Uncle Sam Breakfast Food Company, Omaha, Neb.; contracts for 1,000 lines being placed in the West.

MAHIN, 76 West Monroe street, Chicago.—The Hamilton Corporation, "Hamilton Coupon," 29 West 32d street, New York; special copy being placed with a selected list of Western papers.

STREET & FINNEY, 45 West 34th street, New York.—Rice & Hutchins, "Educator" Shoe; this advertising will be placed through the above agency, but no newspapers will be used for the present.

MASSENGALE, Candler Building, Atlanta, Ga.—The Wilson Freckle Cream Company, Charlottesville, Va.; orders for 250 lines being placed with a selected list of dailies.

ALLEN, 45 West 34th street, New York.—The West Disinfecting Company, New York; copy being placed on contracts with a selected list of papers throughout the country.



## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

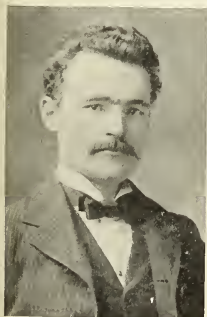
Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
66 5th Ave., N.Y.C. Boyce Bldg, Chicago

In Quantitv and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

J. ANGUS MACDONALD, a well-known figure in advertising circles of New York City, died on Wednesday after a short illness.



J. ANGUS MACDONALD

for many years Mr. MacDonald had been actively connected with advertising work as a manager and recently as a general agent. He had handled the advertising departments of several of New York's

VALUABLE TO READERS,  
TO ADVERTISERS,  
BECAUSE it is the ONLY independent paper in a strongly Progressive and Insurgent territory; because it is first in the hearts of its readers; because it is growing rapidly and surely.

THE MINNEAPOLIS  
DAILY NEWS  
"THE PEOPLES PAPER"  
Circulation 46,547

Advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Boys Bldg., New York,  
D. DAVIES, Chicago. J. F. ANTISEL,

## ADVERTISING MEDIUMS.

THE  
PITTSBURGH  
PRESS  
HAS  
THE Largest  
CIRCULATION  
IN PITTSBURGH.

DAILY AND SUNDAY

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, People's Gas Bldg, Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average circulation of the Plain Dealer for the month of February, 1912, was as follows:

Daily, 96,823. Sunday, 130,455

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York  
JOHN GLASS, Peoples' Gas Bldg, Chicago

largest department stores, and was the author of the book "Successful Advertising." He had lately been with the E. L. King Agency. He was one of the oldest members of the Sphinx Club.

STEPHEN R. BASSETT, a former newspaper publisher and at one time secretary of the National Editorial Association, died in New York on Sunday. He was a native of Montour Falls, and sixty-five years old. After service in the Civil War, he went into the newspaper business in Iowa, and later went to Florida, where for twenty years he published the Kissimmee Leader. Since then he had been in New York with the Methodist Book Concern.

CHARLES J. MILTON, advertising manager of the Jersey City Journal and News, died last week, age sixty-five years.

EDWARD B. KENNA, at one time editor of the Charlestown (W. Va.) Gazette, died last Friday at Grant, Fla., of heart disease.

G. H. LUDHOPE, formerly advertising manager of the T. Eaton Company, Toronto, passed away recently. For some time past he had been in the advertising agency business on his own account.

C. FORREST SWETT, a Trenton newspaper man, committed suicide last week by inhaling illuminating gas. He was thirty-six years old and was connected with the Times and Sunday Advertiser.

LOUIS L. RICE, general manager of the National Engineering, a Chicago publication, and formerly publisher of the Practical Engineer of Philadelphia, died last week in Boston. He was a native of Oxford, Pa., and was forty-four years old.

ELMER E. SHAWN, a telegrapher in the service of the Associated Press, died in Denver Tuesday. He was for many years chief operator

## ADVERTISING MEDIUMS.

THE BOSTON  
GLOBE Has the LARGEST  
TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

The New Orleans  
ITEM has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

of the service in Kansas City, and late years wrote for Denver and Kansas City newspapers.

ROBERT LANIER, one of the editors of the Review of Reviews, died Tuesday in New York of quinsy and heart disease. He was ill only a few hours. Mr. Lanier was thirty-two years old.

JAMES P. CHALMERS, editor and proprietor of the Moving Picture World, died in Cincinnati Wednesday as the result of a fall down an elevator shaft.

W. N. SOTHERN, SR., formerly editor of the Independence (Mo.) Sentinel, died at Kansas City recently. He was sixty-one years old and retired from newspaper work a number of years ago on account of poor health.

DR. EVERETT W. FISH, an editor, politician and writer of prominence, dropped dead in the railway station at Pittsford, N. Y., on Sunday. Dr. Fish was an authority on Egyptian history.

MAJOR W. H. CHAMBERLAIN, for a long time connected with the Associated Press in Cincinnati, died last week in his seventy-ninth year.

J. J. NEIMORE, editor of the Los Angeles Eagle, a negro paper, is dead at the age of forty-four years.

HENRY J. CHURCH, a newspaper man of Portland, Me., is dead of Bright's disease at the age of fifty-four years.

ROBERT B. TILLMAN, one of the oldest advertising agents in America died Thursday after a short illness. He was manager of the S. R. Nile Agency of Boston for many years, and when that passed out of existence he started in business for himself with offices in the Globe Building. He afterwards moved to Pittsburgh and more recently to New York.

## ADVERTISING AGENCIES.

J. WALTER  
J. THOMPSON  
COMPANY.

Est. 1864



The experience  
of forty-eight  
successful years  
Guarantees  
to those who  
entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO..

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## ADVERTISING MEDIUM.

GOLD  
represents the commercial  
standard of nations. The  
COSMOPOLITAN  
represents the standard of  
magazines.

## CITED FOR CONTEMPT.

Justice Anderson of the District of Columbia Supreme Court Tuesday cited the Washington Times and F. A. Walker, its managing editor, to appear Tuesday next and show cause why they should not be punished for alleged contempt of court.

The proceeding is an unusual one. Judge Anderson charges that the newspaper published an editorial commenting upon the insufficiency of the defense in a case pending before him.

## BRANDENBURG LEAVES FIELD.

Joe Brandenburg, recently advertising manager of the Dramatic Mirror, has become connected with the Imp Films Company, New York, as assistant to President Carl Laemmle. Brandenburg was formerly with the Hampton Agency and the Billboard as New York manager.

Confidence back of advertising is advertising's biggest asset. The advertiser must have a business of character before he can advertise in the

NEW YORK MAIL  
EVENING

Then he is sure of the confidence and support of Evening Mail readers.

## ADVERTISING MEDIUMS.

THE  
**NEW YORK  
EVENING  
JOURNAL**

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation **110,000**  
MORE THAN

## A NOVEL REUNION.

A group of newspaper men with whom he was associated in the latter seventies were guests of T. W. Blackburn of Omaha recently at a dinner and enjoyed reminiscences and comparison of their present-day activities with those of thirty-odd years.

Only one of the number was on the retired list. Some had gone into other business or professions, a majority were still illuminating the public mind through printers' ink.

The guests were Al Sorenson, I. W. Miner, T. J. Fitzmorris, J. B. Haynes, Clement Chase, William MacDiarmid, S. F. Woodbridge, William Kelley, U. B. Balcomb, J. J. Points, Cal Schulz and T. H. Tibbles.

CHICAGO PRESS WOMEN  
PEEVED AT COUNTESS.

The Illinois Woman's Press Association, which was planning a big social event for last evening, was obliged to make an abrupt change of program on account of the departure of the Countess of Warwick for her English home without the ceremony of notifying the Chicago newspaper women, so it is said.

The association had incurred heavy expense in arranging for the reception, which would have been a total loss were it not for the activity of friends, who got busy at once and secured William Jennings Bryan to fill the date.

## COLLEGE EDITORS CELEBRATE.

The business and editorial staffs of the Daily Californian, the state university paper, celebrated the thirty-ninth anniversary of the periodical with a banquet in San Francisco.

The toastmaster was Morse A. Cartwright, editor, and speeches were made by John L. Simpson, managing editor; Roy L. Shurtleff, business manager; E. F. Moulton,

## ADVERTISING MEDIUMS.

THE  
**CHICAGO  
EVENING  
AMERICAN**

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
**Morgen - Journal**

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

J. R. Douglas, H. C. McClelland, R.  
R. Randall and E. H. Trout.

ANOTHER PUBLISHERS'  
ORGANIZATION.

The newspaper publishers of Dutchess County, N. Y., outside of Poughkeepsie, have organized. Fourteen of them attended the meeting held in Fishkill and became charter members. The officers of the new association are: President, S. J. Weaver, Pine Plains Register; Secretary, Morgan H. Hoyt, Matteawan Journal; and treasurer, G. H. Donohue, Fishkill Herald. Messrs. Strong & Crandall, editors of the Rhinebeck Gazette and Wappingers Chronicle, respectively, were appointed a committee to draft a constitution for the organization.

## OTHER CLUB NOTES.

At the meeting of the Farm Press Club at Chicago, W. S. Campbell, of the Fruit Grower, St. Joseph, Mo., was elected president, and T. W. Le Quatte of Successful Farming, Des Moines, secretary.

Oranges grown by President I. H. Sawyer in his grove at Ormond, Fla., were served at the last St. Louis Advertising Men's League dinner at the City Club.

The annual meeting of the New Hampshire Press Club will be held in Boston on April 13.

The guests at the weekly dinner of the Binghamton Ad Club were L. M. Gibbs of Detroit; J. Frazer Kempson, advertising manager of the Insurance Times, New York; Haynes W. Fadden, editor of the Insurance Banker, Atlanta, and H. J. Porter of the Porter Clothing Company, Binghamton.

The Fort Worth (Tex.) Ad Men's Club is to be incorporated.

The educational committee of the A. C. A. now has the services of three new lecturers. They are S. Roland Hall, principal of the

## ADVERTISING MEDIUMS.

THE  
**BOSTON  
POST**

FEBRUARY, 1912. AVERAGES

The Daily Post 372,661  
The Sunday Post 321,903

C. F. KELLY & CO., Representatives,  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
**DAYTON, OHIO.**

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. Chicago.

schools of selling, advertising and salesmanship of the International Correspondence Schools, Scranton, Pa.; Mac Martin, lecturer on advertising for the University of Minnesota, in the extension division of the department of economics and political science; David N. Mosesohn, publisher and advertising agent, of Portland, Ore.

The members of the Toronto Ad Club have begun to issue a paper called the Admen. William G. Colgate is the editor and H. T. McDonald is the associate.

The club has appointed a vigilance committee which is now devising ways and means for eliminating objectionable advertising from Canada.

The Alabama Press Association has been invited by the Chamber of Commerce of Birmingham to hold its annual convention in July at that city.

The National Press Club, of Washington, last week gave a reception in honor of Edward Bok, editor of the Ladies' Home Journal; Madame Louise Homer and Miss Mabel Bordinan.

The members of the Roswell (N. M.) Ad Club are planning to go to the Dallas convention in automobiles.

The speakers at the banquet of the Syracuse Ad Men's Club Monday evening will be William J. Burns, president of the Burns Detective Agency, Chicago; President George W. Coleman of the A. C. A. of A., and Frederic T. Murphy of the Mark Cross Company, New York.

A handsome portrait of T. P. O'Connor, the famous Irish statesman, who visited Portland, Ore., a little more than a year ago and was at that time a guest of the Press Club, has been added to the club's gallery of famous men. The work is beautifully drawn in pen and ink and inclosed in a frame bearing ap-

## ADVERTISING MEDIUMS.

THE  
**BUFFALO  
NEWS**

employs no advertising solicitor  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation for 1911 - - - **94,724**

EDWARD H. BUTLER, Editor and Pub-  
lisher, Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, People's Gas Bldg.  
NEW YORK. CHICAGO.

**LESLIE'S WEEKLY**  
is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
**News Scimitar**  
of MEMPHIS, Tennessee  
is the leading afternoon newspaper in  
Mississippi Valley South of St. Louis.  
The largest and oldest afternoon news-  
paper in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

appropriate engraved coats of arms.  
The portrait was drawn by Har-  
Murphy.

S. Roland Hall, principal of the International Correspondence Schools, addressed the members of the New Haven (Conn.) Public Club at dinner in Hotel Taft Thursday evening. He dwelt chiefly on what specialization and concentration have done for his schools as how the business man can imitate his success.

The members of the Rochester (N. Y.) Newswriters' Club are ready for their annual roastfest to be held on April 13.

An advertising club has been organized at Pueblo, Colo. Its officers are: President, J. Cor Baker; vice-presidents, E. H. D. and Will H. Orange; secretary, treasurer, F. J. Rogers; director, H. E. Banner, N. W. Calkins, and the officers.

"One paper in the home  
worth a thousand on the  
highway." —Quotation

THE  
**NEW YORK  
TRIBUNE**

the paper that goes to the  
home —Application



# ADVERTISING MEDIUMS.

## ADVERTISING GAINS FOR TWELVE CONSECUTIVE MONTHS

During February, 1912, The Record-Herald contained 1772 columns of advertising, a gain of 62 columns over February, 1911, completing an unbroken record of advertising gains for twelve consecutive months. The total gain of The Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

**CHICAGO  
RECORD-HERALD**  
NEW YORK OFFICE,  
710 TIMES BUILDING

**San Francisco  
HONEST  
FEARLESS CALL**  
Most Progressive Paper  
in San Francisco Today  
C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

**STAFF CHANGES.**  
J. W. Hannen, editor of the  
Reverse City (Mich.) Eagle-Rec-  
ord, is in charge of the publicity end  
of the Taft campaign in his state.  
H. E. Merritt, it is said, has been  
made circulation manager of the  
Gloria (Ill.) Herald-Transcript.  
He was formerly with the Spring-  
field State Register.

H. E. C. Bryant has resigned the  
position of Washington correspond-  
ent of the Baltimore Sun and re-  
turned to the bureau of the New  
York World. His successor is  
Fred Essary.

Charles E. Ader is the new cir-  
culation manager of the Athens  
(Ga.) Tribune. He was until re-  
cently with the Charlotte (N. C.)  
Chronicle.

W. C. Briscoe has resigned as ad-  
vertising manager of the Cheyenne  
(Wyo.) Leader to go into business  
for himself in Denver.

Leo Camfield of Kenosha is a  
new member of the Chicago staff  
of the Associated Press.

Stephen E. Brown has been ap-  
pointed editor of the Boyne City  
(Mich.) Journal and Citizen. He

**LEANEST—ABLEST**  
from the Mail Order Journal, March, 1912.

**"THE  
NEW YORK  
TIMES**

One of the cleanest and ablest  
edited newspapers of the country,  
has to its credit the largest increase  
in circulation and advertising of all  
New York morning newspapers."

# ADVERTISING MEDIUMS.

## THE CLEVELAND LEADER

is a healthy newspaper, reflecting  
all that is best in the daily life of  
Cleveland, the State of Ohio and  
the Nation.

While it publishes everything that could  
possibly be called news, its columns are  
edited so carefully that nothing which  
would be objected to in the bosom of a  
family is permitted to appear.

This is but ONE of the reasons for its  
great popularity in the HOMES of  
Cleveland.

Represented by PAUL BLOCK, Inc.,  
225 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**THE GROWING  
PAPER OF  
IS THE  
(BYG)  
BOSTON  
TRAVELER**  
Average Circulation for 1911  
**83,029**

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO.

was formerly with the Petoskey  
News.

Harry Barnes has been promoted to  
city editor of the Danville (Ill.)  
Commercial-News, succeeding D. L.  
F. Wasson.

William H. Smith of the New  
York office of the Associated Press  
has been made manager of the  
Buffalo bureau.

W. D. Baker, formerly with the  
Seaship Oyster Company and re-  
cently of the advertising department  
of the Columbia Phonograph Com-  
pany, is now connected with the  
Allen Agency, New York.

R. A. McNown, of the reporting  
staff of the Omaha Bee, has re-  
signed to go with the Darlow Ad-  
vertising Agency of that city.

E. L. McColloch, of the staff of  
the Denver Republican, has re-  
turned to his home in St. Joseph, Mo.,  
where he intends to re-enter news-  
paper work.

P. P. Willis, formerly advertising  
manager of the Mals Motor Truck  
Company, Indianapolis, has been  
made advertising and publicity man-  
ager of the National Motor Vehicle  
Company, same city.

W. W. Johnston, late of the Gib-  
bons Advertising Agency, Toronto,  
has been appointed advertising  
manager of the W. A. Drummond  
Company, that city.

H. B. Muir has been appointed  
advertising manager of the Canada  
Story Press, the new monthly news-  
paper supplement soon to appear.

Joseph G. Lemen has left the  
Cramer-Krasselt Company, Mil-  
waukee, to become connected with  
the service department of the Hall-  
Taylor Company, of the same city.

Herbert B. Keen, advertising  
representative of Business, has

# ADVERTISING AGENCIES.

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

**M** **MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

**PAYNE & YOUNG**  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
Marquette Bldg., CHICAGO.

gone with Brown Brothers & Co.,  
bankers, of New York.

Marshall Whitlatch, formerly ad-  
vertising manager of the Standard  
Milling Company, is now with the  
Lee Lash Studios, New York, as  
sales and advertising manager.

C. Roy Adams has resigned the  
editorship of the United Banker to  
become connected with the Corpora-  
tion Securities Company, of Min-  
neapolis.

Arthur Myles Dunbar has re-  
signed as advertising manager of  
Parker-Holmes & Co., Boston.

W. H. Henderson, formerly of  
the Wagner-Field Agency, is now  
with the Woman's World.

Howard P. Rockey has joined the  
staff of Nelson Chesman & Co.,  
New York. For the past year he  
has been with the System Company.

P. L. Frailey, formerly manager  
of publicity of the Empire Iron &  
Steel Company, Niles, O., is now  
connected in a similar capacity with  
the Brier Hill Steel Company,  
Youngstown.

A. C. Hallowell, T. J. Champion,  
J. E. Poole and C. A. S. McCracken,  
formerly market men with the  
Farmers' and Drovers' Journal, are  
new additions to the staff of the  
Live Stock Daily World, of Chi-  
cago.

George A. Fisher has been ap-  
pointed representative of Lippin-  
cott's Magazine in New York City  
and State.

Charles A. Turner has left the  
service of the Darlow Agency,  
Omaha, to go to Denver as ad-  
vertising manager of the Colorado &  
Southern Railroad.

W. D. Edenburn has resigned  
from the Indianapolis Sun staff and  
gone to Anderson, Ind., as assistant  
advertising manager of the Remy  
Electric Company.

Hugh Moor, for several years a  
member of the reporting staff of the  
St. Louis Republic, has resigned to  
give all of his time to the Missouri

# ADVERTISING MEDIUMS.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers For a short time  
a sworn average advertising will  
circulation in ex- be accepted at  
cess of flat rate of

**7200** **7c** per  
per day. usual discounts.

Twice the circulation of any other  
daily paper in the Valley of Virginia  
All business placed direct.  
WRITE FOR INFORMATION.

**IN MEXICO CITY**  
the advertiser only has to use the  
**MEXICAN HERALD**  
(Only English Newspaper)

**EL HERALDO MEXICANO**  
(Only Afternoon Spanish Newspaper)  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

**LARGEST CIRCULATION.**  
There are **BALTIMORE** 100,000  
homes  
The combined circulation of the  
**AMERICAN** and the **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practi-  
cally every person in Baltimore whose  
patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERRE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

**Grand Rapids  
Evening Press**  
THE LEADING DAILY PAPER  
in Western Michigan.  
Daily Circulation, 50,000

Foreign Representatives,  
J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples' Gas Bldg., CHICAGO

Publicity Bureau with Dan R. Rue-  
bel, formerly a reporter for the  
Post-Dispatch.

**MAYOR REPENTS ORDER.**  
Mayor Charles S. Lambert of  
East St. Louis in a public letter to  
the St. Louis Star admits that he  
acted hastily and unwisely in order-  
ing Ben F. Gilbreath, East St. Louis  
news man for the Star, ejected  
from the press room at police head-  
quarters, and, afterwards, from the  
council chamber. The mayor re-  
stores all privileges to Gilbreath.

The ejection order was issued  
when the Star published a front-  
page story to the effect that the  
board of fire and police commis-  
sioners was seeking to oust Chief  
of Police Overmire. The Star printed  
the Mayor's letter of retraction and  
apology, but without comment.  
Gilbreath was "out" about thirty  
days.

**A SECTIONAL PAPER.**  
The South Side section of Mil-  
waukee now has a newspaper de-  
voted to its interests. It is a  
weekly called the Review and is  
edited by Herman Bleyer and Henry  
G. Kotch.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE  
CHRISTIAN  
SCIENCE  
MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.  
For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Ave.,  
Western office, People's Gas Bldg., Chicago

THE

DEMOCRAT  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

The JOHN BUDD Co., Representative  
New York. Chicago. St. Louis

DEVELOPING NEW  
BUSINESS.

Continued from Tenth Page.

Ivers & Pond Piano Co., 114 Boylston  
st., Pianos.  
U. S. Cartridge Co., Tremont Bldg., Am-  
munition.  
Warren & Co., S. D., 120 Franklin st.,  
Cameo paper.  
CLINTON.  
Clinton Wire Cloth Co., Screens.  
DALTON.  
Weston Co., Byron, Paper.  
FLORENCE.  
Florence Mfg. Co., Prophylactic tooth  
brush.  
HOLYOKE.  
American Writing Paper Co.  
MITTENEAGUE.  
WALTHAM.  
Strathmore Paper Co.  
NORTHAMPTON.  
McCallum Hosiery Co.  
SALEM.  
Low & Co., Daniel, Jewelers.  
SPRINGFIELD.  
Young, W. F., Absorbine, Giant Heater,  
Savien Cure.  
TURNERS FALLS.  
Keith Paper Co.  
WALTHAM.  
Howard Watch Co., E. Watches.  
MICHIGAN.  
DETROIT.  
Acme White Lead & Color Wks., Paints.  
Trussed Concrete Steel Co., Building ma-  
terials.  
GRAND RAPIDS.  
Barrett Adding Machine Co.  
Berkey & Gay Furniture Co., Furniture.  
Wagmaker Co., Ltd., Office furniture.  
ST. JOSEPH.  
Michigan Buggy Co., Autos.  
St. JOSEPH.  
Cooper, Wells & Co., Suits.  
MINNEAPOLIS.  
MINNEAPOLIS.  
Northern Pine Mfg. Co., Timber.  
Northwestern Compo-Board Co., Building  
materials.  
Northwestern Knitting Mills Co., Mun-  
sing underwear.

Largest proved high-class  
evening circulation.

THE  
NEW YORK  
GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POST

For advertising rates apply to  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

SEATTLE "P-I"  
THE POST- INTELLIGENCER  
Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

Wilcox Motor Co., Trucks.  
MISSOURI.  
POPPAR BLUFF.  
Dalton Add. Machine Co.  
ST. LOUIS.  
Simmons H'dware Co., 900 Spruce st.,  
Tools.  
NEW JERSEY.  
JERSEY CITY.  
Dixon Crucible Co., Jos., Pencils, etc.  
Franc-American Food Co., Soups, etc.  
NEWARK.  
Murphy Varnish Co., 224 McWhorter st.  
TRENTON.  
Morse, Herbert N., Broad and State sts.,  
Adding machines.  
NEW YORK.  
BUFFALO.  
Buffalo Specialty Co., Liquid Veneer.  
King Sewing Machine Co., Sewing ma-  
chines.  
Pratt & Lambert, Varnishes.  
ENDICOTT.  
International Time Recording Co., Time  
clocks.  
JAMESTOWN.  
Art Metal Construct. Co., Office furni-  
ture.  
NEW YORK CITY.  
American Woolen Co., 19th st. and 4th  
Ave., Fabrics.  
Atwood Grape Fruit Co., 290 Broadway,  
Fruit.  
Auto Strip Safety Razor Co., 345 5th  
ave., Razors.  
Barrett Mfg. Co., 17 Battery pl., Roof-  
ing.  
Conover Co., C. E., 101 Franklin st.,  
Dress shields.  
Cresca Company, 349 Greenwich st.,  
Table delicacies.  
Freese Steel Furniture Co., 372  
Broadway.  
Hess & Co., Bellas, 568 Broadway, (M.  
O.) Wearing apparel.  
International Motor Co., 57th st. and  
Broadway, Trucks.  
Johns-Manville Co., H. W., 100 William  
st., Asbestos roofing, etc.  
Kryptok Company, 401 E. 31st st., Eye  
glasses.  
Lehn & Fink, 120 William st., Propri-  
etary articles.  
Mable, Todd & Co., 17 Maiden Lane,  
Gold fountain pens.  
Morten, Alexander, 3 E. 42d st., Havana  
tobacco.  
Mott Iron Works, J. L., 17th st. and  
5th ave., Plumbing.  
Mulhens & Kropff, 298 Broadway, Toilet  
goods.  
National Cloak & Suit Co., 207 W. 24th  
st., (M. O.)  
New Columbia Shirt Co., 729 Broadway,  
Cufturn shirt.  
N. Y. R. E. Security Co., 42 Broadway,  
Investments.  
Oakland Chemical Co., 98 Front st., Di-  
oxygen.  
Packer Mfg. Co., 81 Fulton st., Tar  
soap.  
Pantasto Co., 11 Broadway, Leather  
fabrics.  
Sen-Sen Chiclet Co., 1 Madison ave.,  
Guns.  
Texas Company, The, 17 Battery pl.,  
Petroleum and products.  
Tiffany & Co., 37th st. and 5th ave.,  
Jewelry, etc.  
Walter, Dr. Jeanne, 45 W. 34th st., Rub-

## ADVERTISING MEDIUMS.

*The Puget Sound Country has*  
THE HEALTH of a temperate  
climate.  
THE SCENERY of a combined  
Switzerland and Norway.  
THE WEALTH of forest and  
field, of mine and factory, of rails  
and sails.  
SEATTLE IS ITS PRINCIPAL CITY  
AND ITS BIGGEST NEWSPAPER IS  
SEATTLE TIMES  
DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

THE  
MILWAUKEE  
NEWS  
has the largest  
home delivered  
circulation of  
any paper in Milwaukee.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

her garments.  
Whiting Paper Co., 150 Duane st., Paper.  
Yale & Towne Mfg. Co., 9 Murray st.,  
Building hardware.  
ROCHESTER.  
Eastman Kodak Co., Cameras.  
Imperial Floor Co., Plastic flooring.  
McVade, Frank L., Selling systems.  
SYRACUSE.  
Chase Motor Truck Co., Autos.  
Pierce, Butler & Pierce Mfg. Co., 234  
Jane st., Heating.  
Atwood Suspender Co., Suspenders.  
General Electric Co., Lamps.  
UTICA.  
Richelieu Knitting Co., Underwear.  
OHIO.  
AKRON.  
Standard Tire Protector Co., Auto tires.  
CINCINNATI.  
Bischoff, Sterne & Stein, 402 Pike st.,  
Ladies coats.  
Boyle & Covins, S., 1908 W. 8th st., Old  
English floor wax.  
Edwards Mfg. Co., Fireproof steel garage  
and roofing.  
Kinkery Mfg. Co., 106 E. Pearl st., Ex-  
tracts.  
Ladies Tailoring Co., 224 E. 8th ave.,  
Skirts.  
Lippincott Co., The, 42 Main st., Sauces.  
Mitchell Co., P. R., Bedding.  
Peters Cartridge Co., Cracks.  
Bank Bldg., Ammunition.  
Pure Food Co., 104 W. Pearl st., Baking  
powder.  
Rippet, William, 126 E. 2d st., Extracts.  
Stearns & Foster Co., 118 E. Canal st.,  
Mattresses.  
Smit Mfg. Co., C. F., 1050 Kenner st.,  
Furniture.  
Van Range Co., John, 5th ave. & B'way,  
Ranges.  
Withrow Mfg. Co., Oriole Go-Basket.  
CLEVELAND.  
American Multigraph Sales Co., E. 40th  
st.  
Black & Co., H., "Wooltex Garments."  
National Electric Lamp Ass.  
Sherwin-Williams Co., Paints.  
LOCKLAND (CINCINNATI)  
Carey Mfg. Co., Philip, Roofing.  
Monroe Refrigerator Co., TOLEDO.  
MANFIELD.  
Ohio Suspender Co.  
MARETTA.  
Safe-Cabinet Co., Bookcases.  
NORWOOD.  
Brush Washing Machine Co.  
Drossa & Co., N. C., CHICAGO.  
SALEM.  
Mullins Co., W. H., Steel motor boats.  
TOLEDO.  
Come-Packet Furniture Co.  
PENNSYLVANIA.  
ERIE.  
Walker Grape Products Co., Grape juice.  
LANCASTER.  
Hamilton Watch Co., Watches.  
PHILADELPHIA.  
Barber Asphalt Paving Co., Land Tile  
Bldg., Roofing.  
Fleisher, S. B. & B. W., 871 N. 7th st.,  
Worsted yarn.  
French & Co., Sam'l H., 4th and Callow-  
hill, Paints.  
Murray Co., Edward G., 9 Bank st.,  
Skirts.

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
*Over 400,000*

THE PEORIA  
JOURNAL  
is the only newspaper in Peoria which  
opens its books to the A. A.  
THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

Notair Hosiery Co.  
Philadelphia Tapestry Mills, Artlooms.  
Read & Sons Co., Wm. F., 209 Chestnut  
st., Lansdowne.  
Ritter Conserving Co., Philip J., 2156 E.  
Dauphin st., Preserves.  
Rose Mfg. Co., 910 Arch st., Lamps.  
Scott Paper Co., 7th and Glenwood ave.,  
San-tissue.  
Standard Roller Bearing Co., 50th and  
Lancaster ave., Auto parts.  
Tetlow, Jos., 132 N. 10th st., Toilet ar-  
ticles.  
United Roofing & Mfg. Co., 504 West  
End Tr. Bldg., Roofing and flooring.  
PITTSBURGH.  
Macheth-Evans Glass Co., Lamp chim-  
neys.  
National Fireproofing Co., Building ma-  
terials.  
Pittsburgh Visible Typewriter Co., 308  
Union Bldg.  
RHODE ISLAND.  
PROVIDENCE.  
Baird & North, (M. O.) Jewelry.  
VERMONT.  
BRATTLEBORO.  
Holstein-Friesian Assn., Cattles.  
BURLINGTON.  
Johnson-Richardson Co., Dyola dyes.  
Wells & Richardson Co., Diamond dyes;  
butter color.  
VIRGINIA.  
Patterson Tobacco Co., R. A., "Lucky  
Strike."  
WISCONSIN.  
LA CROSSE.  
U. S. Printograph Co., Duplicator.  
MILWAUKEE.  
Harley-Davidson Motor Co., Motor  
Cycles.  
Holeproof Hosiery Co., Hosiery.  
Hansen Mfg. Co., O. J. Gloves.  
NEENAH.  
Neenah Paper Co., Stationery.  
HACINE.  
Johnson & Son, S. C., Wood dyes; pol-  
ishes.  
CANADA.  
WINNIPEG, MANITOBA.  
Ryley, G. U., Land Commissioner, Union  
Station, Canada Lands.

## TO MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Ave., NEW YORK



## ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 745 Marquette Bldg.,  
NEW YORK. CHICAGO.

Results are obtained in the  
**SAN FRANCISCO CHRONICLE**  
THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## "INADEQUATE" 2D CLASS INQUIRY.

Continued from Second Page.

ment that the advantage of the low rate has been passed on to the subscriber, and it is too late to take it away from him."

"Had it consulted the report of ex-Postmaster-General Meyer the fact would have been ascertained. Had it inquired as to the present prices to subscribers of newspapers and periodicals and compared them with those charged when the rate was from two to three cents a pound, it would have learned that, to a certainty, the low rate has been passed on to subscribers.

"Had the commission read the annual report of Charles Emory Smith, postmaster-general under William McKinley, it would have learned that 'in harmony with a sound and judicious policy the Government has deliberately established a low rate of postage with the express design of encouraging and aiding the distribution of the recognized means and agencies of public information. It is not for the publishers but for the people.'

"At the New York hearing the commission's attention was called to the facts that there are over six million illiterates in this country and at least ten million youth who receive only a meagre education in the schools; that there are millions of American men and women who, because of the high cost of living, cannot pay any more for their reading matter than they do now; that more

## ADVERTISING MEDIUMS.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

**42,200** CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

# THE Indianapolis Sun

daily and Sunday actual average circulation in Dec. **43,601**

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

than five hundred thousand immigrants, unable to speak our language, come to our shores annually to stay, who must become assimilated and transformed into citizens. These facts appear to have been brushed aside as of no consequence.

"If the commission had closely scanned the table furnished by the auditor of the Post Office Department for 1911 it would have learned that an increase of the per capita revenues of the Post Office is dependent upon the increase of second-class matter, one keeping pace with the other.

"It would have learned that at the close of the Civil War under the high postage rate, the per capita revenue was only forty-two cents, and that in the next twenty years it increased only thirty-four cents; that after the one cent rate was instituted the per capita revenue increased by leaps and bounds; that in 1886 the weight of second-class matter was only 109,962,589 pounds with a per capita revenue of only twenty-seven cents; that in 1911 it was 2,253, while the weight of second-class matter had increased to 893,096,893 pounds; that each year during the period from 1886 to 1911, whenever there was a large increase of second-class matter, the per capita revenue increased correspondingly.

"Had the commission consulted the annual reports of the postmaster-general for 1909 and 1911 it would have learned that 170,076,711 pounds of second-class matter had been received into the postal circulation, with an increase of postal revenues within the two years of \$34,317,440.53, with an increase in expenditures of only \$17,231,228.48, and with an increase of per capita revenue of twenty-nine cents, equal to the per capita increase of seventeen years immediately preceding the institution of the one cent a pound rate. Why did it slight these potent facts and proceed as though they had no existence?

"The Commission says that the proposed increase will not bring distress upon the publishers of newspapers and periodicals. What evidence has the commission of the correctness of this statement? None is presented. Publishers ought to know and are the only persons who do. What was their testimony at the hearing?

"In transmitting the report of the commission to Congress the President recommended that the rate be doubled on newspapers and periodicals alike, 'Because they are now not

## ADVERTISING MEDIUMS.

In considering circulation remember that the

# BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bg., Kansas City.

The Only Daily Paper in Cuba

Printed in English is the

# HAVANA POST

GEORGE M. BRADT, Publisher.

Published Every Day in the Year.

only educational but highly profitable.

"If educational they ought to remain so without abatement; if profitable, why should they not continue to be profitable? Is it not advantageous and proper for all honorable and legitimate business to be profitable?"

"The statement that newspapers and periodicals are educational is true; that they are highly profitable requires proof and this is lacking."

"The President was a victim of deception or he would not have made such a statement.

"The official reports of the Post Office Department show that 3,519 publications discontinued issue in 1909, 3,725 in 1910, and 3,335 in 1911, a total of 10,579 for the last three years—more than one-third as many as are now published. Since 1901, 42,639 publications have given up the ghost, which is one and one-half times as many as are now in existence. Here we find that over ten papers die every day in the year under the one cent rate; did the commission or the President estimate the probable mortality under a two cent rate? Obviously had these publications been highly profitable they would still be alive. The habit of profitable enterprises is to live and not to die.

"The department also established an arbitrary rule, without any warrant in law, limiting credits, which struck a heavy blow at many country weeklies, but had no adverse effect upon metropolitan dailies and popular magazines.

"Doubling the postage rate would prove the destruction of many of our struggling publications, the President's statement and the com-

## ADVERTISING MEDIUMS.

# A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania ..... 24,568  
(Only German evening daily in Milwaukee)  
Daily Herald ..... 17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post ..... 45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania ..... 107,413  
Haus- und Bauernfreund  
(German Farm Journal) ..... Weekly 103,333  
Deutsche Warte, Weekly ..... 22,000  
Die Rundschau, Weekly ..... 25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 MURRAY HILL.

# THE TOLEDO DAILY BLADE

is delivered into nearly every home in Toledo.

The fact that there are only four evening newspapers in the entire United States with larger circulation than the BLADE is evidence of the importance of this newspaper as an advertising medium for its territory.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

missions' findings, notwithstanding. The old established and other publications might stand the new rate, and might gain something by the ruin of many feeble ones, but is it a wise Government policy to bring about such results?"

## BULLITT SUES AGAIN.

A criminal prosecution for libel against the Philadelphia North American and several of its editors has been begun in Lancaster County by Logan M. Bullitt of Philadelphia. The complaint names E. A. Van Valkenburg, editor; Hugh R. Sutherland, associate editor; and James T. Benn, city editor, as defendants.

The subject of the complaint is a publication in the North American of January 27 which, Mr. Bullitt alleges, referred to him as a common slanderer. At the time Mr. Bullitt began criminal prosecution against the newspaper in Philadelphia, but the suit was dismissed by Magistrate Gorman.

At a hearing before Justice Doebler each of the defendants were held under \$500 bail for trial.

## ON THE NEWSPAPER MAP.

The new town of Calva, Kan., has its first newspaper in the Record, a weekly just started.

1937 Pages. 6300 Galleys. 120 MILLION EMS

# A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

**MERCHANT'S Linotype Metal.**

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

**M&E**  
Registered.

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
PHILADELPHIA

**M&E**  
Registered

NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER

## ADVERTISING MEDIUMS.

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JOHN W. HUNTER, Publisher.

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Continued from Second Page.

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# PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

# BURRELLE

45 Lafayette Street, New York City

Established a Quarter of a Century.

## BUSINESS OPPORTUNITIES.

## TRADE PAPERS

We represent the owners of several of the most attractive trade paper propositions in the country and are prepared at this time to offer some unusual opportunities to any responsible purchaser.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
200 Fifth Avenue, N. W. YORK

## A. P. A. PRESIDENT SUES A STOCKHOLDER.

Courtland Smith, president of the American Press Association, has filed an action in the Supreme Court to recover \$50,000 damages from William R. Britton. Britton became a stockholder of five shares in the American Press Association last October. Mr. Smith says a month later he tried in vain to get the courts to order the association's list of stockholders to be made public, for the alleged benefit of business rivals. In a more recent application Smith alleges Britton gave out matter of a scandalous nature. This included attacks upon Smith's good judgment as an officer of the association.

## AN UNANSWERED APPEAL.

The Appeal to Reason, the Socialistic paper published at Girard, Kan., is reported as being about to suspend publication. The paper attained a wide reputation because of its litigation with the government at various times, and principally on account of the sentence of Fred D. Warren to serve a year in prison some time ago for sending scurrilous matter through the mails. The sentence was commuted, however, by President Taft, and Warren was released, only to again get into the same trouble shortly afterwards.

Warren gives as his reason for the suspension that the trouble with the post office and federal departments has been too expensive.

## WILL DIRECT HOUSE ORGAN.

Victor T. Noonan, a Rochester newspaper man recently with the Waverly (N. Y.) Free Press, and Joseph P. MacSweeney will be editor and director, respectively, of the new publication to be issued by the Rochester Railway and Light Company.

## PROGRESS OVER THE BORDER.

The Tilsonburg (Can.) Liberal office is being remodelled, a portion of the business office being thrown into the composing room to give the mechanical department more floor space and better light.

## SPECIAL MOVES.

Franklin P. Alcorn, the New York special representative, has removed his offices from the Flatiron Building to 33 West 34th street.

## ADVERTISING DELEGATES TO SEE TEXAS.

## INTERESTING SIDE TRIPS ON THE PROGRAM FOR THE MEETING OF THE A. A. C. A.

When the eighth annual convention of the Associated Advertising Clubs of America closes at Dallas on May 23 the delegates will be taken on a tour of one thousand miles through the heart of Texas. For this trip the Dallas Advertising League, which will be the host of the convention, has contracted with the Missouri, Kansas and Texas Railway Company of Texas for a sufficient number of special Pullman trains to accommodate all who may want to make the trip.

Stops of one day each will be made at Waco, San Antonio, Galveston and Houston and the Pullman car will be at the disposal of the guests day and night for the entire time of four days and nights. Special entertainments will be arranged at each of the cities visited and there will be something doing every minute.

The entertainments are being arranged under the direction of the state committee of which Frank T. Crittenden of Fort Worth is chairman.

The total cost to delegates and guests who make the trip will be \$14.65. This is considerably less than the Pullman rates for four days and four nights and is extended to the visitors and delegates with the compliments of the Dallas Advertising League.

The special trains, and it is believed there will be at least ten of them, will leave Dallas early on the morning of May 24, arriving at Waco at about 8.30 a. m. The Waco Ad Club is working hard to prepare the best entertainment possible for the visitors and the entire city will welcome the ad men.

The trains will leave Waco for San Antonio in the afternoon, some time between two and four o'clock, arriving at the Alamo City early in the evening. There the visitors will have all of Friday night, all day Saturday and until midnight Saturday night to see the many interesting points in the city which is held sacred by all Texans as the cradle of Texas independence.

There will be auto trips to ancient mission ruins, many of which are within a short distance of the city. Visits will be made to the Alamo and many other places of historical interest. Here the entire party will be treated to one of those Mexican suppers for which San Antonio is famous.

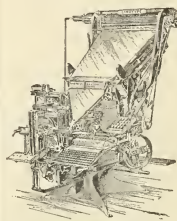
At midnight the special trains will leave for Galveston, where after a night's rest, following a strenuous day in the Alamo City, they will awaken in the great seaport city on the Gulf of Mexico. There all day Sunday they will enjoy bathing in the gulf or automobiling on the boulevard on top of the great sea wall which protects the city from the gulf.

Monday will be spent in Houston, where everything will be done to make the last day of the tour one of pleasure and enjoyment. Auto rides through great orange groves and fig orchards will be a part of

## PRINTERS' SUPPLIES.

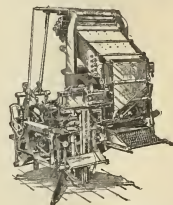
## PRINTERS' SUPPLIES.

## What Your Neighbors Say



Quick-Change Model 8  
Three-Magazine Linotype

ABOUT  
Multiple  
Magazine  
Linotypes



Quick Change Model 9  
Four-Magazine Linotype

should carry weight with newspaper publishers who are seeking up-to-date equipment for their composing rooms. The consensus of opinion among those who have adopted the Multiple Machine Idea is that

## The Linotype Way Is the Only Way

MERGENTHAUER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.  
SAN FRANCISCO: 618-646 Sacramento Street.  
NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

SEND FOR A COPY OF "WHAT YOUR NEIGHBORS SAY."

the program. Rice fields will be viewed by the guests and the many and various industries of this rich section of Texas will be things of wonder to those who have never visited Texas before.

Monday night the journey back to Dallas will be begun.

## NEWSBOYS START OLYMPIC FUND FOR AMERICA.

The New York newsboys have rallied to the aid of the Olympic fund, which will be used to defray the expenses of the American athletes who will compete in the Olympic games at Stockholm next summer.

## RAILROAD MAN PROMOTED.

Charles M. Pendleton has been appointed advertising agent for the St. Louis and San Francisco Railroad. He has been chief clerk in the advertising department for a year and succeeds Glenn Hutchinson, who recently became general Southwestern representative of the American Lithographic Company.

STANDARD PUBLISHERS METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street. NEW YORK. Telephone, 476 Chelsea.

NEWSPAPER Publishers who let our Mr. LOUIS A. HOFFMANN tell them about his proven newspaper supplies are the kind that show large profits—not merely an existence.

INTERNATIONAL PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U. S. A.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

A. C. Peters has revived the Williamsburg (Pa.) Press.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink Co. of New York City be your 4-cent inkmen.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

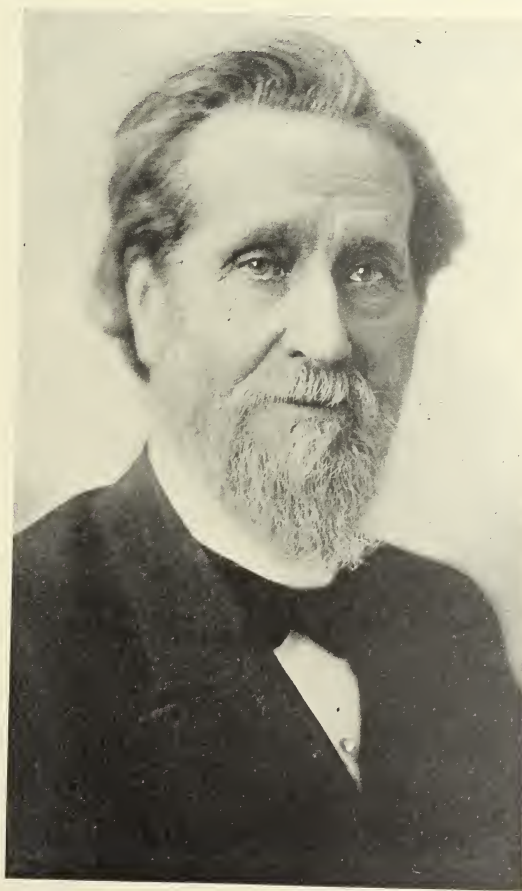
No. 945

NEW YORK, SATURDAY, APRIL 6, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero-Worship."  
Lecture V.

TEN CENTS A COPY



ISAAC STEPHENSON,

PRINCIPAL OWNER OF THE MILWAUKEE FREE PRESS, AND UNITED STATES  
SENATOR FROM WISCONSIN.

See Tenth Page.

## TIMES IS DENIED AN INJUNCTION.

LOSES ITS APPEAL FOR A  
PERMANENT ORDER ON  
AMUNDSEN STORY.

Applications of the New York Times for injunctions to restrain the publishers of the World, the American, the Press and the Sun from printing accounts of Captain Amundsen's discovery of the south pole were denied Thursday by Judge Lacombe in the United States District Court. Orders to show cause why these motions should not be granted were signed by a District Court Judge on the evening of March 8th, and the applications came on for hearing on March 20th.

He took the view that as Amundsen's narrative is no longer news, and therefore not likely to be again republished, there was no reason to issue injunctions while the important questions involved in the case were under advisement. He set forth his reasons at length only in the case against the Sun Printing and Publishing Association.

At the hearing last Friday attorney for the Sun argued that the Sun's version of Captain Amundsen's discovery was neither in fact nor colorably a violation of the Times' alleged copyright; that the Times had acted prematurely in starting a proceeding to restrain the Sun from infringing a copyright not yet obtained, and that there was no reason now for granting an injunction which would restrain the Sun from printing a story which has ceased to be news. On this last point Judge Lacombe based his denial. Judge Lacombe said in part:

"As to the merits of the motion various objections are raised to the granting of the relief prayed for; some of them are directed to the form of the complaint, which, it is contended, in some particulars states conclusions instead of facts. Any irregularities of that sort could no doubt be cured by amendment to conform to the facts.

"But there seems to be no good reason for deciding the questions raised upon the argument, some of which go to the fundamental merits of the controversy on an application for an injunction pending the trial. There is no reason to apprehend that the defendant will hereafter print the alleged copyright narrative or any part of it; it has long since ceased to be news.

"The important questions in the case can be best considered at final hearing—the bill is for accounting as well as injunction—when the contracts upon which complainant's right to copyright will be before the court. For this reason, and without expressing any opinion on any other branch of the case, the present application for injunction is denied."

Judge Lacombe made a similar disposition of the cases against the Star Company, publishing the American; the Press Publishing Company, publisher of the World, and the Press Company. The only opinion he wrote, however, was with regard to the Sun Printing and Publishing Association, and he referred

to this is deciding the other motions.

On the evening of March 8th, the day before the publication of Amundsen's narrative of his discovery of the South Pole, which had been copyrighted by the Times, Judge George C. Holt, of the United States District Court, at the instance of that newspaper, issued a temporary injunction restraining the American, the World, the Sun, and the Press from infringing the Times' copyright by publishing the Amundsen narrative, either verbatim or in colorable variation.

The injunction was served on all of the newspapers named before midnight, but all, in their issues of March 9th, printed versions of the Amundsen narrative, corresponding more or less closely to the original. This was possible by reason of the fact that the narrative was also published in the London Daily Chronicle, the difference in time between London and New York permitting the cabling of the narrative in time for the New York newspapers of the same morning. Notice of the Times' American copyright was printed in the London Daily Chronicle.

At the New York American office the process servers who served the temporary injunction reported that they were thrown out, and the American published the narrative, with only slight changes, as a special cablegram, under date of Hobart, Tasmania. A proceeding for contempt is now pending against the American before Judge Lacombe, and a decision is expected within a few days.

Besides the contempt proceeding against the American and suits for damages for infringement of copyright against all of the newspapers mentioned, the Times' counsel moved before Judge Lacombe a few days ago to make the temporary injunction of March 8th permanent, which is denied.

When the cases came before Justice Lacombe last Friday counsels for the Press and Sun said that the orders restraining those papers from printing the story had been improperly served on minor employees instead of "agents of the corporations." The Sun also maintained that the Times had not held a legal copyright to the story at the time because it had not complied with the technicalities of the copyright law.

"The Sun obtained its article on the Amundsen discovery in the following manner," said its counsel. "The Daily Chronicle, which, with the New York Times Company, had acquired the exclusive rights to Amundsen's personal narrative, comes out in London a few hours before the New York papers are printed.

"The Sun directed its London correspondent, Mr. Oulahan, to prepare a news article about the discovery from the Chronicle's copyrighted story, but to be careful to confine the account to a news article which could be credited to the Chronicle. Mr. Oulahan accordingly cabled a skeleton, containing the bare facts. Of course, if we had attempted to give an impression that the account we were printing was

Continued on Twelfth Page.

## GERMAN PAPERS TO CO-OPERATE.

AN ASSOCIATION FORMED  
TO SECURE BUSINESS  
FOR ENTIRE FIELD.

German newspaper publishers of the country have begun to organize with the object of developing advertising for their newspapers. This work will be done through the German Newspaper Alliance of America, which has just incorporated in New York with \$100,000 capital. Offices will be located in New York City at 45 West 34th street, and it is planned also to open a Western branch in Chicago.

The development of the organization is reported to be coming along rapidly. In less than two weeks after the project was launched more than 140 publications of every class were enrolled as members and are now working in hearty co-operation.

The president of the alliance is Bernhard Liebenstein, for many years connected with Hearst's Das Morgen Journal as business manager. He has a large acquaintance among the advertisers and agents.

A. J. Meister is the vice-president and secretary. He was the advertising manager of large New York department stores for about a dozen years, and prior to that did extensive newspaper work.

One of the members, in speaking of the idea to THE FOURTH ESTATE representative, had this to say of it:

"The specific object of the alliance is the development of general advertising for the German newspapers; to create new business; to persistently and consistently bring these German publications more adequately to the attention of recognized advertising agents, and to show big advertisers that they can reach the German population only through the German papers.

"Strangely enough, this field has never been given the attention that it deserves, and it is not to be wondered at that the German publishers are eager to further the cause of the alliance.

"There are more than 600 German publications printed in this country and Canada, and these have a combined circulation in excess of 13,000,000. They appeal to a class of people known for their sturdy qualities of thrift, for their importance in the nation's progress and prosperity.

"The work of pushing the interests of the German Newspaper Alliance of America, Inc., is being done with vigor and determination. It must be understood that every German newspaper or publication that joins the alliance becomes a member of that organization in the sense that it is part and parcel of it; that it works with it in promoting the combined interests of publisher, advertiser, and alliance; that the alliance is not merely an agent representing the German papers in the national field, but the organization of the

German newspapers themselves.

Every German newspaper printed in New York is a member, and it is estimated that within six months the alliance will have enrolled no less than 450."

Mr. Liebenstein has left Das Morgen-Journal and now is giving his time exclusively to the Alliance, as is also Mr. Meister.

## MEXICANS SUPPRESS PAPER OWNED BY AMERICANS.

Ambassador Wilson at Mexico will take up with President Madero the summary suppression of the *Heraldo*, a Mexico City newspaper owned by an American corporation, seized because it printed war reports favorable to the rebels.

Paul Hudson, manager of the *Heraldo*, received an oral notice that the publication of the paper was prohibited. He saw Ambassador Wilson, who said he believed that, even with a written notice, the suppression of the paper without court proceedings was unwarranted.

"I feel that we have been made the victims of arbitrary and illegal procedure," Mr. Hudson said. "We will investigate fully our rights and all the legal aspects of the case, and take such steps as may be found expedient to protect our interests. The *Heraldo* will not appear again until it can do so without fear of intimidation, interference with free utterance and danger of illegal repression."

Two hundred newsboys, after the suppression of the *Heraldo*, paraded in protest.

The *Heraldo* is the Spanish evening edition of the *Daily Herald*, printed in English.

Every effort is being made by the government to suppress all news. The leased wire of the Associated Press has been seized and so far as possible no news is allowed to enter or leave the republic.

The American ambassador, it is said, has written to President Madero, demanding the expulsion of a number of correspondents.

## CIRCULATORS' CHANGE IN LOUISVILLE.

Otis S. Scattergood has been appointed circulation manager of the Louisville *Herald*, succeeding T. L. Wood, who has gone to California. Mr. Scattergood formerly had charge of the county circulation of the *Chicago Examiner*.

## WITH HEARST'S GEORGIAN.

Robert W. Vincent, for several years managing editor of the *Charlotte (N. C.) Observer*, is now connected with the Atlanta *Georgian*. John B. Nevin, well known in Washington newspaper circles, is a new member of the *Georgian* editorial staff.

## ANOTHER AD "GRAFTER" SUED BY WORLD.

The New York *World* has brought a second suit in the Supreme Court against an advertiser who inserted circulars in the pages of copies sold by newsdealers. The defendant in this action is the firm of Piser & Co. and damages of \$50,840 are asked.



# ADVERTISING THAT PAYS GROWS ADVERTISING THAT GROWS PAYS

## New York American

*In Advertising Gains Showed Its Heels to All Other  
New York Morning and Sunday Newspapers*

**Led Last Month—March**

**Led Last Quarter—January, February and March**

If you are in doubt as to which newspaper is the best advertising medium in New York City, in the Morning and Sunday field, you have only to glance over the records of the first quarter of the year 1912 to come to a quick decision.

When advertising pays it *grows*, and when it grows it *pays*. There is no disputing this fact.

It is the great **BUYING POWER** of the readers of the Morning and Sunday American which makes this great showing possible.

"Quantity-Quality" circulation does produce **BEST RESULTS**—so the records say.

### March, 1912

### First Quarter, 1912

**NEW YORK AMERICAN** led all other New York Morning and Sunday newspapers in Total Advertising gain

**NEW YORK AMERICAN** for the First Quarter of 1912—January, February and March—led all other New York Morning and Sunday newspapers, as usual, in **TOTAL ADVERTISING** gains over the corresponding period last year.

**NEW YORK AMERICAN** published more Dry Goods Advertising than any other Morning and Sunday New York newspaper, and *gained more* DRY GOODS Advertising than any other New York newspaper.

**NEW YORK AMERICAN** for the First Quarter of 1912 led all other New York Morning and Sunday newspapers in DRY GOODS ADVERTISING gains over the same period last year.

### In Total Advertising

### In Total Advertising

<b>NEW YORK AMERICAN</b>	Gained 116,385 Lines
New York World	Gained 50,910 Lines
New York Herald	Gained 26,466 Lines

<b>NEW YORK AMERICAN</b>	Gained 200,834 Lines
New York World	Gained 58,968 Lines
New York Herald	Lost 68,138 Line

### In Dry Goods Advertising

### In Dry Goods Advertising

<b>NEW YORK AMERICAN</b>	Gained 90,401 Lines
New York World	Gained 67,749 Lines
New York Herald	Gained 37,258 Lines

<b>NEW YORK AMERICAN</b>	Gained 109,028 Lines
New York World	Gained 46,563 Lines
New York Herald	Gained 32,762 Lines

Figures compiled by the Statistical Department, New York Evening Post.

AGAIN IT IS DEMONSTRATED  
**"QUANTITY—QUALITY"**  
 BRINGS BEST RESULTS

## FAVORS ST. LOUIS STAR SALE.

### RECEIVER WOULD DISPOSE OF LEWIS EQUITY TO MR.

FRANK FOR \$40,000.

Application to sell the E. G. Lewis equity in the St. Louis Star to Nathan Frank for \$40,000 has been made to Walter D. Coles, referee in bankruptcy, by Attorney Matt G. Reynolds, receiver for the Lewis corporations.

Under the terms of the compromise proposed, the indebtedness of the Star to the Lewis Publishing Company, aggregating more than \$800,000 is to be wiped out. Frank's proposition is to give the receiver, in settlement of the claims, the note of the St. Louis Star for \$40,000, payable in two years, indorsed by himself.

Attached to the application for the sale of the Lewis equity was a report of expert accountants, showing that the Star is now losing from \$10,000 to \$18,000 a month.

The referee withheld his decision to give the receiver an opportunity to confer with Frank relative to payment of the \$40,000 in cash, or in bankable notes. He said he did not like to recommend the acceptance of two-year notes, in view of the reports showing the heavy losses of the Star.

Receiver Reynolds said he had tried to get a cash offer for the Lewis equity, but had been unable to do so. Some months ago, he said, Frank offered \$55,000 for the equity, but, he said, things had been going from bad to worse so rapidly that \$40,000 was the best offer he could now get.

The application for the sale of the equity stated that Lewis bought 3,750 shares of the capital stock of the Star for \$262,500. He paid originally \$5,000 on the deal, but subsequently paid an additional sum of \$132,000 on the debt. In all 1,350 shares of the stock of the company were delivered to Lewis.

It is now proposed to turn back to Frank the 1,350 shares of stock, and in turn he is to release certain collateral which he held as security. The notes of the Star to the Lewis Publishing Company, given on account of the \$500,000 indebtedness, were not secured.

It was testified in the trial of E. G. Lewis in the United States District Court that the Lewis Publishing Company made loans to the

Star, during the period of Lewis' ownership, aggregating \$572,000.

It is understood that as soon as Frank gets control of the Lewis equity he will dispose of it to William R. Hearst. A representative of Mr. Hearst in New York declared positively to THE FOURTH ESTATE at the time of going to press that there has been nothing done by Mr. Hearst toward buying any newspaper in St. Louis.

### MONOTYPE STOOD TEST.

A unique exhibition at the recent Northwestern Electric Show in Minneapolis was that of the Farnum Printing & Stationery Company. A portion of its exhibit that attracted much attention was a complete Monotype plant in operation.

While the Monotype people were not directly interested in the exhibit they received many compliments on the fact that the machine, which was eight years old, was producing work beyond criticism. Many printers tested the product from every standpoint and were surprised that a machine which has been in use every day and often nights for such a length of time could be capable of doing such high-grade work.

### "S. A. M." CLUB GAVE SHOW.

The Syracuse Ad Men's Club on Monday evening had its annual banquet and entertainment. A typical "April Fool" and burlesque program was carried through in fine shape by the member-actors, and some fine addresses on advertising were made by President Coleman of the A. C. A. and others. Prominent among the guests were the members of nearly the entire staff of the Paul Block Special, of New York. They included Gilbert Kinney, H. G. Halsted, D. P. Ryans and R. R. Mamlok of the New York office, and Frederick Foote, manager of the Boston office.

### SUFFRAGETTES PUBLISH

#### ANOTHER DAY.

The New Rochelle (N. Y.) Evening Standard on Wednesday was published under the direction of the members of the local Equal Franchise League. It is said to be the first daily newspaper in New York State to have this honor.

The women got out an edition twice the ordinary size of the Standard. Mrs. Leigh H. French was the editor-in-chief. The edition had a large sale, and the suffragists say they hope to repeat the experience soon.

### SUN BUYS LINOTYPES.

The New York Sun, which under the Laffan regime steadfastly refused to introduce linotype composition, has under the management of William C. Reick changed its policy in that regard.

Five model 8 three-magazine and two model 4 double-magazine linotypes have just been installed in its composing room.

The Surcomb Company, of Chicago, has been dissolved and the magazine known as "Tomo" has suspended publication.

## WILLIAM R. HEARST AS AN EDITOR.

### HIS CODE OF RULES FOR ALL HIS NEWSPAPERS.

William R. Hearst, the publisher of eight daily newspapers in the United States and almost as many magazines, is supposed by many people to be just interested in journalism as an incidental occupation, and to be a man who gives most of his time to political activities. But in reality this is not so.

Mr. Hearst has his own ideas of conducting newspapers, and to these must be attributed much of the success he has achieved in all his publishing undertakings. While he maintains a large executive staff of

"Have a good exclusive news feature as often as possible.

"Pay liberally for big exclusive stuff and encourage tipsters.

"Get reporters with acquaintance.

"When a big story must get in all the papers, try to have notably the best account in the American.

"Try to get scoops in pictures. They are frequently almost as important as news. I don't mean pictures of chorus girls, but pictures of important events.

"Make the paper thorough. Print all the news. Get all the news into your office and see that it gets into the paper. Condense it if necessary. Frequently it is better when intelligently condensed—BUT GET IT IN.

"Get your best news on your first page and get as much as possible on that page.

"Don't use up your whole first page with a few long stories, but try to get a large number of interesting items in addition to your picture feature and your two or three top head stories.

"Of course, if your feature is big enough, it must get display regardless of everything, but mere display does not make a feature.

"When you have two features it is frequently better to put one on the first page and one on the third, so as not to overcrowd the first page.

"Get important items and personal news about well-known people on the first page, and sometimes condense a big news story to go on the first page rather than run it longer inside.

"Make your departments complete and reliable, so that the reader will know that he can find a thing in the American, and that he can find it right.

"Make a page for the NICEST KIND OF PEOPLE—for the great middle class. Don't print a lot of dull stuff that they are supposed to like and don't.

"Omit things that will offend nice people. Avoid coarseness and slang and a low tone. The most sensational news can be told if it is written properly.

"Make the paper helpful and kindly. Don't scold and forever complain and attack in your news columns. Leave that to the editorial page.

"Be fair and impartial. Don't make a paper for Democrats, or Republicans, or Independence Leaguers. Make a paper for all the people and give unbiased news of ALL CREEDS AND PARTIES. Try to do this in such a conspicuous manner that it will be noticed and commented upon.

"Please be accurate. Compare statements in our paper with those in other papers, and find out which are correct. Discharge reporters and copy-readers who are persistently inaccurate.

"Don't allow exaggeration. It is a cheap and ineffective substitute for real interest. Reward reporters who can make THE TRUTH interesting, and weed out those who cannot.

"Make your headlines clear and concise statements of interesting facts. The headlines of a newspaper should answer the question 'WHAT IS THE NEWS?' Don't allow copy-readers to write headlines that are too smart to be intelligible.

"Don't allow long introductions to stories, or involved sentences. Don't repeat unnecessarily. Don't serve up the story in the headlines and then in the introduction, and then in a box. Plunge immediately into the interesting part of the story.

"Run pretty pictures and interesting layouts, but don't run pictures just to 'illuminate the text.' If a picture occupies a column of space it should be as interesting as a column of type. Pictures of pretty women and babies are interesting. Photographs of interesting events with explanatory diagrams are valuable. They tell more than the text can, and when carefully and accurately drawn people will study them. But much space in my papers is wasted on poor and uninteresting pictures. Make every picture worth its space.

"Please sum up your paper every day and find wherein it is distinctly better than the other papers. If it isn't distinctly better you have missed that day.

"Try to out plan to make it distinctly better the next day.

"If you cannot show conclusively your own paper's superiority, you may as well see the public will never discover it.

"A succession of superior papers will surely tell. When you beat your rivals one day try harder to beat them the next, for success depends upon a complete victory."

### NEW BUILDERS' JOURNAL.

The Marion County Building Trades Council, of Indianapolis, has decided to publish, as an experiment, a monthly paper devoted to building trade news of interest to

managers—all recognized as among the best obtainable—he really takes great interest in directing his own publications. On his numerous trips throughout the country almost his first step on arriving in a city where one of his publications is located is to his newspaper office. He is in constant touch with his board of managers and has at his fingertips control of every move made by any of his papers, whether he is at home in New York or traveling abroad.

When at home he may be seen at his office almost any night when his New York American goes to press. Mr. Hearst's ideas for issuing his newspapers are explicit and to the point. Some of them are contained in a pamphlet which was recently issued to the employees of his newspapers. In it Mr. Hearst says:

craftsmen in Indianapolis. The first issue will appear about the middle of this month and will be in charge of Clarence Gaumer, formerly secretary of the State Federation of Labor.

## Advertisers who investigate the MILWAUKEE field always select the EVENING WISCONSIN

Lowest rate per thousand of any daily in Milwaukee.

### CIRCULATION:

Daily Average for  
the year 1911 **44,766**  
A GAIN of 3000 copies per day  
over the year 1910.

JOHN W. CAMPBELL, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



## MISSOURI'S WEEK OF JOURNALISM

MANY PROMINENT PUBLISHERS ARE TO TAKE PART IN PROGRAM.

The preliminary program for Journalism Week at the University of Missouri has been prepared by President A. Ross Hill. It will begin May 6 and last until May 11.

The Missouri Press Association will hold its annual meeting in Columbia that week. Three hundred Missouri editors will attend. The Association of Past Presidents of the Missouri Press Associations will also meet.

According to the preliminary plans Chase S. Osborne, governor of Michigan, will open the week with an address on "Journalism—the Country Field." Ralph H. Pulitzer of the New York World will give another side, "Journalism—the City Field." Thomas Nelson Page, the Southern novelist, will speak on "Journalism and Literature."

Several newspaper men will take part in the program for May 7. They are: George S. Johns, editor of the Post-Dispatch, Louis T. Golding, editor of the St. Joseph News-Press; Sam Hellman, city editor of the St. Louis Republic; W. M. Ledbetter, city editor of the St. Louis Globe-Democrat; M. J. Lowenstein of the St. Louis Star, and Harold Hall of the St. Joseph Gazette.

H. J. Haskell of the Kansas City Star, T. H. Rogers of the St. Louis Times, A. B. Chapin of the Kansas City Star, and Hal Gaylord of the Kansas City Journal will speak on the eighth.

The next day will be devoted to advertising. The chief speakers will be George W. Coleman of Boston, president of the Associated Advertising Clubs of America, and Glen Buck of the Glen Buck Company, of Chicago. R. T. Deacon of St. Louis, treasurer of the Ben Franklin Club of America, will speak on the 8th and 9th.

The program for the 10th includes addresses by Dewitt C. Wing of the Breeders' Gazette on "Agricultural Journalism," Strickland Gillilan on "Humor in Newspapers," and Clarence Ousley, editor of the Fort Worth Record, on "Journalism for Public Service."

The program has been arranged so that the second and third days will be for the discussion of news and editorials, the day following one for advertising and the next for the country newspaper and its problem.

The newspaper men and women who will discuss the country paper are Charles W. Green of the Brookfield Argus, H. S. Sturgis of the Neosho Times, Philip Ganz of the Macon Republican, E. P. Caruthers of the Dunkline County Democrat, Mrs. S. W. Lee of the Savannah Reporter, and R. R. Gilbert of the Warsaw Times.

Three sessions a day—morning, noon, and night—are held throughout the week. The evening program usually is given over to an out-of-the-state speaker.

# In NASHVILLE it is the DEMOCRAT

In an address delivered before a Manufacturers' and Dealers' Demonstration in Nashville, Tenn., March 22, Mr. E. C. Faircloth, President of The American Bread Co., said of The Democrat:

"Coming to life only a few months ago the Democrat has grown to such proportions the average man does not stop to realize it is just in its infancy. But it is a healthy infancy. It is growing daily, increasing in popularity every moment of day and night, and when the bud opens to a full-developed flower, I think the paper will have the largest circulation of Tennessee newspapers. But circulation is of interest to advertisers only—and, of course, the men behind the papers.

"What causes a feeling of loyalty to the paper in the hearts of the people at home is the bigness of character it has.

"Newspapers are like men, who may be of various kinds, sizes, characters; different in appearance and in the results they strive to accomplish. There are men who weigh far more than the average. One finds them who have small bodies; some are what we term 'two-faced'; others are quiet, easy-going and not very progressive. There are many behind the times; others utterly without conception of right or wrong. Some work for themselves alone. So it is with newspapers.

"I feel that I hardly need tell you the Democrat is properly classed with the man of big-hearted, honest opinions and fearless determination to do his duty. That you have found out during the past few months. I need not tell you the paper is straightforward and fair—that is also evident. But what I wish to have you realize is the great big variety of news it carries each day, the many things it gives for amusement and instruction of the thousands of readers all over this section of the South, and to many other features one can best find for himself by reading the daily issues of that peerless publication—the Nashville Democrat. We should not hesitate in telling our friends we are proud of it."

*Get acquainted with us.*

Ask the JOHN BUDD CO.,

Advertising Representatives,

NEW YORK, CHICAGO, ST. LOUIS.

# THE DEMOCRAT

EVERY MORNING

# NASHVILLE TENNESSEE

## LAW DID NOT COVER THE OFFENSE.

Interpreting the law as not covering the offense charged against William M. Higgins and John J. Barry, proprietors of the Kentucky Irish-American, of Louisville, indicted for sending defamatory matter, in an article about Daniel E. O'Sullivan, through the mails, Judge Walter Evans in Federal Court gave the jury peremptory instructions to return a verdict of not guilty.

One of the points of law before Judge Evans involved the question of whether the outside pages of a newspaper constituted its cover. The statute under which the complaint was made holds that an offense is committed when such matter is shown on the outside cover, wrapper or envelope containing mail. Nothing but the address appeared on the outside of the paper in this case, it being simply folded and not inclosed in a wrapper.

## POSTOFFICE INVESTIGATING NEWSPAPER.

The Rock Island (Ill.) Weekly News, which is under investigation by the Post Office authorities, and alleged to have been in a measure responsible for the recent Rock Island riot, appeared this week and was permitted to circulate.

John Looney, the editor, did not make good his promise that the paper would contain another attack on Mayor Schriever. There were no sensational statements.

The jury investigations are now on. The city is quiet.

## NEW I. T. U. SCALE IN UTICA.

The compositors in Utica, N. Y., have signed a new schedule with the publishers for a period of three years, from May 1 next. An increase in wages of \$3 per week has been given, bringing the pay for day men up to \$22 per week, and for night men to \$24 per week. The negotiations were carried on in the best of good nature and each side made concessions. The first demand of the compositors was for an increase of \$5 per week.

## UNION EDITOR SUED.

Thomas C. Kelly, editor and manager of the Trades Union News, of Philadelphia, has been arrested on a charge of criminal libel preferred by Clarence O. Pratt, a labor organizer. Pratt charges that Kelly in a recent issue of his paper stated that he had accepted a \$5,000 bribe to settle a strike of the carmen in the city several years ago.

## SAWYER SELLS OUT.

Isaac H. Sawyer, president of the St. Louis Advertising Men's League, has sold out his stock in the Brown Shoe Company, of that city, and resigns his office as second vice-president on April 15. Mr. Sawyer's connection with the Brown Company had been for a period of twenty-two years, during which he was in charge of the rubber department as well as the sales and advertising.

It is reported that a new daily paper will be established at Aberdeen, S. D.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY,  
NEW YORK

PHONE 5200 BRYANT  
Long Distance 5 Frunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 945 FOR THE WEEK ENDING SATURDAY, APRIL 6, 1912

## NEWSPAPER AS AN AID TO POLITICAL CANDIDATES.

Recent political turns in various states have served to demonstrate the value of the newspaper as a campaign aide. Joseph Brown, now Governor of Georgia, is said to have never made a campaign speech and still won out over his opponent, who was one of the most gifted orators of the South.

Brown did all his talking through the advertising columns of the newspapers. A man of poor address, he feared the ordeal of the "stump," but he knew how to reach the people, and every Georgia home knew what he stood for. This was the secret of his election.

More recently in the state campaign just closed in Arkansas newspaper advertising proved a boon to candidates. Much of the matter otherwise run by papers as political "news" was printed as advertising.

In this way advertising candidates have the "jump" on their old style opponents, who for months before the election have to skip about hither and thither, saying a few words here and a few there, and rely on this method of securing votes. Elmer E. Clarke, publisher of the Little Rock Democrat, who has been especially active in the promotion of this kind of advertising, and whose paper received much benefit from it, declares:

"Political advertising, while it has been done to some extent, has never been used so extensively in Arkansas as during this campaign. Newspapers of other states print such matter as political news and in many instances to the exclusion of other and more general news. Our candidates, I believe, have solved the problem of reaching the voters, and I hope this information will be beneficial to advertisers and newspapers throughout the country."

## WOMEN STUDENTS IN THE PULITZER SCHOOL.

Since actual work toward starting the Pulitzer School of Journalism

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page). One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

has begun there has been much discussion over the policy of the Columbia University authorities in barring women students from the institution. While the matter has not been definitely settled yet, in regard to the new school of journalism, it would seem deplorable if it should be decided strictly to adhere to this policy regarding admission to that branch of Columbia.

Newspapers in every section of the country are greatly interested in the situation and in their editorial comment are one and all thoroughly against exclusion on account of sex. The general attitude of the newspapers is instanced in this comment of the Christian Science Monitor, of Boston:

Plainly speaking, a school of journalism that excludes women cannot meet the demands of the trade or profession it was intended to benefit. In these days women are as necessary to the completeness of a newspaper staff as men. To perfect the absurdity of its ruling the advisory board should have excluded the latter also.

There is no sentiment in this. A journalist in our times is not necessarily a man; some of the best journalists the world has known in the past, some of the most capable it has in the present, are women. This statement is made in the broadest sense. The woman who performs some simple and specific duty is not meant, but, rather, the woman who understands thoroughly the task of preparing and editing copy of the highest class, who works side by side with men, asking and receiving no favors on account of sex, and who is as capable as any of her male associates of standing upon her own merits.

The field of journalism was not opened to woman freely. She was literally forced to break into it. She was not welcome, but she has held her place, made herself valuable, compelled the recognition that is cheerfully given her today by veterans of the other sex. The field, or a fair share of it, is hers

by right of conquest, and no action such as that in question can, or should, weaken or invalidate her claim upon it.

The newspaper calling is broad, liberal, democratic and the school that is intended to fit workers for it should not encourage or nurse any small prejudices.

## NOTE AND COMMENT.

Pittsburgh may not be as prominent in the advertising club movement as many other cities, but it evidently intends to take a leading part in putting an end to fraudulent advertising. Court action during the last few days has been taken against several advertisers who made misleading statements, and the honest business men of the city otherwise are letting it be made known that Pittsburgh is for a "house cleaning."

The New York World's growing prestige with advertisers is clearly demonstrated by its showing for the first quarter of this year, when it ran far ahead of its past performances. During the month of March alone the World carried 1,109,019 lines of advertising.

The German press is publishing articles emphasizing the enormous development of wireless telegraphy as exemplified by the foreign news service of the New York Times.

Merle Thorpe, formerly professor of journalism at the University of Washington, and now in a similar position at the University of Kansas, has entered a Maltese cat and a bulldog at that institution. They form the "lower animal class," along with three setter pups. Kansas always does the unexpected—if it isn't Populism, it's pups, even in the State University.

Publisher Elmer E. Clarke of the Little Rock (Ark.) Democrat is enthusiastic over business conditions in his section. "Since we took charge of the Democrat last June," he says, "circulation has more than doubled, and the volume of our advertising has increased over 400 per cent."

The publishers of the Red Book and Blue Book Magazines and the Green Book Album, of Chicago, have put into effect an "eight-day decision" policy in respect to acceptance of manuscripts. For seven years these magazines have paid for manuscripts on acceptance, as have the majority of other publications of their kind, but now an author may know definitely in advance that his "yes" or "no" will be forthcoming in eight days. Their editor, Ray Long, is a former newspaper man and up to a short time ago was managing editor of Hampton's. Since going to Chicago he has introduced new ideas to his magazines that are serving to make them more popular with not only readers but also the writing profession.

The editor of the Esbon Times cordially invites all his political enemies and persons who have stopped his paper to come in and see him

this week. He has small-pox.—The Monroe City (Mo.) News.

Publisher H. W. Enderis of the Lincoln (Neb.) Freie Presse says he is pleased to report a marked improvement in business this winter and adds: "We read THE FOURTH ESTATE with a great deal of interest and highly value the information it contains."

The Houston (Tex.) Chronicle recently carried a ten-page advertisement of the Krupp & Tuffy Shoe Store. In the development of business such as this instance the Chronicle shines brightly among the newspapers of its section. Business Manager Halstead in other instances, too, of late has demonstrated that he has his eye open for opportunities that will serve to bring his newspaper into the foreground.

Publicity given by the American newspapers in the past year in the fight against tuberculosis amounted to 1,500,000 inches, according to an estimate issued by the national association for the prevention of tuberculosis.

## PUBLICITY IN NEWSPAPER CONTROL.

From the Chicago Tribune.

Mr. Bryan's proposal for the enforced publicity of the ownership of newspapers has merit, although it is not as important as it may at first seem.

In Chicago, for example, the ownership of all the principal newspapers is open and well known. In New York, Philadelphia, Boston—and, in fact, in the great majority of cities and towns in the country, the same is true. Publication, in very few instances, would add to this knowledge.

What Mr. Bryan is after is an exposure of the influences controlling policy, and this most desirable result hardly would be attained by the means he suggests, except in a very few exceptional cases.

It is true undeniably that with the great power of the press it is to the public interest to know what associations, relations, and controlling influences are behind that power. But these must be discovered from the attitude, policy and actions of the various papers.

Every newspaper, to the attentive and persistent reader, bears its character stamped upon it, and we doubt if any device can be presented which will assure him more reliably than the knowledge he himself derives from reading it.

The reader will know in the long run if he reads and thinks what papers are faithful to his interests, honest, clean and dependable.

## EXCEPTS PAPER AND PULP.

Senator McCumber's bill for the repeal of the Canadian reciprocity law has been favorably reported from the Senate Finance Committee of the United States Senate. The bill excepts from the repeal the section relating to the importation of pulp, pulp wood and paper, which has been the only effective part of the law since the refusal of Canada to accept the pact.



## PURELY PERSONAL.

Frank Presbrey, the New York general advertising agent, who has been spending a month on the French Riviera and in Rome and Naples, has returned home.

S. W. Hager, editor of the Owensboro (Ky.) Inquirer, is in charge of Woodrow Wilson's campaign for the Democratic Presidential nomination in Kentucky.

J. Jeffreys, managing editor of the Brooklyn Citizen, is a poet of considerable talent. His most recent creation is a contribution to the columns of the Citizen, entitled "Remember the Maine," touching on the recent rebuff of the famous battleship.

P. H. McCarty, publisher of the Rock Rapids (Ia.) Review, has returned from a six weeks' trip through the East.

Ivan T. Burney, publisher of the Little Falls (N. Y.) Courier and Journal, is on a pleasure trip to the Panama canal zone.

E. A. Powell, publisher of the Western Architect and Builder, has been elected secretary of the Builders' and Traders' Exchange of Cincinnati.

A. A. Rhoads, editor of the Campbellville (Ky.) News-Journal, is spending several weeks at Marion, O., with his mother.

C. A. Lemmers, editor of the Woodstock (Ill.) Republican, has been compelled by ill health to give up his work.

The Railway Mail, a paper published for some years at Sedalia, Mo., has moved to Kansas City.

Edwin C. Slosson, literary editor of the Independent, of New York, has gone to Australia for a visit. He is accompanied by Mrs. Slosson.

T. L. Pound, editor of the Danville (Ark.) Democrat, will be a state delegate at the Public Land Convention next summer.

Herbert Bailey, editor of the London Magazine Connoisseur, is on a visit to this country in connection with the Dickens' Centenary fund.

Fred Shaffer, formerly a Denver newspaper man, has resigned the secretaryship of the Grand Junction (Colo.) Chamber of Commerce and plans to come East.

H. W. Blakeslee, manager of the Associated Press office at Dallas, Tex., delivered an address at the last meeting of the Unity Club, that city, on "The Publisher and Social Progress."

Tim Burr Thrift of the Cleveland Advertising Club gave a lecture before the City Club of Boston last week.

Eugene Kline, formerly vice-president of the Mahin Advertising Company, Chicago, is now connect-

ed with the law firm of Felsenthal and Beckwith of that city.

Frank Coupe of the Ewing & Miles Advertising Agency, New York, is out of town on business for a few days.

J. A. Russell, proprietor of the Juneau Dispatch at Juneau, Alaska, has recently been in southern California for several weeks.

R. W. Carpenter, of the Dallas (Tex.) Times-Herald, was a visitor in New York this week.

W. H. Matthews, business manager of the Rochester (N. Y.) Democrat and Chronicle, returned this week with his family from Bermuda. Mr. Matthews remained in New York for a few days touring the agencies.

## BROOKS HAS SEEN SERVICE.

James M. Brooks, who has just been appointed advertising manager of the Philadelphia Evening Telegraph, is well known in Eastern advertising circles from service



JAMES M. BROOKS

in the foreign and general fields, as well as in newspaper work. For several years past he has been connected with the Philadelphia Record. Previous to that he was with the North American, in charge of the classified advertising, and later associated with W. E. Willis in the Eastern representation of the North American.

## MISS KROMBACH ON COAST.

A figure long well known among New York newspaper women is Miss Beatrice de Lack Krombach, not long ago a reporter and special story writer on the World, and who has done commendable work on several other metropolitan dailies. Besides her journalistic work Miss Krombach is highly respected in philanthropic circles and was for some time the superintendent

of the Young Women's Hebrew Association, to which she is unselfishly devoted.

Miss Krombach is now in Los Angeles with the Whitney Bureau of Correspondence writing special stories and magazine articles and declares that the atmosphere of sunshine and flowers is conducive to her best literary efforts.

## WEDDING BELLS.

Miss Beryl Boughton, a newspaper artist and writer, was married in New York Wednesday to Thomas Aitken, a well-known Alaskan mine owner and millionaire. The couple left immediately for Mr. Aitken's home in Colorado Springs. They are to go to Alaska at the opening of navigation in June, and then return to make their home in Seattle.

Archibald Alfred Bernard, who is to start a new paper at Hobart, N. Y., this month, was married last week at Fort Plain to Miss Madolin Constance Moyer of that village. Mr. Bernard until recently was on the staff of the Oneonta Star.

I. H. Masters, editor of the Birmingham (Utah) Press Bulletin, has been married to Miss Corinne Harris Hammer of Salt Lake City.

Miss Florence E. Lewis, society editor of the Lockport (N. Y.) Journal, has been married to Harry Acker Dumont of New York.

Sebon Rains Wallace, a Washington newspaper man, has been married to Miss Margaret Catherine Donaldson. The couple will make their home in Virginia.

## TOWN HONORS PUBLISHER.

On the occasion of his birthday anniversary Colonel James C. Wickes of Dover, Del., publisher of the State News, was tendered a complimentary dinner in Dover last Friday night, the affair being arranged by a committee of business men of the town.

## BARNES RE-ELECTED.

William Barnes, Jr., proprietor of the Albany Journal, was re-elected chairman of the New York State Republican Committee at its meeting in New York Tuesday. It is also probable that Mr. Barnes will be one of the delegates-at-large from New York to the coming national convention in Chicago.

## IN THE PUBLIC EYE.

Oliver Page, publisher of the Marion (Ind.) Leader, has begun a campaign for the nomination of Congressman-at-Large.

Edward B. Kemble, publisher of the Mount Carmel (Ill.) Item, is a candidate for the Democratic nomination for state senator.

Scott Fulton, publisher of the Van Alstyne (Tex.) Leader, is after the Democratic nomination for state senator.

The Millville (Cal.) Herald has resumed publication after a lapse of several months, owing to being burned out.

## YOUNGSTERS BUILDING UP

## AN ILLINOIS DAILY.

John A. Larison and Walter Niebuhr purchased the plant of the Lincoln (Ill.) Daily Courier and the Lincoln Times Courier in October last year. Mr. Larison was the city editor of the Courier, while Mr. Niebuhr, whose home was in Lincoln, went back from Oklahoma



WALTER NIEBUHR.

City where he had been political reporter on one of the afternoon dailies. The young men at once set to work and at the close of the first year they were able to announce that the Courier was doing a business fifty per cent. greater than ever before.

On the first of January, 1912, Mr. Niebuhr bought the interests of his partner and organized a stock company with himself as president. New machinery was purchased and many improvements made. Mr. Niebuhr now has associated with him Wallace G. McCauley, formerly with the Tulsa World, and Brainerd Snider, a young newspaper man who got his early training on the Kansas City Post.

Mr. Niebuhr, the business manager and editor, received a thorough education in literature and law and has had several years' experience on large newspapers. He was one of the organizers of the Lincoln Commercial Club, which has a membership of 400, and of the good roads movement in his home county. He is a member of several literary and legal fraternities and a candidate for the state legislature from his district with no opposition for the nomination by the Democrats.

## SCHELLING'S NEW WORK.

Paul Schelling, formerly with the Hearst papers in New York, is now circulation manager of Dry Goods, of the same city. Mr. Schelling was connected with the New York Evening Journal and Das Morgen Journal.

## BUSINESS OPPORTUNITIES.

**\$50,000 CASH**

available for first payment on purchase of a daily newspaper property. New England and New York State locations preferred. Proposition C. Y.

C. M. PALMER.  
NEWSPAPER BROKER,  
277 Broadway, New York

### Do You Want To Sell Or Buy A Newspaper Property?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City

## FOR SALE.

## FOR SALE

Up-To-Date Electric Baseball Score Board.

In first class condition and working order. Reason for selling, inability to use because of ordinance prohibiting extended signs. If interested, address The St. Louis Times, St. Louis, Mo.

## FOR SALE

Controlling interest in only Daily paper in Ohio town of 10,000 population. Buyer can secure absolute control without buying control of stock. Address Frank B. Wilson, Urbana, Ohio

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines: 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

LINOTYPES FOR SALE. Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrix. Franklin Printing Co., 430 West Main street, Louisville, Ky.

FOR SALE.—OUR COMPLETE LINOTYPE PLAN consisting of No. 2, No. 4 and No. 6 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

## FOR ONE ALPHABET.

Alexander Graham Bell, appearing Wednesday before the House Committee on Foreign Affairs in Washington, urged the adoption of a resolution requesting the secretary of the interior to make inquiry regarding the advisability and practicability of an international agreement on a universal alphabet intended to represent the sounds of speech after a uniform system.

"You have no idea of the absurdities of our speech," said Mr. Bell. "For instance, c-o-u-u-g-h spells enuff, whereas p-l-o-u-u-g-h spells

## SITUATIONS WANTED.

**I Want To Go South** as circulation or advertising manager of a Southern daily. Over 20 years of experience (5 years in the South) past two years (and now) in the publishing business of my own, but want to get back into the daily field again. Forty-one years old, married, best of references.

**I KNOW THE GAME** Address "South," Care The Fourth Estate.

### BUSINESS OR EDITORIAL POSITION WANTED.

A practical, all around newspaper man, with experience in business and editorial management, and thorough knowledge of printing, is open for engagement. Reliable in work and habits. Address, giving particulars, "B," care The Fourth Estate.

### CIRCULATION MANAGER

wants to connect with live daily. Capable and a worker. Can always show increase, also hold down department expense. Employed but desire a change. References furnished. Address Circulator, 2257 North Franklin St., Philadelphia, Pa.

### MAILER WANTS POSITION.

Wanted, by young man age 20, position as mailer on newspaper (daily preferred). Six years experience. Accurate, thoroughly reliable. Best of references. Now employed. Good reason for change. Write "Maier," Box 52, Columbia, S. C.

### TRADE PAPER MANAGER WANTS POSITION.

I am now employed on one of the leading trade publications in the West, but I long for the east, especially New York City.

I want a position where I can uphold my claim of being one of the best business, advertising and production managers in the trade paper field.

Have a splendid record as an ad getter, ad writer, and selling campaign planner, also as a circulation manager.

Address Tradeater, care The Fourth Estate.

### Publication Pressman Wants Position.

I have had 20 years experience on all kinds of publications as superintendent or foreman. I want a position on some good publication. Address L. A. B., care The Fourth Estate.

**A Good Advertising Solicitor wants a position.** He has specialized, with success, for years in the trade paper field.

Address Senn, care The Fourth Estate.

plow. A foreigner might think that c-o-u-u-g-h spells cow, but it doesn't. He said English was fast becoming the commercial language of the world and could become the universal language if standard pronunciation were adopted.

The committee took the view that the department of the interior already had power to conduct the investigation.

### ADAMS ELECTED HEAD OF ATLANTA AD MEN.

The annual meeting of the Atlanta Ad Men's Association was held last week. The election of officers resulted as follows: President, A. S. Adams; vice-presidents, Ev-

## SITUATIONS WANTED.

### CIRCULATION MANAGER.

A wide awake circulation manager who is not afraid of work; can get and hold circulation as well as get the money, desires change. Will not consider town under 30,000 population. Address Worker, care The Fourth Estate.

### CIRCULATOR.

A live circulator who started at the bottom and worked his way to the top would like change by April 15. Can produce results and get the money for your circulation. Managers who are not willing to let their circulation manager run the circulation department please don't answer. Address N. R., care The Fourth Estate.

### CARTOONIST—ARTIST,

With wide experience and an occasional idea, wants position. Address E. H. care The Fourth Estate.

### Energetic Young Man.

With eight years news, advertising, utility and trade paper experience, is open for position on progressive daily or weekly. Have good health and excellent record. Address ENERGETIC, care The Fourth Estate.

### A Circulation Manager.

Who is energetic and ambitious and has had over twelve years successful experience, whose qualifications can not be told in this space, would like to tell them in detail to a publisher who is looking for a man who will get results at minimum cost. Address "Ambitious" care The Fourth Estate.

### NEWSPAPER MAN,

(age 36) now employed as a telegraph editor in New York, and with wide experience as reporter, news editor, and editorial writer, desires to make a change with better opportunities. Address Box G, care The Fourth Estate.

## HELP WANTED.

### WANTED.

A salesman by New York advertising firm to obtain contracts from advertisers for Bulletin Board and Electric Signs. Drawing account of \$50 weekly advance against commissions. Address Bulletin Board, care The Fourth Estate.

### PRESSMAN WANTED

Daily newspaper wants an assistant pressman who thoroughly understands presses up to Hoe and Goss Sextuples. Send full particulars in first letter to Sextuple, care The Fourth Estate.

elyn Harris and Ivan E. Allen; secretary-treasurer, R. M. McDowell; executive committee, W. P. Howard, St. Elmo Massengale, Le Roy Rogers, Jules Jurnigan and George M. Cohen.

### TRADE PAPER SHIFTS.

Ralph M. Bates, formerly business manager of the House Furnishing Review, has been promoted to general manager. Miss Helen Louise Johnson and F. H. Dirhold of St. Louis, have been made associate editors of the publication. Miss Johnson has heretofore conducted the Good Housekeeping Institute of the Review.

### DR. BELL AN EDITOR.

Dr. Alexander Graham Bell, the inventor of the telephone, has assumed the editorship of the Volta Review, of Washington, D. C. A

## BUSINESS OPPORTUNITIES

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

## PUBLISHERS.

I am a young man full of energy and perseverance.

I want a position with some publisher whose property has run down.

I know I can build it up because if need be I can invest sufficient funds to put same on a paying basis.

I prefer Atlantic Coast cities but would go where the best opportunity is offered.

I would also consider investing a large sum if property is already on a paying basis, or would even consider purchase of a daily in city of about 50,000.

All replies will be held in strict confidence.

Address, with fullest particulars in first letter, "Legitimate," care the Fourth Estate.

### MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.

32 LIBERTY STREET,

Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

new department dealing with scientific problems will be a feature under his direction. The Volta Review has been published for thirteen years by the American Association to Promote the Teaching of Speech to the Deaf, an organization founded by Dr. Bell, and in which he has actively interested himself for many years.

### LESSEE THROUGH.

The Owensville (Ind.) Star has again passed into the hands of James P. Cox, its owner, after being run under lease for about a year by Edmund Young, of Iowa.

### WHAT DOES HE WANT?

The publisher who needs a managing editor, a city editor, a business manager, an ad solicitor, or anything in the newspaper line, must be hard to suit if he can't find in these columns what he wants.



## CIRCULATION BUILDERS.

NEW YORK  
HERALD  
SYNDICATE

"Brick Bodkins' Pa,"

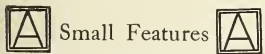
New full-page Comic in Colors  
by EARL HURD,Creator of "Pudge Perkins' Pets,"  
"Editor Mouse," "What's on Your  
Mind," "Hotoff the Pen," etc.  
Furnished in black or in color  
matrices.

Wire for proofs and prices.

## Full-page Sunday Features

SPECIAL CABLE  
AND TELEGRAPH SERVICEDaily Features: News Matrices,  
Comic Matrices, Women's Matter  
and Photographs.For particulars of any service apply to  
NEW YORK HERALD SYNDICATE,  
Herald Square, New York City.Canadian Branch:  
Oscarate Building, Montreal, Canada.Get To-Day's  
News To-Day  
"By UNITED  
PRESS"

General offices, World Bldg., NEW YORK.

Use the famous "Adams Features," among  
which are Walt Mason, Abe Martin, Ruth  
Cameron, George Fitch, Zimmie, Rann's  
"Sidewalk Sketches," The Horrorscope,  
Write for sample weekly sets—NOW.Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.For EDUCATIONAL  
CONTESTS Use the

## Tell-us Tellurian

SOMETHING ORIGINAL

CARL MACK MFG. CO.,

41 Cortland Street, NEW YORK.

## NOW A PART OWNER.

George W. Davids has acquired a  
financial interest in the Poughkeepsie  
(N. Y.) Eagle. For a number  
of years Mr. Davids has been night  
editor of the paper.BUILDING UP THE  
CIRCULATION.Milwaukee newsboys, by order of  
Chief of Police Janssen, must wear  
badges, properly displayed to be  
allowed to ply their trade on the  
streets. The order also covers the  
department of newsboys. If a boy  
wears a badge and is found to be  
ungentlemanly or annoying to peo-  
ple, officers may take the badge  
away and return it to the issuing  
bureau, and the newspapers will be  
notified to refuse him any more  
newspapers for sale or delivery.If a boy is found selling papers  
without having first obtained his  
permit, the parents or guardian  
may be brought into court and  
fined not less than \$25 nor more  
than \$100, or imprisoned in the  
county jail for not less than ten  
days nor more than sixty days.No boy under twelve years of  
age, and no girl under eighteen,  
may sell or deliver newspapers,  
magazines or periodicals. They  
will not be allowed either to sell  
during school hours nor before 5  
o'clock in the morning, and not  
later than 6:30 in the evening be-  
tween October 1 and April 1, nor  
after 7:30 in the evening between  
April 1 and October 1, unless they  
are fourteen years of age.The Wichita (Kan.) Beacon has  
just closed a subscription contest in  
which thirty-eight prizes of a total  
value of \$11,000 were given away.  
The contest was a big success and  
the Beacon added several thousand  
new subscribers to its list. The first  
five prizes were touring cars.The Kingston (N. Y.) Leader has  
launched a "Grand European Tour"  
contest, open to all persons residing  
in the state of New York. The con-  
testants have been divided into six  
districts, and the persons, polling the  
highest number of subscription  
votes in their respective districts  
will be given a five weeks' trip  
through Europe. The six winners  
will be allowed to select their own  
chaperon, whose expense will also  
be stood by the Leader. Two spe-  
cial prizes in the shape of diamond  
rings will be awarded to the per-  
sons reporting the greatest number  
of new subscribers within a certain  
period of two weeks. The contest  
opened on March 30 and will close  
on May 27.The circulation building cam-  
paign through advertising that is  
under way by the Pittsburgh Sun-  
day Post, after a three months'  
trial, is reported as being very  
productive.The Sunday Post is aiming  
with each issue to give not only  
quantity, but quality. Special at-  
tention is being given to the  
sporting section and the depart-ment for women. Color is also  
used freely and artistically.The Plainfield (N. J.) Courier  
News is conducting an educational  
trip contest which is causing con-  
siderable interest.T. F. Houlihan and J. H. Houli-  
han, the Intensive Circulation Pro-  
moters, of Binghamton, N. Y., were  
in New York on a business trip  
this week. They have contests run-  
ning on several papers now and re-  
port that business is very good.  
New contests have just been started  
by them on the Greenwich (Conn.)  
Graphic, in which the prizes are au-  
tomobiles, diamond rings, watches,  
(etc., and on the Berlin (N. H.) Re-  
porter with the same prizes and in  
addition furniture sets. They re-  
cently closed a successful contest  
for the Palmer (Mass.) Journal.DOUBLEDAY TO DO EDI-  
TORIAL WORK.Russell Doubleday, advertising  
manager of Doubleday, Page & Co.,  
New York, has decided to give up  
advertising work to return to the  
editorial department of the com-  
pany's publications.William J. Neal, for ten years  
New England manager, has been  
appointed to succeed him. Edward  
G. Criswell of the Chicago office is  
transferred to New York to become  
assistant advertising manager. He  
was formerly in charge of the finan-  
cial department of the World's  
Work.Henry L. Jones, who has been  
connected with the company in New  
York for several years, has been  
appointed to succeed Mr. Criswell  
in the West.

## SHIP REPORTERS DINE.

The first annual dinner of the  
Ship News Reporters' Association of  
New York was held Sunday  
night in the Waldorf-Astoria and  
was attended by sixty active and  
honorary members. Charles C.  
Boucher, president, was toastmaster,  
and the guest of honor was Wil-  
liam Loeb, Jr., collector of the port.Music was rendered by the Ha-  
waiian band from the "Bird of  
Paradise" company, and the leader  
danced the "Hula-Hula." Miss  
Kitty Cheatham recited, Miss Stella  
Mayhew sang and Melville Ellis  
from the Winter Garden did won-  
drous things with the piano. As if  
it had been previously arranged  
with Father Neptune, not a single  
passenger steamship arrived on the  
day to call the ship news reporters  
away from their feast to duty.THE CENTRAL PRESS of Cleveland and  
THE NORTH AMERICAN SYNDICATE of  
Chicago CONSOLIDATED Monday, April 1.The merge, just effected makes it possible for us to offer to daily newspapers in  
all sections of the country the LARGEST and BEST INDEPENDENT GENERAL ILLUSTRATED  
and FEATURE SERVICE IN THE UNITED STATES, SELLING AT MODERATE PRICES.We are retaining the best features of both syndicates, and will add new ones.  
The daily illustrated news features will be better than ever. Some of our special  
feature headlines: Cartoonists Satterfield, Felix and Fink.Comics, Dorothy Dale's stories, Mrs. Thompson's answers to correspondents,  
Henrietta Gravels cooking articles, Dan McCarty's sport gossip, Roy K. Moulton's  
humor column, and Dancer Stories.

Write for proofs and specimen matrices and ask for our very moderate prices.

THE CENTRAL PRESS ASSOCIATION  
LEADER BUILDING CLEVELAND

## CIRCULATION BUILDERS.

For  
Coupon Clipping  
Campaignyou can use the American  
Library Atlas of the World  
on the ninety-eight cent  
plan with good profit.This new census Atlas  
is the best \$4.00 Atlas at  
lowest price that has ever  
been offered publishers.Send \$1.25 for sample. I will  
send it to you express prepaid.

S. BLAKE WILLSDEN

CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon  
editions, in the form of typewritten copy  
and matrices, covering baseball, boxing,  
Olympic Games, football—all sports.  
Expert Comment—Best Illustrations.YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

Newspapers can flash us day or night on

## QUERY WORK

Bang up service. "Gotham Gossip"  
has them all going. Do you get it?NATIONAL NEWS SERVICE,  
9 East 26th St., New York.

## PROGRESS IN TRENTON.

The Trenton (N. J.) True Amer-  
ican, which was recently acquired  
by W. H. Gutelius, has been elec-  
ted to membership in the Associated  
Press. The True American more  
than a month ago took steps for a  
complete rehabilitation of its me-  
chanical equipment, and the first  
of the new machinery will be in-  
stalled within a few days. Im-  
portant additions have also been  
made to the business, editorial and  
reporting staffs.

## EDITORS WERE DINED.

The Greensboro (N. C.) Cham-  
ber of Commerce gave a dinner to  
the editors of the newspapers in  
neighboring cities last week. The  
banquet was given at the Guilford  
Hotel, and was the first event of  
the kind under the new manage-  
ment.

## SMALL PUBLISHERS SHOULD UNITE.

### BRISBANE FOR A GREAT NATIONAL ASSOCIATION OF EDITORS.

A great national organization of the editors of all newspapers in the United States is a plan proposed by A. B. Jordan, editor of the Dillon (S. D.) Herald, and which Arthur Brisbane, in the Hearst newspapers, heartily endorses for these reasons:

"The editor decides what the public shall read. What the public reads makes the public mind.

"Therefore, the editors, not only as individuals, but in large bodies, should deliberate, consult and earnestly discuss every detail affecting their great profession, the greatest in the world today so far as influencing human beings goes—greater even than that of the school teachers, immeasurably greater than that of all lawmakers and politicians.

"The editors of the United States, and more especially the so-called local editors or country editors, should combine, more and more, in gathering, big and little, combining first for their own protection, according to the law that governs human action, and ultimately, having achieved power through self-protection, using their combination for the public good.

"The greatest thing in the United States ought to be a convention, held every two or four years, which would gather in one of the big cities not fewer than 15,000 editors of the United States.

"This great national convention of editors should begin with editorial associations in counties, in Congressional districts, then in the state, and finally throughout the nation.

"There has never been gathered in the history of the world a body as influential, as great in useful possibilities, as would be such a great convention of the editors of the country.

"Such a gathering would be attended and addressed by every man in the United States sufficiently important to be invited. Not one would fail to respond eagerly, from the President of the United States and the judges of the Supreme Court down, for not one could afford to neglect opportunity to address a body so far-reaching in influence.

"Soon the whole nation would know that such a gathering would be the most important event in the nation. And the men capable of making themselves leaders in such a body would be the great men of power and influence in the United States.

"The newspaper men of the land almost alone remain in isolation, each at his desk working apart from the others.

"Editors work almost invariably at cross purposes, attacking rather than helping each other, promoting misunderstanding, keeping their profession secondary in the minds of the public by their own lack of harmony, and neglecting utterly the great force of united action."

## STEPHENSON EXONERATED.

The United States Senate by vote has declared Isaac Stephenson, principal owner of the Milwaukee Free Press, entitled to his seat as Senator from Wisconsin. The resolution of exoneration sets forth that the charges of corruption which date back to the primary election in Wisconsin in 1906 were unfounded, and that there is nothing to prove that his expenditure of \$107,000 in the primaries was for purpose of fraud.

## REORGANIZATION OF THE DOW-JONES COMPANY.

Several changes have been made in the publishing organization and staff of the Wall Street Journal, New York, owing to the resignation of Charles Otis to assume the management of Forest and Stream.

C. W. Barron has been elected president of the company. Hugh Bancroft is the new secretary, and Joseph Cashman is treasurer and business manager. Morris L. Farrell has been appointed managing editor.

E. Medley Scovil becomes president of Doremus & Co., the advertising department of Dow-Jones Company, the owner of the Journal. Mr. Scovil, who was formerly with the New York Times, also continues his connection with the New York office of the Boston News Bureau, of which Ernest Mayglothling is manager.

## COPYRIGHT INFRINGEMENT.

A bill has been introduced in the House of Representatives, Washington, providing stipulated penalties for unintentional infringement on copyrighted photographs, and such other newspaper features.

The author of the bill is Congressman Townsend, for many years a New York newspaper man. The penalty provided is one of not more than \$200, and not less than \$50 for use without permission.

## MAGAZINE NOT AFFECTED.

George L. Townsend, Jr., of Wilmington, Del., has been appointed receiver for the job printing plant of the New Amstel Press, in that city, but the receivership does not in any way affect the Delaware Magazine, edited by Miss Muriel Bailly, which is printed at the New Amstel plant. Since Miss Bailly took over the magazine it has been greatly developed.

## NOW OWNS A PAPER.

Howard Fuller, who has for the past six months been doing the state house work and politics on the Springfield (Ill.) Evening News, has purchased the Burlington (Kan.) Weekly Independent, a Democratic paper, from H. E. Endsley. Mr. Fuller was formerly city editor of the Peoria Journal. He is succeeded in the Springfield Evening News by Halbert O. Crews.

## SUFFRAGETTE DAILY.

Chicago suffragists are reported to be about to publish a daily paper devoted to the cause. It will be printed in English, Polish, Lithuanian, Italian and Yiddish.

## DR. FUNK DEAD.

Dr. Isaac K. Funk, founder and president of the publishing firm of Funk & Wagnalls, New York, owner of the Literary Digest, died at Montclair, N. J., on Thursday in his seventy-third year.

Dr. Funk was born at Clifton, O., September 10, 1839, and was graduated from Wittenberg College in 1860. He received the degree of



LL.D. from that institution in 1896. Upon his graduation he entered the ministry and filled pastorates from 1867 to 1872.

It was through ecclesiastical publications that Mr. Funk entered the publishing business. He was editor-in-chief of the Standard Dictionary; chairman of the editorial board that produced the Jewish encyclopedia, founded the Missionary Review, the Voice, and in 1889, the Literary Digest. He published numerous works of reference. He was also a member of the simplified spelling board.

## PUBLISHER OF OLD NEW YORK STAR IS DEAD.

William G. McLaughlin, once publisher of the New York Star, died on Wednesday, Mr. McLaughlin retired from newspaper work and politics about four years ago. He was born seventy-one years ago in Canada and began his career as a reporter on the Star. Later he bought the Journalist, which he sold to acquire the New York Metropolis. Under Mayor Grant he was supervisor of the City Record and in the campaign of 1866 he was assistant treasurer of the National Democratic Committee. Mr. McLaughlin was the dean of the New York Press Club.

## OTHER OBITUARY NOTES.

Mrs. JULIA BRADT, mother of George J. Bradt, publisher of the Havana (Cuba) Post and of Gay Bradt, the New York advertising agent, died on Wednesday at Chattanooga, Tenn. She was seventy-four years old, and had been ill but a short time.

JOHN S. M. NEILL, proprietor of the Helena (Mont.) Independent, died at Hot Springs, Ark., last week. He had gone there for treatment for diabetes. Mr. Neill was one of the most prominent and active Democrats in Montana.

HUGH W. ROFF, a young newspaper man of Rock Island, Ill., committed suicide by jumping from the bridge over the Mississippi River last Friday. He was a native of

May's Lick, Ky., and recently was connected with the publicity department of the Modern Woodmen of America.

HENRY W. BURKE, an early day newspaper man of St. Joseph, Mo., died in that city last week. He was a justice of the peace and president of the St. Joseph School Board.

MRS. MARIE H. SPRAGUE, a contributor to papers, passed away a few days ago in Battle Creek, Mich.

JOHN M. KELLY, a sporting writer on Philadelphia newspapers, died of tuberculosis recently.

JOHN BRITTON SEGUINE, for many years in the maritime service of the Associated Press at New York, died Sunday at his home in Tompkinsville, S. I. He was eighty-nine years old.

W. A. SIMONTON, publisher of the Glonwood (Minn.) Gopher Press, is dead of typhoid pneumonia.

WALTER VIRGIL SMITH, prominent in the printing and newspaper circles of South Carolina, is dead. He was a native of Columbia and forty-two years old. His father was publisher of the Walhalla (S. C.) Courier, and his son for many years published the Seneca Free Press. At the time of his death Mr. Smith was vice-president of the Columbia Typographical Union.

WILLARD A. PLAZZ, for twenty-two years with the Pittsfield (Mass.) Journal as a printer, died last week. He was forty-six years old and a native of Wurttemberg, Germany.

GEORGE THEODORE GREER, circulation manager of the Albany (N. Y.) Times-Union for many years, died last week of spinal meningitis. He was forty-nine years old.

BENJAMIN LEWIS, business manager of the Quincy (Ill.) Journal, committed suicide by inhaling illuminating gas last week. He was thirty-five years old.

JAMES SMITH, who was for many years a telegraph operator in the employ of the Associated Press, is dead at Dalton, Ga. His last work in New York was with the World.

THOMAS STEVENS, for many years a proof reader in the New York Sun office, died Tuesday at Ruthersford, N. J., aged sixty-two years.

HENRY GRANT SEDMAN, for forty-five years connected with the mechanical department of the New York Herald, died on Sunday. He was seventy-three years old.

MISS ELSIE G. JAKES, for several years a member of the reporting staff of the Jersey City Journal, died Tuesday of complications following nervous prostration. She was compelled to stop work about a year ago.

GEORGE BLEEKMAN, for twenty-five years connected with New York newspapers as a marine writer and artist, died on Wednesday.



GETTING OUT A NEWSPAPER  
"UNDER FIRE."

A recent number of the Central China Post, Hankow, is an example of modern journalism worthy of attention. Its leading article is headed "Please Excuse," and relates that the abbreviated size of the paper is due to the fact that it was published under fire.

The reporters who covered the battle of Hankow, covered it from the local room of the paper on which they worked. The battle raged all around the Post building, which was damaged by shells from the maxim guns of both sides. The Post says:

"It does not often happen that opposing forces arrange to fight their battles in full view of the newspaper office, but this took place on Saturday. The Post building stands on the Hupeh road, at the edge of the British concession where the old city wall used to be. It is three stories high and has a flat roof. Parallel with the Hupeh road, and at a distance of about a thousand yards runs the railway which is carried on the top of a high embankment.

The morning's battle was fought largely along the line of the railway. As the sun came over the hills beyond Wuchang the revolutionaries advanced to the attack. One party, about 1,500 strong, came from the further end of the Sin Seng road, with two guns, and went by the railway. They advanced in their usual tumultuous drove without any apparent order.

"Another party, less in number, came from the lower end of the road and went by the diagonal street toward the station. They marched two deep and as they proceeded placed men in the trenches, and huts to cover a retreat. The revolutionists planted two new guns on the railway and the train came down with a fresh body of troops, who were led on the run to the scene of battle around the station.

It soon became evident that the revolutionists had carried the station. When the station was lost the imperialists opened fire with shrapnel from their guns stationed at the race course.

"At 10.30 o'clock there was a tremendous bang. A shell had struck a corner of the building, bringing down a lot of bricks, and right after it came two more, which fell a little way off.

"At the end of the day the honors remained with the revolutionists, since they held their ground, though

outclassed in every way. The next day the battle was renewed and the imperialists won. The Post was under fire again throughout the day and the building was damaged to a considerable extent, but the staff remained at its duties. When the press time came the editorial staff performed the work of the coolies and got the paper out."

RECENT INCORPORATIONS.

MOLINE, ILL.—The Moline Tribune; capital \$5,300; incorporators, John A. Swanson, C. L. Peterson and Gus Falk.

SPIRIT LAKE, IA.—The Herald Printing Company; capital \$5,000; incorporators, Jean Patterson, A. L. Patterson and G. E. Patterson.

MONETT, MO.—Star Publishing Company; capital \$4,000; incorporators, C. P. Beebe, William West and S. A. Campbell.

MINNEAPOLIS, MINN. — The Chronicle Printing Company; capital \$25,000; incorporators, C. L. Stearn, Leonard Eckes, Nils Juell, F. J. Miller, Harry Kraft, Claus Mumm and C. S. Williams.

NEW YORK.—The Church Record Company; capital \$100,000; incorporators, C. F. Crane, F. O. Huntington and others.

LYNN, MASS.—The Evening News Company; capital \$50,000; incorporators, Grosvenor Calkins, John B. Holt and Louise J. Carr.

ATLANTA, O.—The Tribune Company; capital \$10,000; incorporators, E. E. Baker, C. E. Fennell, E. C. Woodworth, D. R. Richards and W. J. Warren.

MARION, IND.—Chronicle Publishing Co.; capital \$75,000; incorporators, G. B. Lockwood, A. H. Laidlaw and E. C. Watkins.

JACKSONVILLE, ILL.—The Courier Company; capital \$50,000; incorporators, Hattie Doying, William D. Doying and George E. Doying.

NEWARK, N. J.—The Newark Home Publishing Company; capital \$25,000; incorporators, C. J. Brothery, M. B. Housman and others.

FARGO, N. D.—The Courier-Forum Publishing Company; capital \$250,000; incorporators, O. M. Hatcher, W. M. Hatcher, A. M. Baker and W. F. Cushing.

MEMPHIS, TENN.—The Memphis Social Democrat; capital \$5,000; incorporators, Edwin Dohlstrom, H. G. Terlisner, W. A. Weatherall, Cornelius Simon and A. H. Gowlings.

PEKIN, IND.—The Advance Printing Company; capital \$2,500; directors, O. S. Edward, J. W. Hiestand and H. G. Skiles.

NEW ENTERPRISES.

FOREST PARK, ILL.—Laughter is the title of a new publication just issued by Albert Thompson, for many years advertising manager of the C. & A. Railway Company, Chicago.

SEATTLE, WASH.—The Western Woman's Outlook has been started there by Miss Helen Norton Stevens as editor. It is a weekly of twenty-four pages.

KENMORE, N. Y.—The local Business Men's Association has established a semi-monthly called the Echo with W. G. Ruddle as the editor.

SOME RECENT PACIFIC  
COAST SHIFTS.

Robert E. McGlenn, well known in Seattle, where he was connected with both the Associated Press papers, is now on the copy desk of the San Francisco Call.

John Evans, lately of San Francisco, is utility man on the Seattle Times, serving on both the copy desk and street.

W. Russell Palmer, one of the marine reporters of the Seattle Times, has resigned to become associate editor of the Pacific Motor Boat.

Wilson Blue has left his berth as associate editor of the Pacific Lumberman, Seattle, and is now assistant managing editor of the Vancouver (B. C.) News-Advertiser.

Charles E. Hunt, formerly of the Seattle Post-Intelligencer, is doing marine for the Vancouver (B. C.) Sun.

Frank Carleton Teck, who has been in the Pacific Northwest doing general newspaper work for many years, has opened a publicity bureau in Vancouver, B. C.

Arthur V. Watts, city editor of the Bellingham American, recently sold by Colonel Alden J. Blethen, is doing street and desk work for the Times, Colonel Blethen's Seattle paper.

NEW ADVERTISING  
MANAGER.

Raymond S. Duncan, recently of the news staff of the Spokane Evening Chronicle and formerly with the Spokesman-Review of the same city, has been appointed advertising manager of the Wenatchee (Wash.) Daily Republic.

NEW JOB FOR PRATT.

E. G. Pratt, who has long represented the Butterick publications in Pennsylvania and the South, has been appointed resident manager of the New England branch with offices in the Old South Building, Boston. He succeeds Charles J. Boyle, who recently resigned after five years' service.

FOX INCORPORATES.

The Richard K. Fox Publishing Company, of New York, has incorporated in the state of New Jersey with a capital stock of \$125,000. R. K. Fox is the president. The company owns the sporting publication the Police Gazette, which has been issued for more than half century in New York.

CHANGES TO EVENING.

The Bysville (O.) Enterprise, which has been published for the past few weeks as a morning paper, has changed to the evening field. The paper is issued by the Skinner Printing Company, of which J. H. Skinner is manager.

BERRY RE-ELECTED.

George L. Berry has been re-elected president of the International Printing Pressmen and Assistants' Union, according to reports of the recent election.

Joseph C. Orr of Chicago was re-elected secretary.

APPEAL TO REASON PROVES  
IT IS FAR FROM DEAD.

EDITOR THE FOURTH ESTATE,

DEAR SIR: In your issue of March 30 you state that the Appeal to Reason is about to suspend publication. This statement is untrue. The Appeal was never in a more flourishing condition than it is at this time. The report was sent from Kansas City evidently for the purpose of injuring the Appeal.

I gave no such a statement nor have I been interviewed for a year by any reporter from the Kansas City Star, in which paper the story originally appeared. The Kansas City Star withdrew the story after its appearance in the first edition and printed a retraction in its issue of March 23. This was furnished to the Associated Press but the papers that had so eagerly featured the demise of the Appeal refused to carry the denial.

The average number of subscriptions received per month during the year 1911 was 48,000; for January of this year 37,426; for February 62,904; for March 91,874. This does not look like suspension, does it? I feel sure your sense of justice will prompt you to make a denial of your report.

FRED D. WARREN.

PULITZER SCHOOL BOARD  
DISCUSSES PLANS.

The administrative board of Columbia's new school of journalism spent four hours Wednesday in discussing plans for the work of the school. Dr. Talcott Williams and Professor Cunliffe, the director and associate director, were both on hand to confer with President Butler and the Columbia professors who are on the board.

A number of courses were definitely mapped out, it is said, and final arrangements were made for issuing a catalogue, but no official announcement will be made until all the plans are ready.

FOUNDER BUYS BACK PAPER.

H. W. Lee has repurchased the Oneonta (N. Y.) Morning Star, which he established in 1890. For the last three years the Star has been issued by Stephen Clark and associates, with Mr. Lee as editor. In again taking the ownership Mr. Lee plans to conduct the Star on strictly independent lines and for the best interests of the counties of Otsego and Delaware.

Mr. Lee is a brother of James Melvin Lee, director of the department of journalism at New York University.

NEW PAPER COMPANY.

The Weyauwega Power & Paper Company has been incorporated at Weyauwega, Wis. It is capitalized at \$200,000 and the incorporators are David E. Reese, John M. Baer and George W. Moody.

BOSTON SUN MOVES.

The offices of the Boston Saturday Sun, John F. Benyon's bright society paper, have been transferred to more commodious quarters in the Herald Building.

"Confidence in anything is not created in a night—it grows."

The growth of the Pittsburgh merchants' confidence in THE POST is best demonstrated by its gain in local advertising for the first three months of 1912:

110,012 *agate lines*  
THE  
PITTSBURGH POST

JOHN RUDD COMPANY, Special Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

## MANN AND THAYER IN COURT.

Litigation between Colonel William D'Alton Mann, publisher of Town Topics, and John Adams Thayer, publisher of the Smart Set Magazine, which he purchased from Colonel Mann and his associates some time ago, has gone into the courts for a settlement. The action is one started by Mr. Thayer, who bought the common stock of the Ess Ess Publishing Company and the publishing rights of the Smart Set Magazine a year ago for \$260,000.

He also acquired the preferred stock of the company a month ago from Thomas W. Lawson. It is his contention that the profits on the preferred stock due to Lawson were not paid between 1900 and 1912, and that the real estate in the name of Mrs. Wray, Colonel Mann's daughter, was bought with this money, which he believes amounted to \$150,000.

Justice Bischoff has reserved decision on the application of Mr. Thayer for the appointment of a receiver for certain real estate owned by Mrs. Wray. He also reserved decision on Mr. Thayer's application for an order making permanent, pending litigation, an injunction restraining Colonel Mann and certain of his associates from disposing of the books of the Ess Ess Publishing Company.

Colonel Mann denies that Lawson was entitled to profits or that Thayer can claim any as his successor. Thayer, however, claims that the profits he says were withheld were quoted to him as the basis of his purchase of the common stock.

## GREELEY HEIRS' SUIT IS DISMISSED.

Under a decision of Supreme Court Justice Mills, Wednesday, in White Plains, N. Y., Nicola Greeley—Smith Ford and Ida Greeley—Smith, fail in their suit to have deeds of the historic Greeley farm at Chappaqua, to Mrs. Gabrielle Greeley Clendenin, daughter of Horace Greeley, set aside. The plaintiffs are children of Ida L. Greeley Smith, also a daughter of Greeley.

Justice Mills dismisses the action principally on the contention of the defendants that the statute of limitations bars the suit.

## WOULD KNIFE THE EDITOR.

An alleged attempt to kill Morris C. Wuerz, a former member of the city council of Kansas City, and now editor of the Kansas City Press, a German paper, has been reported to the police. Wuerz claims that Sigmond Moser, a Bohemian, attempted to reach his room, carrying a long bladed knife. Moser made his escape before he could be captured.

## ADDS NEW EQUIPMENT.

The Coleman (Tex.) Democrat-Voice Publishing Company has installed an up-to-date line of machinery, consisting of linotypes, presses and various other modern devices, at a cost of \$12,000.

## WHAT USERS OF LINOTYPES NOS. 8 AND 9 HAVE TO SAY.

The Mergenthaler Linotype Company has just issued a pamphlet containing what some users of Model 8, three-magazine, and Model 9, four-magazine, have to say about those machines. These endorsements are of the highest, and are from some of the leading publishers of the country, as well as prominent general printers.

The endorsers listed in the pamphlet include the publishers of the Youngstown (O.) Telegram, Troy (N. Y.) Record, Syracuse Herald, Pittsburgh Leader, Syracuse Journal, Brooklyn Eagle, Birmingham News, Winnipeg Saturday Post, Woodstock Sentinel, News Printing Company, Long Branch Record, Harrisonburg (Va.) Rockingham Record, Danbury News, Butler (Pa.) Citizen, Alliance (O.) Review, Chippawa Falls (Wis.) Herald, Trenton (N. J.) Sunday Advertiser, Savannah News and the National Stockman and Farmer, Pittsburgh.

The high praise seems to demonstrate that the linotype is now fully up to the mark in the desire of its inventors to produce a machine to do any work from the most mediocre to the setting of intricate newspaper heads and department store advertisements.

## GOING AHEAD IN JERSEY.

The Rahway (N. J.) Daily Record has absorbed the local New Jersey Advocate and the News-Herald. The Record is owned by the Rahway Publishing Company, of which H. B. Rollinson is president, and J. O. Hauser secretary-treasurer, as well as editor. Associated with them as city editor of the Record is J. J. Dodds, formerly connected with Connecticut newspapers.

Rahway has the prospect of increasing importance through becoming the western terminus of the electrification of the Pennsylvania Railroad. Since the Record entered the daily field last Summer it has done much to bring Rahway into prominence as a growing city.

## AGENCY CHANGES NAME.

The Curtiss-Rowe-Pierce Advertising Company has succeeded the L. Roy Curtiss Agency, of Kansas City, Mo. The new company is capitalized at \$20,000 and L. Roy Curtiss is president. William R. Rowe is the vice-president and G. C. Pierce is treasurer. The secretary is Steinger Clark. The new company is an Arizona corporation.

## SOUTHERN PAPER MOVES.

The Acme Printing Company of Mannington, W. Va., publisher of the Evening Herald, has moved to larger quarters. The removal was occasioned by the paper outgrowing its old home.

## INCREASE IN CAPITAL.

A. B. Smith, president of the Parkersburg (W. Va.) Sentinel Company, has filed notice with the Secretary of State that the capital stock of the company is increased from \$50,000 to \$100,000.

## SYNDICATES COMBINE.

The Central Press, the Cleveland illustrated newspaper service, has purchased the North American Press Syndicate, of Chicago, and will combine the two businesses in Cleveland. C. M. Mather, formerly



VIRGIL V. MCNITT.

manager of the North American Syndicate, is now in editorial charge of the combined service, while Virgil V. McNitt continues as general manager.

The Cleveland Press has doubled its force, added new machinery and in many other ways made improvements with the idea of making the service of more value to clients. All the features of both the services are retained, and new ones will be added. The name of the combined associations is changed to the Central Press Association. Its clientele now numbers 200 daily newspapers and it is doing business in practically every state in the union. The Central Press began business just one year and eight months ago.

## SPECIAL AGENCY CHANGES.

Harry R. Fisher has been appointed foreign advertising manager of the Oklahoma Farm World. He will also represent the Tulsa (Okla.) Daily and Sunday World in the Eastern field. Horace M. Ford will represent the same newspapers in the West.

Miles Standish, of the Herald Square Building, New York, has been appointed foreign advertising manager of the Nautilus Magazine.

## NEW APPOINTMENTS.

The Elkhart (Ind.) Daily Review has appointed the Carpenter-Scherer Special Agency, New York and Chicago, to represent it in the foreign field.

The I. A. Klein Special Agency, Metropolitan Building, New York, has been appointed Eastern foreign representative of the New York Sun. The Sun was heretofore not represented in the field.

## TIMES IS DENIED AN INJUNCTION.

Continued from Second Page.

Amundsen's own story it would have been a cheap attempt to defraud the public."

Counsel for the World admitted that the paper had obtained its story from the copyrighted account in the Daily Chronicle, but protested that his client's use of the Chronicle's story had not been "unfair."

The American lawyer complained that the Times was "using the courts to get a monopoly of the news." Judge Lacombe directed all counsel to submit briefs in the case this week.

The contempt case against the Star Company was then heard. Judge Lacombe said that he had just written a decision to establish a rule to send all criminal actions for contempt of court to the United States District Attorney. He added that if the action of the Times Company against the Star Company was a civil action he would hear it, and that if papers showing expense and loss through the alleged contempt were submitted by the New York Times, he would consider them.

The briefs in the alleged contempt charge have been filed, and a decision will be rendered by Justice Lacombe in a few days. The civil suits against the various defendants will be taken up at a later date.

The Times this week printed a copyrighted story of Captain Robert Scott's exploration of the Antarctic, and again matter printed by the New York American and World on the same subject is alleged by the Times to be an infringement on its copyright. Actions will be taken against these papers in separate instances.

## DAVENPORT IN COURT.

Supreme Court Justice Bischoff in New York reserved decision Thursday on an application for Lord & Taylor to have a receiver appointed for Homer Davenport, the cartoonist. Lord & Taylor hold a \$1,300 judgment against Davenport, under which they recently had him examined in supplementary proceedings.

## THE BLACK CAT SOLD.

The S. E. Casino Company, of Salem, Mass., has taken over the Black Cat Magazine, published in Boston. The company also is the owner of Little Folks. It has moved its latest acquisition to the home office in Salem. The advertising department of the Black Cat will be under the management of Myles Standish, who acts in the same capacity for Little Folks, with offices in New York.

## SIMPLIFIED SPELLERS IN SECRET SESSION.

The Simplified Spelling Board held a meeting, lasting over several days, this week at the Waldorf-Astoria, New York. The gathering was a secret affair and it is not the intention of the board to give out any details until the official report is ready.

It is reported, however, that the board proposed no additional simplifications.



BUSINESS OPPORTUNITIES. | BUSINESS OPPORTUNITIES.

Negotiations for the sale of a controlling interest in one of the best known Trade Publications of the United States were concluded last week through

HARWELL, CANNON & MCCARTHY.

The fact that the principals in this transaction, men who have long been engaged in newspaper work, realized the advantage of the services of Newspaper Brokers in the transaction is significant.

The further fact that these principals, whose names are familiar to nearly every editor and publisher in the United States, negotiated through OUR organization proves conclusively their estimate of the value of the services of this particular firm of Brokers.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., N. E. W. YORK.

#### NEW PHOTO-COLOR PROCESS

A new method of color photography, embodying extraordinarily brilliant results, has just been demonstrated before the Royal Photographic Society, in London. The peculiarity of the method is that no special color plates are necessary nor is there any introduction of artificial color screens or colored receptacles.

A plain negative, as in ordinary photography, is taken and a lantern slide is made from it, and by purely optical means, using a grating and a prism, the picture in natural colors is faithfully reproduced.

The process is the work of two brothers, Ernest and Julius Heineberg, and is called the micro-spectra method of color photography by prismatic dispersion. The method necessitates a special and costly camera, and is therefore put forward for its scientific interests and not as a commercial proposition.

It turns upon the use of a grating, or line screen, which splits up into immense numbers of tiny spectra, one hundred to the inch, and each one complete. The grating is used in making the negatives, and later, when placed behind a positive, when made from the negative, it enables black and white pictures to appear in the exact color of nature.

The results of the method were projected on an aluminum screen, and were declared to be unsurpassed in fidelity of color rendering by any method in vogue at present.

#### REPORTER REWARDED FOR "SCOOP."

For finding and exclusively interviewing W. E. De Larm, an absconding promoter of corporations in Seattle, William A. Simonds has been awarded a gold matrix medal by Clarence B. Blethen, managing editor of the Seattle Times. Federal detectives have been hunting De Larm all over the United States for months. In printing the interview the Times announced that it knew where he was but would not tell.

The emblem awarded Simonds was devised several years ago by Mr. Blethen as a reward for an extraordinary newspaper feat. The first man to win it was J. J. Underwood, an Alaskan expert now in Washington, D. C., for going up to Wellington on snowshoes while the other correspondents waited lower down the mountain when a Great Northern disaster occurred in the Cascades.

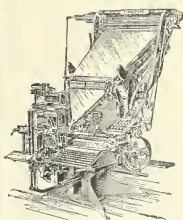
H. A. MacDonald was rewarded for the tip on an exclusive \$50,000 gold robbery story, and Paul C. Hedrick for a scoop on the mental lapse of S. Chandler Rogers. Simonds is the fourth man to receive the honor.

Until last June Simonds was a student in the department of journalism of the University of Washington. The matrix is a fac-simile of one of those used on a linotype.

PRINTERS' SUPPLIES.

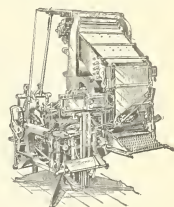
PRINTERS' SUPPLIES.

## What Your Neighbors Say



Quick-Change Model 8  
Three-Machine Linotype

ABOUT  
Multiple  
Magazine  
Linotypes



Quick Change Model 9  
Four-Machine Linotype

should carry weight with newspaper publishers who are seeking up-to-date equipment for their composing rooms. The consensus of opinion among those who have adopted the Multiple Machine Idea is that

## The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

SEND FOR A COPY OF "WHAT YOUR NEIGHBORS SAY."

Space Band Repairing .25

New Space Bands .65

"Deep Cut"

Assembler Stars .08

All work guaranteed to micrometer to one thousandth part of inch.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U. S. A.

MONTHLY MAGAZINE  
SECTION FOR CANADA.

A Canadian branch of the Monthly Magazine Section for Sunday newspapers is shortly to be started by the Abbott & Briggs Company, New York and Chicago. The new section will be carried by Canadian papers on the second Sunday of each month. Among the publications in which it will appear at first are the Halifax Herald, the St. John Telegraph, the Montreal Gazette, Toronto Weekly Star, Hamilton Spectator, London Free Press, Winnipeg Telegram and the Vancouver Province.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor.  
603 West 29th Street. NEW YORK.  
Telephone, 476 Chelsea.

BARNES-CROSBY  
COMPANY  
E. W. HOUSER, President.  
ENGRAVERS  
ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

#### OHIO PAPERS JOIN.

The Forest (O.) Review and the Advertiser have been consolidated. Fred M. Manson, an Indiana man, of considerable newspaper experience, is now in charge of both papers. J. C. Shuler, formerly editor of the Review, retires, but has not announced his plans for the future.

V. C. Wass, publisher of the Dell Rapids (S. D.) Tribune, has added a new press to his plant.

PRINTERS' SUPPLIES.

PRINTERS' SUPPLIES.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## Jenney Press Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE

NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.

SAFETY. RELIABILITY. ECONOMY.

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: 156 N. Dearborn St., CHICAGO. FACTORY: ANDERSON, IND.  
Combination Vacuum Cleaning Machines and Air Compressors.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

IF YOU ARE LOOKING FOR SIZE only, you may pass up the

## Grand Rapids News

but there are a lot of good people, readers and advertisers, who don't.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

DIETZ-OTTOMAR, 140 Nassau street, New York.—C. Partos, "Partola," 160 Second avenue, New York; orders being placed with a small list of Eastern papers.

POMEROY, 225 Fifth avenue, New York.—The Warner Brothers Company, "Redfern Corsets," Bridgeport, Conn., and 225 Fifth avenue, New York; orders being placed with a selected list of papers throughout the country.

CHARLES SCRIBNER'S SONS, "Scribner's Magazine," 153 Fifth avenue, New York; orders being placed with a selected list of papers through various agencies.

CHARLES, 23 East 26th street, New York.—The Linen Thread Company, New York; orders being placed with a selected list of New York City papers.

BATTEN, Fourth Avenue Building, New York.—The Chalmers Knitting Company, Amsterdam, N. Y.; orders being placed with a

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers  
Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

selected list of papers.

The Huyler Candy Company, New York; orders being placed with a selected list of dailies.

The Chalmers Knitting Company, Amsterdam, N. Y.; orders being placed with the list of papers used last year.

AYER, 300 Chestnut street, Philadelphia.—The Reynolds Tobacco Company; making large contracts generally.

The Stein Bloch Company, Syracuse, N. Y.; orders for seventy inches three times being placed with a selected list of middle West papers.

The Stein-Bloch Company, clothiers, 140 St. Paul street, Rochester, N. Y.; orders for seventy inches to be used in three insertions with a selected list of middle West papers.

The Morton Salt Company, "Morton's" Table Salt; orders being placed with a selected list of middle West papers.

KOCH, Universities Building, Milwaukee, Wis.—David Adler & Sons Clothing Company; orders for 5,000 lines being placed with a selected list of Pacific Coast papers.

WILSON, Hearst Building, Chicago.—The Scotch Woolen Mills, Chicago; contracts for 6,000 lines being made with a selected list of Southern papers.

The Scotch Woolen Mills Company, Chicago; some 6,000-line contracts being made with a selected list of Southern papers.

LOTOS, 1161 Broadway, New York.—The Keene Company, New York; some contracts for 5,000 lines being made with a selected list of Southern papers.

TAYLOR-CRITCHFIELD, Brooks Building, Chicago.—E. A. Kline & Co.; Western papers receiving advertising.

SIEGFRIED, 50 Church street, New York.—The American Temperance Association classified advertising being placed throughout

## ADVERTISING MEDIUMS.

Columns and pages of  
advertising in other Buffalo  
newspapers will not reach  
the readers of the

## BUFFALO TIMES

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURGH district the DISPATCH reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 252 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

the country.

The Tokolon Manufacturing Company; orders now going to larger cities of the country; it is reported that smaller towns will be taken up next.

CLARK WHITCRAFT, Philadelphia.—The Yeiser Hook and Eye Company; a list of papers throughout the country will shortly be made up.

LOWENHERZ, 1376 Lexington avenue, New York.—The Proxied Zinc Soap; orders for thirteen insertions going to publications in towns where agents are located.

GARDINER, Kinloch Building, St. Louis.—The St. Louis & Southwestern Railroad; orders for 1,000 lines being placed with a selected list of Southern papers.

BLACKMAN-ROSS, 10 East 3d street, New York.—The Vacuum Oil Company; this is a new account for the above agency.

WYCKOFF, 14 Elliott street, Buffalo.—The Boston Varnish Company, Everett Station, Boston; again placing orders with a selected list of papers.

COWEN, John Hancock Building, Boston.—The Sheppard Manufacturing Company, Boston; orders being placed with a selected list of Southern papers.

MITCHELL, 421 Chestnut street, Philadelphia.—The Eliason Manufacturing Company, "Eliason Heel Guards," Philadelphia; orders being placed with middle West papers.

MORSE, Dodd-Mead Building, New York.—B. F. Allen & Co., "Beecham Pills," 365 Canal street, New York; extra copy being placed on contracts.

THOMPSON, 44 East 23d street, New York.—The Canadian Pacific Railroad; orders being placed throughout the country.

The Chicago, Burlington & Quincy Railroad; contracts being made

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO.  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

in various sections of the country.  
(Chicago office, 208 South La Salle street) The Davis Milling Company; orders for 10,000 lines being placed with a selected list of papers.

The Hudson Navigation Company (Night Lines), Pier 32 North River, New York; orders being placed with New York City papers for the present. Will extend later.

Harold Somers, "Daisy Fly Killer," 150 DeKalb avenue, Brooklyn, N. Y.; some thirteen-line fourteen-time orders being placed with a selected list of mail-order papers.

The Davis Milling Company, St. Joseph, Mo.; contracts for 10,000 lines being placed with a selected list of Southern papers.

The Andrew Jergens Company, Cincinnati, O.; orders for 112 lines ninety times being placed with Southern papers.

The Superior Underwear Company, Chicago; contracts being made with a selected list of Western papers.

LEVY, 1328 Broadway, New York.—Over 4,500 lines being placed with a selected list of Southern papers on New York City hotel advertising.

ALLEN, 141 West 36th street, New York.—The West Disinfectant Company, 2 West 42d street, New York; orders being placed on contracts.

ANDREWS & WARRINGTON, Drexel Building, Philadelphia.—The Philadelphia Smelting & Refining Company, Philadelphia; orders for ninety-nine inches being placed with a selected list of Pennsylvania papers.

HUMPHREY, 44 Federal street, Boston.—The "Boston" Garter; orders being placed with Southern papers; other sections to be taken up later.

IRONMONGER, 26 Vesey Street, New York.—The Monticello Distilling Company, Baltimore, Md.; contracts for 5,000 lines being made with a selected list of dailies in the South.



## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND, C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

### In Quantity and Quality of Circulation THE TIMES-DISPATCH RICHMOND, IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## STAFF CHANGES.

D. M. Gilbert, Jr., recently of the  
Philadelphia North American, is the  
new managing editor of the  
Frederick (Md.) Evening Post.

Roy Gee, formerly of the Elyria  
(O.) Telegram, has assumed  
charge of the news end of the Ge-  
neva Daily Free Press.

Edward Williams, who has represented  
the Scripps-McRae papers at  
Springfield, O., for a long time, has  
been appointed city editor of the  
Columbus Citizen.

C. W. Whitcomb, at one time ad-  
vertising manager of the Dial Mag-  
azine, is a new addition to the staff  
of the W. J. MacDonald Special  
Agency, of Chicago.

David Fulton Karsner has as-  
sumed the editorship of the Miner  
Socialist, of Minneapolis. He has  
at different times been connected  
with the New York Call, the Chicago  
Socialist and the Milwaukee  
Leader.

Harry M. Williams of Fort  
Wayne, Ind., has been appointed  
publicity manager of the Indiana  
Federated Commercial Clubs. He

### VALUABLE TO READERS, TO ADVERTISERS,

BECAUSE it is the ONLY inde-  
pendent paper in a strongly Pro-  
gressive and Insurgent territory;  
because it is first in the hearts of its  
readers; because it is growing rapidly  
and surely.

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"

Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIS, Chicago, J. F. ANTISDEL.

## ADVERTISING MEDIUMS.

# THE PITTSBURGH PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
L. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg, Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of March, 1912, was as follows:  
Daily, 99,244. Sunday, 131,013

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg, Chicago

resigns the managing editorship of  
the Fort Wayne Sentinel to take  
his new position.

Robert B. Johnston has been ap-  
pointed advertising manager of Un-  
cle Remus' Magazine, of Atlanta,  
with headquarters in New York.

Stanley A. Dennis has resigned  
from the Rockford (Ill.) Republic  
to join the Chicago Journal staff

W. H. Hunter has left the editor-  
ial staff of the St. Paul Pioneer  
Press and has gone to Tacoma.

Charles A. Fisher, for fourteen  
years connected with the Seattle  
Post-Intelligencer, has gone to Van-  
couver, B. C., to be connected with  
the new morning Sun.

Artford B. Carson, city editor of  
the Chicago Drivers' Journal, has  
resigned and is now on the editorial  
staff of the American Lumberman,  
that city.

L. J. Champion of the Chicago  
Live Stock World staff is in Florida  
for a two-weeks' stay. He rep-  
resents about thirty Chicago people  
who bought Everglade land recently,  
and is attending the land draw-  
ing.

Sidney Smith, cartoonist, who  
was with the Chicago Examiner, is  
now working on the Tribune.

Francis C. Richter, Jr., has been  
appointed sporting editor of the  
Cincinnati Commercial Tribune.

L. A. Prince has left the Ports-  
mouth (O.) Daily Blade staff to  
become connected with the Lima  
Daily News, succeeding John Mar-  
kham, who goes to the Cleveland  
Leader.

Rosell C. Moyer, court reporter  
and state editor on the staff of the  
Utica (N. Y.) Observer for the  
past four years, has returned to the  
Rome Sentinel to do general work.

## ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

## The New Orleans ITEM has more circulation in the City of New Orleans than the Times - Democrat and Picaune COMBINED.

His place on the state desk of the  
Observer has been taken by Ed. J.  
Kelly, for the past ten years sport-  
ing editor of the same paper. Mr.  
Kelly will also give a part of his  
time to sports.

David B. Kappes, recently editor  
of the Minerva (O.) News, is now  
on the staff of the Pittsburgh  
Chronicle-Telegram.

Wayne Burton has been made ed-  
itor of the Paris (Tenn.) Parisian.  
He was formerly with the Nash-  
ville Tennessean and American.

S. A. DeBear, advertising man-  
ager of R. H. Macy & Co., New  
York, has resigned.

H. G. McEndree, formerly of  
Chicago and St. Louis, is now con-  
nected with the staff of the National  
Advertising Agency, of Chicago. He  
was recently advertising manager of  
the Kieselhorst Piano Company, St.  
Louis.

S. S. Reckefus, formerly of the  
Iron Age and the Hardware Re-  
porter, is a new addition to the staff  
of the Donovan & Armstrong Ad-  
vertising Agency, Philadelphia.

Francis J. Kaus of the advertis-  
ing staff of Leslie's Weekly, has  
gone to Washington, D. C., to be-  
come connected with the Washing-  
ton Advertising Agency.

Dr. R. M. Sterrett, for several  
years connected with the advertising  
department of the Postum Cereal  
Company, Battle Creek, Mich., has  
come to New York as advertising  
manager of the Fesler Sales Com-  
pany.

Homer McKee has assumed  
charge of the advertising depart-  
ment of the Henderson Motor Sales  
Company, Indianapolis, sales agent  
for the Cole Motor Car Company.  
He takes the place of Lucius S.  
French.

## ADVERTISING AGENCIES.

# J. WALTER J. THOMPSON COMPANY.

Est. 1864



The experience  
of forty - eight  
successful years  
Guarantees to  
those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## AD STUDENTS DINE.

The graduating class of the  
school in advertising at the Twenty-  
third Street Branch of the New  
York Y. M. C. A., conducted by  
Frank L. Blanchard, gave a dinner  
at the Union Square Hotel on  
Wednesday evening. Collin Arm-  
strong, the advertising agent, was  
a guest of honor and addressed the  
students on "Where Progress in  
Advertising Lags and Why." His  
talk concerned principally financial  
advertising. He said in part:

"A very interesting Phase of fi-  
nancial advertising is the fact that  
years have been educated to regard free  
publicity as an integral part of ad-  
vertising. The newspapers are par-  
ticularly responsible for this condition  
of affairs, because in their eagerness  
to secure financial advertising,  
which is generally regarded as giv-  
ing tone and class to the newspaper  
that carries a large amount of it,  
they actually prostitute their col-  
umns to secure this class of business,  
instead of relying, as they should,  
entirely upon intelligent, forceful  
solicitation based upon the merits  
of the paper as a medium for reach-  
ing the class of persons to whom  
financial propositions should ap-  
pear."

## TENNESSEE MERGER.

The Lawrenceburg (Tenn.)  
Times has been absorbed by the  
Union. The Times was established  
in 1909 by Marion Richardson and  
others.

The influence of one  
hundred thousand fam-  
ilies upon any business  
in which they believe is  
very great. Get the one  
hundred thousand families  
that believe in the

## NEW YORK MAIL EVENING

to believe in you, and  
you will get rich.

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE

NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN 110,000

SEATTLE PRESS CLUB HAD A  
PROGRESSIVE YEAR.

Having led the Seattle Press Club through what is admittedly the most progressive year in its history, J. Fred Braid, advertising manager of the Seattle Times, has relinquished the presidency to Horace McClure, editorial writer on the Times. Foremost of Mr. Braid's achievements was the acquisition of new quarters at 1311 Fifth avenue. There a suite of large and hand-somely appointed rooms for club life, including a theaterette, is maintained.

The theaterette has a stage with \$2,500 worth of scenery. A dramatic club within the membership of the Press Club puts on productions every month. The stars thus developed are used for the annual play of the Press Club, which takes place two nights at one of the city theaters. Last fall this attraction was Jesse Lynch Williams' play, "The Stolen Story," which the San Francisco Press Club intends to give in the near future.

The new officers entering with Mr. McClure are: Vice-presidents, J. B. Nelson of the Associated Press and Chauncey B. Rathbun, assistant managing editor of the Times; treasurer, Cyril Arthur Player, musical critic of the Post-Intelligencer; secretary, Elmer A.

"One paper in the home is worth a thousand on the highway." —Quotation.

THE

NEW YORK  
TRIBUNE

the paper that goes to the  
home —Application

## ADVERTISING MEDIUMS.

THE

CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

Friend, correspondent of Alaskan papers, for his fourth term; trustees, Mr. Braid, W. W. Chapin, manager of the Post-Intelligencer; William D. Chandler, city editor of the Times; Joseph W. Gilbert, city editor of the Post-Intelligencer; John H. Dreher, police reporter on the Times, and P. J. Geoghegan, publicity agent.

## BUSY IOWA AD MEN.

Governor B. F. Carroll of Iowa who upon retiring from office will become editor of the Register and Farmer, an agricultural weekly published in Des Moines, spoke Tuesday before the weekly meeting of the Des Moines Admen's Club on "Agricultural Advertising." Before entering politics Governor Carroll was editor of the Bloomfield (Ia.) Republican.

The Town Criers' Club of Waterloo, Ia., recently held a big booster meeting at which 125 members signed up to make the trip to the eighth annual convention of the A. A. C. A. at Dallas, Texas, May 19 to 23. This will make a special train necessary.

As the Des Moines club will also send a "special," Iowa will be represented by two trainloads of delegates at the big convention.

BRISBANE TO BE GUEST OF  
SPHINX CLUB.

The Sphinx Club, of New York, will give a dinner in honor of Arthur Brisbane at the Waldorf next Tuesday evening. It is expected to have as other guests at the dinner several speakers of national renown. This is also the last dinner of the season and the annual election of officers will be held.

COLEMAN AT NEW YORK  
AD LEAGUE DINNER.

The Advertising Men's League of New York, at its monthly dinner on Thursday evening, had as guest of honor President George W. Coleman of the A. A. C. A.

## ADVERTISING MEDIUMS.

THE

BOSTON  
POST

MARCH, 1912. AVERAGES

The Daily Post 371,871

The Sunday Post 325,403

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNASS, Western Rep.  
Marquette Building, CHICAGO.

THE JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
Boyce Building, CHICAGO.

who has just returned from an official tour of the country. Mr. Coleman spoke on the advertising club movement and the coming Dallas convention.

Nearly 150 guests were present at the dinner, and President William H. Ingersoll presided. Besides Mr. Coleman, speakers were James De Witt Andrews, Clowry Chapman, Henry D. Nims, and James L. Stuart.

Mr. Coleman spoke for honest and efficient advertising. He said that the advertising men had started the movement to eliminate the fakir and elevate the profession by believable and dependable advertising. "There is a tremendous asset for us in this movement," he said.

The league has made a gift of \$600 to Columbia University for use in establishing a fellowship in the psychology of advertising. The holder of the fellowship will be expected to take up advertising as a lifework after graduation. The gift has been accepted by the university trustees.

## OTHER CLUB NOTES.

The members of the Cleveland Advertising Club have begun to publish a paper called the Torch.

The Philadelphia Trade Press Association has just been organized. The officers are: President, Grant Wright of the Eastern Dealer in Implement and Vehicles; vice-president, G. A. Davis, the Automobile Trade Journal; treasurer, W. W. Gale, Confectioners' Journal; directors, B. F. Whitecar of the National Baker, J. F. Toll of the American Carpet and Upholstery Journal and E. M. Hoag, the Shoe and Leather Facts.

Matters of interest to advertising men and users of advertising were discussed at the regular monthly meeting of the Louisville Advertisers' Club. The program was enlivened with music and song and the evening concluded with a buffet

## ADVERTISING MEDIUMS.

THE BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation 94,724  
for 1911 - - -

EDWARD H. BUTLER, Editor and Pub.  
Representative in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peoples Gas Bldg.  
NEW YORK, CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
News Scimitar  
of MEMPHIS, Tennessee,

is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis.  
The largest and oldest afternoon news-  
paper in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.

Tremont Building, BOSTON.

luncheon. D. B. Goode, of the Convention and Publicity League, tendered the members an invitation to attend the supper Thursday night in honor of Governor McCreary. A feature of the program was an illustrated lecture, furnished by the A. A. C. A. and read by T. E. Basham. George Cusaden and Dr. Ben Bruner made brief talks.

The members of the Portland (Ore.) Press Club were the guests of Governor West and other state officers last week on a trip to Salem.

The Salt Lake City Press Club will give a ball on Monday evening.

Two hundred advertising men gathered last week in the St. Francis Hotel, San Francisco, at a banquet in honor of President George W. Coleman of the A. A. C. A.

At Monday's meeting of the Chicago Trade Press Association four

## MAYOR GAYNOR says

"One paper in the home is worth a dozen on the highway."

Among the most closely read home newspapers in the United States is

## THE SUN

OF BALTIMORE  
CIRCULATION,

116,000 NET PAID

W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave., Tribune Building,  
NEW YORK, CHICAGO.



ADVERTISING MEDIUMS.

ADVERTISING GAINS  
FOR TWELVE  
CONSECUTIVE MONTHS

During February, 1912, The Record-Herald contained 1777 columns of advertising, a gain of 62 columns over February, 1911, completing an unbroken record of advertising gains for twelve consecutive months. The total gain of The Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

CHICAGO  
RECORD-HERALD

NEW YORK OFFICE,  
710 TIMES BUILDING

San Francisco  
HONEST  
FEARLESS  
CALL

Most Progressive Paper  
in San Francisco Today  
J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

new publications were elected to membership. They are the Contractor, the Electrical World, the Engineering Record, of Chicago; and the Electric Railway Journal, of New York.

Fred A. Dibble of New York gave an interesting talk on the value of the trade paper, while Herbert Hungerford gave some helpful suggestions on conducting circulation campaigns.

B. B. Osborne has been elected financial secretary of the Chicago Press Club, succeeding Theodore Van R. Ashcroft, resigned. The association at its next meeting will decide on the long considered plan of taking over the club restaurant, which is now operated by outsiders under a lease.

Horace H. Delano is now acting as assistant to President Douglas Malloch, in the place of Miss Aurelia Malloch, who has gone to Grand Rapids.

New officers of the Elmira (N. Y.) Press Club are: President, Dr. W. J. Copeland; vice-president, Milo Shanks; secretary, Frank E. Tripp; treasurer, Frank E. Gannett.

Members of the Arkansas Valley (Colo.) Editorial Association and the Arkansas Valley Commercial Association held a joint meeting at

THREE MONTHS.

In three months of 1912

THE  
NEW YORK  
TIMES

published 2,148,617 lines of advertisements, compared with 1,996,278 lines in the corresponding period last year, a gain of 152,339 lines.

ADVERTISING MEDIUMS.

The Sixth City is very ably represented by the stalwart

CLEVELAND  
LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE GROWING  
PAPER OF  
BOSTON  
IS THE  
TRAVELER  
(EVG)

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

Pueblo, where various matters pertaining to the advancement of the interests of the section were discussed.

B. N. Wynkoop of the Bay City Times was elected president of the Northwestern Michigan Press Association at its meeting at Winona. His associate officers are: Frederick J. Reiter of the Saginaw Post-Zeitung, vice-president; and Harry Wiley of the Presque Isle News, Millersburg, secretary-treasurer.

At the twenty-fifth annual anniversary dinner of the Rhode Island Press Club in Providence these officers were elected: President, Joseph Farrelly; vice-presidents, D. Russell Brown, Irving Hudson and Frank F. Potter; treasurer, Thomas S. Hammond; recording secretary, William W. Lyons; corresponding secretary, Edward F. Sibbey, and auditor, William B. Streeter.

Delegates were appointed to attend the conference to be held shortly in Boston to take up the question of forming a federation of New England Press Clubs.

Last week's meeting of the Rochester Ad Club proved a very interesting affair. H. C. Slein, of the Stromberg-Carlson Telephone Manufacturing Company, spoke on "Technical Publicity." An unexpected treat for the members was given by Maclyn Arbuckle, the actor, appearing in "The Country Gentleman," who gave a pleasant half hour's entertainment.

The Chicago Advertising Association entertained at its luncheon last week Samuel Alschuler, who made an address on the direct election of United States senators.

The Norfolk Advertising Men's Club entertained a delegation from the Baltimore Ad Club at last week's meeting.

Officers for 1913 were elected at a banquet of the Amen Corner at

ADVERTISING AGENCIES.

THE SOUTH.

Growing faster than any other section. Now (M) is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

(M) MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES.  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

Healy's, New York, Saturday night. The new president is Luther B. Little, Louis Simons is vice-president; Walter Lauder is secretary, and William Leary treasurer. There were no set speeches, but among the offerings was a poem read by President Little, headed "Dictated by Omar Khayyam," which touched on many pleasant memories of the organization's past activities and its doctrines.

The city of Alexandria has been selected by the Louisiana Press Association as the place to hold its annual convention on April 30, May 1 and 2.

The Advertising Association of San Francisco at its last weekly meeting entertained Tong King Chong, editor of the Chinese Free Press, and Leigh H. Irvine, the author.

James Schermerhorn, publisher of the Detroit Times, and Joe Mitchell Chapple, editor of the National Magazine, addressed the Boston Women's Publicity Club at its luncheon last week.

The annual mid-summer meeting of the Colorado Editorial Association will be held at Steamboat Springs on July 8 and 9.

Seth Brown, editor of Standard Advertising, Chicago, and George W. Coleman, president of the A. A. C. A., were the guests at last week's luncheon of the Indianapolis Advertising Club.

The San Antonio (Tex.) Press Club gave a vaudeville show at the Grand Opera House on the evening of April 1.

The Poor Richard Club, of Philadelphia, had at its last week's luncheon as guest of honor James Schermerhorn, publisher of the Detroit Times, who made an address on "Who Makes Fraudulent Advertising Effective."

The Tennessee Press Association will hold its annual meeting in Nashville on Monday. The program includes several papers on several important topics by C. H. Coyce of the Martin Mail, W. B. Romine of

ADVERTISING MEDIUMS.

ROCKINGHAM  
DAILY RECORD

Published at Harrisonburg, Va.  
Gives advertisers For a short time a sworn average advertising will circulation in excess of be accepted at flat rate of

7200 7c per inch  
per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia  
All business placed direct.  
WRITE FOR INFORMATION.

IN MEXICO CITY  
the advertiser only has to use the  
MEXICAN HERALD

(Only English Newspaper)  
EL HERALDO MEXICANO  
(Only Afternoon Spanish Newspaper)  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

LARGEST CIRCULATION.  
There are 100,000 homes  
in BALTIMORE

The combined circulation of the AMERICAN and the STAR is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.  
225 Fifth Avenue, NEW YORK.

Grand Rapids  
Evening Press

THE LEADING DAILY PAPER  
In Western Michigan.  
DAILY Circulation, 50,000

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, peoples Gas Bldg., Chicago

the Putlaski Citizen, Rob Roy of the Alexandria Times and H. M. Linn of the Cleveland Journal.

The Portland (Me.) Advertising League will give its second annual banquet April 17 at the Congress Square Hotel.

The Toronto Advertising Club is arranging to go to the Dallas Convention of the A. A. C. A., direct from home on a special train, to leave on the evening of May 6.

LEVEN  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—"The Leven Service"

Correspondence invited.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE  
**CHRISTIAN  
SCIENCE  
MONITOR**

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chic go

THE

**DEMOCRAT**  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

*The News League of Ohio.*

THE  
**DAYTON NEWS**  
THE  
**SPRINGFIELD NEWS**

Reach 75 per cent of the homes of these  
cities on paid subscriptions, and our Cir-  
culation Records and Cash Books are  
open for your inspection.

Principal Office, DAYTON, OHIO.

AN OPPORTUNITY FOR  
THE PRESS.

From Leslie's Weekly.

The daily newspaper that would  
make a society event of the partici-  
pation of women in charitable,  
philanthropic and religious work  
would attract wide attention and  
stimulate the interest of women in  
better things. The frivolous and  
vulgar happenings of society receive  
newspaper space out of all relation  
to their importance. If the good  
women who are engaged in church  
work could have their names in the  
daily papers in connection with  
the work being done, many women who  
naturally like this sort of publicity  
would prefer to engage in it rather  
than in the frivolities of society.  
Teas and card parties are not of  
more importance than meetings for  
the betterment of religious and so-  
cial conditions, nor does the public  
think they are.

If the newspapers would "play  
up" the moral and religious move-

Largest proved high-class  
evening circulation.

The  
**NEW YORK  
GLOBE**

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
**POST**

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

ments of the day, they would find  
it a paying policy. Reports of the  
many original and interesting lines  
of work that are being developed  
in the churches and in the varied  
fields of social service would be  
"good stuff" from the newspaper  
standpoint. Such movements al-  
most invariably find it difficult to  
get all the publicity they require.

## SOME NEW PATENTS.

Paper cutter.—C. P. Christensen,  
assignor to Ridgely Trimmer Com-  
pany, Springfield, O. No. 1,014,567.

Line casting machine.—J. R. Rog-  
ers assignor to Mergenthaler Lin-  
otype Company, New York. No.  
1,014,725.

Process for preparing printing  
plates in a grained manner. H.  
Strecker Aufcrmann, Munich, Ger-  
many. No. 1,014,740.

Printing machine.—A. J. Ware,  
Seattle, Wash. No. 1,014,985.

Type mold.—J. E. Hanrahan as-  
signor to Chesapeake Addressing  
Company. No. 1,015,020.

Duplicating machine.—C. E. An-  
derson assignor to the Writpress  
Company, Buffalo, N. Y. No. 1-  
015,255.

Footlock for printers' galleys.—F.  
J. Antelotti, Norfolk, Va. No. 1-  
015,257.

Printing machine.—A. Valentin,  
J. Zerrciss and H. Georges, Put-  
caux, France. No. 1,014,923.

## INDIANA'S NEW DAILY.

The Attica (Ind.) Tribune is a  
new daily paper. It is published by  
R. A. Ray and Rex. M. Cooke. The  
Tribune is issued in tabloid form,  
being four columns wide, twelve  
inches deep and eight pages in size.

J. P. Hurley, at one time editor  
of the Albert Lea (Minn.) Tribune,  
has located in Chicago where he has  
gone into the orchard business.

## ADVERTISING MEDIUMS.

THE FIELD OF CIRCULATION OF THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

comprehends the Pacific Northwest  
completely, as the circulation ex-  
tends through the border counties of  
Oregon, all of Western Idaho and  
Western Montana, throughout the  
state of Washington and British Co-  
lumbia.

In this field there are to-day about  
1,600,000 inhabitants, of whom 1-  
000,000 reside in the state of Wash-  
ington.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

THE  
**MILWAUKEE  
NEWS** has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## OLD COMPOSING MACHINE.

An account of the first practicable  
typesetting machine is given in a  
late number of T. P. O'Connor's  
London Weekly. This account  
notes that there hangs today in the  
office of one of the oldest printing  
houses of London a framed copy  
of the Family Herald, Vol. 1, No. 1,  
"for the week ending December 17,  
1842." On the first column of the  
first page the editor makes this an-  
nouncement:

As the sheet you are now perusing  
may be justly considered a literary curiosity,  
being the first specimen of a publication  
produced entirely by machinery—types,  
ink, paper, and printing, necessarily in-  
volving a variety of processes, some idea  
of their complicated nature may be formed  
by the following description: "The  
types," he goes on, "were placed in their  
present position by Young's patent com-  
posing machine"—this then was the name  
of the first practical typesetter, seventy  
years ago—"which, after much patience,  
immense labor, and at an expense of sev-  
eral thousand pounds, has opened a new  
era by achieving this exceedingly delicate  
and complicated operation."

A picture of the first "composing  
machine" is shown on the first page  
of the Family Herald. In general  
appearance this ancient invention is  
said to have resembled the Mergen-  
thaler of today. It had a keyboard,  
with an operator seated. Another  
operator (both are women), also  
seated, feeds types into the machine  
from the side. There is only this  
one copy of the Family Herald in  
existence. The old typesetting ma-  
chine passed away, leaving no other  
record that it ever existed than this  
in the Family Herald.

## LEAVES AGENCY FIELD.

Joseph Reinlein has retired from  
the Joseph Reinlein Company, ad-  
vertising agency of Toledo, O. an  
is now sales agent for the Knight  
& Bostwick Company, nursery  
stock dealer.

## MORTON TO MOVE.

The William J. Morton Special  
Agency, now located in the Brun-  
swick Building, New York, will  
move to larger and better offices in  
the Fifth Avenue Building, April 15.

## ADVERTISING MEDIUMS.

**THE BOSTON  
AMERICAN**

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
**Over 400,000**

THE **PEORIA  
JOURNAL**  
is the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

## ADVERTISING MEDIUM.

**GOLD**  
represents the commercial  
standard of nations. The  
**COSMOPOLITAN**  
represents the standard of  
magazines.

## SONGS OF THE PRESSES.

Minna Irving, in the N. Y. American.  
When theatres are darkened, and tea-  
rooms are closed,  
And taxis are few on Broadway,  
And the parks have been left and the  
squirrels and birds  
And derelicts waiting for day,  
And the weavers of Wall Street have  
ceased for awhile  
The fabric of finance to spin.  
Then down in the cellars and up in the  
lofts  
The songs of the presses begin.

They thunder and roar with the echoes of  
war.  
The sounds of the field and the flood,  
The sorrow and mirth both of death and  
of birth,  
The dripping of tears and of blood.  
The day with its story of shame or of  
glory,  
The night with its shadows and sin,  
Into type have been hurried for the eyes  
of the world,  
When the songs of the presses begin.

Leo V. Daniels has sold the  
Flannigan (Ill.) Times to F. J.  
Banber.

## TO MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.

**FRANK  
PRESBREY  
COMPANY**

456 Fourth Ave., NEW YORK



## ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

# Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

PUBLISHERS STAND BY  
STATEMENTS CAUSING  
LIBEL SUITS.

The Scripps Publishing Company, owner of the Akron (O.) Press, has filed answers to the libel suits instituted recently by Frank A. Wilcox and Matthias Wein. The defendant admits in the Wilcox action the publication, in the issue of February 7, 1912, of an article regarding the alleged swindle in connection with the Mansfield Rubber Company, but denies it was the intention to injure any one, and maintains the statement of facts in the article were true.

Regarding the Wein suit, in which the plaintiff claims damages for transposing his name for that of another man who was arrested and fined for assault, the company claims that the matter was an unintentional mistake by a reporter and that a correction was made as soon as the mistake became known.

## PAPER FOR KEYSER.

The Tribune Company has been incorporated at Keyser, W. Va., with a capital of \$10,000. Among those interested in the new enterprise are W. C. Long, Walter Decker, George R. Davis, R. A. Welch and F. E. Davis, all local men.

# PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

# BURRELLE

45 Lafayette Street, New York City  
Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

42,200 CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE

# Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

# EDITOR VLASTO A PRINCE OF GREEK CHURCH.

Solon Stylian John Vlasto, publisher of the Atlantis, a New York Greek newspaper, has just received papers from Constantinople, under royal seal, appointing him to the ecclesiastical office of Archon (meaning Prince) Exarch General of the Greek Orthodox Church. In other words, Mr. Vlasto assumes



SOLOM S. J. VLASTO

the position of head of the Greek Church in America. It is an honor never before conferred on a layman.

The honor is bestowed on Mr. Vlasto because of the helping hand he had given the Greek Church in the United States. Twenty years ago he established the first Greek Church in New York, and since then a second one. Besides starting these churches he has furthered the cause of the Church through

## ADVERTISING MEDIUMS.

In considering circulation remember that the

# BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

S. B. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

THE LARGEST and MOST MODERN newspaper plant, in any Latin-American country is owned by the

# HAVANA POST

which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba.

GEORGE M. BRADT, Publisher.

Published Every Day in the Year.

his newspapers and has raised nearly \$100,000 for the Ecumenical Patriarch. Mr. Vlasto was born sixty years ago in Syria, Greece, and came to New York in 1872.

## NEW HERALD FEATURE.

The New York Herald Syndicate has added to its list of newspaper features one entitled "Briek Boddins' Pa." This is another creation by Earl Hurd, who originated such famous features, also handled by the Herald Syndicate, as "Judge Perkins' Pets," "Editor Mouse," "What's on Your Mind," "Hot Off the Pcn," etc.

The syndicate maintains a full line of full-page Sunday features, special cable and telegram service, and for daily papers, news matrices, comic matrices, women's matter and photographs.

## MAGAZINE MEN CHANGE.

R. A. Boice, hitherto manager of the Boston office of Good Housekeeping, has been appointed manager of the entire Eastern division with headquarters at 381 Fourth avenue, New York. Owen Jones, for several years representing the magazine in Philadelphia and the South, succeeds Mr. Boice in Boston, while J. A. Campbell, late of N. W. Ayer & Son, becomes the representative of Good Housekeeping in Mr. Jones' former field.

## ADVERTISING MEDIUMS.

# A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania ..... 24,568  
(Only German evening daily in Milwaukee)  
Daily Herold ..... 17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post ..... 45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania ..... 107,413  
Haus- und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly ..... 22,000  
Die Rundschau, Weekly ..... 25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

# THE TOLEDO DAILY BLADE is delivered into nearly every home in Toledo.

The fact that there are only four evening two-cent newspapers in the entire United States and larger circulations than the BLADE is evidence of the importance of this newspaper as an advertising medium for its territory.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## BOOSTING FOR CATSKILL.

A live daily of the upper Hudson River Valley of New York State is the Catskill Daily Mail, of which M. Edward Silberstein is editor and proprietor. Catskill is just a few shys of the 10,000 population requisite to constitute the quota for municipal incorporation, but it looks better than many "cities" of twice its size. The Mail's circulation keeps increasing steadily on its merits and as a ceaseless agitator for good local government and town improvement.

Mr. Silberstein not long ago as a youngster laid the foundation of his present success by acquiring the advertising privileges on long term contracts on one trolley road after another until he monopolized everything in or near the Hudson River Valley and after taking profits for a time sold all his contracts and with the proceeds romped around the continent. Returning, he bought a Catskill weekly and made it one of the best young dailies in the section.

## NOW A FARM PAPER.

The Durham (N. C.) Recorder, the oldest weekly in North Carolina, enters the agricultural field as the Southern Recorder. The change was made on April 1, the ninety-second birthday of the paper.

1937 Pages. 6300 Galleys. 120 MILLION EMS

# A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

# MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M & E  
Registered.

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK  
BROOKLYNCHICAGO  
KANSAS CITYBALTIMORE  
DENVER

Trade Mark

M & E  
Registered

# Leading the GRAND MARCH!

---

It certainly was a GRAND month of March for the  
NEW YORK WORLD

This is the ADVERTISING RECORD, as prepared by the  
Statistical Bureau of the New York Evening Post:

WORLD . . . . .	1,109,019	<i>lines</i>
<i>Herald</i> (its nearest competitor) . . . .	<u>904,013</u>	<i>lines</i>
<i>World's</i> LEAD . . . . .	205,006	<i>lines</i>
<i>World's Lead in February was</i> . . . .	179,282	<i>lines</i>
<i>World's Lead in January was</i> . . . .	<u>136,478</u>	<i>lines</i>
<i>World's Lead First quarter of 1912</i> . .	520,766	<i>lines</i>
<i>World's Lead First quarter of 1911</i> . .	<u>393,660</u>	<i>lines</i>
<i>World's</i> INCREASED LEAD . . . . .	127,106	<i>lines</i>

EVERYBODY'S DOING IT,

BUT

NOBODY ELSE is doing it AS WELL as the  
NEW YORK WORLD.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 946

NEW YORK, SATURDAY, APRIL 13, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship,"  
Lecture V.

TEN CENTS A COPY

## NEWSPAPER MEN who attend the A.N.P.A. CONVENTION at the Waldorf-Astoria this month will find interest and probable profit in ROOM 151

on the same floor as the Astor  
Gallery (Convention quarters), Fifth  
Avenue side.

It's an exhibit, and of course it's  
there for advertising purposes, but  
it's an educational exhibit that's  
bound to give you something  
worth thinking over carefully.

The sign over the door will read

## MONOTYPE

## NEW PRINT PAPER PRODUCTION.

### HOW THE VARIOUS COMPANIES RANK IN CAPACITY.

Paper mills engaged in supplying the newspapers of the United States and Canada with print paper are capable of producing 6,106 tons per day, according to statistics revised to April 1, 1912, by the committee on paper of the American Newspaper Publishers' Association.

The greatest individual maker is the International Paper Company, whose fifteen mills have a daily capacity of 1,543 tons. These paper mills are scattered throughout the states of New York, Maine, New Hampshire, Massachusetts and Vermont.

The second greatest producer is the Great Northern Paper Company, whose three mills in the state of Maine turn out 450 tons daily. Next in rank is the Minnesota and Ontario Paper Company, of International Falls, Minn., with 225 tons, and the Anglo-Newfoundland Development, founded by Lord Northcliffe, the English publisher, at Grand Falls, N. F., is fourth, with 205 tons.

There are seventeen mills in the United States and Canada with a capacity of 100 or more tons per day. Besides those already mentioned they are, according to capacity, as follows:

The Berlin Mills Company, Berlin, N. H., 200 tons; Laurente Company, Ltd., Grand Mere, Que., 190; Willamette Pulp & Paper Company, Oregon City, Ore., 185; W. H. Parsons & Co., Brunswick, Me., 170; Jonquires Pulp Company, Ltd., Jonquires, Que., 165; St. Regis Company, De Feriet, N. Y., 150; Finch, Pruyn & Co., Inc., Glens Falls, N. Y., 110.

The Tidewater Mills Company, New York City; Belgo-Canadian Pulp & Paper Company, Shawinigan Falls, Que.; J. R. Booth, Ottawa, Ont.; Lake Superior Paper Company, Sault Ste. Marie, Ont.; Spanish River Pulp & Paper Mills, Ltd., Espanola, Ont.; and the Powell Paper Company, Powell River, B. C., each with 100.

In all there are sixty-two mills making this kind of paper, the smallest having a capacity of five tons per day.

The month of February shows a decrease of 8,449 tons in production, 7,700 tons in shipments and 1,508 tons in stocks of news print paper, as compared with January, 1912, according to statistics reported to the Commissioner of Corporations last week by the American Paper and Pulp Association.

Production for the month was 100,714 tons, shipments 102,422 tons and stocks on hand 24,795 tons. These returns cover fifty-one companies. At the close of February, 1911, the stocks on hand were 29,931 tons.

The Southern Paper Company is reported as being about to begin work on the construction of its mills at Pascagoula, Miss. The plant is on the Escatawpa River,

near Moss Point, and when completed will be the largest of its kind in the South. Waste from the mills of the J. L. Dantzer Lumber Company of Moss Point will be utilized as raw material.

The Southern Paper Company is capitalized at \$750,000, a good part of which represents English investments. J. L. Dantzer is president, and A. S. Benn, M. P., of London, is vice-president.

The bulk of the Southern mill's product will probably be distributed through the South and Southwest.

### CAPPER GETS SIXTH PAPER.

Arthur Capper, publisher of the Topeka Capital and Capper publication, has added the Oklahoma Farmer, of Guthrie, to his list. He has appointed M. L. Crowther, a young man who has been brought up on the Topeka Capital under his direction, to be general manager. The purchase gives Mr. Capper four distinct state farm papers—the Farmers' Mail and Breeze, of Kansas; the Nebraska Farm Journal, the Missouri Ruralist and the Oklahoma Farmer—in addition to his national monthly, the Missouri Valley Farmer.

### SPECIAL AGENCY CHANGES.

The Philadelphia Evening Telegraph has decided to give up its direct Eastern representation and has appointed the I. A. Klein Special Agency, Metropolitan Tower, New York, to take care of its foreign advertising in this section.

The Washington (Pa.) Record (foreign representation)—Ralph Mulligan to S. G. Lindenstein, Inc., 118 East 28th street, New York.

The Grand Forks (N. D.) Times-Herald (Eastern representation)—La Coste & Maxwell to the Carpenter-Scheerer Agency, Fifth Avenue Building, New York.

### NEW APPOINTMENTS.

The Waco (Tex.) News has appointed the Allen & Ward Agency, Chicago, to represent it in the Western field. The Eastern representation of the paper remains with the McOnold-Tilden Agency, New York. The News has not heretofore been represented in the West.

Town & Farm, Cincinnati, has also appointed the Allen & Ward Agency to act as special representative.

The Trenton (N. J.) State Gazette has appointed A. Roy Keator, Hartford Building, Chicago, to represent it in the Western field.

### SEYMOUR COMING BACK TO

#### THE WORLD.

Horatio W. Seymour, editor in chief of the St. Louis Republic for the last year, has resigned to resume his former place as editorial supervisor of the New York World. He will continue with the Republic until May, and will come to New York June 1.

### AD MAN PROMOTED.

Frederick M. Randall, for the past two years assistant manager of the Detroit office of the Charles H. Fuller Company, has been appointed manager of that office.

## NEW AGREEMENTS WITH I. T. U.

### NEW YORK AND BOSTON NEWSPAPERS GRANT HIGHER WAGES.

A number of new agreements have been made between publishers and the International Typographical Union.

Under a contract operative from January 1, 1912, to December 31, 1913, members of the New York German Typographical Union receive a substantial increase in wages from the German daily papers. The first year the pay for day work will be \$4.90 and for night work \$5.40. The second year, \$5 for day work and \$5.50 for night work. Seven and one-half hours constitutes a day's work, both for afternoon and morning papers. As has been the custom for some years, five days constitute a week's work.

Through local arbitration the newspaper scale of Boston has been increased two cents an hour for all classes of work. This makes the night scale \$28.14, and the day scale \$26.46, for a seven hour day. Fifteen weeks' back pay is also a provision of the award.

A new scale to be in operation from February 1, last, to October 1, 1913, has been signed by the employers of Council Bluffs, Ia. The hand scale remains at \$18 per week, but the machine scale has increased to \$24 for day work and \$27 for night work.

The newspaper publishers of Trinidad, Colo., have granted a flat increase of \$1 a week, beginning from February 1, last, with another dollar added on the first of next year; the scale to expire January 1, 1914. This makes the present wage \$24 for night machine work and \$21 for day work; night machinist-operators \$28, and day men \$25. Hand work at night \$21, and day \$19. Foremen receive \$22 for night work and \$21 for day work.

The Allentown (Pa.) Democrat, a morning paper, and the Item, an evening publication, have signed the union scale.

In Vancouver, B. C., a new agreement has gone into effect with the Daily Province and the News Advertiser, which provides for \$33 a week for night work and \$30 for day work; seven and one-half hours constituting a working day. This is the scale that has been paid by the Daily World. The agreement with that paper, however, provides that at the expiration of the contract, which has still two years to run, seven hours will constitute a day's work. The agreement with the two first named papers is for three years, dated back to January 1, with back pay. It is an increase of one dollar a week for day work and two dollars for night work.

By a new agreement in Marshalltown, Ia., which runs for two years from March 2, 1912, foremen of newspapers receive \$20 a week, job men \$18 and ad men \$15. The machine scale remains at the old figure, \$16 a week operators get

\$20, machinists \$20, and machinist-operators \$22.

The newspaper scale at Manchester, N. H., has been increased by an agreement running until January 1, 1915. For the balance of 1912 all day work will be at \$16 per week and the following two years \$17. The old scale was \$15. The morning newspaper scale for floormen was advanced one dollar, making it \$20 per week.

Dating from February 1, last, and to be in force for one year, the newspaper scale of Winnipeg, Can., will be on a flat rate of \$28 per week for a seven and one-half hour night and \$25 for an eight hour day. This is an increase of \$1 over the old scale, and will be in effect for one year. The piece scale will continue for machine work in the Tribune office.

Contracts covering a period of five years have been signed with the newspaper publishers of Little Rock, Ark. On January 1 next all employees will receive a dollar added to their wages, and for 1914 another dollar will be added to the pay of handmen. For 1915, machine operators will receive an increase of one dollar, making the scale for the last two years of the agreement \$20 per week for all handmen, \$23 for machinist-operators for day work, and \$3 per week above these figures for night work.

A new union has been started at Devil's Lake, N. D., and claims to have contracts with every employer in its jurisdiction.

The new mortuary plan of the International Typographical Union went into effect on April 1, and future funeral benefits will be paid on the following basis:

For a membership of one year or less, \$75; for a continuous membership of two years, \$125; for a continuous membership of three years, \$175; for a continuous membership of four years, \$275; for a continuous membership of five years, \$400.

An assessment of one-half of one per cent of earnings is being collected to finance the plan, which is believed to be in advance of any similar movement ever inaugurated by a trade organization.

### REID BECOMES MANAGING EDITOR OF TRIBUNE.

Ogden Mills Reid, son of Whitlaw Reid, proprietor of the New York Tribune and United States Ambassador to Great Britain, has assumed the managing editorship of the Tribune. Mr. Reid a short time ago was elected president of the Tribune Association. He has had a thorough newspaper training since graduating from Yale.

He takes the place of C. E. Brown, who is to take a vacation and then return to the Tribune in some other capacity. Hart Lyman retains editorial supervision over the Tribune as editor-in-chief.

### LORD DENIES RETIREMENT.

A rumor is current on Park Row that Chester S. Lord is about to retire as managing editor of the New York Sun, recently purchased by William C. Rock.

Mr. Lord, however, declared to THE FOURTH ESTATE that there was absolutely no truth whatever to the report.



THE ST. LOUIS STAR SITUATION.

REFEREE IN BANKRUPTCY  
ALSO IN FAVOR OF  
SELLING LEWIS  
EQUITY.

Walter D. Coles, referee in bankruptcy, in a report to Judge Smith McPherson recommends the sale of the E. G. Lewis holdings in the St. Louis Star and Chronicle Publishing Company to Nathan Frank, who controls the company, for \$40,000, to be paid in a period covering two years. The recommendation carries with it the wiping out of a debt of \$523,000 owed by the Star to the Lewis Publishing Company.

Cole's report sets out that the Star cannot pay the publishing company the debt in full and that a compromise is the only recourse. It says a forced liquidation would mean that probably a smaller sum than is offered would be received by the creditors. It would mean that above all expenses of a receiver, clerk hire and court costs the sum of \$205,000 would have to be obtained, which the report says is unlikely.

Frank is to turn over to the receiver of the Lewis companies for the stock two notes he holds against the University Heights Realty and Development Company. One is for \$25,000 and the other is for \$10,000. The report says the notes should be turned over to the receiver irrespective of any action taken on the recommendation, as it holds Frank is not legally entitled to them.

The terms of the recommendation are that Frank pay \$8,000 in cash and give four notes, each for \$8,000, payable with interest at five per cent, in six, twelve, eighteen and twenty-four months. The notes are to be made by the Star Company and indorsed by Frank. Besides the real estate notes Frank is to turn over to the receiver all other claims he may hold against the Lewis Publishing Company.

The recommendation in no manner affects the debt of \$100,000 on a bond issue which was held against the company before Lewis bought stock in it.

A statement filed with the report sets out the financial condition of the paper from June 5, 1905, to June 30, 1911. From the first date to December 31, 1905, a period of nineteen months, the paper made as a net profit \$17,657. In 1907 the net profit was \$14,693.05. From January 1, 1908, the company operated at a loss. In 1908 the loss was \$79,376.62, in 1909 it was \$257,969.68, in 1910 it was \$194,822.58, and up to June 30, 1911, the loss was \$22,484,17.

The Star's assets are listed as follows in the report, as taken from the books of the company:

Daily and Sunday Star, \$1,000,000; plant, \$137,500; bills receivable, \$22,074.69, and other assets, \$2,064,233. The total liabilities, excluding liabilities on capital stock, are placed at \$789,282.68. The report sets out that in the estimation of the receiver the appraisement of the assets of the company are much more than the real value.

Of the liabilities, \$534,100.65 is



ARTHUR G. NEWMYER,  
BUSINESS MANAGER OF THE NEW ORLEANS ITEM, WHO HAS BEEN ELECTED  
A DIRECTOR OF THE ITEM COMPANY

owed the Lewis Publishing Company and \$264,182.03 to bondholders and other creditors. The notes held by Frank which he is to return, according to the demand of the report, are not worth more than \$17,000, the report says.

The amount recommended as acceptable for the Star, including the wiping out of the debt, is about eight per cent. of the amount due, but is recommended, because Coles is of the belief it is more than could be obtained by throwing the company on the mercy of the courts.

**LORD DOUGLAS WRITING FOR AMERICAN PAPERS.**

Lord Sholto Douglas, son of the late Marquis of Queensberry, of Queensberry boxing rules fame, is writing a syndicate letter on boxing. Lord Douglas started to write his letter for the Chicago Journal, but it is now syndicated widely. His brother, the present Marquis of Queensberry, has returned to England after having spent several months in newspaper writing in America. Lord Douglas is at present located in Chicago.

**NEWMYER A DIRECTOR.**

Arthur G. Newmyer, business manager of the New Orleans Item, has been elected a member of the board of directors of the Item Company Ltd. Mr. Newmyer assumed the management of the Item last Fall, and since then the business of the paper has materially increased, and the circulation has grown to above the 40,000 mark, according to last reports.

Mr. Newmyer has been actively engaged in newspaper work for the last thirteen years. He began his career on the Washington Times under Stilson Hutchins, and when Mr. Munsey took charge he was made advertising manager. Later he filled executive positions on Mr. Munsey's Boston Journal and Baltimore News and in the foreign advertising office of the Munsey newspapers in New York.

**FOOTE JOINS McCANN.**

Arthur E. Foote, formerly advertising manager of the Pearlman Company, is now associated with the H. K. McCann Advertising Company, New York.

AMERICAN NOT IN CONTEMPT.

TIMES ACTED PREMATURELY IN AMUNDSEN COPY-  
RIGHT INJUNCTIONS.

Judge Lacombe, of the Federal District Court, has denied the application made by the New York Times Company to punish the Star Company, publisher of the New York American, for alleged contempt for violation of an injunction issued by Judge Holt, restraining the defendant from printing an account of Amundsen's journey to the South Pole.

He finds that the Times' copyright to the story was not technically perfected, when it took action for the restraining injunction. He says that "the papers submitted indicate that at midnight March 8, when the injunction was served, the two copies had not yet been deposited in the copyright office or in the mail addressed to the register of the copyright at that time; therefore this action or proceeding could not be maintained and the injunction, being issued in an action whose maintenance was prohibited, would be of no binding force."

After quoting Section 36 of the Copyright law upon which the Times relied to establish the fact that Judge Holt had power to grant the injunction, Judge Lacombe in conclusion says:

"It does not seem that this last quoted section in any way qualifies the prohibition of the twelfth section. The court or judge is given express authority to grant an injunction to prevent the violation of a copyright which has been granted upon a bill of equity, that is, in an equity suit. But such an equity suit is covered by the phrase 'action or proceeding for the infringement of copyright' and there is no apparent reason for construing the act so as to exempt such suits from the operation of the prohibition of Section 12. No hardship to the owner of copyright results from the construction here followed."

"At the time the person entitled to copyright publishes his work with the notice required, presumably he has copies of it in his possession, and could at once deposit in the mail the two copies required, addressed as the statute prescribes. The act on his part would seem to be a compliance with Section 12, sufficient for him to maintain his action or proceeding. But until he does this, the prohibition of that section is imperative."

"Without contesting the other questions presented the application is denied."

The Star Company, in connection with the action against it, filed an affidavit by Bradford Merrill, treasurer of the corporation, saying that for a long time preceding March 8 the Times had, without the consent of the defendant, made it a practice to reprint either verbatim or in substantially the same form, and, where changed at all, so changed as to constitute a colorable imitation and reproduction thereof, articles published in earlier editions of the American, notwithstanding that each and every edition of the latter newspaper was copyrighted and notice of copyright duly published.

By reason of this the Star Company asserted the Times was not entitled to the relief it sought.

There still remains to the injured party in such a case the remedy of a suit for damages for infringement, and this remedy, the Times says it will apply in the case of the American.

## HOW PRESS AGENTS MAKE PRESIDENTS.

### PART PUBLICITY PLAYS IN THE CAMPAIGN FOR A SECOND TERM.

Handling the publicity end of a big political campaign is a task, the magnitude of which is little appreciated even by the politicians most interested. And, for that matter, few of the newspaper men who come in direct contact daily with the man who is directing such a campaign, have a fair notion of what the work comprises. A large corps of trained men is required to handle the work successfully, which, of course, means expeditiously.

In a suite of rooms on the second floor of the Raleigh Hotel, Washington, D. C., the work of assisting in the campaign in behalf of the renomination of President Taft is being conducted. The headquarters is officially known as The National Taft Bureau, with Representative William B. McKinley of Illinois in charge as director.

The literary work of the bureau is under the personal direction of Leroy T. Vernon, who has been the Washington correspondent of the Chicago Daily News for nearly ten years.

Mr. Vernon is well versed in national politics. A trained newspaper man of broad and varied experience, a writer of exceptional ability, a man of winning personality, and possessed of splendid executive ability, he has shown his fitness for the task of handling the publicity department of the National Taft Bureau in the few weeks he has had charge of the work. Mr. Vernon is a member of the Gridiron Club, that exclusive organization of newspaper writers which has furnished many a good diplomat or head of some department of the government.

In the direct handling of the work of his department Mr. Vernon has John P. Ryan, the Washington correspondent of the San Francisco Post, associated with him. Mr. Ryan has been connected with some of the big New York dailies, in addition to his work at the Capitol, and is recognized as an editorial writer of ability. Mr. Ryan takes care of the correspondents as they visit the bureau daily, and the daily news bulletins that are issued for the benefit of the general public pass through his hands. There are also several other newspaper men to take care of the different phases of the work.

Naturally, the day's work begins with the receipt of the morning mail, although it often happens that a bunch of night letters by telegraph are on Mr. Vernon's desk before he arrives at his office. The direction of the publicity work takes a lot of Mr. Vernon's time, to say nothing of the callers who must be received and chatted with. However, the work is well systematized so that everything moves with the

Continued on Seventeenth Page.

The Wilmington (Del.) Morning News has been elected to membership in the Associated Press.



GILBERT S. JONES,

BUSINESS MANAGER OF THE WILMINGTON JOURNAL.

### A MANAGER WHO BEGAN AS CORRESPONDENT.

Gilbert S. Jones since March 4, 1907, has been treasurer and one of the owners of the Wilmington Evening Journal. Mr. Jones started in the newspaper business in 1895 as correspondent for metropolitan dailies in Delaware. He joined the Wilmington Daily Sun in 1897 and was made its city editor in 1900.

In that year he became associated with the Wilmington office of R. G. Dun & Co., and was assistant manager for six years. He then helped organize the Evening Journal Company. His extensive business acquaintance and personal associations formed during his connection with R. G. Dun & Co. added to his previous newspaper experience, have stood him in good stead in his work with the Journal.

No newspaper man in Delaware is considered to be in closer touch with the business situation of the

state than Mr. Jones. Under his direction the circulation of the Journal has increased from seven thousand to a sworn daily average of 14,250. The paper is carrying all the local business and every prominent national advertiser using space in Delaware.

Mr. Jones and his associates sold the Journal to a syndicate of local capitalists last month, but he retains the position of business manager. He is a past exalted ruler of the Wilmington Lodge of Elks, and past district deputy grand exalted ruler of that order. Last week the Wilmington Elks elected him exalted ruler again, although it has been seven years since he first presided over that lodge. He is married, aged thirty-three years, and a native of Delaware.

### NEW WESTERN MANAGER.

S. Otis Ralston has been appointed Western manager for the International Studio, with offices at 14 West Washington street, Chicago.

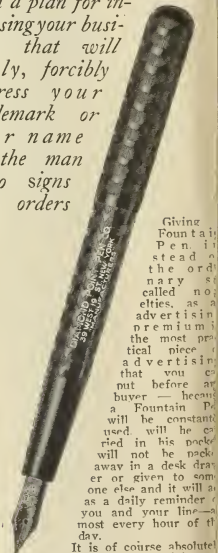
### WILL ADVERTISE DRUGS.

Harry Johnston, for three years advertising manager of the Montgomery (Ala.) Advertiser, has resigned that position to take charge of the advertising of the Lewis Bear Drug Company of Montgomery, Ala.

This company manufactures a number of proprietary articles and has made a large advertising newspaper appropriation. The territory to be covered this season embraces Alabama, Georgia, Florida, Mississippi and possibly North and South Carolina.

## This Guaranteed Fountain Pen Free

*with a plan for increasing your business that will daily, forcibly impress your trademark or your name on the man who signs the orders*



Giving a Fountain Pen instead of the ordinary so-called no-elites, an advertising premium is the most practical piece of advertising that you can put before a buyer because a Fountain Pen will be constantly used and will be carried in his pocket will not be packed away in a desk drawer or given to some one else and it will act as a daily reminder of you and your line most every hour of the day.

It is of course absolutely necessary when giving an thing special to a buyer, give him the best obtainable and that is what you do when you give a DIAMOND POINT FOUNTAIN PEN with your name on it. We sell these pens to you IMPRINTED IN GOLD. ANY OTHER COLOR IN LOTS OF FROM 100 UPWARDS AT 10c. to \$5 each.

It will be distinctly profitable to you and will enable you to obtain a Fountain Pen FREE, if you will detach the coupon below, sign it with your name and a dress, paste it in the center of your letter head, and mail it to us today.

### DIAMOND POINT PEN CO.

Manufacturers of more Fountain Pens than any other concern in the world. Key F. 47 W. 19th St. New York City

DIAMOND POINT PEN CO., Key F. 47 West 19th St. New York City.

Our business is:

.....  
Simplifying this coupon puts me under obligation to buy pens from you. I will consider the proposition for the use of Diamond Point Fountain Pens for advertising purposes upon receipt of same with sample pen which you offer FREE.

Give price on.....[quality] At.....

Street Name.....

Post Address.....

City.....



## THE NEWSPAPERS "MADE" SYRUP OF FIGS.

CHANGE IN OWNERSHIP OF  
COMPANY BRINGS OUT  
INTERESTING FACTS

EDITOR THE FOURTH ESTATE.

SIR: I think many of your readers will be interested in the following story, which in part is fantastically romantic, in part sternly realistic and in the whole a splendid lesson:

The transfer of its assets, corporeal and incorporeal, by the California Fig Syrup Company to its vendees, the Neuralgine Company, and the discontinuance of the California Fig Syrup Company as a corporate entity, marks the passing of one of the most constant and consistent friends the press of the world has had in the history of the cult. In its expenditure of millions of money for newspaper space, every dollar of which has repeatedly been shown to have paid its dividend, the Fig Syrup Company has given its successors and the world at large a lesson in advertising with few equals.

Excellent as was, however, its example of judicious and systematic use of newspapers, this feature of its success is by no means its only tradition, for the history of this corporation tells a very big story—a story of industry and thrift, a story of integrity and constancy of purpose, and the possession in its active heads of that high degree of personal honor ever sure of itself and never distrustful of its neighbors.

The California Fig Syrup Company was organized by Richard E. Queen at Reno, Nevada, in the early '80s, but as it was compelled shortly to discontinue business owing to lack of capital, its existence as a commercial reality cannot be said to have begun until its advent in Louisville, Kentucky, in 1888, and the association with its destinies of George A. Newman of that city.

Mr. Queen furnished the formula, Mr. Newman supplied much of the original capital and credit, with possibly a more veteran-like and subtle business training, both men gave without stint of industry and perseverance.

The manufacture of Syrup of Figs began in a cellar room under a drug store, and some of the original shares of a par value of \$10 may be said literally to have gone begging at fifteen cents to twenty-five cents the share. It afterwards seemed the irony of fate to those refusing this stock, that the first of many dividends paid by the company netted its investors fifty cents a share or three times the original purchase price of the shares.

At this time began an advertising campaign which, though modest and unpretentious in its incipency, was never allowed to wane, and when the results of this first advertising were realized, more advertising was done. Finally there came a time, when these men thought they could afford the dignity and extravagance of a shop on a level

## THE SCENES HAVE SHIFTED IN CHICAGO

### "Enter EXAMINER As Leader"

The March Record AGAIN Shows  
the Chicago Examiner in the Lead.

IN DEPARTMENT STORE  
ADVERTISING

The Examiner again forced the Tribune to take second place. On the basis of 280 lines to its columns, the Washington Press figures show that the Examiner carried 562.01 columns of department store advertising in March, 1912, while the Tribune's showing on a 300 line basis is \$18.24 columns.

There were five Sundays in March, 1912, against four Sundays in March, 1911. Omitting Sunday, March 31, 1912, which was an "Extra" Sunday and which should not be figured in the real analysis, the Washington Press figures show that

The Tribune LOST  
15,800 lines in department  
store advertising.

The Examiner Gained  
28,690 lines in department  
store advertising.

On this same basis the Tribune LOST in 8 out of 12 department stores.

The Examiner GAINED in every one of these twelve stores.

To those whose business it is to study and to understand the rise and fall of newspapers the above facts are fraught with the greatest significance. It is the third chapter in the new era of journalism in Chicago. The succeeding chapters will be told as the months of 1912 roll on. Watch the Examiner grow. The scenes have shifted.

### "Enter EXAMINER As Leader"

with the sidewalk, and what do you think they did? Do you think they rushed ostentatiously into the building of a fine manufactory? No, they were fighting for something more substantial than the glitter of first success so they rented some rooms with slightly increased expense and put their profits into advertising, more advertising.

And so when their splendid perseverance and unsurpassed integrity brought continued success, it was decided that Mr. Queen go to San Francisco and organize the Golden Gate Advertising Company, leaving Mr. Newman in Louisville to see to the manufacture and finances while he took charge of the advertising. This advertising has long since grown to the dignity of a business in itself—a business of manifold and intricate details.

Mr. Queen has handled it as the thing he created and nurtured and grew up with. He is remembered by newspaper men as the painstaking but ever affable gentleman who announced their fate when they went for Fig Syrup copy. By bringing to the art a tremendous capacity for application and a studious mind, he climbed to the head of the class as an expert on advertising space. Mr. Newman managed with equal subtlety the intricacies of finance and manufacture incident to a business having finally the commercial geography of the

EXAMINER'S GROWTH;  
TRIBUNE'S DECLINE

The most striking comparison of the Examiner's growth and the Tribune's decline is shown in the Washington Press figures of the daily papers only.

The Daily Examiner is growing both in Display and Classified, while the Daily Tribune is losing in both branches, as the following Washington Press figures for March show:

Daily Examiner,	Cols.
Display Gain. . .	55.47
Classified Gain. . .	15.08
Daily Examiner's	—
Total GAIN. . .	70.55
Daily Tribune,	Cols.
Display Loss. . .	58.64
Classified Loss. . .	40.89
Daily Tribune's	—
Total LOSS. . .	99.53

## KLOEBER JOINS HEARST FORCES IN NEW YORK.

Charles E. Kloeber, who recently resigned as managing editor of the Los Angeles Morning Tribune, has been appointed the night edi-



CHARLES E. KLOEBER

tor of the New York American. Mr. Kloeber for a number of years was connected with the Associated Press in important positions on the Pacific Coast.

## FRUGONE SUCCESSFUL IN HIS SCHOOLS MISSION.

Through the personal efforts of Frank L. Frugone, publisher of the Italian Evening Bulletin, New York, the Italian government has assured the Children's Aid Society that it will send \$20,000 cash to help its industrial schools conducted in the interests of Italian children, and otherwise to enlarge the scope of the society's work. For forty years the Italian government has been donating \$1,000 a year to this charity, but need of more has been long manifest.

Mr. Frugone made five trips to Rome and on two of these was received personally by the King. He has only recently returned from his last trip.

## FOR COAST TO COAST AUTO BOULEVARD.

The Los Angeles Examiner, to arouse national interest in the project of building a national boulevard from ocean to ocean, has started a "pathfinder" car on a trip from Los Angeles to New York. The car is being driven by Harvey Herrick, and the route will take it over California, New Mexico, Colorado, Kansas, Missouri, Illinois, Indiana, Ohio, West Virginia, Maryland, the District of Columbia, Pennsylvania, New Jersey and New York.

world for its scope. He could ever be seen at the national meetings of the proprietary men and druggists, wholesale and retail, and he is known to them all as their friend and well-wisher.

It has been the will (can it be said the reward?) of a kind Providence to spare these men that they might witness the consummation of their life's work, the building of a world-wide commercial enterprise, which starting with a capitalization of \$100,000, in twenty-four years has paid hundreds of thousands to its stockholders. They have seen Syrup of Figs exceed the average life of a proprietary article with never a slump backward and in addition to its dividends realize something, it is said, over \$2,000,000 by its sale.

In saluting the Neuralgine Company as successors to the California Fig Syrup Company, one can wish them no better heritage than that they may fall heir to the policy of high integrity, indomitable energy and masterly exploitation which characterized their predecessors.

G. A. N. Jr.

## PRINTER STARTS A PAPER.

George B. McClelland, formerly a printer in Spokane, has founded the Spokesman at Kittitas, Wash. The paper is eight pages of six columns each, published once a week.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.  
Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; ageate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 25 lines in depth of column) double price.

NO. 946 FOR THE WEEK ENDING SATURDAY, APRIL 13, 1912

## NEW YORK'S ANNUAL NEWSPAPER CONVENTIONS.

New York is ready to welcome the newspaper conventions. Everything is prepared for the members of the American Newspaper Publishers' Association and the Associated Press. As we go to press Old Father Knickerbocker may be seen restlessly pacing to and fro before the gate posts, eager to greet his distinguished guests. Now and then he snatches his eyes with his hand and scans the long reach of the country road in search for early arrivals.

THE FOURTH ESTATE has made its usual plans to help the Big City greet her guests. Our convention headquarters at the Waldorf and our home office stand ready to aid in every possible way. They are at your service and we shall feel slighted if you do not avail yourselves of the opportunity to make us work for you.

## THE COUNTRY JOURNALIST.

The newspaper man of today will probably send his son to one of the modern schools of journalism. The boy will be well trained and returned to his father a competent and efficient worker. But what of the Alma Mater of the elder journalist?

Why does he not send the boy back to his college of journalism? We all know it was a good one. A line or two will recall it. It stood in the country village, just off from "Main street." It was a dingy little shop with the sign "Job Printing" stuck out in front. Not a pretentious place one would say for the training of "journalists," but a first-rate shop for the making of newspaper men.

The local barber shop, the drug store, the town constable are splendid grindstones well adapted to sharpen the nose for news.

The country newspaper man also knows the human interest values. When the Prodigal comes limping

home down the country road, light of pocket, but laden with world adventure, the country weekly editor knows where to find the heart throbs without manufacturing them.

A loyal old Alma Mater is the rural weekly. Perhaps it is best that it go the way of the country lawyer's office and the country doctor's library as a university, but it can always brag of its alumni. They have made American journalism.

## A WOMAN'S NEWSPAPER.

"It is with more pleasure than surprise," says the Washington Post, "that one receives the announcement that Mrs. Oliver H. P. Belmont is planning to start a daily newspaper to be managed by women and devoted entirely to their interests." The Post goes on to point out that Mrs. Belmont does not believe that women have a fair representation in the news of the day and that she is convinced that the time is ripe for the ladies to come to the front editorially.

One wonders, the Post continues, "what newspaper Mrs. Belmont has been reading when she says that the members of her sex are neglected in the news of the day." To quote further:

"Probably she has been studying the classic outlines of the Oshkosh Banner or the Shanghai Bee. Certain it is that in most papers the scandals, at least, include a few of the fair sex, just by way of being impartial."

An out and out woman's paper, however, the Post thinks, would be a "pretty good thing."

"It would probably play up the scandals among the men, just as the ordinary paper plays up the doings of the women. It is safe to say that the men would get the worst of it, even while their interests would be carefully considered on the 'Men's fashion page.'"

"Of course, there would have to be such a page as a sop to the man of the household. There should also be a few columns devoted to

the proper methods of mixing drinks, with the famous recipes of old Kentucky colonels, but the front page would be reserved mainly for scandals in the ranks of the men, with feature stories on the quaint sayings and doings of babies and double-column flare heads on the battles to capture control of such organizations as the Daughters of the American Revolution."

## DOCTOR NEWSPAPER.

Publicity in newspapers and magazines to the amount of 1,500,000 inches a year on tuberculosis and its prevention is being given by the press of the United States, according to an estimate just issued by the National Association for the Study and Prevention of Tuberculosis.

Astounding as these figures may prove to the layman, to the average newspaper man they take on the commonplace of the day's work.

Publicity is the heart of every well directed educational campaign, whether it be for business, medicine or the church.

The American press is from time to time viciously attacked by sensationalists. A politician accuses it of all sorts of perfidy, and yet it holds its place as one of the very foundation stones of democracy. Preachers rant at the newspapers, forgetting that the modern newspaper is the universal church.

It is, therefore, refreshing to read Dr. Farrand's tribute. "Largely because of the intelligent co-operation of the press," he says, "has the anti-tuberculosis movement been able to become the greatest organized movement of its kind in the world."

This means that the receding line on the tuberculosis chart is being drawn by the strong unconquerable hand of Dr. Newspaper, specialist on all kinds of social, political and physical ills.

## MUZZLING THE PRESS.

A newspaper man in Pottsville, Pa., has induced the State Editorial Association to advocate the licensing of all newspaper men by a "State Department of Journalism." It is suggested that a committee draft a bill which will permit no person to launch and edit a newspaper whose qualifications have not been approved by such a bureau.

With this radical suggestion the Philadelphia Telegraph is not in sympathy. We read:

"It needs no argument to prove that a free press can never be made to conform to a standard. Free thought cannot be standardized. There is no standard of English, ethics, morals or politics to which a writer or speaker can be made to conform that would not constitute a tyrannous violation of the state and federal Constitutions."

"The editor and reporter occupy no more vital relation to 'public good' than do oratorical politicians and lecturers, and the one neither requires nor would tolerate any greater bureaucratic supervision than the other."

"Mass meetings, free press and human liberties are all menaced by the principle involved in the silly plan of men who should know bet-

ter than to examine and determine the 'qualifications' of editors and reporters."

"A newspaper's quality must always be judged only by its readers, and if that judgment seems poor to some persons, they are reminded that the most vital right of a free people is the right to be wrong."

## NOTE AND COMMENT.

A recent "North Dakota Development Number" of the Fargo Courier-News created much favorable comment because of its handsome appearance and the unusual character of its contents. A special feature was a twelve-page section of community advertising from various enterprising cities of North Dakota, written and exploited in a very intelligent manner, and which the publishers of the Courier-News believe to be the first of its kind ever published by an American newspaper. Not one line of advertising for individuals or business firms appeared in its pages.

The idea originated with A. M. Baker, advertising manager of the Courier-News, and he was assisted in carrying it through by Hurnard J. Kenner, formerly associated with him on Fargo newspapers, but now with the Chicago Record-Herald. Mr. Kenner was specially assigned by the latter paper to compile the information and statistical matter for the Courier-News' edition.

"There are two kinds of advertising that do not pay—dishonest advertising and advertising that isn't lived up to," says Jerome P. Fleishman in the Baltimore Sun. "By not living up to advertising I mean not backing it up with service to the customer—something that every advertisement implies and something that every reader of advertising has a right to expect."

Juan Melia, editor of the Socialist magazine Vida Socialista, of Madrid, Spain, has been condemned to pay a fine of \$400 and to serve eight years in prison for publishing a cartoon which, it is asserted, reflects on the personal character of King Alfonso. The objectionable figure is an extremely thin huntsman with excessively thin legs, to which particular point objection was taken by his royal highness.

The circulation of the Detroit Sunday News-Tribune, according to its publishers, passed the 100,000 mark with the issue of March 24, the figures on that day being 103,719.

The average daily circulation of the Detroit Daily News is now declared to be in excess of 146,000, an increase of nearly 25,000 a day over the same period of a year ago.

The News and News-Tribune have been conducted under the same aggressive, fearless and honest newspaper policy inaugurated by James E. Scripps in 1873.

## CONSIDER IT THE BEST.

E. D. Stair, president of the Detroit Journal Company, writes: "I certainly enjoy THE FOURTH ESTATE more than any other periodical."



## STEPS FROM NEWS WORK TO CHIEF CIRCULATOR.

Edward J. Waldron, who was recently appointed circulation manager of the Syracuse (N. Y.) Post-Standard, has been engaged in newspaper work for the last fifteen years in editorial and circulation positions in Syracuse, Rochester and Utica. He has been with the Post-



E. J. WALDRON.

Standard for about four years as a member of the news staff. Previously for two years Mr. Waldron was confidential secretary to Mayor Koenig of Auburn, N. Y., and during that time was also secretary of the Municipal Civil Service Commission of the city.

In February, the first month of Mr. Waldron's management of the Post-Standard's circulation department, the paper's average daily increase over the corresponding month of the previous year was 1,615, the actual figures being 43,884 per day. In Mr. Waldron's opinion: "There is no royal road to circulation. The first thing necessary is to have a good newspaper and the proper kind of an organization and an efficient system of delivery."

## EVERETT WITH MATHEWS.

Willard Everett is now associated with the home office of the Julius Mathews Special Agency, Boston. Mr. Everett was for some years advertising manager for the C. I. Hood Company, and later with the H. O. Company. He has also served in an executive capacity with the James T. Wetherald Advertising Agency and the George Batten Company.

## AD AGENT'S NEW ROLE.

Clyde S. Thompson, vice-president of the Fowler-Simpson Advertising Company, of Cleveland, O., has been appointed advertising manager for the Diamond Rubber Company, of Akron. Mr. Thompson resigns from the Fowler-Simpson Company.

## WEDDING BELLS.

William A. Smith, a San Francisco newspaper advertising man, was married at Boulder, Colo., a few days ago to Miss Georgia La Roche of Savannah, Ga.

## PURELY PERSONAL.

Henry Waterson, editor of the Louisville Courier-Journal, has been again highly honored by his fellow townspeople. This time they have named a new social organization "The Waterson Club."

Josephus Daniels, publisher of the Raleigh (N. C.) News and Observer, is able to return home after confinement in a hospital where he underwent an operation.

S. D. Henry, editor of the Coon Rapids (Ia.) Enterprise, has declined to become a candidate for Congress in the Tenth District.

George H. Larke, general manager of the W. D. Boyce Company's publications, Chicago, accompanied by his wife, will sail for a two months' vacation in Europe on April 27.

William C. Freeman, advertising manager of the New York Evening Mail, is just recovering from an attack of ptomaine poisoning.

W. F. Conyard, a veteran newspaper man of Spokane, formerly editor of the Clipper at LaCrosse, Wash., who recently underwent a major operation at Sacred Heart Hospital in Spokane, is recovering rapidly.

Miss Emma P. Teleford of the editorial staff of the New York Tribune is the author of the cook book now being used by the Evening Telegram as a household premium.

Morris G. Roberts, formerly a Memphis newspaper man, is now located at Richmond, Mo., where he has an extensive law practice.

George W. Missemer, publisher of the Chinese Gazette, of Shanghai, China, is on a visit to this country. At present he is at Harrisburg, Pa., visiting his brother.

T. Bernard Elssesser, managing editor of the York (Pa.) Gazette, is back on duty again after a serious attack of pleuro pneumonia.

W. H. Brundage, managing editor of the Los Angeles Express, has returned to his desk after a short vacation in Phoenix, Ariz.

John L. Meyers, manager of the home office of the United States Circulation Company, in Waterloo, Ia., has been appointed police court judge.

S. C. Theis, advertising manager of the American Press Association, with headquarters in New York, spent a part of last week in Chicago.

M. D. Hunton, Eastern advertising representative of the Hearst evening newspapers, has been elected a director of the Staten Island Chamber of Commerce. Mr. Hunton is an extensive property owner on Staten Island.

Will P. Scott, formerly a Kentucky newspaper man and editor of the Third District Review, is now located at Panama, where he may

enter the service of Governor Thatcher.

Major Theodore P. Roberts of the Roberts and McAvineh Agency, Chicago, has gone to Ocean View, St. Augustine, Fla.

M. P. Lynn, advertising manager of the St. Louis Republic, was in Chicago last week on a business trip and incidentally meeting old acquaintances.

D. J. Ogilvie, space buyer for the Federal Advertising Agency, New York, is ill with pneumonia.

S. H. Busser of the George Batten Agency, New York, has been out of town considerably on business trips of late.

Sam Du Bois of the Wilberding Special Agency, New York, was in Philadelphia last week. It is rumored about that Sam brought back about \$20,000 worth of new orders.

Maurice S. Sherman, editor of the Springfield (Mass.) Union, addressed the members of the Publicity Club of Springfield at their last luncheon.

Emil Brunnier, editor of the Pensacola (Fla.) Staats-Zeitung, is responsible for the organization of a new branch of the German-American Alliance in his city. It will be known as the Central Branch.

Henry B. Hale, editor of the East Hartford (Conn.) Gazette, is spending a week in Washington, D. C.

Charles D. Spalding, advertising manager of McCall's Magazine, and president of the Quoin Club, addressed the advertising staff of the New York Times at Monday's meeting.

Anna Marble, press representative of the New York Hippodrome, will leave for a trip to Europe on April 25.

Albert E. Miller of the Christian Science Monitor, Boston, delivered an address last week at the First Church of Christ Scientist, New Haven, on "Clean Journalism."

## IN THE PUBLIC EYE.

Wallace Crossley, editor of the Warrensburg (Mo.) Daily Star, has announced his candidacy for state senator from the Seventeenth District, composed of the counties of Johnson, Cass and Lafayette. Crossley three times represented Johnson County in the lower house of the State Legislature.

George P. Englehard, a Chicago trade paper man, is a candidate for Congressman in the Tenth District on the Republican ticket.

L. D. Wallace, Jr., a Chicago advertising man and member of the Chicago Advertising Association, is a candidate for election to the board of review of Cook County.

J. C. Harrigan, editor and publisher of the Colville (Wash.) Ex-

aminer, is a candidate for the state Legislature on the Democratic ticket in Stevens County. Mr. Harrigan has been a resident of eastern Washington for years.

Henry S. McKenzie, editor of the Palatka (Fla.) Times Herald and at present representative in the legislature from Putnam County, is a candidate for re-election.

## BIRD NOW A "SPECIAL."

One of the most recent additions to New York's family of special newspaper representatives is W. S. Bird, who looks after the advertising in the Eastern field for the Baltimore Sun. Mr. Bird has had a wide experience in advertising



W. S. BIRD

work. Up to a year and a half ago he was advertising manager of the Review of Reviews, and since then managed the same department for the Baltimore Sun.

Recently Mr. Bird resigned his position in the home office of the Sun to assume its representation in the East. His associate representative of the newspaper in the West is Guy S. Osborn, Chicago. Mr. Bird is located at 1 Madison avenue, New York.

## MAYRUN FOR LEGISLATURE

Friends of William Goodyear, lessee and manager of the Pacific Farmers' Union, the state official organ of the Farmers' Educational and Co-operative Union, and editor of the Pullman (Wash.) Herald, are urging him to make the race for legislator from this district. Mr. Goodyear was the Democratic nominee for Congress four years ago, and made a strong race. He has lived in Whitman County twenty-three years, publishing newspapers at Palouse, Colfax and Pullman.

## BUSINESS OPPORTUNITIES.

**\$50,000 CASH**

available for first payment on purchase of a daily newspaper property. New England and New York State locations preferred. Proposition C. Y.

C. M. PALMER.

NEWSPAPER BROKER,  
277 Broadway, New York

**Do You Want  
to Sell or Buy  
A Newspaper Property?**

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.,  
New York City

## FOR SALE.

**FOR SALE  
Up-To-Date Electric Base  
Ball Score Board.**

In first class condition and working order. Reason for selling, inability to use because of Ordinance prohibiting extended signs. If interested, address The St. Louis Times, St. Louis, Mo.

## FOR SALE

Controlling interest in only Daily paper in Ohio town of 10,000 population. Buyer can secure absolute control without buying control of stock. Address Frank B. Wilson, Urbana, Ohio.

FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines: 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

LINOTYPES, FOR SALE. Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrixes. Franklin Printing Co., 430 West Main street, Louisville, Ky.

FOR SALE—OUR COMPLETE LINOTYPE PLAN I consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

## FOR SALE.

One Dictaphone, almost new, with complete outfit. Just the thing for the busy newspaper or advertising man. At your own price. Address Savey, care THE FOURTH ESTATE.

## TRANSFORMING SCENERY.

Richard P. Kilroy, formerly managing editor of the Butte (Mont.) Evening News, is transforming the scenery on his ranch at Sandpoint, Idaho, east of Spokane, by the use of dynamite. He has cleared a large acreage of stump land with explosives and will redouble his efforts this season.

## MACHINERY FOR SALE.

ADVERTISEMENTS under this classification 25 cents per line each insertion. Count seven words to the line.

## FOR SALE.

**One Cox Duplex**

Printing Press, prints 4-6-8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

**One Goss Pony**

Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

**One Goss 4-deck**

Straight-line Press, prints from 4 to 32 pages.

**One Goss 3-deck**

Straight-line Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

## HELP WANTED.

## WANTED.

A salesman by New York advertising firm to obtain contracts from advertisers for Bulletin Board and Electric Signs. Drawing account of \$50 weekly advance against commissions. Address Bulletin Board, care The Fourth Estate.

## PRESSMAN WANTED

Daily newspaper wants an assistant pressman who thoroughly understands presses up to Hoe and Goss Sextuples. Send full particulars in first letter to Sextuple, care The Fourth Estate.

For any deserving person out of employment, but able to furnish a satisfactory reference, an ad in these columns will be inserted free, or the applicant may pay the cost when he is able to do so.

## EDITOR CHARGES LARCENY.

John McElroy, editor of the National Tribune, of Washington, D. C., has caused the arrest in New York of a man named William A. Williamson of Essex Falls, N. J., on a charge of the larceny of \$5,000 worth of bonds. Mr. McElroy alleges that he entrusted the defendant with \$16,500 for which to purchase securities. He says he received most of the securities, but a series of bonds valued at \$5,000 are unaccounted for.

## WARNED TO LEAVE TOWN.

Because of her attacks against the town Miss Sylvia Smith, editor of the Marble City (Colo.) Times, it is said, has been warned to leave her home there. For a long time her paper has been attacking the various civic, educational, social, commercial and religious enterprises of Marble. The townspeople at last held a mass meeting and adopted resolutions calling on her to leave town at once. Miss Smith has been taken into custody by the police for safe keeping.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification 10 cents per line each insertion. Count seven words to the line.

## CIRCULATION MANAGER.

A wide awake circulation manager who is not afraid of work can get and hold circulation as well as get the money, desires change. Will not consider town under 300 population. Address Worker, care The Fourth Estate.

## CIRCULATOR.

A live circulator who started at the bottom and worked his way to the top would like change by April 15. Can produce results and get the money for your circulation.

Managers who are not willing to let their circulation manager run the circulation department please don't answer. Address N. R., care The Fourth Estate.

## CARTOONIST-ARTIST.

With wide experience and an occasional idea, wants position. Address E. H. care The Fourth Estate.

The publisher who needs a managing editor, a city editor, a business manager, an ad solicitor, or anything in the newspaper line, must be hard to suit if he can't find in these columns what he wants

## Energetic Young Man.

With eight years news, advertising, utility and trade paper experience, is open for position on progressive daily or weekly. Have good health and excellent record. Address ENERGETIC, care The Fourth Estate.

## A Circulation Manager.

Who is energetic and ambitious and has had over twelve years successful experience; whose qualifications can not be told in this space, would like to tell them in detail a publisher who is looking for a man who will get results at minimum cost. Address "Ambitious" care The Fourth Estate.

## NEWSPAPER MAN,

(age 36) now employed as a telegraph editor in New York, and with wide experience as reporter, news editor, and editorial writer, desires to make a change with better opportunities. Address Box G. care The Fourth Estate.

## BUSINESS ADVERTISING MANAGER OF GUARANTEED QUALITY.

Aggressive, efficient young man; married. Excellent moral character, habits. Brains, energy, sound business judgment. Enthusiastic, conscientious, energetic. Nine years' experience in newspaper advertising. Business producer of PROVEN ABEILITY. MAKE-GOOD methods, ideas and record. Now advertising manager daily, city 30,000. Open to proposition. Address, P. O. Box 315, Portsmouth, Ohio.

## MISCELLANEOUS.

**UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET,

Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## WOULD KILL THE EDITOR.

Colonel Pablo Menocal, brother of the head of the Conservative Party in Cuba, shot five times one day last week at Fernandez Garcia de Peralto, editor of the newspaper Partia, published at Puerto Padre. The attack was made in the editor's office, but did not result in any injury. An article in which

## SITUATIONS WANTED.

**DOES YOUR EDITORIAL  
DEPARTMENT NEED  
STRENGTHENING?**

For seven years I was the publisher of one of the best newspapers in a city of 225,000 population. During the past two years I have travelled extensively. Now I want to get back into the game, preferably in the editorial department. Salary not the principal consideration. Address Savey, care THE FOURTH ESTATE.

**TRADE PAPER  
MANAGER WANTS  
POSITION.**

I am now employed on one of the leading trade publications in the East, and I long for the East, especially New York City.

I want a position where I can uphold my claim of being one of the best business, advertising and production managers in the trade paper field.

I have a splendid record as an ad getter, ad solicitor and a campaign planner, also as a circulation manager.

Address Tradester, care The Fourth Estate.

The cost of a "situation wanted" ad in this column is only ten cents a line (count seven words to the line) each insertion.

**I Want To Go South** as circulation or advertising manager of a Southern daily. Over 20 years of experience (5 years in the South) past two years (and now) in the publishing business of my own, but want to get back into the daily field again. Forty-one years old, married, best of references.

**I KNOW THE GAME**

Address "South," care The Fourth Estate.

**Publishing Pressman  
Wants Position.**

I have had 20 years experience on all kinds of publications as superintendent or foreman. I want a position on some good publication. Address L. A. B. care The Fourth Estate.

**A Good Advertising  
Solicitor wants a position.**  
He has specialized, with success, for years in the trade paper field.

Address Senn, care The Fourth Estate.

## BUSINESS MANAGER

Last situation added over 5,000 new subscribers; increased advertising 200 columns, per week, in two years. Equally as successful in previous and present situations. Understand thoroughly making modern newspapers at lowest expense. 18 years experience, age 35, references. Address Ability, care The Fourth Estate.

## Situation Wanted.

Young woman, general newspaper experience (including proof reading, morgue,) college education, location no objection. Greene, 508 W. First St., Evansville, Ind.

## Exceptional Opportunity

For some publisher to secure services of a capable, energetic circulation manager and worker. There is no circulation game too hard for me to tackle and make a showing. My past record proves this. Ten years experience on metropolitan and smaller dailies. Can furnish A No. 1 reference. Address A. Circulator 2257 North Franklin St. Phila. Pa.

Peralto is alleged to have referred disparagingly of Colonel Menocal was the cause of the trouble.



## LEWIS DEFENSE IS STARTED.

THE PUBLISHER TELLS  
STORY OF HIS START OF  
CAREER WITH \$1.25  
CAPITAL.

The Government's case against E. G. Lewis, the former St. Louis publisher and capitalist, charged with using the mails to defraud, closed this week, and the defense immediately began its work. The principal feature of the latter so far has been the story by Lewis himself of his remarkable financial career from his first venture in the publishing field, when he started a magazine with \$1.25.

Rapidly, but without apparent effort at dramatic effect, he told how he ran up this \$1.25 into a series of business and banking operations which involved the handling of several million dollars.

Lewis said his publishing business outgrew its plant several times and that he finally decided to build his own plant. Realizing that city property was improving westward, he erected a building beyond the city limits, where University City has since grown.

He then recited the success of his business, declaring its downfall began with the issuance of a fraud order by the Post Office Department in 1905. All his mail, the witness said, was returned to the senders bearing the word "fraudulent" stamped in red.

Before this, he said, he was receiving from 3,000 to 22,000 letters a day. As a result of the fraud order, Lewis testified, he lost \$190,000 in advertising contracts and his banking credit was cut off.

When the People's Bank stopped business in 1905 and a receiver was appointed, Lewis testified that he called a meeting of the stockholders and proposed the exchange of their stock for stock of the publishing company with a \$2,300,000 increase in its capitalization.

He took the responsibility of any losses that might result to the stockholders in the adjustment of the affairs of the bank, he said, and gave them his notes to secure them to the full amount of the increased capitalization.

Lewis testified that 19,000 subscribers of the People's Bank changed their stock for an equal number of shares of the Lewis Publishing Company. When the bank was liquidated on a basis of eighty-seven cents on the dollar, he said, he made up the other thirteen cents and saved the subscribers from loss by giving them their full allotment of Lewis Publishing Company shares.

In 1905, he said, 3,000 letters of the Lewis Publishing Company were held up in the post office. In October of the same year 300,000 copies of the Woman's Farm Journal were held up. He did not learn of this until five weeks later, he said. He then had to refund \$12,000 taken in for advertising in the suppressed issue, and many advertising contracts were broken as a result of the seizure.

After this, Lewis said, he and two other officials of the company

were indicted on charges of sending out mail in excess of the Government regulations. These indictments were quashed after standing three years.

J. Lowenstein, general manager of the St. Louis Star, testified that before the second-class mail privileges were withdrawn from Lewis' Woman's Magazine that publication was worth, in excess of its physical plant, between \$1,500,000 and \$2,000,000.

He declared that the withdrawal of the mail privileges would work almost irreparable loss to any newspaper or magazine, by crippling its circulation and destroying the confidence of its advertisers.

Lowenstein took care of the count of circulation of the Woman's Magazine and Woman's Farm Journal five or six years ago at the request of a committee of citizens, who asked him and Walter B. Stevens to manage it.

The valuation he put upon the Woman's Magazine in his first statements was based on its circulation of more than a million copies and its advertising rate of \$6 an agate line. He valued the Farm Journal at \$750,000 in excess of the value of its physical plant.

On the Woman's National Daily he placed a valuation of between \$750,000 and \$1,000,000 in 1908. Replying to a question, he said that the issuance of a fraud order against a newspaper would affect it much the same as it would any other kind of business, by destroying its credit and standing.

In reply to an inquiry as to how much Lewis paid for the Star, Lowenstein said that the paper was capitalized at \$500,000, and Lewis agreed to buy control of it for \$350,000, subject to a bonded indebtedness of \$100,000.

Former governors Folk and Stephens of Missouri also testified for the defendant.

## PROMOTION FOR AUTO ADVERTISING MAN

H. W. Ford, secretary and advertising manager of the Chalmers Motor Car Company, Detroit, for the past two years, has been made assistant general manager, succeeding C. C. Hildebrand, resigned. Mr. Ford has been with the Chalmers Company since its organization, first as advertising manager and more recently as secretary and advertising manager. He retains his supervision over the advertising department in his new position.

Percy Owen, for some time past Eastern sales manager for the company, is now in charge of the general sales.

## SYRIAN PAPER SUED.

A libel suit asking \$22,000 damages has been instituted against the New York Syrian weekly Al Koun, by Vahan Cardashian, an attorney for the Ottoman Chamber of Commerce which is understood to be acting for the Turkish government. It is also understood that a criminal action is to be taken. The suit is based on several publications in the newspaper which, it is said, aimed to "defame the consul-general of the imperial Ottoman majesty in this city," who is Djelal Munif Bey.

## STORY NOW WITH KLEIN.

Walter H. Story, who has joined the staff of I. A. Klein, the New York special representative, has been in the newspaper business for the last fifteen years. His first experience was on the Philadelphia



WALTER H. STORY.

Bulletin, with which he was connected for five years, going from there to the Philadelphia Telegraph.

He was with the Telegraph for nine years, the last four as Eastern representative with headquarters in New York. For the past year Mr. Story has been with the J. C. Wilberding Company.

Mr. Klein has just been appointed Eastern representative of the Philadelphia Evening Telegraph. This department of the Telegraph has heretofore been handled direct.

## SUES FOR HIS \$25,000.

Samuel F. Knox of Highland Park, Ill., a Chicago attorney, has filed suit in the circuit court to recover \$25,000 which he alleges he paid to the Morrison Publishing Company, of Chicago, to help keep Morrison's Weekly alive. He charges facts were misrepresented to him, being told it was a successful magazine and that it needed only \$25,000 to place it on its feet. This Knox gave to the company, learning later, he alleges, that the firm was defunct and that facts had been misrepresented.

## WILL ISSUE DIRECTORY.

George Hopewell of the staff of the Williams, Lawrence & Cresmer Special Agency, New York, is about to publish a directory for automobilists called "The Nearest Garage." The directory is to be pocket size, and will contain the name and location of about 3,000 garages. Mr. Hopewell has already published several handy directories with considerable success.

## BALTIMORE SCRIBES WILL ENTERTAIN CONVENTION VISITORS TO CITY.

On the initiative of one hundred active newspaper men, the Baltimore Press Club has been organized. It proposes especially to extend every courtesy and hospitality to the newspaper men who will attend the Democratic convention in the city in June.

Convenient quarters have been leased at 412 West Franklin street, and have been handsomely furnished and equipped. Weekly "club nights" at which visiting theatrical talent provides the features, will be continued until the summer.

The officers are: President, John Wilber Jenkins of the Sun; vice-president, J. Edwin Murphy, the News; secretary, George Garner, the Evening Sun; financial secretary, E. H. Pfund, the Journal; treasurer, Harry W. Neepier; counsel, Philip B. Pearlman; board of governors, the officers with E. B. Smith and J. G. Nelson of the American, John M. Deponai and Robert R. Lane of the Star, and H. S. Biscoe, the Sun.

## ARTIST OPPER HONORED.

F. B. Oppen, the noted cartoonist of the New York American, was the guest of honor Wednesday night at a dinner in the Cafe Martin, attended by fifty of the best known artists of the United States.

Walt McDougall was toastmaster. Speeches were made by W. A. Rogers, W. A. Kemble and R. J. Goldberg.

The evening's entertainment included selections by a professional trio of singers, a moving picture sketch by Winsor McKay and songs by Archie Gunn.

Mr. Oppen was felicitated on his long and successful career with the pen, pencil and brush, and toasted as "The Dean of Cartoonists and Caricaturists of America."

## NEW WASHINGTON MAGAZINE.

A magazine entitled "Worth While" has appeared in Washington, D. C. Its publisher is Henry Curtis Biggs, formerly a correspondent for the Chicago Tribune. The new magazine opposes "unjustifiable and wanton attacks on business interests and corporations," and declares itself to be "devoted to the people, politics and national affairs."

## WARNED THE REPORTERS.

At the Hackett murder investigation in Augusta, Me., because of newspaper articles referring to County Attorney Joseph Williamson, Judge Beane last week summoned all the newspaper men at work on the case into court and warned them the stories they had been writing on the case were in contempt of court.

In warning the reporters Judge Beane said:

"This court will hold any man or any paper in contempt of court that makes any further publication along this line."

## PLEASED WITH OUR NEWSPAPERS.

GERMAN PUBLISHER HERE  
INSPECTING METHODS  
AND PLANTS.

Louis Ullstein, owner and publisher of four daily newspapers in Berlin and of a dozen weekly and monthly magazines, has brought his executive staff to the United States to study the large publishing plants in this country. Mr. Ullstein has visited newspaper and magazine publishing houses in Chicago, Buffalo, Philadelphia, Boston, Washington and New York. He is making a close comparison between business and editorial methods here and abroad.

In Germany, Ullstein's Berliner Morgen-Post is considered a household necessity. The average Berliner, so 'tis said, would rather do without his breakfast coffee than be deprived of his Post. That may not mean much to an American, but in the Kaiser's country it signifies the last word in sacrifice.

The Post, it is said, has the largest circulation of any newspaper in Germany. It takes 2,400 carriers to deliver it in Berlin alone. All of the carriers are women. They not only deliver, but also act as agents, taking subscriptions for which they are allowed a stated commission.

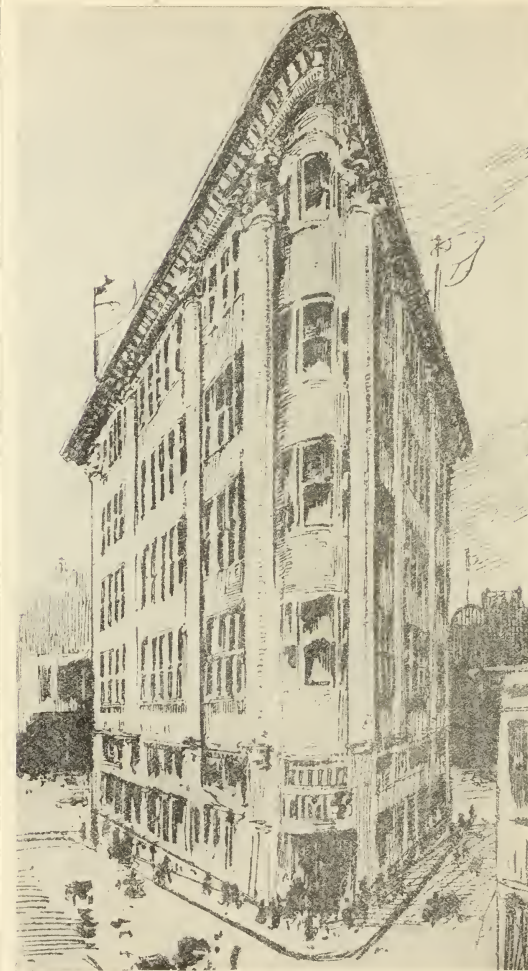
Outside of Berlin the government postmasters attend to newspaper subscriptions. The government does not allow any other method. The local postmaster of a German village writes in to the circulation manager in Berlin ordering a certain number of copies. These are sent to him in bundles by express. The postmaster then consults his subscription lists and delivers the papers.

He is the official agent for all publications. This is all part of his day's work. No extra compensation is allowed for his genius as a circulation builder. The government charges the newspapers for the service, and it guards this source of income with a watchful eye.

The German publisher is a stocky, deep-chested man of about medium height. His alert, clean-shaven face is more typical of the American than the German. Although he has passed the half-century mark he steps about with the go and snap of a schoolboy. He speaks much better English than many of our German citizens although this is his first visit to America.

Mr. Ullstein to THE FOURTH ESTATE representative voiced the greatest respect for American newspaper methods. Many of the attacks on the American press, he thinks unjustified. The mere suggestion that some critics had accused our editorial writers of working under the advertisers' brakes, sent him off into a flood of German words. It was the only time that the English language did not prove sufficient to the occasion.

"Do the advertisers dictate to the editors of Germany?" was asked. The Berlin publisher stared in blank amazement. "What has the advertiser got to do with my edi-



THE PROPOSED SEATTLE TIMES BUILDING.

tors?" he queried in bewilderment. Newspaper salaries in Germany are somewhat lower on the average than they are in America. Twenty-five dollars a week is considered a satisfactory wage for good reporters. The best managing editors get \$4,000 a year. Mr. Ullstein's business manager thought that when the cost of living in Germany was taken into consideration the newspaper salaries about equaled those in the United States.

"Do your editorial pages have a marked influence in determining public opinion?" was asked next. Again he could not understand. "What do you mean by an editorial page?" he questioned. His business manager explained that the German papers do not make a line

between news and editorial comment. They combine the two as in some American magazines, such as the Outlook and Independent. The American method, however, is having its influence, he thought. The German papers already show a marked tendency to news reporting without the editorial comment.

There is no organization in Germany to correspond with the Associated Press and similar institutions. There is, nevertheless, a private company which gathers news and sells it to the papers at so much a column.

Schools of journalism are new to the Germans. The commercial high schools give courses in the subject and Heidelberg University offers an extended study in newspa-

per making and editing. Mr. Ullstein was fully convinced that the courses outlined by such schools as Columbia, New York University, and others were practical and that they would turn out competent newspaper men.

"In what ways do the German papers excel the American press?" was asked.

"It's the wrong way to put the question," he returned. "You know what your public likes and we know ours. We could not publish scandal or enter into the private life of the people, but the Americans seem to want it. We also pay more attention to our art and literary criticism. We pay more for these critics than we do for our chief political writers. Our papers are, of course, much smaller—about the size of your Sunday Times Book Review Section."

## SEATTLE TIMES TO ERECT MODERN HOME.

The accompanying cut shows the first sketch of the building which the Seattle Daily and Sunday Times plans to erect in the near future in "Times Square," the triangle formed by the intersection of Olive, Fourth, Stewart, Fifth and Westlake streets. The building will be of steel and concrete. The dimensions of the triangle are 242 feet on Olive street, 232 on Stewart, eighty feet on Fifth (Westlake), running to a point nine feet wide on Fourth street.

The Times' new home will represent the last word in the construction of newspaper buildings. Its furnishings and equipment will be of the most modern make and design, and with the addition of the equipment that is planned for the mechanical department, the Times will have in its completed quarters one of the finest newspaper outfits in the country.

## FIRE THREATENED PAPER.

The quarters of the Chicago (Ill.) Staats-Zeitung and the Freie Presse were threatened by a fire last week which started in the upper part of the old Times Building, in which the papers are located on the ground floor. The upper part of the building was badly burned and files of the United Press and the Newspaper Enterprise Association, which are located in that part of the building, were destroyed.

## OVER THREE GENERATIONS OF confidence building has brought

THE  SUN

OF BALTIMORE

very close to the hearts of Marylanders. These every day, lifelong readers believe in THE SUN, and advertisers share this confidence in the "Sunpaper."

CIRCULATION,  
116,000 NET PAID

W. S. BIRD,  
1 Madison Ave.,  
NEW YORK.

GUY S. OSBORN,  
Tribune Building,  
CHICAGO.



## SPHINX CLUB CLOSES ITS SEASON.

The Sphinx Club, of New York, gave its final dinner of the season Tuesday evening at the Waldorf-Astoria with Arthur Brisbane, editor of the New York Evening Journal, as guest of honor. Mr. Brisbane told the members something about advertising, newspapers and writing. He urged simplicity in writing, both in news and advertising.

Charles R. Wiers of Buffalo, spoke on "The Business Letter as a Public Servant."

Before the dinner officers of the club were elected for the year. Collin Armstrong is the new president. Justin McCarthy, Jr., and R. F. R. Huntsman, both of Brooklyn, were re-elected secretary and treasurer, respectively. The vice-president is W. R. Hotchkiss and James O'Flaherty, J. I. Rouer, C. C. Vername, George B. Van Cleve, Preston P. Lyman, P. A. Conne and Walter Hammit are members of the executive committee.

George B. Van Cleve, retiring president, presided at the dinner, and Collin Armstrong was toastmaster.

## KANSANS AT MEETING.

More than 300 editors and their friends invaded Lawrence, Kan., on Monday, Tuesday and Wednesday to attend the annual meeting of the Kansas Editorial Association. Melville E. Stone, general manager of the Associated Press, was one of the guests of honor at the annual banquet. Thomas Masson, editor of Life, New York, was also a guest and entertained the editors with his witty stories. Thirty new members joined the association during the meeting.

Clyde Knox of the Sedan Times-Star, last year's vice-president, was elected to the presidency. His associate officers are: Vice-president, Charles E. Finch, Lawrence Gazette; corresponding secretary, M. P. Cretcher, Sedgewick Pictograph; recording secretary, W. E. Miller, St. Mary's Star; treasurer, H. E. Bruce, Marquette Tribune; executive committee, Harry Leslie, Robinson Index; Imri Zumwalt, Boone Springs Chieftain; H. J. Powell, Cherryvale Republican; O. W. Little, Alma Enterprise; Charles Manley, Junction City Republican; W. E. Palmer, Jewell City Republican; S. P. Gephart, Pratt Index; Jess Napier, Newton Kansan.

## NEWS AND EDITORIAL DEPARTMENTS CONFLICT.

A peculiar situation exists in Kalamazoo, Mich., where two different departments of a newspaper are working in direct opposition to one another. It is on the Evening Telegraph, where E. N. Dingley, the managing editor, in the editorial columns, is supporting the municipal lighting plant project, while the news columns are vigorously opposing it. It is said that the owners of the Telegraph have no control over the state of affairs, as Dingley has an arrangement with them which leaves this department solely his own.

## CHARGED WITH STEALING ENGRAVING SECRET.

Technically charged with the larceny of property valued at \$1,000 from his employers, the Powers Photo-Engraving Company, Victor Ronning is locked up in the Tombs Prison, in New York.

The Powers company has perfected a new process of litho-engraving, the details of which are known only to the firm and a few employees of the plant. Ronning confessed he had offered to sell the secret to another concern and that he had expected to clean up \$500,000 by selling it to other photo-engravers throughout the country.

In holding Ronning without bail for the grand jury in the Tombs Court. Magistrate Appleton suggested to A. J. Powers, the complainant, that the persons who had induced Ronning to commit the act were worse offenders than the prisoner. The district-attorney's office was informed of the case at the direction of Magistrate Appleton, and it is expected that further arrests will be made.

## REPRESENTATIVES HOLD BIG MEETING.

The Representatives' Club of New York held its April dinner at the Aldine Club Monday evening. The principal subject of discussion was "What Constitutes a Good Representative," continued from last month. Manufacturers, sales and advertising managers gave their views on the subject Monday. Among those who spoke were R. W. Floyd of the Woman's World, Andrew Ross of the Kellogg Toasted Corn Flake Company, O. C. Harn of the National Lead Company and president of the Association of Newspaper Advertising Managers; J. G. Timolat, president of the Oakland Chemicle Company, H. D. Nims and F. L. E. Gauss of Collier's Weekly.

## NEW ENTERPRISES.

FINDLAY, O.—The Booster has made its appearance here. It will be published every Saturday.

PAUGBORN, ARK.—Claude Snooden, publisher of the Heber Springs Headlight is about to establish a paper at this place.

AMITE CITY, LA.—Mrs. L. E. Barnhard of the Hammond Sun is making arrangements to start a new weekly here.

JARRELL, TEX.—This town is soon to have a newspaper. R. E. Doumy will be the publisher and the newcomer will be known as the View. Jarrell is a new town, located about eleven miles west of Bartlett.

MEMONIEE, WIS.—G. T. Werline of Medean, Mich., is about to begin the publication of a new weekly paper here.

## JAP EDITOR ASSAULTED.

Set upon and beaten by four of his countrymen because of political utterances in the Great Northern News, a Japanese newspaper of Seattle, K. Kaihatsu, editor of that publication, is in a critical condition in his home.

The attack occurred in an alley near the Great Northern News office, and a sword cane figured in the assault.

## CIRCULATION MANAGER IS AGAIN HONORED.

Berthold Yokel, circulation manager of the New York American, was tendered a good will dinner Wednesday evening at Kalil's restaurant. The dinner was third of its kind given to Mr. Yokel within the past three years. More than seventy-five representatives of the circulation department were present, and as a token of the high esteem in which Mr. Yokel is held by his fellow workers he was given a walrus traveling bag with a complete ivory toilet set.

George Henry was the toastmaster and read many telegrams of good wishes received from all parts of the country. Some of Mr. Yokel's department managers who attended were, Louis Brink, Fenton Dowling, William Henry, M. C. Mook and William Gorman, representing Thomas Rigney, who is ill. Cornelius Daly, president of Mailers' Union No. 6, and John McArdle, business agent of the same union, responded to speeches.

## COMBINES LECTURING WITH PUBLICITY WORK.

Allen S. Williams, well known in the publicity field, has just returned to his home in New York after filling a number of out-of-town lecture engagements. Mr. Williams did commendable work during the recent Sportsmen's Show in New York as its press representative, which was no doubt responsible to a great degree for its fine success.

When not doing the press work for some big enterprise Mr. Williams is busily engaged in lecturing. Among his popular subjects that have brought him into constant demand are "Lion Training and Training of Wild Animals," "Indians in New York City," "Chinese in America," "The Truth About Snakes," all illustrated with stereoscopic pictures.

## TENNESSEE EDITORS ELECT

J. I. FINNEY.

The Tennessee Press Association held its annual meeting in Nashville on Monday and Tuesday. J. I. Finney, of the Columbia Herald, was elected president. A. N. Sherman of Athens, Lee Turner of the Martin Mail, and Harvey Whitfield of Clarksville are vice-presidents. The secretary is Rutledge Smith of the Cookesville Press; the treasurer, Rob Roy of the Alexandria Times; and statistician, Colonel W. J. Slater of Winchester.

## RETURNS TO FIRST LOVE.

H. J. Biggs, for several years business manager of Hampton's Magazine, has returned to the general agency field and is now connected with the Frank Seaman Company, New York. He will handle the Regal Shoe account.

## AD MANAGER CHANGES.

E. C. Phillips has resigned as advertising manager of the Craftsman, to go with Business in a similar capacity. He will have his headquarters in New York.

## DAILY CLUB'S DINNER.

The fourth annual dinner of the Daily Newspaper Club will take place on Wednesday evening, April 24, at seven o'clock at the Waldorf-Astoria. It promises to be the most notable dinner in the interest of newspaper advertising that has ever taken place. The speakers will be H. N. McKinney of N. W. Ayer & Son, Philadelphia; Charles H. Grasty, publisher of the Baltimore Sun; and Herbert S. Houston, of Doubleday, Page & Co., New York.

This year there will be no limit to the number of guests. The price of tickets will be \$7 each and reservations are now being made through Leland L. Burr, treasurer of the Daily Newspaper Club at 803 World Building, New York. Location of seats will be allotted in the order in which applications are received.

## MAKING TRUE AMERICAN A BETTER PAPER.

In keeping with the progressive policies inaugurated by William H. Gutelius, who recently purchased the Trenton True American, the business, editorial and news staffs have been substantially strengthened.

Forest R. Dye, who has been managing editor of the True American, is promoted to assistant editor, while Ed J. Nocton, who was a protégé of the late Dexter Marshall, and for the past six years has been editorial director of the York (Pa.) Daily and Dispatch, becomes managing editor.

Edward C. Stratton has been appointed city editor and Edward F. Connolly, Jr., placed in charge of the sporting department.

The local staff has been increased from four to nine reporters and special writers. Albert J. Ford and William D. Snyder have been added to the advertising staff.

Mr. Gutelius states that the True American's business for the month of March showed a large increase over the business for January and February and a larger increase over the business of March, 1911. An entirely new mechanical equipment is about to be installed and the paper will be increased in size from ten to twelve pages.

## WESTERN SPECIALS OPEN A

NEW YORK OFFICE.

The Carpenter-Scheerer Special Agency, which recently incorporated and took over the business of the Willard E. Carpenter Special Agency, of Chicago, has opened an office in the Fifth Avenue Building, New York.

Hugo E. Scheerer, treasurer of the agency, becomes manager of the Chicago office and Alynne V. Scheerer, secretary, comes to New York to reside and to be local manager of the Eastern office. Willard E. Carpenter will devote most of his time to traveling in the interests of the company.

The Carpenter-Scheerer Company has been appointed Eastern representative of the Grand Forks (N. D.) Times-Herald, which it has been representing in the West for some time past.



"The Powers behind the Plant"

# An Innovation PHOTO

Powers Photo-Engraving  
have been ever in the v  
**Two New Departments**

## *New Process for Making Half-Tones*

It is universally known that the half-tone process now used throughout the world does not reproduce all of the tones with any great degree of accuracy unless the process is supplemented by very highly skilled hand-work. High lights are usually covered with a network of fine dots, making a sort of veil or gray tint over the picture. The blacks are also usually covered with a fine grain or stipple. The lighter tints are usually merged into each other so much as to lose their effectiveness.

For good work the engraver has been compelled to re-etch the lighter tones of the picture and usually to burnish in the black parts. This method of smashing down the dots has made the burnished parts lower than the rest of the surface, a condition just the opposite to what it should be to produce an exact reproduction.

The engravings made from this method have therefore very seldom satisfied the artist's expectations.

Every photo-engraver and printer in the world has known the need for improvement in the half-tone process. The new process which has just been discovered and patented, and which is now being used by the Powers Photo-Engraving Company, which company has the exclusive trade rights for Greater New York, does away with every defect heretofore known in half-tone process. *By its use the Powers Photo-Engraving Company is reproducing a combination of wash and line drawing with one negative or operation, doing away with all patch work or joining of negatives, and the resulting*

*plate work is without the flaws and errors that so often accompany hand-work. Greater detail and modeling is obtained in the half-tone plate. Comparison between the new and the old methods shows that by the new method pictures reproduced with 133 or 120 screen contain more detail than was obtainable with the use of 175 screen under the old method. The line work also is snappier and sharper than the photo-engraving of heretofore.*

It is no longer necessary for artists to make their drawings to suit the half-tone process, for the reason that the Powers Photo-Engraving Company, by the use of this method now makes a cut the exact reproduction of the original. Laces and such other subjects as are now necessarily engraved on wood can be more effectively reproduced by the use of this photo-engraving process, for the reason that the whites drop out during the execution of the new process and are not cut out or engraved by hand tooling. *The new method gives the printer a much deeper etched half-tone, also makes a reduction in the time of make-ready and obviates the stopping of presses for cleaning up the half-tone engraving.*

Convince yourself now by sending in a trial order, or urge publishers to give us a trial page.

The Powers Photo-Engraving Company is now using this process. The new process will soon be adopted in every city throughout the world. No leading concern can long lead without it. Manufacturing and trade rights can be obtained from the POWERS-HATT PROCESS CORPORATION, Tribune Building, New York City.



Telephone  
4200 Beekman

OPEN DAY AND NIGHT AND  
**POWERS PHOTO**  
Tribune Build



# *in the Art of* ENGRAVING

Co., "The Fastest Engravers on Earth,"  
ward of progress, and now call attention to  
important to Printers and Publishers

*New Department for Instantaneous and  
Commercial Photography*

The Powers Photo-Engraving Company has installed a new dry plate photographic department in which it gathers and distributes news photographs from all over the world. Photographs of national and international events and prominent people covering almost every subject which publishers write or talk about are now filed with the Powers Photo-Engraving Company. New ones are added daily. These stock photographs are furnished to all at the standard price of one dollar each. New instantaneous photographs of current events before they are placed in stock are sold for \$2.50 each. When we are assigned to special work, the price is correspondingly low, the service of the highest possible standard and efficiency. *Our prices never vary. They are standardized.* When there is need for special dispatch, publishing houses can send persons or objects to our place of business to be photographed, and photographic proofs will be furnished and a half-tone plate of the subject finished within one hour after they come into our building. The operation includes posing, submitting of photographic proof and the reproduction of finished photo-engraved plates. If special rush is required, this time can be reduced.

The Company has installed an efficient staff of

photographers and an equipment of cameras for all kinds of interior and exterior work. Immediately upon notice we are prepared to send a photographer with an equipment consisting of a special camera and a special portable illumination which will enable him to photograph business men sitting at their desks, or any part of a business organization, and obtain a picture which will reproduce especially well for photo-engraving or illustrating purposes. Our operators are always in readiness, day or night, with this equipment to visit homes or hotels where social events are in progress and obtain the very finest photo portraiture either in group or individual posing without the fuss or delay which has occurred heretofore. This method of obtaining pictures is much more satisfactory than studio work, as the portraits and backgrounds are not strange or unnatural. This department is especially recommended to those persons who find it necessary to furnish their portraits for either magazine, newspaper or poster illustration. This new photographic department has already met with unparalleled success, and we have innumerable instances of photographs taken by others which, after being purchased, have been consigned to the scrap basket when our photographs containing REAL NEWS VALUE were submitted.

EVERY DAY IN THE YEAR  
ENGRAVING CO.

New York

Telephone  
4200 Beekman



## "DAD" KENTNOR BOOMS CHICAGO "SPECIALS" ASSOCIATION.

W. H. Kentnor, perhaps better known as "Dad," because he has a son who is almost as well known, is one of Chicago's leading special newspaper representatives. He is a member of the Benjamin & Kentnor Special Agency and was recently elected president of the Chicago Special Newspaper Representatives Association.

Mr. Kentnor has made advertising a life work and with Irving Benjamin has built up one of the strongest newspaper advertising lists of any special agency in the field today. Mr. Kentnor takes care of the Chicago end of the business and his activities have made him known throughout the Western field as one of its most successful advertising men.

Since Mr. Kentnor became head of the Chicago representatives' association it has been materially enlarged in membership and everyone is predicting a big year for it.

## FAMOUS CHINESE STUDENT EDITOR CALLED HOME.

V. K. Wellington Koo, at one time editor of the Spectator, the Columbia University student publication, and who otherwise was prominent in the undergraduate life of Columbia up to 1909, when he graduated, has been recalled to China to become secretary to President Yuan Shi Kai.

Since the completion of his course Mr. Koo has been active in Chinese-American circles, and has been editor in chief of the Chinese Students' Monthly.

Mr. Koo has kept in close touch with the political situation in China. He says that it will be several years before everything is straightened out. He believes that eventually the republican government will become firmly established. His father was a treasury official under the old dynasty and is now active in the revolution.

## NOW A LUMBERMAN.

Ed C. Schoemaker, who has been assistant business manager of the Muscatine (Ia.) Journal for the last two years, has resigned to become connected with the Athens Lumber Company, of Knoxville, Ia. His successor is Miss Edith Hefflin, for some years connected with the business staff of the Journal.

"Confidence in anything is not created in a night—it grows."

The growth of the Pittsburgh merchants' confidence in THE POST is best demonstrated by its gain in local advertising for the first three months of 1912:

**110,012 agate lines**  
THE  
**PITTSBURGH POST**

JOHN BUDD COMPANY, Special Reps.  
NEW YORK, CHICAGO, ST. LOUIS.



W. H. KENTNOR,  
PRESIDENT OF THE CHICAGO SPECIAL NEWSPAPER  
REPRESENTATIVES' ASSOCIATION.

## MONOTYPE EXHIBITION FOR PUBLISHERS.

The Lanston Monotype Company, of Philadelphia, plans to have an interesting exhibit at the Waldorf-Astoria during the coming conventions of the American Newspaper Publishers' Association and the Associated Press. It will be located at Room 151, on the same floor as the convention quarters in the Astor Gallery. At all times during the day competent demonstrators will be on hand to show the Monotype turning out its highest grade of work.

## NEW HAMPSHIRE PRESS PEOPLE IN BOSTON.

The annual meeting of the New Hampshire Press Club will be held this evening in Boston.

The program will include a theater party, a trip through Chinatown and other sections of Boston, the whole to wind up with a mid-night lunch.

Arrangements have been made to have a special car attached to the 4.20 o'clock train from Man-

chester, for the accommodation of the members.

For the first time in the history of the club it was decided to include ladies in the party. Heretofore this feature has been confined to the midsummer outing.

## ADVERTISE EAST ST. LOUIS.

John J. Faulkner, president of the board of local improvements of East St. Louis, is chairman of a committee of business men which has organized to raise a fund of from \$35,000 to \$50,000 to advertise the city.

Although the city council is expected to contribute a part of the money, the fund will be raised by subscription. The committee plans to use newspapers and magazines, and every other conceivable method of advertising.

## NEW AD MANAGER.

Albert Lockwood has assumed charge of the advertising department of the Huntington (Ind.) Herald. For some time past he had been connected with the Marion Chronicle.

## SIX-POINTERS TO HEAR OF GOODS DISTRIBUTION.

The Six-Point League, of New York, will hold its April dinner next Tuesday at the Aldine Club. It will take place at one o'clock. The speaker of the occasion will be Joseph Hamlin Phinney, advertising manager of Weingarten Brothers, who will speak on "Newspaper Advertising and the Part It Plays in the Distribution of Goods."

Mr. Phinney has had a wide advertising experience in his many years of work. He was formerly advertising manager of the Potter Drug & Chemical Company, Boston, and filled a number of other important positions before his present one with Weingarten Bros., corset manufacturers. The present trend of leading corset manufacturers toward newspaper advertising is an interesting development in newspaper progress and it is expected that former Six-Point League luncheon records for attendance will be shattered.

## HELPING IN THE SUCCESS OF "THE GREYHOUND."

William H. Fullwood, for a number of years a Pittsburgh newspaper man, and now engaged in the publicity business in New York as press representative for the Astor Theater, is doing some commendable work in connection with the play "The Greyhound" at that house.

Wagenhals & Kemper, the owners of the play, have been obliged to cancel all their bookings at the theater to leave the course entirely clear for their big ocean speed play, which has been packing the theater ever since February, and bids fair to continue drawing crowds all through the summer.

Mr. Fullwood was formerly with the Pittsburgh Leader and is a son of the late Captain Fullwood, who was one of the owners of that paper. For six years he was with Wagenhals & Kemper's attractions on the road, and since taking up work in New York has "made good" from every viewpoint.

## EDITOR GETS DAMAGES.

J. G. De Baroncelli, editor of the New Orleans Wasp, has been awarded \$100 damages by the United States District Court against the estate of Armand Capdevielle who was editor of the Bee. The editors of these two French publications, after a controversy through their editorial columns, in which stinging French epithets were used, came to blows several months ago, and Capdevielle issued a challenge for a duel. Baroncelli declined and instead brought suit for \$20,000. Capdevielle has since died and damages were awarded against the estate.

## AMSTERDAM AGENCY'S NEW DIRECTORS.

At the annual meeting of the Amsterdam Advertising Agency, New York and Boston, the following were elected directors: Edward P. Ricker, Benjamin S. Robinson, Cleveland A. Chandler, Amanda G. Carter and George E. Barton.



## CIRCULATION BUILDERS.

NEW YORK  
HERALD  
SYNDICATE

"Brick" Bodkins' Pa,"

New full-page Comic in Colors

by EARL HURD,

Creator of "Pudge Perkins' Pets,"  
"Editor Mouse," "What's on Your  
Mind," "Hotoff the Pen," etc.  
Furnished in black alone or black  
and one color matrices.

Wire for proofs and prices.

Full-page Sunday Features

SPECIAL CABLE  
AND TELEGRAPH SERVICE

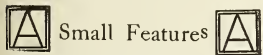
Daily Features: News Matrices,  
Comic Matrices, Women's Matter  
and Photographs.

For particulars of any service apply to  
NEW YORK HERALD SYNDICATE.  
Herald Square, New York City.

Canadian Branch:  
Desbarats Building, Montreal, Canada.

Get To-Day's  
News To-Day  
"By UNITED  
PRESS"

General offices, World Bldg., NEW YORK.



Use the famous "Adams Features," among  
which are Walt Mason, Ed. Martin, Ruth  
Cameron, George Fitch, "Zimkie," Rann's  
"Sidewalk Sketches" The Horrorscope.  
Write for sample weekly sets—NOW.

Aaams Newspaper Service,  
Peoples Gas Building, CHICAGO.

For EDUCATIONAL  
CONTESTS use the

Tell-us Tellurian

SOMETHING ORIGINAL

CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

For Washington Representation  
WRITE

AMERICAN  
TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

ENTERS THE AD FIELD.

E. M. Dunaway, a well known  
newspaper man of Kearney, Neb.,  
has gone into the general advertis-  
ing and publicity service field in  
that city. Mr. Dunaway was formerly  
owner and editor of the  
Kearney Morning Times.

BUILDING UP THE  
CIRCULATION.

The Boston Traveler has  
launched a trip contest for women  
only, the winners of which will  
make a complete tour of the Old  
World.

The contest started this week  
and is open to all women residing  
in Boston and Eastern Massachu-  
setts. The contestants will be di-  
vided into eighteen districts and  
the woman having the highest num-  
ber of votes in her respec-  
tive district will be awarded the  
fifty-two day trip at the expense of  
the Traveller. The contest will  
run three months.

Gem State Rural and Live Stock  
Journal of Caldwell, Ida., an-  
nounces a contest for the best acre  
of corn raised in the territory. Two  
hundred and fifty dollars are of-  
fered in prizes. The contest is di-  
vided into two divisions, one for  
men, the prizes going to the one  
raising the largest quantity per  
acre, while the other contest is for  
boys under the age of eighteen  
years, for the best twenty hills of  
corn.

The Washington (D. C.) Herald  
has just started a subscription con-  
test on its Sunday edition. It will  
be exclusively for boys and girls  
under sixteen years of age, and the  
prizes are ten Shetland ponies and  
outfits, besides bicycles and other  
sundries. The contest is being  
conducted by the United States Cir-  
culation Company, Waterloo, Ia.

The Buffalo Express, through its  
recent European voting contest,  
sent eighteen young women to  
Europe last Saturday. The con-  
test, which resulted in the Express  
adding 12,000 new subscribers, was  
conducted by the Special Service  
Company, of Pittsburgh and New  
York.

This company, yesterday, started  
a contest for the Niagara Falls  
(N. Y.) Journal, in which two  
automobiles, pianos, diamond rings,  
watches, cameras and Victrolas  
will be given as prizes. This con-  
test is being conducted by R. J.  
McCoy, general manager of the  
Special Service Company.

The Diamond Point Pen Com-  
pany, New York, is putting out a  
premium in the nature of a foun-  
tain pen which is reported as being  
received with considerable favor by  
circulation managers. This prem-  
ium is manufactured in 100 differ-  
ent styles and qualities and made  
so as to provide an attractive  
made as to provide an attractive  
advertisement for the user as well  
as to draw readers.

The Plainfield (N. J.) Courier-  
News has just concluded a voting  
contest in which European tours  
of eight weeks each were awarded  
as prizes. It is reported as being  
a big success. Consolation prizes  
were tendered the unsuccessful  
contestants and a party of a dozen  
will enjoy a trip to the National  
Capital. The contest was con-  
ducted by the Keystone Circulation  
Company, Philadelphia.

## CIRCULATION BUILDING.

EUROPEAN  
Tour Contests.

BEST RESULTS—LOWEST COST  
BEST PLAN—NOVEL FEATURES  
10 Yrs. Experience—Trained Men.

Ask Plainfield N. J., Courier-News.  
Six-tour contest just ended: over  
1,000 new subscribers. \$4,000.00  
from new business alone: similar  
contest on opposition paper.

Refer to above and scores of others.

Keystone Circulation Co.

W. B. Prickitt, President.

Temporary address,  
care DAILY PRESS, Phillipsburg, N. J.

VANCOUVER'S NEW DAILY  
GETTING ALONG NICELY.

The publishers of the Vancouver  
(B. C.) Morning Sun, after a  
period of two months, report that  
the enterprise is proving very suc-  
cessful. Already, they say, the  
paper has a circulation of 15,000  
daily, and it is receiving gratify-  
ing support from the business in-  
terests of the city.

The Sun first appeared on Feb-  
ruary 14 as the organ of the Lib-  
eral party of British Columbia. Up  
to that time the Liberals had no  
newspaper support. R. S. Ford,  
the Sun's managing director, is a  
man of extensive business experi-  
ence. He went to Vancouver from  
Ontario six years ago, and with  
John P. McConnell established the  
Saturday Sunset. Mr. McConnell  
had been connected with a number  
of newspapers in the East and as-  
sumed the editorship of the Sunset,  
well prepared for the position. The  
paper was a success from the start  
and grew until Mr. Ford decided  
to expand to the daily field.

The Sun is the outgrowth of the  
Sunset's success. The latter paper  
continues as an independent week-  
ly, and Mr. McConnell remains as  
editor, with William J. Wilson as  
business manager. Mr. Ford is the  
managing director of both enter-  
prises and the business manager of  
the Sun.

WRITING UP THE SECTION.

Elmer Gray of Los Angeles was  
in Spokane recently gathering data  
and photographs for an article deal-  
ing with urban and suburban de-  
velopment in the Northwestern and  
Pacific states for Scribner's Maga-  
zine.

## CIRCULATION BUILDERS.

THE  
WILLSDEN  
PLAN

gets renewals—  
holds subscribers—  
makes collections—  
gets new subscribers—

It will pay you to investigate.  
Explain the situation—I have the  
remedy.

FOR TERMS WRITE  
S. BLAKE WILLSDEN

CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon  
editions, in the form of typewritten copy  
and matrices, covering baseball, boxing,  
Olympic Games, football—all sports.

Expert Comment—Best illustrations.  
YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

Newspapers can flash us day or night on

## QUERY WORK

Bang up service. "Gotham Gossip"  
has them all going. Do you get it?

NATIONAL NEWS SERVICE,  
9 East 26th St., New York.

## WANTS OLD MARK SAVED.

Wilbur F. Brock, a newspaper  
man at Walla Walla, Wash., is at  
the head of a movement to pre-  
serve the old Oregon trail in Mor-  
row and Gilliam Counties, Ore.,  
where the sheepmen are now put-  
ting up fences. All the other coun-  
ties in the state have protected the  
trail, which was marked by the  
early pioneers of the western coun-  
try.

## THE EDITOR IS RILED.

From the Logan (W. Va.) Banner.

You can't get a quart of "bug  
juice" or join the temperance band  
without you plank down a dollar in  
advance, but there are several sub-  
scribers on our list who would fall  
dead of gizzard failure or gall on the  
brain if we'd ask them to pay their  
last year's subscription. We are too  
busy to go to our own funeral, so  
won't run any chances by asking for  
delinquent coin.

THE CENTRAL PRESS of Cleveland and  
THE NORTH AMERICAN SYNDICATE of  
Chicago CONSOLIDATED Monday, April 1.

The merge, just effected makes it possible for us to offer to daily newspapers in  
all sections of the country THE LARGEST and BEST INDEPENDENT GENERAL ILLUSTRATED  
AND FEATURE SERVICE IN THE UNITED STATES, SELLING AT MODERATE PRICES.

We are retaining the best features of both syndicates, and will add new ones.  
The daily illustrated news features will be better than ever, with our special  
feature headlines: Cartoonist Satterfield, Felix and Fink Comics, Dorothy Dale's  
stories, Mrs. Thompson's answers to correspondents, Henrietta Graef's cooking  
articles, Dan McCarthy's sport gossip, Roy K. Moulton's humor column, and Dinner

Write for proofs and specimen matrices and ask for our very moderate prices.

THE CENTRAL PRESS ASSOCIATION  
LEADER BUILDING CLEVELAND

## SOME NEW BOOKS.

**THE CABLE GAME**, by Stanley Washburn. Sherman, French & Co., Boston.

Mr. Washburn has written up the story of a newspaper assignment, with an account of the picturesque and perilous adventures of the American press-boat during the Russian Revolution and his life as a war correspondent of the Chicago Daily News, with the backing of Victor F. Lawson.

It is a valuable historical work of international news gathering. The resourcefulness to be exercised, the hazards to be encountered, the obstacles to be overcome, are graphically described and illustrated from unique photographs taken by the author.

**THE AMERICAN YEAR BOOK**, D. Appleton & Co., New York.

This Year Book, though recently inaugurated, has proved itself indispensable as a book of reference for editors and others who need to know the main facts of American life. The volume states its facts in a compact and directly accessible form. It is the work of a large body of skilled experts, each competent in his own department.

Its scope is seen from its eight comprehensive sections: "Comparative Statistics," "History and Politics," "Government," "Economics and Social Questions," "Public Works and National Defense," "Industries and Occupations," "Science and Engineering," and "Humanities."

Each of these sections is properly subdivided under appropriate heads. An appendix covering American Chronology and Necrology is added, and a comprehensive index gives ready reference to the thousands of topics treated. The work is sui generis and will be welcomed by all who understand its helpful and labor-saving character.

**JOHN RAWN**, by Emerson Hough. Bobbs Merrill Company, Indianapolis.

The story is a study of a man's ambition, and also of the prevailing temper of the American people in the rush to acquire wealth quickly, somehow, and too frequently by selfish and questionable methods.

John Rawn, the leading character, rises from the position of clerk in a railroad office to the presidency of a company organized to utilize the latent powers of nature. He is represented as an ambitious egotist, utterly selfish and disregardful of the interests of others. He appropriates the idea of a young engineer, who later becomes his son-in-law, Rawn's aim is to become rich and secure power at all hazards. Halsey, the engineer, works to benefit his fellow men.

The contrasts between their two characters and the results of their careers are graphically described.

**SALLY SALT**, by Mrs. Wilson Woodrow. Bobbs Merrill Company, Indianapolis.

Mrs. Woodrow is a native of Ohio, but now resides in New York City, where all her literary work is done. She has traveled largely, especially



THE DISPATCH BOAT "FRANCE."

THE AMERICAN BOAT WHICH PLAYED A PROMINENT PART IN THE RUSSIAN REVOLUTION.

through the West, and familiarized herself with camp and mining life. "The Silver Butterfly" and "The Beauty" were among her first books.

"Sally Salt" is an advance, in some respects, over those stories. Its style is simple and mellifluous, with charming descriptions and lively conversations. The word pictures represent Nature in glowing colors. Sally dominates the story, the plot of which is pleasantly developed, while the incidents are absorbing and interesting and marked with action and life.

**RAYTON**, by Theodore G. Roberts. L. C. Page & Co., Boston.

This story is a "back-woods mystery," the scene of which is Samson's Mill Settlement, New Brunswick. The Harleys, of old Canadian stock that boasts of a family tradition, are prominent actors. The mystery centers in a card marked with fatal red crosses, which falls twice during a game of poker to Rayton, a young Englishman. Finally he solves the mystery and the Harley curse is removed.

**POLLYOOLY**, by Edgar Jepsen. Bobbs Merrill Company, Indianapolis.

Pollyooly, who plays the leading part in this story, is a girl of twelve, an orphan with a baby brother, thrown upon her own resources to provide for herself and the child. She displays rare ability as a housekeeper, a "love messenger," a "changeling" and in other lines. It is a fairy story of surprises, quite comical and laughter provoking.

**THE LUTE OF LIFE**, by James N. Matthews. Barton & Co., Cincinnati.

This volume of 348 pages contains 321 poems of various lengths, form a stanza of a few lines to some of several pages. They were gathered and edited by Walter Hurt, with a

foreword of tribute by James Whitcomb Riley, the "discoverer" of this poet. He characterizes the poems as "luculent melodious drippings of the happy heart, from airs of Tempe Vale."

The poems cover a wide range of subjects simply and clearly expressed. They display a quick sense of the value and proper use of the English language.

**HE COMES UP SMILING**, by Charles Sherman. Bobbs Merrill Company, Indianapolis.

The hero of this story, a reputed tramp, in his wanderings appropriates the garments left on shore by a swimmer, who later is found to be one Batchelor, a prominent broker. The tramp arrayed in these garments, and using the personal cards and other belongings of the swimmer, personates Batchelor and joins certain rich Wall Street men at a summer resort.

These speculators kidnap him, to prevent his return to New York, and tour about the country. The tramp plays a skillful part as a broker and wins the affections of the daughter of the Wall Street man, by saving her from death on a railroad track, and by other exploits. He proves to be the son of a clergyman, intelligent, well educated and free from the usual tramp vices.

**HIS RISE TO POWER**, by Henry R. Miller. Bobbs Merrill Company, Indianapolis.

This is properly a treatise on "reform" politics. The principal actor is a young district attorney, represented as possessing unusual manly virtues, who is pitted against a corrupt political machine. A beautiful daughter of one of the "higher-up" class plays a prominent part, and when the young attorney falls in love with her she urges him to play the political game in the ordinary way.

The story represents the people as at fault, because they are indif-

ferent in regard to the state of public affairs and do not want to change things that represent the ideals of the people, thinking that reform must be directed to the average individual citizen.

**THE DOMINANT CHORD**, by Edward Kimball. L. C. Page & Co., Boston.

The author defines the "dominant chord," in all rich lives worth living, as Love, which always and inevitably wins. The actors in this story are simply two individuals, Gordon Craig and Alice Huntington, of strong but antagonistic natures. Craig, intent on winning the heart of Alice, uses methods which awaken her fighting instincts; so there follows a conflict between the girl of wealth and rank and the engineer of genius. But the "dominant chord" wins.

## NEW PUBLISHER IN MOBILE

John C. O'Connell, managing editor of the Mobile (Ala.) Register, has resigned to become publisher of the Daily Item. His successor on the Register is D. R. Barbee, who since December 1 has been news editor of the paper. Mr. Barbee was up to that time connected with the Montgomery Advertiser and previously was with the Memphis Commercial-Appeal for a number of years.

## AD AGENTS TO MOVE.

The Clague-Painter-Jones Advertising Agency will move shortly from the First National Bank Building to larger quarters in the Otis Building.

## SOUTHERN WEEKLY SOLD.

The Barbourville (Ky.) People's News, a Democratic weekly, has been taken over by Charles Davis and M. S. Davis. Charles Lye, the retiring owner, gives up the newspaper calling to devote his time to other interests.



## BUSINESS OPPORTUNITIES.

## CONSOLIDATIONS.

This organization is especially well equipped to conduct negotiations tending to the consolidation of newspaper or magazine properties.

Situations requiring patience, diplomacy and a knowledge of values appeal to us strongly. These qualifications have been gained through our experience as brokers as well as through long years of ownership and operation of important publishing properties.

JARWELL, CANNON & MCCARTHY, brokers in Newspaper and Magazine properties that are not "hawked." Suite 1168, 200 Fifth Ave., NEW YORK.

## FLORIDA EDITORS PLAY BASE BALL.

The Pensacola Journal baseball team and the "Rube Editors" of West Florida have just had their



FRANK L. MAYES

baseball game at Pensacola, the result resulting in a score of thirty to eight in favor of the Journal. This gives the Journal the

West Florida championship pennant.

This is the box score of the "championship" game:

Journal	A.	B.	R.	H.	P.	O.	A.	E.
Wells, c.	2	3	2	0	0	0	6	
D. Barrow, p.	3	3	2	0	0	0	4	
Chapelle, 1b.	3	1	1	0	0	0	2	
Cook, 2b.	3	1	1	0	0	0	2	
Mack, 3b.	3	1	2	0	0	0	8	
E. Barrow, s.s.	3	1	1	0	0	1	1	
Roberts, r.f.	3	1	0	0	0	0	1	
Lindsey, c.f.	3	1	1	0	0	0	2	
Mayes, l.f.	3	1	0	0	0	0	9	

Total ..... 27 13 10 0 0 35

Rubes	A.	B.	R.	H.	P.	O.	A.	E.
Williams	3	1	0	0	0	0	1	
Bishop	3	0	0	0	0	0	0	
Carpenter	3	2	1	0	0	0	2	
Maples	3	1	1	0	0	0	0	
Stokes	3	0	1	0	0	0	0	
Storrs	3	1	1	0	0	0	7	
Cleveland	1	0	0	0	0	0	9	
Cotes	3	2	1	0	0	0	5	
Moore	2	1	0	0	0	0	3	

Total ..... 24 8 5 0 0 36

Following the game, Colonel Frank L. Mayes, editor of the Journal, entertained the visiting and local newspaper men and invited the guests to the number of fifty at a "gopher gumbo" banquet at the San Carlos Hotel. The Florida gopher is a delicacy highly prized by epicures, and it is served in a variety of ways, gumbo being the favorite style.

At the conclusion of the banquet a West Florida Press Association was organized with the following officers: President, Hub Allen, of the Milton Gazette; vice-president, Larkin Cleveland, the De Funiak Herald; and secretary-treasurer, Oscar M. Johnson, the Pensacola News.

The association is to include the territory comprised of the Third Congressional District and the next meeting is to be at Cottondale.

## GRADUATE FROM WEEKLY RANKS MAKING GOOD.

The Tarrytown (N. Y.) News, which recently deserted the weekly field for a career as a daily publication, while not yet a month old, is already printing ten pages and carrying close to 640 inches of advertising. Van Tassel & Odell, its publishers, state that its circulation is very near the 2,000 mark.

The paper is six columns wide, but is about to enlarge to seven. All the advertising at present is local, so the publishers are very optimistic for the outlook when they open up for outside business. The News takes the service of the United Press and it also expects to run a baseball edition. The paper aims to cover the county seat of White Plains, and the villages of Irvington, Dobbs Ferry, Hastings, Elmsford and Pocantico Hills. Wallace Odell is the editor.

## NEWSPAPER MEN FACE THE FLOOD DANGERS.

Attempts to cover the Mississippi River flood story along the stretch of levees from South Missouri and Illinois to Arkansas have involved many personal risks on the part of newspaper correspondents.

One of the most daring exploits was successfully essayed by a correspondent, who floated on a log on the crest of the tide when the levee broke at Hickman. He made his way to Tiptonville, Tenn., then tele-

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

## JUST THE THING for the ONE-MACHINE PLANT.

The Weston (W. Va.) Democrat

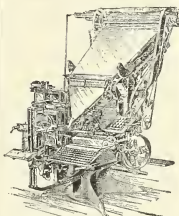
Installed a

QUICK-CHANGE

MODEL 8

Three-Magazine

LINOTYPE



Quick-Change Model 8 Three-Magazine Linotype

last January. Under date of March 25, F. S. Schuster, the editor and manager, writes:

"The machine is working splendidly, even doing more than I expected of it, and after experience with other models, am frank to say that it is superior to anything you have heretofore turned out, and the very thing for a one-machine office."

## The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY, TRIBUNE BUILDING, NEW YORK.

CHICAGO:

1100 S. Wabash Avenue.

SAN FRANCISCO:

618-646 Sacramento Street.

NEW ORLEANS

549 Balcine Street

TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

phoned his story of the flight from the Reelfoot country to Memphis.

Another news writer, a pretty young woman of Hickman, Ky., half swam, half waded, in imminent peril, to get from her home to the long-distance telephone in order that the first definite story of the rescue of a thousand persons at Dorena, Mo., might reach the outside world.

## MORE PLATE MATTER.

The United Weekly Press Association has been organized at Grand Rapids, Mich., to supply country weeklies with plate matter. It is capitalized at \$15,000, and claims to have forty publications signed up to start business.

## UP TO DATE IN NEWS.

Seven morning newspapers at Nelson, B. C., Regina, Saskatoon and Moose Jaw, Sask., and Edmonton, Calgary, and Lethbridge, Alta., have leased wires from Winnipeg for the transmission of their telegraphic news service.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS, ELECTROTYPERS NEW YORK, CHICAGO, ST. LOUIS

Space Band Repairing ..... 25c.  
New Space Bands..... 65c.  
"Deep Cut" Assembler Stars 08c.  
All work guaranteed to micrometer to one thousandth part of inch.

INTERNATIONAL PUBLISHERS SUPPLY CO., 117 John Street NEW YORK, U. S. A.

The Rockford (Ill.) Republic is now taking the service of the National News Association.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink Co. of New York City be your 4-cent inkmen.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

FROM THE AD FIELD  
SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

MORSE, Dodd Mead Building, New York.—Bank of New South Wales, Sydney, Australia; orders being placed with a selected list.

STERNBERG, 108 Fifth avenue, New York.—Robert Reis & Co., "Reis" Underwear, 560 Broadway, New York; advertising in New York City papers being placed by this agency.

STORM, Marbridge Building, New York.—The Remington Typewriter Company, 327 Broadway, New York; orders will be placed shortly with a selected list of papers throughout the country.

THOMPSON, 44 East 23d street, New York.—The Stewart Hartshorn Company, East Newark, N. J., resuming their advertising for the spring.

AMSTERDAM, 1180 Broadway, New York, and 35 Congress street, Boston.—Will handle the advertising of the Eastern Steamship Corporation for the coming year. This includes the steamship lines oper-

THE  
**NEW YORK WORLD**  
Sells (morning edition)

MORE copies than  
any other two papers  
Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the  
**WASHINGTON TIMES**

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

**189,411** WANT ADS  
in 1911.  
**165,426** WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

ating between New York and Boston, New York and Portland, Boston and Portland, Boston and points on the Kennebec river, Boston and Bangor, Boston, Eastport and St. John, Portland and Rockland, Rockland and Mount Desert, Bath and Boothbay.

ALLEN, 141 West 36th street, New York. The Hip-Fig Manufacturing Company, 60 Grand street, New York; orders being placed with New York City papers; will expand later.

WYCKOFF, 14 Ellicott street, Buffalo.—Faxton, Williams & Faxton, Buffalo; making some 500-inch contracts with a few selected Western papers.

ARMSTRONG, 115 Broadway, New York.—J. P. Morgan & Company, Indiana Steel Company, National Tube Company and Illinois Steel Company, bonds, 3 Broad street, New York; orders being placed with a selected list of large city papers.

ARMSTRONG, North American Building, Philadelphia.—The Victor Talking Machine Company, Camden, N. J.; making some new contracts and placing some new copy with a selected list of papers.

BLACKMAN-ROSS, 10 East 33d street, New York.—The Alfred H. Smith Company, "Brisco Kleanwell" Tooth Brush, 35 West 33d street, New York; placing some papers with a selected list of newspapers.

DIRECT.—H. O. Wilber & Sons, "Wilber" Cocoa, Philadelphia; reported to be asking rates on 5,000 and 10,000 lines direct.

HEDGE, 366 Fifth avenue, New York.—The Fiberloid Company, "Lonolin" Collars, 7 Waverly place, New York; this advertising will be placed through the above agency in the future.

AYER, 300 Chestnut street, Philadelphia.—The Hires Rootbeer

## ADVERTISING MEDIUMS.

The circulation of the  
**BUFFALO TIMES**

is constantly and steadily growing, both daily and Sunday. No advertiser who wants to reach the buying public can do without it.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous **PITTSBURGH** district the **DISPATCH** reaches more homes than any other newspaper. The best classified medium between New York and Chicago, for all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

Company; orders are expected to be placed with a large selected list throughout the country shortly.

DUNLAP-WARD, 8 South Dearborn street, Chicago.—The Paige-Detroit Motor Car Company; contracts for 5,000 lines being placed with Southern papers.

TOUZALIN, 5 North Wabash avenue, Chicago.—The Chicago Beach Hotels, Chicago; orders for fifty lines de times being placed with a selected list of papers.

MAHIN, 76 West Monroe street, Chicago.—The W. E. Long Company, Chicago; orders for 10,000 lines being placed with a selected list of Western papers.

LORD & THOMAS, 132 North Wabash avenue, Chicago.—The Pennsylvania Lines; contracts for 5,000 lines being placed with a general list of papers.

The Standard Oil Company, New York; orders for six lines sixteen times being placed with a selected list of papers.

MAHIN, 78 West Monroe street, Chicago.—The W. E. Long Company, 59 Clark street, Chicago; contracts for 10,000 lines being made with a list of Western papers.

CARPENTER & CORCORAN, 26 Cortland street, New York.—The White Tar Company, 104 John street, New York; orders being placed with a selected list.

CHESMAN, 1127 Pine street, St. Louis.—The Walhutta Company, St. Louis; orders for twenty lines three times a week for 156 times being placed with a selected list of Pacific Coast papers.

D'ARCY, Fullerton Building, St. Louis.—The Brown Cracker & Candy Company, St. Louis; contracts for 5,000 lines being made with Southern dailies.

McCANN, 11 Broadway, New York.—James Pyle & Sons, "Pearl-

## ADVERTISING MEDIUMS.

THE  
**LOUISVILLE TIMES**

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

**49,622**

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Chicago.  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

ine" and "Soapade," 426 Greenwich street, New York; orders being placed in large city papers for the present.

HULL, Tribune Building, New York.—Onyx Hosiery; orders will be placed shortly with a selected list of papers throughout the country.

THOMPSON, The Rookery, Chicago.—The C. B. & Q. Railroad; orders for fifty lines sixty times being placed with a selected list of Eastern and Southern papers.

FRANK, 26 Beaver street, New York.—The Guaranty Trust Company, Great Falls Power Company, bonds, 28 Nassau street, New York; placing some three-time orders with a selected list of papers.

FULLER, 623 South Wabash avenue, Chicago.—The Walter Luther Dodge Company, "Tiz" Foot Powder, Chicago; again placing orders generally.

DILG, 12 State street, Chicago.—The Anheuser Busch Brewing Association, "Budweiser" Beer, St. Louis; new copy being placed with a selected list of large city papers.

MADE BUSINESS MANAGER

W. Dean Smith has been made business manager of the Elizabeth (N. J.) Times, succeeding John Edwin Baxter who has gone to Los Angeles. Mr. Smith previously was connected with the Camden Courier, Atlantic City Gazette, Elizabeth Daily Journal and other newspaper in the states of New Jersey and Pennsylvania. He is one of the organizers of the Elizabeth Press Club.

HAIGHT MOVES UP.

Walter L. Haight, managing editor of the Racine (Wis.) Times for several months, has been promoted to the position of editor-in-chief. Mr. Haight's home is at Waukesha, and he was formerly connected with newspapers at the place.



ADVERTISING MEDIUMS.

ADVERTISING MEDIUMS.

ADVERTISING MEDIUMS.

ADVERTISING AGENCIES.

# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

**GUARANTEES** ALREADY THE  
**LARGEST PAID** CLASSIFIED  
**CIRCULATION** MEDIUM OF  
**IN LOS ANGELES** LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## In Quantity and Quality of Circulation THE TIMES-DISPATCH RICHMOND, IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

### STAFF CHANGES.

Frank G. Hay has joined the  
Houston (Tex.) Chronicle in  
charge of the circulation department.  
He was recently with the  
Denver News.

H. S. Davis, secretary and general  
manager of the Phoenix  
(Ariz.) State Press, has resigned.  
Mr. Davis is a state senator and plans  
to give his entire time to his  
political activities.

Ira Fleming has become advertising  
counsel of the Standard Milling  
Company, New York, succeeding  
Marshall Whitlatch. Mr. Fleming  
was until recently advertising manager  
of the McCrum-Howell Company.

J. B. Cox has resigned from the  
circulation staff of the Los Angeles  
Herald and has gone to Vancouver,  
B. C.

Harry F. Sweatland has become  
circulation manager of the Muskego  
Times-Democrat. He was formerly  
with the Milwaukee Sentinel.

E. C. Goldstein has left the staff  
of the Taylor-Critchfield Advertising  
Agency, Chicago, to become  
associated with George W. Her-

**VALUABLE TO READERS,  
TO ADVERTISERS,**

**BECAUSE it is the ONLY inde-**  
**pendent paper in a strongly pro-**  
**gressive and insurgent territory;**  
**because it is first in the hearts of its**  
**readers; because it is growing rapidly**  
**and surely.**

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"  
Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago, J. F. ANTISDEL.

# THE PITTSBURGH PRESS HAS THE Largest CIRCULATION IN PITTSBURGH.

Foreign Advertising Representatives:  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of March, 1912, was as follows:

Daily, 99,244 Sunday, 131,013  
J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

bert, of the same city. He suc-  
ceeds Henry L. Freking, who leaves  
to become publisher of the Vegeta-  
ble Grower, Chicago.

W. A. McDermid, lately of the  
Western office of the Scientific  
American, has been appointed sales  
and advertising manager of the  
Service Recorder Company, of  
Cleveland.

J. W. Reed, is the new manager  
of the Houtzdale (Pa.) Citizen.  
He succeeds his brother, R. M.  
Reed.

Walter Brooks, formerly with the  
St. Joseph (Mo.) News Press has  
been appointed circulation manager  
of the New Orleans Item.

Walter S. Badger is the new cir-  
culation manager of the Los An-  
geles Tribune, succeeding W. B.  
Harrison, who is now connected  
with the evening Herald.

J. Frank Keeley, formerly of the  
Little Rock (Ark.) Democrat, is  
now in charge of the advertising  
department of the Texarkana Four  
States Press.

E. H. Moore has resigned the  
city editorship of the Sterling (Ill.)  
Telegraph and has gone to Chicago.

Felice Reale has been appointed  
editor of the Trenton (N. J.) Li-  
talo-Americano.

H. P. Pagani, for five years ad-  
vertising manager of the Star  
Store, of Indianapolis, has resigned  
to become connected with the  
Spencer-Ashenbaugh Advertising  
Company, that city.

### NEW GENERAL AGENCY.

The Green-Raley-Lucas Company  
is a newcomer in the Baltimore  
general agency field. The founders  
are Harry B. Green, J. E. M. Raley  
and Gilbert L. Lucas. Offices are  
located in the Riddlemose Building  
at 21 West Fayette street.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,375,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.  
This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

## The New Orleans ITEM has more circulation in the City of New Orleans than the Times - Democrat and Picayune COMBINED.

### A STRIKING STORE AD.

The Kohn-Furchgott Company of  
Jacksonville on one day last week  
carried in the Metropolis of that  
city a series of individual advertise-  
ments of the manufacturers of arti-  
cles it carries in stock to the ex-  
tent of eighteen and one-half pages  
or 38,850 agent lines.

This large mass of advertising  
was the personal work of E. M.  
Knox, advertising manager of the  
firm. Mr. Knox was formerly con-  
nected with advertising work in  
New York, and for a time was art  
manager of the Powers Engraving  
Company. Previously he was con-  
nected with a number of other large  
department stores.

### DR. WILEY AN EDITOR.

Dr. Harvey W. Wiley, who re-  
cently resigned as chief chemist in  
the United States Department of  
Agriculture, has been made con-  
tributing editor of the Good House-  
keeping Magazine. He will write  
on pure food, health and similar  
topics. He will also be in charge  
of the bureau of foods, sanitation  
and health, which the magazine has  
established in Washington.

### THIEVES LOOTED THEIR HOME.

George W. Markey, publisher of  
the Bronx Democrat, of New  
York, and Mrs. Markey have re-  
turned home from a three weeks'  
trip to Bermuda. While they were  
away thieves entered their apart-  
ment and stripped it of about \$600  
worth of valuables, including wed-  
ding presents and clothing.

### DR. BRIDGES NOW EDITOR.

Rev. Dr. J. R. Bridges, who has  
been temporary editor of the Pres-  
byterian Standard, of Charlotte,  
N. C., since the death of Rev. P.  
R. Law, has been appointed perma-  
nently to that position. He will  
be associated in the editorial man-  
agement with Rev. Dr. R. C. Reed  
of Columbia, S. C.

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience  
of forty-eight  
successful years  
Guarantees to  
those who en-  
trust their



## ADVERTISING

to us immunity from the mistakes, fail-  
tures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

### JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



### ADVERTISING MEDIUM.

### GOLD

represents the commercial  
standard of nations. The  
COSMOPOLITAN  
represents the standard of  
magazines.

### PUBLISHERS HELPING FUND FOR JEFFERSON STATUE.

Substantial advance was made  
this week by the Jefferson Memori-  
al Fund being raised through the  
New York World. Norman E.  
Mack, publisher of the Buffalo  
Times and chairman of the Na-  
tional Democratic Committee, do-  
nated \$100, and Colonel William  
Hester, publisher of the Brooklyn  
Eagle, sent along his check for \$25,  
both contributors warmly endor-  
sing the movement to erect a fitting  
memorial to the author of the  
Declaration of Independence. The  
fund now, including the \$25,000  
left by Joseph Pulitzer, is very  
close to the \$29,000 mark.

### FOR A LIVE STOCK PAPER.

A charter has been taken out in  
Nashville, Tenn., by the Live Stock  
Publishing Company, which plans  
to establish a periodical and do a  
general publishing business in that  
city. The incorporators are Wil-  
liam Bell, John Bell, Charles A.  
Robertson, W. A. Carroll and Har-  
ry A. Luck. The capital stock of  
the company is given as \$5,000.

The newspaper that  
knocks and boasts at the  
same time is never a safe  
adviser.

## THE NEW YORK MAIL EVENING

neither knocks nor boasts,  
but tries to be of assistance  
to advertisers.

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE

NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN 110,000

## "PEN DAY" IN BOSTON.

The Professional Women's Club of Boston on Thursday noon celebrated "Pen Day" with a luncheon at the Lenox. It was the last meeting to be presided over by Miss Marion H. Brazier, the club's founder and president, as she goes out of office in May, at which time a complimentary banquet will be tendered her. Miss Brazier, after some months of rest, has again taken up her pen work and is now society and club editor of the Boston Traveller. She is also writing for the Family Magazine Section of New York in addition to preparing a second edition of her book, "Perpetrations."

Invited guests at Thursday's luncheon included General Charles H. Taylor, editor of the Boston Globe; Robert L. O'Brien, editor of the Herald; Russell R. Whitman, publisher of the American; Jay Benton, of the Transcript, and Alexander Corbett.

## AD MEN TO PLAY FOR BASEBALL CHAMPIONSHIP.

The advertising men of Chicago have organized a baseball league composed of teams representing the Chicago Advertising Association, Mahin Company, Taylor-Critchfield Company, Lord & Thomas, Orange Judd Company,

"One paper in the home is worth a thousand on the highway." —Quotation.

THE

NEW YORK  
TRIBUNE

the paper that goes to the home —Application

## ADVERTISING MEDIUMS.

THE

CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

Home Life, the Abbott Press and the National Advertising Agency. The winning team will be presented with a cup valued at \$100.

The season starts May 4 and games will be played under the name of the Chicago Advertising Baseball League, of which C. L. Neu is president, Frank Moss vice-president, A. Chamberlain treasurer, and S. De Witt Clough secretary.

## PUBLISHERS AND ADVERTISERS TO MEET.

Nelson W. Durham, formerly managing editor of the Spokane Spokesman-Review and now candidate for Congress from the Third District of eastern Washington, who was the chief speaker at a meeting of the Spokane Ad Club, March 27, proposed a convention of publishers, editors, advertising men and representatives of manufacturers, jobbers and retail merchants of the Inland Empire in Spokane, in June or July, to discuss plans of making advertising in the country districts in Washington, Oregon, Idaho and Montana more effective.

Mr. Durham's proposal was received with favor by members of the club, and Raymond E. Bigelow, president, announces that it is likely the convention will take place early in the summer.

SOUTHERN WOMEN  
WRITERS ORGANIZE.

The Southern League of Women Writers was organized last week at Nashville, Tenn. Its objects are to further the advancement of education in the South, and to bring about co-operation of women writers in the preservation of rights of honor, dignity and history of the Southland. Annual meetings will be held with the Conference for Education in the South.

## NEWSPAPER CLUB BALL.

The Uptown Newspaper Club, of New York, held its third annual

## ADVERTISING MEDIUMS.

THE

BOSTON  
POST

MARCH, 1912. AVERAGES

The Daily Post 371,871  
The Sunday Post 325,403

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL  
IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
Boyce Building, CHICAGO.

ball last Sunday night at Arlington Hall, St. Mark's place. Many well known athletic celebrities attended and helped make the affair a big success. The committee in charge was Anthony Gerard, Joe Spocio, Abe Newman and Sol Laddore.

## OTHER CLUB NOTES.

The members of the Chicago Press Club have arranged a series of pilgrimages to the graves of literary celebrities who were members of the club. Last week a delegation visited the grave of Ben King at St. Joseph, Michigan. While at that place they were entertained by Walter E. Banyon, the poet, at a banquet.

The annual meeting of the Northwest division of the A. A. C. A. will be held at Lincoln, Nebraska, on April 17 and 18. The program so far includes the names of such well-known men as James Schermerhorn, publisher of the Detroit Times; Julius Schneider, advertising counsel of the Chicago Tribune; George A. Wrightman, secretary of the Iowa State Manufacturers' Association; Ben A. Vardsman, associate editor of the Merchants' Trade Journal, Des Moines; C. A. Aldin, of the University of Omaha, and S. R. Hall of Seranton, Pa.

Arrangements are nearing completion for the annual meeting of the Texas Press Association in Temple May 16 to 18.

A two-days' session is planned for the annual convention of the South Carolina Press Association, in Spartanburg during June. After the meeting the members will take a vacation in a body, probably at Lake Taxaway.

The Southern Illinois Editorial Association has decided to hold its meeting this month at East St. Louis. A date will be set within a few days.

The Publishers' Association of the Second Congressional District of Minnesota at a meeting last

## ADVERTISING MEDIUMS.

THE

BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation 94,724  
for 1911 - - -

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE

News Scimitar  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in the  
Mississippi Valley South of St. Louis.  
The largest, and oldest afternoon newspaper  
in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

week in Mankato elected these officers: President, L. C. Churchill of the Windom Citizen; vice-president, W. D. Hinchon, the Medalia Times Messenger; secretary, Robert Forrest, Lake Wilson Pilot; treasurer, H. W. Haslett, the Butternut Advocate.

Publishers of weekly newspapers in Kittitas, Yakima, Benton and Franklin counties endorsed the "Made in Washington" movement at a convention in Toppish, March 30. William Verran, editor of the Wapato Independent, was chairman, and W. E. Zuppann of the Toppish Tribune, secretary. A committee composed of George M. Allan of the Toppish Review, Hal Smith of Sunnyside, and Captain Foster of the Grandview Herald, was named to plan a permanent organization.

The Whitman County Press Association elected these officers at its annual meeting in Colfax, Wash.: President, J. E. Nessley, Pullman; vice-president, T. M. Browne, LaCrosse Clifton; secretary-treasurer, C. A. Lynch, Rosalia Citizen Journal. The next meeting will be in Pullman in June.

The Southwest Texas Press and Commercial Secretaries' Association will hold its annual meeting at Carrizo Springs April 25, 26 and 27.

The San Francisco Ad Club at its last meeting had as guest Lord King Chong, editor of the Chinese Free Press. Mr. Chong gave an interesting description of conditions in China and declared that newspaper publicity played an im-



## ADVERTISING MEDIUMS.

THIRTEEN CONSECUTIVE  
MONTHS OF  
ADVERTISING GAINS

During March, 1912, The Chicago Record-Herald contained 246 columns of advertising, a gain of 185 columns over March, 1911, completing an unbroken record of advertising gains for thirteen consecutive months. The total gain of The Chicago Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

THE CHICAGO  
RECORD-HERALD

NEW YORK OFFICE,  
710 TIMES BUILDING

San Francisco  
HONEST  
FEARLESS CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

portant part in helping to free his native country.

At the same meeting Leigh Irvine, editor of International Fair Illustrated, spoke on "International Exposition Publicity." At the luncheon last Saturday sixty delegates of the American Poster Advertising Association, who had been meeting at Portland, were guests of the Ad Club.

The New Haven Publicity Club at its meeting last week was addressed by H. S. Houston of New York on "How to Advertise New Haven." Mr. Houston urged the expenditure of at least \$20,000 a year to make known the advantages and facilities of the city for manufacturing and business purposes.

The Portland (Ore.) Ad Club's "Inner Study Circle," at its meeting Monday evening, April 1, was addressed by D. A. Dinsmoor on "Advertising Layouts." The newspapers of Portland have agreed to give space to educational advertising talks written by the members of the "Circle."

The Rochester (N. Y.) News-writers' "roastfest" is on the cards for this evening. Those in charge declare that it will be the greatest affair the organization has ever undertaken.

The Dallas Press Club gave its annual vaudeville performance at the local opera house on Tuesday evening.

The National Press Club, of Washington, at its meeting last week entertained Governor Judson Harmon of Ohio.

The Leavenworth (Kan.) Ad Club was addressed at its last luncheon by Carl F. Mensing on how a city can best advertise itself.

A reorganization of the Memphis Advertising Club is under way.

## ADVERTISING MEDIUMS.

The Sixth City is very ably represented by the stalwart

CLEVELAND  
LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE GROWING  
PAPER OF  
BOSTON  
IS THE  
(EVG) TRAVELER

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

## BURBA KEEPS BUSY.

George F. Burba, editor of the Dayton News, has made more than twenty addresses to various gatherings since the first of the year. His audiences have consisted of improvement associations, men's clubs



GEORGE F. BURBA.

connected with the churches, boys' classes, editorial associations and banquets, and his subjects have included municipal questions, nature topics, advertising, newspapers and governmental and economic matters.

## MUNICIPAL EDITOR RESIGNS.

Carl S. Evans has resigned as editor of the Official Gazette of the Municipal Commission of Spokane to become foreman of the Quick-Print shop. The city clerk's staff will edit the journal in the future.

## ADVERTISING AGENCIES.

THE SOUTH.  
Growing faster  
than any other  
section. Now

is the time to  
advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

HOW PRESS AGENTS  
MAKE PRESIDENTS

Continued from Fourth Page.

precision of a well-organized news-paper office, and even the cry of "copy" is heard at intervals.

WHEN NEWS "BREAKS."

Of prime importance is the work of keeping the Washington correspondents apprised of the situation daily. They want to know the latest news with reference to the choice of Taft delegates in all sections of the country, so they may wire their respective papers at home. Bulletins, covering the news to be issued, are run off by the hundred every day before noon so that the afternoon papers may have the latest news, and again at five o'clock in the afternoon, to supply the correspondents of the morning papers.

Then, occasionally, when something big "breaks" of an evening, there is hustling to get the news to the correspondents. Special messengers and the telephone usually make this possible.

It is also important that the daily and weekly papers throughout the country should be supplied with both copy sent direct, and plate matter, furnished by the big plate associations.

That Director McKinley gets through with the volume of work he does is largely due to the assistance of John C. Eversman, his secretary. Mr. Eversman possesses executive ability of a high order, and handles the immense amount of detail that requires his personal attention, with the dispatch that indicates him to be a born organizer.

With the Taft bureau is also William H. Estey, sergeant-at-arms. Mr. Estey was one of the principal assistants in the office of the sergeant-at-arms of the House of Representatives for a number of years, and he is personally acquainted with every United States Senator and Representative for years back. Visitors to the bureau find Mr. Estey courteous and ready to help them find the man for whom they may be looking. Besides, Mr. Estey takes charge of much of the numerous detail incident to the work of the bureau.

## ADVERTISING MEDIUMS.

ROCKINGHAM  
DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 per day.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

IN MEXICO CITY  
the advertiser only has to use the  
MEXICAN HERALD  
(Only English Newspaper)

EL HERALDO MEXICANO  
(Only Afternoon Spanish Newspaper)  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

LARGEST CIRCULATION.  
There are in BALTIMORE 100,000 homes  
The combined circulation of the  
AMERICAN STAR  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc., NEW YORK.  
225 Fifth Avenue,

Grand Rapids  
Evening Press

THE LEADING DAILY PAPER  
In Western Michigan.  
DAILY Circulation, 50,000

Foreign Representatives,  
J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## RICKARD'S NEW ROLE.

Arthur Rickard, until recently sporting editor of the El Paso Times and before that connected with the Denver Post, has gone to Spokane as press representative of the Coeur d'Alene Fair and Racing Association, which will open its fifty-five days' meeting at Alan, Ida., April 28. It was chiefly through his efforts that 200 horses racing at Juarez, Mexico, were entered in the local races.

FARM PAPER MAN GOES  
WEST.

Arthur F. Williams has resigned his position with the Phelps Publishing Company, Springfield, Mass., to become advertising manager of the Inter-Mountain Farmer, of Boise, Idaho. Mr. Williams started for the West last week and stopped off in Chicago several days to confer with Rodenbaugh & Morris, special representatives of the Farmer.

Mrs. Roberta Harris Winn of Montgomery, Ala., until recently editor of the woman's page of the Birmingham News, has opened an advertising agency in that city.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing. Dependable, honest advertising. Undoubtedly the most closely read newspaper published. For advertising rates address CHRISTIAN SCIENCE MONITOR, Boston, Mass. New York office, 1 Madison Avenue. Western office, Peoples Gas Bldg., Chicago.

THE

# DEMOCRAT

## Nashville, Tenn.

carries more local advertising than any other Nashville newspaper. The JOHN BUDD CO., Representative New York. Chicago. St. Louis

## EDITOR FOUND DEAD.

Walter J. Snyder, the editor of Sports of the Times, of New York, was found dead Sunday afternoon in his apartments with four deep wounds from a large pair of scissors directly above his heart. His wife is under arrest charged with having killed him. Snyder was thirty-seven years old.

## OTHER OBITUARY NOTES

ALFRED T. WAITE, for many years prominent in Boston newspaper circles, died at Cambridge Sunday of pneumonia at the age of fifty-four years. Mr. Waite was first with the Boston Globe, and then went to the Herald, where he became assistant managing editor. He was with the paper for twenty-eight years, retiring about five years ago. He was a member of the Boston Newspaper Club, the Press Club and the Veteran Newspapermen's Association.

J. J. BROWNE, owner of the Spokane Chronicle from 1891 to 1897, and head of a string of country banks in eastern Washington and northern Idaho, who died suddenly in Spokane recently, left an estate valued at more than \$1,000,000 to be distributed among his children and widow. He went to Spokane in 1878 when it was a camping ground for Indians and was an active member of the convention which

Largest proved high-class evening circulation.

The

# NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

## ADVERTISING MEDIUMS.

THE

# LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

# SEATTLE "P-I"

THE POST-INTELLIGENCER

Able, alert, always ahead.

LEADING NEWSPAPER OF THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative, 225 Fifth Avenue, 87 Washington St., NEW YORK. CHICAGO.

framed the constitution of the state of Washington. He was born in Greenville, Pa., April 28, 1843.

HERMAN W. GLASKE, a newspaper man of the early days in Wyoming, is dead at Denver, Colo. He was for many years engaged in work at Cheyenne.

THOMAS FARRELLY KIMBELL, for many years engaged in newspaper work in Arkansas, died a few days ago at El Paso, Tex., of tuberculosis. He was forty-seven years old.

WILLIAM WALLACE HARNEY, associate editor of the Louisville Democrat, which was taken over by the Courier-Journal in 1868, died a few days ago at Orlando, Fla. He was seventy-one years old, and since his retirement from newspaper work had done extensive magazine writing.

CHARLES CALDWELL, for the past twenty years a newspaper man in Evansville, Ind., Henderson and Madisonville, Kentucky, died last week in the latter city. He was thirty-eight years old.

HARRY A. DAYTON, for several years a member of the ship news staff of the New York Journal, died Sunday. He was born at Auburn, N. Y., and came to this city twenty years ago and worked on various papers here.

THOMAS STEVENS, for many years connected with the New York Tribune and later with the Sun, died in Rutherford last week. He was sixty-two years old, and after leaving New York published a weekly paper in his home town for a short time.

W. S. B. MATTHEWS, for many years a musical and newspaper writer in Chicago, died at Denver last week, aged seventy-five years.

FRANK R. STEBBINS, a newspaper correspondent and veteran of the

## ADVERTISING MEDIUMS.

THE

# SEATTLE TIMES

DAILY AND SUNDAY

is repeating in the City of Seattle the great success as an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative: The S. C. BECKWITH Special Agency, NEW YORK CHICAGO KANSAS CITY

THE

# MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

Civil War, died last week at Fall River, Mass.

EDWARD SPEINDLER, an advertising specialist of New York, died of heart disease Wednesday. He was forty-nine years old.

CHARLES HOFFMAN, formerly a newspaper man in Mount Vernon, N. Y., died on Wednesday of heart disease. He was prominent in political circles of the city.

ANSON WHITNEY HUNT, for many years connected with the Buffalo Express as a proof reader, is dead.

EDWARD MOORE BRANDT, yachting editor of the New York Herald, died on Thursday. Most of his seventy-six years of life had been spent in newspaper work in New York.

## CENSORSHIP IN SAN DIEGO

Newspapers siding with the Industrial Workers of the World in the war that is being waged against them in San Diego, Cal., are being dealt with severely in that city. The police seized copies of the San Francisco Bulletin containing a full-page article on "Gag Law vs. Free Speech in San Diego," and arrested fifteen men who were selling them.

Last Friday A. R. Sauer, editor of a weekly paper of the city, was kidnapped by six men in an automobile for siding with the "Workers." Chief of Police Wilson has forbidden the sale of the Bulletin in the city.

## NEW HOME FOR AGENCY'S WESTERN OFFICE.

The Western office of the E. Katz Special Agency is now located in the Harris Trust Building, 111 West Monroe street. For a long time the office did business in the United States Express Building. Sidney L. Katz remains in charge as manager.

## ADVERTISING MEDIUMS.

# THE BOSTON AMERICAN

*Largest Circulation*

IN NEW ENGLAND DAILY AND SUNDAY

## Over 400,000

# THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION. NET PAID

H. M. PINDELL, Proprietor. CHARLES H. EDDY, Representative.

# WOMAN EDITOR WILL CONTINUE TO FIGHT.

Although dispossessed of her home, deprived of her printing plant by a foreclosure suit, and the victim, she says, of "politicians and grafters whose crookedness in office she deemed it her mission to expose for the good of the community," Mrs. Orpha Roberta Smith Winfield, editor of the Raritan Independent, a weekly newspaper published at Piscatawaytown, N. J., announces that her newspaper will appear every Friday as usual.

She says that she and her daughter, Miss Hazel, twelve years old, who is probably the youngest city editor in the country, and husband, Samuel A. Winfield, would have to find a new home for themselves and the Raritan Independent within the next week, but she is determined that the Independent "will continue to voice its hostility to corruption in high places."

## SOCIALISTS IN BUFFALO.

The Buffalo Socialist Publishing Company has incorporated in New York to publish a newspaper called the Socialist. It is capitalized at \$3,000 and the directors are Frank Ehrenfried, Henry Tuthill, Louis Rexin, Martin Heisler, Frank Cassidy, Joseph Ball, Stephen J. Mahaney and R. N. Johnson.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

# FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK.



ADVERTISING MEDIUMS.

THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
F. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

Results are obtained in the  
SAN FRANCISCO CHRONICLE  
THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

AGAINST "POPULARIZING"  
THE CONGRESSIONAL  
RECORD.

All indications are that Senator Heyburn's efforts to "popularize" the Congressional Record and build up a large circulation for that organ, it appears, will prove unavailing. He has an amendment pending to the Public Printing bill by which the yearly subscription price for the Record would be reduced from \$8 to \$2. It is believed the amendment will be rejected when a vote is reached.

The argument is advanced that the Government could not afford to handle the Record at a reduced subscription rate. Officials estimate that the issuance of this publication on a basis of \$2 per year would cost the Government considerably more than \$3,000,000 every twelve months. The weight of the mails would be materially increased, thus making larger payments to the railroad companies. It is declared the net loss to the Government would prove enormous.

Senator Heyburn at first advocated a reduction in subscription price for the Record to \$1 a year. He figured that a circulation of at least 1,000,000 copies would be obtained and the Government could afford to print and distribute them for that sum.

PRESS CLIPPINGS

Everything and anything  
that is printed in any news-  
paper or magazine, any-  
where—can be supplied by

BURRELLE

5 Lafayette Street, New York City.  
Established a Quarter of a Century.

ADVERTISING MEDIUMS.

THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

42,200 CIRCULATION  
Daily. (Net Paid)

No wonder it carries more advertising at and higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE Indianapolis Sun  
daily and Sunday actual 43,601  
average circulation in Dec.

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

HANDLING OF RELIGIOUS  
MATTERS BY THE PRESS.

EDITOR THE FOURTH ESTATE,

Sir: The New York Sun once asserted that it was first of all a religious newspaper, because it was "bound by religious obligations to the truth and to its own convictions."

I was interested in your editorial, "The Press Aims to Help Religion." In large measure your statement is doubtless true. Yet I think something else ought to be said.

I have not seen the "Questionnaires" sent out by the Congress of Men and Religion Forward Movement. But I am inclined to think you do not get the point of criticism by the churchmen against the press, if any criticism be implied. I am guided in my judgment by a considerable experience in editorial work in London, Chicago, Denver, and St. Louis, during which I was in intimate association with church leaders.

Their complaint was, not that the press is antagonistic to the church, but that it—in the cities—is so indifferent that it too often shows a remarkable ignorance of church life and thought. And how could it be otherwise when so often the religious assignment is given to the cub reporter?

There perhaps never was a time when the press—in all its ramifications, editorial and business—was as much discussed by its own workers as right now. In the course of any house-cleaning I make the suggestion for three improvements—the handling of religious questions and news by the sanest and best informed men on the staff; the reviews of books and plays by men of judgment; and an overhauling of the work of many foreign correspondents. Many papers are woefully weak here.

PAUL MOORE.

The Baldwin (Ala.) Times, published by Abner J. Smith, is shortly to erect a new home.

ADVERTISING MEDIUMS

In considering circulation remember that the

BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bldg., Kansas City.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

HAVANA POST  
the only English newspaper printed in Cuba and read by all who read English—Americans, Cubans and Spaniards.

GEORGE M. BRADT, Publisher.

Published Every Day in the Year.

GOVERNOR A PUBLISHER.

B. F. Carroll, governor of Iowa, has become the largest individual stockholder in the Iowa Farmer Publishing Company, owner of the Iowa Farmer. The company will be reorganized and its capitalization increased. New equipment is already being installed and a number of material improvements are under way. Entering into the company with Governor Carroll are F. D. Bunnell, M. H. Cohen and Charles E. Rosenbaum, of Des Moines, who have been elected president, secretary and treasurer, respectively.

The working force of the Farmer remains the same with Charles H. Clarke in charge of the advertising department, F. L. McGuire of the business department, and H. M. Whitney as managing editor. Governor Carroll will take an active part in the management of the Farmer as soon as his term is over.

VETERAN IS STRICKEN.

George E. Nearpass, Sr., a veteran newspaper editor of Indiana and Ohio, has been stricken with paralysis at Frazesburg, O. Mr. Nearpass is the founder of the Marmont Herald, now the Culver Citizen, and is at present editor of the Frazesburg News. He is said to be in a critical condition.

ADVERTISING MEDIUMS

A Powerful List is the MILWAUKEE GERMANIA LIST

	CIRCULATION
Daily Germania.....	24,568
(Only German evening daily in Milwaukee)	
Daily Herald.....	17,000
(Only German morning daily in Milwaukee)	
Sonnstags Post.....	45,000
(Only German Sunday daily in Milwaukee)	
Weekly Germania.....	107,413
(German Sunday Journal)	
Wochen und Bauernfreund	
(German Farm Journal)	
Deutsche Warte, Weekly.....	103,333
Die Rundschau, Weekly.....	25,002
HENRY DE CLERQUE, U. S. Rep.	
702 Schiller Building, CHICAGO.	
LOUIS KLEBAHN, Eastern Manager,	
1 West 34th Street, NEW YORK.	
Telephone, 215 Murray Hill.	

NEW LINOTYPE FACES.

Demonstrating that its matrix department is keeping pace with the requirements of linotype users in the production of new and up-to-date faces, the Mergenthaler Linotype Company has just issued a supplement to its "One-Line Specimens of Linotype Faces," which first appeared in August, 1910, containing about 525 different faces of linotype matrices. The new supplement contains no less than 125 new ones and combinations which have been completed in the past year and a half.

Many of the series which were not completed in the original edition have had the lacking sizes added, so that in almost every instance the faces can be had in the entire range of sizes.

The broadened scope of the linotype made possible by its entry into the field of job and display composition with the new multiple magazine machines—Quick Change Model 8 three magazine linotype and Quick Change Model 9 four magazine linotype—and its constantly increasing use for large newspaper headings and department store ad work have rendered necessary the cutting of a number of two-letter job combination, head-letter faces, and advertising figures, in addition to what was already a fairly complete assortment when "One-Line specimens" was issued. These are all shown in the supplement.

NEW PACIFIC WEEKLY.

The Hundinger is the name of a new weekly newspaper at Colville, Wash. L. O. Ives, a capable newspaper man, is editor and publisher.

1937 Pages. 6300 Galleys. 120 MILLION EMS

A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of  
MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark



Registered

Trade Mark



Registered

MERCHANT & EVANS CO.

Smelters—Refiners

PHILADELPHIA

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

If you are buying advertising in Buffalo or contemplate an advertising campaign in Western New York the following statements giving the real advertising situation in Buffalo will not only be of interest to you but profitable as well: the

## BUFFALO EVENING NEWS

in the year of 1911 carried 21,613 columns of paid advertising, which was 10,546 columns more than its nearest competitor.

THE BUFFALO EVENING NEWS is the only Buffalo newspaper that censors its advertising column and does not accept mining advertisements or objectional medical ads.

### Average Circulation for March, 96,997

which reaches two-thirds ( $\frac{2}{3}$ ) of the homes of Buffalo and its immediate shopping districts, as the following figures, which are the result of a recent house-to-house canvass, show:

#### STRANGE, FULLER & WATSON

CHARTERED & CERTIFIED ACCOUNTANTS  
AND AUDITORS

Buffalo, N. Y., March 16th, 1912.

#### HOUSE TO HOUSE CANVASS REPORT.

This report covers 928 streets out of Buffalo's 1,544 streets, and fairly represents a two-third ( $\frac{2}{3}$ ) canvass of the homes of the City of Buffalo. Note - This canvass does not include rooming and boarding houses or the business sections, but was taken mainly throughout Buffalo's residential sections.

Classification	No. of Families	NAME OF NEWS	OF TIMES	EVENING ENQUIRER	NEWSPAPER COMMERCIAL
East Side Percentage	28,266	19,753	5,118	3,309	186
		69.64	18.05	11.65	.66
West Side Percentage	21,047	13,622	3,257	2,492	1,676
		64.72	15.48	11.84	7.96
South Side Percentage	7,228	3,887	1,966	1,315	60
		53.88	27.20	18.19	.83
North Side Percentage	4,020	2,666	754	486	114
		66.32	18.76	12.09	2.83
Polish Sect. Percentage	3,002	1,965	626	403	3
		65.45	20.86	13.43	.27
TOTALS	63,663	41,893	11,721	8,005	2,044
Average Percentage		65.80	18.41	12.58	3.21

Edward H. Butler, Editor & Proprietor,  
Buffalo Evening News,  
Buffalo, N. Y.

Dear Sir:-

Above you will please find complete Canvass Report which we have tabulated from the sheets furnished us by the canvassers who did this work. It has been very carefully compiled and we are pleased to attach herewith our certified statement of same.

Very truly yours,

*Strange Fuller Watson*

Sworn to before me this  
17th day of March,  
1912.

*George J. Barnett*

Commissioner of Deeds in and for the City of Buffalo.

And the following table shows the exact amount of PAID advertising that appeared in the daily papers of Buffalo for the year of 1911:

	COLUMNS
Evening NEWS	21,813
Evening TIMES	11,067
Morning EXPRESS	9,988
Morning COURIER	7,828
Evg. ENQUIRER	6,780
Evg. COMMERCIAL	5,792

The above figures show that the News carried almost twice as much paid advertising as its nearest competitor. The

### BUFFALO EVENING NEWS

during the year of 1911, carried more than twice as much department-store advertising as any other Buffalo daily, or over 43 per cent. of all the department-store advertising that appeared in the six daily papers of Buffalo.

Write to any reputable advertiser of Buffalo for confirmation of these statements. They all use our columns and a number of them almost exclusively. A number of successful National Advertisers are also using THE BUFFALO EVENING NEWS exclusively in Buffalo.

If you are interested in our recent house-to-house canvass, write to the Advertising Manager and tabulated statement will be mailed you.

Edward H. Butler

Editor and Proprietor

REPRESENTED IN THE FOREIGN FIELD BY

Metropolitan Building  
New York

C. F. KELLY & COMPANY

Peoples Gas Building  
Chicago



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 947

NEW YORK, SATURDAY, APRIL 20, 1912

TEN CENTS A COPY

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

## THIRTEEN CONSECUTIVE MONTHS OF ADVERTISING GAINS

During March, 1912, The Chicago Record-Herald contained 2246 columns of advertising, a gain of 185 columns over March, 1911, completing an unbroken record of advertising gains for thirteen consecutive months. The total gain of the Chicago Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

## THE CHICAGO RECORD-HERALD

New York Office, 710 Times Building.

# ASSOCIATED PRESS HAS HAD EVENTFUL YEAR.

## ORGANIZATION'S HANDLING OF BIG STORIES MADE NEW RECORDS— IMPROVEMENTS PLANNED.

Again New York is host to the principal newspaper publishers of the United States, Canada and Mexico. Beginning on Monday and extending through to Friday afternoon the American Newspaper Publishers' Association and the Associated Press hold their meetings and accordingly are the center of interest in the newspaper publishing activities.

For the fifth time these busy associations, acknowledged to be the two greatest newspaper organizations in all the world, meet jointly in New York during the same week. It is expected that the attendance will break all previous records, as with each succeeding annual meeting the necessity for the presence of the men at the head of the many units comprising the associations is becoming to be more seriously realized. This is to discuss properly and decide on the various vital problems that come up during the previous twelve months and take the proper care of their interests, financially and professionally.

The spirit of co-operation fostered so well by the American Newspaper Publishers' Association on the lines laid down by its founders twenty-six years ago has accomplished wonders for the newspapers of the United States—not only for those represented in the membership of the A. N. P. A. and the Associated Press by its actual practice but by example to smaller newspapers outside, which are enabled to follow in the footsteps of their bigger brothers.

The meetings as usual are in the famous Waldorf-Astoria, where every facility is at hand for the proper reception of the newspaper man when he arrives—and for assisting him while he is there on business or residence.

During the week the Daily Newspaper Club will hold its annual meeting and banquet and the executive committee of the Southern Newspaper Publishers' Association will arrange on Tuesday in the Waldorf for the annual meeting of its organization which is to be held in Knoxville in June.

The feature of the week as usual is the joint banquet on Thursday evening.

THE FOURTH ESTATE as usual has its field office on the convention floor of the hotel and a cordial invitation is extended to all the newspaper men to make their headquarters there.

The first session of the double Convention week will be that of the board of directors of the Associated Press in the general offices of the organization, 195 Broadway. There all unfinished business of the

year will be cleaned up and the program put in readiness for easy handling and ready dispatch for the general meeting of the morrow. As a rule this meeting lasts for the entire day. The election of new members, hearing of complaints as to service, violation of rules, applications for changes in representation, etc., form most of the routine business which falls to the lot of the board members at this meeting. Following adjournment the executive committee holds its final meeting of the fiscal year and prepares its report.

On Tuesday morning, ten o'clock is the time set for the call of the first general session of the thirteenth annual meeting. The routine business disposed of the various committees' and officers' reports usually take up most of the morning session.

### A. P. FEATS OF A YEAR.

The many news stories that the Associated Press has handled this year for its members have come up to all expectations. Even with the opposition and the strict censorship it has met with in Mexico in its endeavors to cover the revolutionary uprising, it has been successful beyond measure. In Mexico, with its telegraph lines appropriated by the warring forces and every obstacle thrown in its way, it has been really remarkable and a high tribute to its field forces that it has supplied members with the complete news that they have been able to carry.

The war between Italy and Turkey, in Tripoli; the launching of the new Republic of China, the McNamara trial in Los Angeles and the Coronation of King George of England and the Titanic disaster of Sunday were other big stories that fell to the lot of the A. P. to cover. In Tripoli and China as in Mexico, it had to get its news in the face of government opposition, which entailed considerable extra expense; so the costs for the past year's operations are expected to prove exceptionally heavy.

At home, the national political activities this year have caused the usual Presidential campaign hustling to cover developments that tend to keep the reading public in constant touch with trend of opinion in every corner of the nation. Plans have already been mapped out for the national conventions, and the hustle and bustle to follow, besides the various state elections which fall this year. All in all 1912 promises to set a new mark for activity in news gathering since the Associated Press was organized.

All the operations have been carried on at the direction of General Manager Melville Stone, working head of the organization since its

foundation; but in close association with him are President Frank B. Noyes and his associate officers. During the year the field and office forces were changed whenever an opportunity offered itself for strengthening them. Various experiments were tried out for better efficiency in news sending. This included sending news by telephone in remote sections where its telegraph lines are not easily at hand nor at all times available.

There were several changes in Mr. Stone's executive staff. John P. Gavit, manager of the Washington office, was made superintendent of the Central Division, succeeding Charles S. Diehl, who retired from the service to become publisher of the San Antonio Light with Charles M. Beach, another A. P. man of long service. Arthur W. Copp was placed in charge of the Western division, succeeding Charles E. Kloeber, who left the service. Jackson S. Elliott became chief of the Washington staff. C. D. Hagerty succeeded Mr. Copp as the correspondent at Denver, and Howard Lancaster was made correspondent in Indianapolis. Much additional help was taken on at the various offices.

### CANADIAN ALLIANCE SUCCESSFUL.

The reciprocal agreement with the Canadian Press, Ltd., for supplying papers of the Dominion with Associated Press news of the world proved so satisfactory after the first year's trial that it was continued and plans are being considered for the enlarging of the scope of this branch of the service.

Various other plans and suggestions for the betterment of the service will be taken up at Tuesday's session. They will also be considered in general discussion and when the chaff is separated from the wheat, if there is anything left, they will be given a trial.

As a result of long continued demands from the Pacific Coast one of the matters that promise to be taken up is the project of "double-tracking" the A. P. wires westward from Kansas City and north and south and up and down the coast. The increase in the volume of news handled from that section, it is said, makes this move imperative and the change will probably be made as soon as the various members interested will agree to assume the additional expense.

### TICKETS TO BE VOTED ON.

Before the final session closes new directors will be chosen to succeed the five members of the board whose terms expire this year, and one in the place of the late Albert J. Barr, former publisher of the Pittsburgh Post and Sun.

For these six offices there are twelve candidates, all officially ratified by the nominating committee at its meeting last January in Chicago. Thomas Rees of the Springfield (Ill.) State Register is the chairman of this committee, and W. W. Chapin of the Seattle Post-Intelligencer is the secretary.

The retiring members of the board are: General Charles H. Taylor of the Boston Globe; Thomas G. Rapier, the New Orleans Picayune; W. H. Cowles,

Spokane Spokesman-Review; Victor F. Lawson, the Chicago Daily News; Herman Ridder, New York Staats-Zeitung. There is a double set of candidates for each office. All the retiring members have accepted a renomination with the exception of General Taylor, who declined. In General Taylor's stead the nominating committee has placed Frederick Roy Martin of the Providence (R. I.) Journal.

### DIRECTORATE CANDIDATES.

Against Mr. Martin is arrayed Samuel Bowles of the Springfield (Mass.) Republican, for representative on the board from the New England section; against Rapier is Major James C. Hemphill of the Charlotte (N. C.) Observer, for representative of the Southern division; in the Western, Cowles has in opposition to him Isaac N. Stevens of the Pueblo Chieftain; in the Central division, Lawson is opposed by Gardner Cowles of the Des Moines Register and Leader in the Eastern, Ridder has against him Thomas Mott Osborne of the Auburn (N. Y.) Citizen.

For the place of A. J. Barr the committee has nominated Charles A. Rook of the Pittsburgh Dispatch and Samuel Bancroft, Jr., of the Wilmington (Del.) Every Evening. However, it is not considered likely that there will be any change in the official board of the association and it is probable that President Noyes and his associates will also retain their offices.

Outside of the directors the officers whose terms expire are: President Frank B. Noyes, the Washington Star; first vice-president, Robert M. Johnston, the Houston Post; second vice-president, Frank P. MacLennan, Topeka State-Journal; secretary and general manager, Melville E. Stone; and treasurer, James R. Youatt; and the members of the various sectional advisory and auditing boards and nominating committee.

## A. P. and A. N. P. A.

### CALENDAR

MONDAY—10 A.M., A. P. Directors' Meeting, 10 A.M., A. N. P. A. Advertising Agents' Committee Meeting. 2 P.M., A. N. P. A. Directors' Meeting.

TUESDAY—10 A.M., A. P. Annual Meeting.

WEDNESDAY—10 A.M., A. N. P. A. Annual Meeting, 11 A.M., A. P. Directors' Meeting, new board, to elect officers. 6 P.M., Daily Newspaper Club Banquet.

THURSDAY—10 A.M., A. N. P. A. Meeting. 7 P.M., joint banquet A. N. P. A. and A. P.

FRIDAY—10 A.M., A. N. P. A. Meeting. 2 P.M., A. N. P. A. Final Meeting and Election of Officers.



# *THE MULTIPLE MACHINE IDEA in KANSAS*

FRANK. P. MacLENNAN

Proprietor of the TOPEKA STATE JOURNAL, and Vice-President of the Associated Press, writes under date of April 13, 1912:

"After careful investigation I selected the quick-change Model 9 four-magazine Linotype for the Topeka State Journal, because I am satisfied that it is a great time saver, enabling the operator to set practically all kinds of body matter, headlines, advertising display on one machine, and thus getting the paper in circulation a little earlier, and permitting a more complete edition.

"The machine has been in use now for several months, and is giving fine satisfaction. We are setting all of our larger headlines on this machine, much of our advertising, and considerable news matter. Our body matter is minion, 7-point, and the largest headline type we use is 30-point Gothic. The range of type set by this machine is wonderful, and its use in setting news matter just before closing an edition is one of the valuable features.

"I am proud to be informed by you that the Model 9 added to our battery of seven machines is the first of this highest type of Linotype installed between the Mississippi river and the Pacific coast."

## The Linotype Way Is the Only Way

### MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK .

SAN FRANCISCO

638-646 Sacramento Street

TORONTO: Canadian Linotype Limited, 35 Lombard Street

CHICAGO

1100 S. Wabash Avenue

NEW ORLEANS

549 Baronne Street

## ARRANGEMENTS FOR PRESS AT CONVENTIONS.

Arrangements for the reception of the visiting newspaper men who will report the Democratic National Convention in Baltimore in June have practically been completed and will excel any previous plans for the press at national conventions. John Wilber Jenkins, chairman of the press committee of the convention, states that the main gallery in the Fifth Regiment Armory, where the convention will be held, will adequately accommodate 462 correspondents and writers, and the other press galleries will seat several hundred more. There will be 350 telegraph circuits installed in the press stands, affording direct wires into the newspaper offices throughout the country.

Co-operating with the correspondents who will attend the Republican convention at Chicago on June 18, and the Democratic convention at Baltimore one week later, the Baltimore and Ohio Railroad will operate a press special to Chicago and return to Baltimore, eliminating the possibility of delay to newspaper men in reaching the convention cities in time to prepare advance copy. The tentative arrangement is for the special train to leave Washington for Chicago on Friday afternoon, June 14, and depart for Baltimore immediately after the convention closes in Chicago.

The "press special" will be made up of Pullman cars, an office car and dining car, and the train will be equipped with telegraph facilities and typewriting machines for use of those on board. The train will be operated to and from Chicago without stop, excepting to change locomotives. Invitations have been extended to the newspapers through their Washington correspondents, as well as to the press associations.

### MRS. CROFT BUYS AGAIN.

The Nanaimo (B. C.) Herald has changed hands. The new owner is Mrs. Croft, who is also proprietor of the Victoria Colonist and the Vancouver News-Advertiser. Mrs. Croft is not actively in control of her papers, but her interests are looked after by J. S. H. Matson of Victoria, who is the general manager of her papers in that city and Vancouver. It is also reported that Mrs. Croft has acquired a newspaper in New Westminster.

### EDITOR IS HONORED.

William E. Park of the Chatham (Can.) News, a former member of the Chatham Board of Education, has been appointed by that body to the advisory commercial committee of the Chatham Collegiate Institute.

### AGENCY MAN GETS OFFICE.

Bruce Campbell has become associated with the Cattanach Advertising Agency, of Winnipeg, Can. He has been elected vice-president of the corporation and will have direct charge of the copy and editorial departments of the firm.

It is reported that a third paper will soon be started at White Lake, So. Dak.

# A \$50,000 EUROPEAN CONTEST

The Buffalo "EXPRESS" European Contest, which began January 3rd, and closed April 6th, took in \$50,000, and added many thousands of new subscriptions to the "EXPRESS" circulation. Approximately 15,000,000 votes were cast. The contest was under the personal and direct management of Mr. Wm. L. Betts, General Manager of the Wm. L. Betts Company, Suite 406 World Bldg., New York City. This same Company is now conducting a great European Trip Contest for the Boston Traveler. It has run several hundred contests in the past few years, on which the receipts have been more than \$1,000,000.

## A GRIPPING, VITAL NEW WOMAN'S FEATURE

BY DOROTHY DALE.

is now ready for our newspaper patrons. We consider it the most sane, the most interesting, and the most forceful thing of the kind in the field. It will give the breath of life to any woman's page with its freshness and vitality.

The first series of six articles is headed "HAVE YOU A RIGHT TO BE MARRIED?" It deals with domestic and social problems in a style unusually vigorous for a woman writer. Other topics of a similar nature will be likewise treated.

Other special features: FELIX AND FINK serial comics, to be drawn hereafter by R. W. SATTERFIELD; DAILY CARTOONS, DAN MCCARTY'S SPORT SNAP SHOTS, MRS. THOMPSON'S ANSWERS TO WOMEN, HENRIETTA D. GRAUEL'S DOMESTIC SCIENCE ARTICLES, ROY K. MOULTON'S HUMOR COLUMN, and DINNER STORIES.

Our illustrated news feature service is the best offered at amoderate price. It's a specially planned and prepared service, NOT a by-product. Write or wire for proofs and specimen matrices.

The Central Press Association,  
Loader Building, CLEVELAND, OHIO.

SCOOP THE CUB  
REPORTER  
THE NEW DAILY COMIC SERIES  
5 and 7 col. sizes  
THE INTERNATIONAL SYNDICATE  
FEATURES FOR NEWSPAPERS  
Established 1899 BALTIMORE, MD.

## UTAH DAILY SOLD.

The Ogden (Utah) Standard has been acquired by a company of local business men. Le Roy Armstrong, late of the Salt Lake Republican, will have editorial charge. E. F. Spencer, formerly with the Examiner, is the night editor, and A. W. Hadley, also a former Herald Republican man has been made city editor. C. E. Rook is in charge of the advertising, and Hay Echhardt is in charge of the office forces.

The new publishing company is capitalized at \$50,000. M. S. Brown is president; F. J. Kiesel, vice-president; Mr. Armstrong, secretary, and Otto E. Meekes, treasurer. The board of directors is composed of these officers and in addition A. L. Brewer, P. J. Moran and J. U. Eldridge.

### MORE A. N. A. M. MEMBERS.

The membership of the A. N. A. M. has now reached the mark of 162. Recent new members include William Collins, Berry Brothers, Ltd., Detroit; M. L. Davey, the Davey Tree Expert Company, Kent, O.; Harry A. Grubb, Boston, Mass.; L. R. Greene, Sherwin-Williams Company, Cleveland; William B. Hay, of A. T. Hynes, Portland, Me.

J. H. Hunt, Hunt Brothers, San Francisco; M. H. Matthews, the Thomas Manufacturing Company, Dayton, O.; H. V. Scott, the Gordon-Van Tine Company, Davenport, Ia.; A. P. Warner, the Warner Instrument Company, Beloit, Wis.

L. E. Otwell, advertising manager of the National Cash Register Company, Dayton, O., has been appointed a member of the board of directors to succeed H. Y. Ashbrook of the Glidden Varnish Company, who has resigned. Mr. Otwell's term expires in June.

### WILL RENAME PAPER.

The Saskatoon (Can.) Capital has passed into the hands of W. F. Sherman and T. Lawson, heretofore stockholders. Mr. Sherman was formerly with the Saskatoon Phoenix and business manager of the Saturday Press. Later he was one of the owners of the Prince Albert Herald. The Saskatoon paper will be renamed the Star.

### ANOTHER "SPECIAL."

J. Lawrence Bradlee has opened an office at 7 Pine street, New York, to act as special advertising representative. His intention is to build up a list of Southern paper and trade publications.

### SPECIAL AGENCY CHANGE.

The Philadelphia Evening Telegraph (Western representation) from Payne & Young, to Cond. Lorenson & Woodman, Chicago.

### NEW APPOINTMENTS.

The Cairo (Ill.) Evening Citizen has appointed the Carpenter Scheerer Special Agency, Fifth Avenue Building, New York, to act as its Eastern advertising representative.



# IF YOU WANT A GOOD PREMIUM WRITE WILLSDEN

THE GREATEST CIRCULATION PRODUCER EVER KNOWN IS THE  
NEW HOME LIBRARY CENSUS WALL CHART.  
OVER ONE MILLION COPIES SOLD

*But there are others, and WILLSDEN has them all*

## THE AMERICAN LIBRARY ATLAS OF THE WORLD.

New census edition. Endorsed by all the prominent educators throughout the country. Maps, gazetteer, illustrations, type and binding the very best. Size, 15½ x 11½.

## WORLD'S STANDARD DICTIONARY.

Self-pronouncing. Revised and enlarged. Real Seal Morocco. New edition, New Words, New Ideas, New Illustrations, New Plates, New Size, New Type. The very best dictionary published.

The Men and Religion Movement throughout the country is creating a great demand for

## THE HOLY BIBLE

SELF-PRONOUNCING. FLEXIBLE. OVERLAPPING EDGES.  
WE OFFER A MAGNIFICENT BIBLE IN SUPERB BINDING.

Especially adapted for the use of Sunday School teachers, ministers, Christian Endeavor and Epworth League workers and all other Bible readers. In addition to the Standard Helps we give especially prepared questions and answers on both Old and New Testament. The illustrations are superb, printed in beautiful colors, all copies of famous artists, complete set of maps. We are quoting extremely low prices for this high-class book.

## EVERY CUSTOMER IS A BOOSTER

## OTHER TRIED CIRCULATION BUILDERS

WILLSDEN'S UNRIVALED LIVE STOCK ANATOMICAL CHART.

CLOCKS. LAMPS. DISHES.

Ideal Home Premiums.

### THE BLAKE EXCELSIOR.

An eight-piece kitchen set which delights the housekeeper; other kitchen sets, any combination you want. Quality the best.

### THE SPECIAL QUALITY RAZOR.

Something the men must have.

### THE NEW "FIRM GRIP."

A ten-piece hollow-handle tool set.

### THE LOCK STITCH SEWING AWL.

The Greatest R. F. D. Business Getter. Best and lowest priced on the market.

### THE AUTOMAT.

A Twentieth Century, self-filling fountain pen. Strictly high class and fully guaranteed.

### THE GRAVITY STYLO INK PENCIL.

A radical departure from the ordinary Stylographic Pen. Every business man wants one.

### THE EUREKA FAMILY SHEAR.

The Ladies' work basket companion.

### THE EUREKA BENT TRIMMER.

The latest invention in shears. Extra high grade quality but low in price.

### THE EUREKA FAMILY SEWING SET.

A Practical Household Premium.

### THE CITY GEM AND RURAL GEM.

Mail Boxes that have no equal.

### THE OLD RELIABLE.

William A. Rogers genuine silverware.

### CARRIERS GREETINGS.

Splendid holiday souvenirs. Finest art reproductions.

Samples and prices submitted upon request.

## S. BLAKE WILLSDEN

PREMIUM SPECIALIST

32 South Wabash Avenue, CHICAGO.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.  
Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT  
Long Distance 5200 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

lives, is true in many cases. "It depends, however, upon what the man does in the three years. Work at a first-class college or university conscientiously attended to is good preparation for newspaper work, but only preparation.

The editor of the Journal next goes on to outline a few general principles for the guidance of the young man who is to try the newspaper game.

We are told, "That all writers should remember that the reader wants to know not what the writer thinks, but what the reader thinks. To succeed as a newspaper man you must interpret your readers to themselves. A crying baby wants the nurse to find out what is the matter with the baby—not what is the matter with the nurse.

"The public wants to know what is the matter with itself, what it thinks, what it feels, what it wants—not what the editor thinks or feels. To be a successful newspaper man you must live in the brain of the public and tell the public what the public brain is saying—it can't tell itself."

## NEWSPAPER HEADLINES.

One of the modern psychologists has accused the American people of being a nation of headline readers. Mr. Jerome, when he was district-attorney of New York, once said in a public address that he cared not who wrote the editorials if he could write the headlines of the news columns.

More recently, Victor S. Yarros has had something to say on the subject in the Twentieth Century Magazine. Mr. Yarros' article is highly commended by the New York Evening Post. The London Times' caption, "Mr. Asquith at Birmingham," the Post admits may be "too severely simple," but on the whole, "it is to be commended."

The following headlines are held to be examples of the flamboyant style of American captions: "Taft Talks on Railroad Question," "Will Urge New Interstate Commerce Law," "Taft Breaks Bread With Cummins," "President Spends Four Hours in Des Moines."

"We confess," says the Des Moines Leader, "that we cannot see the exact point at which 'Mr. Asquith at Birmingham' differentiates from 'President Spends Four Hours in Des Moines,' excepting that the Des Moines headline gives a somewhat comprehensive resume of the visit. 'Taft visit to Des Moines' was for, while the Birmingham note about Mr. Asquith conveys no meaning whatever to the hurried reader.

"It is easy, of course, to run into meaningless headlines," thinks the Leader. "But it will be found usually, that those who object to headlines on this alleged reason are really opposed to headlines on general principles, believing that the newspaper should publish the news on its merits much as the chapters of a popular novel are published.

"But the headline serves a purpose," concludes the Leader. "It synthesizes the news for the man who wants at a glance to get what the news is about, and then reads the paragraphs that interest him. Men do not read newspapers as they

read magazines or books. The more the news is bulletined the better for the busy man. The tendency will be more towards bulletined news rather than the other way." Albert E. Hoyt of the Albany Argus in an address before the New York Press Association once characterized this "tabloid journalism" as the kind "that breaks up house-keeping and patronizes the quick lunch because it is brief."

## THE CARTOONIST.

It is reported that one of Ralph Wilder's cartoons in the Chicago Record Herald showing trees defaced by advertising placards caused the city forester to declare against the practice. This little news item is not very important in itself, but it throws a sidelight upon the work and influence of the newspaper cartoonist.

The reporter's battered typewriter and the editorial fountain pen are only too often given credit due the charcoal point of the cartoonist. The human brain is still very close to the picture. The eye does its best to translate the type symbols, but it devours the meaning of a picture by instinct. One good cartoon has often played a more vital part in a campaign against political corruption than all of the editorials ever published upon the subject.

The newspaper cartoonist takes his honors modestly. You can usually find him stuck away in some corner up under the roof working in his shirt sleeves. He'll laugh at your notion that he is a soldier for the common good. He'll tell you that he is drawing for just so much "per," and that he is perfectly willing to let the public take care of itself. That's his stock reply, but if you want his real answer look for it in his cartoons.

## NOTE AND COMMENT.

The Boston Evening Transcript in its issue of April 6 ran beyond all its previous records by issuing a sixty-four page paper, carrying 252.6 columns of paid advertising. Every one of the sixty-four pages was made up in the Transcript's composing room on the forenoon of the day of issue, and no part of the paper was printed in advance as is customary with many such large issues. The previous high advertising mark for the Transcript was 229 columns.

The Fort Worth Star-Telegram in its edition of Sunday, April 7, carried a twenty-page advertisement of the Monnig Dry Goods Company, commemorating the twenty-third anniversary of the firm. The Star-Telegram claims all records for large papers published in the state, its annual development number of December 10 last containing 204 pages. The Monnig advertisement, the Star Telegram's publishers claim, sets another new mark in the state. A. L. Shuman is advertising manager of the Star-Telegram.

The Washington (D. C.) Star reports very satisfactory business for the first quarter of 1912. Its total advertising amounted to 2,594,775

No. 947

FOR THE WEEK ENDING SATURDAY, APRIL 20, 1912

## WELCOME, PUBLISHERS.

THE FOURTH ESTATE welcomes the members of the American Newspaper Publishers' Association and the Associated Press to their annual conventions in New York. Of all the conferences held each year in the Metropolis these meetings of the newspaper men are of the most vital interest.

Journalists are not as a usual thing given to self gratulation. Sentiment has never dared to throw its hat into the newspaper office. Yet it is inspiring to face the facts now and then.

Most sober observers are agreed that the American press today represents the highest achievement in the history of journalism. In its marvelous news service, in its freedom from entangling alliances, in its championship of those forces which make for the betterment of social and political conditions, it stands pre-eminent.

The men who meet in New York this week are in no small measure responsible for this work. The growth and success of these two associations have had a tremendous influence upon the life of the nation.

THE FOURTH ESTATE has made its usual plans to do its part in making the conventions successes. Our headquarters at the Waldorf and at our home office stand ready and eager to render every possible service. Have your mail sent here or make them the place to meet your friends. You may also be interested in looking over our extensive files and records.

## FREEDOM OF THE PRESS 100 YEARS AGO.

"Many people complain of what they call the exaggerations and misrepresentations of the press of today," says the New York World, which goes on to point out that these same people "might alter their views if they knew the press of a hundred or more years ago."

For illustration we are directed to open Sir George Trevelyan's

new volume on "George III. and Charles Fox." The English newspapers, the World believes, were then probably the freest and most independent in Europe, yet the news of such importance as that pertaining to the American Revolution was invariably "doctored" before they were allowed to handle it. "They inserted definitely several times in the course of the struggle that Washington's army had been utterly destroyed. The London Morning Post, which is to this day rabidly anti-American, was most prolific in these statements."

Burgoyne's surrender at Saratoga was put in the light of an English concession. The defeat of the British forces at King's Mountain was set aside as a false rumor. The news that Washington had deserted to the British side was published more than once. "Nor did the British people have any means of information through Parliament, as neither reporters nor spectators were admitted to the debates."

Napoleon in the later days of the empire used the same crude methods. "In the columns of the official Moniteur, which alone was allowed to dispense information to France, he was never beaten."

"Experience has shown," concludes the World, "that the most reckless and most misleading of all newspapers are those controlled by a government."

## DO COLLEGE MEN MAKE GOOD?

"Young men want to know whether college work fits them for newspaper work. It does if they do their college work well," says Arthur Brisbane in a recent editorial on "Something About Newspapers for Young College Men."

"The practical newspaper worker would say, perhaps, that the man who stays at college until he is twenty-three or twenty-five has lost three years that would have been more valuable to him in a newspaper office than at college," comments Mr. Brisbane. This, he be-



lines, and its circulation averaged 63,392 daily, and 51,691 Sunday. As compared with the corresponding period of last year the Star shows a gain of 4,246 daily, and 3,170 Sunday in circulation.

The Novelty News, of Chicago, claims that its April number established a new record for amount of advertising carried by trade or class publications in any single edition. The Novelty News in April printed 3,521 inches which H. M. Bunting, the manager, finds is only exceeded by McClure's Magazine in an issue of 1906 and which is the highest mark among magazines.

Brazil is going to spend \$5,000 in advertising her resorts to the world. Mexico is spending that much every week advertising hers.

#### CLAIMS PRESS MAKES A JOKE OF CONGRESS.

Senator Heyburn, of Idaho, made a debate on the bill to reconstitute the printing laws, the occasion for an attack upon newspapers. The Senator was pressing an amendment, which, however, was not voted upon, to reduce the subscription price of the Congressional Record in an effort to popularize its circulation.

Senator Heyburn asserted that the modern newspaper printed only jests and sensations about Congress and added that if the people were compelled to depend upon newspapers for their education the government could not long continue.

"If the Congressional Record should be suppressed," he cried, "Munchausen's record of travels would be mild in comparison with the newspaper accounts of the proceedings of Congress."

The Senator added that newspapers men who made use of courtesies extended by the Senate treated Congress as a joke. He felt confident that under his proposal of a reduced subscription price the Congressional Record would have a circulation of two million an edition.

#### OUT TO MAKE GOOD.

The Rye (N. Y.) Courier, established several months ago by Reginald P. Sherman, is growing very fast. Not a month goes by that some substantial addition is not made to the office, and it is always the latest and best.

#### KANSAS EDITOR LEAVES.

Ben W. Harlow, editor of the Burton (Kan.) Free Lance, has disposed of that paper and left for other parts of the country.

#### IN HARNESS AGAIN.

W. L. Jones, formerly of Madison, Ill., has purchased the Christopher Tattle-Tale, a weekly. Mr. Jones was formerly proprietor of the Madison Tribune and only recently retired from that publication.

#### NEW TEXAS CITY EDITOR.

T. G. Turner, formerly of Grand Rapids, Mich., has resigned as city editor of the El Paso Times to go on the local staff of the El Paso Herald. John T. Neville has been made city editor of the Times.

#### PURELY PERSONAL.

Harry Daniel, city editor of the Chicago Inter-Ocean, was a guest of honor at the last meeting of the American Flag Day Association. He read several selections from the poems of James Whitcomb Riley.

Mulford Windsor, a newspaper man of Yuma, Ariz., has been appointed private secretary to Governor Geo. W. P. Hunt of Arizona.

Otto Praeger, Washington correspondent of the Dallas-Galveston News, once rode a bicycle from San Antonio, Tex., to Mexico City. He was then a cub reporter on the San Antonio Express. Praeger was once editor in chief of the Texas University student paper.

Karl W. Greene, who has done newspaper work in Washington, D. C., New Mexico and Texas, has been placed in charge of the Democratic press bureau of the new state of New Mexico.

C. E. Breslin, formerly a newspaper man of North Hazelton, Pa., is one of the publication staff in charge of the newspaper published on the trans-Atlantic liner Adriatic.

A. E. Smith, until a month ago editor of the Mount Carmel (Ill.) Register, has entered the ministry in Columbus, Ind.

Douglas Malloch, president of the Chicago Press Club was the guest of honor at a banquet given by the Milwaukee Press Club last week.

John Rodemeyer, editor of the Canaan (Conn.) Western News, has been elected to represent the Canaan Business Men's Association on the board of directors of the State Business Men's Association.

Ettore Patrizi, editor of the San Francisco Italian newspaper L'Italia, has left for Europe on a four months' tour.

Frederick F. Runyan, managing editor of the Reno (Nev.) State Journal, was a recent visitor to Pasadena, Calif., where he was formerly city editor of the Daily News. Mr. Runyan is in Southern California on a combined pleasure and business trip.

E. W. Bertram of the New York Staats-Zeitung has returned from a three months' visit to Germany, where he spent some time with his parents.

Alexander Gordon of the Washington (D. C.) Star was a recent visitor to New York renewing old acquaintances.

Robert G. Bremner of the Passaic (N. J.) Herald has just recovered from a serious operation performed in the New York Hospital.

Archie Giles, editor of the Wakefield (R. I.) Times, is spending his vacation with Mrs. Giles in Florida and Cuba.

Charles F. Southard, advertising manager of A. D. Mathews & Son, Brooklyn, and instructor in adver-

tising and salesmanship in the public evening high school, was presented with a gold watch by his pupils last week.

William Berri, publisher of the Brooklyn (N. Y.) Standard-Union, has just returned from Atlantic City.

Roy C. Howard, general news manager of the United Press, has left for a tour of inspection of his service's foreign bureaus.

George M. Dittoe, well known in Cincinnati newspaper circles, is ill in that city. Dittoe was formerly city editor of the Times-Star.

D. H. Scott, for many years owner of the Griswold (Ia.) American, has taken up his residence in Des Moines.

#### WEDDING BELLS.

Norman M. Walker, city editor of the El Paso (Tex.) Herald, was recently married to Miss Vera Margaret Allen of Bloomington, Ind. The wedding took place in El Paso. Mr. Walker was president of the graduating class of 1906 of the University of Indiana, at Bloomington, his home.

Harold H. Scudder, assistant telegraph editor of the Spokane Spokesman-Review, has been married to Miss Delia I. Pike of London, England. The wedding took place at Calgary, Canada. Mr. Scudder, before going to the Pacific Coast, was a member of the staff of the Worcester (Mass.) Telegram.

Rev. Dr. Martin Luther Jennings, editor of the Methodist Recorder of Pittsburgh, was married last week to Miss Julia Minerva Grat. The wedding is a climax of a romance that started forty years ago. The bridegroom is seventy-six years old and the bride sixty-three.

#### PUBLISHER LEAVES FIELD.

P. F. Adelsbach of Selma, Cal., has sold the Enterprise of that city to Lee W. Taylor, a local man, and W. C. Lewis of St. Helena. The latter is a former owner of the St. Helena Sentinel, and Mr. Taylor, too, is a newspaper man of wide experience.

It is reported that Mr. Adelsbach will move to San Francisco and engage in promotion and publicity work.

#### PUBLISHER RETIRES.

Robert Henkel, founder of the Brazil Daily Times, has sold his stock in the Henkel Publishing Company to Lee T. Waterman & Son. Mr. Henkel has gone to Indianapolis where he will be associated with his brother William in a large job printing plant.

#### EDITOR MOVES.

Edgar Brown has resigned the editorship of the Petoskey (Mich.) News and Rescort to assume a similar position with the Boyne City Journal. He is succeeded by R. Ray Baker.

The White Plains (N. Y.) Argus has installed a new press.

#### IN THE PUBLIC EYE.

John J. Birdno, editor of the Graham Guardian at Safford, Ariz., is now Democratic state chairman for Arizona. He was elected to that position as the result of his successful management of the Democratic state campaign.

James D. Ponder, for twenty years or more connected with the staff of the El Paso (Tex.) Times and now treasurer of El Paso County, is a candidate for re-election.

H. F. Bedford, editor of the Platteville (Colo.) Herald, heads the town ticket of the temperance party.

Benjamin Brewster, publisher of the Chaldron (Neb.) Chronicle, has announced his candidacy for state senator from the Twenty-eighth District. Mr. Brewster is a son of George W. Brewster, founder of the Oakland (Nev.) Independent and now a publisher in Illinois.

B. W. Sweigert, of the Maquoketa (Ia.) Sentinel, is a candidate for the Democratic nomination for representative in the legislature from Jackson County.

Edward E. Kemble, one of the proprietors of the Mount Carmel (Pa.) Item, is a candidate for state senator in Northumberland County.

L. A. Varner, editor of the Sterling (Neb.) Sun for a number of years, is a candidate for lieutenant-governor on the Republican ticket. Mr. Varner now has an extensive law practice in Sterling. He is a former president of the Nebraska Press Association.

Bennett B. Dewey, a reporter on the Des Moines (Ia.) Tribune-Register and Leader, has been appointed private secretary of the Polk County Board of Supervisors.

Charles D. Morris, editor of the St. Joseph (Mo.) Gazette, is being spoken of as a possible Republican national committeeman. He is at present chairman of the state committee.

J. D. Knowels, editor of the Delaware (O.) Gazette, is a candidate with H. W. Brown of the Findlay Courier, in the Eighth District for Harmon delegates to the Democratic convention.

Wallace Crossley, editor of the Warrensburg (Mo.) Star, is a candidate for state senator in the Seventeenth District. He formerly represented Johnson County in the legislature.

H. J. Simmons, editor of the Clarence (Mo.) Courier, has started a campaign for the senatorial nomination in the Ninth District.

T. R. Shipp, formerly an Indiana newspaper man, is running for Congress in the Seventh District.

Herbert S. Underwood, managing editor of the Boston Journal, has been selected chairman of the Roosevelt Committee in the Eighth Congressional District of Massachusetts.

**BUSINESS OPPORTUNITIES.**

ADVERTISEMENTS under this classification 25 cents per line each insertion. Count seven words to the line.

**\$50,000 CASH**

available for first payment on purchase of a daily newspaper property. New England and New York State locations preferred. Proposition C. Y.

**C. M. PALMER.**

**NEWSPAPER BROKER,**  
277 Broadway, New York

**Do You WANT  
TO SELL OR BUY  
A NEWSPAPER PROPERTY?**

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

**Hollis Corbin,** Metropolitan Bldg.  
New York City

**MISCELLANEOUS.**

**UNITED STATES  
SAFE DEPOSIT CO.,**  
32 LIBERTY STREET,  
Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

**ADVERTISERS NEED IT.**  
No general advertiser can afford to be without THE FOURTH ESTATE. It gives him the news of the newspaper world and tells him what his competitors are doing.  
And while the gathering and dissemination of news is its principal

**FOR SALE.****FOR SALE**

**Up-To-Date Electric Base  
Ball Score Board.**

In first class condition and working order. Reason for selling, inability to use because of Ordinance prohibiting extended signs. If interested, address The St. Louis Times, St. Louis, Mo.

**FOR SALE**

Controlling interest in only Daily paper in Ohio town of 10,000 population. Buyer can secure absolute control without buying control of stock. Address Frank B. Wilson, Urbana, Ohio.

**FOR SALE.**—New No. 4 Model Linotype, complete with motor, four magazines: 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

**FOR SALE.**—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

**LINOTYPES FOR SALE.** Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

**LINOTYPES FOR SALE:** One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

**FOR SALE.**—OUR COMPLETE LINOTYPE PLAN consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

**FOR SALE.**

One Dictaphone, almost new, with complete outfit. Just the thing for the busy newspaper or advertising man. At your own price. Address Savey, care THE FOURTH ESTATE.

aim there will be found in every issue many hints and suggestions, valuable even to the veteran advertiser.

Two dollars a year is said by our subscribers to be almost too little to ask, but the price will not be raised for the present at least.

**FOR SALE.****FOR SALE.**

**Newspaper and Magazine  
Presses taken in trade for  
Improved Hoe Machinery:**

**FOR SALE AT ACTUAL EXCHANGE  
VALUATION PLUS COST OF HAND-  
LING AND REPAIRS.**

- |                                     |  |
|-------------------------------------|--|
| 1 Goss Four-Roll 32-page Press.     | 3 Potter Two-Deck 16-page Presses.                           |
| 3 Goss Three-Roll 24-page Presses.  | 1 Campbell New Model 4 and 8-page Press.                     |
| 1 Goss 28-page Press.               | 1 Angle-Bar Duplex Press, printing 4, 6, and 8 pages.        |
| 1 Goss 20-page Press.               | 1 Columbian Pattern Duplex Press, printing 4, 6 and 8 pages. |
| 1 Goss 12-page Press.               | 1 Angle-Bar Duplex Press printing 4, 6, 8, 10 and 12 pages.  |
| 1 Goss 4 and 8-page Clipper Press.  | 4 Cottrell 64-page Magazine Web Perfecting Presses.          |
| 1 Goss 4 and 8-page Standard Press. |  |
| 2 Scott Three-Roll 24-page Presses. |  |
| 1 Scott 4 and 8-page Press.         |  |
| 1 Bullock 4 and 8-page Press.       |  |

**WE ALSO HAVE SEVERAL EXCELLENT**

**Reconstructed Presses  
of Our Own Make**

**AND A LARGE ASSORTMENT OF  
STEREOTYPING, ELECTROTYPING AND  
PHOTO-ENGRAVING MACHINERY**

Which will be sold at very low prices and on terms to suit customers.

*If You need a Machine*

*Now is the Time to Buy*

FOR FURTHER PARTICULARS APPLY TO

**R. HOE & CO.**

504-520 GRAND STREET, NEW YORK

ALSO AT

7 Water St., BOSTON, Mass.

7 So. Dearborn St., CHICAGO, Ill.

109-112 Borough Rd., LONDON, S. E., England

**SITUATIONS WANTED.****SITUATIONS WANTED.****MAILING.**

**THAT'S MY BUSINESS.**

And I know it from A to Z. In fact, I never did anything else but mail.

Know the Post Office law regarding the routing of newspapers carried as second-class matter.

Know the different systems used and which is the best.

Know the kind of twine and wrapping paper to use.

Know the way to reach the trains on time.

I want a position where ability counts.

I am a union man and thoroughly capable of taking charge of any big newspaper mailing room.

Address Charles Schrot, 99 Emmett Street, Newark, N. J.



## SITUATIONS WANTED.

CIRCULATION  
MANAGER.

A wide awake circulation manager who is not afraid of work; can get and hold circulation as well as get the money, desires change. Will not consider town under 30,000 population. Address Worker, care The Fourth Estate.

## CIRCULATOR.

A live circulator who started at the bottom and worked his way to the top would like change by April. Can produce results and get the money for your circulation.

Managers who are not willing to let their circulation manager run the circulation department please don't answer. Address N. R., care The Fourth Estate.

CARTOONIST—  
ARTIST.

With wide experience and an occasional idea, wants position. Address E. H. care The Fourth Estate.

## BUSINESS MANAGER

wants to make change. Reference shows ability to make losing papers pay dividends. Can build advertising and circulation, handle every department, including mechanical, economically. References prove exceptional ability for building up propositions and position of this kind is preferred. Age 35, strictly sober and reliable, of good appearance and a hustler. Address, Competent, care The Fourth Estate.

## Energetic Young Man.

With eight years news, advertising, utility and trade paper experience, is open for position on progressive daily or weekly. Have good health and excellent record. Address **ENERGETIC**, care The Fourth Estate.

## A Circulation Manager.

Who is energetic and ambitious and has had over twelve years successful experience; whose qualifications can not be told in this space, would like to tell them in detail to a publisher who is looking for a man who will get results at minimum cost. Address "Ambitious" care The Fourth Estate.

## NEWSPAPER MAN,

(age 36) now employed as a telegraph editor in New York, and with wide experience as reporter, news editor, and editorial writer, desires to make a change with better opportunities. Address Box G. care The Fourth Estate.

Business Advertising Manager  
of Guaranteed Quality.

Aggressive, efficient young man; married. Excellent moral character, habits. Brains, energy, sound business judgment. Enthusiastic, conscientious, energetic. Nine years' thorough newspaper experience. Business producer of **PROVEN ABILITY**. **MAKE-GOOD** methods, ideas and record. Now advertising manager daily, city 30,000. Open to proposition. Address, P. O. Box 315, Portsmouth, Ohio.

## HELP WANTED.

## PRESSMAN WANTED

Daily newspaper wants an assistant pressman who thoroughly understands presses up to Hoe and Goss Sextuplex. Send full particulars in first letter to Sextuple, care The Fourth Estate.

For any deserving person out of employment, but able to furnish a satisfactory reference, an ad in these columns will be inserted free, or the applicant may pay the cost when he is able to do so.

**WANTED. MANAGING EDITOR** who can make a real newspaper. Address stating experience and salary wanted. The Times-Recorder, Zanesville, Ohio.

## BUSINESS OPPORTUNITIES. BUSINESS OPPORTUNITIES.

## Train Dispatcher's Job.

That's ours, in the newspaper labor system; keeping track of open positions and available men, arranging connections, preventing delays and averting disasters. Here are some of our present problems:

**POSITIONS NOW OPEN**—In the West for a business manager, daily of 50,000 circulation, successful western record required. Several good trade journal openings, east of the Mississippi, requiring special knowledge of Automobiles, Construction, Drugs, Farm Implements, Railroads, Textiles, Shoes, Tobacco. Three good positions for competent editorial writers etc.

**POSITIONS WANTED**—For an Eastern manager with ten years' record as a newspaper builder; ready to invest \$10,000; unusual recommendations. For an advertising manager who has outgrown his present position with a prosperous 30,000 newspaper. For reporters, desk men, city and managing editors, printers, pressmen, circulation managers, advertising solicitors, etc.

Our resources—Over five thousand candidates whose records have been carefully investigated. Our training—Ten years in practical newspaper work and fourteen years on the dispatcher's job. Ought to know something about it.

Fernald's Newspaper  
Men's Exchange

Besse Building, Springfield, Mass.

## SITUATIONS WANTED.

**WANTED.** Position as editorial writer, feature writer, Sunday editor or managing editor of some good growing paper. Address A. B. C., care THE FOURTH ESTATE.

I want to secure the managing editorship of daily newspaper. Anywhere west of Pennsylvania preferred. Address, West, care THE FOURTH ESTATE.

## EXPERT PROOFREADER.

desires permanent situation; qualified to handle properly any work because of long and varied experience. Strictly temperate and reliable. Moderate salary. Non-union. Address, John Dignan, 16 Rivington Street, New York City.

**ADVERTISING SOLICITOR**—Specially successful increasing display and classified in neglected or run-down fields, is open for engagement. Cities 25,000 to 75,000 preferred. Address Hustler, care The Fourth Estate.

## SITUATIONS WANTED.

NEWSPAPER  
MANAGER

who has experience and a clean, successful record, is desirous of making a change. Will be in attendance at the A. N. P. A. annual meeting. For conference address E. D. W., care THE FOURTH ESTATE.

Reporter (32) thoroughly familiar with all round work, rewrite, etc., desires a position on daily in or around New York City. Strictly temperate, and can furnish the best of references. Address G. L. A., care THE FOURTH ESTATE.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification 10 cents per line each insertion. Count seven words to the line.

DOES YOUR EDITORIAL  
DEPARTMENT NEED  
STRENGTHENING?

For seven years I was the publisher of one of the best newspapers in a city of 225,000 population. During the past two years I have travelled extensively. Now I want to get back into the game, preferably in the editorial department. Salary not the principal consideration. Address Savy, care THE FOURTH ESTATE.

TRADE PAPER  
MANAGER WANTS  
POSITION.

I am now employed on one of the leading trade publications in the West, but I long for the East, especially New York City.

I want a position where I can uphold my claim of being one of the best business, advertising and production managers in the trade paper field.

Have a splendid record as an ad getter, ad writer, and selling campaign planner, also as a circulation manager.

Address Tradester, care The Fourth Estate.

The cost of a "situation wanted" ad in this column is only ten cents a line (count seven words to the line) each insertion.

**I Want To Go South** as circulation or advertising manager of a Southern daily. Over 20 years of experience (5 years in the South) past two years (and now) in the publishing business of my own, but want to get back into the daily field again. Forty-one years old, married, best of references.

**I KNOW THE GAME**  
Address "South," Care The Fourth Estate.

Publication Pressman  
Wants Position.

I have had 20 years experience on all kinds of publications as superintendent or foreman. I want a position on some good publication. Address L. A. B., care The Fourth Estate.

**A Good Advertising Solicitor** wants a position. He has specialized, with success, for years in the trade paper field.

Address Senn, care The Fourth Estate.

## BUSINESS MANAGER

Last situation added over 3,000 new subscribers; increased advertising six columns, per week, in two years. Equally as successful in previous and present situations. Understand thoroughly making money with newspapers at lowest expense. 18 years experience, age 35, references. Address Ability, care The Fourth Estate.

## Situation Wanted.

Young woman, general newspaper experience (including proof reading, morgue,) college education, location no objection. Greene, 508 W. First St., Evansville, Ind.

## Exceptional Opportunity

For some publisher to secure services of a capable, energetic circulation manager and writer. There is no circulation game too hard for me to tackle and make a showing, my past record proves this. Ten years experience on metropolitan and smaller dailies. Can furnish A. N. P. reference. Address A. Circulator 257 North Franklin St. Phila., Pa.

## AT THE FRONT IN MEXICO.

WHAT CORRESPONDENTS  
ARE DOING TO GET  
STORIES FOR NEWS-  
PAPERS.

Newspaper correspondents writing to *THE FOURTH ESTATE* from Mexico and the Mexican border declare that a most rigid censorship is being maintained by the Mexican government on all news of the revolution in that country, notwithstanding that one of the promises of President Madero when he himself was a revolutionist was that he would permit a free press if he triumphed.

The correspondents declare that the rebels have not as yet attempted to censor the news sent over wires in sections of Mexico controlled by them, except as to future troop movements, but the Federals state plainly when a message is filed that they will transmit nothing that is not favorable to the government. Every rebel reverse is permitted to go in full, but a Federal reverse is curtly refused.

The rebels have permitted several stories of rebel reverses to be sent over wires in their control, including full details of their utter rout at Parral recently. The Federals permitted this story to be sent over their wires to Mexico City, but two days later when rebel reinforcements drove the Federals from the town the Federal telegraph was closed to any accounts of it.

George H. Clements, until a few years ago when he moved to the Southwest one of the best known active newspaper men in the United States, has been having some exciting experiences in the Mexican revolution. Mr. Clements has been in the field with the rebel army for several weeks for the *El Paso Herald* and the *Associated Press* and was in the battles of Atotonilco and Parral, the hardest yet fought.

In the first battle a Mexican newspaper man who stood alongside Clements was killed. In the attack by the rebels on Parral, Clements accompanied the rebel machine gun detachment and was under the hottest fire of the day. Two horses were shot from under him and he had to crawl a mile behind a rock wall to escape.

A laughable part of the latter experience was that a sharpshooter of the rebel army was shooting at him every time he appeared above the wall, and when he got close enough for the man to recognize him the rebel soldier apologized profusely and offered Clements all his rations, consisting of cold pancakes, as a token of his humility at the mistake.

Mr. Clements has at different times been publisher of the *Chicago Inter-Ocean*, *St. Louis Star* and *Milwaukee Sentinel*. During the Spanish-American war he was in charge of the *Laffan tugboat service* and shortly after that was for a time general manager of *THE FOURTH ESTATE*.

SOME MEN AT THE FRONT.

William A. Willis, former secretary to Mayor McClellan of New



GEORGE H. CLEMENTS,

ONE OF THE MOST ACTIVE NEWSPAPER CORRESPONDENTS  
"AT THE FRONT" IN MEXICO.

York, is in *El Paso* relaying the Mexican war service for the *New York Herald*. Phil McLaughlin is at the front wiring the news to *El Paso* for the *El Paso Herald* and the *New York Herald*. Mr. Willis spent a week at the front getting acquainted with the rebel generals and getting "local color."

C. D. Hagerty, correspondent in charge of the Denver office of the *Associated Press*, is in *El Paso* looking after the relays for his news association. Hagerty has done A. P. service in China, Cuba, Nicaragua and Mexico. Burge McFall of the *Mexico City* staff is now at the front in Mexico; also George H. Clements, who is working jointly for the *Associated Press* and the *El Paso Herald*.

W. G. Shepherd of the *New York* office of the *Newspaper Enterprise Association* is at *El Paso* writing feature stories on the Mexican war and relaying news for the *United Press*.

The *New York Sun* is covering the Mexican situation through G. A. Martin, an *El Paso* newspaper man, who covered the Madero revolution last year for the *Sun* and for *Leslie's Weekly*. Leslie's, commenting editorially recently on an article by Mr. Martin published in its issue of June 29 last year, declared that the same article, printed then as a forecast, might now be printed as history without changing a word.

Some remarkable reporting was done at *El Paso* during the capture of the Mexican town of Juarez, opposite that place, by the rebels. The *El Paso Herald* had two reporters in Juarez at the time—Clements

and Charles A. Brann, who telephoned the news direct to their office in *El Paso*, where the *Associated Press* operator sent it over the leased wire into the Denver office as it was called off the 'phone.

Denver had connected the through trunk lines with the *El Paso* wire so that *New York* and *San Francisco* got the news as fast as *Denver* got it. When the rebels opened on the town with their cannon, the man at the 'phone in Juarez shouted over the line the effect of the first shot. The man receiving at the *Herald* office called it out to a stenographer for the *Herald* and to the *Associated Press* operator at the key.

It was flashed across the continent and in to the *New York* and *San Francisco* offices before the *Herald* stenographer could transcribe the sentence and get it to the composing room of that paper. Mr. Brann, one of the *Herald* men in the Mexican city, is a son of former Magistrate Henry A. Brann of *New York City*.

Lewis Arms, lately of the *Los Angeles Herald*, is now editing the sport page on the *El Paso Herald*. Arms recently penetrated fifteen miles into Mexico in an automobile to rescue Miss Eleanor Wilson, daughter of Governor Woodrow Wilson of *New Jersey*, from a train where she had been marooned on a desert by the rebels burning a bridge and taking the locomotive for military purposes.

The *Virginian* is the title of a new publication issued at Wise, Va.



I. A. KLEIN

Publisher's Representative

METROPOLITAN TOWER

Representing

Pittsburg Press  
Detroit News  
Grand Rapids Press  
Bay City Times  
Jackson Citizen-Press  
Flint Daily Journal  
Muskegon News-Chronicle  
Chicago Daily Journal  
Cincinnati Enquirer  
Brooklyn Daily Times  
New York Sun  
Philadelphia Evening Telegraph



# CIRCULATIONS CERTIFIED

BY THE

## AMERICAN NEWSPAPER ANNUAL AND DIRECTORY

The following daily papers have had their circulations audited by the American Newspaper Annual and Directory; all of them once, some twice, some three times.

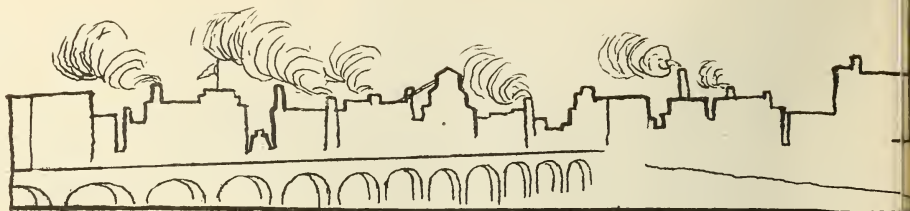
These publishers all paid a uniform price for this service. The period covered by the audit was uniformly nine months. The results of the audit were announced in the Directory and carried in this way to more than one hundred and fifty advertising agents, and more than a thousand other purchasers of the book—largely general advertisers.

Akron,	Ohio.	Beacon Journal,	Daily.	Montreal,	Que.	Patrie,	Daily & Sunday.
Albany,	N. Y.	Times-Union,	Daily.	Montreal,	Que.	Star,	Daily.
Birmingham,	Ala.	News,	Daily.	Nashville,	Tenn.	Banner,	Daily.
Boston,	Mass.	American,	Daily & Sunday.	New Bedford,	Mass.	Standard & Mercury,	Daily.
Boston,	Mass.	Post,	Daily & Sunday.	New York,	N. Y.	Globe,	Daily & Sunday.
Boston,	Mass.	Traveler,	Daily.	Norfolk,	Va.	Ledger-Dispatch,	Daily.
Buffalo,	N. Y.	Courier,	Daily & Sunday.	Norfolk,	Va.	Virginian Pilot,	Daily.
Buffalo,	N. Y.	Morning Express,	Daily.	Pawtucket,	R. I.	Times,	Daily & Sunday.
Buffalo,	N. Y.	Times,	Daily & Sunday.	Philadelphia,	Pa.	Bulletin,	Daily.
Chattanooga,	Tenn.	Times,	Daily.	Philadelphia,	Pa.	Press,	Daily.
Chicago,	Ill.	Daily News,	Daily.	Philadelphia,	Pa.	Record,	Daily & Sunday.
Chicago,	Ill.	Record-Herald,	Daily & Sunday.	Philadelphia,	Pa.	Telegraph,	Daily & Sunday.
Cleveland,	Ohio.	Leader,	Daily & Sunday.	Rochester,	N. Y.	Post Express,	Daily.
Cleveland,	Ohio.	Plain Dealer,	Daily & Sunday.	Rochester,	N. Y.	Union & Advertiser,	Daily.
Columbia,	S. Car.	State,	Daily & Sunday.	St. Joseph,	Mo.	News-Press,	Daily.
Erie,	Pa.	Times,	Daily.	St. Louis,	Mo.	Times,	Daily.
Fall River,	Mass.	Herald,	Daily.	Scranton,	Pa.	Tribune-Republican,	Daily.
Hartford,	Conn.	Times,	Daily.	Toledo,	Ohio.	Blade,	Daily.
Lowell,	Mass.	Sun,	Daily.	Toronto,	Can.	Globe,	Daily & Sunday.
Memphis,	Tenn.	Commercial Appeal,	Daily & Sunday.	Toronto,	Can.	Mail & Empire,	Daily.
Lynn,	Mass.	Item,	Daily.	Troy,	N. Y.	Record,	Daily.
Minneapolis,	Minn.	Tribune,	Daily & Sunday.	Washington,	D. C.	Post,	Daily.
Mobile,	Ala.	Register,	Daily.	Washington,	D. C.	Star,	Daily & Sunday.
Montgomery,	Ala.	Advertiser,	Daily & Sunday.	Worcester,	Mass.	Telegram,	Daily & Sunday.

Assuming that it is a proper thing and a good thing for a purchaser to be made certain as to the quantity of what he buys, as well as its quality and price, these publishers, by this action, strongly commend their publications to the favorable consideration of the space-buyers of the country.

*AMERICAN NEWSPAPER ANNUAL AND DIRECTORY.*

N. W. Ayer & Son, Publishers, Philadelphia.



## SKY-LINE OF MILLS AND OFFICES OF THE

According to the reports of the Association of American Advertisers, for the six months ending October 31, 1911, *more Tribunes were sold daily in Minneapolis than all other local English papers combined.*

The total *net paid* city and country circulation thus reported was 94,103.

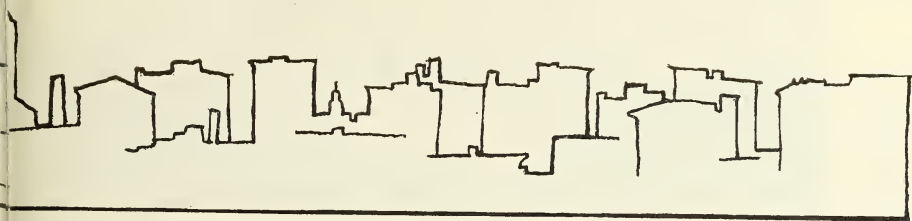
It has now grown to an average of 98,013 for March, 1912.

# THE MINNEAPOLIS TRIBUNE

SPECIAL REPORT

Chicago: C. GEORGE KROGNESS, Marquette Building





GREATEST MILLING CITY IN THE WORLD.

The *Minneapolis Tribune* gained more lines of *Advertising* in 1911, as compiled by the Mail Order Journal, than any newspaper in New York, Chicago, Boston, St. Louis or San Fransisco.

The Minneapolis Tribune alone of all the newspapers of the Northwest gained more than 800,000 lines in the year 1911.

# MINNEAPOLIS TRIBUNE

REPRESENTATIVES

New York: J. C. WILBERDING, 225 Fifth Avenue

## "ROASTFEST" IN A GRAVEYARD.

NOVEL STUNT OF THE  
ROCHESTER NEWSWRITERS  
IN DEFIANCE OF "13"  
HOODOO.

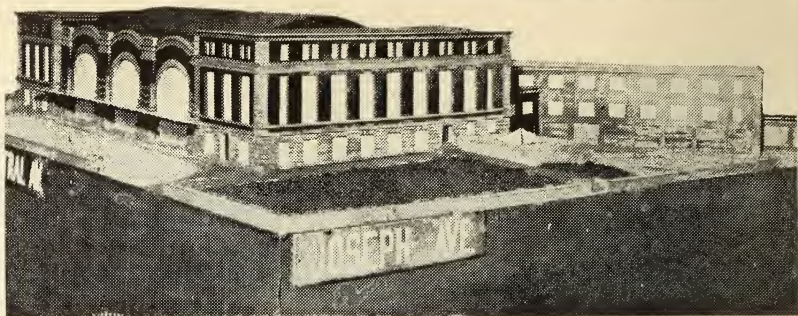
In defiance of the lack of luck which tradition attaches to the numeral "thirteen," the ninth annual "Roastfest" of the Rochester News-writers' Club passed into history Saturday as one of the brightest affairs which the name of the club has been associated with in its annals.

It was a night of ghosts and spirits, a political Walpurgis. The time for the nonce was set forward to the "Year of Our Lord 2012," and City Editor Harry J. Doddson of the Evening Times, the roast-master, appeared in the character of a gravedigger, and ushered the 350 guests of the club into a moon-lit cemetery. The banquet hall of the Powers Hotel had been transformed for the occasion. Around the walls an iron picket fence had been constructed, and the pillars of the hall were covered with the bark of trees. Swaying boughs, clinging vines and moss and rustling foliage, making eerie whisperings in the draught of a cold night wind, greeted the guests as they entered the iron gate, and left all hope behind them.

On the stage of the hall lay the green graves of the departed, and white headstones and tablets stood here and there in the hall. Even the electric lights were turned into grinning death's heads, as the guests discovered when the lights were flashed on. As they entered the graveyard a swarm of electric fireflies, arranged by the clever artisans of the Rochester Railway and Light Company, glimmered and flashed in the funeral shrubbery.

Even the tables where the guests sat were unclothed, and were marked off into miniature cemetery plots, with green graves and tiny skeletons adorning them. The favors were small match holders of porcelain, shaped into time yellowed skulls. Each holder contained five long cigarettes, denominated coffin nails, and stamped with the skull and crossed bones and the name and date of the occasion. The menu and program, a copy of which lay at each place, was a black hymn book, bound in leather. Within it, however, was nothing of the funeral. It was decorated by the three cartoonists of the club, Leo O'Malia, Jack Sears and John Scott Club, and it contained many parodies of popular songs and quips dear to the hearts of the craft.

When the "stunts" (most of them by actual members of the club) were called, the performers came onto the stage through the marble portals of a small mausoleum, summoned from the realms below by the gravedigger. Then the "panning" began. All of the significant political history of the city for the past year was reviewed, with additions, and the "roasts," on which the members of the club had labored for months, were sprung on the



PUNCHBOWL FOR ANNUAL ROASTFEST OF ROCHESTER NEWSWRITERS' CLUB.

victims, nearly all of whom were present to face the music.

The guests of the club included Mayor Hiram Edgerton, Louis M. Antisdale, editor of the Herald; Wendell J. Curtis, president of the Union and Advertiser, and various other men prominent in city and state.

At intervals in the course of the entertainment, sepulchral voices resounded through the cemetery, making announcements not at all in keeping with the supposed precincts. This was accomplished by an arrangement of megaphones. One man outside the hall spoke into a tube, and his voice was thrown into the hall through any one of a dozen vents in the ceiling, or from all of them together. A phonograph attached to the system reproduced the playing of an orchestra, as though a hundred musicians were playing.

Another of the features of the banquet was the punch bowl. It was constructed to scale from the plans for the New York Central Station now in course of erection in Rochester, making a design about eight by ten feet, and an exact replica in miniature of the station, even to the coloring. Assistant City Engineer Joseph P. Putnam and Ruden Post worked on it for several weeks in the laboratory of the City Engineer's office.

There had been some talk of changing the plan of the banquet this year, and making a series of monthly dinners take its place throughout the year. Some members of the club think the organization plays too much into the hands of the politicians, and that more profit would accrue to the members if they had dinners once each month with some well known newspaper man to address them. It was decided to leave these differences, however, until after the ninth annual banquet, so all put their shoulders to the wheel, and made a success of the affair. What the future of the club is to be will be determined at the next general meeting.

### FOR SPORT LOVERS.

The Sporting News is the name of the new, four-page paper just established in Schenectady, N. Y. H. F. Miller and William E. Blizard are the owners.

### "INTENSIVE" CIRCULATORS.

John H. Houlihan and T. F. Houlihan, of Binghamton, N. Y., are perhaps best known in the



J. H. HOULIHAN.

newspaper circulation field as "The Intensive Promoters." They have conducted many circulation building



T. F. HOULIHAN

campaigns for newspapers of the East, and from the results they

have achieved have come to be recognized as "top-notchers" in their special line.

At present the Messrs. Houlihan are engaged in the New England field and report that they are booked for the entire year by New England publishers. Part of their methods is the systematizing of circulation departments and a number of publishers have installed the "Intensive Carrier System" which they inaugurated during periods of contests.

The Messrs. Houlihan manage personally all their contests and in this way keep constantly in touch with developments that require their attention in each separate instance. Their system and method of organizing contestants is complete in every detail and they believe that the selection of prizes best suited for each particular territory means considerable to the success of the contest.

### ON ROAD TO RECOVERY.

"Roc" Sommel, who recently went from Harrisburg, Pa., to the Rochester (N. Y.) Herald, has been obliged to go to Tucson, Ariz., on account of lung trouble. It is said that his case is one of those taken in time, and that he will be able to return East again by June.

### ELECTION OF DIRECTORS.

At the annual meeting of the stockholders of the Logan (O.) Democrat Sentinel Company, V. C. Lowry, H. G. Hansel, Charles Beck, J. B. Dollison, F. P. Martin and Henry Hansel were elected directors.

### WILL PRINT HIS OWN NOW.

J. W. Sloan, publisher of the Tooele (Utah) Times and the Grantsville Reflex, has installed new equipment in his office which enables him now to print both of his papers himself.

### A UTAH INFANT.

The town of Kanab, Utah, has a new paper, the Kane County Independent, a four-column eight-page sheet published by the Independent Publishing Company. C. H. Townsend is the editor.



## CIRCULATION BUILDERS.

## INTENSIVE

JOHN H. HOULIHAN, Gen. Mgr.  
T. F. HOULIHAN, Sec. and Treas.

The Intensive Circulation Promoters, John H. Houlihan and T. F. Houlihan of Binghamton, N. Y., are engaged among the New England Publishers for the entire year 1912.

Mr. Publisher: If you are in line for a contest full of interest, enthusiasm and hustle, use the Intensive plan. The very best Circulation promoters failed in some New England towns, due to the fact of not using prizes best suited for the territory in which they circulate.

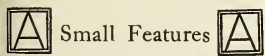
We stir the conservative New England people into action by these very same methods of conservatism. First of all the Intensive plan is HONEST. SECOND, Pleasing to the Contestant. THIRD, A pleasure to the Publisher from a successful increase in New Business obtained. Circulation building is an Art. Art is the love one liberates in his work.

What of the future for you and me. Shall it be Intensive? Can we make it mutually so?

Write or wire  
The Intensive Circulation Promoters,  
700 Securities Mutual Building,  
Binghamton, N. Y.

## Get To-Day's News To-Day "By UNITED PRESS"

General offices, World Bldg., NEW YORK.



Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmi," Rann's "Sidewalk Sketches," The Horoscope. Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

For EDUCATIONAL  
CONTESTS use the  
Tell-us Tellurian  
SOMETHING ORIGINAL

CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

For Washington Correspondence  
WRITE

AMERICAN  
TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

WE WANT YOU  
To see specimen proofs and matrices  
of our illustrated service. Mr. Editor.  
No cost or obligation. Wire or Write.  
THE  
CENTRAL PRESS, Ass'n.  
CLEVELAND.

## GOOD SIGNS.

The Sudbury (Can.) Semi-Weekly Star is now comfortably located in new and spacious offices. The Star has a complete plant, and Publisher Mason is getting out one of the best newspapers in the section.

BUILDING UP THE  
CIRCULATION.

The Phillipsburg (N. J.) Daily Press is conducting a trip contest with seven European tours and six trips to Bermuda as prizes. The Press possesses an up-to-date equipment and is a splendid newspaper for one only established since November last year. The contest is in charge of W. B. Prickett of the Keystone Circulation Company, Philadelphia.

The Nashville Tennessean and American is conducting a booklovers' contest, offering prizes valued at \$5,000. The usual methods in contests of this kind are being followed. The contestants solve from puzzle cartoons the names of popular books.

The Columbia (S. C.) State is offering ten-day trips to Niagara Falls as prizes for lay subscription solicitors. The securing of twenty-five new yearly prepaid subscribers for the Daily and Sunday State, or its equivalent, entitles the person to make the trip at the State's expense.

A voting contest is being conducted by the Phoenix (Ariz.) Gazette, and is reported to be arousing great interest among newspaper readers of the section. The first grand prize is a 1912 model automobile; others include diamonds, jewelry, traveling outfits, cameras, bank accounts, etc. Besides the automobile grand prize, there are trips of nearly a month to America's most prominent summer resorts, in which twenty-one winners will take part.

The Buffalo (N. Y.) Express has just closed a European trip contest, in which it reports that \$50,000 in cash were taken in and many thousands new subscriptions obtained. The eighteen most successful contestants will take a trip abroad at the expense of the Express. The contest was under the direction of the William L. Betts Circulation Company, New York.

The Boston Traveler has commenced a European trip contest which will continue to June 29. There will be prizes for the eighteen most successful candidates. The contest is being conducted by the William L. Betts Circulation Company, New York.

The E. H. Sebring China Company, of Sebring, O., is the maker of high grade pottery which is especially designed for circulation premium purposes, and it carries a big selection of dainty articles, practical shapes and spot-hitting ideas.

## GOING AHEAD IN ITHACA.

The Ithaca (N. Y.) Daily News has installed a new sixteen page Hoe rotary press. The News, which is published by the Forest City Printing Company is otherwise making many improvements in the paper and equipment, that it is expected, will tend to help make the next year one of the best in its history. Charles E. Westervelt is president and manager of the company.

## CIRCULATION BUILDERS.

MANAGING EDITORS,  
ATTENTION!

Lord Sholto  
DOUGLAS'

WEEKLY

Sporting Letter on  
Boxing and Base Ball is

MAKING A  
GREAT HIT!

As Lord Douglas is handling this letter direct, he is able to charge a low rate for this weekly letter, namely, \$5. Lord Sholto Douglas is a son of the late Marquis of Queensberry, founder of the Queensberry Rules. Write for sample Syndicate Letters. Address

LORD SHOLTO DOUGLAS

Care of Sporting Department,  
The Journal Chicago, Ill.

## WALKER'S APPOINTMENT.

John Brisben Walker, formerly owner and editor of the Cosmopolitan Magazine, and one of the best known literary men in this country, has been appointed by President Moore to be director of exploitation of the Panama-Pacific International Exposition in San Francisco.

Mr. Walker is known as the father of the low priced magazine, through his cutting the twenty-five cent price of the Cosmopolitan nearly in half during his ownership.

He erected at Tarrytown, N. Y., what was in its time the greatest magazine plant in the world. For the last four years he has been residing in Colorado, where he has extensive railroad and real estate interests.

## KENTUCKY PAPER SOLD.

The Berry (Ky.) Citizen has been sold by Ezra D. Sargent to Arthur Fogle and W. L. Morris. The new owners assumed control on the first of this month. The Citizen has been published by Mr. Sargent since 1909.

## POPULAR FOUNTAIN PEN FOR PRICE PREMIUMS INCREASE CIRCULATION

BECAUSE they're something everybody wants; and you can  
SECURE GOOD AGENTS by offering our pens as premiums.



GOLD PLATED FOUNTAIN PENS FROM TEN CENTS UP.  
SOLID GOLD FOUNTAIN PENS, Guaranteed from 30 cents up.

## DIAMOND POINT PEN CO.,

86-88 Fulton Street, NEW YORK.

Sample Pen upon request at any price you mention.

## CIRCULATION BUILDERS.

THE  
WILLSDEN  
PLAN

gets renewals—  
holds subscribers—  
makes collections—  
gets new subscribers—

It will pay you to investigate.  
Explain the situation—I have the remedy.

FOR TERMS WRITE

S. BLAKE WILLSDEN

CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.  
Expert Comment.—Best illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

## ADVERTISING PAYS.

We represent The CHICAGO  
TRIBUNE in Central Illinois.

NEWSPAPER AD BUREAU  
P. O. Box 267 Havana, Ill.

## TYPE PLANT BURNED.

The Boston quarters of the H. C. Hansen Type Foundry was wrecked by fire one day last week. The three upper floors of the five-story building were completely burned out and the stock on the lower floors badly damaged by water. The loss is estimated at about \$40,000.

## NEW OWNER IN CHICAGO.

J. W. Vanderberg has sold the Sheldon (Ia.) Mail to C. M. Stearns. Mr. Vanderberg has assumed the management of the property.

## PULITZER SCHOOL CURRICULUM.

OPENS ON SEPTEMBER 25  
—NO WOMEN FOR FIRST  
YEAR AT LEAST.

The Pulitzer School of Journalism of Columbia University will begin its career September 25 next with a complete program of study in all four years of the undergraduate work. The entrance requirements will be broad. Successful completion of the full course of study will qualify students for the degree of Bachelor of Literature. This means that students seeking admission to the upper classes of the school may begin work immediately.

Pending the completion of the building for the school, women can be admitted only for those courses which are open for graduate credit, but it has been arranged that until this occurs, in the fall of 1913, there will be courses at Barnard College covering the intermediate work. Unless something now unforeseen happens the school will be open after 1913 to both men and women. The present arrangement is that which obtains in all other schools at Columbia.

Degrees of bachelor of literature in the course of journalism will be granted to graduates of the new school, but provision has also been made for "non-matriculated" students who may specialize in some of the courses, getting credits that can later be applied toward a degree. Four years of standard high school work comprise the requirements for matriculated admission. Of the course itself the announcement says:

The curriculum for the Bachelor of Literature degree has two main objects in view—to give the students a sound general education, and to give specialized technical training which will fit them for begin-

## THE LEADING AFTERNOON DAILY OF CENTRAL OHIO IS THE COLUMBUS DISPATCH

IN MARCH, 1912, the circulation of THE DISPATCH was over twice that of any other Central Ohio evening newspaper.

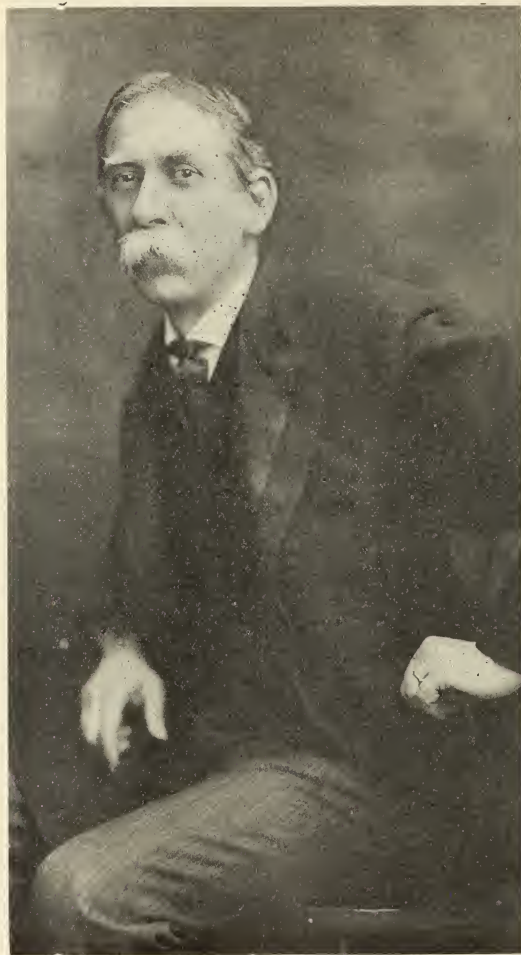
### 53,000 DAILY

IN MARCH, 1912, THE DISPATCH published 101,740 lines more paid advertising than any other March in its history.

J. P. MCKINNEY,

Eastern Foreign Advertising  
Representative.

334 Fifth Avenue NEW YORK.



DR. TALCOTT WILLIAMS,  
DIRECTOR OF THE PULITZER SCHOOL OF JOURNALISM.

ning the practice of their profession. For reasons of weight, a student will be allowed to draw up his own curriculum.

In a few years it is hoped that many specialized courses will be added, but it has been decided to make a beginning with the following typical curriculum, in which equivalent substitutions may be made from the courses now offered at Columbia University or to be established in the School of Journalism after the opening of the new building:

#### FIRST YEAR.

	Hours per week
Introductory Course in English.....	3
Newspaper French or German.....	3
Natural Science, General Course.....	3
Epochs of History.....	3
American Politics and Government....	3

Introduction to Philosophy; a Language, or a Science.....	3
	18

#### SECOND YEAR.

Journalism (A), a Practice Course in Writing.....	3
Economics, Introductory Course.....	3
General Survey of English Literature.....	3
General Survey of American Literature.....	2
Laboratory Course in Modern European History, Based on Current European Newspapers.....	4
American History, General Survey.....	3
	18

#### THIRD YEAR.

Journalism (B), a Continuation of Journalism (A).....	3
Newspaper Technic, Newsgathering and Preparation of Copy.....	3
Modern European Literature.....	3
Statistics, Government Reports, Etc. (first half year), Social and Industrial History (second half year)....	3

American Political Parties and Platforms.....	3
Special Lectures.....	1
	16

#### FOURTH YEAR.

History of Journalism.....	3
Newspaper Technic and Laboratory Work.....	7
Elements of Law, with Special Reference to the Law of Libel.....	3
Labor and Trust Problems.....	3
	16

It is intended in future years to provide for other advanced and specialized courses in municipal government, finance and banking, music, fine arts, literature, magazine work, religious, technical and scientific journalism and similar subjects.

Students who have time are strongly recommended to take the combined A. B. or B. Sc. and B. Lit. Such students will receive the degree of A. B. or B. Sc., after completing four years' academic work—two in the college and two in the school of journalism—and the degree of Bachelor of Literature, after five years' work—two in the college and three in the school. Students who have already taken a bachelor's degree at Columbia or another university, and have passed with credit through courses which will fit them for the final year's work, will be allowed to take the B. Lit. in one year, on the completion of such studies as may be necessary in the opinion of the director, subject to the approval of the administrative board.

All students will be expected to do their exercises in the professional courses on the typewriter, and in the new building facilities for this purpose will be afforded. In the courses on politics, economics and modern history, extensive use will be made of newspapers as courses of information, and newspaper reading will form an important part of the training in the French and German courses of the first year.

Every student will be required to show that he can read a French or German newspaper before receiving his degree, and in general this condition must be satisfied before he enters on the professional studies of the second year.

A more detailed announcement of the course is to be issued later in the year. It has been found necessary to close the rolls of the school as quickly as possible, as not more than seventy-five students can be taken care of. To receive so many there will have to be a good deal of fixing of schedules in other departments of the university in order that classrooms may be available. The tuition fees of the school will be \$180 a year.

The ten weeks' vacation between the third and fourth years must be spent, if possible, in actual newspaper work. Dr. Talcott Williams, director of the school, and Dr. J. W. Cunliffe, the associate director, hope to be able to place these advanced students in various newspaper offices east of the Mississippi, not more than two going to any one office, and as wide a distribution as possible being made. In this way six months of actual newspaper work will be given each student before graduation, the third and fourth years providing sixteen weeks of such work.



## BUSINESS OPPORTUNITIES.

## CONSOLIDATIONS.

This organization is especially well equipped to conduct negotiations tending to the consolidation of newspaper or magazine properties.

Situations requiring patience, diplomacy and a knowledge of values appeal to us strongly. These qualifications have been gained through our experience as brokers as well as through long years of ownership and operation of important publishing properties.

**HARWELL, CANNON & MCCARTHY,**  
Brokers in Newspaper and Magazine properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., N. Y. YORK.

## NEW OWNERS PROGRESSIVE.

Many improvements are planned for the Teague (Tex.) Daily Herald under its new ownership of J. P. Yantis and M. P. Daniel. Mr. Yantis, who for several years has been business manager, retains that position and Mr. Daniel, who has been the editorial head of the paper for the last five years, continues in that capacity.

Mr. Daniel formerly edited the Willis Progress and the Daytonite, of Dayton, Tex. Mr. Daniel is not connected with the Daytonite at present, as was recently stated. Mr. Yantis is a son of Colonel R. E. Yantis, editor of the Athens Daily Review since 1900, who is now a candidate for Congress from the state at large.

## FOR A TAFT PAPER.

Declaring that there are no newspapers in Riverside County (Cal.) that give President Taft proper recognition, the Taft Club of the city of Riverside is prepared to publish a daily newspaper from now until the Presidential preference primaries. The members say they have sufficient funds to carry out the project.

## BLADINE IN CONTROL.

L. E. Bladine has purchased the Cedar Falls (Ia.) Daily Record from J. W. Jarnigan. Mr. Bladine assumes the management of the property and succeeds Mr. Jarnigan as president of the Record Publishing Company.

## IN THE RING AGAIN.

The Millville (Cal.) Tidings is again appearing after a suspension of some time due to its home being destroyed by fire. O. W. Price is the proprietor.

## EL HERALDO IS NOT TO BE ISSUED AGAIN.

In reply to announcement made by government authorities that El Heraldo Mexicano, of Mexico City, suppressed by police several days ago, would be permitted to issue again, the publishers of that paper make the following announcement:

"We find it impossible to resume publication, as members of our force are under arrest, others still threatened with arrest, until our staff is alarmed and disorganized. Our advertisers are being menaced with boycott, our credit has been injured and as our paper was suppressed without regard to constitutional guarantees or legal procedure, we cannot consider even government permission to resume publication as protection against a repetition of the arbitrary act that has not only destroyed El Heraldo, but placed the entire business of the El Heraldo company in jeopardy."

## SWEDISH PAPER MOVES.

The Kansas City Tribune has moved from the Western Union Newspaper Building to 1411-1413 Wyandotte street, where it has every facility of its own for the publication of an "up-to-the-minute" Swedish newspaper in the mother tongue.

New life in more than one way is being infused into the paper. William A. Nelson is the publisher and Ira E. Seymour is manager. The editorial end is in charge of Ernest Wendblad.

## IOWA CIRCULATORS SHIFT.

Joseph P. O'Furey, formerly connected with various Ohio papers and for the past four and a half years circulation and contest manager of the Sioux City (Ia.) Daily News, has resigned to become the manager of the mail order department of the Davidson Brothers Co.'s department store in Sioux City. He will be succeeded by Hugh Monro.

## MOVES HIS QUARTERS.

J. A. Connaughton, publisher of the Linden (Wis.) Reporter, has discontinued that paper and moved to Mineral Point, where he will publish the Reporter for both that town and Linden.

## ADDS ANOTHER.

W. W. Haskell has purchased the St. Paul (Neb.) Republican. Mr. Haskell is also owner of the Ord Quiz of the same state.

## The Port of DULUTH

is the second largest on this continent—excelled only by New York—and the third largest in the world! Did you know that? More tonnage of iron and grain, of coal and tea and of manufactured products leaves the Port of Duluth each year than from Boston and Chicago COMBINED. And this fact gives you only ONE viewpoint on the inconceivable wealth of this El Dorado of Steel and Grain—Northern Minnesota!

YOU can tap this prosperous territory by using the advertising columns of ONE paper only—THE DULUTH HERALD, which goes directly into every worth-while home throughout its length and breadth.

YOU can use other papers if you want to—there are lots of them—but you don't NEED to. THE DULUTH HERALD thoroughly covers the field with its 27,000 daily circulation—each to a bona-fide READER.

## The DULUTH HERALD'S

*circulation has always been won on MERIT alone—not one premium in twenty-seven years!*

LA COSTE & MAXWELL,

PUBLISHERS' REPRESENTATIVES,  
NEW YORK, CHICAGO.

WM. F. HENRY,

ADVERTISING AND BUSINESS MANAGER,  
HOME OFFICE, DULUTH, MINN.

## GOING AHEAD IN MICHIGAN.

The Adrian (Mich.) Telegram, of which Stuart H. Perry is the publisher, has just closed a contract for the purchase of a new press of the latest design. It will be installed by July 1. The new machine is of the three-deck straightline type and will have a capacity of 24,000 papers per hour. Stereotyping equipment is also to be installed by the Telegram and altogether when everything is in working order Publisher Perry counts on having one of the most complete newspaper plants in his section of the state.

## WANTS VOTERS QUALIFIED.

Joseph O. Boehmer, editor of the Eagle Pass (Tex.) News-Guide, and a member of the Texas legislature, is fighting for a law exacting an educational qualification for voters in his state. He calls it "the white man's election law," but he is not fighting the negro so much as the Mexican, who votes often and in large numbers on the border, where Mr. Boehmer lives.

## CIRCULATORS CHARTERED.

The Rhode Island News Company has been granted a charter in Providence. The concern is capitalized at \$50,000, and the incorporators are Bertham Leavitt, Francis B. Sanford and Harry Gould. The company has been conducting a newspaper and periodical business in Providence for many years.

## PRINTERS' SUPPLIES.

**S**TANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.  
**ENGRAVERS**

**ARTISTS, ELECTROTYPERS**  
NEW YORK, CHICAGO, ST. LOUIS

Space Band Repairing..... 25c.  
New Space Bands..... 65c.  
"Deep Cut" Assembler Stars 80c.  
All work guaranteed to micrometer to one thousandth part of inch.

**INTERNATIONAL PUBLISHERS SUPPLY CO.,**  
117 John Street NEW YORK, U. S. A.

## PARTNERSHIP DISSOLVED.

The firm of Buck & Blake, publishers of the Scottsville (Mich.) Enterprise, has been dissolved. Joseph F. Buck has disposed of his interest to his partner, who assumes the entire control and management. Mr. Buck will go West in the endeavor to recover his health which has been failing for the last year. Mr. Blake has been associated with the Enterprise for the past fourteen years.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink Co. of New York City be your 4-cent inkmen.

## Jenney Press Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE

NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.

**SAFETY. RELIABILITY. ECONOMY.**

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:

56 N. Dearborn St., CHICAGO.

FACTORY:

ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

## Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

LORD & THOMAS, 290 Fifth avenue, New York.—The Cluette Truss Company, New York; mail order contracts to papers throughout the country.

Trude Building Chicago.—The Pennsylvania Lines; large contracts being made with Western papers.

DIRECT.—De Miraclo Company, Park avenue and 128th street, New York.—Rates and circulation statements being requested for a list now being made up.

H. H. WALKER, 200 Fifth avenue, New York.—The C. A. Edgerton Company, "President" Suspenders; this agency has just secured this account.

MAHIN, 125 Monroe street, Chicago.—The W. E. Long Company; Chicago; Western papers receiving orders.

SHUMWAY, 373 Washington street, Boston.—The Glastenbury Knitting Company; a list of news-

# THE NEW YORK WORLD

**Sells** (morning edition)

MORE copies than  
any other two papers  
**Print.**

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the  
**WASHINGTON  
TIMES**

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

papers throughout the country now  
in preparation.

HEDGE, 356 Fifth avenue, New York.—Lutyties Brothers, New York; orders being placed throughout the country on this company's wines and liquors.

The Bridgeport Wood Finishing Company, Still River, Conn., making some 1,000-line contracts with a small selected list.

SEAMAN, 34 West 33d street, New York.—"Oxo Bouillon Cubes"; orders being placed throughout the country.

The American Tobacco Company, 111 Fifth avenue, New York; orders being placed with a selected list of New England papers.

A. Wulff & Co., 30 Irving place, New York; orders being placed with a selected list of New England papers.

LLOYD, 25 West 42d street, New York.—"Plexo Cream"; orders going to newspapers in towns and cities where agents are located.

THOMPSON, 44 East 23d street, New York.—The Dr. H. Sanche Company, Detroit; orders being placed on this account throughout the country.

McCANN, 11 Broadway, New York.—The Standard Oil Company; placing stove copy with Southern papers. Other sections to be taken up later.

The East Ohio Gas Company, Cleveland, O.; placing orders with Cleveland papers for the present.

SEAMAN.—"Vellogen"; orders being placed throughout the country.

PRESBRY, 456 Fourth avenue, New York.—Hotel St. Regis; orders being placed throughout the country on a trade basis.

BEERS, Havana, Cuba.—Renewal advertising for Marjorie Hamilton, Denver, Colo., for ten inches sc in about eighteen of the principal

## ADVERTISING MEDIUMS.

When you buy space in  
THE  
**BUFFALO  
TIMES**

you get full value  
for your money.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bldg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURG district the DISPATCH reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

Spanish newspapers of Havana and the interior of Cuba.

JOHN S. MURRAY, 74 Cortlandt street, New York.—O. H. Jadin & Son, 63 Cortlandt street, New York, placing orders in various parts of the country on "Hooper's Satal Food."

MASSENGALE, Candler Building, Atlanta.—The Mathison Alkali Works, Saltville, Va.; placing advertising in Southern cities through the above agency.

METROPOLITAN, 6 Wall street, New York.—Potter, Choate & Prentice, bankers, 55 Wall street, New York; placing orders with large city papers.

MORSE, Dodd Mead Building, New York.—The Portland Maine Board of Trade; orders being placed with a small selected list of dailies.

TAYLOR — CRITCHFIELD, Brooks Building, Chicago.—The Firestone Tire & Rubber Company, Akron, O.; new contracts being made with a selected list of papers.

STERNBERG, 208 Fifth avenue, New York.—The Gotham Manufacturing Company, New York; placing orders with papers that have contracts.

SOLGER, 501 Fifth avenue, New York.—The London & Northwestern Railway, 287 Fifth avenue, New York; orders for twenty-five lines twelve times being placed with a few large city papers.

SHUMWAY, 372 Washington street, Boston.—Barnsdale Worsted; orders being placed with a list of Connecticut papers.

FULLER, 623 South Wabash avenue, Chicago.—The Valeska Surratt Eptol Beauty Cream Company; orders being placed with a large selected list.

The E. W. Rose Medicine Company, "Zemo," St. Louis; contracts

## ADVERTISING MEDIUMS.

THE  
**LOUISVILLE  
TIMES**

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

**49,622**

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO.  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS JOURNAL  
EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bldg., N. Y. Tribune Bldg., Chi.

for 4,000 lines being made with a selected list of Southern papers.

IRONMONGER, 20 Vesey street, New York.—The American Surety Company, 100 Broadway, New York; orders for 140 lines fifty-two times being placed with a small list of large city papers.

JOHNSON-DALLIS, Empire Building, Atlanta, Ga.—The Alabama-Georgia Syrup Company, Montgomery, Ala.; some 5,000-line contracts being made with a selected list of Southern papers.

SHERMAN & BRYAN, 79 Fifth avenue, New York.—Frankel Brothers, Clothing, New York; placing 100-inch orders with a selected list of Montana papers.

F. W. ARMSTRONG, North American Building, Philadelphia.—The Victor Talking Machine Company; special copy going to newspapers in cities where agents are located.

PUBLICITY BUREAU OF AMERICA, 141 Broadway, New York.—The Kline Car Company, Richmond, Va.; are planning a national campaign through the above agency.

It is rumored that a new daily paper will soon make its appearance at Brookings, S. D.

Advertisers who investigate the  
**MILWAUKEE**  
field always select the EVENING  
**WISCONSIN**

Lowest rate per thousand of any daily in Milwaukee.

## CIRCULATION:

Daily Average for **44,766**  
the year 1911  
A GAIN of 3000 copies per day over the year 1910.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg., People's Gas Bldg.,  
NEW YORK CHICAGO.



## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation Statement upon Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 3th Ave., N.Y.C. Boyce Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

## RICHMOND,

IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.  
NEW YORK. CHICAGO.

## STAFF CHANGES.

William B. Palmer, for two years associate editor of the Vallejo (Cal.) Times, has been appointed editor of that paper, succeeding F. R. Starke.

Frank P. Anderson, until recently with the San Francisco Examiner, is now editor of the Eureka (Cal.) Times. Frank L. McKinney, for many years engaged in newspaper work in San Francisco, has also joined the Times' staff.

Earl D. Robinson has succeeded Charles A. Walker as publisher of the White (S. D.) Leader.

Frank C. Emery, telegraph editor of the New Haven (Conn.) Palladium until that paper went out of existence some months ago, is now assistant city editor of the Albany (N. Y.) Argus.

W. A. Jones, for four years editor of the Allentown (N. C.) Chronicle, is no longer connected with that paper.

Edith Scofield has been made local editor of the Parlier (Cal.) Progress.

Albert L. Clarke, who covered the

VALUABLE TO READERS,  
TO ADVERTISERS.

BECAUSE it is the ONLY independent paper in a strongly Progressive and Insurgent territory; because it is first in the hearts of its readers; because it is GROWING rapidly and surely.

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"  
Circulation 46,347

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
50 N. BAYLOR, Chicago, J. P. ANTWERP.

## ADVERTISING MEDIUMS.

# THE PITTSBURGH PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives:  
J. A. KELVIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The

## PLAIN DEALER

is leading newspaper. The average circulation of the Plain Dealer for the month of March, 1912, was as follows:

Daily, 99,244. Sunday, 131,013

J. C. WILBERDING, Representative.  
111 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

sports for several years on the San Francisco Examiner, is now doing service on the copy desk of that paper.

Thomas Ramage, formerly hotel reporter on the San Francisco Chronicle, has joined the staff of the Idaho Statesman.

Harry A. McDonald, until recently with the Salt Lake Herald, is now on charge of the financial page of the San Francisco Post.

Kenneth Campbell, formerly with the Sacramento Star, is now a member of the city desk staff of the San Francisco Daily News.

Jack Drum, formerly with the Oakland (Cal.) Tribune, is a new addition to the photographers' staff of the San Francisco Examiner. He succeeds Walter Mather.

Fred J. Bell has been appointed editor of the Bakersfield (Cal.) Union Labor Journal.

F. R. Stewart is the new manager of the Gayville (S. D.) Observer.

Clara Farnsworth of the San Francisco Call has returned to politics and general assignments after short stint on the Federal Court beat.

Herbert A. French, formerly news editor of the San Francisco Call, has been appointed purchasing agent for the state board of engineering.

Charles W. Miles, a former member of the London (England) Daily Graphic staff, is a new member of the city staff of the San Francisco Examiner.

Harry M. Williams, for fifteen years managing editor of the Fort Wayne (Ind.) Sentinel, has resigned. His successor is Harry L.

## ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST PAID CIRCULATION in the U. S.

1911 AVERAGES  
Daily 184,514. Sunday 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,811 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well-to-do people of Boston and New England.

## The New Orleans ITEM

has more

week day circulation in the City of New Orleans than the Times - Democrat and Picayune COMBINED.

Askew, for many years city editor of the paper.

C. E. Lamberton, late of the Newark (N. J.) Evening Star, has taken charge of the classified advertising of the New York Times.

Horner McKee has been made advertising manager of the Henderson Moore Sales Company, Indianapolis, succeeding Lucius S. French. H. C. Bradford has charge of the newspaper advertising of this firm.

Walter G. Bryan is now connected with the Chicago Tribune. He was at one time advertising manager of the Kansas City Journal.

Miss Amy W. Armstrong is a new addition to the staff of the St. Louis Globe-Democrat.

S. J. Richardson and Robert E. Floyd are again connected with the circulation department of the New York Tribune.

Russell C. Lewis, late of the New York Herald, is now on the copy desk of the New York World.

NEW OWNERS BUY PLANT

The Saratoga Lake (N. Y.) News is now published by H. P. McDermott and E. C. Kravitz. The new owners have installed a complete plant and are enabled to print the paper themselves.

NEWCOMER IN OHIO

The Findlay Bomber is the name of a new publication in Findlay, O. The papers are printed from the plant of the Findlay Call, a Saturday newspaper now suspended.

DAILY ON TRIAL

The Alliance (Nash.) Herald will print a daily one month on a trial and if it pans out satisfactorily the publication will be made permanent. John W. Thomas is editor of the Herald.

## ADVERTISING AGENCIES.

# J. WALTER THOMPSON COMPANY.

The experience of thirty - eight successful years demonstrates to those who trust their



## ADVERTISING

of us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-50 East 53d Street, NEW YORK CHICAGO BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Birmingham, Ala., NEWARK  
Tribune, N. J., CHICAGO  
Chemical Bldg., ST. LOUIS



## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

## BURRELLE

45 Lafayette Street, New York City

Established a Quarter of a Century.

AD MAN LEAVES FIELD.

Clyde S. Moss, for the past year advertising manager of the El Paso (Tex.) Times, has gone into the special edition field and is now engaged with the San Antonio Express. A. E. Koehler has succeeded him on the Times.

HAS OWN PLANT.

The Lake Placid News is now located in its new quarters. Daniel Winters, publisher of the News, has purchased the complete printing outfit of the Lake Placid Club and now has one of the finest mechanical plants in the section.

THE PUBLISHER (Cal.) Independent

has changed hands. It will be operated under a lease by W. T. Frederick of Tracy.

THE

## NEW YORK MAIL

EVENING

regards the advertising it

prints as real news of

interest to all the com-

munity, and makes up its

pages accordingly.

203 Broadway, NEW YORK

## ADVERTISING MEDIUMS.

THE

NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

BALTIMORE AD CLUB OPENS  
NEW QUARTERS.

The Advertising Club of Baltimore moved into its new quarters at the Hotel Emerson last Wednesday. More than 200 members were present at the opening ceremonies, and interesting addresses were delivered by O. E. Hershey of Baltimore and Ernest Suffern of New York.

A real novelty was introduced at this luncheon in the form of a miniature railroad train, an exact replica of the "On-to-Dallas special" which will take the Baltimoreans to the Dallas convention in May. The membership of the Baltimore Club exceeds 400 and new members are coming in at the rate of fifty a week.

## EDITORS' HOME PLAN.

At the annual meeting of the Oklahoma Press Association to be held at Muskogee May 24 and 25 one of the principal topics will be the plans for the establishment of an editor's home at Medicine Park in the Wichita Mountains, near Lawson.

## OTHER CLUB NOTES.

The annual meeting of the New Jersey Women's Press Club took place last week in Newark. The election 1912-13 was held and resulted as follows: President, Mrs.

"One paper in the home is worth a thousand on the highway." —Quotation.

THE

NEW YORK  
TRIBUNE

the paper that goes to the home —Application

## ADVERTISING MEDIUMS.

THE

CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

The New York  
Morgen - Journal

THE LARGEST GERMAN DAILY  
AND SUNDAY CIRCULATION  
IN THE UNITED STATES.

A statement which no  
other paper will contest.  
18 Spruce Street, NEW YORK.

F. V. Trapwell, vice-president, Mrs. L. H. Hardy and Miss Amanda A. Douglas; corresponding secretary, Miss Ethel Rosemont; recording secretary, Mrs. Arthur H. Voughton; treasurer, Maud Butler.

The members of the Houston (Tex.) Ad Craft Club at their last weekly meeting discussed at some length the value of illustrations in advertisements and the effectiveness of ads couched in plain and in flowery language. The members were entertained with a musical program rendered by the Knickerbocker Quartette.

Minneapolis advertising men have organized a club with these officers: President, W. B. Morris; vice-presidents, Allen D. Albert and Mac Martin; secretary, H. M. Barnes; treasurer, John L. Priestman.

The Southwest Texas Press and Commercial Association will meet on April 25 at Carrizo Springs, Tex. Joseph O. Bochner, editor of the Eagle Pass News-Guide, was the founder of this organization and is to be one of the principal speakers. J. C. Yates of Alpine is president.

The members of the Lincoln (Neb.) Ad Club gave their annual minstrel show on Monday and Tuesday of this week at the Oliver Theater. The annual banquet of the club was held at the Lincoln Hotel on Wednesday evening.

The annual minstrel show of the Chicago Advertising Association was given last week at the Whitney Opera House.

Members of the Des Moines Press club entertained the Des Moines baseball squad at a reception Tuesday evening.

The club will hold a banquet for the manufacturers of the state April 19 at the Hotel Randolph, where the sole subject for discussion will be "Why Should Not Iowa

## ADVERTISING MEDIUMS.

THE

BOSTON  
POST

MARCH, 1912. AVERAGES

The Daily Post 371,871

The Sunday Post 325,403

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL  
IS THE ONLY MORNING AND SUNDAY  
PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Boyce Building,  
NEW YORK. CHICAGO.

Made Goods be Consumed or Used in Iowa." W. W. Marsh of Waterloo, owner of the Waterloo Times-Tribune, will be the principal speaker on the toast program. E. L. Winters, advertising manager of Chase & West's department store, spoke before the regular meeting of Des Moines Admen's Club April 16, on "Furniture Advertising."

The executive committee of the Indiana Democratic Editorial Association at its meeting in Indianapolis decided that the annual meeting of the association will be held at Fort Wayne June 6, 7 and 8. During their sojourn the members will be entertained by Senator Stephen B. Fleming at the Fort Wayne Commercial Club.

Within a few weeks the Elizabeth (N. J.) Press Club will be incorporated. This was decided upon at the April meeting last Saturday. Action will be taken immediately toward securing fire badges for the newspaper men of the town. W. Dean Smith, Allison Stevens and John J. Hall were appointed a committee to revise the constitution and by-laws of the club.

The Ad Club of Columbia, S. C., gave a dinner last week to initiate twenty-one new members. George H. Ellis, president; James G. Holmes, E. N. Joyner, H. F. Eldridge, Tom G. Graham, F. S. Terry and S. B. McMaster were among those who made addresses.

The first annual spring convention of the Utah Newspaper Association will be held in Salt Lake City on May 1. Sessions will be held at the University of Utah and at the Commercial Club.

The formal opening of the rooms of the new Baltimore Press Club last week drew a large gathering of newspaper men and guests. A musical concert marked the opening ceremonies.

## ADVERTISING MEDIUMS.

THE BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation for 1911 - - - 94,724

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

LESLEIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
News Scimitar  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in  
the Mississippi Valley South of St. Louis.  
The largest and oldest afternoon news-  
paper in 700 miles of this great valley.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

## WEEKLY TO GRADUATE.

It is said that the Oxnard (Cal.) Review will shortly become a daily paper. The Review was recently purchased by H. F. Cumfort, formerly of the Oxnard Daily News. It is probable that Mr. Cumfort will make the paper a morning publication.


## A NEVADA MERGER.

The Lovelock (Nev.) Review Miner and the Tribune have been consolidated. The combination will be issued as a weekly and edited by John Case, heretofore editor of the Review Miner.

## NOW HAS ONE OWNER.

The South Richmond (Va.) Weekly Bee, recently acquired by the firm of Bethel & Lutz, is now the sole property of Earle E. Lutz. Mr. Bethel retires from the firm and Mr. Lutz will continue the paper himself.

THE HOLY BIBLE  
and the "SUNPAPER"  
are read daily in thousands of the  
best Maryland homes. Both are  
part of the daily lives of the best  
people in the community.

THE  SUN  
OF BALTIMORE  
HAS A CIRCULATION OF  
116,000 NET PAID

W. S. BIRD,  
1 Madison Ave.,  
NEW YORK.  
GUY S. OSBORN,  
Tribune Building,  
CHICAGO.



## ADVERTISING MEDIUMS.

There is one simple and accurate kind of circulation statement — **NET SOLD** describes it. No returns, excluding exchanges, samples, advertisers' and employees' copies. Everything not paid for deducted. That is the only kind of statement made by the

CHICAGO  
RECORD - HERALD

New York Office, 710 Times Building.

To reach the Italian homes of Greater New York and throughout the United States use

# The ITALIAN EVENING BULLETIN

having a daily circulation of over 50,000 copies, sworn to, and attested by the Association of American Advertisers.

## LAWYER STARTS SUIT.

Alfred Nippert, a Cincinnati lawyer, has filed suit against the Italian Newspaper Publishing Company, which publishes the paper *Il Corriere Dell' Ohio*, asking \$10,000 damages. The suit charges that libelous statements were printed after Nippert had been successful in a suit by a contractor against the company. He says a retraction was refused.

## IN THE INSURANCE FIELD.

The Blair (Neb.) Tribune, founded and for a number of years published by W. R. Williams, has been sold to William Strode and J. W. Henderson. Mr. Williams is now giving his time to life insurance interests.

"Confidence in anything is not created in a night—it grows."

The growth of the Pittsburgh merchants' confidence in **THE POST** is best demonstrated by its gain in local advertising for the first three months of 1912:

**110,012 agate lines**  
THE  
**PITTSBURGH POST**

JOHN BUDD COMPANY, Special Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

## ADVERTISING MEDIUMS.

The Sixth City is very ably represented by the stalwart

CLEVELAND  
LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE GROWING  
PAPER OF  
IS THE **BOSTON  
TRAVELER**

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative.  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

## NEW REFORM PAPER.

With Albert Sidney Gregg as editor, the first number of the American Searchlight, a reform publication, has just appeared in Cleveland. It will be published monthly by the American Civic Reform Union.

The union was organized at a meeting of the Ohio Civic Congress at Canton in November, 1910. About 10,000 people are contributors to it. The union plans to accomplish reforms by meetings and addresses at conventions and to uncover cases of municipal graft.

## TO BUILD IN NEW HAVEN.

The New Haven (Conn.) Journal-Courier has bought the property for years occupied by the famous Yale resort known as Mory's, at Center and Temple streets. The publishers will erect a large office building, which will serve as a home for the newspaper as well as the big business interests of the city.

## HITCHCOCK TO BUILD.

The Omaha World-Herald has just closed a deal for a large plot of ground and will begin the erection of a new home this year. The World-Herald is owned by United States Senator Gilbert M. Hitchcock.

## BLACK HAS NEW PAPER.

The Huntington (Pa.) New Era Publishing Company, owner of the daily paper the New Era and the semi-weekly New Era-Journal, has changed control. The new owner is Henry V. Black, formerly editor and proprietor of the Chambersburg Public Opinion. The policies of the New Era will continue to be independent Republican.

## FOR BETTER PRINTING.

Will M. Hyde, publisher of the Port Washington (N. Y.) News, has installed several new pieces of machinery in his mechanical plant.

## ADVERTISING AGENCIES.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## ADVERTISING MEDIUM.

## GOLD

represents the commercial standard of nations. The COSMOPOLITAN represents the standard of magazines.

## MAN MISSING.

A countrywide effort is being made by the police to locate George E. Capell, a New York newspaper man, who disappeared on April 1. Capell and his wife were visiting in San Francisco when he disappeared. When last seen, he was dressed in a dark brown suit. He is described as being 5 feet 11 inches tall and the tip of the little finger on his left hand is missing.

Mrs. Capell says he had considerable money in his possession at the time of his disappearance.

## PAPER FOR REPUBLICANS.

For the purpose of advancing the cause of the Republican party, a new weekly newspaper has been launched at Muncie, Ind. It takes the title of the Republican and succeeds the Observer, which recently discontinued. James S. Rickards, former superintendent of the schools at Eaton and editor of the Eaton Gas Light, is the editor of the Republican.

## NEW SCHOOL PAPER.

Students of the High School at Alhambra, Cal., have decided to publish a school paper which probably will be issued quarterly. It is to represent the four classes, and the first number will appear in the form of a manual before the end of the present term.

## WALKING TO CHICAGO.

Under the auspices of the New York Globe and the Chicago Daily News, Mrs. David Beach of New York is attempting to walk from New York to Chicago. Mrs. Beach, who is a vegetarian, has been living for some time past on uncooked foods and her plan is to demonstrate the value of raw diet. She is

## ADVERTISING MEDIUMS.

ROCKINGHAM  
DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 per day. 7c per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

## IN MEXICO CITY

the advertiser only has to use the

## MEXICAN HERALD

(Only English Newspaper)

THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

## LARGEST CIRCULATION.

There are in BALTIMORE 100,000 homes

## AMERICAN and STAR

is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES, CHICAGO.  
MARQUETTE BUILDING, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

Grand Rapids  
Evening Press

THE LEADING DAILY PAPER

In Western Michigan.

DAILY Circulation, 50,000

Foreign Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago.

San Francisco  
HONEST  
FEARLESS  
CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
MARQUETTE BUILDING, CHICAGO.

accompanied by Jerome B. Beatty as representative of the Globe and the News.

*Gain of*  
**49 Per Cent**

The Sunday edition of The New York Times in March published 303,317 lines of advertisements, compared with 203,982 lines in March, 1911, a gain of 99,335 lines.

The city sale of the Sunday Edition of The Times exceeds the combined city sales of three other New York Sunday newspapers.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE  
**CHRISTIAN  
SCIENCE  
MONITOR**

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly, the most closely read  
newspaper published.

For advertising rates address  
**CHRISTIAN SCIENCE MONITOR,**  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

THE

**DEMOCRAT**  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

The **JOHN BUDD CO.,** Representative  
New York. Chicago. St. Louis

PAPER COMPANY'S SALES  
DEPARTMENT MOVES.

The Belgo-Canadian Pulp &  
Paper Company after April 27 will  
have its sales department at the  
home office—Shawinigan Falls,  
Quebec, Can. This department is at  
present located in the St. Nicholas  
Building, Montreal, and is in charge  
of A. G. Campion.

ANOTHER FOR GOLDFIELD.

Goldfield, Nev., is to have another  
newspaper, articles of incorporation  
having been filed by the Goldfield  
Printing and Publishing Company  
for that purpose. The capital stock  
is \$10,000. It is stated that the com-  
pany will begin the publication of its  
weekly newspaper at once. Boyd  
Moore will be editor and Harry  
Moon business manager.

MARYLAND MERGER.

The Journal, of Cambridge, Md.,  
has consolidated with the Standard,  
which will be issued under an en-  
larged form—seven columns eight  
pages. A. S. Marine is the owner  
of the combination.

MAIL ORDER DAILY.

Chicago mail order houses are re-  
ported to be planning to establish a  
free daily paper at Laporte, Ind., to  
advertise their interests.

Largest proved high-class  
evening circulation.

The

**NEW YORK  
GLOBE**

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
**POST**

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER  
Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

WILL "ROOT" FOR WILSON.

It is the plan of A. D. Howard,  
who is about to establish the Engle-  
wood (N. J.) Star, to make his new  
paper a staunch Democratic pub-  
lication, advocating the nomination  
of Woodrow Wilson as the Demo-  
cratic candidate for the Presidency.  
The Star will begin life as a weekly  
and Mr. Howard states the pros-  
pects for its success are very bright.  
It will be represented in the foreign  
advertising field by the American  
Press Association.

STUDENT EDITORS ELECT.

The 1912-13 board of editors of  
the Crescent, the official publication  
of the students of the New Haven  
High School, has been elected. John  
Tracey is editor-in-chief and his as-  
sociates are Walter Day, Robert  
Whitely, Howard Newton and  
Selden Seabury. George Dennison  
is business manager and Roger All-  
ing his assistant.

GOOD TIMES AHEAD.

The San Diego (Cal.) Sun has  
just purchased the lot adjoining its  
present building at the cost of \$10-  
000, and will erect an extensive ad-  
dition to its home. The Sun has re-  
cently enlarged its composing room  
equipment by the addition of a new  
linotype, which gives it a battery of  
six of these machines.

SOON TO BE A DAILY.

The Wausau (Wis.) Sun, now  
issued as a weekly, is shortly to  
graduate into the daily class. Ed-  
ward T. Fitzgerald, formerly of  
the Wausau Record-Herald, is now  
the editor of the Sun and will have  
charge of the new daily edition.

FOR NEW KANSAS PAPER.

In the near future Geuda Springs,  
Kan., is to have a newspaper. It  
will be called the Code and issued  
by a syndicate in which Richard  
Richards, a local man, and R. L.  
Roberts of Kansas City are the  
prime movers.

## ADVERTISING MEDIUMS.

"As Much as the Times"

The advertising patronage of the  
**SEATTLE TIMES**  
DAILY AND SUNDAY

for ten months of 1911 shows a con-  
tinuance of the lead held by this paper in  
the Pacific Northwest field. For ten  
months of 1911 the Times carried Paid  
Advertising to the amount of 622,230  
inches, or 8,712,620 lines, being an av-  
erage of 62,233 inches, or 871,262 lines, per  
month.

This is an excess in favor of the Times  
over its nearest competitor of 148,192  
inches, or 2,074,688 lines, being an av-  
erage access for each month of 14,819  
inches, or 207,468 lines.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

THE  
**MILWAUKEE  
NEWS** has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

IDAHO PAPER SOLD.

The Nampa (Ida.) Record has  
been purchased by the Inter-Moun-  
tain Farmer Corporation, of Boise,  
and will in future be published un-  
der the editorial management of A.  
H. Allen. M. D. Polk has been ap-  
pointed to the position of local ed-  
itor. L. D. Felsheim, for several  
years past editor of the Record, has  
moved to Boise to become connect-  
ed with the Inter-Mountain Farmer  
Company's general offices.

SELLS ITS PLANT.

The plant of the Overt (Miss.)  
Observer Publishing Company has  
been sold to J. C. Landrum and A.  
P. Ridgeway. They will conduct the  
business under the firm name of the  
Acme Printing Company. The Ob-  
server will continue to be edited and  
managed by S. C. Donegan, but the  
printing will be done by the Acme  
Company under contract.

LA FOLLETTE TO SELL?

Negotiations are said to be in  
progress for the transfer of La Fol-  
lette's Magazine, at Madison, Wis.,  
to the owners of the Madison State  
Journal, of which Richard Lloyd-Jones  
is the head. La Follette's  
Magazine was started about four  
years ago by Senator Robert M.  
La Follette as a personal organ.

TWENTY-FOUR YEARS OLD.

The twenty-fourth anniversary of  
the founding of the Employees' Relief  
Association of the Union News  
Company, Wilmington, Del., was  
celebrated last week. Following the  
annual meeting a banquet was  
served.

NEW PRESS IN 'FRISCO.

The San Francisco Daily News  
has placed an order with R. Hoe &  
Company, New York, for a new  
perfected press with stereotype  
equipment. The News has just  
completed the installation of a  
new four deck Mergenthaler lino-  
type.

## ADVERTISING MEDIUMS.

**THE BOSTON  
AMERICAN**

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
**Over 400,000**

**THE PEORIA  
JOURNAL**

is the only newspaper in Peoria which  
opens its books to the A. A. A.

**THE LARGEST CIRCULATION.  
NET PAID**

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

PASTOR MAKING GOOD AS  
NEWSPAPER EDITOR.

Evangelists sometimes convert  
themselves into editors, and preach-  
ers into publishers; with a news-  
paper as a ventilator of truth and  
opinion they are still not entirely  
debarred from evangelizing and  
preaching, even if it be a secular  
newspaper.

A few years ago the Rev. G. E.  
Richter was the earnest and efficient  
pastor of the Hamilton Avenue  
Methodist Protestant Church, in  
Paterson, N. J. Under his pastore-  
his charge became an "institu-  
tional church" doing a practical  
work among a population that  
possibly requires that first and spiritual  
treatment afterward. Now Mr.  
Richter is editor and publisher of  
the New Canaan (Conn.) Messen-  
ger, a creditable example of a coun-  
try newspaper. Established in 1868  
as the New Canaan Era it suc-  
ceeded in 1877 to the title the Mes-  
senger. Former Pastor Richter's  
journal looks prosperous. The  
Messenger flies a flag bearing this  
modest boast: "Over forty years  
of honorable and successful effort  
toward a town's welfare and pros-  
perity." The Messenger is not dry  
reading, though New Canaan is a  
no-license town.

To MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.

**FRANK  
PRESBREY  
COMPANY**

456 Fourth Avenue, NEW YORK.



## ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## ENGLISH NOVELIST TELLS OF AMERICAN INTERVIEWERS.

SOME SPECIES OF JOURNALISTIC FAMILY HE MET ON VISIT

TO THE UNITED STATES.

Arnold Bennett, the English novelist who has just returned home from a visit to the United States, is at present entertaining his reading public by holding up the average American interviewer for inspection. He grasps this mysterious journalistic microbe between his thumb and forefinger, throws the burning glass of publicity upon him and asks his readers to watch the specimen squirm.

During his visit to this country Mr. Bennett was interviewed by many varieties of newspaper reporters. His experience began on shipboard. "I had been hearing all my life about the sublime American institution of the interview," he says in a recent number of Harper's Magazine. "I had been warned. But suddenly, here I was up against it."

Mr. Bennett's first experience, however, was not so bad as it might have been. He found that although

## ADVERTISING MEDIUMS.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

42,200 CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

THE

## Indianapolis Sun

daily and Sunday actual 43,601  
the average circulation in Dec.

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

the men had the "better qualities of American dentists, they knew precisely what they wanted and how to get it."

The second experience was not so pleasing. The next brand of interviewer was "usually very young, and as often a girl as a youth." To quote further: "He or she cheerfully introduces himself or herself with a hint that of course it is an awful bore to be interviewed, but he or she has a job to do and he or she must be allowed to do it."

"Now, this sort of interviewer too often prefaces the operation itself with the remark that he really doesn't know what question to ask you. (Too often I have been tempted to say: 'Why not ask me to write the interview for you? It will save you trouble.') Having made this remark, the interviewer usually proceeds to give a sketch of her own career, together with a conspectus of her opinions on everything, a reference to her importance in the interviewing world, and some glimpse of the amount of her earnings. This achieved, she breaks off breathless and reproaches you: 'But, my dear man, you aren't saying anything at all. You really must say something.' ('My dear man' is the favorite form of address of this sort of interviewer when she happens to be a girl.) Too often I have been tempted to reply: 'Cleopatra or Helen, which of us is being interviewed?' When she has given you a chance to talk, this sort of interviewer listens, helps, corrects, advises, but never makes a note.

"The next morning," says Mr. Bennett, "We find the anticipated result."

"The average newspaper gathers that an extremely brilliant young man or woman has held converse with a very commonplace stranger, who, being confused in his or her presence, committed a number of absurdities which offered a strong and painful contrast to the cleverness and wisdom of the brilliant youth. This result apparently satisfies the average newspaper reader, but it does not satisfy the expert."

## ADVERTISING MEDIUMS.

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

Let us know what you have to advertise. We will tell you if there is a market for you in Cuba. If "Yes" we will accept your advertisement for the

## HAVANA POST

Cuba's only English Daily, and if "no" we will refuse it. We accept no advertisement unless we know it will pay the advertiser. All inquiries cheerfully answered.

GEORGE M. BRADT, Publisher.

Published Every Day in the Year.

## A PHILIPPINE EDITOR'S TRIALS.

When a man has to set up type in language of which he understands nothing he is up against a hard proposition. He necessarily works slowly, painfully and unprecisely. The result of his labor is often a thing of beauty and a joy forever. When the proofreader gets through with it the appearance is very similar to the record of the seismograph of an earthquake of horizontal and vertical components. When the alleged corrected sheet comes back—well, when it comes back several times, the proofreader realizes he is up against a hard proposition. He cannot keep sending it back if the paper is to come out in the same calendar month. So all the typographical errors which will appear in the Press are not to the oversight of the management. At the same time we find it very convenient to have a goal. This is of no great interest to the public, as news. We are not even sure that it is news. Nevertheless, the public may forget it if not reminded from time to time; hence these few words.—Iloilo (P. I.) Press.

## ADVERTISING MEDIUMS.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
202 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

## The News League of Ohio.

## THE DAYTON NEWS SPRINGFIELD NEWS

Reach 75 per cent of the homes of these cities on paid subscriptions, and our Circulation Records and Cash Books are open for your inspection.

Principal Office, DAYTON, OHIO.

## REPUBLICAN PAPER CAME OUT FOR WILSON.

Perhaps the Dighton Herald, a Republican sheet, published in a Kansas town of 244 inhabitants will have been the means of electing Woodrow Wilson President. One week recently there was a big snow-storm throughout the middle West. On Thursday, the day the Herald goes to press, Dighton people sat up and rubbed their eyes to see a portrait of Governor Wilson and a number of "Wilson" "write-ups," short and long, adorning the paper.

On the editorial page was the following explanation:

"Elsewhere in this issue will be found some 'plate' matter boasting Governor Woodrow Wilson for the Democratic Presidential nomination. We are running this matter, not because of any particular interest in the contest (although we believe Governor Wilson the strongest man the Democrats can nominate), but because the snow blockade prevented our hearing from any of our correspondents, and that was all the plate we happened to have on hand."

The Wakefield (Va.) Enterprise, published by Mr. T. L. Moore, has enlarged.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB  
by Linotype Machines with exclusive use of  
MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER

Trade Mark  
M &  
E  
Registered

## REAL ESTATE REVIEW THE NEW YORK TIMES

Sunday, April 28

Information for home-seekers, real estate buyers, brokers, and others interested in real estate. Metropolitan activities, growth of real estate securities, interviews with prominent real estate men, new methods of construction, and details of new home centers in the vicinity of New York.

*Room 151*  
*Waldorf-Astoria*

is on the same floor as the Astor Gallery, where the Conventions meet:

During this A. P. and A. N. P. A. week it will have—or should have—a real, vital interest for every newspaper publisher who thinks that *better quality* and *lower cost* are items worth considering.

In this room will be conducted a continuous demonstration of the versatility, flexibility, speed, and efficiency of

*The Monotype*

as a part of the equipment of a modern newspaper.

*The*  
*MONOTYPES*

exhibited in Room 151 will be under the charge of operators borrowed from the composing rooms of several well-known newspapers.

They will put the machine, and the system of composition it stands for, to any practical test that may be suggested.

Exhibits of Monotype product in newspaper advertising and news pages will prove another feature of interest to practical men who wish to keep in touch with present-day tendencies in composing-room methods.

*Lanston Monotype Machine Co.*  
*Philadelphia*

MILLER & RICHARD,  
CANADIAN REPRESENTATIVES,

TORONTO AND WINNIPEG.



# THE PROGRAM FOR THE A.N.P.A. CONVENTION.

## NUMEROUS VITAL PROBLEMS TO RECEIVE ATTENTION OF MEMBERS. AT THREE DAYS' MEETINGS.

No doubt of most interest to the general publishing field in the newspaper men's activities of next week will be the meeting of the members of the American Newspaper Publishers' Association. The principal topics of discussion as usual are those chiefly concerning the newspapers and their dealings with readers, advertising and labor. What action the big publishers of the country take on these problems is not only of wide interest to the newspaper and allied trades of this country, but is followed minutely by the publishers of every clime in the world. For whatever journalism does in the world the publishers of the entire world consider they must be in touch with for their own interests.

There are now 343 newspapers of the United States, Canada and Mexico represented in the A. N. P. A. They work in co-operation with the other as far as possible and through the great annual meetings each hears of suggestions, experiments and achievements of the others and are enabled to shape their courses thereby. The membership at present is an increase of thirty-eight in the past year.

It is not considered likely that there will be any change in the administration this year. President Bruce Haldeman of the Louisville Times and Courier-Journal has only served one term and his handling of the executive reins seems to have proven highly satisfactory to the members. Besides President Haldeman, the officers are: Vice-president, Herbert L. Bridgman of the Brooklyn Standard-Union; secretary, Elbert H. Baker, the Cleveland Plain Dealer; treasurer, William J. Pattison, and assistant secretary and manager, Lincoln B. Palmer.

Of the seven members of the board of directors, the terms of four expire this year. Those whose terms are up are: Hilton U. Brown of the Indianapolis News; Conde Hamlin, the New York Tribune; Frank P. Glass, the Montgomery Advertiser; and Charles W. Knapp, the St. Louis Republic. The hold-over members of the board are Charles H. Taylor, Jr., Boston Globe; John B. Townsend, Philadelphia Press; and Charles W. Hornick, the San Francisco Call.

There are no definite terms for the chairman of the postal, paper or labor committees. The respective heads of these bodies are Don C. Seitz of the New York World, John Norris and Henry N. Kellogg.

The principal topics probably will include problems touching on labor, news print paper efficiency and co-operative insurance.

The topics committee, of which Charles W. Hornick of the San Francisco Call is chairman, has

been working on the program for several months. Every matter taken up will have been suggested by a member of the association or have important bearing on some problem that the publishers have faced since their last meeting.

### LABOR PROBLEMS

There is expected to be much said on the labor situation when the report of Commissioner Henry N. Kellogg is read. The commission has had a very busy year and has been responsible for the signing of many new contracts between publishers and the International Typographical Union, the Stereotypers Union, the Printing Pressmen's Union, the Photo-Engravers' Union and other labor bodies having to deal with the publishers.

The National Arbitration agreements between several of these organizations and the A. N. P. A. expire on May 1, and some of them are yet unsigned.

Generally speaking, the year was a good one for labor employed by newspapers. Many new scales at an advance were made and the trade is in a flourishing condition so far as employees are concerned. The great increase in the price of white paper, which will be in full effect in 1912, will probably cause publishers to take a stiffer attitude in labor matters than the one that has prevailed in the past.

They are always willing to pay for efficiency, but the enforcement of priority laws and other forms of checking output is a serious disadvantage.

The special committee of the A. N. P. A., composed of Victor F. Lawson, Charles W. Knapp, G. J. Palmer, Herman Ridder, H. N. Kellogg, George C. Hitt, S. S. Carvalho, Bruce Haldeman and Don C. Seitz, completed a new contract for a term of five years with the International Typographical Union, which is considerably modified from the form of the one expiring May 1, when all the contracts between the American Newspaper Publishers' Association and the various international labor unions expire.

It permits the local unions to decide as to whether or not they will sign an arbitration agreement. The old form made this arbitrary. The union had no option when the publisher elected to sign it.

The New York City publishers voted unanimously not to sign the new form of agreement. They object to having international law govern, on the theory that by constant referendums this law will be so changed as to leave the papers entirely helpless and make arbitration a joke.

There has been a deadlock for three years between the New York

Publishers' Association and the Stereotypers' Union. The publishers have offered a raise of three dollars a week to the members of the New York Union, in return for which they require the union to give up all extra charges, such as time within time. This the union is steadily refusing to accept and is waiting the expiration of the arbitration agreement before making a further move. The publishers of New York City are united in their position.

### STANDING COMMITTEES.

The paper committee under John Norris, also has a big year to report for, the publishers succeeded in getting free print paper from Canada since the last meeting and it will be interesting to hear of the money they have saved and what benefits they have derived from the Government's action.

The matter of co-operative insurance is one that has come up at the meetings for several years past. Last year Elbert H. Baker of the Cleveland Plain Dealer was requested to investigate the matter and report on the feasibility of the idea. Many publishers believe that the plan is entirely practical and can be carried through by the publishers as well as business people in other lines of endeavor. The idea is to organize some kind of an insurance company with the A. N. P. A. or in connection with it.

The advertising agents' committee, too, has been working hand in hand with the movement for better conditions and will no doubt have an exhaustive report to make. The committee has kept in close touch with agency conditions during the past year and has saved A. N. P. A. members much time, money and trouble in looking into complaints, poor accounts and other matters that have come up between agents and members. A number of new agents are expected to be granted recognition at the meeting.

The postal committee has been very active in opposing the proposed increase in the rate of second class mail and possibly definite plans will be mapped out at the meeting for proving to President Taft and Postmaster-General Hitchcock that they should take other means of wiping out the deficit in the department.

Don C. Seitz has written and lectured much on the subject for the enlightenment of the general public and otherwise has done much to educate the public to the dangers that lurk in a higher mail rate.

The A. N. P. A. program begins on Monday with meetings of the advertising agents' committee at ten o'clock in the morning and the board of directors at two in the afternoon. There will be no meetings of the A. N. P. A. on Tuesday. The twenty-sixth annual convention will be called to order at ten o'clock Wednesday morning and will continue with two or more sessions daily through to Friday afternoon, when the stockholders will hold their meeting and elect officers.

At Thursday afternoon's session the various heads of the labor organizations affiliated with the newspaper publishers will address the members in convention. The annual joint banquet will be held Thursday evening.

# THE PUBLISHERS JOINT BANQUET.

## EDISON, MARCONI AND BELL ARE TO BE THE GUESTS.

The joint banquet of the American Newspaper Publishers' Association and the Associated Press is set for Thursday evening at seven o'clock in the Astor Gallery of the Waldorf. The dinner committee, of which Conde Hamlin of the New York Tribune is chairman, has arranged an elaborate program. A reception will precede the banquet at 6:30 in the Myrtle Room of the hotel.

The guests at the banquet will be Thomas Edison, Guglielmo Marconi the inventor of the wireless; and Alexander Graham Bell of telephone fame. Victor Murdock of the Wichita Eagle, Representative from Kansas, will be the toastmaster. The speakers will include Dr. Talcott Williams, dean of the Pulitzer School of Journalism; Augustus Thomas, the playwright; and Dr. John H. Finley, president of the College of the City of New York.

Profiting by its experiences in former years as to overcrowding, the committee has laid its plans along the strictest of lines. No tickets will be sold to anyone not a member of one or the other of the two organizations; members are limited to not more than three tickets for direct employees of the papers and each member is limited to one guest ticket; members may not purchase guest tickets unless the member himself is to be present at the dinner and the privilege of members to obtain tickets to the dinner is not transferable.

The price of tickets is \$10. James R. Youatt, of the Associated Press, is treasurer of the committee in charge, and, besides Mr. Hamlin, the members are Herbert L. Bridgman of the Brooklyn Standard Union; Oswald Garrison Villard, of the New York Evening Post; Herman Ridder, the New York Staats-Zeitung; Louis Wiley, the New York Times; and Melville E. Stone, of the Associated Press.

The committee requests that members ask no exceptions to the rules they have laid down, as the committee has no power to grant them.

## PRESS A POWER FOR GOOD.

"It would be just as impossible to censor the American press as it would be to censor a bolt of lightning," said the Rev. Dr. Milo H. Gates, of New York City, addressing the Episcopal Church Congress in St. Louis Thursday on "Official Censorship in the Interest of Moral."

"As a power for good, nothing is superior to the newspapers," he said. "If censored they would become dull and vicious. I am not catering to the press, but I believe in giving the newspapers the credit they deserve."

A. L. Wood, until recently managing editor of the Cheyenne (Wyo.) Leader, is now assistant news editor on the El Paso (Tex.) Herald.

## THE DAILY NEWS-PAPER CLUB.

ADVERTISING IN GENERAL  
TO BE CENTRAL TOPIC  
OF INTEREST.

Incidental to the meetings of the bigger publishers' organizations is the annual meeting of the Daily Newspaper Club, the auxiliary body of the American Newspaper Publishers' Association which has as its sole object the development of advertising for the daily newspapers.

Most of the members of the Daily Newspaper Club are represented in the membership of the A. N. P. A. and A. P. and their presence all at one place at the same time makes an ideal time for them to get together and hear what the organization has accomplished in the past year and plan for next year's operations. It is expected that the president's report will bring out some interesting disclosures of the means being taken to bring more national advertisers into the columns of the daily newspapers and as to plans for the future and the outlook.

Louis Wiley of the New York Times is president of the Daily Newspaper Club. Since the last meeting changes have taken place

in the offices of manager and treasurer. Ernest Preston, who was elected manager last year, resigned since and was succeeded by James W. Adams; Bernard Ridder of the New York Staats-Zeitung retired as treasurer on account of stress of other business matters, being succeeded by Leland Burr of the New York Evening Post. The club has had a very active year.

Hopewell L. Rogers of the Chicago Daily News and Lafayette Young, Jr., of the Des Moines Capital are vice-presidents.

The fourth annual dinner of the club is on the cards for Wednesday evening. It will take place at the Waldorf at seven o'clock. As usual a reception will precede it half an



J. W. ADAMS.

hour earlier. The dinner promises to be a most notable gathering in the interest of daily newspaper advertising.

The Rev. John Haynes Holmes, of the Church of the Messiah, New York, will deliver the invocation. There will be addresses by Charles H. Grasty of the Baltimore Sun, H. N. McKinney of N. W. Ayer & Son, Herbert S. Houston, vice-president of Doubleday, Page & Company, and J. P. Fallon of Adams, Mel-drum & Anderson Company.

An innovation at the Daily Club dinner this year will be the presence of ladies as guests. This is the first time that the bars of the publishers' banquet have been lowered to admit the fair sex as guests. The price of tickets is \$7, payable to Treasurer Burr.

The committee which has charge of the dinner arrangements this year is composed of William J. Pattison of the New York Evening Post, E. G. Martin, the Brooklyn Daily Eagle; Victor F. Ridder, the New York Staats-Zeitung; and

# In New Orleans the best paper is now and has been for years the Times-Democrat

First in quality of circulation.

First in quantity of circulation in the homes.

First in the hearts of best citizens of Louisiana.

First in News, Editorial Power and Prestige.

For many years recognized as the One Best Daily Newspaper of the great and fast growing city of New Orleans.

## CIRCULATION

Daily, 21,747 Sunday, 34,447

Foreign advertising increasing each month.

CONE, LORENZEN & WOODMAN

Publishers' Representatives

NEW YORK  
Brunswick Building

CHICAGO  
Steger Building

John B. Woodward, representing the Chicago Daily News, Chicago Record-Herald and the Boston Globe.

### PALMER CELEBRATES.

Lincoln B. Palmer, manager of the American Newspaper Publishers' Association, was the recipient the other day of a very handsome desk set from the employees of the New York office, on the occasion of his completing his seventh year as manager.

### BROTHERS IN CONTROL.

The Caraness Brothers have acquired a controlling interest in the Chanute (Kan.) Daily Tribune. Arthur L. Blakely, heretofore the controlling owner, retires.

### CHANGE IN MISSOURI.

The Trenton (Mo.) Daily Times has been taken over by Jennie and Artie Dixon, who recently purchased the Grundy County News, a weekly of Trenton. The Times has heretofore been conducted by M. G. Kennedy as a Democratic publica-

tion. The new owners will continue it under the name of the Daily News.

### NOW A PUBLIC OFFICER.

Walter Gunn, formerly connected with the old London (Can.) News, has been appointed publicity commissioner of Prince Albert. Since leaving newspaper work Mr. Gunn has been a member of the Venderhoof-Gunn Company, of Winnipeg.

### THIS SOLICITOR "N. G."

A man representing himself as A. Manes, a canvasser for the New York American, is declared by that paper to be an impostor. Manes has been working on circulation subscriptions and promising the delivery of a folding umbrella with the collection of fifty cents in advance.

The St. Johns (N. F.) Daily News has added a new Model 8 linotype to its battery.

The Clinton Weekly is a new-comer at Irvington, N. J.

# The DAVENPORT, IOWA, DEMOCRAT and LEADER

Carries the LOCAL advertising,

Carries the FOREIGN advertising,

Carries the CLASSIFIED advertising.

Detailed statements of circulation and advertising gladly furnished.

Foreign Representatives

C. I. PUNTAM  
45 West 34th Street  
New York.

A. W. ALLEN  
1502 Tribune Bldg.,  
Chicago, Ill.

## The Syracuse Post Standard

carries more advertising than any other Syracuse newspaper. During 1911 it carried over 32,000 inches more than its next nearest contemporary and over 90,000 inches more than its other contemporary.

Circulation Over  
43,000 net

LARGEST LOCAL  
CIRCULATION  
LARGEST TOTAL  
CIRCULATION

These figures are verified by the  
A. A. A. and the New York Audit  
Co.

Managers of Foreign Advertising  
PAUL BLOCK, Inc.,  
Chicago NEW YORK Boston



# *The LARGEST CIRCULATION IN NEW ENGLAND.*

Exceeding that of any other Newspaper, Morning,  
Evening or Sunday, by many thousands.

THE  
BOSTON  
AMERICAN  
CIRCULATION OVER  
400,000

This is at least 75,000 more than the next Sunday paper, and 300,000 more than any other evening paper, and at least 200,000 more than the combined circulation of ALL the other evening papers.

*The American is the only Boston newspaper whose circulation is certified by the Association of American Advertisers*

During the three years ending January 1, 1912, The American gained

11,117½ Columns

of paid advertising, or a greater gain than the Globe, Post and Herald combined made during that period.

BOSTON OFFICE  
80 Summer St.

ST. LOUIS OFFICE  
1301 Third Nat'l Bank Bldg.

NEW YORK OFFICE  
1121 Brunswick Bldg.

BUFFALO OFFICE  
533 Ellicott Square

CHICAGO OFFICE  
802 Hearst Bldg.

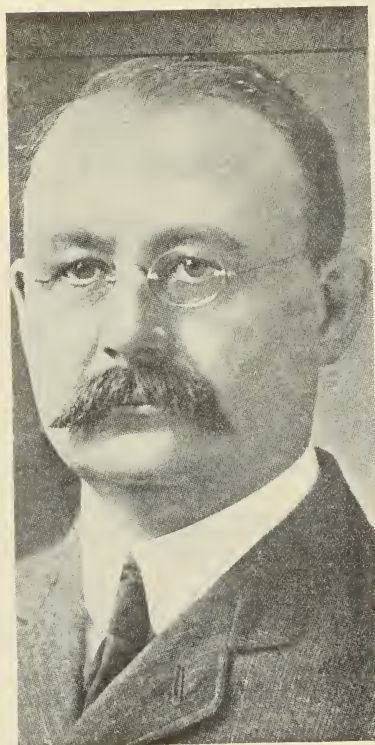
## OFFICERS OF THE AMERICAN NEWS-



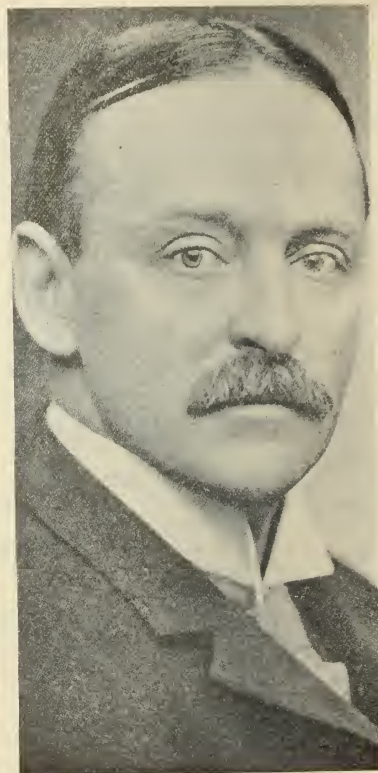
DON C. SEITZ,  
Chairman Postal Committee.



LINCOLN E. PALMER,  
Manager.



ELBERT H. BAKER,  
SECRETARY.



BRUCE HALDEMAN,  
PRESIDENT.



JOHN E. TOWNSEND,  
Director.



HENRY N. CARY,  
Manager Chicago N. P. A.



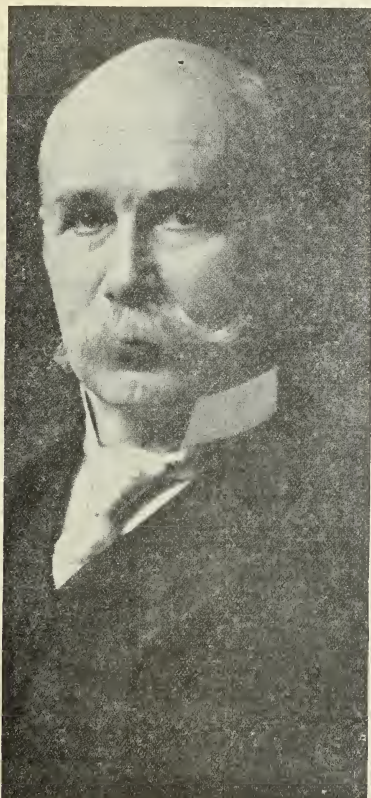
CONDE HAMLIN,  
Director.



CHARLES W. HORNICK,  
Director.



## PAPER PUBLISHERS ASSOCIATION.



HERBERT L. BRIDGMAN,  
VICE-PRESIDENT.



WILLIAM J. PATTISON,  
TREASURER.



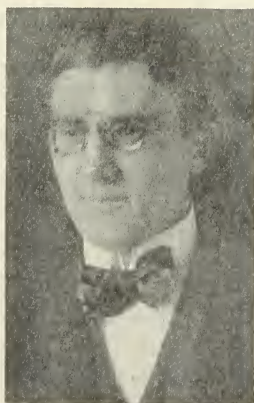
HENRY R. KELLOGG,  
Labor Commissioner.



JOHN NORRIS,  
Chairman Paper Committee.



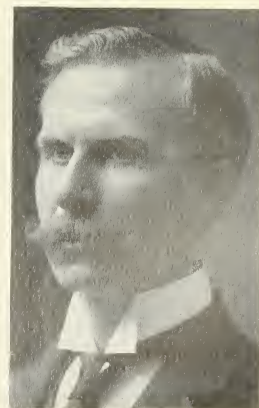
CHARLES W. KNAPP,  
Director.



CHARLES H. TAYLOR, JR.,  
Director.



HILTON U. BROWN,  
Director.



FRANK P. GLASS,  
Director.

## RESPONSIBILITY FOR TITANIC REPORTS.

### DEMAND OF TWO CONTINENTS FOR INVESTIGATION.

Mystery hangs over the bulletins and news dispatches sent out by the news agencies, steamship officials and wireless companies on the Titanic disaster last Monday. Newspaper owners on two continents are anxious to know why the public was sent to bed Monday night believing that the 2,358 passengers on the fated ship were saved, when three-quarters of them were at the bottom of the sea. All of the news agencies disclaim responsibility for the grim hoax, and a careful investigation by THE FOURTH ESTATE supports them in their declarations of good faith.

The information furnished by the press associations was received from the various steamship line officers. They had no way of knowing that the truth was being withheld, no way of ascertaining just what the wireless had told to the shipping companies. It is a source behind the press associations that the public will hold responsible.

Melville E. Stone, in an interview carefully corrected for THE FOURTH ESTATE, states that when he got information, such as the wireless dispatches announcing that the Carpathia was alongside and had taken off twenty boatloads of women and children, which came from the White Star Line officers, he sent it out.

"If we got the news as a rumor from the ticker or from other sources we told where it came from," he said. "The Associated Press has nothing to apologize for."

W. W. Hawkins, manager of the New York bureau of the United Press, says: "In gathering the news we took it from every available source. Much of it came from the Montreal Star, one of the most reliable, conservative newspapers in Canada. The dispatch about the Virginian towing the Titanic came from the Star."

"I am afraid that some of the land stations, which have no connection with Marconi, must have butted into the game, and are, in part, at least, responsible for this cruel hoax." The United Press means to trace every dispatch and find out just where and when it was filed and who sent it.

The news editor of the Montreal Star sent the following telegram to the United Press in explanation of its dispatch:

"The solitary dispatch received in Montreal, in regard to the Virginian towing the Titanic, was received direct from the wireless operator at Cape Race—the man who has all along been sending the majority of the authentic dispatches received in regard to the disaster, and there was no reason to suppose that it was other than authentic. No explanation has been made by the operator in question so far as to what caused him to make the mistake, but it is generally accepted here that he received a wireless from sea which, in his opinion, warrant-



LOUIS WILEY,  
PRESIDENT OF THE DAILY NEWSPAPER CLUB.

ed him in announcing the fact that the Virginian had the Titanic in tow."

The Montreal Star further explains that the Virginian dispatch was a service dispatch. In forwarding it they did not assume any responsibility for its accuracy.

The feeling aroused in the United States by the alleged withholding of the news is matched by the feeling in England, according to dispatches from London. These messages were received there in succession:

"All passengers have been saved. —Titanic is proceeding under her own steam to Halifax.—She cannot possibly sink.—Twenty boatloads of passengers have been transferred to the Parisian.—The Parisian and Carpathia are both in attendance on the Titanic.—The Virginian is towing Titanic toward Cape Race to beach her.—All passengers have been taken off.—Ti-

tanic still afloat at 8:30 a. m."

"Who sent these messages and why were they sent?" are the questions asked by the London Standard. It is intimated that Parliament will aid the English newspaper owners in tracing the origin of the false reports.

Many incidents of the catastrophe are of personal interest to newspaper men. Roy W. Howard, general manager of the United Press Associations, was the nearest press association man to the scene of the disaster. He was aboard the Olympic and succeeded in getting out the first story telling of the Olympic's efforts to reach the sinking ship before she went down. William T. Stead, editor of the English Review of Reviews, who lost his life on the ill-fated ship, was well known both as an advocate of world peace and as a journalist. Frank D. Millet, another passenger, acted as correspondent for the

New York Herald in the Russo-Turkish War. Jacques Futrelle was formerly a member of the staffs of the Richmond (Va.) News-Leader and the Boston American. Later he devoted his time to the writing of short stories and novels.

#### WRITERS IN NEW YORK.

Newspaper men from all over the country were sent to New York to help cover the story when the Carpathia landed. Perry Arnold, manager of the Washington bureau of the United Press, was called in to take the all-night desk. With him came Bond P. Geddes, Robert F. Wilson and W. C. Robertson. From Cleveland came H. N. Rickey, one of the directors of the United Press. He brought Eugene Segal, H. P. Burton and Albert Segal. Norman E. Rose, New York correspondent of the Scripps-McRae League, covered special feature stories.

G. K. Rudolph of the Buffalo Enquirer covered the story for his paper in New York.

The International News Service chartered a special boat at Newport to meet the Carpathia. Its most expert writers and photographers were put aboard.

Among the newspaper men the activities are not alone confined to the news departments. The demand of the reading public to hear the latest news has resulted in many papers nearly doubling their daily circulation.

In one instance it is said that a circulation manager of one of the New York morning dailies did not leave the office for the first forty-eight hours after the news of the disaster was received, with the exception of the time he took off for meals.

Every known means is being used to keep the reading public informed of the latest developments.

Probably not in the history of American journalism has there been a demand for newspapers qualling that of Thursday night when the steamship Carpathia arrived in New York with the survivors of the Titanic. Long before the ship arrived at her pier "extras" telling of her progress were on the streets and being bought up eagerly at any price.

The New York afternoon newspapers issued a series of "extras" that extended to midnight, when they were relieved by the papers of Friday morning. One of the features of the newspaper activities of Thursday night was the "extra" of the Evening Post, which, in keeping with its conservative policies, usually taboos such specials.

Every avenue of news was covered by the papers and the press associations. Despite the restrictions of the police and government officials plenty of matter was gathered by the reporters for the news-crazed readers. Tuesday morning's papers contained interviews with many hundreds of the survivors and any number of "flashlight" pictures. A number of the papers sent boats out to meet the Carpathia down the bay and send the news they got ahead by wireless.



# THE ST. LOUIS TIMES

has broken all records for gains among St. Louis newspapers, every year for the past three years, and now carries the second largest volume of advertising among the St. Louis daily newspapers.

OVER 85,000 TOTAL  
CIRCULATION.

OVER 67,000 CIRCULATION IN  
ST. LOUIS.

*No wonder that almost every general advertiser of importance who uses only two papers in St. Louis always includes*

***THE TIMES.***

*It reaches the homes of standing in St. Louis.*

---

MANAGERS ON FOREIGN ADVERTISING

PAUL BLOCK, Inc.

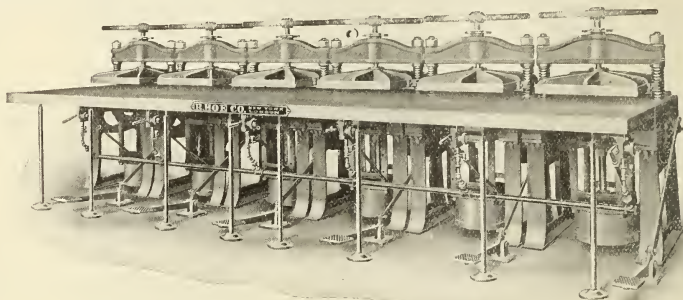
CHICAGO

NEW YORK

BOSTON

# HOE PNEUMATIC DRYING TABLES

Make the best Matrices in the quickest time and the most economical manner. The half-tones in newspapers using Hoe Matrix-making Machinery are not *Smudges*—but are sharp and clean-cut and show the *Stamp of Hoe Quality*.



*ELECTRICALLY HEATED. STEAM HEATED.*

Our electrically heated tables are absolutely reliable, easily taken care of and economical in operation.

*UNIFORM PRESSURE—UNIFORM SHRINKAGE  
UNIFORM EXCELLENCE.*

Among the offices that have already ordered Hoe Pneumatic Matrix Drying Presses are the following:

NEW YORK.	MASSACHUSETTS.	MISCELLANEOUS.
New York American..... 6	Brockton Enterprise ..... 2	Minneapolis Tribune ..... 4
American Press Association.....10	Boston Traveler ..... 1	Detroit Journal ..... 3
Syracuse Post-Standard ..... 2	Salem News ..... 1	Detroit Free Press..... 4
Syracuse Journal ..... 3	New Bedford Standard..... 2	San Francisco Examiner..... 5
Albany Press ..... 2	Boston Transcript ..... 4	Portland Oregonian ..... 4
Albany Journal ..... 2	Lynn Item ..... 2	Providence Journal ..... 4
Buffalo Courier ..... 2	Fitchburg Sentinel ..... 2	Government Printing Office..... 4
Buffalo Express ..... 3	Haverhill Gazette ..... 2	Seattle Times ..... 4
Oneonta Star ..... 2		Jersey City Journal..... 4
Schenectady Gazette ..... 2	ILLINOIS.	
American Litho. Co., New York City.. 1	Chicago American ..... 7	
	Western Newspaper Union, Chicago..10	
	Illinois State Journal..... 2	
	Illinois State Register..... 2	
	Decatur Herald ..... 2	
	MISSOURI.	
	St. Louis Post-Dispatch..... 4	
	St. Louis Globe-Democrat..... 3	
	Kansas City Post..... 4	
	SOUTHERN.	
	Atlanta Journal ..... 4	
	Atlanta Constitution ..... 4	
	Birmingham Ledger ..... 3	
	Montgomery Advertiser ..... 2	
	Memphis Commercial Appeal..... 5	
	Baltimore News ..... 4	
	Richmond News-Leader ..... 2	
	New Orleans Picayune..... 2	
		CANADA.
		Toronto Globe ..... 2
		Toronto Telegram ..... 4
		Toronto Star ..... 2
		Montreal Gazette ..... 1
		Ottawa Citizen ..... 2
		Ottawa Journal ..... 1
		Vancouver World ..... 2
		Hamilton Herald ..... 1
		Hamilton Spectator ..... 2
		Kegons Leader ..... 2
		ALSO ABOUT FIFTY OFFICES
		ABROAD.

**R. HOE & CO., 504-520 Grand Street, NEW YORK**

7 Water Street. BOSTON, MASS.

7 South Dearborn Street, CHICAGO, ILL.

109-112 Borough Road, LONDON, S. E., ENGL.



# X-PATTERN SERVICE



After a thorough investigation of the different makes and styles of newspaper presses, the New York Mail recently installed

## 3 HOE X-PATTERN SEXTUPLE PRESSES

The unsolicited commendatory letter printed below shows the facility with which these machines always take to their work.



### THE EVENING MAIL

BROADWAY AND FULTON STREET

HENRY L. STODDARD  
EDITOR

NEW YORK April 2nd, 1912.

R. Hoe and Company,

504 Grand Street, City,

Gentlemen:

I want to extend to you my appreciation of the work your organization did in installing our presses. The bed plate for our last sextuple press was put down Friday night, the balance of the press brought in Saturday night and we had the press on a trial run Wednesday evening. We were able to use this press on our regular edition Thursday and it ran with but one break in the paper.

Your men deserve great credit for the rapid erection of this press.

Yours very truly,

*J. C. Coan*  
Business Manager.

Over 100 *Hoe High Speed Presses* have recently been installed or ordered for other prominent newspapers throughout the United States and Canada.

*The Speediest, Easiest Running and Most Efficient Presses Made.  
Hoe Rotary Lightning Folders are Camless, Tapeless and Chokeless.*

### VISITING PUBLISHERS

are cordially invited to inspect our works when in New York and see in operation the Latest Improved Machinery for Printing and Stereotyping.

**R. HOE & Co., 504-520 Grand Street, NEW YORK.**

Water Street, BOSTON, MASS

7 South Dearborn Street, CHICAGO, ILL.

109-112 Borough Road, LONDON, S. E., ENG.

## NATHAN FRANK IN CONTROL AGAIN.

COURT ACCEPTS HIS OFFER  
FOR LEWIS STOCK IN  
ST. LOUIS STAR.

Nathan Frank is again sole owner of the St. Louis Star through an order of Judge Smith McPherson of the United States District Court accepting his offer of \$40,000 for the equity of E. G. Lewis in the Star.

By the order of court the debts of the Star to the Lewis Publishing Company and the People's Saving Trust Company, aggregating \$623,000, were wiped out and the ownership of 1,150 shares of stock in the Star-Chronicle Publishing Company held by E. G. Lewis is again invested in Frank.

In the settlement Frank surrenders to Lewis two notes aggregating \$35,000 and the collateral security which he held. He also turns over to Lewis his stock in the Manganes Vault at University City, and 200 shares of the stock of the St. Louis County Land Title Company, which he held as collateral security on one of the Lewis obligations.

Under the terms of the settlement Frank is to pay \$8,000 before tomorrow. The balance of the \$40,000 is covered in four notes of the Star-Chronicle Publishing Company, indorsed by Frank, payable in six, twelve, eighteen and twenty-four months.

A person in close touch with the Star situation states to THE FOURTH ESTATE that the stories and figures printed about the Star since Frank began his negotiations to buy out Lewis have done that paper a great injustice.

"The figures quoted have been entirely inefficient and absurdly wrong," he said. "Considering the stormy weather the Star has been through, the paper has done remarkably well. Though its advertising patronage has been disturbed, its circulation has increased."

M. J. Lowenstein has resigned as general manager of the Star and as president of the Star-Chronicle Company to become associated with Mr. Lewis' other enterprises, particularly in the management of the Woman's National Weekly.

Frank now says there are no pending agreements between him and W. R. Hearst for control of the paper.

### WEEKLY FOR MINERS.

The Oklahoma Miner has made its appearance at Krebs, Okla., as a weekly publication. Ed Boyle, chief state mine inspector, is the publisher. The paper will be Democratic in policies.

### PROGRESS IN FLORIDA.

The Pensacola (Fla.) Evening News is making a number of radical improvements in its plant. One of the chief additions is a new double supplement press with a capacity of 24,000 papers an hour.

### MOVES THIS MONTH.

The Montreal Herald will move into its new fireproof building on Craig street within the next month.

# The Evening Star

APRIL 12, 1912, WASHINGTON, D. C.

## Record 1st Quarter 1912.

SWORN AVERAGE CIRCULATION.

Daily.

Jan., Feb., March, 1912, 63,392

Jan., Feb., March, 1911, 59,146

Sunday.

Jan., Feb., March, 1912, 51,691

Jan., Feb., March, 1911, 48,521

ADVERTISING IN WASHINGTON  
NEWSPAPERS.

The Star, 2,594,775 lines

Second paper, . 1,443,531 lines

Third paper, . 1,427,182 lines

Fourth paper, . 902,979 lines

The competition in Washington is for second place only.

The Star's paid carrier delivery circulation exceeds that of all its competitors combined.

The volume of advertising in The Star is exceeded by only a few papers in the United States.

### NEWSPAPERS AS GOODS DISTRIBUTORS.

The members of the Six-Point League, of New York, at their monthly dinner Tuesday at the Aldine Club were addressed by Joseph Hamlin Phinney, advertising manager of Weingarten Brothers, corset manufacturers, on "Newspaper Advertising and the Part It Plays in the Distribution of Goods." In the course of his remarks Mr. Phinney declared:

"I am a believer in newspaper advertising because I know what newspaper advertising will do. By newspaper advertising alone I have seen a trade-marked commodity taken by dog sled to Dawson, and by dahabiyeh to the second Cataract; and by the same power,

without solicitation or selling organization of any nature, sold in every country on which the sun shines, regardless of race prejudices, language, customs, obstructions, government regulations, and trade opposition."

### VIRGINIAN STARTS SUNDAY EDITION.

The Richmond Virginian has established a Sunday morning edition. It sells at five cents and runs from thirty to forty pages. Special attention is being devoted to a Southern development and industrial section. The Virginian is a morning paper and S. B. Woodfin is the general manager. This gives Richmond two Sunday newspapers, the Times-Dispatch also issuing on that day.

### NEW AD MANAGER FOR THE NEW YORK TRIBUNE.

Harry J. Prudden, for a number of years engaged in advertising work in New York, has been appointed advertising manager of the New York Tribune. Mr. Prudden is at present associated with the Lesan Agency in this city. He suc-



HARRY J. PRUDDEN.

ceeds on the Tribune James B. Pinkham, who several months ago became business manager of the San Francisco Post. Mr. Prudden has a wide acquaintance among space buyers and advertising men and an extended experience in general advertising work.

There have been several other additions made to the Tribune advertising staff in the last few days. E. J. Carr, formerly of the Sun, is now with the Tribune, and Percy Crocker, another former Sun man, is now in charge of the Tribune's book advertising.

### PAPER LOSES SUIT.

The Vancouver (B. C.) World has lost a suit for \$5,000 damages for libel to Charles Dickinson, manager of the British Columbia Laundry Company. The case arose out of the mistake of a reporter. Through misinformation the paper came out with a big story declaring that Mr. Dickinson was found guilty of blackmailing, when in reality the case against him had been dismissed. An apology was offered but was not accepted.

### SALE IN CANADA.

The Weyburn (Can.) Herald has been purchased by Andrew King and C. G. Buchanan. Mr. King is the present proprietor of the Raulhan Enterprise, and Mr. Buchanan was formerly with the Niagara Falls Daily Record.

### COAST PAPER SOLD.

The New Castle (Cal.) News has passed into the hands of W. C. Davis of St. Helena. He succeeds S. E. Beercoff and assumes entire control of the enterprise.



# EVERY ADVERTISER ASKS

WHEN MAKING UP HIS LISTS

*How much circulation? What kind of circulation? Where is the circulation?*

**DAILY 97,857 SUNDAY 127,417**

## IN QUANTITY

is the greatest net paid Morning and Sunday newspaper circulation between New York and Chicago - and more than double the net paid circulation of any other Cleveland Morning and Sunday newspaper. Each week day, the Plain Dealer is convinced, more Morning Plain Dealers are sold in the state of Ohio than are similarly sold by all the other Morning papers in the four major cities of the state (Cleveland, Cincinnati, Toledo and Columbus) combined.

## IN QUALITY

comprises the great salaried and skilled wage earning element, without whose support no advertising campaign can succeed. A house-to-house canvass, by streets, showing the comparative circulation of the four Cleveland newspapers, corrected up to date, is always at the disposal of advertisers. It will be summarized by mail, or may be examined at this office.

## IN LOCALITY

lies more than 98 per cent. within a radius of 100 miles of Cleveland—Sixth City and growing.

Average Circulation April 1st, 1911 to March 31st, 1912, inc.

## The Cleveland Plain Dealer's Circulation

No free copies, no sample copies, no copies spoiled in printing and no copies remaining unsold at the office of publication are included in these figures, and the number of returnable copies is guaranteed to not exceed two per cent.

Every record bearing directly or indirectly upon the figures above published or upon any other detail of Plain Dealer Circulation or Advertising is open to the most complete and searching investigation to anyone, at any time, and without further notice.

**NET PAID CIRCULATION GUARANTEED IN EVERY ADVERTISING CONTRACT**

THE NEW PLAIN  
DEALER BUILDING.



OFFICE OF PUBLICATION

523-529 SUPERIOR AVE., N. E.

**CLEVELAND**  
SIXTH CITY  
and growing

TELEPHONES

Bell, Main 4500

Independent, Erie 9

*Representatives*

**J. C. WILBERDING**

BRUNSWICK BUILDING  
NEW YORK

**JOHN GLASS**

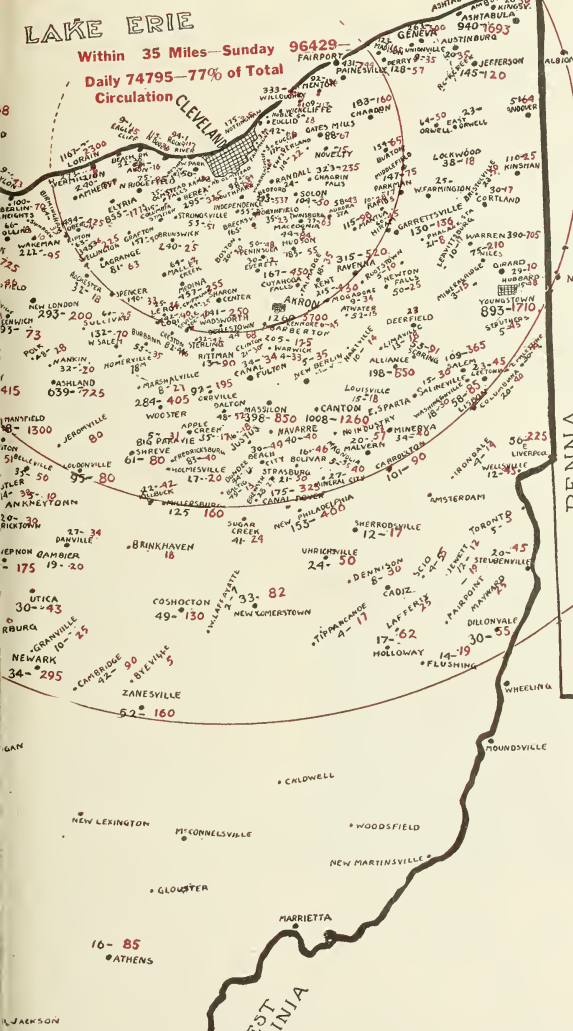
PEOPLES GAS BUILDING  
CHICAGO





# CLEVELAND PLAIN DEALER

5 Miles—Sunday 116465—Daily 90195—91% of Total Circulation



Number of Mfg. Establishments	2,148
Capital	\$227,397,000
Cost of Materials used	153,801,000
Salaries and Wages	63,646,000
Miscellaneous Expenses	26,917,000
Value of Products	271,961,000
Value added by Manufacture (Products less cost of materials)	118,160,000
Employees	12,240
Number of salaried officials and clerks	12,240
Average number of wage earners employed	84,728

Towns Drawing 25 or More Morning or Sunday Plain Dealers—Continued

Town.	Daily.	Sun-day.	Town.	Daily.	Sun-day.
Jefferson	150	115	Parkman	9	9
Jeromeville	43	33	Peninsula	65	62
Kamm	25	25	Perry	148	88
Kent	210	330	Phalanx	28	10
Kenton	68	38	Plymouth	123	85
Killbuck	17	28	Polk	51	30
Kingsville	39	28	Port Clinton	266	265
Kinsman	118	30	Portsmouth	32	160
Kipton	74	32	Put-in-Bay	58	20
La Grange	94	63	Randolph	33	33
Lakeside	37	63	Rapids	9	9
Lancaster	14	70	Ravenna	194	530
La Rue	46	29	Republic	34	20
Leetonia	24	40	Rittman	11	32
Le Roy	26	36	Rocky River	38	90
Lexington	30	47	Rochester	45	20
Lima	39	150	Rock Creek	39	35
Lisbon	54	75	Rome	40	40
Litchfield	68	17	Salem	116	375
Lockwood	43	15	Salineville	18	28
Lodi	150	95	Sandusky	426	1160
Lorain	2175	1114	Savannah	25	25
Loudonville	99	100	Sellers' Home	89	85
Macedonia	45	49	Sharon	58	106
Madison	160	165	Seville	227	73
Mallet Creek	196	196	Shanesville	46	46
Malvern	20	54	Sharpsburg	100	100
Mansfield	637	1500	Shelby	446	455
Manitou Station	196	90	Shiloh	62	80
Marblehead	15	70	Shreve	62	80
Marion	240	531	Sidney	61	10
Marshallville	27	15	Solon	118	50
Marysville	1	25	S. Euclid	112	112
Massillon	375	840	S. Park	5	98
Maynard	25	25	S. Sharon	8	8
McCombs	43	64	Sharon Center	160	89
Medina	480	245	Springfield	51	500
Mentor	104	120	Sterling	30	42
Mesopotamia	150	75	Steubenville	20	40
Middlefield	8	73	Strasbourg	20	30
Middleton	14	95	Strongsville	66	51
Milan	126	150	Struthers	28	38
Millersburg	126	150	Suffield	28	28
Mineral City	27	40	Sugar Creek	33	26
Minerva	33	45	Sullivan	87	25
Mogadore	10	34	Swanton	18	53
Monroeville	190	110	Sycamore	18	55
Mt. Cory	6	25	Tallmadge	14	30
Mt. Gilead	78	50	Thompson	45	45
Mt. Vernon	90	170	Tiffin	25	288
Mt. Victory	40	30	Tippecanoe	3	22
Nankin	48	19	Tiro	76	15
Napoleon	105	4	Townsend	12	61
Navarre	44	35	Toledo	300	2500
Nevada	20	31	Twinsburg	85	63
Newark	35	285	Uhrichsville	34	50
New Berlin	35	35	Union City	2	51
New Castle	60	150	Union News Co.	304	523
Newcomerstown	33	82	Unionville	13	50
New London	313	200	Upper Sandusky	50	50
New Milford	37	37	Utica	30	33
New Philadelphia	169	425	Valley City	150	35
Newton Falls	40	20	Van Wert	27	25
New Washington	122	70	Vermilion	279	215
Niles	98	240	Versailles	19	45
Noble	7	28	Wadsworth	134	230
No. Amherst	23	25	Wakeman	238	70
No. Baltimore	6	46	Warren, Ohio	396	700
No. Dover	78	76	Warren, Pa.	63	190
No. East, Pa.	8	40	Warrensburg	147	71
No. Eaton	8	25	Warwick	4	40
No. Fairfield	126	41	Washingtonville	20	27
Northfield	42	21	Wauseon	36	59
No. Girard	10	47	Waynesburg	2	28
No. Kingsville	27	35	Wellington	356	225
No. Olmsted	80	94	Wellsville	11	50
No. Ridgefield	78	80	W. Dover	57	57
Norwalk	486	740	W. Farmington	32	32
Nottingham	25	25	Westfield, N. Y.	12	26
Nova	108	30	W. Mentor	25	25
Novely	74	29	W. Park	17	85
Oak Harbor	149	128	W. Salem	143	70
Oberlin	448	415	W. View	5	25
Oil City	90	105	W. Williamsfield	38	12
Old Port	14	25	Wickliffe	95	116
Olmsted Falls	108	50	Willoughby	340	385
Orville	93	220	Windham	58	30
Orwell	67	50	Wooster	30	25
Painesville	415	745	Youngstown	881	1635
			Zanesville	52	145
			Zoar	17	25

Daily Figures in Black—Sunday in Red. (On map.)

CLEVELAND.	High Schools	10
Sixth City and Growing.	Universities	3
Population	Hotels	51
Total Bank Deposits	Hospitals	38
Total Depositors	Registered Voters	93,303
Boulevards, Miles of	Churches	389
Parks, Acreage	Suburban Villages	17
Railroads	Residences	87,365
Interurban Lines	Libraries (Public)	39
Public Schools	Postal Branches	65
	Banks	57

## THE CLEVELAND PLAIN DEALER'S CIRCULATION

By Months, from February, 1905, to March, 1912.

1905

1906

1907

1908

1909

1910

1911

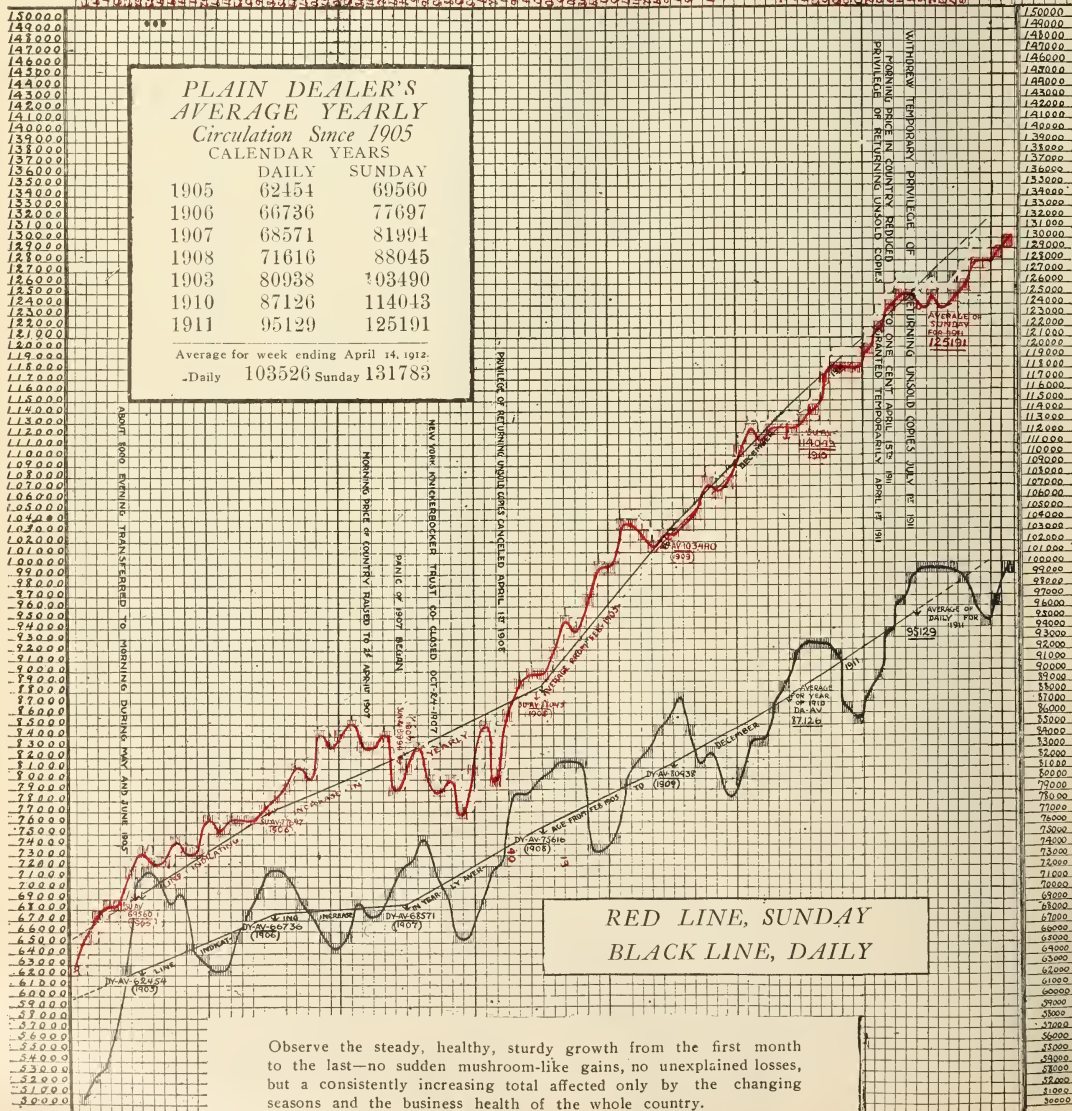
1912

1905	1906	1907	1908	1909	1910	1911	1912
FEB. 28, 1905. 50,000	FEB. 28, 1906. 50,000	FEB. 28, 1907. 50,000	FEB. 28, 1908. 50,000	FEB. 28, 1909. 50,000	FEB. 28, 1910. 50,000	FEB. 28, 1911. 50,000	FEB. 28, 1912. 50,000
MAR. 31, 1905. 50,000	MAR. 31, 1906. 50,000	MAR. 31, 1907. 50,000	MAR. 31, 1908. 50,000	MAR. 31, 1909. 50,000	MAR. 31, 1910. 50,000	MAR. 31, 1911. 50,000	MAR. 31, 1912. 50,000
APR. 30, 1905. 50,000	APR. 30, 1906. 50,000	APR. 30, 1907. 50,000	APR. 30, 1908. 50,000	APR. 30, 1909. 50,000	APR. 30, 1910. 50,000	APR. 30, 1911. 50,000	APR. 30, 1912. 50,000
MAY 31, 1905. 50,000	MAY 31, 1906. 50,000	MAY 31, 1907. 50,000	MAY 31, 1908. 50,000	MAY 31, 1909. 50,000	MAY 31, 1910. 50,000	MAY 31, 1911. 50,000	MAY 31, 1912. 50,000
JUN. 30, 1905. 50,000	JUN. 30, 1906. 50,000	JUN. 30, 1907. 50,000	JUN. 30, 1908. 50,000	JUN. 30, 1909. 50,000	JUN. 30, 1910. 50,000	JUN. 30, 1911. 50,000	JUN. 30, 1912. 50,000
JUL. 31, 1905. 50,000	JUL. 31, 1906. 50,000	JUL. 31, 1907. 50,000	JUL. 31, 1908. 50,000	JUL. 31, 1909. 50,000	JUL. 31, 1910. 50,000	JUL. 31, 1911. 50,000	JUL. 31, 1912. 50,000
AUG. 31, 1905. 50,000	AUG. 31, 1906. 50,000	AUG. 31, 1907. 50,000	AUG. 31, 1908. 50,000	AUG. 31, 1909. 50,000	AUG. 31, 1910. 50,000	AUG. 31, 1911. 50,000	AUG. 31, 1912. 50,000
SEP. 30, 1905. 50,000	SEP. 30, 1906. 50,000	SEP. 30, 1907. 50,000	SEP. 30, 1908. 50,000	SEP. 30, 1909. 50,000	SEP. 30, 1910. 50,000	SEP. 30, 1911. 50,000	SEP. 30, 1912. 50,000
OCT. 31, 1905. 50,000	OCT. 31, 1906. 50,000	OCT. 31, 1907. 50,000	OCT. 31, 1908. 50,000	OCT. 31, 1909. 50,000	OCT. 31, 1910. 50,000	OCT. 31, 1911. 50,000	OCT. 31, 1912. 50,000
NOV. 30, 1905. 50,000	NOV. 30, 1906. 50,000	NOV. 30, 1907. 50,000	NOV. 30, 1908. 50,000	NOV. 30, 1909. 50,000	NOV. 30, 1910. 50,000	NOV. 30, 1911. 50,000	NOV. 30, 1912. 50,000
DEC. 31, 1905. 50,000	DEC. 31, 1906. 50,000	DEC. 31, 1907. 50,000	DEC. 31, 1908. 50,000	DEC. 31, 1909. 50,000	DEC. 31, 1910. 50,000	DEC. 31, 1911. 50,000	DEC. 31, 1912. 50,000

PLAIN DEALER'S  
AVERAGE YEARLY  
Circulation Since 1905  
CALENDAR YEARS

	DAILY	SUNDAY
1905	62454	69560
1906	66786	77697
1907	68571	81994
1908	71616	88045
1909	80938	103490
1910	87126	114043
1911	95129	125191

Average for week ending April 14, 1912.  
Daily 103526 Sunday 131783





## THE LEWIS JURY DISAGREES.

FIGHT BEGUN TO REDUCE  
COUNTS AGAINST HIM  
FROM 12 TO 4.

The jury in the trial of E. G. Lewis, the St. Louis publisher and capitalist, charged with using the mails to defraud, was unable to agree on a verdict. The vote was nine for conviction and three for acquittal. Fifty ballots were taken to no avail.

Attorneys for Lewis have filed notice in the United States District Court that they would apply to the United States Supreme Court on May 5 for a writ of prohibition to restrain the district court from trying Lewis on more than four counts of the indictment against him charging him with the use of the mails to defraud in the sales of securities of his University City corporations.

The indictment on which Lewis was tried contained twelve counts. Attorneys for Lewis tried to get Judge Amidon to limit District Attorney Houts to four counts, but he ruled that he might be tried on all twelve counts.

District Attorney Houts states that he could be ready within two weeks to prosecute Lewis again on the twelve-count indictment charging him with using the mails to defraud.

In his answer to the charges against him Lewis maintained that he acted in good faith in all his dealings and never intended to defraud or deceive any one. He was ambitious to build up a great business with participating stockholders in all parts of the country and he believed his plans were safe and practicable.

He claimed he would have been successful but for the interference of the Post Office Department, which, in 1905, issued a fraud order against him and his People's United States Bank, and in 1907 denied him the privilege of sending three of his publications through the mails as second class matter.

Testifying in his own defense, Lewis said that he believed every statement made in the advertisements he wrote to attract investors.

He asserted that he himself was the heaviest investor in these enterprises and that he stood to lose and did lose more than any other individual when his plans failed.

### ALMOST READY.

The Regina (Can.) Leader expects to be in its new home by the early summer. Good progress is being made on the new six-story building, the rear section for the mechanical department being now well on toward completion.

### REVIEW OF THE WEEK.

A new magazine called the Week End has been established in Victoria, B. C. It aims to cover topics in the world of sports, garden culture, etc. F. A. Churchill, Jr. formerly of the Western Motor Car and the Seattle Washingtonian, is the editor and proprietor.



EDWARD L. PRETORIUS,  
PUBLISHER OF THE ST. LOUIS TIMES.

### PRETORIUS CELEBRATES.

The St. Louis Times has just celebrated the fifth anniversary of its birth. In that time it has established a really remarkable record for success and as a business proposition today stands well up among the big newspaper properties of the country.

Edward L. Preetorius and John Schroers founded this Times in 1907. Since 1908 Mr. Preetorius has conducted the Times himself, besides the German newspapers which he also controls. The Times in its few years of life has won an enviable reputation for itself. It boasts of a home that is one of the finest buildings in the Southwest and its last annual business record

is exceeded by very few papers of its size in the country.

On its fifth birthday the Times published an anniversary edition that is a splendid example of a newspaper from a literary as well as a business standpoint.

### HALF CENTURY OF SERVICE.

Henry W. Polhemus of the staff of the New York Evening Post on Wednesday completed fifty years of service with that newspaper. Wednesday evening the trustees of the Post gave Mr. Polhemus a dinner, at which representatives of every department were present to extend their felicitations to the guest of honor.

### BUILDING UP HIS LIST.

Harry C. Griffith, who recently started in the special agency business under his own name, with office at 225 Fifth avenue, New York, has already obtained the Eastern foreign representation of a number of good papers.

Before starting out on his own account Mr. Griffith was connected



HARRY C. GRIFFITH.

with one of the largest special agencies in the East. He is thoroughly familiar with newspaper representation work, and has cultivated many substantial friends.

Mr. Griffith's list includes the Altoona (Pa.) Times, Bridgeport (Conn.) Farmer, Holyoke (Mass.) Telegram, Fresno (Cal.) Herald, Winston-Salem (N. C.) Journal and the Kansas City (Kan.) Gazette-Globe.

### OPPOSED TO WOMEN VOTERS.

Dr. St. Clair McKelway, editor of the Brooklyn Eagle, and Talcott Williams, director of the Pulitzer School of Journalism, were speakers Monday evening at the meeting of the New York State Association Opposed to Women Suffrage. The opinions of Messrs. McKelway and Williams were that to give a vote to women would mean retrogression instead of progress for woman-kind.

### HAD NARROW ESCAPE.

W. G. Foster, editor of the Nelson News and W. K. Esling, editor of the Rossland Miner, both of British Columbia, were passengers on a train that recently collided head on with an engine in Revelstoke. Mr. Esling was slightly injured, but Mr. Foster escaped unhurt.

### TO IMPROVE SUPPLEMENT.

The San Francisco Evening Post has just completed arrangements for a material improvement and enlargement of its Saturday supplement.

## OFFICERS OF THE



ROBERT M. JOHNSTON,  
First Vice-President.



FRANK P. MACLENNAN,  
Second Vice-President.



FRANK B. NOYES,  
PRESIDENT.



W. R. NELSON,  
Director.



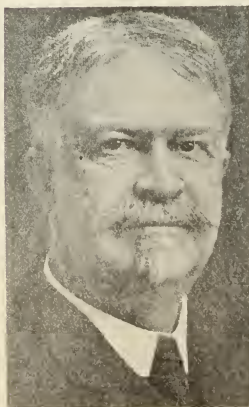
THOMAS G. RAPIER,  
Director.



V. S. MCCLATCHEY,  
Director.



A. C. WEISS,  
Director.



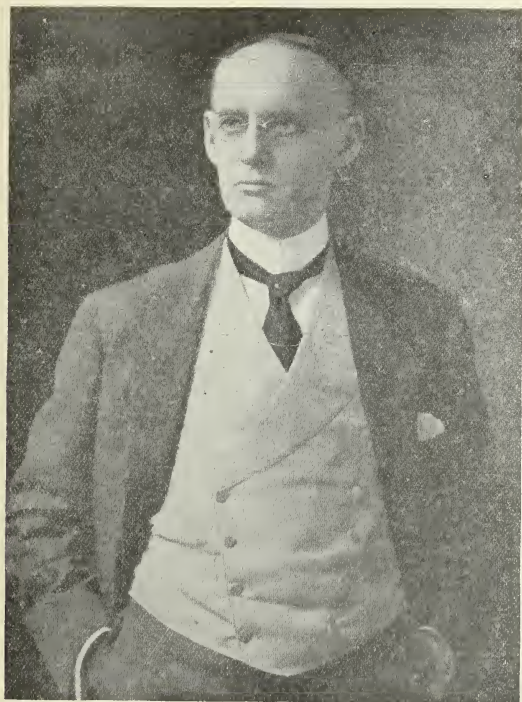
CHARLES H. CLARK,  
Director.



ADOLPH S. OCHS,  
Director.



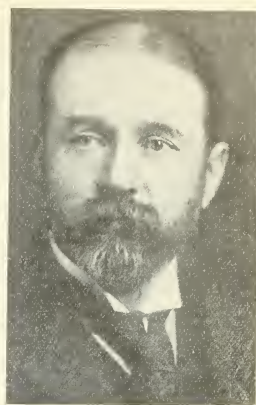
## ASSOCIATED PRESS



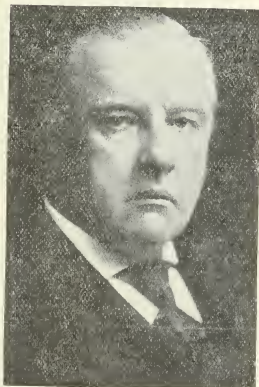
MELVILLE E. STONE,  
SECRETARY AND GENERAL MANAGER.



JAMES R. YOUATT,  
Treasurer.



VICTOR F. LAWSON,  
Director.



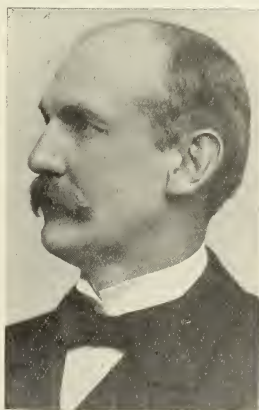
HERMAN RIDDER,  
Director.



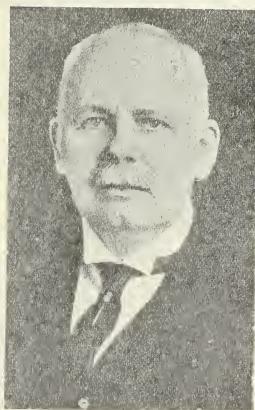
CLARK HOWELL,  
Director.



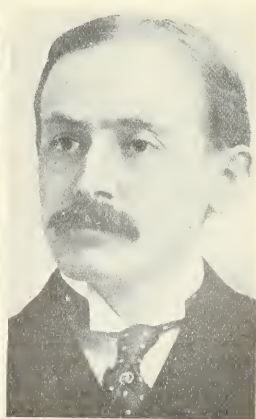
GEN. CHARLES H. TAYLOR,  
Director.



W. L. MCLEAN,  
Director.



CHARLES W. KNAFF,  
Director.



W. H. COWLES,  
Director.

## GRAHAM TO MANAGE LOS ANGELES TRIBUNE.

George N. Graham has been appointed business manager of the Los Angeles Tribune, succeeding Fred C. Veon, who recently resigned to return to work in the East. Mr. Graham, who is at present business manager of the Syracuse (N. Y.) Herald, assumes his duties in Los Angeles on May 1.

Mr. Graham is thirty-six years old and has been engaged in the editorial and business ends of newspaper work for sixteen years. He is an expert on circulation and has been managing editor and business manager of several eastern metropolitan newspapers. His connections have included the Boston Post, Boston American, Syracuse Post-Standard and Worcester (Mass.) Evening Gazette.

## APPRECIATIVE WORDS.

Many of the biggest newspapers in the country have had many kind words to say in the past few months in regard to the changes for the better in the Pittsburgh Post and Sun. The best feature matter on the market has been added to the attractions of these two papers, and the management is displaying originality in conceiving new ideas and working out old ones.

## MAKES RECORD FLIGHT.

Miss Harriett Quimby, who conducts the dramatic department for Leslie's Weekly, crossed the English Channel from Dover Tuesday morning in an aeroplane, landing at Hardelet, France. Miss Quimby is the first woman to accomplish this feat alone. Her flight occupied two hours.

## TAKES TO HIS ORCHARDS.

J. J. Young, a pioneer newspaper man of the Canadian West, is now engaged in developing a thousand-acre orchard near Spokane. He also has interests in the Windermere District of British Columbia. Mr. Young was for a long time connected with the Calgary (Can.) Herald.

## CANADIAN EDITOR SUED.

J. B. Daniel, editor of the South Fort George (B. C.) Herald, has been sued for libel by the Natural Resources Security Company, Ltd. The plaintiff wants \$5,000 damages and bases the claim on an alleged personal attack by Mr. Daniel against the president.

## WANTS LIBEL DAMAGES.

Henry Martin Voorhees, editor of the Flemington (N. J.) Democrat-Advertiser, is being sued by Sheriff Holcombe for \$20,000 damages for alleged libel. The case is the outcome of recent political activities in the county.

## DAILY IN FRENCH.

La Voix Libre is the name of a new French daily paper to be started shortly at Sherbrooke, Can. It is understood that it will be issued in the interest of the Conservatives. The editor in chief will be B. Le-Claire.



GEORGE N. GRAHAM,  
NEW BUSINESS MANAGER OF THE LOS ANGELES TRIBUNE.

## SCIENTIFIC AMERICAN LOSES APPEAL.

A decision has just been handed down by Vice-Chancellor Emery of the New Jersey Court of Chancery in the case of Munn & Co., owner of the publication, the Scientific American, against the Scientific American Compiling Department.

When the Encyclopedia Americana was first published it was issued under the direct editorship and personal supervision of Frederick Converse Beach, editor of the Scientific American, with the full co-operation of Munn & Co.

In the sale of the encyclopedia the names of the Scientific American, the magazine, in conjunction with which the Americana was sold, the Scientific American Compiling Department, and Munn & Co. had become so intertwined that the com-

plaintain in the above case thought it should have a greater compensation for the further use of the name "Scientific American" in connection with the sale of the Americana.

The board of directors of the Americana Company considered that as a business proposition it was not required to accede to this increased demand. Munn & Co. brought suit to determine the exact status of the name "Scientific American Compiling Department," and to prevent, if possible, by injunction, the use of the words "Scientific American" by the defendant.

Vice-Chancellor Emery refuses the application of Munn & Co., and holds that the Scientific American Compiling Department, being a distinct and separate corporation, has the right to use the name as publishers of the Americana.

## TRUTH BEST COMMODITY.

Henry J. Wright, editor of the New York Globe, remains consistently loyal to the idea that truth is the best commodity for a newspaper to sell to its readers. Striking evidence of his unswerving devotion to this belief was shown by the Globe's course in apologizing to all of its readers for the publication of false reports concerning the appalling Titanic disaster. In common with all of the other afternoon newspapers of the country the Globe on Monday afternoon published wireless dispatches saying that the Titanic remained afloat after the collision with an iceberg and was being towed into port. As a matter of fact, at the hour when these reports were published in American cities, the Titanic had been sunk for two hours or longer.

The Globe's participation in the publication of these stories was not a piece of single-handed journalism. On the contrary, the publication was universal. Editor Wright derived no satisfaction from the fact that all other editors were unwittingly accomplices in the printing of cruelly deceptive reports. In the Globe on Tuesday afternoon he published the following leading editorial, under the heading "An Apology":

"Yesterday the Globe, like every other afternoon newspaper in the United States, published wireless despatches about the Titanic. These despatches were received at several different points. One of them, received by the Canadian government marine agency at 4:15 P. M., said that other vessels had the Titanic in tow. Another, received by the White Star Line, apparently from the Olympic, described the Titanic as being afloat almost two hours later than the real time of her sinking."

"We should like to express our profound regret for our share in spreading these false, these cruelly deceptive reports. They were published by all newspapers in good faith. But good faith is not an excuse for such a stupendous error. The first duty of the whole press, of every newspaper, of all news agencies, is not to publish what is untrue."

"A rigorous attempt will be made by the press to learn the origin of these false reports. As soon as possible we shall lay the results of this inquiry before our readers. Any other course would be unjust to them and to us. They shall know the reason why they were deceived—whether by lies or by inefficiency."

—If that reason can be learned."

The Globe's editor could resort to the entirely valid explanation that in the case of all big disasters there is difficulty in establishing a dividing line between the actual news and the work of rumor-mongers. But he does nothing of the kind. His view of a newspaper's duty to its readers is startlingly fresh and candid. At a moment when he could make tremendous sales by appealing to a frantic mental condition of the public he openly announces that he does not care for circulation obtained by tightening the public's mental tension and trading on the public's anguish.



# THE BOSTON POST

## LEADS IN

# DISPLAY ADVERTISING

Among Boston Newspapers Having Daily and Sunday Editions.

*Comparisons for Three Months Ending March 31, 1912.*

The Boston Post Leads in Total Display.

**POST 1,383,931** AGATE  
LINES

Globe .....	1,300,770.....	Post Leads by	83,161
American .....	1,202,182.....	Post Leads by	181,749
Herald .....	770,424.....	Post Leads by	613,507

The Boston Post Leads in Local Display.

**POST 829,334** AGATE  
LINES

Globe .....	808,992.....	Post Leads by	20,342
American .....	761,538.....	Post Leads by	67,796
Herald .....	485,336.....	Post Leads by	343,998

The Boston Post Leads in Foreign Display.

**POST 554,597** AGATE  
LINES

Globe .....	491,778.....	Post Leads by	62,819
American .....	440,644.....	Post Leads by	113,953
Herald .....	285,088.....	Post Leads by	269,509

The Post Leads in Automobile Display.

**POST 130,692** AGATE  
LINES

Globe .....	119,131.....	Post Leads by	11,561
American .....	89,150.....	Post Leads by	41,542
Herald .....	73,064.....	Post Leads by	57,628

The Boston Transcript, published only six days in the week,  
had 99,992 lines of Automobile Advertising.

The above figures do not include Classified Advertising—in which the Globe leads all Boston papers by a wide margin.

**Circulation Averages for March, 1912.**

**BOSTON DAILY POST**

**371,871**

**BOSTON SUNDAY POST**

**325,403**

A Gain of 39,393 Copies Per Day Over March, 1911.

A Gain of 23,022 Copies Per Sunday Over March, 1911.

The Boston Post has the  
Largest Morning Circulation  
in the United States, with one  
exception—the New York  
World.

Foreign Representatives:

C. F. KELLY & CO. 220 Fifth Avenue, New York  
C. GEO. KROGNESS, Marquette Bldg., Chicago

The Boston Post's Printing  
Plant is the Largest in New  
England—including the Large-  
est Press in the World.

—Robert Hoe, President  
R. Hoe & Co.

## TO MAKE LOW COST NEWSPAPERS.

ECONOMIES IN THE LARGE PLANTS FOR REVIEW  
BY A. N. P. A.

A publishing problem to which the A. N. P. A. convention will devote concerted attention this year is that of scientific management both in the mechanical and editorial departments of newspapers. During the years in which every known method of stimulation has been applied to the circulation and advertising branches of the business even some of the largest publishers have consciously tolerated lax systems of office management in their editorial and business departments.

Standardization of newspaper editorial and business departments is prevented in most cases because of purely local conditions. Concentration of departments, or rather the segregation of departments, is oftentimes made impossible where buildings are unsuited for occupancy by a newspaper. In consequence, this broken up departmental arrangement results in what, in the mechanical and engineering trades, is termed "lost motion."

Scientific management of any of the newspaper departments, however put in operation, has brought about a reduction in the size of the operating staff and the pay roll. The card filing system of indexing all individual advertisers in a newspaper's home territory is one of the efficiency methods that has been adopted from the monthly magazines, the benefit being that a publisher or advertising manager at all times has a detailed record of any firm's ad line business not only in his own publication but in all other publications in the home field. This record, whether kept by morning or afternoon newspapers, is inclusive of the total number of newspapers in any given city where it is adopted. One of the forms with which this result is obtained is presented in another column.

This system operated in the advertising departments of newspapers in three of the largest American cities produced increased business ranging from twelve to forty-five per cent., as under it there was available in every instance the recorded history of the "work" performed on the advertiser, the man by whom it was performed and, in addition, there were attached to the original card with a paper clip the solicitor's separate reports on each visit to the advertiser, the argument used to convert him, the advertiser's objections to the solicitor's newspaper medium; points on its strength or weakness in reaching each and every class of purchase.

Objection to this detailed method of canvassing on the ground that it means the keeping of too complicated a system of reports, has been offset by the proved increase in business. When the advertisers of the city, as well as the advertising prospects, have been carded in this manner the keeping of the card may be, and is, done by any advertising manager's alert secretary and the measurements of line space carried

R. H. Macy &amp; Co.

1912.

Men to See:	Advertising Manager's Home address:											
Solicitor	Last seen:											Total
	World	Tie--	Herald	American	Tribune	Sun	Press	Exe Sun	Telegraph	Mail	Post	Globe
January												
February												
March												
April												
May												
June												
July												
August												
September												
October												
November												
December												
TOTAL:												

FILING CARD THAT CONCENTRATES NEWSPAPER ADVERTISING STATISTICS.

are made at the business office counter, usually by the same men who mark and measure up the volume of the classified advertising accounts.

### KEEPING A DAILY REPORT.

Another important newspaper has evolved, yet kept it within the bounds of two simple report blanks, a daily and weekly report system embracing every branch and item of plant expenditure and income, in all departments, that is so simple as to be wholly intelligible even to a layman. From this report it is possible to obtain at the close of each night's business the exact profit or loss on the plant for the previous twenty-four hours.

That many plants may have a deficit for a single day's operation—in a Monday morning paper, for instance—and yet carry a heavy surplus business on all other days of the week is so clearly to be expected that the keeping of a report that is in effect a daily trial balance for an entire paper may seem to make this an unnecessary detail. But for the publisher who is watching his expenditures every day in the year to eliminate waste and reduce his operating cost to a minimum, with a maximum of production, commends this system for consideration by publishers who realize that wasteful methods and leakage must be eliminated from the entire plant since the cost of newspaper production has mounted to such a high level.

Several months ago THE FOURTH ESTATE printed an article explaining how scientific management has been introduced in the editorial and copy reading branches of the Seattle Times office. The system as devised and improved for home use by Clarence B. Blethen, managing editor of the Times, eliminates unnecessary men and centralizes the direction of two branches of an editorial staff

under the watchful eye of one executive. This eliminates the need of a second or even third executive editor, cuts the copy reading force seventy per cent. and has reduced by twenty minutes for the first edition and thirty for the second edition the time between the entry of news to the office and its going on the press.

As described by Mr. Blethen several months ago, the Times, under the old system was using a managing editor, six general copy readers, a state editor, telegraph editor, Sunday editor and an assistant and two general local copy readers.

The Times now gets out its editions six afternoons a week, one Sunday morning edition, besides a bulldog, with a managing editor, an assistant to the managing editor, a city editor and one assistant, who helps out on the copy desk in emergencies, and four copy readers. Thus by centralizing authority and a rearrangement of desks a sixteen-man force is reduced to eight and the entire economic aspect of the paper's editorial production has been changed.

Another editor during the last year has produced an eight-page feature magazine at a cost never in excess of \$225. This is inclusive of the salaries paid two artists, two writers, fiction or feature matter bought on space from freelancers, the cost of having line and half-tones cut and drawn headlines made at an outside engraving plant at so much per square inch. In addition to this remarkably low cost production the pages thus produced have been successfully syndicated to a large list of newspapers throughout the country with a clean profit on every sale less only the deduction of the actual manufacturing cost of the matrices.

That such economies are now ac-

complished facts in large offices only serves to emphasize the wastefulness that has prevailed in former years.

### IN CIRCULATION.

Pronounced reductions in the cost of obtaining circulation have been effected by many of the larger newspapers in the last year. One of the most noteworthy achievements of this sort was by a Pacific Coast paper a few months ago when it obtained between 60,000 and 70,000 circulation at a cost of \$12,000, or possibly a little more than that.

The story of that particular circulation campaign forms one of the romances of newspaper building.

The program of subjects for discussion during the convention has not been announced by C. W. Hornick, of the San Francisco Call who is chairman of the topics committee, but it will be inclusive of the topics outlined in the preceding paragraphs, in addition to the state subjects that always come up for discussion.

### EDITOR RETIRES.

George Thompson has sold his interest in the Saskatoon (Can.) Capital and retires as president and editor. Mr. Thompson, who was formerly connected with the Windsor Record, plans to go into other business.

### ADVERTISEMENT S

## C. F. Kelly & Co NEWSPAPER REPRESENTATIVES

CROISIC BUILDING

220 FIFTH AVENUE.

NEW YORK

Peoples Gas Building, Chicago

PUBLISHERS' PERSONAL  
REPRESENTATIVE  
IN THE EASTERN FOREIGN  
ADVERTISING FIELD

D. J. Randall,

Brunswick Building  
Fifth Avenue, NEW YORK.

New York Press  
Galveston Tribune  
Toledo Times  
Tacoma Tribune

### A GERMAN ADVERTISING

Solicitor desires a situation. He specialized in the German field with success. Has 25 years' experience can build up German patronage and furnish A. No. 1 reference Address "German," care THE FOURTH ESTATE.

WANTED. Stereotype, no union, with live Connecticut dai Permanent job to right man Address with references, B. care The Fourth Estate.



**MR. MORTON MOVES.**

William J. Morton, special newspaper representative of New York and Chicago, has just moved his New York office from the Brunswick Building to the Fifth Avenue Building, at 23d street, where he has greatly improved quarters and facilities.

Mr. Morton is one of the best known "specials" in the field today. Since the early nineties he has been engaged in this work and is widely known to advertisers, publishers and newspaper men of the United States and Canada.

Brought up in the newspaper business and for a time publisher of a daily newspaper in Illinois, Mr. Morton applies practical newspaper ideas in looking after his publishers' interests and has built up a strong list of representative publications of this country and Canada.

Mr. Morton does extensive traveling in his personal solicitation and makes an annual tour of his newspapers that takes him as far away as Spokane, Seattle and Montreal, Can. In his work he has the able assistance of Walter Tice, who is vice-president of the William J. Morton Company.

The list of the Morton Company is composed of the Seattle Post-Intelligencer, the Spokane Chronicle, Spokane Spokesman-Review, La Presse, of Montreal, Anaconda (Mont.) Standard and the Boise (Ida.) Statesman.

**ON THEIR TRAVELS.**

Edward H. Butler, proprietor of the Buffalo News, regarding whose health disquieting reports have been in circulation during the past few months, has gone from Carlsbad, where he has been spending most of the winter, to southern France. He is accompanied by his son, Edward H. Butler, Jr., and his daughter, and expects to return with them to America in the course of the next month.

Elbert H. Baker, publisher of the Cleveland Plain Dealer and secretary of the American Newspaper Publishers' Association, has been spending a month in the Isle of Pines and Cuba.

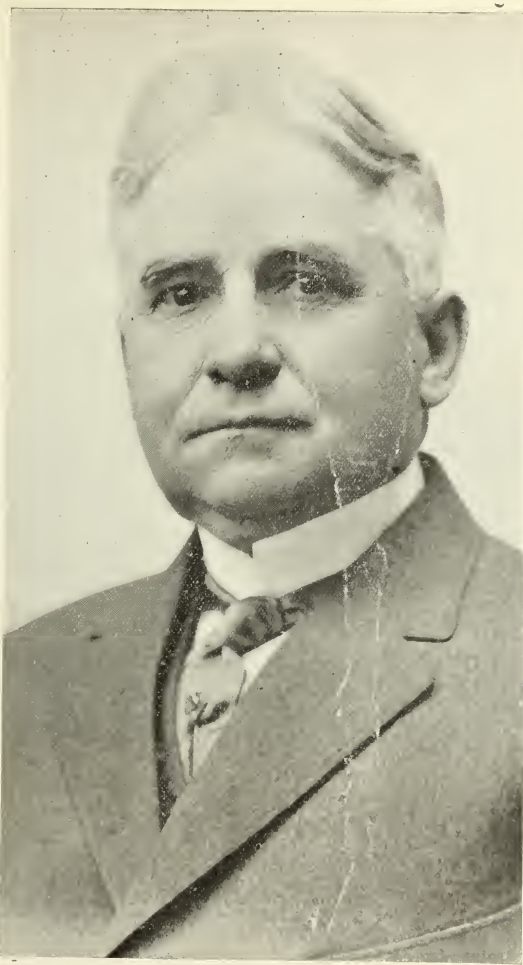
William J. Murphy, proprietor of the Minneapolis Tribune, sailed for Europe last week to bring back the members of his family, who have been spending the winter in travel on the continent.

William M. Ramsdell, publisher of the Buffalo Express, is enjoying a European tour.

C. Arthur Billing, for many years one of the confidential secretaries of the late Joseph Pulitzer and during the past two years assistant business manager of the New York World, has been given an extended leave of absence and has gone to Colorado for the benefit of his health.

**NOW ISSUED MORNINGS.**

The Coshocton Evening Times has been changed to a morning paper. It is Democratic in politics and was established in 1840.



WILLIAM J. MORTON,  
ONE OF NEW YORK'S BEST KNOWN "SPECIALS."

**LONG OWNERSHIP ENDED.**

George E. Marcellus has sold the Le Roy (N. Y.) Gazette to E. M. Perkins, owner of the News. The papers will consolidate. Mr. Marcellus had been the proprietor of the Gazette for twenty-eight years.

**TWO FOR BRENHAM.**

The Daily Banner has begun to appear at Brenham, Texas. Frank Eberle of Houston is the editor. This gives the city two daily papers.

**SELLS TO PARTNER.**

M. H. Glidewell has sold his interest in New Castle (Ind.) Daily Times to Walter S. Chambers, who has heretofore been half owner. The sale also includes the weekly Democrat.

**DU PONT'S BUY AGAIN.**

A considerable interest in the Wilmington (Del.) Sunday Star is reported to have been purchased by the Du Pont Powder Company interests, which recently acquired control of the Daily Journal. It is reported that the Star will be made a daily paper and issued as the morning edition of the Journal.

**SUFFRAGETTES' PAPER.**

Maryland suffragettes are rejoicing in the publication of a paper of their own. It is called the Maryland Suffrage News and published every Saturday in Baltimore. The editor-in-chief is Mrs. Donald R. Hooker, and the managing editor is Mrs. Franklin P. Mall.

**NEW YORK NEWSBOYS TO BE PROVIDED FOR.**

To raise the sum of \$30,000 to remodel the New York Newsboys' Home Club's new building at Second avenue and 11th street is the aim of the newspaper publishers of the city and other philanthropists. Plans are now under way by which it is thought, will realize the entire sum very shortly.

The building, which is to become the headquarters of all the newsboys of the city, was formerly the New York Historical Society Building. It was recently purchased for the newsboys by the newspaper owners of the city with the understanding that the general public would be asked to pay for the interior furnishings.

To that end the newspapers are working together to provide the necessary \$30,000, and William Harris, the theatrical manager, has agreed to stage a big benefit at the Hippodrome on Sunday night, May 5.

The old building which is to be the home of the newsboys is a stone structure, built in 1855. From 1857 to 1908 it was the home of the Historical Society. It is one of the landmarks of the east side.

The assembly halls and executive rooms on the ground floor, it is planned, will be converted into a library for the newsboys. Overhead, in the nooks where bookworms used to spend their days, there will be a running track and a gymnasium. The home will also include a dormitory for homeless boys. In the basement there will be a large swimming pool.

**SOON TO BE A DAILY.**

The Vernon (B. C.) News is now housed in the old Bank of Montreal Building, where it has splendid equipment and ample room. It is expected that the News will soon graduate into the daily class. The paper is controlled by Price Ellison, minister of finance for British Columbia.

**CLUB PRESIDENT RETIRES.**

At the last meeting of the Washington Ad Club, of Washington, D. C., President Granville M. Hunt resigned owing to pressure of other business. In his place was elected Walter McDonald heretofore treasurer; and H. Kirkus Dugdale was elected to the treasurership.

E. F. Roberts V. B. Holman and F. J. Kaus were elected members.

**AD. AGENTS AT DINNER.**

The Advertising Agents' Association of New York held a dinner at the Aldine Club Thursday evening. W. H. Johns of the George Batten Company, chairman of the association, was toastmaster. Don C. Seitz of the New York World gave an interesting talk on general agency and newspaper conditions throughout the country and on free publicity.

Lincoln B. Palmer, manager of the American Newspaper Publishers' Association, also spoke and congratulated the agency men on the work of their association and on the benefits they were deriving therefrom.

## DEATH OF B. F. BOWER.

Burroughs Frank Bower, founder of the Cleveland Daily World, now the News, died in Cleveland on Wednesday of cancer. Until last August Mr. Bower was editor and publisher of the News, under the ownership of Charles A. Otis, but was compelled to give up active work at that time on account of failing health.

Mr. Bower had had a long and extensive career in newspaper work. Before going to Cleveland he was connected in executive capacities with the Denver Post, the Detroit Tribune and the old Cincinnati Tribune.

## PIONEER A. P. MAN DEAD.

Colonel Isaac F. Mack, for forty years editor of the Sandusky (O.) Register, one of the earliest members and directors of the Associated Press, died suddenly of apoplexy on Thursday. Colonel Mack was born in Monroe County, N. Y., in 1838. He was graduated from Oberlin College, and began the practice of law in Chicago. He served in the Seventh Ohio Infantry during the Civil War. Colonel Mack was one of the founders of the Soldiers and Sailors' Home, Sandusky, and the Soldiers' Orphans' Home of Sandusky.

## OTHER OBITUARY NOTES.

HARRY MASON SCOVEL, one of Chicago's oldest newspaper men, died last week in his eighty-second year. Born in Albany, N. Y., in 1831, his father, a physician, moved to Detroit in 1836. When fourteen years old the boy went to work on the Detroit Advertiser as a printer's "devil." He became an expert compositor, and as such went to the Detroit Free Press in 1852, and the next year was transferred to the editorial staff.

In 1865 Mr. Scovel joined Charles A. Dana in starting the Chicago Republican, which later became the Inter-Ocean. Afterwards he was engaged on various Chicago papers, finally returning to the Inter-Ocean, of which he was exchange editor when the failure of his eyes compelled his retirement several years ago.

JOHN N. EDWARDS, who has been representing the New York Herald in the City of Mexico, died on Monday in the American Hospital of inflammatory rheumatism. Mr. Edwards was formerly night editor of the Dallas News. He was a son of the late Major John Edwards, at one time associated with the Kansas City Times, and later proprietor of the Sedalia (Mo.) Democrat.

STEVEN C. STEBECKE, for eighteen years connected with the New York Herald, died on Sunday. He was thirty-five years old and became connected with the Herald as a messenger when a boy of seventeen.

JAMES S. HENRY, for many years one of the most prominent Washington newspaper correspondents, died at the Emergency Hospital Saturday morning as the result of a paralytic stroke. Mr. Henry went to Washington in 1890 for the Pittsburgh Commercial Gazette. Later he was connected with the



THE LATE BURROUGHS FRANK BOWER.

Philadelphia Press. He was a former president of the Gridiron Club, and since retiring from newspaper work several years ago had been employed in the treasury department.

ARTHUR BECKWITH, a veteran newspaper reporter, died in Brooklyn Monday in his eightieth year. Until his health failed a year ago he was law reporter for the Brooklyn Citizen. He was a native of Sunderland, England, and came to New York in 1869, taking up newspaper work. He was employed on the Sun for several years, and later was connected with the Brooklyn Eagle.

HARRY THOMPSON SPERRY, a former publisher of the Hartford (Conn.) Post, died in that city on Monday. He was prominent in Republican political circles.

THEODORE MELVIN FOWLER, connected with the editorial staff of the Chicago Journal, is dead. He was thirty-six years old.

THEODORE MELVIN FOWLER, a Chicago newspaper man, died last week. He was formerly engaged in newspaper work in St. Louis.

OTTO SCHROEDER, formerly a well-known German newspaper man in

Los Angeles, died last week at Glendale. In recent years he had been practicing law.

EMILY SOLDENE, a former newspaper worker and well known on the stage and as a novelist, died last week in London, England.

JOHN B. CONNOR, for many years publisher of the Indiana Farmer, of Indianapolis, passed away a few days ago.

MAJOR E. F. GRATILL, editor of the Greenville (Mich.) Independent, is dead at the age of seventy-five years. He was a veteran of the Civil War and published the Independent for forty-six years.

## JOINS WASHINGTON AGENCY.

V. B. HOLMAN, formerly of the advertising department of Montgomery-Ward & Co., has resigned to become associated with the Washington Advertising Agency, Washington, D. C.

## DAILY GIVES UP.

The Porcupine (Can.) Press has given up publication as a daily paper. It will still be published as a weekly.

## WANTS DAMAGES FOR USING LIKENESS IN AD.

Because her likeness was used in an advertisement without her permission Lillian P. Gage, an eighteen-year-old girl of New York, has brought suit for \$5,000 damages against the Le Bo Company. The girl was photographed by another company some time before and had given her permission for the use of her photo for advertising purposes.

When the case came before Justice Greenbaum in the Supreme Court, the justice said that he was not quite sure that the permission was not a general waiver of the plaintiff's right to privacy and that he did not think that she had a property right in a likeness. He directed the lawyers to submit briefs in a week's time.

## LONG IN SERVICE.

Rev. Joseph McLeod, editor of the Maritime Baptist, of St. John, N. B., has just completed forty-five years of continuous editorial service in religious journalism. His father, Rev. E. McLeod, founded the Religious Intelligencer in 1853 and was editor and proprietor until his death in 1897, when his son succeeded him. In 1905 the Intelligencer united with the Messenger and Leader and became the Maritime Baptist.

Find a home in or near Rochester in which the

## Rochester Democrat and Chronicle

is not received and read daily. You will have difficulty doing so.

Find a month during which the DEMOCRAT and CHRONICLE has not progressed, either in circulation, local advertising, classified advertising or foreign advertising. This is also difficult.

The month of March just past was the largest in the history of the paper, from a foreign advertising standpoint.

Circulation Over  
62,000 NET DAILY

Managers of Foreign Advertising  
PAUL BLOCK, INC.,  
Chicago NEW YORK Boston



## AD MAN'S APPOINTMENT.

Edward K. Price has been appointed advertising manager of the Standard Underground Cable Company, Pittsburgh. Mr. Price was for a number of years in the publicity department of the Westinghouse Electric & Manufacturing Company, but for the past two years has been engaged in agency work with G. P. Blackiston, of Pittsburgh.

## ITALIAN EDITOR IN TROUBLE.

Felice Reale, editor of *Italia Americana*, an Italian publication, of Trenton, N. J., is under arrest on a charge of criminal libel. The complainant is A. Carbone of Philadelphia. It is claimed an article appeared in a recent issue of the paper stating that the complainant was guilty of a crime in Italy.

## COMPANY GET CHARTER.

The Advance Publishing Company, owner of the Ogden (Utah) Advance, has incorporated with \$10,000 capital. E. G. Gowans is the president, Hyrum Belnap, vice-president, W. W. Browning, treasurer, and O. A. Kennedy, secretary.

## NEW YORKER GOES SOUTH.

Daniel J. Hanlon of New York has been appointed circulation manager of the Atlanta Georgian. For the last six years Mr. Hanlon, has been on the circulation staff of the New York Globe and his associates on that paper tendered him a dinner on his departure.

## IN BANK ADVERTISING.

Arthur M. De Bebian has resigned as advertising manager of the Otto Kempfe Manufacturing Company, Newark, N. J., to become assistant to H. D. Robbins in charge of the publicity of N. W. Halsey & Co., investment bankers.

## HONOR FOR BERRI.

At the Republican state convention at Rochester, William Berri, publisher of the Brooklyn Standard Union, was elected one of the four delegates-at-large from New York State to the Republican National Convention.

## SHAY MAKES CHANGE.

Edward J. Shay has resigned as advertising manager of the Baltimore Bargain House, to take effect May 15. Mr. Shay has served that concern two years. He is the president of the Baltimore Ad Club.

## NEW SOUTHERN EDITOR

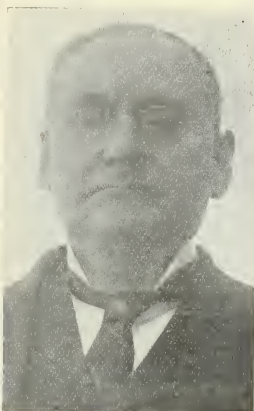
Charles P. Calvert has been appointed editor of the Spartanburg (S. C.) Journal, succeeding Charles H. Henry, who recently became publisher of the Atlanta Georgian.

## ITS SCOPE WIDENED.

The Industrial Banner, a paper for some time past published at Hamilton, Can., as the organ of the Labor Educational Association of Ontario, has moved to Toronto. It will hereafter be conducted in the interests of union labor generally.

## COL. CONNOLLY IN CHARGE.

Colonel W. M. Connolly, years ago managing editor of the Memphis Appeal-Avalanche and who is known as one of the most brilliant editorial writers in the South, has been appointed managing editor of the Memphis News Scimitar. Colonel Connolly has been with the



COLONEL W. M. CONNOLLY.

newspaper for many years as an editorial writer. He succeeds Charles Grant Miller, whose interests have taken him back to his old home in Cleveland, O.

Colonel Connolly is a man of very imposing appearance, being 6 feet 4 inches tall, big and broad shouldered, big mentally and big hearted. He is an authority on political matters.

## DOCTORS' PUBLICITY.

The practice of printing the names of physicians in news items is in disfavor with the Medical and Chirurgical Faculty of Baltimore. At the last meeting of the body such publicity was declared unprofessional and resolutions were passed condemning it. A committee was appointed to see what steps could be taken to end the practice.

## MONITOR AD CHANGE.

Warren C. Klein is now in charge of the New York office of the Christian Science Monitor, Boston. He has been connected with the paper for some time, and succeeds John C. Cook.

## IMPROVING GENERALLY.

The Sussex (Can.) Record has made several important additions to its plant of late. One of the most important is the installation of a new press. The Record recently moved into a new concrete building and now has a complete newspaper outfit.

## LIQUOR ADS ATTACKED.

The Nova Scotia Temperance Alliance at its convention in Halifax proposed a petition for an amendment to the temperance act that would prohibit the publication of liquor advertisements in newspapers of the province.

## STAFF CHANGES.

Frank L. Perrin, city editor of the St. Louis Star, has resigned after two years, has resigned to become affiliated with the E. G. Lewis interests at University City.

H. M. Hoelke, a copy reader for the St. Louis Star, has resigned and will visit relatives in Seattle. After a rest he purposes a tour of the Old World on which he will write for American newspapers.

F. E. Baer has resigned as East St. Louis reporter for the St. Louis Times and will go to Washington, D. C., to work.

Earl M. Wilson, at one time advertising manager of the Stark ruries of Louisiana, Mo., is now connected with the Chicago office of the Curtis Publishing Company.

William A. Wadsworth, formerly advertising manager of Popular Electricity, has become assistant sales manager of the Union Carbide Sales Company, Chicago.

L. D. Stocking, formerly advertising manager of the Shaw-Walker Company, Muskegon, Mich., is now in charge of the advertising of the Neenah Paper Company.

George C. Cowing, copy-reader on the Portland Oregonian, has gone to Salt Lake City as dramatic editor of the Salt Lake Herald-Republican.

O. R. Hardwell has left the staff of the Charles H. Fuller Advertising Company, Chicago, to become advertising and publicity manager of the Paige-Detroit Motor Car Company, Detroit.

L. P. Hall, formerly of the Hartford (Conn.) Times and George M. Coburn have been appointed to take charge of the New York Sun's new battery of linotype machines.

## BACK FROM BURMUDA.

Russell R. Whitman, publisher of the Boston American, has just returned from a fortnight's trip to Bermuda.

## CITY OFFICIAL SUES.

An action for libel has been instituted against the Ottawa (Can.) Citizen by City Solicitor McVeity. The plaintiff alleges that the Citizen has been publishing defamatory statements about him and otherwise harassing him in the performance of his public duties. He also asks an injunction to restrain the paper from further attacks.

## WILL PRACTICE LAW.

Leonard Conlin has left the staff of the St. John (Can.) Globe to take up the practice of law in that city. Mr. Conlin had a wide experience in newspaper work and previously was with the St. John Sun and Morning Standard.

## ENTERS THE MINISTRY.

A. J. Pines, formerly editor of the Kentville (Can.) Advertiser, has become a Unitarian minister in Winnipeg. Since leaving newspaper work several years ago, he has been teaching school.

# DOWN EAST, ITS' GOOD GOING for the BOSTON HERALD

THE HERALD had the best March for five years in display advertising. It was practically the best March for three years in classified advertising. The HERALD is carrying more financial advertising than any other Boston paper with a Sunday edition, and Sunday, April 14, was the biggest Sunday in classified business in six years. In short,

*The Biggest  
Advertising  
Gains in  
BOSTON  
are in*

## THE HERALD

W. R. ELLIS.

Advertising Manager.

# UNDISPUTED LEADERS

## FOR 32 YEARS.

*An Unexampled Record of Being "Dependable All the Time."*



CHARLES T. LOGAN.



THOMAS F. FLYNN.



WILLIAM M. WATSON.



JAMES W. COOPER.



PORTER CARUTHERS.



J. T. BECKWITH.



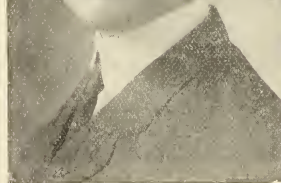
R. W. BECKWITH.



FRANK E. FORSHAW.



HENRY C. VOLK.



J. T. BECKWITH.



R. W. BECKWITH.



HARLAND E. BOYD.



H. B. LASHER



ANTHONY GROSS.



WILFRED M. THOMPSON.



G. J. NOEE.

THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 948

NEW YORK, SATURDAY, APRIL 27, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



NAT. C. WRIGHT.



HARRY S. THALHEIMER,

TWO MEN WHO CONTROL THREE NEWSPAPERS IN OHIO,  
THE CLEVELAND LEADER, THE CLEVELAND NEWS AND THE TOLEDO BLADE.

## BUSY DAYS FOR ASSOCIATED PRESS MEMBERS.

### NOYES IS RE-ELECTED PRESIDENT—GENERAL TAYLOR AND HILL NEW VICE-PRESIDENTS.

Attendance upon the fifth annual combined convention of the Associated Press and the American Newspaper Publishers' Association, at the Waldorf this week, has been the largest in the history of the two organizations.

This year's meetings were characterized by a higher spirit of business optimism than has been apparent since the disastrous late fall of 1907 and the depression that followed in the greater part of 1908. Advertising is at practically high water mark from New York to the Coast, taking the figures furnished since the first of April for March business, and inclusive of the first three months of the new year. The year began with general declines in January and February business, as compared with the same months in 1911, but the March figures for 1912 carried the totals above those for the first quarter of last year.

Absence of complaints about poor business conditions in any section served to emphasize the general feeling of satisfaction that prevails in newspaper publishing circles.

Another feature of the past year's advance may be found in the almost universal reports on the growth of circulation. Some newspapers that have for years past spent vast sums of money in the promotion of circulation found that the year just ended brought them substantial gains, some of these being obtained without artificial forms of stimulation. Others by the use of well conducted contests won and retained new circulation that tours and other forms of contest brought them.

As this Banquet Special edition of THE FOURTH ESTATE goes to press the indications are that the joint banquet of the A. P. and the A. N. P. A. in the Waldorf on Thursday evening will be the largest ever held by the two organizations. All of the tickets for the dinner had been taken up for members and their guests by Wednesday morning, and late comers found it difficult to make arrangements.

Both the A. N. P. A. and A. P. have transacted an unusually large amount of business, besides taking care of the routine matters which have to be reported on and settled at the beginning of each new publishing year. Full reports of the business sessions, the election of new directors and officers will be found in their entirety in other columns of THE FOURTH ESTATE. The sessions of the Daily Newspaper Club, at which plans were formulated for the enlargement of that organization, are also covered elsewhere in this issue.

With one of the largest attendances on record the members of the Associated Press held their twelfth

annual convention in the Waldorf-Astoria, New York, on Tuesday. The meeting, being that of a corporation, was held as usual behind closed doors, but it is reported that unusual interest was shown in the various questions of news service that came up. More than two hundred of the eight hundred members of the organization attended, while in many instances delegates represented by proxy several members who were unable to make the trip.

Fully two-thirds of the attendance were proxies, many of the old guard being missing from the meeting this year. But this was more than made up by the coming of many others who have not been seen at New York conventions for some time.

Preliminary to the general meeting on Tuesday the board of directors held their final meeting of the year at the general headquarters of the association, 195 Broadway, on Monday. They held two sessions and remained in meeting until nearly seven o'clock in the evening.

Those who attended were President Frank B. Noyes, Washington Star; Vice-President Robert M. Johnston, Houston Post; Vice-President, Frank P. MacLennan, Topeka State Journal; Treasurer James R. Youatt; Secretary and General Manager Melville E. Stone; General Charles H. Taylor, Boston Globe; Thomas G. Rapier, New Orleans Picayune; Herman Ridder, New York Staats-Zeitung; W. H. Cowles, Spokane Spokesman-Review; Victor F. Lawson, Chicago Daily News; Charles Hopkins Clark, Hartford Courant; Clark Howell, Atlanta Constitution; V. S. McClatchy, Sacramento Bee; W. L. McLean, Philadelphia Bulletin; Adolph S. Ochs, New York Times; and A. C. Weiss, Duluth Herald.

The absentees were Colonel William R. Nelson, Kansas City Star and Times; and Charles W. Knapp, of the St. Louis Republic.

Nothing but routine business was transacted and the calendar was cleaned up for the opening of the bigger meeting on the morrow. It is reported that there were some serious complaints as to violations of rules and of release orders against several of the members, which were disposed of in the usual manner, by a nominal fine, if not of a too flagrant nature, and if so by more fitting punishment. The election of no new members was announced after the meeting.

#### THE GENERAL MEETING.

The general session of Tuesday was scheduled for ten o'clock, but it was fully an hour later before President Noyes called the meeting to order. Immediately the proxy committee began its work of passing on the credentials of nearly two-thirds

of those present. This took up considerable time, owing to the exceptionally large number of representatives there by that standing. It was nearly noon before it got through and the meeting resumed.

The special committee which had investigated the charges of tainted news was then called upon for its report. It was to the effect that the members of the committee had gone into the subject and investigated conditions and sources from which such alleged news came, its handling after it had been received for transmission by the Associated Press and the way the various publications interested most had printed it. The conclusion was to give the Associated Press a clean slate in regard to those allegations against its integrity. It was found that news going through Associated Press channels was not tainted nor made partisan in any way other than in the manner in which it originated.

The manner in which the Associated Press had handled the many big stories of the past year was highly complimented by the membership in general. The board of directors took this occasion to add a supplementary resolution endorsing the integrity of the management of the Associated Press for the fine condition of the working machinery of the great organization, which extends to every corner of the world and is under the direction of Secretary and General Manager Melville E. Stone.

#### ELECTING DIRECTORS.

The report of the board of directors for the past year was unanimously accepted.

The election of directors to succeed the five members of the board whose terms expired, was next in the order of business. All the retiring members of the board had been renominated, with the exception of General Charles H. Taylor, of the Boston Globe, who declined to be a candidate again.

In his place Frederick Roy Martin, of the Providence (R. I.) Journal, had been nominated and against him was Samuel Bowles of the Springfield (Mass.) Republican.

Herman Ridder of the New York Staats-Zeitung was opposed by Thomas M. Osborn of the Auburn Citizen; Victor F. Lawson of the Chicago Daily News by Gardner Cowles of the Des Moines Register and Leader; W. H. Cowles, the Spokane Spokesman-Review, by Isaac N. Stevens, of the Pueblo Chieftain; and T. G. Rapier, the New Orleans Picayune, by Major James C. Hemphill of the Charlotte (N. C.) Observer.

Candidates for the one year term left vacant by the resignation of Albert J. Barr of the Pittsburgh Post and Sun before his death, were Charles A. Rook, of the Pittsburgh Dispatch, and Samuel Bancroft, Jr., of the Wilmington Evening Herald.

After the balloting had been completed in its usual formal manner, an adjournment for two hours was called for luncheon and to allow the determining of the result of the election.

It was three o'clock before the meeting was again called to order. The results of the election were then read. Messrs. Martin, Ridder,

Lawson, W. H. Cowles and Rapier were found to have been elected for three-year terms, while Mr. Rook was elected to succeed to Mr. Barr's place, which is for one year, Mr. Barr having already served two years before his retirement.

The board of directors now has its complete quota of fifteen members. Besides the six new ones, it is composed of the following nine holdover members:

Charles Hopkins Clark, Hartford Courant; Charles W. Knapp, St. Louis Republic; Clark Howell, Atlanta Constitution, and V. S. McClatchy, Sacramento Bee, whose terms expire in 1913;

Frank B. Noyes, Washington Star; W. L. McLean, Philadelphia Bulletin; William R. Nelson, Kansas City Star; Adolph S. Ochs, New York Times; and A. W. Weiss, the Duluth Herald, who were elected last year, and whose terms run until 1914.

#### ADVISORY BOARDS.

The following advisory boards and nominating and auditing committees were chosen:

**EASTERN DIVISION.**—Advisory board—Don C. Seitz, New York World, chairman; James Elverson, Philadelphia Inquirer; W. E. Gardner, Syracuse Post-Standard; Charles H. Clark, Hartford Courant; Charles H. Grasty, Baltimore Sun.

Nominating committee—Oswald G. Villard, New York Evening Post; R. L. O'Brien, Boston Herald. Auditing committee—B. H. Anthony, New Bedford Standard.

**CENTRAL DIVISION.**—Advisory board—N. C. Wright, Cleveland Leader, chairman; J. T. Murphy, Superior (Wis.) Telegram; J. T. Mack, Sandusky Register; C. C. Marquis, Bloomington (Ill.) Pantagraph; E. P. Adler, Davenport Times.

Nominating committee—Thomas Rees, Springfield (Ill.) Register; L. T. Goding, St. Joseph (Mo.) News.

Auditing committee—H. M. Pindell, Peoria (Ill.) Journal.

**WESTERN DIVISION.**—Advisory board—C. A. Morden, Portland Telegram, chairman; A. J. Blethen, Seattle Times; I. N. Stevens, Pueblo Chieftain; A. N. McKay, Salt Lake Tribune; R. A. Crothers, San Francisco Bulletin.

Nominating committee—Charles W. Hornick, San Francisco Call.

Continued on Sixth Page.

## CONVENTION NEWS DIRECTORY

Associated Press  
Page 2.

American Newspaper  
'Publishers Association.  
Page 4.

Daily Newspaper Club  
Page 10.



## *The Springfield Republican was Right.*

Upon the publication, at the beginning of the year, of the circulation figures of the

# CHICAGO DAILY NEWS

for last year the SPRINGFIELD REPUBLICAN printed the following editorial:

*"It is comforting to find one newspaper in the country that has the honesty to admit a loss of circulation, in these days of booming methods and fake circulation figures in the newspaper business. This exception to the rule is the CHICAGO DAILY NEWS. The announcement is made by the DAILY NEWS that its average net or paid circulation at each issue during the year 1911 was 322,838 copies, a loss of 2,190 copies from the average of 1910. There is no occasion for Mr. Lawson to be worried over this slight change."*

It is pleasant to note that the confidence of the Republican has been already justified. The

## AVERAGE DAILY CIRCULATION

of the Chicago Daily News for the first quarter of this year, and the circulation during the corresponding months last year, has been as follows:

January, 1912, 334,364	February, 1912, 343,173	March, 1912, 348,445
January, 1911, 317,628	February, 1911, 321,475	March, 1911, 321,645
<i>A Gain of 16,736</i>	<i>A Gain of 21,698</i>	<i>A Gain of 26,800</i>

*All of which presents an interesting case of "trend."*

## BIG NEWSPAPER DEAL IN OHIO.

CLEVELAND NEWS UNDER SAME OWNERSHIP AS LEADER, WITH WRIGHT AND THALHEIMER IN CONTROL.

One of the most important changes in many years in the newspaper field is the sale, which will be completed today, of the Cleveland News to Dan R. Hanna, and its passing under the working control of Nat C. Wright and Harry S. Thalheimer. Mr. Hanna now owns, besides the Evening News, the Cleveland Leader, the oldest morning paper in Cleveland. The two papers will continue to be run under separate managements, except that they will be under the control of Messrs. Wright and Thalheimer on an arrangement similar to that under which those gentlemen have for some time past conducted the Cleveland Leader.

The Cleveland News is a combination of three evening papers. The Cleveland Herald, an evening paper, was established in 1855, and was at one time practically an evening edition of the Leader. The Cleveland World, an evening paper, was established in 1889 by B. F. Bower, a notice of whose death, by the way, appeared in THE FOURTH ESTATE last week.

In 1904 Mr. Bower sold the Herald to Charles A. Otis, who also at that time acquired the evening edition of the Leader, which was then known as the News and Herald, and the evening edition of the Plain Dealer. At first the paper was called the World-News-Evening Plain Dealer. It was a little later changed to the World-News and at the end of 1905 was changed to the Evening News.

The Cleveland Leader, a morning and Sunday paper, was established in 1848. It is Republican in politics, while the News is independent with a leaning toward Republicanism.

The Leader was acquired in 1904 by Medill McCormick and Charles A. Otis. H. S. Thalheimer became the business manager and Nathaniel C. Wright the editor.

They have been actively engaged in the publication of the Leader ever since. In December, 1910, the ownership of the Leader changed when Dan R. Hanna, son of the late Senator Mark Hanna, purchased it and entered into an arrangement with Messrs. Wright and Thalheimer as publishers.

The future business policies of the newspaper have not been definitely settled, although it is understood that they will be run as two separate enterprises.

When the magnificent building now being erected on the site of the old Leader office at Superior and 6th street is completed, both papers will have their homes there.

The sale was negotiated by Charles M. Palmer, the well-known newspaper broker, who is also acting in an advisory capacity during the process of the transfer.

The new deal will not affect the control or management of the Toledo Blade by Messrs. Wright and Thalheimer.

## CIRCULATION IS WHAT ADVERTISERS BUY.

*Be sure and buy the right kind.*

THE

## NEWS SCIMITAR OF MEMPHIS, TENN.

is the leading and largest afternoon newspaper in the Mississippi Valley South of St. Louis for over 700 miles. It has the largest circulation and is the oldest and best read.

It also has the largest circulation of any evening newspaper in the Mississippi Valley South of St. Louis in a district nearly 800 miles wide.

It has a larger circulation than any newspaper, morning or afternoon, in New Orleans.

It is making greater progress than any newspaper, morning or afternoon, in the Mississippi Valley South of St. Louis in point of adding PAID circulation, and is spending more money to give its advertisers more circulation than any newspaper in the South. This is said advisedly.

It is making a greater GAIN in the City of Memphis and County of Shelby than ever before in its history. On the last day of March, 1912, the NET PAID CIRCULATION of THE NEWS SCIMITAR, in Memphis and Shelby County, was a little over 20,000; the NET PAID CIRCULATION for the first fifteen days of April, in Memphis and Shelby County, was 21,677.

THE TOTAL NET PAID CIRCULATION of THE NEWS SCIMITAR, City and County, for the first fifteen days of April, 1912, was 41,642, and growing daily.

THE NEWS SCIMITAR carries more LOCAL advertising, WEEK DAYS, month in and month out, than any newspaper, morning or afternoon, in Memphis.

THE NEWS SCIMITAR stands for everything that is best and cleanest—is for Memphis and its territory, and its upbuilding.

Mr. ADVERTISER, if you want what you want when you want it, and a heaping measure full, you will use THE NEWS SCIMITAR.

PAUL BLOCK, Representative,  
CHICAGO NEW YORK BOSTON

## MEETING OF THE A. N. P. A.

REPORTS SHOW HEALTHY CONDITIONS — MANY TOPICS DISCUSSED.

The meeting of the American Newspaper Publishers' Association in New York this week was featured by one of the largest attendances in the history of the organization. Of the three hundred and twenty-five individual members on the rolls about two hundred and fifty have been in attendance at the sessions. The meetings of the association occupied four entire days. The directors and the advertising agents' committee took up all of Monday with their board meetings, while the general sessions occupied Wednesday, Thursday and Friday, with two sessions apiece—morning and afternoon.

### DIRECTORS AND AD AGENTS.

The meeting of the advertising agents' committee of the A. N. P. A. was held Monday at the New York offices of the Boston Globe. The usual routine business was transacted. A number of questions were introduced, which caused quite an animated and interesting discussion among the committeemen.

There were a number of applications for recognition. Those receiving it were:

The Blackburn Agency, Patterson Building, Dayton, O.; Campbell - Ewald Co., Wayne County Bank Building, Detroit; Felton Company, 38 South Dearborn street, Chicago;

N. B. Finney Company, Keith & Perry Building, Kansas City, Mo.; Greene - Farrington, DeVinney Co., 530 Atlantic avenue, Boston;

Johnson Corporation, Steger Building, Chicago;

H. K. McCann Company, 11 Broadway, New York;

Macpherson - McCurdy, Ltd., Union Bank Building, Winnipeg; O'Shaughnessy Company, Heyworth Building, Chicago;

Philadelphia News Bureau, 432 Sansom street, Philadelphia;

Rose-Stern Company, 1265 Broadway, New York;

O. C. Wilson Company, 336 West Madison street, Chicago.

This year's is the twenty-sixth annual meeting of the A. N. P. A. and marked the completion of twenty-five years of active life, which point President Bruce Haldeman of the Louisville Courier-Journal fittingly commented on in his annual address. He paid high tribute to the founders of the organization and traced its growth, and the advantages it has given the newspapers of the country in the last quarter century. He took occasion to compliment his associate officers for their fine work in assisting him during his past year's administration. His remarks were in part as follows:

### PRESIDENT'S ADDRESS.

"The achievements of the American Newspaper Publishers' Association are the concrete results of co-operation along perfectly legal lines. We have had concert of action which while entirely legitimate, has created a great force for the uplift of the newspaper publishing business. "The association has faithfully adhered to the program of its founders

Continued on Eighth Page.



# THE BOSTON POST WAS FIRST IN BOSTON

TO ANNOUNCE

## The Sinking of the Titanic and The Loss of 1500 Lives

Many thousands in Boston and vicinity can testify that it was from the Boston Post Extra, issued Monday Evening, April 15, that they first received the news of the terrible disaster. Other papers, misled the fake news of Monday afternoon that no lives were lost, were off their guard. So great was the excitement caused by the Boston Post Extra, telling the awful truth, that as high as five dollars a copy was paid for the Extra in the corridors of the Boston Opera House.

### Boston Post Circulation During Titanic Week

Monday, April 15 . . . . .	472,220	Thursday, April 18 . . . . .	424,308
Tuesday, April 16 . . . . .	442,160	Friday, April 19 . . . . .	524,450
Wednesday, April 17 . . . . .	421,185	Saturday, April 20 . . . . .	435,184
Sunday, April 21 . . . . .	341,436		

Normal Circulation of Boston Post—Averages for March, 1912:  
Daily Post, 371,871; Sunday Post, 325,403

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Foreign Representatives:

G. F. KELLY & CO. 220 Fifth Avenue, New York

C. GEO. KROGNESS, Marquette Bldg., Chicago

## BUSY DAYS FOR ASSOCIATED PRESS MEMBERS.

Continued from Second Page.

W. W. Chapin, Seattle Post-Intelligencer.

Auditing committee—A. N. McKay, Salt Lake Tribune.

SOUTHERN DIVISION.—Advisory board—J. R. Gray, Atlanta Journal, chairman; Frank P. Glass, Montgomery Advertiser; Robert Ewing, New Orleans States; H. C. Adler, Chattanooga Times; Bruce Halde- man, Louisville Courier-Journal.

Nominating committee—W. J. Crawford, Memphis Commercial-Appeal; R. M. Johnston, Houston Post.

Auditing committee—P. A. Stovall, Savannah Press.

The Eastern division comprises the states of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Pennsylvania and Delaware.

The Central division: Ohio, Indiana, Michigan, Illinois, Wisconsin, Missouri, Iowa, Minnesota, Kansas, Nebraska, South Dakota, North Dakota and Oklahoma.

The Western division: California, Wyoming, Oregon, Colorado, Montana, Washington, Idaho, Nevada, Utah, New Mexico and Arizona.

The Southern division: Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Louisiana, Texas, Arkansas, Kentucky, Maryland, West Virginia and the District of Columbia.

No other business was considered, the meeting adjourning a little after four o'clock. President Frank B. Noyes was in the chair for both the days' sessions and Mr. Stone acted as secretary of the meeting.

The meetings were held in the Astor Gallery of the hotel.

With the general meeting over, the new board of directors met on Wednesday morning at the general offices of the Associated Press for the election of officers and executive committee for the ensuing year.

For the thirteenth time Frank B. Noyes of the Washington Star was re-elected president of the organization. Melville E. Stone was re-elected secretary and general manager, and James R. Youatt was chosen treasurer for a third term. General Charles H. Taylor of the Boston Globe, retiring member of the board of directors, was elected first vice-president, succeeding Robert M. Johnston of the Houston Post; and Crawford Hill of the Denver Republican is the new second vice-president, succeeding Frank P. MacLennan of the Topeka State Journal.

The entire executive committee was re-elected. The members are President Noyes; Victor F. Lawson, Chicago Daily News; Charles W. Knapp, St. Louis Republic; Charles Hopkins Clark, Hartford Courant; Adolph S. Ochs, New York Times; General Charles H. Taylor; and W. L. McLean, Philadelphia Bulletin.

## The Oldest and Best Illustrated Weekly NEWSPAPER In America

LESLIE'S is sustained by over fifty years' prestige. It is a household name. The editorial policy is constructive. It seeks to build up. It appeals to an intelligent, conservative public, hence LESLIE'S offers a responsive public to the advertiser.

*Circulation Guaranteed OVER 340,000.*

ALLAN C. HOFFMAN,  
Advertising Manager  
225 Fifth Avenue, New York

C. B. NICHOLS  
Western Manager  
Marquette Bldg., Chicago.

General Manager Stone's executive staff consists of Charles T. Thompson superintendent of the Eastern division, with headquarters in New York; Paul Cowler, the Southern division, Atlanta, Ga.; John P. Gavitt, the Central division, Chicago, and Arthur W. Copp, the Western division, San Francisco.

WORK OF THE A. P.

The Associated Press now has a membership of nearly 800 newspapers, mutually collecting and distributing the important news of the world. For its more important service it has its own leased wires, which form a network across the continent from St. John, N. B., to Seattle, Wash., San Diego, Cal., and from Duluth to New Orleans, Galveston and the City of Mexico. The total mileage of this leased wire system is approximately 18,000 miles of day wire and 26,000 miles of night wire. From various points along the trunk lines the reports are sent to interior cities. Each of the members engages to contribute the news of his immediate vicinity, usually a range of thirty miles, to the Associated Press.

The annual revenues of the Associated Press, derived from assessments levied upon its members, exceed \$2,700,000, while the number of words received and transmitted daily at each of the important offices is over 50,000, or the equivalent of thirty-five columns of the average newspaper.

### RULING ON FAVORED NATION PAPER CASE.

The United States board of General Appraisers handed down a decision Tuesday interpreting the so-called "most favored nation" clause of the Tariff act of 1909, dealing with the entry of wood pulp and paper.

The American Express Company, which brings the test case, is understood to represent the exporters of Germany, Norway, Sweden, Russia, Austria-Hungary, Great Britain, and Belgium, who alleged that they should, under the American tariff, be put on an equality with Canada and have exemption from duty.

This contention is denied by the general board, which holds that Canada at present, at least, is the only "favored nation" so far as wood pulp entries are concerned.

Counsel for the importers contended that the effect of the various reciprocity treaties, taken in connection with the fact that Section 2 of the act of July 26, 1911, making free wood pulp from Canada, should be construed to open up and take in similar articles imported from all nations with which this country has reciprocal treaties.

It was contended on the other hand by the department of justice that the treaties under consideration have no application to the claims of the importers, as Canada is not a country or nation in the sense contemplated by the law, because it is a part of Great Britain, and under the authority of its King.

The board agrees with the latter claim and overrules the protests.

The importers are expected to ask the court of customs appeals to review the board's finding.



# EAST, WEST, NORTH, SOUTH

## WE GO EVERYWHERE AFTER BUSINESS



PAUL BLOCK, PUBLISHER'S REPRESENTATIVE, AND HIS STAFF.

Photograph taken at the recent annual meeting of Paul Block, Inc., in New York. (From left to right, standing) S. L. Schmid, M. L. Chizzola, A. F. Thurnau, J. Walter Roth, N. Frederick Foote, W. E. Seip, Jr., J. C. Henderson, W. M. Messiter, N. R. Maas, (Sitting) C. A. Regan, D. Peyton Bevans, Herman G. Halsted, Paul Block, Gilbert Kinney, R. R. Mamlok and C. S. Bender.

## PUBLISHERS—AGENTS—ADVERTISERS

OUR ENTIRE STAFF IS AT YOUR DISPOSAL.

**PAUL BLOCK INC.**

STEEGER BUILDING  
CHICAGO

250 Fifth Avenue  
NEW YORK

TREMONT BUILDING  
BOSTON

### TO HAVE NEW TITLE.

The Kenora (Can.) Mining Record has been sold by James Wideman to J. V. Scriber of Peterborough. The paper, which is a weekly, will be renamed the Examiner by its new owner.

### A KIND REMEMBRANCE.

Carl Lebourbeau, for a number of years connected with the Sherbrooke (Can.) Daily Record, has decided to give up newspaper work and he has gone to Medicine Hat to lease a large farm. On his de-

parture from Sherbrooke he was presented with a purse of gold by his fellow employees.

### PUBLISHERS MOVE.

Snyder & Bischof, publishers of the South Williamsport (Pa.) Times, have moved from 16 West Market Square to the Myers building, 19 West 3d street.

The Palo Alto (Cal.) Citizen is to be continued by T. Buergard Wilmet.

### HAS ASPIRATIONS.

James F. Kerrins of the Bridgeport (Conn.) Standard has gone into the real estate and insurance business in Bridgeport. For a time he will remain in newspaper work doing the other work as a side line.

### EDITORIAL CHANGE.

The Grandville (Mich.) Star is now in editorial charge of Clare Mattason. He succeeds E. B. Bleet, who becomes manager of the new United Weeklies Syndicate.

### HAS OUTSIDE INTERESTS.

R. L. Cotton has resigned the management of the Charlottetown (Can.) Examiner to purchase an interest in the Hazard & Moore Company, in that city. He is succeeded by George S. Pierson, who assumes general charge of the Examiner.

### ARISEN FROM ASHES.

The Winchester (Ky.) Democrat, which suffered a serious loss by fire a short time ago, has resumed publication.

## MEETING OF THE A. N. P. A.

Continued from Fourth Page.

A condition under which publishers were working in the dark and at cross purposes has been superseded by an exchange of confidence and mutual help.

"The work of the association has developed to such an extent that 12,000 inquiries from members are answered every year.

"The collection business has grown amazingly. Six thousand claims of members are handled annually.

"The bulletins which are sent to members each week protect them from frauds and misrepresentations that were common in the early days.

"The information contained in these bulletins has greatly purified the advertising situation in all parts of the hemisphere and has raised the standard of the business.

"An advertising agents' committee grants recognition to those agencies qualified to receive it and supplies to members a credit list that is a guide to safety.

"The association has jealously guarded the interests of publishers on postal matters and has successfully opposed all threatened action inimical to the newspapers' best interests.

"During January, 1896, the express companies notified publishers in the Western cities that the express rate for transportation of newspapers would be increased from one-half to one cent per pound. A committee of the association concluded an agreement with all the express companies in the United States providing that from that date the rate should not be more than one-half cent per pound.

"Prior to 1909, when the copyright statutes were codified, there was a minimum penalty of \$5,000 for the infringement of photographic copyright, but in the copyright codification which became effective July 1, 1909, the damage for unauthorized newspaper reproduction was fixed at a maximum of \$200 and a minimum of \$50. A committee of the association was efficient in promoting that outcome.

"The labor bureau established in 1904 has secured industrial peace. "The paper bureau projected in 1907 has been helpful to publishers in combating paper combinations which aimed to advance news print paper prices.

"The association is now organizing a department of co-operative fire insurance, the benefits of which it is claimed will accrue to all.

"A free publicity department inaugurated in 1909 to expose the source and motive of free publicity contributions has attained a marked degree of success. It has enlisted not only the co-operation of members of the association, but also of many other newspapermen and advertising agents throughout the country.

"Every daily newspaper in the United States has been the beneficiary of the association's work and is under obligation to it."

### COMMITTEE REPORTS.

The program of business for the general meeting opened with the report of Treasurer Pattison, who gave detailed figures of receipts and operating expenses, which showed that the finances of the organization are in a healthy condition.

Receipts for the year amounted to \$91,407.37, and disbursements \$78,364.74. The balance on hand on January 1, 1912, was \$13,042.63.

Manager L. B. Palmer, the finance committee and the advertising committee then presented the reports of their work for

the last twelve months.

Manager Palmer's report showed that the membership of 300 at the 1911 meeting had grown in the last twelve months to 323, with several applications for membership pending. The association received 5,921 members' claims for collection, an increase of 109 over the number in 1910, amounting this year to \$158,000. The number of these claims collected by the association reached 2,612, aggregating \$50,000.

There were 10,703 inquiries answered through the general offices, an increase of 926 over the preceding year. An instance of how the A. N. P. A. saves expense for its members is shown by the statement in Mr. Palmer's report that 760 typewriters were sold through the association, netting a saving in cash to the purchasers of \$4,200.

After these reports had been accepted, general discussion of the various topics was begun. The program committee, under the direction of Chairman Charles W. Hornick, of the San Francisco Call, after several months' work, had prepared a list of forty-five topics touching on the most important problems that confronted members of the association in the conduct of their business during the past year. They covered practically every phase of advertising, operating efficiency, circulation, ethics, paper and labor questions.

### CONCERNING COSTS.

The first topic to be brought up was that of the feasibility of appointing a committee to work out a system for all the departments of newspaper production in order to secure a uniform basis of comparison of costs between publishers.

A committee was appointed by the president to look into the matter. This body is composed of H. L. Rogers, the Chicago Daily News; J. F. MacKay, Toronto Globe; C. D. Atkinson, Atlanta Journal; H. C. Adler, Chattanooga Times; and W. S. Jones, Minneapolis Journal.

The next concerned the plan of the A. N. P. A. to conduct a department for creating newspaper advertising; this to be in the nature of a separate advertising building bureau working in the lines found to have been successful by the magazines and weekly periodicals.

The president appointed a committee to take up the matter and report at a date in the near future. This committee is composed of William Simpson, Philadelphia Bulletin; E. R. Smith, New Haven Journal-Courier; and J. H. Thongies, Keosauqua, Iowa, Springfield Illinois State Register.

The next topic was one in which a publisher pointed out that fifty per cent. of the matrices that are sent to newspapers today are either poorly made or insufficiently baked or else made from half-tone cuts with too fine a screen. He wanted to know if publishers should assume any responsibility for matrices. There was considerable discussion on the question, but no action was taken.

### AGENTS' COMMISSIONS.

The progress made in the direction of having the advertising agent look to the advertiser for his commission, was the next.

After a general discussion the prevailing opinion seemed to be that

the agent should get his commission from the advertiser, based on service rendered.

The question then came up as to the advisability of members complying with a recent request of the American Tobacco Company to bill it net and receive the company's checks in payment, instead of transacting the whole of this business through the advertising agency handling the business.

Very few publishers present, it turned out, had complied with the request of the American Tobacco Company to bill direct. A committee was appointed by the president to see that the regular order of billing is carried out in the future and see that the agencies are protected.

Recent freak copy of some of the tobacco advertisers was then brought up and the question was asked if any publishers had lost advertising in consequence of refusing requests of tobacco companies for the insertion of freak matter in the advertisements.

Only a general discussion occurred on this matter.

The elimination of the imitation reader; the making of misleading or untrue statements in advertisements; recent efforts of foreign advertisers to prepare copy so as to carry practically the endorsement of the newspaper, and what steps can be taken to discourage these was the next topic discussed.

Three suggestions offered in regard to "readers": 1. Type of advertising to be of different size type than reading matter. 2. To have a black heavy border encircling the advertisement. 3. Or the letters

"A D V T" to be at the bottom to distinguish it.

Louis Wiley of the New York Times introduced a resolution to the convention in memory of the persons who lost their lives in the sinking of the steamship Titanic. It was unanimously adopted.

### FIRE INSURANCE.

Wednesday afternoon the committee on co-operative fire insurance of which Elbert H. Baker of the Cleveland Plain Dealer is chairman, reported. The committee recently held a special meeting in Cleveland and discussed the matter thoroughly, he said. As a result it has about completed plans for a permanent insurance organization along a broad reciprocal exchange basis to be confined to the members of the A. N. P. A.

### NEWS PRINT PAPER.

John Norris, chairman of the committee on news print paper, then presented his report, which is in part as follows:

"Through the efforts of that paper bureau, mechanical pulp, when made from unrestricted wood, was put on the free list by Congress. Pulp and paper of all kinds from Canada, costing no more than 4 cents per pound, were also put on the free list by Congress. It is possible that Sweden, Norway, Germany, Denmark, Great Britain, Belgium and Austria-Hungary, in addition to Canada, may be able to sell paper in the American market free of import duties through the application of the 'favored nation' treaties. The matter has been referred to the courts by President Taft.

"During 1911, as a result of helpful legislation, 54,000 tons of news

Continued on Twenty-ninth Page.

## New York World Features As Circulation Makers

Leading newspapers throughout the country are using New York World matter to great advantage.

We syndicate Sunday magazine pages, the comic supplement, "Fun" (the weekly joke and puzzle book, and have a complete daily service of comics and special articles.

Arrangements can also be made to obtain complete wire service of World news for morning newspapers.

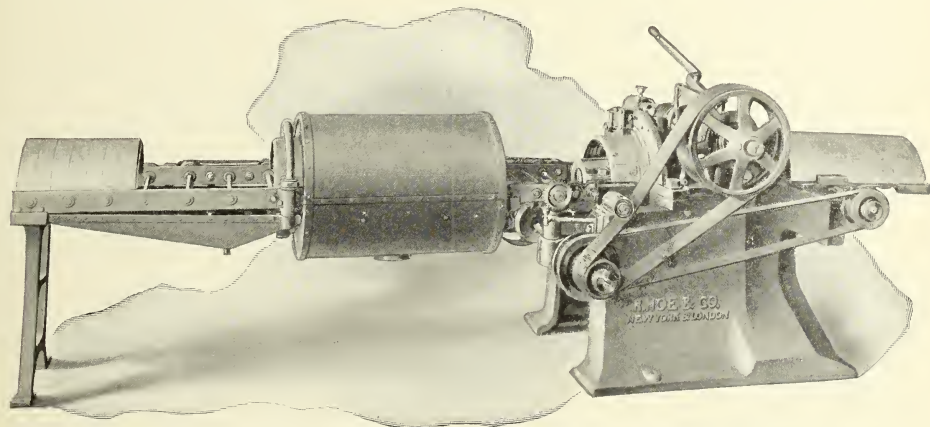
Publishers are invited to call at Room 116 at the Waldorf Astoria during Publisher's Week, where all information concerning the World Syndicate will be furnished.

## NEW YORK WORLD SYNDICATE



# WHEN IT COMES TO STEREOTYPING *THE MAN WITH THE HOE* MAKES PERFECT PLATES QUICKLY AND ECONOMICALLY.

The progressive newspaper, fitted out with modern HOE PRESSES and IMPROVED HOE STEREOTYPING MACHINERY, is always in the lead and has a distinctive clean-cut appearance that gives it the STAMP OF QUALITY.



## HOE AUTOMATIC PLATE FINISHER. *THE SIMPLEST AND SPEEDIEST MADE.*

Among the offices that have already ordered these improved machines are:

Albany Journal,  
Albany Times-Union,  
Buffalo Courier and Enquirer,  
Buffalo Times,  
Buffalo Express,  
Rochester Democrat & Chronicle,  
Schenectady Gazette,  
Syracuse Herald,  
Syracuse Journal,  
Syracuse Post-Standard,  
Hartford Times,  
Haverhill Gazette,  
Lynn Item,  
New Bedford Standard,  
Cincinnati Enquirer,  
Cincinnati Post,

Cleveland Press, (2 machines)  
Columbus Dispatch,  
Detroit Free Press,  
Detroit Journal,  
Philadelphia Telegraph,  
Philadelphia Record,  
Philadelphia North American,  
Pittsburgh Press,  
Toledo News-Bee,  
Atlanta Journal,  
Birmingham Ledger  
New Orleans Picayune,  
Richmond Times-Dispatch,  
Denver Post,  
Indianapolis News,  
Kansas City Post,

Los Angeles Times-Mirror  
Minneapolis Tribune,  
Omaha Bee,  
Seattle Post-Intelligencer,  
St. Louis Post-Dispatch,  
St. Paul Dispatch,  
Montreal Gazette,  
Montreal Patrie,  
Hamilton Herald,  
Hamilton Spectator,  
Ottawa Citizen,  
Toronto Globe,  
Vancouver World,  
Winnipeg Telegram,  
Winnipeg Free Press,  
Regina Leader.

ALSO SEVERAL IN EUROPE AND SOUTH AMERICA.

*Why pay rent when you can own a machine for one-fifth the cost of rental?*  
WHEN IN NEW YORK don't fail to visit our factory and see in operation the latest up-to-date STEREOTYPING MACHINERY.

## R. HOE & CO., 504-520 Grand Street, NEW YORK.

7 Water Street, BOSTON, MASS.

7 South Dearborn Street, CHICAGO, ILLS.

109-112 Borough Road, LONDON, S. E., ENG.

## THE DAILY CLUB SESSIONS.

### ALL OFFICERS RE-ELECTED —PLANS FOR EXPANSION NEXT YEAR.

The Daily Newspaper Club held its annual meeting in the Waldorf on Wednesday afternoon. The reports of President Louis Wiley and Manager James W. Adams were favorably received, and it was the general expression of the members that during the past year the club has accomplished the most successful work in its history.

Manager Adams' report was in substance:

"During the year there have been four resignations. One of the members has been added. The present membership is forty-seven. During the year there were received and answered 265 inquiries, in addition to advice regarding advertising, formulation of plans, selection of sections in which the advertising was to be done, and the preparation of copy. There have been seventy-four of these requests made and full assistance given in every instance."

"During the past few months a number of publications have expressed the desire to know more about the Daily Newspaper Club, with a view to becoming members. There were fourteen of these. The manager has endeavored during the past year to find out the needs of the organization in making addresses and preparing articles for publication. Funds of the organization have been insufficient to warrant much travel by the general manager, but it is hoped that during the coming year the funds will permit him to visit all the members of the club in order to become acquainted and to benefit by the opportunity of exchanging views."

"In this way a close co-operation through the New York office and the members will be established, which would make far greater progress in the organization of the work. It is recommended that larger offices be secured and that the power office equipment and facilities be provided to enable the members of the club. The present income of the club is \$10,977.50. The tendency of general advertisers from the magazines and daily newspapers has been more pronounced during the past year. A comparison has determined that seven out of the twenty-seven of the leading monthly literary magazines printed during 1912 from 1,300 to 9,000 less lines of advertising than in 1911. Among women's magazines, thirteen out of fifteen show a loss for the same period. During this period of loss in advertising, however, there has been a marked increase in advertising by the newspapers."

"On March 1 I issued a list of the general advertisers at present employing magazine and other media, but not the daily newspaper. Only such general advertisers were included as appeared to be potential or logical newspaper advertisers. Some of these were employing the newspapers for local advertising only. The members were requested to co-operate with this office by using this list as a basis in the solicitation of new business."

"Much assistance has been secured in this way. This office has directly addressed the 168 editors of this list and has supplied them with data and literature at least once a week and in some cases oftener. Of the 168 thus addressed between one and eleven per cent. have expressed their interest and their desire for continuance of this service."

"We have also distributed a list among A. N. P. A. members who are not members of the Daily Newspaper Club, and have formed these publications that we would be glad to co-operate in any possible way for the promotion of newspaper advertising of these non-member publications."

"Forty-five have agreed to show their interest and approval. A number of advertising agencies have done likewise. Two of the leading trade journals have shown their interest by re-printing this list and one has made favorable editorial comment in regard to it. Among those who have been contacted and who have become newspaper advertisers are:

The Lindt Chocolate Company, New York; Spingold, Southern Cotton Oil Company, Sanitary Drinking Cup Company, Kingsery Manufacturing Company,

Cincinnati; National Fireproofing Company, Pittsburgh; Westinghouse Tungston Lamp Company, Pittsburgh.

"Remington Arms-Union Metallic Company, New York; Standard Oil Company, Polaris, New York; Kaiser Gloves and Underwear, New York; Van Orden Corset Company, Newark, N. J.; Atlantic Blau Gas Company, N. Y.; McGray Refrigerator Company, Kendallville, Ind.; and the Bell-bon Company, Newark, N. J."

All the officers were re-elected. They are:

President, Louis Wiley, New York Times; vice-presidents, Hope-well Rogers, Chicago Daily News, and Lafayette Young, Jr., Des Moines Capital; treasurer, Leland Burr, New York Evening Post; manager, James W. Adams.

The executive committee is composed of Herbert F. Gunnison, Brooklyn Eagle; W. P. Goodspeed, Buffalo News; W. J. Pattison, New York Evening Post; Don C. Seitz, New York World; D. B. Plum, Troy (N. Y.) Record, and J. B. Woodward, New York.

The board of directors is composed of Charles D. Atkinson, Atlanta Journal; J. S. Seymour, Chicago Record-Herald; W. H. Field, Chicago Tribune; Ed. Flicker, Cincinnati Enquirer; A. G. Carter, Fort Worth Star-Telegram; August F. Seested, Kansas City Star; Bruce Haldeman Louisville Courier-Journal; W. S. Jones, Minneapolis Journal; Frank P. Glass, Montgomery Advertiser; C. C. Rosewater, Omaha Bee; W. H. Cowles, Spokane Spokesman-Review; C. M. Palmer, St. Joseph News-Press.

The executive committee's special meeting in the Waldorf Apartments was attended by all the board members, who were very enthusiastic over the year's work. A movement was started to expand the work of the club in its operations to develop newspaper advertising.

J. B. Woodward of New York, D. B. Plum of Troy and W. J. Pattison of New York were appointed a committee to formulate a plan for expansion and to furnish a report of the recommendations at as soon a date as is possible.

The fourth annual banquet of the Daily Newspaper Club was held in the Waldorf at seven o'clock, being preceded a half hour earlier by a reception in the Myrtle Room.

Ladies were admitted to the dinner for the first time in the history of the publishers' banquets. Rev. John Haynes Holmes delivered the invocation and addresses were made by Charles H. Grasty, publisher of the Baltimore Sun; H. N. McKinney of N. W. Ayer & Son, Philadelphia; and Herbert S. Houston of Doubleday, Page & Co., and the Associated Advertising Clubs of America.

President Wiley presided as toastmaster. John P. Fallon, advertising manager of Adam, Mel-drum & Anderson Company, Buffalo, was the first speaker. His subject was "Advertising That Delivers the Goods." He said in part: "I want to emphasize right here that the kind of advertising that unquestionably delivers the goods in bundles, the one kind of advertising that we know will move the goods from our shelves every day in the year, is newspaper advertising."

He urged that the newspapers

pay more attention to co-operating with the advertiser for the distributing of his goods. "I wish to make this recommendation," he said, "that the Daily Newspaper Club institute a new department to be known as their sales promotion bureau, to bridge the gap between producer and consumer, to establish the unity of opinion between the producer and dealer, to restore whole-hearted co-operation on the part of the dealer, to eliminate the tremendous waste of certain kinds of magazine advertising today, by advocating the more direct and economical method of localizing and dealerizing the advertising, and to get the evidence that proves that the medium that reaches the greatest number of people in each community at the smallest cost, the medium that goes right into the home of the dealers and customers every day, is the newspaper."

Mr. McKinney was next introduced to the toastmaster as "The dean of the advertising profession." Mr. McKinney spoke on "Studying Problems." He declared that he was a believer in all kinds of advertising, and the problem of advertising is not what is the best kind, but how to use what is best in each line of advertising in the most profitable way, and the publisher must help to that end. "The daily newspaper has a field of its own," said Mr. McKinney. "There is no other medium that could cover that field so well."

"In the study of the problem from the newspaper standpoint the foundation principle must be that it must pay the advertiser. If the daily newspapers will start first with this thought: The general advertisement of the day does not understand the value of newspaper advertising (I do not think it has ever been shown to him yet just how he can make it pay, and why it should pay him). Simply sit down with him and say it is a difficult problem; we realize the fact that a large percentage of our readers cannot use your goods, but there are enough to use them; here is the way of telling your story in our publication to the people, how the people can use your goods, and we can prove that to you."

"That is a problem which needs study, but once solved it is the problem of the daily newspapers. The talk will not do, that you cannot use a daily paper because of this or that or the other, or because they do not pay. They do pay. They can pay and they will pay, and it is up to you, gentlemen, to show how."

The subject of Mr. Grasty's talk was "Trust." He said, in part:

"The advertising business is in its nature a business of trust. Nobody can accurately measure the value of advertising. You have got to buy it on faith and you have got to sell it on faith. It is the most valuable commodity in the world relative to price, but it is an intangible commodity."

"The first trust ingredient in the newspaper commodity is the trust of the family circle in the newspaper. This trust is made up of two elements: First, genuine worth in a newspaper as worth is measured humanly, and, second, the element

of time. The newspaper that deserves the trust of the family circle a long time will get it, and when it gets it nobody else can take it away. The advertiser may not think so, but the newspaper that has the trust, earned in that way, of a sufficient number of family circles is in a position to command the advertiser."

"Next to the trust of the reader comes the trust of the advertiser."

"In building trust my policy always has been instead of yielding to the kicker to take care of the man who didn't try to take care of himself. If an advertiser accepts my rate card and my rules and believes in my honesty, that is the man that I think should always have the best of it. That policy puts a premium on trust. The other policy puts a premium on distrust."

"Honest methods by the publisher in his dealing with advertisers and carried out in the editorial and news conduct of a paper will inevitably, without any possibility of failure, result in the establishment of a market place where buyer and seller meet. Once this kind of habit is established, I could almost say in the strong biblical phrase, that 'the gates of hell shall not prevail against it.'"

Herbert S. Houston's subject was "The Common Interests of the Newspaper and the Magazine." "General advertising is a common interest," he declared, "both the newspaper and the magazine seek it with uncommon zest. How can each get more of the general advertising of the country without becoming the upper and nether millstones between which the general advertiser is ground, is the question."

Each class of advertising is placed where it is getting the most effective distribution possible within the limits of selling cost that the advertiser can stand. The way to increase business on both the newspaper and magazine side is to form a method of co-operation with the advertiser to help him sell his advertised goods. This will serve two great purposes. It will bring general advertising that is not now carried, and this plan of co-operation will come within the limits of selling cost, which both the general advertiser and the retailer can bear."

"Another common interest between the newspaper and the magazine is common honesty. On honesty all advertising must rest. It is a matter of prime concern both to the newspaper and to the magazine and to the advertiser. There must be a single standard of cleanliness and of common honesty. The thing to do is to come together and clean up advertising."

William C. Freeman, advertising manager of the New York Evening Mail, and John Dockrell were then called upon and made a few informal remarks. The toastmaster introduced Mr. Grasty as "Once the Apostle of St. Paul, now the 'Nelson' of Baltimore." He referred to Mr. Houston as "The cleaning commissioner of advertising," and to Dockrell as "The field marshal of advertising."

The attendance numbered about 150, and the speakers were generously applauded. The dinner was culminated by the "Press Colored Quartette" and musicians.



# EVERY ADVERTISER ASKS

WHEN MAKING UP HIS LISTS

*How much circulation? What kind of circulation? Where is the circulation?*

## The Cleveland Plain Dealer's Circulation IN QUANTITY

is the greatest net paid Morning and Sunday newspaper circulation between New York and Chicago---and more than double the net paid circulation of any other Cleveland Morning and Sunday newspaper. Each week day, the Plain Dealer is convinced, more Morning Plain Dealers are sold in the state of Ohio than are similarly sold by all the other Morning papers in the four major cities of the state (Cleveland, Cincinnati, Toledo and Columbus) combined.

## IN QUALITY

comprises the great salaried and skilled wage earning element, without whose support no advertising campaign can succeed. A house-to-house canvass, by streets, showing the comparative circulation of the four Cleveland newspapers, corrected up to date, is always at the disposal of advertisers. It will be summarized by mail, or may be examined at this office.

## IN LOCALITY

lies more than 98 per cent. within a radius of 100 miles of Cleveland---Sixth City and growing.

Average Circulation April 1st, 1911 to March 31st, 1912, inc.

**DAILY 97,857 SUNDAY 127,417**

No free copies, no sample copies, no copies spoiled in printing and no copies remaining unsold at the office of publication are included in these figures, and the number of returnable copies is guaranteed to not exceed two per cent.

Every record bearing directly or indirectly upon the figures above published or upon any other detail of Plain Dealer Circulation or Advertising is open to the most complete and searching investigation to anyone, at any time, and without further notice.

NET PAID CIRCULATION GUARANTEED IN EVERY ADVERTISING CONTRACT



THE NEW PLAIN DEALER BUILDING.

OFFICE OF PUBLICATION

523-529 SUPERIOR AVE., N. E.

**CLEVELAND**  
SIXTH CITY  
and growing

TELEPHONES

Bell, Main 4500

Independent, Eric 9

*Representatives*

**J. C. WILBERDING**

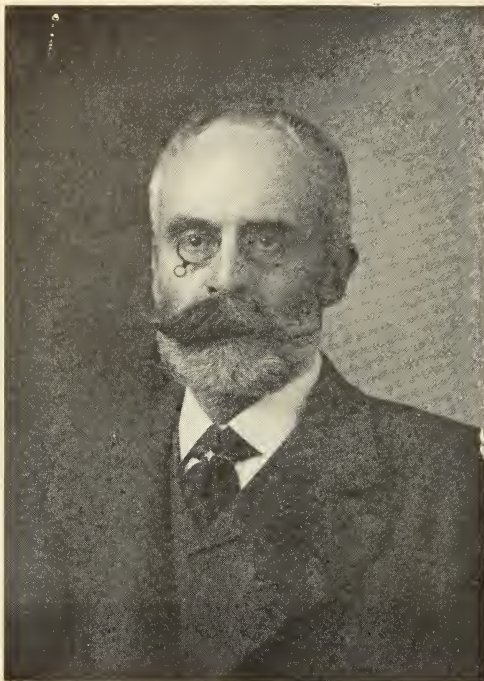
BRUNSWICK BUILDING

NEW YORK

**JOHN GLASS**

PEOPLES GAS BUILDING

CHICAGO



GENERAL CHARLES H. TAYLOR,  
NEW FIRST VICE-PRESIDENT OF THE A. P.

## OTIS WOULD MAKE THE READER PAY.

SAYS THAT LOW PRICE  
PAPERS THAT EAT UP  
REVENUES HAVE  
UN SOUND BASIS.

Newspaper editors and publishers who see the huge two-section thirty-two page daily editions and the one hundred and forty to one hundred and sixty-page Sunday editions issued regularly all the year round by General Harrison Grey Otis' Los Angeles Times have often had occasion to speculate about the General's annual paper bills. For their benefit let it be said that the Times' paper bill tops the \$350,000 mark every year.

On one-cent papers an annual bill like that would represent just so much loss to be deducted from the advertising revenues. Selling the Times at three cents, General Otis does not have to rob the advertising Peter to pay the circulation Paul. Which leads one directly up to the General's theory and practice in the publication of a newspaper. In an interview with a representative of THE FOURTH ESTATE General Otis said:

"I think that publishers are demoralizing the public when they cause the buyers of newspapers to

believe that the present large-sized papers can be sold profitably at the price of one cent. A publisher who sells his paper for less than the cost of its actual production is flying in the face of all the rules of publishing besides imposing an unwarranted burden upon the advertising revenues.

"The one-cent newspaper of large size is unsound in principle and unnecessary in practice. I do not mean that there should be no one-cent papers. One-cent newspapers are feasible when the number of pages is kept down within easy striking distance of the price at which they are sold. The total circulation of a paper divided by what one finds the actual cost of production per paper to be furnishes the price at which the paper should sell."

### QUESTION OF CIRCULATION.

General Otis then turned to the question of large circulations.

"The fact that a publisher has built an immense circulation provides him with an asset with which momentary deceptions may be practiced. A circulation of one or two hundred thousand may contain not more than from one thousand to ten thousand buyers who are productive from the advertisers' standpoint. The advertiser who buys a hundred thousand circulation to reach the one thousand persons who



CRAWFORD HILL,  
NEW SECOND VICE-PRESIDENT OF THE A. P.

are profitable purchasers of his advertised articles is paying, as we see, for thousands of utterly useless circulation. There the worthlessness of a circulation obtained by flamboyant editorial methods and agitation is apparent in its trade sense."

To the interjection that fighting journalism had proved commercially successful in his case General Otis made more extended confirmation and explanation in the same breath:

"Fighting journalism succeeds if you fight for the thing that a community needs. I might say at this point that the things the Times has stood for that have been the most bitterly attacked are the things that have proved of greatest worth to Los Angeles. Our fight for industrial freedom, for the right of each individual to make a contract as a unit with an employer has been of immense value to the city. It has saved Los Angeles from industrial terrorism that would have been ruinous in its trade consequences, as well as in many other ways."

Asked whether he had contemplated erecting a paper mill to manufacture his own supply of white paper, the Times' owner said he had never developed the idea to that extent, but that he had taken, and still takes, an interest in the backing of a paper mill which could be built at the port of Los Angeles, San Pedro, and there manufacture paper from cottonwood pulp brought from the Colorado River region, as well as cactus. He pointed out that the feasibility of making news print paper from cactus had been proved several years ago, paper from this product being used both in Philadelphia and London, though the

high cost of hauling the pulp long distances to the mills militated against it in the matter of cost.

### SUNDAY SECTIONS.

General Otis is devoting much of his time and interest to the development of a section of his Sunday Times, which is circulated as a regular part of the paper to all newsstands purchasers and mail subscribers, but is also circulated and sold as a unit entirely independent of the Times newspaper. This magazine, which is a half size, or rather, a full size newspaper page folded crosswise, carries its own features of national interest, its own California magazine features, travel, geographical and nature features, besides treating of popular science, health and hygiene, agricultural and gardening matters. The section carries its individual department for the expression of editorial opinions, but avoids editorial participation in factional politics. As a promotive force in behalf of California's realty and hotel interests this section has proved its influence to be worldwide.

Improvements in press facilities of the Times will permit the publication of this magazine with pages in five colors, colored cover and cartoons in the same number of colors on the back. In both an artistic and editorial sense the magazine, as it is being developed, is expected to equal some of the publications issued weekly from New York which sell at ten cents the single copy.

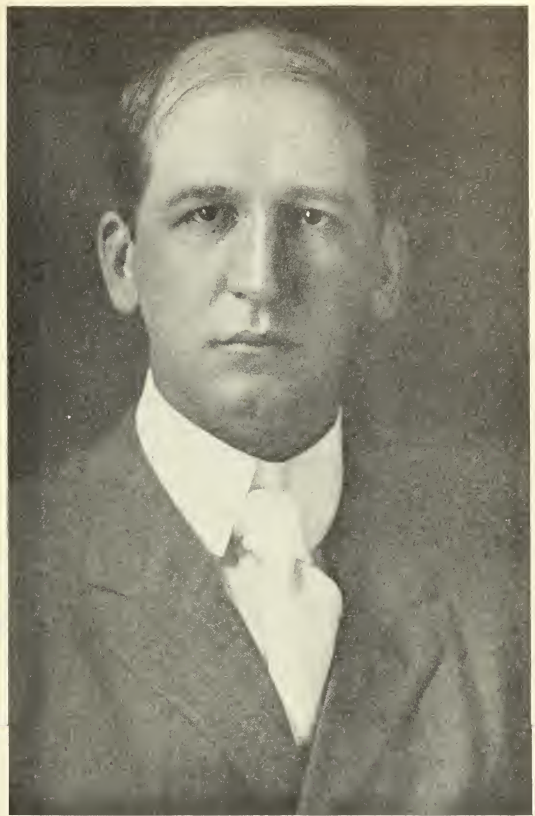
Publishers who regularly take account of the heavy advertising carried in the Times have wondered how large a soliciting staff was required in the Times advertising department. While pointing out that





CHARLES A. ROOK,

ELECTED DIRECTOR OF THE ASSOCIATED PRESS.



FREDERICK ROY MARTIN,

ELECTED DIRECTOR OF THE ASSOCIATED PRESS.

the Times staff was large, General Otis also made the comment that it would be difficult to draw the dividing line between the induced, or nursed, business of the Times and the advertising accounts that come to the Times entirely without solicitation. "The Times," he said, "perhaps carries the greatest amount of voluntary advertising to be found in any newspaper in the United States. Thus, while the advertising staff of the paper is large and entirely adequate, it is not as large as many publishers imagine when they take stock of our advertising in its vast bulk."

#### TO BOOST GRAND RAPIDS.

The Grand Rapids (Mich.) Association of Commerce may soon enter the field of journalism, if suggestions advanced at the meeting of the directors prove sufficiently attractive after mature consideration. A committee consisting of Directors Rev. Alfred W. Wishart, Charles Holden and Paul E. Steketee was appointed to investigate and report at the next meeting as to the ad-

visability of starting a weekly or monthly periodical for the association.

#### DISTANCE NO BAR.

The advertising men of Kansas City, Mo., plan to help out in the reception to be given at Denver to the advertising delegates to the A. A. C. A. convention by means of the telephone. Though separated by 620 miles, a member of the Kansas City Club will join with the Western men in response to the welcome. Each person attending the Denver session will hear the Kansas City address over a separate telephone.

#### BUYS A FLORIDA PAPER.

Morris Connelly, at one time a New Haven (Conn.) newspaper man and later of Hartford, has purchased a weekly in Florida and will move there soon.

It is reported that a third daily newspaper is to be started at Marysville, Cal., by Major J. F. Carrere.

#### CIRCUS MEN USE PAPERS INSTEAD OF POSTERS.

A short time ago the Sells-Floto Circus decided to try the experiment of doing away entirely with gaudy billboards and rely on daily newspaper advertising for publicity. The plan was first tried out in Los Angeles, a full page a week being taken in each of the daily newspapers of the city. When the show opened last week tents were crowded to capacity and thousands had to be turned away.

This is the first city in which H. H. Tamm, owner of the Denver Post and directing owner of the show, tried the no-billboard advertising plan, and the results justify his belief. At the beginning of this season on the Coast he set aside \$30,000 for newspaper advertising, and instructed his agents to use no bills except small posters, giving the dates in the various places.

The Wallaceburg (Can.) News has installed new equipment in its plant.

#### ANOTHER CUT IN CABLE RATES.

The Central and South American Telegraph Company is shortly to reduce existing rates on cable messages to South American points by over twenty per cent.

The action of the Central and South American Telegraph Company in thus reducing rates on cable messages was begun by the Western Union and the Commercial Cable Companies about five months ago, when they cut cable rates between this country and other points throughout the world. The Western Union Company sent the first cable letter on the morning of December 6, 1911; the Commercial Cable followed with a similar service a few days later.

#### OVER TO THE OPPOSITION.

S. Ranton is a new member of the staff of the Stratford (Can.) Herald. He was formerly with the Stratford Beacon, and has been succeeded in that position by Olin J. Harris.



REPRESENTATIVE VICTOR MURDOCK,  
TOASTMASTER AT JOINT BANQUET.

## THOSE ATTENDING CONVENTIONS.

The following list is according to the register and up to Thursday morning.

Albany Journal, John H. Lindsay.  
Albany Knickerbocker Press, George Auer.  
Allentown Call, D. A. Miller.  
Baltimore American, J. W. Stoddard.  
Baltimore Sun, C. H. Grasty and J. W. Magers.  
Bangor Commercial, Joseph P. Bass, M. R. Harrigan.  
Billings Gazette and Journal, C. E. Wood.  
Birmingham Ledger, James J. Smith.  
Birmingham News, Victor H. Hanson, Frank P. Glass.  
Bloomington Pantagraph, C. C. Marquis.  
Boston Globe, Charles H. Taylor, Jr.  
Boston Herald, John Wells Farley, W. R. Ellis.  
Boston Post, F. S. Baler.  
Boston Transcript, William F. Rogers.  
Bridgeport Standard, Fred H. Stevens.  
Brooklyn Eagle, Herbert F. Gunnison, E. G. Martin.  
Brooklyn Standard Union, H. L. Bridgman, William Berri, R. F. R. Huntsman.  
Buffalo News, W. P. Goodspeed.  
Buffalo Times—T. M. Clark.  
Burlington Free Press, W. B. Howe.  
Charlotte Observer, J. C. Hemphill, E. W. Thompson.  
Charleston News and Courier, Robert Latham, M. C. Brunson.

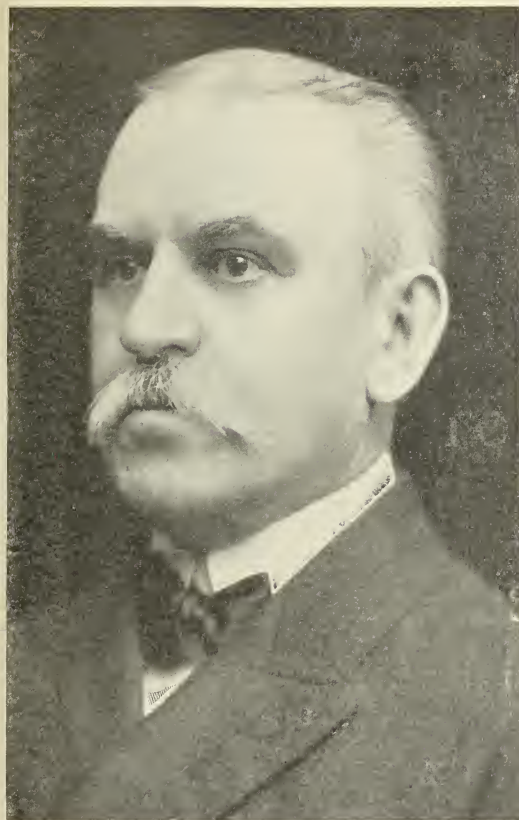
Chattanooga Times, H. C. Adler.  
Chicago Journal, L. L. Jones.  
Chicago News, Hopewell L. Rogers.  
Chicago Post, D. E. Town, John C. Shaffer.  
Chicago Record-Herald, J. S. Seymour.  
Chicago Tribune, J. Keeley, Wm. H. Field.  
Cincinnati Enquirer, E. Flicker.  
Cincinnati Post, H. H. Hoffman.  
Cincinnati Times Star, Fred J. Getman.  
Cleveland Leader, N. C. Wright, H. S. Thalheimer.  
Cleveland News, E. B. Lilley.  
Cleveland Plain Dealer, Elbert H. Baker.  
Cleveland Press, W. H. Dodge.  
Davenport Times, E. P. Adler.  
Des Moines Capital, Lafayette Young, Jr.  
Des Moines Register and Leader, Gardner Cowles.  
Detroit Free Press, W. H. Pettibone.  
Detroit News, H. S. Scott.  
Duluth News Tribune, Myron Bunnell, J. K. Hamilton.  
Elizabeth Journal, Augustus S. Crane.  
Elmira Star-Gazette, E. R. Davenport.  
Evansville Courier, P. P. Carroll.  
Evansville Journal News, John H. McNeely.  
Fall River Globe, J. F. Driscoll.  
Fort Worth Record, A. J. Sandegard.  
Fort Worth Star-Telegram, A. G. Carter, L. J. Wortham.  
Grand Forks Times, N. B. Black.  
Grand Rapids Press, E. W. Booth.  
Hamilton Spectator, James R. Allan.  
Harrisburg Telegraph, E. J. Stackpole.  
Haverhill Gazette, Robert L. Wright.  
Hoboken Hudson Observer, A. L. Kohnfelder.  
Houston Chronicle—W. L. Halstead.



CHARLES H. GRASTY,  
SPEAKER AT DAILY CLUB BANQUET.

Houston Post, G. J. Palmer.  
Indianapolis News, H. U. Brown, O. R. Johnson.  
Indianapolis Star, B. L. Lawrence, George C. Hitt.  
Jackson Patriot, Milo W. Whittaker.  
Jacksonville Times-Union, F. W. R. Hinman.  
Jersey City Journal, W. M. Dear.  
Kansas City Star, Charles Seested.  
Kingston Freeman, J. E. Klock.  
Knoxville Journal and Tribune, A. F. Sanford.  
Knoxville Sentinel, C. B. Johnson.  
Lexington Herald, D. W. Birdman.  
Lincoln State Journal, J. C. Seacrest.  
Los Angeles Times, Harrison Gray Otis.  
Louisville Courier-Journal, W. B. Phillips.  
Louisville Herald, R. S. Carver.  
Louisville Post, W. N. Hoffman.  
Louisville Times, W. A. Milton.  
Lowell Courier-Citizen, S. F. Whipple.  
Robert F. Warden, H. R. Rice.  
Lynn Item, W. R. Hastings.  
McKeesport News, Jess E. Long.  
Memphis Commercial Appeal, W. J. Crawford.  
Meriden Journal, F. E. Sands.  
Meriden Record, W. A. Kelsey, E. E. Smith.  
Milwaukee Journal, L. T. Boyd.  
Milwaukee Sentinel, John Poppendieck.  
Milwaukee Wisconsin, John W. Campsie.  
Minneapolis Journal, W. S. Jones.  
Monsey Newspapers, W. F. Casey.  
Muncie Star, H. F. Guthrie.  
Montreal La Presse, H. A. Robert.  
Montreal Star, W. R. Marson.  
Nashville Banner, E. M. Foster.  
Nashville Democrat, Hickman Price.  
New Bedford Standard, George A. Hough, E. V. Alley.  
New Orleans Item, James M. Thomson.  
New Orleans States, Robert Ewing.  
New Orleans Times-Democrat, D. D. Moore.  
New York Globe, Jason Rogers, E. A. Westfall.  
New York Journal, W. P. Leech.  
New York Mail, J. C. Cook.  
New York Post, W. J. Pattison.  
New York Staats-Zeitung, Herman Ridder, Joseph Ridder.  
New York Times, Louis Wiley, E. P. Call.  
New York Tribune, Conde Hamlin.  
New York World, Don C. Seitz, R. M. Gunnison.  
Newark News, Charles F. Dodd.  
Newark Star, G. A. Somarindyk.  
Newark Call, Louis Hancock.  
Newark (N.J.) Advocate, C. H. Spencer.  
Norfolk Ledger-Dispatch, S. L. Slover.  
Oakland Enquirer, H. Gilmore.  
Omaha Bee, C. C. Rosewater.  
Oshkosh Northwestern, O. J. Hardy.  
Ottumwa Courier, J. F. Powell.  
Owensboro Messenger, Urey Woodson.  
Paterson Call, John Toole.  
Paterson News, Benjamin G. Wells.  
Paterson Guardian, Henry L. Berdan.  
Paterson Press, Wm. B. Bryant.  
Pawtucket Post, Willard E. Binford.  
Peoria Journal, H. M. Pindell.  
Philadelphia Inquirer, James Elverson, Jr.  
Philadelphia Press, Benjamin G. Wells.  
Pittsburgh Chronicle Telegraph, A. K. Oliver.  
Pittsburgh Gazette Times, Geo. A. Oliver.  
Pittsburgh Post, Emil M. Scholz, A. E. Braun.  
Pittsburgh Press, H. C. Millholland.  
Portland Express and Daily Advertiser, William H. Dow, Fred H. Water.  
Portland (Ore.) Journal, G. E. Jackson.  
Portland (Ore.) Oregonian, C. A. Morden.  
Providence Journal, E. L. Mathewson.  
Providence News, D. Russell Brown.  
Reading Eagle, John W. Rauch.  
Richmond Times-Dispatch, St. Geo. Bryan.  
Richmond News-Leader, R. B. Jones, J. S. Bryan.  
Rochester Union and Advertiser, W. J. Curtis.  
Rome Sentinel, A. C. Kessinger.  
St. Joseph News-Press, C. M. Palmer, Louis T. Golding, Dean Palmer.  
St. Paul Dispatch, C. K. Blandin.  
St. Paul News, L. V. Ashbaugh.  
Salt Lake City Desert News, H. G. Whit-





H. N. MCKINNEY,

SPEAKER AT DAILY CLUB BANQUET.



HERBERT S. HOUSTON,

SPEAKER AT DAILY CLUB BANQUET.

ney.  
Salt Lake City Herald-Republic, G. E. Hale.  
Salt Lake City Tribune, A. N. McKay.  
San Antonio Express, F. G. Huntress.  
San Antonio Light, Charles S. Diehl.  
Sandusky Register, John T. Mack.  
San Francisco Bulletin, R. A. Crothers.  
San Francisco Chronicle, Charles J. Brooks.  
San Francisco Post, S. Fred. Hogue.  
Saratoga Springs Saratogian, John K. Walbridge.  
Savannah News, F. G. Bell.  
Schenectady Gazette, A. N. Liecby.  
Seattle Post-Intelligencer, W. W. Chapin.  
Seattle Times, Alden J. Biethen.  
Springfield (Ill.) State Journal, H. F. Dorwin.  
Springfield (Ill.) State Register, Thomas Rees.  
Springfield (Mass.) Union, J. D. Plummer.  
Superior (Wis.) Telegram, J. T. Murphy.  
Syracuse Herald, Edward H. O'Hara, E. A. O'Hara.  
Syracuse Journal, H. D. Burrill.  
Syracuse Post-Standard, W. E. Gardner.  
Taunton Gazette, William H. Reed, F. E. Johnson.  
Terre Haute Star, James A. Harvey.  
Toledo Blade, B. Wilson.  
Topeka Capital, F. Morrow.  
Topeka Journal, Frank P. MacLennan.  
Troy Record, D. B. Plum.  
Toronto Globe, J. F. MacKay.  
Toronto Telegram, J. R. Robertson, N. Bowman.  
Utica Press, Wm. V. Jones.  
Washington Star, F. Newbold.

Waco (Tex.) Times-Herald, C. G. Glover.  
Waterbury American, C. H. Keach.  
Waterbury Republican, Wm. J. Pape.  
Wichita Eagle, Marcelus M. Murdock.  
Williamsport Grit, Dietrich Lamade, C. D. Lamade.  
Williamsport Sun, G. E. Graff.  
York Dispatch, Edward S. Young, W. L. Taylor.  
Youngstown Telegram, G. G. Weldman.

#### NEWSPAPER ACCESSORY EXHIBITS.

Numerous enterprising newspaper accessory firms have maintained "field offices" in the Waldorf-Astoria during the past week for the purpose of demonstrating to the publishers the worth of their wares. Every available room in the vicinity of the convention hall is being used for this purpose and some of the exhibitions are of rare merit.

The Lanston Monotype exhibit has occupied the East Room on the convention floor during the week. The monotypes working under full headway have attracted most of the convention visitors. Operators have been on hand to demonstrate the machines to the publishers and business managers. The Monotype

Company has had in operation a style D and a style DD keyboard.

Robert W. Swift, who has been an important factor in introducing the monotype in the newspaper field, has had charge of the exhibit at the Waldorf.

S. Blake Willson, the Chicago premium man, is showing a wide assortment of newspaper premiums, which includes fountain pens, Bibles, sewing sets, atlases, wall charts and others of equally known merit.

The World Color Company, of St. Louis, represented by R. S. Grable, has a complete line of its features for newspapers, including comics, magazine features, sporting features and attractions for every section of a modern newspaper. This is in Room 144.

The National News Service and the International News Service in Room 141, is showing a complete line of supplements for every sort of newspaper, besides daily and Sunday mat features.

Publishers have also been quite interested in the exhibit of the Advertisers' Specialty Service and its plan of doing business.

The Hoteling Vending Machine Company has a representative showing publishers the many advantages accruing to the newspaper installing

its machine for distributing purposes.

The New York World Syndicate in Room 116, is in charge of Manager F. B. Knapp. This exhibit comprises a complete line of syndicate features, including color pages of the World's Sunday magazine, comic supplement, and "Fun" pages, and mats of the daily service of comics and features.

With headquarters in the State Chamber of the Waldorf, representatives of R. Hoe & Co., the printing machinery manufacturers, are on duty showing publishers some of the latest Hoe modern machine plans. Members of the Hoe staff at the hotel are F. A. Cole, A. J. Gallien, F. Crowther, H. S. Blount, H. V. Ball, A. Bowie and H. Reynolds.

All in all this week has been one of the busiest in many years' conventions for the accessory men, and it is reported that some fine contracts were closed.

#### AD MAN ROBBED.

Attacked by several men at 9th and Central streets, Kansas City, A. E. Funke, a New York advertising man, declares he was robbed of a stickpin of diamond and sapphires and \$40 in cash. The pin is valued at \$100, according to Mr. Funke.

## BUSINESS OPPORTUNITIES.

## CONSOLIDATIONS.

This organization is especially well equipped to conduct negotiations tending to the consolidation of newspaper or magazine properties.

Situations requiring patience, diplomacy and a knowledge of values appeal to us strongly. These qualifications have been gained through our experience as brokers as well as through long years of ownership and operation of important publishing properties.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine  
properties that are not "lawked."  
Suite 1168, 200 Fifth Ave., NEW YORK.

AUTOMATIC NEWSPAPER  
DISTRIBUTION.

Circulation men will no doubt be interested in a machine that is just being placed on the market to automatically sell newspapers. It is in the nature of a vending machine, for which much is claimed by its inventors as a practical and efficient money maker. All that is necessary for the circulation department to do is see that the machine is loaded with papers and, it is claimed, it sells without further cost or trouble.

The machine can be loaded with sixty papers and put into operation in thirty seconds. To deliver, all that is necessary is to deposit the coin or coins, and pull a lever forward. The paper comes out through a slot in the front, the sale is made and the transaction is finished.

A picture of the machine is shown in an advertisement on another page. It is so simply constructed that a boy can attend to a dozen of them, and made to be placed on any corner, depot, office building, cafe or small store.

The machine is built in units, each capable of holding sixty ten-page papers, fifty twelve-page papers, forty-three of fourteen pages, thirty-eight of sixteen pages, etc. When more than one unit is used the bottom one is built on a stand and the others arranged on top, in the manner of a filing cabinet. Any priced paper can be sold through the machine, the coin control being so arranged that unless the proper number or denomination of coin is inserted it will not work.

The machine is of gray iron casting and supposed to stand any amount of abuse, the mechanism simple and durable, parts few in number and the entire machine is automatic in every respect. It measures twenty-four inches wide, twenty inches deep and eight inches high. Three experimental machines were operated at 29th street and Broadway, New York, for some time, and are said to have proved highly successful.

The machine is owned by Hotelling Brothers, with offices in the Tribune Building, New York. The firm has a representative at the Waldorf conventions, who will be glad to explain its workings and benefits to the publishers or their representatives.

The Daily Star is a new paper at Sault Ste. Marie, Can.

## Editor THE FOURTH ESTATE.

Sir: We secured over \$1000 worth of advertising last week by writing the advertisers mentioned in your "Ad Field Notes." THE FOURTH ESTATE is almost indispensable to us in securing new foreign business, as all of our advertising is handled direct from this office. Assuring you of our thorough appreciation, we are,

Very truly yours,

RALEIGH TIMES PUBLISHING CO.,

April 23, 1912.

JOHN A. PARK, Pres.



JOHN A. PARK.

LOS ANGELES MUNICIPAL  
PAPER IS OUT.

The first issue of the Los Angeles Municipal News made its appearance last Thursday evening. It is a twelve page paper with seven columns to the page and is printed in regular newspaper form. It is a newspaper in style, and not a magazine, like other municipal weeklies in various parts of the United States.

It contains advertising—lots of it—another feature which distinguishes it from most municipal papers operated without thought of revenue and for the mere purpose of disseminating news of the city's official acts and attitudes.

The News will be published once a week by the Municipal Newspaper Commission, of which George H. Dunlop is president and H. O. Wheeler, Jr., and Dr. T. Perceval Gerson are members. Robert E. Rinehart is managing editor. It has a staff of five reporters.

OHIO PAPER MAKES A NEW  
ADVERTISING RECORD.

The Columbus Dispatch comes into special prominence among Ohio newspapers at the present moment by reason of its fine business record for the month of March. The circulation of the Dispatch for March reached the daily average of 53,000, and in advertising it carried 101,740 more lines of business than in any other March in its history. The Dispatch is an evening paper. It is represented in the East by J. P. McKinney, New York, and in the West by John Glass, Chicago.

The Groveton (Tex.) Times is a new publication. G. H. Motley is the publisher.

REPORTS OF MORE LOS  
ANGELES TIMES ARRESTS.

Rumors from the Pacific Coast as to the effect that there are several more arrests pending in the cases of the blowing up of the Los Angeles Times Building in October, 1910, with the loss of twenty lives. Last December J. J. McNamara and J. M. McNamara confessed to the blowing up of the structure and are now serving life and twenty years in jail, respectively. Since then, it is said, the Burns detectives have continued their work on the case and are now about to act in other several instances.

The case involving the charges of perjury against Clarence Darrow, counsel for the McNamaras, is shortly to come before the court for trial in Los Angeles.

## POPULAR SPORTSMAN.

J. M. Denholm, editor of the Blemheim (Can.) News-Tribune, has been elected president of the Lawn Bowling Club.

## EDITOR SEEKING HEALTH.

M. J. Dee, chief editorial writer on the Detroit Free Press, has been obliged to give up newspaper work temporarily and take a trip to the tropics for his health.

## PRINTERS' SUPPLIES.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street. NEW YORK. Telephone, 476 Chelsea.

BARNES-CROSBY  
COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

Space Band Repairing..... 25c.  
New Space Bands..... 65c.  
"Deep Cut" Assembler Stars 08c.  
All work guaranteed to micrometer  
to one thousandth part of inch.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U.S.A.

## ON MONTREAL WITNESS.

Harry B. Blount is now editing the weekly edition of the Montreal Witness. He was formerly with the Ottawa Journal. Wilfred Dougall resigns the editorial chair to become chief leader writer on the Witness, succeeding to the place left vacant by the death of W. E. Hunt.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.



*The Men Who Make the Publications  
Whose Use Has Made Many Successful Advertisers  
Are in New York this Week.*

The American Newspaper Annual and Directory has for 43 years represented the publishing interests of this country; not only the vast industry as a whole, but all its widely scattered units as well.

In this day of modern business every industry depends on the printed page to inform and unify its constituent members and make cooperation effective. The architects, engineers and bankers, the hardware, metal, textile, insurance, coal, automobile, furniture, drug and electrical men all have publications that represent their line of activity.

It is such a service that the Annual and Directory renders the publishers of this country, making it possible for them to find each other in the 11,000 towns in which they are doing business, and to be found by the advertisers whose patronage is indispensable to their existence and prosperity.

The advertising of the country could not be conducted without this information. To obtain it more than one hundred and fifty advertising agents, and more than one thousand others, mostly advertisers, purchased copies of the Annual and Directory last year.

The publishers of the Annual and Directory appreciate the support given this work by the publishers of the country. In return for this support the book prints 10 important facts concerning more than twenty-four thousand publications, and carries them to the space-buyers of the country. In due course every publisher in the country will receive blanks asking for information from which to print a record of his publication in the next issue of the Annual and Directory. No publisher need go unrepresented or misrepresented if he will cooperate at the time and in the way he is asked.

We bespeak from the publishers of the country such cooperation as shall make the next issue of the directory of their business better than ever.

*N. W. AYER & SON, Publishers,*  
*AMERICAN NEWSPAPER ANNUAL AND DIRECTORY.*  
PHILADELPHIA

# SPREAD OF THE MULT

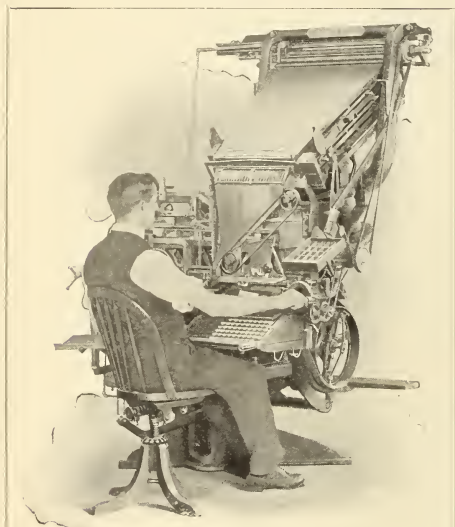
## ONE YE

During the A. N. P.  
in the Myrtle Room a

# MULTIPLE LINO

*Since then 75 Model 9's and 3*

## WHERE T



Quick Change Model 8—Three Magazine Linotype

### ALABAMA

Birmingham Ledger  
Birmingham News  
Mobile Register  
Montgomery Advertiser

### ARKANSAS

Magnolia, Christian Liberator

### BRITISH COLUMBIA

Prince Rupert Daily News  
Victoria News  
Victoria Times

### CALIFORNIA

Bakersfield Californian  
Fresno Republican  
Long Beach Telegram  
Los Angeles Evening Herald,  
2 Model 8's  
Los Angeles Times-Mirror  
Pomona Progress  
Salinas Journal  
San Francisco Examiner  
San Francisco Daily News  
San Francisco Bulletin  
San Francisco Journal of Commerce

### COLORADO

Sterling Democrat  
Trinidad Advertiser

### CONNECTICUT

Danbury News  
Meriden Journal  
New Haven Register  
Norwich Bulletin

### DELAWARE

Wilmington Star

### DISTRICT OF COLUMBIA

Washington Star

### FLORIDA

Mulberry Journal  
St. Petersburg Independent  
St. Petersburg Times

### GEORGIA

Athens Tribune  
Moultrie Observer  
Savannah News

### ILLINOIS

Bloomington Pantagraph  
Canton Register  
Chicago Daily Law Bulletin  
Chicago Daily News,  
2 Model 8's  
Chicago Drivers' Journal  
Decatur Review  
Joliet Herald  
Lincoln Courier  
Mattoon Journal-Gazette  
Sterling Gazette  
Taylorville Courier  
White Hall Republican  
Woodstock Sentinel

### INDIANA

Crawfordsville Journal  
Fort Wayne Journal-Gazette  
Goshen News-Times  
Indianapolis News  
Madison Courier  
Union City Eagle

### KANSAS

Hiawatha World  
Olathe Independent  
Topeka Farmer  
Topeka State Journal

### KENTUCKY

Louisville Evening Post

### MAINE

Bath Times  
Lewiston Le Messenger  
Portland Argus

### MANITOBA

Winnipeg Saturday Post

### MARYLAND

Baltimore American  
Baltimore Daily Record  
Towson Jeffersonian

### MASSACHUSETTS

Boston Globe, 6 Model 8's,  
2 Model 9's  
Boston Post, 5 Model 9's  
Boston, Christian Science Monitor,  
2 Model 8's, 1 Model 9  
Holyoke Transcript  
Salem News  
South Framingham News  
Springfield Union  
Woburn Times  
Worcester Telegram

### MICHIGAN

Grand Rapids Tradesman

### MINNESOTA

Minneapolis Journal  
Minneapolis Tribune

### MISSISSIPPI

Gulfport Herald

### MISSOURI

Jefferson City Post  
Springfield Leader  
Springfield Republican

### MONTANA

Great Falls Tribune

### NEBRASKA

Fremont Tribune

### NEW BRUNSWICK

Frederickton Gleaner

### NEWFOUNDLAND

St. John's Daily News

### NEW JERSEY

Elizabeth Times  
Hackensack Democrat  
Hoboken Observer, 2 Model 8's  
Long Branch Record  
Morristown Record  
Newark Evening News  
New Brunswick News  
Paterson Call  
Plainfield Courier-News  
Plainfield Press  
Trenton Advertiser

### NEW MEXICO

Roswell Record

## AND IN MORE THAN 100 EXCI

From April 1, 1911, to April 1, 1912, orders were entered for

## The Linotype Wa

CHICAGO  
1100 S. Wabash Avenue

SAN FRANCISCO  
638-646 Sacramento Street

## MERGENTHALER LINOTYPE CO



# TYPE MACHINE IDEA

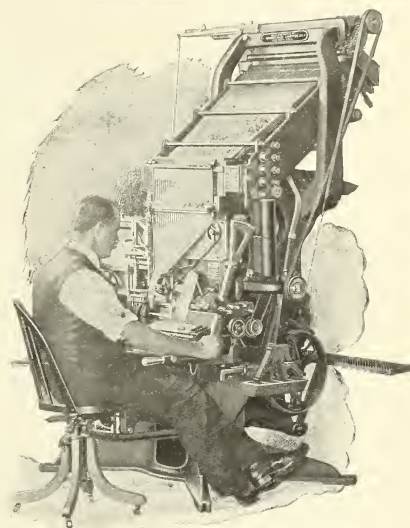
## R AGO

meeting, we exhibited  
the Waldorf the first

## MAGAZINE TYPES

*Model 8's have been installed*

## Y WENT



Quick Change Model 9—Four Magazine Linotype

### V YORK

Albany Knickerbocker Press,  
2 Model 8's, 1 Model 9  
Boonville Herald  
Brooklyn Daily Eagle  
Buffalo Times, 1 Model 8,  
1 Model 9  
Elmira Star-Gazette  
Jamaica Farmer  
Jamestown Evening News  
Jamestown Journal  
Mount Vernon Daily Argus  
Newburgh Journal

New York American and Journal,  
2 Model 8's

New York Globe, 1 Model 8,  
1 Model 9

New York Mail, 2 Model 8's,  
1 Model 9

New York-Bronx Home News  
New York Sun, 5 Model 8's,  
2 Model 4's

New York Times, 2 Model 9's

Niagara Falls Gazette  
Rochester Abendpost  
Rochester Democrat and Chronicle  
St. George Staten Islander  
St. Johnsville Enterprise

Syracuse Herald, 1 Model 8,  
1 Model 9

Syracuse Journal, 1 Model 8,  
1 Model 9

### NEW YORK—Continued

Syracuse Post-Standard  
2 Model 8's

Troy Record  
Utica Press

### NORTH CAROLINA

Monroe Enquirer  
Raleigh News and Observer

### NORTH DAKOTA

Williston Graphic

### NOVA SCOTIA

Halifax Herald

### OHIO

Akron Democrat  
Alliance Review  
Cincinnati Times-Star, 2 Model 9's

Circleville Union-Herald  
Geneva Free Press-Tribune  
Martins Ferry Times

Napoleon News  
Shelby Globe  
Toledo News-Bee

Toledo Times  
Youngstown Telegram  
Youngstown Slovak News

### OKLAHOMA

Muskogee Record and Leader

### ONTARIO

Guelph Mercury  
London Mercury  
London Advertiser

Sault Ste. Marie Star  
Toronto Globe

Toronto Telegram, 2 Model 8's  
Toronto, Balkan Star

### OREGON

Cowallis Republican  
Klamath Falls Express  
Marshfield Record

### PENNSYLVANIA

Butler Citizen  
Carlisle Herald  
Corapolis Record  
Easton Daily Argus  
Hershey Press  
Johnstown Leader  
Lebanon Report  
Norristown Press  
Norristown Times  
Philadelphia Bulletin  
Philadelphia Inquirer,  
2 Model 8's  
Pittsburgh Herald  
Pittsburgh Press  
Pottstown Daily News  
Scranton Tribune-Republican  
Shamokin Daily News  
Tyrone Herald  
Wilkes-Barre Times-Leader  
Williamsport Sun and Banner

### SOUTH CAROLINA

Columbia State  
Union Times

### TENNESSEE

Nashville Democrat

### TEXAS

Brenham Banner  
El Paso Herald-News  
Port Arthur Evening News

### UTAH

Ogden Examiner

### VERMONT

Rutland Herald and Globe

### VIRGINIA

Alexandria Gazette  
Harrisonburg Record  
Norfolk Ledger-Dispatch  
Roanoke World

### WASHINGTON

Everett Herald

### WEST VIRGINIA

Beckley Register  
Weston Democrat

### WISCONSIN

Chippewa Falls Herald  
Chippewa Falls Independent  
Kenosha News  
La Crosse Leader-Press  
Milton Journal  
Milwaukee Sentinel,  
3 Model 9's  
Portage State Register

### WYOMING

Cheyenne Labor Journal

## SIVE BOOK AND JOB OFFICES

*1,333 Linotypes. 142 Linotypes were ordered during March*

*Is the Only Way*

PANY, Tribune Bldg., NEW YORK

NEW ORLEANS  
549 Baronne Street

TORONTO  
Canadian Linotype Limited  
35 Lombard Street

## BUSINESS OPPORTUNITIES.

## \$50,000 CASH

available for first payment on purchase of a daily newspaper property. New England and New York State locations preferred. Proposition C. Y.

C. M. PALMER.

NEWSPAPER BROKER,

277 Broadway, New York

## DO YOU WANT TO SELL OR BUY

## A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg., New York City

## NEW ENTERPRISES.

BURWELL, NEB.—The Sun has appeared here with W. Z. Todd, a veteran newspaper man, at the helm.

RED BLUFF, CAL.—A new weekly paper is to be started here in the interest of Socialism.

MARICOPA, CAL.—This town is to have a new paper covering the west side section. It will be printed in Bakersfield.

OGDEN, UTAH.—The Advance is a new eight-page newspaper for this city. It is issued weekly.

BURTWELL, NEB.—Preparations are being made for a third newspaper for this place. Grover Todd will be the publisher.

SWAINSBORO, GA.—J. R. Miller of Statesboro will shortly put a second paper in this town.

LOPER CITY, CAL.—The Post is a new weekly started by J. J. Thompson.

SALISBURY, N. C.—C. C. Mills is preparing to start a new weekly paper here to be called the Post.

## RECENT INCORPORATIONS.

CEDAR RAPIDS, UTAH.—The Excelsior Publishing Company; capital \$5,000; incorporators, Daniel L. Laigh, Mahen H. Dalley, George C. Goddard, Alexander H. Rollo and Richard T. Bryant.

LAKEWOOD, O.—The Lakewood Printing & Publishing Company; capital, \$1,000; incorporators, C. E. Millen, L. A. O'Neill, I. N. Lewis, R. H. Schindler and L. M. McCraith.

## ST. LOUIS POLICE JOURNAL.

A weekly police journal has made its initial bow in St. Louis. It is the official organ of the department and will be issued every Saturday morning. Joseph W. Miller, Jr., formerly city editor of the Times, is the managing editor, and the members of the force, including the executives of the department, will act as contributors. The circulation will net about 2,000 per issue, but there will be no advertising in the paper.

## MACHINERY FOR SALE.

## FOR SALE.

## One Cox Duplex

Printing Press, prints 4-6-8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO., 16th St. and Asbland Ave., CHICAGO.

## FOR SALE.

## One Goss Pony

Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Asbland Ave., CHICAGO.

## FOR SALE.

## One Goss 4-deck

Straight-line Press, prints from 4 to 32 pages.

## One Goss 3-deck

Straight-line Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO., 16th St. and Asbland Ave., CHICAGO.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines: 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

LINOTYPES FOR SALE. Three Model 1 Linotypes, Address Richmond Press, Inc., Governor and Ross streets, Richmond, Va.

LINOTYPES FOR SALE: One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

FOR SALE.—OUR COMPLETE LINOTYPE PLANT consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

## RECENT U. S. PATENTS.

Linotype machine. — Heinrich Degener, Berlin, assignor to the Mergenthaler Linotype Company. No. 1,017,387.

Printing press. — George P. Fenner, New London, Conn. No. 1-017,523.

Means for levelling multiple-face matrices in line casting machine. — Carl Muehleisen and C. A. Albrecht, Berlin, Germany, assignors to Mergenthaler Linotype Company. No. 1,017,444.

Typographic machine. — Emil Lawrenz, Baltimore, assignor, by Mesne assignments, to Mergenthaler Linotype Company. No. 1-017,771.

Typographic machine. — Emil Lawrenz, assignor to Ott. Mergenthaler Company, Baltimore. No. 1,017,772.

## ADVERTISING BREAD.

J. A. Wurzbach, a former newspaper man, is now advertising and publicity manager of the Harrisburg Baking Company, the Erie Baking Company and the Mahoning Bread Company. He will have his headquarters at Erie, Pa. Mr. Wurzbach was formerly connected with the Philadelphia North American and other prominent Pennsylvania papers.

## SITUATIONS WANTED.

## DOES YOUR EDITORIAL DEPARTMENT NEED STRENGTHENING?

For seven years I was the publisher of one of the best newspapers in a city of 225,000 population. During the past two years I have travelled extensively. Now I want to get back into the game, preferably in the editorial department. Salary not the principal consideration. Address Sayve, care THE FOURTH ESTATE.

## I Want To Go South

as circulation or advertising manager of a Southern daily. Over 20 years of experience (5 years in the South) past two years (and now) in the publishing business of my own, but want to get back into the daily field again. Forty-one years old, married, best of references.

## I KNOW THE GAME

Address "South." Care The Fourth Estate.

## NEWSPAPER MANAGER

who has experience and a clean, successful record, is desirous of making a change. Will be in attendance at the A. N. P. A. annual meeting. For conference address E. D. W., care THE FOURTH ESTATE.

WANTED. Position as editorial writer, feature writer, Sunday editor or managing editor of some good growing paper. Address A. B. C., care THE FOURTH ESTATE.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET,

Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## CHANGES IN INTEREST.

SEWARD, NEB.—The Nebraska Deutsche Farmers' Zeitung has been purchased by Clemens Schwabe.

ROSCOE, S. D.—Rev. J. A. Thomas has bought the Reveille plant and assumes charge of the publication.

MITCHELL, S. D.—A company of local business men, headed by V. P. Temple, has taken over the Mitchell Gazette.

IMBODEN, ARK.—The Gazette, a weekly paper, has been sold by R. F. Kirkpatrick to the Lincoln Mining and Milling Company, of Lincoln, Ill.

VASSAR, MICH.—Miss A. L. Bradley is the new owner of the Vassar Times.

CHALK BUTTE, S. D.—T. J. Melvius is now owner of the Meadle County Messenger.

LOVELAND, O.—John Kelly of Leesburg has purchased the Tri-County Press.

BURLINGTON, KAN.—The Weekly Independent has been acquired by Howard Fuller, for some time past on the staff of the Springfield (Ill.) Sun.

## SITUATIONS WANTED.

## POSITION WANTED. BUSINESS MANAGER

I entered into my present position five years ago. With the same staff these papers have been raised out of red ink at the bank to a net earning of over \$20,000 per year. Circulation has increased from 6,000 to 16,000. Advertising has increased from practically nothing, \$2,500 per month, to an average of \$5,500 per month—last month \$8,000. Except for a \$7 a week boy I have worked up this business alone, supervising every detail in advertising, circulation and special feature work in addition to managing the business affairs. We are carrying more advertising than any other daily in the state in spite of severest competition. I believe I have reached the top. I am seeking a broader field. Am 35 years old and frequently have to be told when it is time to get out and sleep. If you are in the market for a live wire who can make friends wherever he goes, write me first. I am not looking for a \$50 a week job, I have that now. Address M. E., care The Fourth Estate.

## BUSINESS MANAGER

wants to make change. Reference shows ability to make losing papers pay dividends. Can build advertising and circulation, handle every department, including mechanical, economically. References prove exceptional ability for building up propositions and position of this kind is preferred. Age 35, strong, sober and reliable, of good appearance and a hustler. Address, Competent, care The Fourth Estate.

## EXPERT PROOFREADER.

desires permanent situation; qualified to handle properly any work because of long and varied experience. Strictly temperate and reliable. Moderate salary. Non-union. Address, John Dignan, 16 Rivington Street, New York City.

ADVERTISING SOLICITOR.—Specially successful increasing display and classified in neglected or run-down fields. References for connections can be sold to 75,000 preferred. Address Hustler, care The Fourth Estate.

## A Circulation Manager.

Who is energetic and ambitious and has had over twelve years successful experience whose qualifications can not be told in this space, would like to tell them in detail to a publisher who is looking for a man who will get results at minimum cost. Address "Ambitious," care The Fourth Estate.

Reporter (32) thoroughly familiar with all round work, rewrite, etc., desires a position on daily in or around New York City. Strictly temperate, and can furnish the best of references. Address G. L. A., care THE FOURTH ESTATE.

I want to secure the managing editorship of daily newspaper. Anywhere west of Pennsylvania preferred. Address, West, care THE FOURTH ESTATE.

## ADDITION TO ITS HOME.

La Patrie, of Montreal, is shortly to enlarge its building. The addition will be a personal investment of President Eugene Tarte and will be added on the corner of St. Catherine street and City Hall avenue. Mr. Tarte recently purchased the site and plans to start building the first of May.

## NOW A BROKER.

J. B. Richardson, formerly business manager of the Davenport (Ia.) Democrat has gone into the bond brokerage business in that city.



## THE SHORT-RATING QUESTION.

### CASE IN OHIO COURT HAS BEARING ON PUBLISHING ABUSE.

Many weak-kneed publishers are prone to settle with advertisers who have broken large-space contracts with favorable discounts at contract rate instead of making them pay short term rates for space used.

For such owners, but more especially for those who refuse to permit these great abuses, there is a case being fought in the Ohio courts possessing many points of interest. The ultimate judicial opinion in the case will in all probability furnish a precedent in the matter of short-rating. Briefly put, free of legal verbiage, the action is as follows:

The Wellston Coal Company has sued the Franklin Paper Company, of Franklin, O., to recover from the defendant \$333, the difference between the contract price for certain coal delivered by the plaintiff under a contract claimed to have been wrongfully broken by the defendant, and the market price at the time of deliveries, with interest.

In August, 1890, the coal company and paper concern made a contract whereby the former was to supply the latter with all the coal used in its plant at the rate of \$1.90 per ton of 2,000 pounds on the cars at Franklin. Deducting freight charges, this contract would net the coal company \$1 per ton. The sum of \$1 per ton was the market price in summer when the contract was signed. The contract to supply coal all the year round at this figure had its advantages to both parties.

During September, 1890, the market price of coal, outside of freight charges, was \$1.05 per ton. From October 1 to February 1, 1891, such market price was \$1.15 per ton. After February, during the rest of the year covered by the contract, the market price was the same as the contract price. From August, 1890, to May 13, 1891, the coal concern supplied its patron 2,562½ tons of coal, for which the contract price was paid.

On May 13, 1891, the paper company broke its contract, refusing to take more coal. The average number of tons taken per month was 434½ tons, and the Franklin Company had continued to take coal for the balance of May and the months of June and July the plaintiff's profit for that time would have been \$304.22. Suit was brought for the value of the coal delivered at the market price, less what had been paid therefor, the contract price. The court refused to instruct the jury to find that the plaintiff should recover on the basis of the market price, but ordered a verdict for the plaintiff for nominal damages only.

Judgment to this effect by the Circuit and Common Pleas Courts has just been reversed by the Ohio Supreme Court and the cause remanded for a new trial in the Circuit Court.

The similarity of this case to the short-rating abuses in the newspaper business is so apparent that ex-

tended comparison is scarcely necessary. An example may be cited.

An advertiser agrees to take, say, 50,000 lines of newspaper space, obtaining this space at the discount shown on the card for such a contract. After 2,000 lines have been used and paid for on the basis of this reduced rate, the advertiser cancels the remainder of the business—48,000 lines.

Publishers foresee in this Ohio coal company's action a precedent under which they can collect from advertisers the difference between the regular card rate and a contract rate for a given amount of space at a lower rate—when the advertiser has failed to use the full amount of space contracted for.

### STILLSON HUTCHINS DEAD.

Stillson Hutchins, in his time one of the most widely known newspaper publishers in America, died on Monday in Washington, D. C., of paralysis. Mr. Hutchins, who was born in Whitefield, N. H., in 1838, was educated at Harvard and began life as a newspaper reporter in Boston and later in Iowa. Then he had charge of papers in Des Moines and Dubuque. After the civil war he established the St. Louis Times, which he sold for what was then regarded as a record price. He went to Washington in 1877 and established the Washington Post, later getting control of the Washington Times, in 1895. He also published a paper in New Hampshire, where he had a country estate.

Mr. Hutchins was actively interested in the promotion of the linotype, out of which he made a great part of his large fortune. He was also interested in an invention called the telegraphone, and had large real estate interests. He was interested in the International North and South American Transportation and Express Company.

After he relinquished control of his business affairs several months ago, a contest over the estate between his wife, Mrs. Rose Keeling Hutchins, and his two sons by a former wife, Walter Stilson and Lee Hutchins, attracted much attention.

### OTHER OBITUARY NOTES.

ROBERT CAMERON ROGERS, poet and newspaper publisher, died at Santa Barbara, Cal., Saturday, from the effects of an operation for appendicitis. Mr. Rogers was born in Buffalo, N. Y., and was sixty years old. He wrote the dedicatory ode for the opening of the Buffalo Pan-American Exposition. Mr. Rogers was graduated from Yale in 1883. He was the author of "Wind in the Clearing and Other Poems," "Will o' the Wisp," "Old Dorset," "Chronicles of a New York Countryside," and "For the King and Other Poems." He had been an occasional contributor to magazines.

P. F. MCGARVEY, proprietor of the Hazelton (Pa.) Truth, is dead at Parkview, Pa. Mr. McGarvey was also the owner of the McAdoo Herald.

JOHN BEATTY, for many years a newspaper man in Montreal, Can., recently passed away. He was for

a long time manager of the Montreal Witness.

DR. WARDNER EGGLESTON, at one time well known in New York newspaper circles, died at Binghamton, N. Y., last week. He was a son of George Cary Eggleston, the author, and former first assistant physician at the Binghamton State Hospital.

BRAM STOKER, newspaper man, author, theatrical manager, close friend and adviser of the late Sir Henry Irving, died in London last Sunday. He was at one time on the staff of the London Daily Telegraph.

LOUIS C. BRADFORD, for many years a member of the editorial staff of the New York Tribune, died Saturday night in Baltimore. Mr. Bradford had been suffering from a peculiar throat disease for more than a year.

FREDERICK A. SCHALLER, for a number of years connected with the Milwaukee Herald as city editor, died recently of scarlet fever.

ARTHUR BAYRD, principal owner of the Malden (Mass.) News, died recently, aged seventy-three years.

WALTER M. DACK, for many years proprietor of the Kincardine (Can.) Reporter and a former member of Parliament from South Bruce, recently died at the age of sixty years.

JOHN YOUNGMAN, for years engaged in newspaper work in Philadelphia and other large Pennsylvania cities, died recently at Sunbury. He was eighty-two years old.

ARTHUR M. BURNS, at one time sporting editor of the Montreal Herald and later with newspapers in San Francisco, Toronto and Vancouver, passed away a few days ago.

FRANK P. STEBBINS, a well-known Massachusetts newspaper man, died last week at Fall River. He was sixty-five years old.

ALBERT CLARK POTTER of the Dauchy Advertising Agency staff, New York, died of Bright's disease last week. He was fifty-four years old.

HORACE J. STEVENS, compiler and publisher of "The Copper Hand-book" and a former newspaper man, died suddenly Monday night at Houghton, Mich. He was a native of Coneywaga, N. Y., and forty-six years old. He was a reporter on the Marquette (Mich.) Morning Journal from 1884 to 1889, when he bought the Peninsula News Service.

MAURICE BRICK, for many years connected with the telegraph department of the Associated Press, died in Baltimore of heart disease on Monday. He was fifty-nine years old and a native of Jersey City.

PERRY L. PURDEN, a newspaper man, was found dead in his room at a Norfolk (Va.) hotel on Monday.

### MISS CONWAY HONORED.

A reception in honor of Miss Katherine E. Conway, journalist and authoress, was given at the Hotel La Salle, Chicago, Wednesday evening under the auspices of La Salle Assembly. Fourth Degree, Knights of Columbus. Miss Conway has won a wide reputation as an editor of Catholic journals and is also known as a novelist, poet and lecturer. During the last year she has conducted a special course in literature at St. Mary's Academy, Notre Dame, Ind.

### NEW COMER IN SALT LAKE.

The Intermountain Worker, claiming to be the official organ of the Federation of Labor, state and city organizations, and the Socialist party, as well, has appeared in Salt Lake City. It will publish once a week under the sponsorship of the Workers' Publishing Company with James A. Smith manager and Murray E. King, editor.

### O'HARA MANAGER OF THE SYRACUSE HERALD.

Edward Arthur O'Hara has been appointed business manager of the Syracuse (N. Y.) Herald, succeeding George N. Graham, who becomes business manager of the Los Angeles Tribune. Mr. O'Hara is a son of the publisher of the Herald.

### YOUNG TAFT AN EDITOR.

Robert Alphonso Taft, son of President Taft, has been elected president and editor-in-chief of the Harvard Law Review. He succeeds Charles Evans Hughes, Jr., son of United States Supreme Court Justice Hughes former governor of the state of New York.

## NEWARK, N. J.

and its suburbs has  
600,000 Population.  
Local advertisers use the

**NEWARK  
STAR**  
because this large  
territory cannot  
be covered otherwise.

Every month the Newark  
Star shows big gains in  
advertising.

There IS a Reason.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## PULITZER SCHOOL ADMITS WOMEN.

COLUMBIA FINDS THEY ARE TOO IMPORTANT A FACTOR TO BAR.

It has been finally decided by the Columbia University authorities that women will have equal rights with men as regards eligibility as students in the Pulitzer School of Journalism. Pending the completion of the School of Journalism building courses for women desiring to take degrees will be provided at Barnard College.

Dean Talcott Williams has given out the following statement regarding

ing women students in the school:

"Plans are being perfected for enabling women to pursue the course in journalism leading to the degree of Bachelor of Letters. The first two years of the course, consisting mainly of collegiate work, women students will take at Barnard College, with the expectation of obtaining later the third and fourth years—that is, the purely professional training—in the School of Journalism after the completion of its new building.

"During 1912-13 provision will be made at Barnard College for all the work required in the first year of the journalistic curriculum, and women planning to obtain the degree of Bachelor of Letters may, if they are prepared to meet the entrance requirements, enter Barnard next September.

"The conflicting reports which have appeared in regard to the admission of women to the School of Journalism have made necessary this specific announcement. The subject has been under careful consideration in all plans for the school.

"For the first year the school will conduct all its exercises in class rooms temporarily assigned to it in the various university buildings, and while this is the case the direct admission of women is not practicable. A final decision on the subject in all its details will not be reached until the building is completed.

"Barnard College will do for women what Columbia College does for men about to enter the School of Journalism. The courses of these first two years in Barnard will be parallel to those offered to men in Columbia, and the director and associate director of the school will co-operate with the authorities at Barnard in planning and supervising the work."

In working out the plan and scope of the school the advisory and administrative boards found that women were too important a force in journalism to be ignored. Figures compiled on the subject showed that in 1870 there were thirty-five women engaged in newspaper work. The census of 1900 disclosed that 2,193 of the 30,098 newspaper workers were women—seven per cent. This proportion compared with 1,010 women among the 14,703 lawyers and 7,399 women among the 134,225 physicians. Of the 5,836 authors listed under the census of 1910 2,616 were women.

### BUILDING IN RICHMOND.

A modern newspaper home and office building about to be erected by the Richmond (Va.) Times-Dispatch. The location will be South 10th street, between Main and Cary streets.

### A CO-OWNERSHIP.

J. A. Perry has become associated with R. H. Jenkin in the ownership of the La Grange (Ga.) Reporter. The paper is a weekly and has been established since 1842.

### AN INTEREST SOLD.

An interest in the Racine (Wis.) Daily Times has been purchased by Captain W. M. Lewis from W. S. Goodland.

# THE NEW YORK TIMES

requiring increased facilities for its greatly enlarged business will remove its operating departments early in September next to the Times Annex on West 43d Street, near The Times Building in Times Square.

R. Hoe & Company are building for immediate delivery to The New York Times four of their latest improved double sextuple presses and one double quadruple press. This equivalent of ten presses will have a guaranteed production capacity of 486,000 sixteen-page copies of The New York Times an hour.

The net paid daily sales of The New York Times greatly exceed

## 200,000 Copies.

Shortly after the new equipment is ready the management confidently expects the circulation to

## Exceed 300,000

and will be prepared for a circulation of 500,000 copies of a 24-page daily issue.

### OHIO MAN BUYS PAPER.

J. M. Light, one of the owners and manager of the Springfield (O.) Times, has closed a deal by which he becomes the owner of the South Charleston Sentinel, a weekly paper. Mr. Light takes charge of the paper on May 1. He will retain his financial connections in Springfield.

Mr. Light has been in the newspaper business in Springfield for the past two years.

### SALE OF FAMOUS PAPER.

The ownership of the Anniston (Ala.) Hot Blast has passed to H. M. Ayers, for several years connected with the Evening Star of

the same city. C. D. Rainwater, the former editor, retires.

### EX-AMATEURS AT DINNER.

The Fossils, an organization of amateur journalists of days gone-by, held their annual dinner at the Hotel Martinique, New York, last Saturday evening. Fifty-six members took part in the festivities.

### ON THE SIDE.

Clarence M. Agard of the Bridgeport (Conn.) Standard's editorial staff has been handling writups in Bridgeport and vicinity for the special garage number of the Horseless Age.

OVER  
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SHIPS

1,210,000  
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To  
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and  
Circulation  
MANAGERS

We desire to offer a limited number of staterooms on the following cruises at minimum rates to be used as prizes in circulation contests.

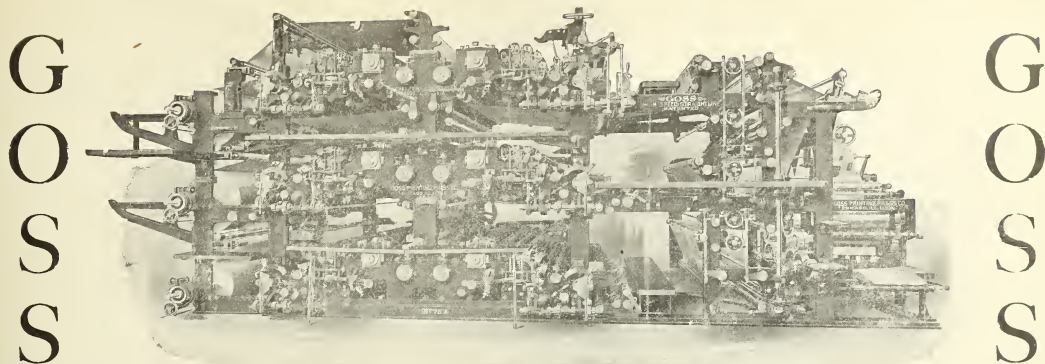
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THE ABOVE IS THE PRESS REFERRED TO

## THE DAILY TIMES-STAR CINCINNATI

C. H. REMBOLD, MANAGER

April, 13, 1911.

Goss Printing Press Company,  
Chicago, Ill.

Gentlemen:

Enclosed you will find check on First Nat'l Bank for	\$2,000.00
another on the Citizens Nat'l Bank for	<u>3,000.00</u>
making a total of	<u>5,000.00</u>

which amount, added to our remittance to you of February 21st, is in full payment, according to the contract, for the first of the two presses you have built for us.

In this connection, we want to express our gratification of the results obtained on the initial runs of the new press. Last week we had occasion to write you expressing disappointment because things were apparently not progressing sufficiently rapidly to warrant our being able to run the press on the base-ball edition Thursday, April 11th.

As your pressman had not arrived and our own were busy, we did not get the blankets on the press until Friday night and Saturday. On Monday night of this week some of our men worked late into the night setting the rollers; during Tuesday we plated the cylinders and gave the press trial runs to see that everything was in shape. On Wednesday we filled the fountains with ink and ran some paper through later in the afternoon; on Thursday morning we put on the muslin and at two o'clock started to run off part of our edition for that day. The experiment was so successful that we made the new press the starter for our base-ball edition with the most gratifying results. Since then the press has been running without a hitch, and we want to record the remarkable fact that not a box on the whole machine has run hot.

While our experience with the first three high-speed presses you built for us in 1908, which have proven to be not only first-class but entirely reliable machines, warranted us in expecting as good results from the new press, yet we would not feel that we were showing our appreciation of a good thing if we did not express the satisfaction we feel with the results of your last achievement.

We presume that by this time the other press has been boxed and is ready for shipment. As soon as it arrives we will begin the erection, and hope to get it in running order in less time than it has taken us on the first.

Yours very truly,

THE CINCINNATI TIMES-STAR CO.,

C. H. REMBOLD, Manager.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of **THE FOURTH ESTATE** addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT  
Long Distance 5200 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; ageate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

No. 948 FOR THE WEEK ENDING SATURDAY, APRIL 27, 1912

## TRAINING NEWSPAPER MEN.

Men who have gained their newspaper training within hearing of clattering telegraph instruments, in the rush and stress of production as it is, and not as it is imagined to be, are justified in speculating about the benefits to be derived by the students from a college course in journalism. Such reflections as these must have preceded the writing by Franklin P. Adams, in the New York Evening Mail, of the following paragraphs on the second day after the Titanic disaster:

"What no school of journalism can attempt to teach is how to work at high tension. A newspaper office under conditions like those of last night and this morning is a wonderful demonstration of efficiency."

"This comment could be made even more inclusive by saying that at all times, regardless of the state of tension, few organizations are operated with such a degree of coherency as that of any medium-sized or large newspaper. Any course in journalism that successfully teaches the practice as well as the theory of newspaper writing and publishing, regardless of news conditions, will have achieved a feat hitherto impossible in this most complex of industries."

## WHAT EVERY PUBLISHER OUGHT TO KNOW.

The faculty of doing small things well is a form of genius often overlooked in the management of newspapers. Yet, the doing of small things, the taking of infinite pains to accomplish little economies, has been responsible for the success of more than one apparently unsuccessful newspaper. Of course, it is the aggregate of a large number of small savings in a newspaper plant that make seemingly trifling economies ultimately beneficial. There is a case in point.

For several years prior to the financial panic of 1907, and its at-

tendant depression of 1908, there was a rubber-soled general manager of a morning newspaper plant in a city where there were three or four other morning newspapers. During the hours when the plant was in active operation he was never out of the building, but rarely ever in his private office. If a reporter was rushed out on an assignment without pause to turn out his sixteen-candle power desk light the rubber-soled executive was nearby to cut out the light; if a linotype operator left his machine to get a "take" of copy from the copy-cutter the same quiet party saw that his machine went dark until the operator's return.

If the art department sent through a poorly retouched portrait or layout the head of the engraving department carried it to the general manager before starting work on it. Then the photographs or drawings would be sent back for proper treatment. It never was necessary to make a cut over because of defective work in its earlier stages. The cost of make-overs and the consequent delays on new work were eliminated. No copy paper supplied in bulk for the editorial typewriters ever ran an extra inch in width over and above the writing width of the typewriter machines for which it was intended. The duplication of these economies a hundredfold, or even fiftyfold, produced an astonishing saving.

This was not the result of a sudden determination to save money after the financial storm loomed in sight. It was a matured policy in effect for years before money troubles assumed shape. In the accomplishment of his policy of economic reform editorial and news efficiency had not been sacrificed or lessened. There were on every hand evidences of departmental aggression. There was closer unity between departments. The men in one department knew what the necessities of other departments cost. They knew they could have any or all of these necessities if the

need of them were proved; otherwise not.

Naturally there is a moral hidden in this story. The panic came and departed, but its blight remained behind. The only one of the four morning papers that was not driven to the extremity of paying its employees in clearing house certificates was the daily under the direction of the ever-present figure in the rubber-soled shoes. It was the only paper in its city that did not impose salary reductions upon its entire editorial staff for a period of six months; the only paper that gave each of its editorial employees a salary increase within the twelve months after the panic. Such a moral is now being more generally heeded.

## THE CRY FOR AN ENDOWED NEWSPAPER.

Some day when the endowed newspaper is given a trial and fails, as it must fail, after dinner speakers will have one more subject for discussion crossed from their lists. Until the endowed press is given its day in court we must be prepared for its periodical championship.

The latest proposal comes from Julius T. Muench of St. Louis. In an introductory speech before the St. Louis City Club he advanced his plans for endowed newspapers as a possible remedy for the "spirit of modern commercialism." H. J. Haskell, editorial writer for the Kansas City Star and a former Washington correspondent, for that paper, takes issue with Mr. Muench. He says:

"The people could look for no help from an endowed paper. Newspaper inaccuracy is due to personal imperfection. The newspaper of the future must be independent. It takes a great amount of capital to run a newspaper, and it is sometimes easy for it to be controlled by special interests, but as soon as the people learn it is thus controlled they have no use for its news and refuse to buy it.

"There is a danger of newspapers being content to let well enough alone and being content to remain in an anti-social position. In many instances newspapers have acquiesced in really rotten conditions in certain cities for this reason.

"Conditions have changed wonderfully in the last fifteen years. There has been a great development of public spirit in that time, and the newspapers have been active along this line. A newspaper must be a product of its audience, or subscribers. It must meet the demands of its constituents or go out of business. It must reflect public sentiment. The newspaper of the future that will have the largest circulation will make appeals in accord with the progress of public sentiment.

"In the long run the public will gradually demand a more adequate treatment of news. Murders will be treated more as social phenomena than personal crime. News will be reported from a socialized standpoint. The newspaper will help to present instructive policies. We are finding everywhere that the small man is able to remain in com-

petition with the larger business man, and this is so with newspapers. Smaller papers will take the place of papers that do not respond to the spirit of the time."

## A LITTLE SERMON ON THE OLD MORALITIES.

Those who attended the Kansas State Editorial Association convention this year will recognize the caption of this editorial as the subject of the address delivered by General Manager Melville E. Stone before that gathering.

Mr. Stone's "old moralities," it is hardly necessary to explain, have to do with the ethics of the American newspaper. He outlined the struggle of two centuries to achieve the liberty of the press and then proceeded to answer the criticism of journalistic freedom.

"I know a limited number of newspapers in this country," he said, "which are today owned by large interests, but the number is very small and the papers are entirely inconsequential and practically powerless to accomplish anything of evil for their proprietors. Nine-tenths of the American newspapers are conducted for the purpose of making money for their proprietors by legitimate means—through subscriptions and advertising.

"While the last thing in the world which I propose to do is to claim perfection for the American newspaper, yet I do not think that the charge that as a body the newspaper editors of this country are trying to mislead the electorate, or that they are engaged in any sinister design, is true. With rare exceptions they are honest and conscientious, and whatever failings they have, I believe, lean to virtue's side."

Mr. Stone illustrated his "old moralities" with the rules drawn up by himself and Victor P. Lawson in their development of the Chicago Daily News. It was recognized that the "ideal newspaper in its editorial department had three offices to perform. First, to print the news; second, to strive to guide public opinion in a proper direction, and third, to furnish entertainment.

"An effort was made to present a true perspective of the world's real developing history, and an unbreakable rule was made that nothing should appear which a young woman could not read aloud in mixed company. No line of paid reading matter ever appeared. The actual paid circulation, day by day, was printed at the head of the editorial column and sworn to. There was no cutting of rates under any circumstances."

Mr. Lawson and Mr. Stone made it a rule never to buy or own stock in any public utilities corporation affecting Chicago. "We had no axes to grind, no friends to reward, no enemies to punish."

New Haven, Conn., newspaper men were greatly aided during the week of the Titanic disaster by an amateur wireless station in the Edwin Bancroft Foote Boys' club. A number of important messages were received by the boys and published. All were later verified.



## PURELY PERSONAL.

Charles Hopkins Clark, editor of the Hartford Courant, has been elected a delegate-at-large from Connecticut to the National Convention.

Senator Robert Jaffray, president of the Toronto Globe Company, is spending a few days in Washington, D. C. He spent considerable time with the newspaper men and in the press galleries.

George F. Burba, editor of the Dayton (O.) Daily News, addressed the members of the Federated Movement Association of Dayton at their last meeting.

Harrie T. Price, managing editor of the Wilmington (Del.) Morning News, recently had his right wrist broken while cranking his automobile.

Robert Judson Kenworthy of the S. C. Crall Special Agency, New York, who is grand master of the Masons in the state of New York, will dedicate the Masonic Temple of Paumonok Lodge at Great Neck, Long Island, next Wednesday.

Hy Mayer of the New York Times has gone to Europe for a six weeks' stay. He is spending most of his time in Berlin.

Ross K. Gilbert, editor of the Chambersburg (Pa.) Public Opinion, is ill.

C. Frederick Goldthwaite of the Cabot (Can.) Nugget has been elected a member of the Royal Institute of Journalists in London.

Harry McCarty, editor of the Jessamine (Ky.) Journal, is reported to be improving from his attack of typhoid fever.

Charles H. Pattison, circulation auditor of N. W. Ayer & Son, Philadelphia, recently returned from a business trip to the Pacific Coast.

W. E. Long, a Chicago advertising man, is on a business trip through California and neighboring Pacific Coast cities.

Channing Folsom, a member of the editorial staff of the St. Louis Star, has returned to work after a visit to his father at Aramilla, Texas.

A. W. Tracey, formerly editor of the New Castle (Ind.) Times, has been spending a few days with old associates in Washington, D. C.

Frank A. Goodall, a Boston newspaper man, is spending a short vacation at Sanford, Me.

J. W. Tyson, news editor of the Saskatoon (Can.) Phoenix, covered the session of the legislature for his paper.

Sigvard Sorenson, editor of the Minneapolis Daily Tidende, was given a testimonial dinner last Saturday evening by his townspeople.

Mrs. James H. Haberlin, wife of the sporting editor

of the Bridgeport (Conn.) Telegram, is slowly recovering from a serious operation. For a time her life was despaired of by the surgeons.

Charles H. Green, a New York advertising man, has been made director-in-chief of Manufactories and Varied Industries and Exhibits at the Panama-Pacific Exposition.

G. P. Smith, publisher of the Camrose Canadian, was a recent speaker before the Canadian Club at St. Thomas.

T. B. Fitzmaurice, cartoonist on the Montreal Herald, has returned to work after a serious illness.

Douglas Block the sporting editor of the Fredericton (N. B.) Gleaner, is the official reporter at the present session of the legislature.

## WEDDING BELLS.

Frederick P. Latimer, editor of the New London (Conn.) Morning Telegraph and a former Connecticut state senator, and Miss Susan B. Carroll of Hartford were married in that city last Saturday. The bride is a native of New London and daughter of a former well known newspaper man. Mr. Latimer is judge of the Groton borough court and a Republican leader.

Arthur McBride, proprietor of the Pauline (Ia.) Times, has been married to Miss Ruth Babbitt of Des Moines.

Miss Elizabeth Kelly, a member of the Denver Post staff, has announced her engagement to Arthur La Hines of the New York Journal forces.

Frederick Heiskell, managing editor of the Little Rock (Ark.) Gazette, and Miss Georgia Watkins of the same city have been married.

Miss Emma C. Huebner, cashier of the San Francisco Evening Post, has been married to John Briscoe. Following their wedding trip the couple will take up their residence in Sacramento.

## NEWS SERVICE SHIFTS.

Harry G. Hurlburt, former night editor of the Associated Press bureau at New Haven, Conn., succeeds Samuel I. Freed as manager of the Connecticut bureau of the United Press. Freed is now connected with the New York office of the United Press. Harry Turner, formerly telegraph editor of the Journal-Courier succeeds Hurlburt as night editor of the Associated Press.

## GETS IMPORTANT OFFICE.

D. N. McIntyre, at one time city editor of the Vancouver (B. C.) Colonist, has been appointed provincial deputy fishery commissioner. Mr. McIntyre went west a few years ago from Montreal.

## HEADS LIBRARY BOARD

H. J. Pettypiece, editor of the Forest (Can.) Free Press, has been elected chairman of the town public library board.

## ORGANIZATION SECRET OF CIRCULATION SUCCESS.

E. C. White, who for several years was circulation manager and assistant business manager of the Oklahoma City Daily Oklahoman, and recently took charge of the circulation of the Memphis News-Scimitar, is well known in circulation work.

He started his newspaper career twenty years ago as a newsboy, selling papers on the streets of Decatur, Ill., at the age of ten. Later he secured a route and then a position



E. C. WHITE.

in the mailing department and delivery room. From there his rise was rapid. There is no part of circulation work that he has not done himself, and no position in the circulation department that he has not held, from newsboy to manager.

The secret of his success, Mr. White believes, is his ability to quickly and correctly diagnose the conditions existing in a field and to develop a competent organization out of local material.

His associates on the Oklahoman presented him with a magnificent gold watch on the day of his departure.

## REGINA CHANGES.

H. F. S. Paisley, formerly of the Toronto Globe, is a new member of the editorial staff of the Regina (Can.) Leader. W. L. MacTavish is now day editor of the Leader.

## NOW A BANKER.

George Clarke, formerly editor of the London (Can.) Advertiser is now managing the Forest branch of the Canadian Bank of Commerce.

The Stratford (Can.) Herald has just completed its quarter century of existence as a daily paper.

## IN THE PUBLIC EYE.

Charles H. Thompson, business manager of the New London (Conn.) Telegraph, formerly a New York newspaper man, is prominently mentioned as a candidate for mayor on the Republican ticket at the coming election.

Noah Roark, for several years connected with the Dallas (Tex.) Daily News, has been appointed assistant district attorney of Dallas, Mr. Roark has had several years' practical law experience and served in a similar office in Denton.

J. W. Fisher, editor of the Delphos (Ia.) Herald, has been elected secretary of the Fremont Business Men's Association. Mr. Fisher is also secretary of the Delphos Commercial Club.

Bonnett B. Dewey, a member of the Des Moines Register and Leader staff, is the new secretary of the Polk County Commission.

Fred Le Roy, editor of the Streator (Ill.) Times, is running for state committeeman from La Salle County on the Democratic ticket.

J. E. Norcross, editor of the Vancouver (B. C.) World, is managing the provincial election campaign in his city for the Liberals.

Edward Kirkens Clarke, a member of the staff of the Bristol (Conn.) Ledger, is a delegate to the Socialist national convention.

Kingsbury P. Piper, formerly connected with newspapers in Fairfield and other Maine towns, is in charge of the Democratic State headquarters at Portland.

M. F. Muriman, editor of the Gallipolis (O.) Bulletin, is a candidate for delegate from the Tenth District to the Democratic National Convention. Mr. Muriman is a Wilson supporter.

Thomas T. Feely of Lockport, a former newspaper man and at present county clerk of Niagara, has announced his candidacy for Republican nomination for secretary of the state of New York.

Jesse E. Cottrell has resigned the city editorship of the Chattanooga News to become private secretary to Newell Sanders, United States Senator from Tennessee.

## HURD "ON THE JOB."

Carlos F. Hurd, a member of the staff of the St. Louis Post-Dispatch, was a passenger on the steamship Carpathia, which rescued the survivors of the ill-fated Titanic. He was returning from a trip abroad and secured for his paper one of the most complete stories of the disaster printed. Mr. Hurd has been on the staff of the Post-Dispatch for the last fourteen years.

## A PROMINENT CITIZEN.

Alex C. Lewis, a Toronto newspaper man, is now secretary of the city harbor commission. He is also a member of the board of education.

## PILGRIMS ELECT SWAN PRESIDENT.

Carroll J. Swan was unanimously elected president of the Pilgrim Publicity Association at the fourth annual dinner and meeting of that organization, at the American House Monday night.

Other officers elected are: First vice-president, P. F. O'Keefe; second vice-president, George W. Hopkins; secretary, H. Dwight Cushing; treasurer, A. J. Crockett; directors, Ben S. Jacobs, Charles B. Marble, J. J. Morgan, Perry Walton and John W. Withington.

There are five hold-over directors as follows: John K. Allen, Frank S. Baker, Irving J. French, Hugh F. Burke and W. E. Anderton.

Henry B. Humphrey, the retiring president, presided, and about 150 members attended the meeting. The membership of the association, now numbers 519.

Addresses were made by John J. Morgan, chairman of the education committee and Howard W. Dickinson, the retiring second vice-president of the association.

The association's quintet, comprising Walter Anderton, Robert Nichols, John E. Daniels, Dr. Arthur Gould and Augustus T. Beatey, sang several selections.

## STAFF REORGANIZATION IN CONNECTICUT.

Several changes have been made in the editorial department of the Norwich (Conn.) Morning Bulletin, one of the oldest of the southern New England papers.

A. Walt Pearson, for many years editor, has been promoted editor in chief, a new position, and will have charge of several of the special departments. In addition he will have a general oversight of the editorial policy.

Harvey M. Briggs, who entered the service of the Bulletin upon his graduation from school as a reporter and has been city editor for several years, becomes managing editor and will have charge of the editorial page.

Sporting Editor Charles F. Whitney is made city editor.

George Holden, who has been doing city staff work for the Bulletin, succeeds to the sporting desk.

## TO DINE WRITERS

Charles H. Gallagher, the Mercer member of the Democratic State Committee, will tender the New Jersey Legislative Correspondents' Club a dinner at the Hotel Rudolf, Atlantic City, this evening.

## NEW ORLEANS STATES IN NEW HOME.

The first of the New Orleans dailies to forsake "Newspaper Row" on Camp street is the New Orleans States, which last October secured a location on Canal street, the main commercial artery of the city. The States' new home is a modern five-story structure at 604-606 Canal

of 24,000 twelve-page papers per hour, constitute the press equipment. The presses are screened, front and side, by heavy plate glass.

On the second floor is located the editorial and bookkeeping departments while the third floor is given over entirely to composition and stereotyping ends. The fifth floor is used for storage purpose, files, etc.

The new home of the States is equipped with two elevators, a telephone exchange and all other conveniences.

Colonel Robert Fwing, publisher and proprietor of the States, also publishes the Shreveport Times. He is National Democratic Committee man from Louisiana, and again is a candidate for the same post.

## NEWSPAPERS THE KEY TO HUMAN REDEMPTION.

Nature, the Bible and the newspaper are three great sources of intelligence, according to Rev. Earle Naftzger, pastor of Vincent Methodist church at Spokane, Wash. Mr. Naftzger classes the newspaper with the church and school as a popular educator. He says:

"With the tremendous power within the command of the newspapers, what good might be accomplished for poor, fallen mankind if they would champion the cause of human redemption.

"God help us to capture and direct this tremendous power for the advancement of His earthly kingdom. When this is done the problem of human redemption is solved."

## ENTERS TRADE FIELD.

E. E. Whaley has tendered his resignation as managing editor of the Springfield (O.) Morning Sun, to become associate editor of the Implement Age. He will be succeeded by John Titlow. Mr. Whaley will continue to write the editorials for the Sun.

Mr. Whaley has been connected with the Sun for four years, three of which he was in charge as editor. He will take up his duties with the Implement Age, which is published in Springfield, in a short time.

## RETURNS TO THE STATES.

George Hahn, formerly of the Grand Rapids (Mich.) Herald and the Chatham (Can.) News, is now telegraph editor of the Detroit Free Press.

## FOR SUMMER RESORTERS.

A weekly paper is to be published at Rehoboth, a summer resort in Delaware. The publication is to be started at once with Ralph Wingate as publisher and Robert Hinkley, an artist, as editor. It will be known as the Rehoboth Beach Tatler.



NEW ORLEANS STATES HOME.

street, with a frontage of thirty-four feet, a depth of 110, and a floor space throughout of 20,000 square feet.

The ground floor is devoted to the press rooms and business office, the former occupying practically the entire front of the building. Two new Goss presses, one a sextuple with a capacity of 72,000 twelve-page papers per hour, and a quad used for color work with a capacity

## THE HOTALING VENDING MACHINE for NEWSPAPERS.



*Increase Your Selling Points if You  
Want More Street Sales.*

The HOTALING VENDING MACHINE has a control for one, two, three and five-cent newspapers. One boy can attend a dozen machines. There is no complicated mechanism; no weak parts for "breaks."

This machine enlarges on the sectional unit plan, like a book case. You may have as many units in a given location as necessary.

One machine handles 60 10-page papers; 50 12-page; 43 14-page; 38 16-page; total capacity, 600 papers.

See these machines at work in the convention corridor at the Waldorf. Our representative will be there to explain them.

**HOTALING BROTHERS**  
TRIBUNE BUILDING, NEW YORK CITY.

## THE SPECIAL SERVICE COMPANY

Contest Specialists of Experience,  
Ability and Integrity. Write for rates, etc.  
Room 33, 23 Park Row, NEW YORK.



## BIG CIRCULATION GETTER

Special Spring plan to be put on the job right now. Only one paper in the town—and that, the one that wants home circulation.

## HOME BUILDING BOOK

1912 Edition

It has over 300 illustrations in duotone and forty plates in full color. It covers everything in furnishing, building and decorating—and Spring is the time of need. The book is so beautiful it sells itself.

The regular price in book stores \$3.00 — a very special rate to one newspaper in a town, so low you can't resist it.

Telegraph today for five day option to consider this unusual plan.

Book will be sent by express immediately with full details of plan. Act now. Wire

DOUBLEDAY, PAGE & CO.

11 West 32nd Street, New York.

An Invitation:—If at the Convention, examine books at our Special Publishers' Exhibit in main corridor, to the right of the meeting room.

## PUBLISHERS PRESS

*Coast-to-Coast, Seven-Night  
Feature News Service*

By Overland Wireless and Leased  
Telegraph Wire

## Four New Color Comic Pages In Four Colors

By America's leading comic artists—the "Big Four"—Walt McDougall, Foxy Grandpa, Harrison Cady, and Sheffield. Wholesome, rollicking fun with ACTION, ACTION, ACTION.

*Ten Other Daily and Sun-  
day Circulation-Making  
Features*

Publishers here during Con-  
vention week invited to call.

Phone, 5636 Barclay

253 BROADWAY

C. J. MAR

General Manager

## CIRCULATION BUILDERS.

MANAGING EDITORS,  
**ATTENTION!****Lord Sholto  
DOUGLAS'**  
WEEKLYSporting Letter on  
Boxing and Base Ball is  
**MAKING A  
GREAT HIT!**

As Lord Douglas is handling this letter direct, he is able to charge a low rate for this weekly letter, namely, \$5. Lord Sholto Douglas is a son of the late Marquis of Queensberry, founder of the Queensberry Rules. Write for sample Syndicate Letters. Address

LORD SHOLTO DOUGLAS  
Care of Sporting Department  
The Journal Chicago, Ill.

**A Small Features A**

Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmie," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

**Adams Newspaper Service,**  
Peoples Gas Building, CHICAGO.

Newspapers can flash us day or night on

**QUERY WORK**

Bang up service. "Gotham Gossip" has them all going. Do you get it?  
**NATIONAL NEWS SERVICE,**  
9 East 26th St., New York.

## LOSSES UNBALANCED HIM.

Michael Mintz, founder of the New York Jewish Daily Herald, committed suicide last week. Up to ten years ago he was editor of the paper. Lately he had suffered considerable business losses.

## UP-TO-DATE HAWAIIAN.

The Honolulu (H. I.) Daily Star has moved into a new building. L. D. Timmons, the paper's general manager, on a recent visit to the United States purchased for his paper considerable new machinery of the most modern type.

## DISPOSES OF PAPER.

J. M. Vendenburg has sold the Sheldon (Ia.) Mail. The new owner is Clarence M. Stearns of St. Paul.

## MINNEAPOLIS NEWS' SATURDAY EVENING EDITION.

The Minneapolis Daily News now publishes a Saturday evening edition with a comic section, a double page of sports, dramatic and society sections, besides all the other usual departments of a Sunday newspaper. The paper consists of from twenty to forty pages.

The circulation of the Saturday Evening News is reported to be more than 10,000 greater than the paper on other days of the week, and in advertising earnings Saturday is now the biggest day of the week in the Daily News office.

The Woman's Home Weekly, which was launched in Minneapolis by the Clover Leaf publishers last November, is said to be gaining circulation at the rate of more than 4,000 a month. A new company to publish the paper has been incorporated with L. V. Ashbaugh as president; John Burgess as vice-president and secretary, and N. W. Reay as treasurer. The Woman's Home Weekly will accept advertising for its first issue in May.

## GETTING SUBSCRIBERS.

Methods of obtaining subscribers to farm papers were discussed by L. E. Smith, circulation manager of Hoard's Dairyman, before the class in agricultural journalism at the College of Agriculture of the University of Wisconsin.

Mr. Smith's talk was especially interesting to members of the class in journalism who publish the Wisconsin Country Magazine. A special Upper Wisconsin number of this magazine was put out a short time ago and was so well received that a large extra edition had to be published.

## BUYS AN INTEREST.

Harris Lindsay, for the past year city editor of the Bridgeport (Conn.) Post, has resigned and will engage in newspaper work at Kingston, N. Y., where he has secured an interest in a paper.

## BACK ON CITY DESK.

George C. Waldo, Jr., at one time city editor of the Bridgeport (Conn.) Post and for the past year and a half police reporter for the Evening Farmer, has returned to the Post's city desk.

## NEW ILLINOIS WEEKLY.

The Sentinel is a new paper issued at Aurora, Ill. For the present it will be issued as an eight-page weekly. The editor and proprietor is W. W. Clarke.

## BUILDING UP THE CIRCULATION.

The Coshocton (O.) Times, which on April 15 changed from the evening to the morning field, has started a contest among young women and will award trips to Bermuda and diamond rings to the six who secure the most new subscriptions by June 8. The contest is under the direction of the Special Service Company, of New York.

The Kansas Farmer, of Topeka, has just commenced a third Shetland pony contest. Besides the ponies, collie dogs and other prizes will be given to the boys and girls in Kansas who secure the largest number of subscriptions to the Farmer. During the last six months the Farmer has given away nineteen Shetland ponies and outfits as well as a large number of other prizes which, Circulation Manager J. E. S. Spalding reports, have proven decided successes.

A department for amateur writers and artists has been started by the New York Evening Sun. Miss Jeannette Gilder will be in charge, and prizes will be given for the best essays, poems and drawings on subjects to be announced at regular intervals by the editor. Persons of any age are eligible to be competitors, providing they are not engaged in some sort of business.

The Plainfield (N. J.) Courier News has just closed a European contest. The trip is to be taken by the five most successful contestants. A consolation prize for the second five is a trip to Washington, D. C.

The Newark (N. J.) Star has arranged to offer free to its readers a life-size bust black and white portrait reproduced from any photograph, post-card or small picture. The reader pays \$1.69 for the cost of the picture frame and has only to present twelve coupons clipped from different days' issues of the Star. With each picture is given two months' subscription to the Morning Star, or three months' to the Evening Star.

## NEW DAKOTA OWNER.

L. W. Robinson has purchased the Parker (S. D.) Press-Leader. For the past year Mr. Robinson had been the editor of the Yorktown Press and Dakotan.

## NEW MINNESOTA OWNER.

The Aurora (Minn.) News has passed into the hands of E. H. Yarrick. A. A. Koen is the former publisher.

## CIRCULATION BUILDERS.

USE THE AMERICAN  
LIBRARY  
ATLAS

OF THE WORLD for a  
Coupon Clipping Campaign. You can do it on the 98-cent plan with good profit.

This new census Atlas at the best \$4.00 Atlas at the low price that has ever been offered publishers.

Send \$1.25 for sample. I will send it to you express prepaid.

S. BLAKE WILLSDEN

*Circulation  
Features*

32 S. Wabash Ave., CHICAGO.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment—Best illustrations.  
**YOU NEED IT!**  
Write for particulars to  
**INTERNATIONAL NEWS SERVICE**  
200 William St., New York City.

Get To-Day's  
News To-Day  
"By UNITED  
PRESS"

General offices, World Bldg., NEW YORK.

For EDUCATIONAL  
CONTESTS use the

Tell-us Tellurian

SOMETHING ORIGINAL

CARL MACK MFG. Co.,

41 Cortland Street, NEW YORK.

For Washington Correspondence  
WRITE

AMERICAN

TELEGRAPH PRESS

District National Bank Building,

WASHINGTON, D. C.

A new Goss "Comet" press is the latest addition to the mechanical plant of the Kendallville (Ind.) Daily News-Sun.

**SCOOP THE CUB  
REPORTER**

*The New Daily Comic Series.*

5 and 7 col. sizes

THE INTERNATIONAL SYNDICATE

FEATURES FOR NEWSPAPERS

Established 1899

BALTIMORE, MD.

**HON. WILLIAM J. BRYAN**

will write daily comment for both morning and afternoon newspapers during the progress of the Republican National Convention at Chicago. He may also write on the Democratic Convention. We have exclusive authority from Mr. Bryan to place the service. Wire for particulars. Territory is being snapped up fast.

**The Central Press Association,**  
*Leader Building,* CLEVELAND, OHIO.



## MEETING OF THE A. N. P. A.

Continued from Eighth Page.

print paper and 560,000 tons of pulp were imported to offset the restrictive methods of the paper makers and to supply the deficiencies of American wood supply. The bureau broadened the paper market. It instituted proceedings which promise ultimately to bring an ample stock of Canadian Crown land woods to American paper mills.

It brought conspicuously into notice the fact that American paper mills of modern equipment could, and do, make paper more cheaply than mills of any other country. It broke up various paper pools that affected the price of news print paper, including the Fibre and Manila Pool, the Box Board Pool and the Sulphite Pulp Pool.

The bureau has pointed out the need for standardization in the widths of rolls and in the surface, color and printing quality of paper, whereby as much as \$4 per ton could be saved in many mills in the cost of production. Many newspapers have adjusted themselves to the standard widths. The bureau has induced a number of publishers to reduce their waste of news print paper. Monthly reports are issued of pressroom waste, covering damage in transit, white waste in pressroom, core waste, printed waste and weight of wrappers. A decrease in waste has followed this effort to determine whether the pressroom workers and the paper mills are gaining or receding in efficiency.

"Offers to underwrite the output of new paper mills and thereby stimulate new production have produced satisfactory results. The agitation of paper matters promoted many new pulp and paper enterprises. Over 1,000 tons per day of new production of news print paper will come upon the market during 1912.

"Eighty-one companies, aggregating a capitalization of \$83,000,000, were incorporated within seven months to engage in pulp and paper manufacture. By public auctions an effort was made to secure open prices for paper and thus end the secrecy which had previously controlled the sale of paper by putting publishers at the mercy of paper speculators.

"The increase in consumption of news print paper in the United States averages 90,000 tons per annum, or 300 tons per day per annum. The present consumption exceeds 1,300,000 tons per annum, costing approximately \$60,000,000. By 1919 it will, at present rate of growth, exceed 2,000,000 tons per annum. Upon the request of the paper bureau President Taft directed that public announcement be made of the monthly reports of paper mills showing news print paper produced, shipped and on hand, thereby informing buyers of market conditions. This information is gathered by the bureau of corporations.

"From time to time bulletins have been issued by the paper bureau informing members of the latest quotations for news print paper and of new production. Tests were made of the weight and strength of the paper made by the various mills. Lists of paper mills were issued showing the daily production of each and the names of officers to whom application should be made for quotations. Data showing the widths of rolls and the dates of expirations of contracts of 800 daily newspapers, which had previously been the exclusive stock in trade of paper jobbers, was collected and distributed broadcast. These companies had new mills to communicate directly with buyers and facilitated trade."

In connection with the report of the print paper committee, there was a general discussion on print

## WOULD GET BACK IN GAME Three Years In Business Enough For Newspaper Man.

Opportunity for publisher who wants city or managing editor in town of from 20,000 to 400,000.

Ten years experience, covering every field and desk on morning, evening and Sunday papers. Now advertising manager for large corporation.

Address Do, care The Fourth Estate.

paper prices, new production, importation and exportation of paper, the tariff situation, the favored nation litigation, the two pound leeway on thirty-two pound standard, pressroom waste reports, disposition of paper waste, standardization of widths of rolls, changes in retail local prices of daily papers, etc.

### CHANGES IN RETAIL LOCAL PRICES.

Retail local prices of weekday issues have changed as follows during the past year:

REDUCTIONS.	
Kansas City Star.....	2 to 1 cent
Kansas City Journal.....	2 " 1 "
Denver Republican.....	2 " 2 "
Denver Post.....	5 " 2 "
Denver Times.....	5 " 2 "
Denver News.....	3 " 2 "
Portland (Me.) Press.....	3 " 2 "
Portland (Me.) Argus.....	3 " 2 "
Portland (Ore.) Telegram.....	3 " 2 "
Portsmouth (Ohio) Blade.....	3 " 2 "
Muskegon (Mich.) News- Chronicle.....	2 " 1 "
Oklahoma Times.....	2 " 1 "

INCREASES.	
Newark (N. J.) Morning Star.....	1 " 2 "
Detroit (Mich.) News.....	1 " 2 "
Saginaw (Mich.) Courier.....	1 " 2 "
Herald (Mich.) Evening.....	1 " 2 "
Jacksonville (Fla.) Evening.....	3 " 5 "
Metropolis.....	2 " 3 "
New Orleans States.....	2 " 3 "
New Orleans Item.....	2 " 3 "

The Hearst organization made an experimental raise of its wholesale price in some country districts tributary to New York and Chicago, where many dealers were retailing at two cents per copy. The matter is still in its experimental stage.

The Cleveland Plain Dealer and Cleveland Leader reduced from two cents to one cent in territory outside of greater Cleveland.

### TWO-POUND LEEWAY.

In regard to the two-pound leeway in paper contracts the paper committee's report said:

"Publishers whose print paper contracts provide a leeway of two pounds upon the standard of thirty-two pounds for 500 sheets, measuring twenty-four by thirty-six inches, should advise the contracting paper-maker that the International Paper Company undertakes to furnish paper of a given weight without any

given leeway. In other words, it will adhere closely to standard.

"Competent papermakers agree that the leeway of 6 per cent. either way, or two pounds upon a thirty-two pound standard, is an imposition upon the buyer. It is demanded principally by smaller mills, which depend upon petty exactions of that sort to enable them to offset their disadvantages of

antique machinery, unfavorable location and inability to furnish any width that may be required.

"The larger mills, operating three or more machines, can adjust their runs to any width that may be offered, though a standard width of roll and standard weight, color and surface will tend generally to reduce cost of production and thereby ultimately cheapen the cost to the consumer."

### PRESS AGENTS AND POSTAL MATTERS.

The committee having in hand the matter of ways and means of abolishing the free reading notice and the postal committee also reported.

Don Seitz of the New York World read his report on press agents and on post office matters. Mr. Seitz announced that about sixty per cent. of the press agents has been eliminated during the last year.

Mr. Seitz in discussing the suggestion of President Taft, Postmaster-General Hitchcock and the Hughes commission, that the reading matter in a periodical should equal the space occupied by advertisements, outlined the importance of advertising to a community as a social and economic force and stated that any other way of looking at advertising was absurd.

Advertising, he was convinced, needed to make no apology for its appearance in newspapers. It performed a vital service and did a significant work.

The president of the Wisconsin Daily League, in session at Milwaukee, sent a telegram to the A. N. P. A., extending greetings and con-

Continued on Thirty-second Page.

Successful use for two years by more than 50 progressive newspapers has demonstrated that the product of

**THE DRY-MAT SERVICE CO.** Ltd.  
of PITTSBURGH, PA., is

**The Successful Dry Matrix.**

More Publishers using it every day

**BECAUSE**

It does away with the Drying Table  
For closing late forms it makes up lost time  
For Base Ball and Rush extras it is indispensable  
It is satisfactory  
It saves time and thereby gains circulation  
It is easy to get right depth in molding  
It does not require change of equipment  
It is not expensive

You, Mr. Publisher, can't afford to miss the advantages of this dry mat stereotyping. Sooner or later you must come to it.

**DO IT NOW!**

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

FROM THE AD FIELD  
SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

THOMPSON, 44 East 23d street,  
New York.—Chichester Pills; classified advertising covering one year going to papers throughout the country.

ARMSTRONG, 115 Broadway,  
New York.—"No-Mor-Dust" Chemical Company, Jersey City, N. J.; orders being placed with a small selected list. Other papers will be taken up later.

PEARSALL, 203 Broadway,  
New York.—Placing large copy for the Goodyear Raincoat Company in Chicago and Louisville dailies.

For the Rhinelander Real Estate Company, an extensive renting campaign in New York City dailies.

AYRES, 164 Federal street, Boston.—The W. S. Quimby Company, Boston; orders being placed with a selected list of New York State papers.

BATTEN, Fourth Avenue Building, New York.—The McCallum Hosiery Company, New York and

THE  
NEW YORK  
WORLD

Sells (morning edition)

MORE copies than  
any other two papers  
Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the  
WASHINGTON  
TIMES

Is Built on the  
Foundation Stones of  
Size of Circulation  
Confidence of Its Readers  
A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.  
Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Northampton, Mass.; contracts being made with a selected list of Pacific Coast papers.

EWING & MILES, Fuller Building, New York.—The Lake Hopatcong Land Company, 200 Fifth avenue, New York; orders being placed with New York State and New Jersey papers.

DORLAND, 303 Fifth avenue, New York.—The Belleclaire Hotel, New York; trade contracts being made.

D'ARCY, Fullerton Building, St. Louis.—The Brown Cracker & Candy Company; Southern papers receiving orders.

HEDGE, 366 Fifth avenue, New York.—The Fiberloid Company, "Linolin" collars; orders shortly to be placed throughout the country.

SOLGER, 501 Fifth avenue, New York.—London & Northwestern Railway Company; orders going to Eastern papers.

JONES, Binghamton, New York.—"Othine"; new contracts being made.

MERRILL, 1161 Broadway, New York.—The Hotel Albany, New York; just placed a large appropriation to this agency, payable in accommodations.

FULLER, 623 South Wabash ave., Chicago.—Walter Luther Dodge, "Tiz"; orders being placed generally throughout the country.

McCANN, 11 Broadway, New York.—Thomas Pyle & Sons, New York, "Pearline"; orders at present going to large cities; smaller cities will follow.

VAN CLEVE, 250 Fifth avenue, New York.—H. O. Wilbur & Sons, Cocoa; Eastern papers are about to receive orders.

DIRECT.—J. C. Ayer & Co., Lowell, Mass.—Proprietary medicines; papers having contracts are

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
TIMES

goes into the homes in the evening and on Sunday, when the whole family have the leisure to read it.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous PITTSBURGH district the

DISPATCH reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace B. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

receiving new copy.

The Philo Hay Specialties Company, 32 Clinton street, Newark, N. J.; contracts are about to be placed on this account.

MANY NEW PRESSES ARE  
BEING INSTALLED.

An order has just been placed with R. Hoe & Co., for a new printing equipment for the New York Times, consisting of four large X-pattern double sextuple machines, having a combined capacity equivalent to 600,000 twelve-page papers an hour. The Times is also having made a new sixty-four page high-speed Hoe octuple machine.

The New York Evening Mail has just completed the installation of three Hoe X-pattern high-speed sextuple presses, similar to the three recently put in by the New York Globe.

The New York Sun is getting two Hoe sextuples, as well as a new Hoe magazine press and decks for two of the Hoe quads on which the Sun is now printed.

The Jewish Daily Forward is putting in a sixty-page Hoe high-speed machine.

The Los Angeles Times-Mirror has ordered a second Hoe high-speed octuple press and another new Hoe color press.

The Los Angeles Herald has just installed a Hoe sextuple, and a forty-page central folder Hoe machine is in course of construction for the San Diego Union.

The San Francisco Daily News is having made another sixteen-page Hoe high-speed machine.

A Hoe high-speed sextuple is now being shipped to the Portland Oregonian, and a large sixty-four page octuple is nearing completion in the Hoe factory for the Oregon Journal.

VISITED OLD HOME.

A. E. Smith, advertising manager of the Edmonton (Can.) Journal, is back at his desk from a trip to his old home in Dresden

## ADVERTISING MEDIUMS.

THE  
LOUISVILLE  
TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, CHICAGO.  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS  
JOURNAL  
EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

EDITOR INDICTED.

Indictments charging assault with intent to murder were served Monday on E. H. Gardner, a Socialist editor of Rock Island, Ill., and several other men as a sequel to the recent riots there that resulted in the killing of two and the wounding of nine persons.

The three men are held responsible for aiding in bringing about the fatal clash between the police and the mob that attacked the City Hall. There are twenty-six other indictments which have not been made public.

ANDERSON GOES WEST.

George W. Anderson of the staff of the Congregationalist and Christian World has been appointed to the Western editorship of that paper, a new office just established in Chicago. Mr. Anderson has been associate editor of the Congregationalist and Christian World since his graduation from Harvard in 1907.

ACROSS THE SEAS.

A. E. Smythe of the editorial staff of the Toronto World is on a trip to the British Isles.

To reach the Italian homes of Greater New York and throughout the United States use

The ITALIAN  
EVENING

BULLETIN  
having a daily circulation

of over 50,000 copies,

sworn to, and attested by the Association of American Advertisers.

BOOKS OPEN TO ALL.  
FRANK L. FRUGONE, Manager  
178 Park Row, NEW YORK



ADVERTISING MEDIUMS.

The TRIBUNE  
of 1 ct. Daily and Sunday  
LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES

Detailed Sworn  
Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMILTON, C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Reps.  
NEW YORK. CHICAGO.

CHICAGO PRESS CLUB TO  
GIVE A SHOW.

Members of the Press Club of  
Chicago are planning to stage a  
benefit performance of "The Press  
Club Scoop" at the Colonial  
Theater, Saturday afternoon and  
evening of May 25, to pay off the  
club's floating indebtedness.

The performance will be in four  
parts, three shows and an olio, and  
Opie Read, Richard Henry Little,  
Harry Sheldon White, John U.  
Higinbotham, President Douglas  
Malloch and other well known Chi-  
cago humorists and librettists are  
now at work on the book. W. J.  
Way is general director.

The real scream of the "Scoop"  
will come in the afterpiece, an "Ad-  
vance Edition of the Republican  
National Convention." The news-  
paper men will stage that important  
event according to their own ideas,  
and will save the G. O. P. the la-  
borious trouble of selecting a Presi-  
dential candidate. Taft, Roosevelt,  
La Follette, and Bryan, Wilson,  
Clark, Harmon and others will ap-  
pear by proxy, and there will be a  
number of "contesting delegations."

Fifty or more members of the  
Press Club will appear in the show,  
and there will be a male chorus of  
one hundred voices. Eight of Chi-

VALUABLE TO READERS,  
TO ADVERTISERS,

BECAUSE it is the ONLY inde-  
pendent paper in a strongly pro-  
gressive and insurgent territory;  
because it is first in the hearts of its  
readers; because it is GROWING rap-  
idly and surely.

THE MINNEAPOLIS  
DAILY NEWS

"THE PEOPLES PAPER"  
Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
A. O. BAILEY, Chicago, J. P. ANTIEDEL.

ADVERTISING MEDIUMS.

THE  
PITTSBURG  
PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg, Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of March, 1912, was as follows:

Daily, 99,244. Sunday, 131,013

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg, Chicago

cago's leading cartoonists will be on  
the stage at one time during the  
performance and make rapid-fire  
drawings.

NEW STUDENT EDITORS.

A new editorial board has been  
elected by the Delaware College  
Review, a monthly published by the  
student body of Delaware College,  
at Newark, Del. Wallace A. Saw-  
don is the new editor in chief;  
Elmer E. Blades, associate and  
Elmer G. Brown, business manager.  
They will assume charge of the Re-  
view after the May issue.

AD STUDENTS DINE.

The students of the advertising  
class in the Pittsburgh Y. M. C. A.  
attended a banquet last Thursday  
evening. John A. Rea was toast-  
master, and addresses were made  
by Chancellor S. B. McCormick of  
the University of Pittsburgh; C. R.  
Connelly, dean of the Carnegie  
Tech Schools; J. C. McQuiston,  
president of the Pittsburgh Publi-  
city Association, and J. D. Van  
Scoten, general secretary of the  
Y. M. C. A.

CLUB AT BREAKFAST.

More than a hundred members  
of the Denver Press club were  
guests of the newly elected officers  
at the annual breakfast in the  
Albany hotel.

There was music and speaking  
and an informal discussion of club  
plans for the year. J. Hooper Caf-  
fee, the new president, presided,  
and among those who spoke were  
Hamlet J. Barry, James R. Noland,  
Walter Juan Davis, A. William  
Walliser, W. J. Shanklin, John I.  
Tierney and Charles W. Cochran.  
James R. Noland, the retiring  
president, was presented with a lov-  
ing cup.

OTHER CLUB NOTES.

An effort will be made in the near  
future to revive the Alabama Press  
Association and to interest both

ADVERTISING MEDIUMS.

THE BOSTON  
GLOBE

Has the LARGEST  
TWO-CENT CIRCULATION in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

The New Orleans  
ITEM has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

members of the daily and weekly  
press in the organization. A meet-  
ing will be called at Birmingham at  
a date not yet decided on, when  
former members and others will be  
called upon to suggest ways and  
means for bringing the association  
back to life.

The Portland (Me.) Ad Men's  
Club has its second annual banquet  
at the Congress Square Hotel on  
Wednesday evening.

The North Dakota Editorial As-  
sociation will hold its annual meet-  
ing at Minot, July 19 and 20.

Burch McLean has been elected  
president of the San Antonio  
(Tex.) Press Club. The other offi-  
cers are: Vice-presidents, Talbot O.  
Bateman, Joe Emerson Smith and  
Charles G. Norton; secretary-treas-  
urer, George A. Schriener; board of  
governors, John R. Lunsford, W. J.  
Edgcomb and the above named offi-  
cers.

W. L. Hathaway, chairman of the  
Panama-Pacific World's Insurance  
Congress, was the guest of the San  
Francisco Press Club at luncheon  
last week. Mr. Hathaway spoke on  
"World Congresses in 1915."

The League of Press Women,  
Washington, D. C., were the guests  
one day last week of Mrs. Winnie  
Ream Hoxie at a reception in her  
home. The membership of the  
League has recently been enlarged  
by the addition of Mrs. Blanche  
Lucas and Mrs. Agnes B. Crowsell.

The second "Wednesday night"  
of the Baltimore Press Club was  
held at its rooms, 412 West Frank-  
lin street, and was thoroughly en-  
joyed by members and others who  
were present.

During the evening Roscoe M.  
Gage of the University of Michigan  
and Herman Wolf, one of the  
headliners at the Savoy Theater,  
entertained the company with man-  
dolin solos and duets. A feature of

ADVERTISING AGENCIES.

J. WALTER  
THOMPSON  
COMPANY.

Est. 1864



The experience  
of forty - eight  
successful years  
Guarantees to  
those who en-  
trust their

ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



the impromptu program was  
the mandolin duet of the intermezzo  
from "Cavalleria Rusticana."

Members of the executive com-  
mittee of the Western Negro Press  
Association, representing the terri-  
tory west of the Mississippi river,  
held their annual meeting at Kan-  
sas City. President A. D. Griffen,  
manager of the Topeka Plaindealer,  
was chairman. G. A. Buchanan,  
editor of the Safeguard, Guthrie,  
Okla., was elected secretary. Chi-  
cago was selected as the next meet-  
ing place.

Nearly 100 members of the Bos-  
ton Press Club enjoyed a "Boston  
Saturday Night" in the club rooms  
last week. Baked beans, brown  
bread and other traditional Boston  
dishes were served in "Boston  
fashion." A feature of the enter-  
tainment was a chalk talk by  
Franklin Collier, cartoonist and  
a member of the club. Other mem-  
bers contributed musical selections.

The Detroit Women's Press Club  
held its regular meeting last week  
in the Scripps Library. On April  
16 a portrait of Mrs. Hilder T.  
Hollands was presented by the club  
to the commissioners of the library.  
The evening was devoted to ser-  
vices in memory of Mrs. Hollands.

J. B. Pritchard of the Toronto  
Globe has been elected treasurer of  
the Toronto Press Club.

The Eastern Townships Press  
Association of Canada is arranging  
for an excursion to Ottawa in May.

If both volume and  
character of advertising  
unite—as they do in the  
columns of the

NEW YORK MAIL  
EVENING

is it not well for an adver-  
tiser to use such a medium?

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

MEETING OF THE  
A. N. P. A.

Continued from Twenty-ninth Page.  
gratulations on the splendid work  
accomplished by the A. N. P. A.  
against the free publicity evil, and  
saying a resolution of condemnation  
had been passed by that association  
It was read by Manager L. B.  
Palmer.

## EFFICIENCY.

A general discussion on attacks  
against the press, efficiency in out-  
put in press and composing rooms,  
and delivery of circulation by auto-  
mobiles took up the rest of the af-  
ternoon. No definite action was  
taken on any of these matters.

## LABOR.

Thursday morning and afternoon  
was devoted to a report of the spe-  
cial standing committee on labor,  
of which Henry N. Kellogg is chair-  
man. Mr. Kellogg's report was in  
substance as follows:

"There is no doubt that the arbitra-  
tion contracts, besides abolishing  
strikes and providing means for set-  
tling disputes, have had a most whole-  
some influence on the relations be-  
tween publishers and the labor unions.  
The mere existence of the machin-  
ery of arbitration has prevented rash  
and hasty action and insured a cool  
and reasonable consideration of is-  
sues. The result has been that pub-  
lishers have succeeded on many  
occasions in making settlements with  
unions on satisfactory terms without  
actual resort to arbitration.

"The union shows a growing desire  
to settle differences informally and

"One paper in the home is  
worth a thousand on the  
highway." —Quotation.

THE  
NEW YORK  
TRIBUNE

the paper that goes to the  
home —Application

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

## LARGEST CIRCULATION.

There are in BALTIMORE 100,000  
homes  
The combined circulation of the  
AMERICAN and the  
STAR  
is from 130,000 to 140,000  
daily. These two papers reach practi-  
cally every person in Baltimore whose  
patronage is worth having.  
C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

directly with employers without hold-  
ing out for the slower and more trou-  
blesome process of referring their  
cases to arbitral boards. The records  
show that the percentage of increases  
made by arbitration decisions is about  
one-fourth of the percentage of in-  
creases made by publishers without  
arbitration agreements, and about  
one-half of the percentage of in-  
creases made by publishers, who have  
arbitration contracts but have not  
found it necessary to have arbitra-  
tion proceedings.

"New arbitration contracts have  
been concluded with the International  
Typographical Union and the Inter-  
national Stereotypers and Electro-  
typers' Union to be in effect from  
May 1, 1912, until April 30, 1917, in-  
clusive. These agreements contain  
provisions giving local unions the  
same right which publishers have to  
elect as to whether or not they will  
enter into the new arbitration con-  
tracts. Unions in a vast majority of  
the cities in which we have members  
are favorable to the new agreements."

Following the reading of this re-  
port the various topics concerning  
dealings of the publishers with or-  
ganized labor were discussed. James  
M. Lynch, president of the Inter-  
national Typographical Union, and  
Peter J. Dobbs, president of the  
International Printing Pressmen's  
Union, spoke on the new five-year  
arbitration contracts that go into  
effect on May 1.

## NEW OFFICERS.

Friday morning the discussion of  
labor topics was continued and in  
the afternoon the election of officers  
was held.

Elbert H. Baker of the Cleveland  
Plain Dealer, the retiring secretary,  
was elected president, succeeding  
Bruce Haldeman of the Louisville  
Courier-Journal, who declined a re-  
nomination because of poor health.

Herbert L. Bridgman of the  
Brooklyn Standard-Union was re-  
elected vice-president, as was Treas-  
urer William J. Pettison, of the  
New York Evening Post. John  
Stewart Bryan of the Richmond  
Times-Dispatch was elected sec-  
retary.

Hilton U. Brown of the Indian-  
apolis News; Conde Hamlin, New  
York Tribune; and Frank P. Glass,

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

MARCH, 1912. AVERAGES

The Daily Post 371,871

The Sunday Post 325,403

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNESS, Western Rep.  
Marquette Building, CHICAGO.

THE JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, NEW YORK.  
Boyce Building, CHICAGO.

Montgomery Advertiser, were re-  
elected to the board of directors.  
Hopewell L. Rogers was elected to  
the place of Charles W. Knapp of  
the St. Louis Republic.

The holdover members of the  
board are Charles W. Hornick, San  
Francisco Call; Charles H. Taylor,  
Jr., Boston Globe; and John B.  
Townsend, Philadelphia Press.

THE COMBINATION  
BANQUET.

FEATURED BY NOVEL  
TALKS OF PRESIDENT  
TAFT AND PREMIER  
BORDEN.

The annual joint dinner of the  
Associated Press and the American  
Newspaper Publishers Association  
at the Waldorf on Thursday night  
was attended by more than seven  
hundred newspapermen and their  
guests.

The feature of the evening was  
President Taft's address which he  
delivered over the telephone from  
Boston. A telephone connection  
was provided for each guest.

The President's speech was short,  
but to the point. "I am glad to  
give my testimony to the concen-  
trated power you represent," he  
said. "The safety of the country  
lies in the fact that you neutralize  
each other and in the great convic-  
tion of the country that the truth is  
not in you, but that it lies between  
you."

A second speech was received  
over the telephone from Premier  
Borden of Canada, who talked from  
Hot Springs, Virginia. He said in  
part: "May I express my firm con-  
viction that upon you depends in  
large measure the continued exist-  
ence and strength of the happy rela-  
tions which prevail between this  
great Republic and Canada."

Congressman Victor Murdock, of  
the Wichita (Kan.) Eagle, was the  
toastmaster. Among the guests at  
the speakers' table were Dr. John

## ADVERTISING MEDIUMS.

THE BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation for 1911 - - - 94,724

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peoples Gas Bldg.  
NEW YORK, CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

THE  
News Scimitar  
of MEMPHIS, Tennessee,

is the leading afternoon newspaper in  
the Mississippi Valley South of St. Louis.  
The largest and oldest afternoon news-  
paper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

H. Finley, president of the College  
of the City of New York, Dr. Alex-  
ander Graham Bell, Thomas A.  
Edison, Talcott Williams, director  
of the Pulitzer School of Journalism  
at Columbia University; Judge  
Peter S. Grosscup and Augustus  
Thomas.

Mr. Williams outlined the plan  
for the Pulitzer School, and Pres-  
ident Finley told of his experience  
in early life as a printer. Mr.  
Thomas said that he was on a news-  
paper once, but that once was often  
enough.

## CIRCULATION BUILDERS.

As prizes and premiums for cir-  
culation contests and campaigns the  
Hamburg-American Line, 45 Broad-  
way, New York, offers at minimum  
rates a limited number of state-  
rooms on its cruises around the  
world, the Orient and South Amer-  
ica.

THE LARGEST  
CIRCULATION IN  
THE SOUTH

The very best quality of Home  
Circulation. Both these claims are  
true of

THE SUN  
OF BALTIMORE  
CIRCULATION,  
16,000 NET PAID

W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave., Tribune Building,  
NEW YORK, CHICAGO.



ADVERTISING MEDIUMS.

ADVERTISING GAINS  
FOR THIRTEEN  
CONSECUTIVE MONTHS

During March, 1912, The Chicago Record-Herald contained 2246 columns of advertising, a gain of 185 columns over March, 1911, completing an unbroken record of advertising gains for thirteen consecutive months. The total gain of the Chicago Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

THE CHICAGO  
RECORD-HERALD

New York Office, 710 Times Building.

PAYNE & YOUNG

SPECIAL REPRESENTATIVES.

30 West 33d Street, NEW YORK.  
750 Marquette Bldg., CHICAGO.

ORGANIZATION IS  
URGED.

A. N. P. A. TO RAISE MILLION  
DOLLAR FUND TO EDU-  
CATE PUBLISHERS.

One of the most important actions of the American Newspaper Publishers Association in meeting at New York this week was that toward the perfection of local organization of publishers. The topic came up under the guise of a proposition to have the members raise a defense fund of \$1,000,000 and how many publishers would be likely to subscribe for the same.

A committee of Henry N. Kellogg, labor commissioner; W. W. Chapin, the Seattle Post-Intelligencer; James Keeley, Chicago Tribune; and Elbert H. Baker, Cleveland Plain Dealer, was appointed at Thursday's session to look into the matter and report. This was done yesterday morning.

The committee was found to be in favor of raising the money, suggesting that it be used in educating the local publisher and be called an educational fund.

The fund would be used to supply model contracts, information regarding labor laws, do everything else to help the local newspaper make a reasonable contract with labor unions, in furnishing information and advice; gather facts and statements regarding conditions in

IN PITTSBURGH

Such enterprise and aggressiveness in newspaper making and popularizing never have been seen as now mark the

PITTSBURGH POST

and the

PITTSBURGH SUN

And It GETS RESULTS.

The gain in Local Advertising for the first 3 months of 1912 was:

POST (Morning and Sunday)  
110,012 agate lines.

SUN (Every Evening) 191,968  
agate lines.

JOHN BUDD COMPANY, Special Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

ADVERTISING MEDIUMS.

The Sixth City is very ably represented by the stalwart

CLEVELAND  
LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

other cities, which will be put at the disposal of the local publishers. The report of the committee was accepted and it was asked to consider how the money was to be raised and any additional uses it was to be put to. When this information is obtained it is to report to the board of directors, which will then get in touch with the individual members.

PREMIUM FOR THE HOME.

As a circulation getter, Double-day, Page & Co., New York, are now placing their Home Building Book, 1912 edition. This premium is designed especially for home circulation and only one will be placed in each city. The work contains over 300 illustrations in duotone and forty plates in full color. It covers everything in furnishing, building and decorating.

THAYER-MANN CASE IS  
COMPROMISED.

When the case of John Adams Thayer, publisher of the Smart Set, against Colonel William D. Mann and the directors of the Ess Ess Company was called on Thursday morning, it was stated that the suit had been compromised and the case was discontinued. The action was by Mr. Thayer, who bought the common stock of the Ess Ess Publishing Company and the publishing rights of the Smart Set Magazine a year ago for \$200,000.

He also acquired the preferred stock of the company a month ago from Thomas W. Lawson. It was his contention that the profits on the preferred stock due to Lawson were not paid between 1900 and 1912.

Mr. Thayer stated to a representative of THE FOURTH ESTATE that a compromise had been effected by the payment to him of \$150,000 in cash and securities.

SALE IN MICHIGAN.

Willis Miller has sold the Chesaning (Mich.) Argus to Charles Reed. The latter formerly was publisher of the Laingsburg News. Mr. Miller founded the Argus in 1877.

BACK IN HARNESS.

Gunder Gunderson has acquired an interest in the Cumberland (Wis.) Advocate. Mr. Gunderson was formerly publisher of the Cumberland Free Press.

ADVERTISING MEDIUM.

THE  
TOLEDO  
BLADE

has the  
FIFTH LARGEST  
two-cent evening circulation  
in the United States, re-  
gardless of size of city.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

NEW YORK SUN VALUED AT  
\$2,415,000.

According to an appraisal filed Wednesday in the transfer tax office of the Surrogate's Court, the value of the New York Sun Printing and Publishing Association, which owns the Morning, Evening and Sunday Sun and the Laffan News Bureau, is \$2,415,000. The appraisal was made by a state transfer tax appraiser in passing on the estate of William M. Laffan.

Mr. Laffan died November 10, 1910, and left an estate valued at \$1,745,961, of which \$1,541,820 was personally. His real estate holdings consisted of his city home, valued at \$50,000, and a summer residence at Lawrence, N. Y., valued at \$45,000.

Mr. Laffan had comparatively few securities. The bulk of his money was invested in the Sun Printing and Publishing Company. According to the terms of the will Georgiana Tompkins Laffan, his wife, of Lawrence, is the sole beneficiary.

EXHIBITION OF STEREO-  
TYPING MACHINERY.

It will be interesting and profitable to visiting newspaper publishers while in New York to see the plant of improved, up-to-date stereotyping machinery which R. Hoe & Co. have in operation at their factory at 504 Grand street. The outfit consists of a matrix rolling machine, for rolling in the mats, electric and steam heated matrix drying presses, an automatic plate finishing machine with casting mould and pump metal furnace; also other requisites of a modern stereotyping equipment.

MONITOR PLUS MONOTYPE.

What the Monotype does in advertising composition and casting may be seen in the page advertisement of the Christian Science Monitor, of Boston, in another page of this issue. The Monitor's succinct exposition of its merits was composed and cast on the Monotype in its exhibition plant on the convention floor of the Waldorf. The Christian Science Monitor is able to point to a large "secondary circulation," a circulation of such actual size that it virtually amounts to a second clientele, as is pointed out, at one advertising cost. The Monotype face used in the composition of the Monitor's advertisement is 18 point No. 37E.

ADVERTISING MEDIUMS.

ROCKINGHAM  
DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers  
a sworn average  
circulation in ex-  
cess of

For a short time  
advertising will  
be accepted at  
flat rate of

7200 7c  
per day. inch  
usual discounts

Twice the circulation of any other  
daily paper in the Valley of Virginia

All business placed direct.  
WRITE FOR INFORMATION.

THE  
MEXICAN HERALD

is the only daily newspaper printed  
in the English language in Mexico.  
It covers the field thoroughly.

Sole Foreign Representative  
The S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

San Francisco  
HONEST  
FEARLESS  
CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNES, CHICAGO.  
Marquette Building.

THE BOSTON POST CLAIMS  
A BEAT.

The Boston Post claims to have been the first Boston newspaper to announce the sinking of the Steam-ship Titanic last week the sales of the ship Titanic on April 15. One day Post amounted to 524,450. Normally the circulation of the Daily Post for March was 371,871, and the Sunday 325,403.

SPECIAL SYNDICATE  
FEATURES.

The International Syndicate, of Baltimore, as usual, had a special room at the conventions of the A. N. P. A., and the A. P. this week. The syndicate showed a very attractive exhibit of newspaper features in personal charge of Howard F. Miller.

FAMILY SELLS PAPER.

The Clarkesville (Ga.) Advertiser has passed out of the hands of the Bass family after a period of seventeen years. John Martin is the new owner. Lately the paper has been under the management of Martha C. and Julia L. Bass.

SQUIER IN NEW FIELD.

I. C. Squier is now associated with the Duplex Printing Machinery Company as one of its Eastern representatives. Mr. Squier handled the sales end of the Autoplate Company's business for a number of years and has made a life study of printing machinery.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

CHRISTIAN  
SCIENCE  
MONITORFour editions every day except Sunday.  
The largest national circulation and  
steadily growing.Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR,

Boston, Mass.

New York office, Madison Avenue.

Western office, Peoples Gas Bldg., Chicago.

THE

DEMOCRAT  
Nashville, Tenn.carries more local advertising than  
any other Nashville newspaper.

The JOHN BUDD CO., Representative

New York. Chicago. St. Louis

## STAFF CHANGES.

Ernest Johnson has left the copy  
staff of the New York Times and  
is now with the Herald.Daniel I. McNamara, who has  
been covering city hall for the  
Bridgeport (Conn.) Farmer, has  
been returned to his former police  
assignment.Robert A. M. Jarvis has left the  
staff of the New Castle Advocate  
and gone to British Columbia.Bert E. Barnes, city hall reporter  
on the Bridgeport (Conn.) Post,  
has resigned to do the same work  
on the Farmer. He was formerly  
on the city staff of the Worcester  
(Mass.) Telegram.E. R. Sartwell of the Washington  
staff of the United Press has been  
transferred to New York where he  
is now working on the cable desk.William Bald has resigned the  
management of the West (Tex.)  
Times. Emmett Smith is his suc-  
cessor.J. H. E. Gainfort has rejoined the  
Montreal Witness staff after a trip  
to Europe.Frank Reilly, a son of Congress-  
man T. L. Reilly of Meriden, is  
now a city hall reporter on theLargest proved high-class  
evening circulation.

The

NEW YORK  
GLOBEholds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## ADVERTISING MEDIUMS.

THE

LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POSTRepresented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.SEATTLE "P-I"  
THE POST-INTELLIGENCER  
Able, alert, always ahead.LEADING NEWSPAPER OF  
THE PACIFIC NORTHWESTW. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.Bridgeport (Conn.) Post, succeed-  
ing Bert E. Barnes.Wellington J. Jeffers, a member  
of the Montreal Witness staff, has  
given up newspaper work to go into  
the real estate business.Clarence C. Killen has resigned  
his position on the news staff of  
the Wilmington (Del.) Every Even-  
ing to again become clerk to the  
New Castle County Democratic  
Committee. He is succeeded by  
George T. Maxwell of New Castle.Joe Tebean, of the copy staff of  
the New York Times, has been  
made head of the telegraph desk.John Redmond has resigned his  
position on the staff of the McGill  
Daily and is now with the Sher-  
brooke (Can.) Record.Ross H. Welch is now in charge  
of the circulation department of the  
Chicago American. For some time  
past he has been assistant to the  
circulation manager of that paper.Bruce Phillips, formerly of the  
Jarvis Record and the Forest Free  
Press, is now connected with the  
Petrolea (Can.) Advertiser.L. H. Merrick, formerly of the  
Zanesville (O.) Times-Recorder,  
has been appointed managing editor  
of the Dayton (O.) Journal.Howard Rowland has left the  
staff of the Stratford (Can.) Bea-  
con and is now with the Herald of  
the same city.Henry J. Berger has been ap-  
pointed advertising manager of  
Knit Goods, the New York pub-  
lication issued by the McCready Pub-  
lishing Company.G. L. Edmunds, formerly a  
Washington newspaper man, is now  
writing syndicate matter in that city.  
He was formerly with the New  
York World and more recently with

## ADVERTISING MEDIUMS.

The city of Greater Seattle (14  
wards) has a population of 237,194  
people, according to 1910 U. S. Cen-  
sus, which is an increase of 194 per  
cent over 1900, and Western Wash-  
ington and territory contiguous to  
Washington, nine-tenths of which is  
thoroughly permeated with copies of  
THE TIMES, a population of 1,-  
300,000.

THE ACTUAL CIRCULATION OF THE

SEATTLE TIMES  
DAILY AND SUNDAYis by far the largest of any news-  
paper published west of Minneapo-  
lis, and north of San Francisco.Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

THE

MILWAUKEE  
NEWShas the largest  
home delivered  
circulation of  
any paper in Milwaukee.Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.the San Francisco Exposition In-  
dustries Company.A. H. Godfrey has been appointed  
managing editor of Sports of the  
Times, New York.Charles F. Remington, an ad-  
vertising man for a number of years  
engaged with Detroit newspapers,  
is now connected with the McManus  
Advertising Company of that city.Frank Shore, has left the Strat-  
ford (Can.) Herald and is succeed-  
ed by W. Roberts.

## HEADS BOARD OF TRADE.

Mark S. Wade, editor of the  
Kamloops (B. C.) Daily Sentinel, is  
also president of the Kamloops  
Board of Trade.

## A GOOD ADVERTISER.

H. J. Pettypiece, editor of the  
Forest (Can.) Free Press, has de-  
signed a "booster" envelope that  
has been adopted by the business  
men of his town.

## ON THE CITY STAFF.

Arthur S. Bennett is a new addi-  
tion to the city staff of the Saska-  
toon (Can.) Phoenix. He was for-  
merly publisher of the Oil Springs  
Chronicle.

## NEW SOCIALIST ORGAN.

The Truth Seeker is the name of  
a new Socialist paper started at  
Pillager, Minn. D. P. R. Strong,  
a veteran of the Civil War, is pub-  
lisher and editor.

## LEWIS INQUIRY CLOSED.

The Government has finished its  
depositions for use in the E. G.  
Lewis investigation by the Ash-  
brook Congressional Committee of  
his claims against the Government.

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICANLargest  
CirculationIN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000THE PEORIA  
JOURNAL

is the only newspaper in Peoria which

opens its book to the A. A. A.

THE LARGEST CIRCULATION.

NET PAID

H. M. PINDELL, Proprietor,  
CHARLES H. EDDY, Representative.

## HEEDING A WARNING.

The San Diego (Cal.) Herald is  
now being published from Los An-  
geles. A. K. Sauer, the editor, re-  
cently was the subject of a demon-  
stration by citizens on account of  
his support of the Industrial Work-  
ers of the World. He has decided  
that it will be safer to remain away  
for the present.

## FREDERICTON CHANGES.

James A. Doak has left the  
Woodstock (Can.) Sentinel to join  
the staff of the Fredericton Gleaner.  
Frank Lister is also a new member  
of the Gleaner staff and George  
M. McDade is assisting City  
Editor J. D. Black.William McNeill succeeds Doak  
on the Sentinel. He was formerly  
with the New Castle Advocate.

## REMAINS IN THE CITY.

W. M. Ryan has resigned from  
the editorial staff of the St. John  
Daily Telegraph and is now with  
the Globe. His successor is James  
A. Conlin.

## LIBEL SUIT THROWN OUT.

The \$10,000 libel suit of J. C.  
Maguire against the Klamath Falls  
(Wash.) Publishing Company,  
owner of the Daily Chronicle, has  
been dismissed by the courts.

## TO MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others.  
Why not learn wherein it can be made  
to earn for you? Your correspondence  
entails no obligation.FRANK  
PRESBREY  
COMPANY

456 Fourth Avenue, NEW YORK.



## ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

# Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

# PRESS AND THE CHURCH.

# CLOSER RELATIONS URGED BETWEEN THE TWO GREAT FORCES.

A feature of especial interest to the newspaper world in the Christian Conservation Congress meeting in New York for the past week was the "Publicity Theme" discussion in which methods of bringing closer relations between the churches and the newspapers were discussed.

Talcott Williams, director of the School of Journalism at Columbia University, was the principal speaker. He said that exactly as the newspaper was loyal to the State, aided the enforcement of law, and gave its sympathetic aid to charitable endeavor, so the newspaper was bound to support religious effort with the impartial attitude of the State itself.

The newspaper in the moral sanitation of society had a duty constantly misunderstood to do its share of making public the evils from which society may suffer.

The church itself ought also, on its side, to aid the newspaper to make plain the good which it does. Every theater had its press agent,

## ADVERTISING MEDIUMS.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

43,884 CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE

# Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

he said. Every corporation had its agency for reaching the public. The beneficent work of the church, its contributions, its preaching, its utterance on social questions ought to be spread abroad by every denomination in every city by a press agent, supplying to every newspaper and every agency of publicity the normal working of the religious body.

The report of the Publicity Theme Commission, which is composed of thirteen editors and clergymen of national prominence, of which George W. Coleman of Boston is president, recommends that every daily paper in this country maintain an organized religious department in charge of a competent member of its staff to cover local religious news regularly, systematically and attentively.

The commission states emphatically that the daily newspapers can be very helpful in spreading and sustaining religious faith, and urges that clergymen, without seeking self-advertisement, should co-operate with the newspapers in the spread of church news.

"For the first time in history," it says "there has been made a 'scientific nation-wide study' of the relations between the newspapers and the forces of religion."

"The Commission on Publicity sent out questions to editors, laymen, and ministers all over the country, and their report tabulates the thousands of replies."

"The fundamental lack of co-operation between church and press is acknowledged. Every editor expresses the desire for closer relation and mutual helpfulness. Many editors say ministers are 'too lazy to co-operate.' Of every three editors two say that the religious field is worth special attention, like sports and society and other departments of a great paper."

"On the other hand the church people say two to one that they cannot keep in touch with general religious thought through their daily paper, and they divide almost equally on the question of the adequate covering of local religious

## ADVERTISING MEDIUMS.

In considering circulation remember that the

# BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

S. C. BECKWITH, SPECIAL AGENT,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

The Only Daily Paper in Cuba  
Printed in English is

## THE

# HAVANA POST

GEORGE M. BRADT, Publisher.

Published Every Day in the Year.

news. The replies indicate that most ministers and church members do not oppose the Sunday papers."

## HILLIS WON'T SELL.

The contemplated deal whereby George W. Hillis expected to relinquish control of the Bridgeport (Conn.) Telegram, founded and published by him for many years, failed to materialize and he remains in sole control.

## ON BASEBALL ASSIGNMENT.

The sporting writers for the Bridgeport papers this season covering Connecticut league baseball are: Frank E. Nolan for the Standard, W. E. Smith for the Farmer, James H. Haberlin for the Telegram, Russell Porter for the Post and Richard Howell for the Sunday Herald.

## TO OWN A THEATER.

E. J. Geehan has resigned the city editorship of the Galveston (Tex.) Tribune. He has gone to Temple to engage in the moving picture theater business. Mr. Geehan was connected with the Tribune since 1904.

## KELLY AGENCY MOVES.

C. F. Kelly & Co., special newspaper representatives, have moved their New York offices from the Metropolitan Building to 220 Fifth avenue.

## ADVERTISING MEDIUMS.

# A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold .....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post .....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania .....107,413  
Haus- und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

# DEMONSTRATING THE LINO-TYPE WAY.

Since the first of the year the Linotype Bulletin, the monthly house organ of the Mergenthaler Linotype Company, has been appearing in enlarged and improved form. It is carefully compiled and edited and every issue contains much valuable information of interest to Linotype owners, prospective purchasers, operators, and machinists.

It consists of sixteen pages and cover of the standard size of most of the trade journals. Both the inside pages and the cover are in colors, and every line, including rules, dashes, and borders, is produced on the Linotype and printed direct from the slugs. The April issue is particularly noteworthy, having an embossed cover in blue and gold.

Taken as a whole, it forms an excellent specimen of high grade Linotype composition, admirably displaying the capacity and versatility of the machine. As it is sent free to any printer, anywhere, anyone interested in modern composing room methods can benefit himself by having his name placed on the mailing list.

# MAJOR BUTT WAS ONCE A NEWSPAPER MAN.

Major Archibald Butt, President Taft's aide who was drowned in the Titanic disaster of last week, before entering military life was a newspaper man. He was a member of the Louisville Press Club and about twenty years ago was prominently associated with newspaper life in that city. After leaving Louisville he operated a news bureau in Washington, D. C., for several years.

## PRESS

# CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

# BURRELLE

45 Lafayette Street, New York City.  
Established a Quarter of a Century.

1937 Pages. 6300 Galleys. 120 MILLION EMS

# A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

# MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M & E  
Registered

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK BROOKLYN CHICAGO KANSAS CITY BALTIMORE DENVER

M & E  
Registered

*The*  
**CHRISTIAN  
SCIENCE  
MONITOR**

FOUR  
EDITIONS  
EACH  
WEEK DAY

**BOSTON,  
MASS.**

IS PROVING EVERY DAY—

That a newspaper which keeps its advertising columns as clean as its news reports commands increased patronage from advertisers and the buyers of advertised products.

That it is possible to create a “secondary circulation” of copies passed along to new readers by the original purchaser—in effect, two circulation clientele at one advertising cost.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

# THE FOURTH ESTATE

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship,"  
Lecture V.

TWO DOLLARS A YEAR

No. 949

NEW YORK, SATURDAY, MAY 4, 1912

TEN CENTS A COPY



ELBERT H. BAKER,

PUBLISHER OF THE CLEVELAND PLAIN DEALER, AND NEW PRESIDENT OF THE  
AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

See Fifth Page.

## LABOR PROBLEM CRITICAL.

### EXPIRATION OF NATIONAL CONTRACTS WITH UNIONS BRINGS COMPLICATIONS.

What the newspaper publishing world fears may be but the first of a series of nation-wide conflicts with labor began in Chicago on Wednesday night with the strike of the pressmen on the Chicago Examiner, this being followed on Thursday by a lockout of the pressmen on all of the Chicago papers except "the Socialist, a propagandist-labo. daily.

That general labor troubles have been anticipated is emphasized by the creation of a million dollar "educational fund" at last week's meeting of the A. N. P. A., this large sum being in reality an initial assessment for strike defense in case it is necessary.

The past week has seen the arbitration agreement of the last five years between the International Typographical, Pressmen's, Stereotypers' and Electrotypes', and the Photo-Engravers' Unions go out of effect. This occurred on Tuesday, April 30. Behorehand, however, five year contracts had been agreed to between the American Newspaper Publishers' Association and the Stereotypers' and Electrotypes' Unions for another period of five years.

Delay on the part of the Pressmen's Union, which decided to take a referendum vote on the agreement, has held up this contract since last January. It is customary to have agreements signed at least a month before the expiration of the old ones, but this was not adhered to by the President, George L. Berry, of the pressmen on this occasion. When the other unions signed with the National Board of Arbitration several months ago, Berry stated that in order to avoid any misunderstanding he was going to have a referendum vote taken, the results to be in by May 1.

The Photo-Engravers' Union did not require the submission of the agreement to vote of the membership, but have deferred final acceptance until the question of whether or not the pressmen's referendum is accepted. At the time of going to press the result of the pressmen's vote had not been given out, so the pressmen and engravers are without any working agreement with the A. N. P. A.

#### THE NEW AGREEMENT.

The new arbitration agreements, which are to be in effect from May 1, 1912 to April 30, 1917, contain provisions giving local unions the same rights as the publishers as to whether or not they will enter into the new arbitration contracts. Unions in a vast majority of the cities are favorable to the new agreements.

The principal points of the new agreement are:

New agreements to be executed at the option of the local union and the local publisher.

The agreement to recognize International law and local law not affecting wages, hours and conditions.

The actual contract to be signed by the local publisher and president and secretary

of the local union, and to be guaranteed by the chairman of the special standing committee of the American Newspaper Publishers' Association and the president of the International Typographical Union.

The provision for a local arbitration board of five members, as provided in the present amended agreement, to be continued.

Holders of present arbitration contracts who secure new contracts under agreement with and consent of the local union, prior to or on May 1, 1912, to have continuous arbitration. In all others the sixty-day limit to apply.

The agreement to be for five years from May 1, 1912.

The labor matter has been aggravated to a considerable extent by the local unions in a number of cities voting against the issuance of the new arbitration contracts to

Continued on Thirteenth Page.

### MACQUOID AND TILDEN DISSOLVE.

The MacQuoid & Tilden Special Agency, New York, has been dissolved and in the future will be known as the Robert MacQuoid Company, Inc. Mr. MacQuoid has purchased the interests of Mr. Tilden, and the company has been capitalized at \$10,000. Mr. MacQuoid is a very well known figure in the advertising field. Before associating himself with Mr. Tilden, about a year ago, he conducted the special agency of MacQuoid & Alcorn, with George H. Alcorn.

Mr. Tilden has given up newspaper work entirely to devote his attention to other business enterprises in Philadelphia. Mr. Tilden broke into the special agency business about a year ago when he purchased the list of papers represented by R. J. Shannon, after the latter's death.

### MOVING DAYS FOR CHICAGO AD AGENTS.

It is reported that several of the big Chicago advertising firms are about to move to larger quarters, among them Lord & Thomas, to the two top floors of the Mallers Building at Madison street and Wabash avenue; and the John H. Branham Company; Cone, Lorenzen & Woodman; Williams & Cunningham, publishers' representatives, the same building.

The Mahin Advertising Company, long located in the American Trust & Savings Bank Building, has just moved to new quarters in the Monroe Building, at Michigan avenue and Monroe street. This agency, owing to lack of space, has maintained offices at three different locations for some time past. Under the new arrangements all these branches will be grouped as one.

### SPECIAL AGENCY CHANGES.

The Hartford (Conn.) Times (Eastern representation)—from Perry Lukens, New York, to C. F. Kelly & Co., 220 Fifth avenue, New York. The Times has also appointed the Kelly Agency as its representative in the West, with headquarters in the People's Gas Building. Heretofore it has not been represented in the West.

The Pittsburgh Post and Sun (foreign representation) from the John Budd Company to Cone, Lorenzen & Woodman, New York and Chicago.

## THE PRINT PAPER SITUATION.

### QUEBEC MAY RELAX ITS RESTRICTIONS—WIDER ROLLS PLANNED.

The committee on paper of the American Newspaper Publishers' Association in its current report says: "According to Canadian dispatches the Quebec premier has introduced a bill in the provincial parliament giving land subsidies of approximately four and a half million acres of crown lands to twenty-eight new railroad lines, approximately 1,870 miles in length and that the prohibition of exportation of pulp wood from that land dating from May 1, 1910, is made elastic by a clause in the grants providing that such wood shall be manufactured in Canada, before it can be exported, if decreed by the lieutenant-governor.

"It is understood that to induce the establishment of new pulp and paper enterprises whose product shall be eligible for admission to the United States free of duty, the lieutenant-governor will not so decree and the wood will be on the same basis as free hold wood. Section 2 of the Reciprocity Bill was designed to exert an economic pressure that would force the Canadian Provinces to relax their restrictions against the exportation of pulp wood.

"A similar situation seems to prevail in British Columbia. Meanwhile the owners of 60,000 square miles of crown land limits in the province of Quebec are likely to protest against any discrimination which will bar their holdings of land from equal advantages in reaching the attractive markets of the United States.

"It is obvious that the numerous large ventures recently started in Quebec requiring the investment of many millions of dollars would not have been inaugurated without some understanding that a way would be found to secure the ad-

mission of their products to the United States upon competitive condition.

"Several important papers are planning to expand from seven to eight columns per page and to reduce the width of column and increase the width of roll. They calculate that by adding a column to a page they can print in a twenty-four page paper what they cannot now print in twenty-six pages.

"This expansion of width is upsetting the calculations of paper mill architects who have been planning new mills upon the theory that a standard width of roll could be obtained.

"During March, 1912, nine companies with authorized capital of \$3,635,000, were incorporated to manufacture paper and pulp.

#### PRICES SOFTENING.

"There are various indications of softening in news print paper prices. Not one of the large paper mills has maintained the agreed price of \$2.25 though most of them have pretended to do so. Offerings have been made for New York sidewalk delivery on yearly contracts at less than \$2.15. The International Paper Company, before writing a contract for \$2.25, has given to a purchaser its check for cash in advance for a material reduction on the price.

"A salesman of the Great Northern Paper Company recently offered paper at ten cents per hundred pounds less than the New York & Pennsylvania Company, a jobber, was selling the same paper to the same customer. In the course of forty-eight hours the Great Northern withdrew its offer, claiming that it had sold out all of its tonnage. Numerous devices have been tried to preserve a semblance of adherence to the agreed price. Discounts, either for prompt payment or cash in advance, furnish the most frequent device for reduction of price.

#### NEW PRODUCTION.

"The latest reports from new mills indicate the following dates for starting the production of paper.

	Per Day	Date
"Tidewater Paper Mill (New York City) .....	100	June 1, 1912
De Grasse .....	60	June 1, 1912
Sault Ste. Marie .....	100	June 1, 1912
Sault Ste. Marie (additional) .....	100	Oct. 15, 1912
Spanish River .....	100	May 1, 1912
Sturgeon Falls .....	50	July 1, 1912
Price Port (Quebec) .....	150	Sept. 1, 1912
Powell River (British Columbia) .....	100	Apr. 20, 1912
Powell River (British Columbia) additional .....	100	Nov. 1, 1912
Anglo-Newfoundland .....	45	May 1, 1912
Anglo-Newfoundland .....	45	May 1, 1912
Thorold-Ontario for Chicago Tribune .....	100	May 1, 1913
Fort Frances .....	55	May 16, 1913
Crown Columbia .....	55	

Continued on Twenty-third Page.

### MANAGER ASSAULTED.

F. H. Miller, business manager of the Montgomery (Ala.) Journal, was assaulted a few days ago outside his office. It is believed the attack was brought on through the attitude of the Journal in regard to the street car service night now going on in the city.

### ELECTED TO A. N. P. A.

The Elmira (N. Y.) Star-Gazette has been elected to membership in the American Newspaper Publishers' Association.

### JONES HAS INTERESTS IN READING.

Gilbert S. Jones, business manager of the Wilmington (Del.) Evening Journal, has bought a property in Reading, Pa., located on South Fifth street near Penn street, for \$30,000. It was reported that he and several business associates in Wilmington contemplated establishing a new morning paper in Reading, but Mr. Jones says he has no intention of doing so at the present time, though he is willing to buy a Reading paper if it can be had on terms agreeable to him.



# THE CIRCULATION MEN'S MEETING.

## PROGRAM POINTS TO THE BUSIEST OF BUSY CONVENTIONS.

Arrangements are being rapidly completed for the annual convention of the International Association of Newspaper Circulation Managers, which takes place in Baltimore next month. Mayor Preston will attend to the welcoming ceremonies and address the men.

J. W. Magers, business manager of the Baltimore Sun, a director of the association and chairman of the committee on convention arrangements, gives the following outline to THE FOURTH ESTATE of the completeness of the program and many advantages that will accrue to the men attending the meeting. Mr. Magers says:

"The National Convention of Democrats at Baltimore and Republicans at Chicago, ought not to interfere with anybody coming to Baltimore for the circulation-managers' convention. A number of the boys will have a good chance to study local conditions for themselves, which may be of considerable aid to their papers.

"This will be the busiest business convention that the circulation managers have ever had. Of that I am quite sure. Chairman Rose is developing some excellent ideas, which will bring us away from the stilted papers, too many of which have been fed the convention body heretofore.

"I think Rose's idea of a round-table discussion in the convention hall an excellent one and if this round-table idea is developed there will not be so many circulation managers all over the country to stay at home and wait for the proceedings to be printed and sent them, because they will know that to get the best of it they will have to get into the discussion.

"I think it would be a splendid thing to limit the time that any man can talk, so that all the members, including the newest and youngest man will feel a positive inclination to contribute to the 'Melting Pot' of informal discussion.

ROUND TABLE DISCUSSION.

"The circulation managers' body is composed of MEN, bright-witted and brainy, and there may be ideas in the minds of a number of these circulation men which can only be developed by such a thing as the round-table discussion. It ought to be heartily supported. Rose has a splendid idea in this. I am quite sure that the boys will be pleased to hear Charles H. Grasty, editor of the Sun, make one of his characteristic speeches. Stewart Oliver, general manager of the News, will be with us during one of the sessions to give a talk and I am hopeful that General Agnus of the American will look in on us.

"I am hopeful that during the meeting suggestions will be made as to handling of papers during the Democratic convention. The circulation managers attending the convention who have handled National political conventions before, can certainly give many tips which will be of value to the body.

"I want to remark that it is not true that the Emerson—the convention hotel—rates for a better representation at this convention. I believe that the Emerson is a fine hotel, and judges in the manner in which Manager Smith is planning for the convention's convenience and comfort. I believe every man who comes to Baltimore in June will leave with only the best impression of his treatment by the management. I cannot make this too strong because so much has been said about the high rates of Baltimore hotels for the coming Democratic convention.

ENTERTAINMENT.

"The way of entertainment there will not be a dull minute.

"It seems to me that the situation is ripe for a better representation at this convention. I believe that every circulation manager who comes to the Baltimore convention in June will be mighty glad he came, when the story is told. The occasion will justify the expenditure of time and money each newspaper will make.

"The methods of doing business at the Sun office will be as open to



CHARLES M. PALMER,

WELL KNOWN AUTHORITY ON NEWSPAPER VALUES, WHO ENGINEERED THE BIG CLEVELAND DEAL LAST WEEK.

the boys as their own books, when they come to Baltimore. I do not say this boastfully, but there have been developed, since 1837, when this old newspaper was begun, some fine ideas and splendid methods, which alone would justify the trip.

"The latch string is out and I welcome all. I hope to see a full meeting of all members, because I enjoy being with one of the busiest and brainiest organizations of men on either side of the international boundary line."

### KLEIN ENLARGES.

The Klein News Service has moved to larger quarters in the Tribune Building. The service has been located in this building since its founding, a year ago, and now goes to Room 304, on the third floor.

### PALMER IS ACKNOWLEDGED NEWSPAPER EXPERT.

Charles M. Palmer, the well-known newspaper broker who arranged the sale of the Cleveland News to Dan R. Hanna, owner of the Cleveland Leader, announced in THE FOURTH ESTATE last week, attributes the successful handling of his many big deals in newspaper properties to his thorough knowledge of newspaper conditions and values, acquired from many years' experience as a newspaper owner, himself, and to practical training in newspaper management.

Mr. Palmer is regarded as an expert in all departments of newspaper work. He began his career with William R. Hearst in San Francisco and when Mr. Hearst came to New York and took over the Morning Journal from John R. McLean, Mr. Palmer became its manager. His

thorough knowledge of newspaper conditions immediately scored for him a big success and has attended his every operation since then.

Mr. Palmer later owned the New Orleans Item and at the present time, besides conducting his brokerage business, he is part owner of the St. Joseph (Mo.) News-Press, and a member of the firm of the Wilberding Company, special agents, in New York. Owing to the health of members of his family Mr. Palmer has his home in Saranac Lake, N. Y.

His brokerage offices are located at 277 Broadway, New York, and conducted under the management of F. K. Kauffman, who has long been associated with Mr. Palmer and is, too, an expert of wide repute on newspaper value.

## STUDY WEEK OF JOURNALISM.

### UNIVERSITY OF MISSOURI ARRANGES FIVE DAYS OF MEDITATION.

Journalism week at the University of Missouri begins in Columbia on Monday and continues through to next Friday. The program includes discussion of news, editorial, advertising, illustration, business management, equipment, the cost system, special feature. Each subject will be discussed by recognized authorities.

The speakers will include: Chase S. Osborn, governor of Michigan; Ralph H. Pulitzer, president of the New York World; Thomas Nelson Page, the Southern author; George S. Johns, editor of the St. Louis Post-Dispatch; Louis T. Golding, editor of the St. Joseph News-Press; W. M. Ledbetter, city editor the St. Louis Globe-Democrat; Sam Hellman, city editor the St. Louis Republic; M. J. Lowenstein, St. Louis; Harold Hall, editor the St. Joseph Gazette; H. H. Haskell, the Kansas City Star; Thomas H. Rogers, the St. Louis Times.

Mrs. Juliet V. Strauss, the Ladies' Home Journal; John B. Hairing, editor the Western Publisher; B. B. Herbert, editor the National Printer-Journalist; E. C. Jett, the American Press Association; A. B. Chan, the Kansas City Star.

George W. Coleman of Boston, president of the Associated Advertising Clubs of America; Glen Buck, Chicago; R. T. Deacon, of St. Louis, treasurer of the Ben Franklin Club of America; DeWitt C. Wing, the Breeders Gazette; Strickland Gillilan, humorist and lecturer.

Clarence Ousley, editor the Fort Worth (Tex.) Record; E. L. Purcell, the Fredricksburg Democrat-News; Charles W. Green, the Brookfield Argus; H. S. Stedgis, the Neosho Times; Philip Ganz, the Macon Republican; E. P. Caruthers, the Dunklin County Democrat.

Mr. S. C. Savannah Reporter; R. R. Gilbert, the Warsaw Times; Jewel Mayes, the Richmond Missourian.

The week's program begins Monday evening, with addresses by Governor Osborn of Michigan, on "Journalism—The Country Field" and by Ralph Pulitzer on "Journalism—The City Field." The closing session is Friday evening, May 10. The four days' program is planned so that Tuesday and Wednesday will be devoted to discussion of news and editorial, Thursday to advertising, and Friday to the country newspaper and its special problems.

The Missouri Press Association will meet in Columbia, Tuesday, Wednesday, Thursday and Friday. The Association of Past-Presidents of the Missouri Press Association will hold its second annual session in Columbia Wednesday.

## THE TRAINING OF JOURNALISTS

CAN ONLY PROVIDE KNOWLEDGE FOR THE MAN OF ABILITY.

Dean Talcott Williams of the Pulitzer School of Journalism before the members of the American Newspaper Publishers' Association and the Associated Press at their joint banquet outlined what a college course in journalism should be. It is probably the clearest explanation made so far of the plans of the directors of the Pulitzer School for the education of the aspirants for the journalistic calling.

Dean Williams is of the opinion that schools of journalism can no more make journalists than a school of law can make lawyers or medical school physicians.

"The utmost which any professional school in these vocations can do, 'the believes,' is to provide the knowledge and the training, which, if a man have ability, will enable him to become a lawyer, a physician or a journalist.

"It was Mr. Pulitzer's purpose and the trust which Columbia University accepted to create a school which should combine rigorous academic training and full academic knowledge with practical discipline in the art of journalism.

"The problem which must be solved is to unite these two diverse needs, the training of the book and the practice of the writer, the knowledge of the journalist needs—for of all men he must be a full man—and the capacity to express and to feel the sweetest truth of the public, which is indispensable to the journalist.

STARTING STUDENTS YOUNG.

"The school wisely, under Mr. Pulitzer's limitation, takes its students from the high school. Every one of us knows that in this art—a poor art it may be, but still our own—every year in which entrance on our trade is deferred deprives us of that instant apprehension of the immediate which is the essence of journalism. It is true that the arts that the earlier a man enters them the better for his success.

"In four years, therefore, taking a student from the high school, a boy must be given those studies which fit for knowledge of the working of society and be trained and practiced in the task, the prodigious task of writing. The college course is valuable to journalism, and every year sees more college men in journalism. But the college course, if it is to fit a man for journalism, must be adjusted to the special needs of the journalist.

"French and German, Mr. Pulitzer pointed out, are essential to the full comprehension of the world's affairs, but, in the School of Journalism, French and German will be studied in the daily newspapers of France and Germany. The student as he reads will add to his knowledge of the social order and the political movement of Europe. The course in the political parties of the United States which he takes will be studied as the possible in the newspapers of the period.

"He will learn his history as far as may be in the editorials of Greeley and of Prentiss and the pages of daily, weekly and monthly periodicals will give him his contemporaneous view of political conflicts. When he studies the history of the nineteenth century, patient effort will be made to bring him in contact with what was then news and is now history.

NEWSPAPERS THE TEXT BOOKS.

"Each course that he takes is to be adjusted to his special needs. As Broughman said of the journey, he needs to know something of everything and everything of something, that something being journalism. So there will be a general

Continued on Twenty-first Page.

## FOR PRINTING NAMES ON ALL PAPERS.

The Barnhart bill to compel all newspapers, magazines, and periodicals to print the names of their managing editors, owners and all stockholders, was attached to the Post Office Appropriation bill in the House Tuesday. It was amended to make this obligatory on newspapers on one day of each week.

The House aided the National good roads movement by adding a provision in the Post Office Appropriation bill, which would grant a subsidy to all highways used in the rural free delivery mail service.

These roads would be divided into three classes with subsidies of \$25, \$20, and \$15 a mile. It is estimated that the cost the first year will be \$16,000,000 to \$18,000,000.

## NEW MAINE DAILY.

It is reported that John L. Tucke, until recently manager of the Portland (Me.) Press, is contemplating the establishment of a new daily newspaper in Portland.

The recent absorption of the Daily Advertiser by the Evening Express, the backers of the new paper believe, gives them an opportunity to make a successful debut in the city. The new publication will be issued in the afternoon.

## NEW ADVERTISING FIRM.

The firm of Hugh McAttaney & Co. has been organized with offices at 42 Broadway, New York, to do general advertising. The principal member of the firm has been in the New York newspaper field for nearly thirty years and its secretary and treasurer, Charles Johnson, formerly secretary to Sereeno S. Pratt, was connected with Albert Frank & Co. up to the time of entering the firm.

## OHIO SOCIALISTS WANT A DAILY PAPER.

Plans for establishing a daily paper in Ohio, owned by the Socialist party of the state and run for the development of socialism, were considered at the state convention of Socialists in Columbus. The leaders of the party claim the growth of the party makes such a step imperative and that such an enterprise might be most useful.

## HASKELL'S NEW MANAGER.

W. E. McGowan has assumed the duties of business manager of the McAllister (Okla.) Democrat. This is one of the papers owned by ex-Governor Haskell of Oklahoma, who is at present a candidate for the United States Senate.

## TO EXPAND.

The Wausau (Wis.) Sun is contemplating branching out into a daily. For the purpose the capital stock of the Sun Publishing Company has been increased from \$6,000 to \$15,000.

## SUN SUCCEEDS STEAD.

Alfred Stead has succeeded his father, the late William T. Stead, as editor of the English Review of Reviews.

## STEREOTYPE SWINDLER SOUGHT.

A warrant has been issued by the Pittsburgh police department for the arrest of one Robert Warren, who is charged with working a "stereotype swindle." It is said that he enters into contract for "dross" and such waste, but gives bad checks, disposes of his purchase to junk dealers and decamps. In one case he presented imposing letter heads and contract blanks of "The Robert W. Warren Company, wholesale iron, steel, metal scrap and railway supplies," with offices in a prominent building.

Warren is described as being thirty-two years old, five feet ten inches in height, weight about 160 pounds, stands very erect, has light brown hair and is said to have a scar on his cheek. He is expected to repeat his operations throughout the country.

## PALLADIUM ASSETS.

The amount of \$20,000 has been realized from the assets of the defunct New Haven Palladium Company, owner of the Daily Palladium, which suspended about a year ago. Of this amount \$17,125.12 goes to the bond holders. The case has just been wound up in the New Haven County Superior Court and Receiver Howard Emerson instructed as to the distribution of the amount realized.

## AGENCY EXPANDING.

The Washington Advertising Agency, Washington, D. C., has opened a Baltimore office in the Equitable Building. J. E. Goldstein, formerly of the Blum Agency, San Francisco, is the manager.

Everett C. Palmer, late of the Intercontinental University, is a new addition to the home office staff of this agency.

## STARTS OWN LIST.

A. H. Ludwig has resigned from the Chicago staff of the O'Mara and Ormsbee Special Agency. He intends to start in business for himself and has opened offices at 75 West Monroe street where he is representing the Weekly Inter-Ocean and Farmer.

## DAILY TO BE STARTED.

It is reported that a new daily paper is about to be started at Mount Clemens, Mich. The men behind the project are said to be Joseph H. Lemeyer and George W. Wilbur.

## SCOTT MOVES OFFICE.

The New York office of Walter Scott & Co., printing press manufacturers of Plainfield, N. J., is now located in the Metropolitan Building, 1 Madison avenue. For many years the New York branch of this firm has been in the old Times Building, at 41 Park Row.

## READERS CELEBRATE.

Fully 6,000 people were at the New York Hippodrome Sunday afternoon to celebrate the fifteenth birthday of the Jewish Daily Forward.

## FOR A NEWS AGENCY ON HIGH SEAS.

To have a competent and trained newspaper man on board every ocean steamship to report to land by means of the wireless any happening of interest is a plan on which Willis C. Pratt, a former New York newspaper man, declares he is at present working in conjunction with the Marconi Company.

Mr. Pratt declares he made a contract with the Marconi Company about five months ago providing that it should send news messages from ships for delivery in not more than three hours. So far Mr. Pratt has not been able to get an answer from the steamship owners on the proposal for the sending of news without the censorship of the captain.

Mr. Pratt believes that it takes a trained newspaper man to properly handle a news happening on a ship as the ship's officers to whom these matters are left do not realize the importance of many stories.

The wireless has now reached a stage of efficiency which makes it possible to maintain a news service on the basis such as is proposed, Mr. Pratt thinks. On recent ocean trips Mr. Pratt says he sent seven test messages from the high seas which showed him that the idea was entirely practical.

Most all ocean liners today have their own newspapers made up of news by wireless of what is going on on vessels in other parts of the ocean. The New York Herald maintains a morning news service through its wireless station at the Battery with ships within its reach as do other publications so equipped in other seaport cities of the world.

## HUNTER IN BUSINESS.

William C. Hunter, for many years connected with the publications of the W. D. Boyce Company, Chicago, has started in the advertising agency business on his own account. His offices are located in the new Hearst Building, Chicago.

## ISSUING UNDER LEASE.

Charles Davis is now publishing the Barbourville (Ky.) News. He succeeds William Tye and acquires the rights to the paper under a lease agreement.

Advertisers who investigate the **MILWAUKEE WISCONSIN** field always select the EVENING Lowest rate per thousand of any daily in Milwaukee.

## CIRCULATION:

Daily Average for 44,766 the year 1911  
A GAIN of 3000 copies per day over a year 1910.

JOHN W. CAMPBELL, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.





JOHN STEWART BRYAN,

PUBLISHER OF THE RICHMOND NEWS-LEADER, AND SECRETARY OF  
THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.



HOPEWELL ROGERS,

BUSINESS MANAGER OF THE CHICAGO DAILY NEWS, AND NEW DIRECTOR OF  
THE AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION.

#### NEW MEMBERS OF A. N. P. A'S. OFFICIAL FAMILY.

The administrative reins of the American Newspaper Publishers' Association for the ensuing year appear to be placed in most capable hands in the election of Elbert H. Baker, publisher of the Cleveland Plain Dealer, to the presidency. Mr. Baker has long been active in the work of the organization and for several years past has been its secretary. He is well acquainted with every department of the association's work and has the reputation of being one of the most practical newspaper publishing experts in this country.

John Stewart Bryan, publisher of the Richmond News-Leader and Hopewell Rogers, business manager of the Chicago Daily News, who were elected secretary and new member of the board of directors, respectively, are new to the official family of the association. However, enough of their ability as newspaper publishers is known to the newspaper world to warrant the prediction that they will prove valuable aides to President Baker and their associate officers in carrying out the important work which lies with them for the care and protection of the members of the association.

#### EMBEZZLEMENT CHARGES.

George P. Green, for years treasurer of the Los Angeles Examiner and other properties of W. R. Hearst, was indicted by the grand jury Wednesday on an embezzlement charge.

In the indictment Green is specifically accused of having embezzled \$600 on or about June 1 last, but Chief Trial Deputy Horton, who had charge of the investigation, stated in open court that probably additional true bills will be found based on further investigation by accountants.

#### ANOTHER FREE PAPER.

Ira F. Williams of Beloit, Kan., has purchased the Kimball Printing plant in North Topeka and will establish a new weekly paper to be known as the North Topeka Topics and circulated free.

Mr. Williams has been engaged in newspaper work in the state for a number of years.

#### ANOTHER IOWA WEEKLY.

A new paper called the Journal has appeared in Dickinson, Ia. It is issued every Saturday by W. H. Smithhurst.

#### MADE AD MANAGER.

Anthony A. Donahue has been appointed advertising manager of the Catholic Sun, at Ogdensburg, N. Y. Mr. Donahue for some time past has been connected with the advertising department of which also own the Sun. He has been engaged in newspaper work for the last three years.

#### NEWCOMER IN NEW YORK.

The Examiner appeared as a weekly newspaper at Couymans, N. Y., yesterday. It is in charge of W. L. Utley, formerly with the Albany Journal and Argus. For the present the Tribune will be issued from the plant of the Catskill Examiner.

#### GERMAN MERGER.

The Wisconsin Staats-Zeitung has been taken over by the Wisconsin Botschafter. Hereafter both papers will be issued under the direction of F. C. Blied, publisher of the latter paper.

The Labor News Publishing Company has been incorporated at Hamilton, Can.

#### O'HARA NOMINATED.

Barrett O'Hara, a well known Chicago newspaper writer, has been nominated for lieutenant-governor on the Democratic ticket.

#### WEEKLY FOR NASHVILLE.

A new weekly paper is about to be established at Nashville, Tenn. It will be called the Tribune, but the names of those backing it have not as yet been made public.

#### IN PITTSBURGH

Such enterprise and aggressiveness in newspaper making and popularizing never have been seen as now mark the

#### PITTSBURGH POST and the

#### PITTSBURGH SUN

#### Ana It GETS RESULTS.

The gain in Local Advertising for the first 3 months of 1912 was:

POST (Morning and Sunday)  
110,012 agate lines.

SUN (Every Evening) 191,968  
agate lines.

JOHN BUDD COMPANY, Special Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of The Fourth Estate addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agent measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

cle or an amusement to the public with the money to buy it.

## THE DAYS OF COERCION ARE OVER.

At the height of the Titanic disaster newspapers of every type reported to their filing cabinets and printed a resume of other spectacular maritime disasters and the incidents attendant upon them. Perhaps a thousand daily papers recalled the sinking of a French Line boat in 1898 and the fact that a frenzied and cowardly crew attacked the ship's passengers who were seeking safety in lifeboats. In this instance 500 passengers drowned. The Springfield (Mass.) Republican was one of the papers to recall the La Burgoyne horror.

The Springfield Republican was quick to feel the displeasure of the French Line. The New York advertising agents of the line promptly telegraphed the Republican to cancel all French Line advertising. In addition to canceling the advertising the Republican published the telegram from the French Line's advertising agents. The sinking of another French Line ship in this year of 1912, with an attendant loss of life, would not have obtained for these would-be muzzlers of the press a greater amount of gratuitous harmful advertising than has resulted from this slap which the French Line seems to have imagined would deeply wound the business department of a staunch and splendidly conducted New England paper.

As a rule we prefer to refrain from guessing, but we would hazard the guess in this instance that the French Line will pay for this bit of offensiveness in the one way that steamship managers consider most injurious—loss of passengers. This bold attempt to control the editorial utterances of a newspaper that was firmly established in public confidence years before the French Line came into existence was made with such celerity as to prompt a suspicion that the French Line's ships are not equipped with adequate enough safeguards to withstand investigation. As a result the French Line will have to spend a lot of money to prove a fact that otherwise might have been taken for granted.

## MAGAZINE FEATURES IN THE NEWS PAPERS.

During the last five years evening newspapers in the United States have shown a marked tendency to give more and more space to magazine features. This movement which started in New York has spread rapidly throughout the country. Serial stories, household hints, fashion pages, bedtime stories for children, humorous cartoon series, etc., are at present challenging the news items for space.

Like all material which finds its place in a newspaper, the magazine features are undoubtedly published because there is a distinct demand for them from the reading public. They have proven themselves circulation builders. It is interesting, however, to go back of this and look into the psychology of the demand.

George Hughes, city editor of the New York Globe, in a recent inter-

view with the writer attributed the popularity of the magazine features to the belief that the average reader at the end of the day's work is looking for entertainment rather than news. He wants the big news of the day in condensed form, and after that humor in type and picture.

On the other hand, the city editor of a morning paper in the metropolis stated recently that the morning reader was ready for all the news you could give him. At this period of the day the mind is fresh and vigorous. It is not necessary to lure the reader to the printed page with magazine sweetmeats.

How much further will these features advance on the news columns of the evening papers?

## NOTE AND COMMENT.

The force of the restrictions on the newspapers of Mexico is demonstrated in the receipt by persons in this country of papers published in Mexico City which contain several blank columns. These columns were to have been used for news gathered by the Associated Press, but which was suppressed by the government.

The papers tell of one issue that was prohibited by the federal officers, the suppression being enforced by soldiers who surrounded the newspaper office to prevent copies being taken out on the streets.

"The advertiser who tells the truth, nothing but the truth always—may not cut as wide a swath at first as the advertiser who puts into his announcements some of the glitter and temporary pulling power of insincerity," says Jerome P. Fleishman, "but he gets business that sticks and grows—whereas the man who doesn't live up to his advertising fools people once and drives them away forever."

The largest newspaper in the world was the Illuminated Quadruple Constellation, which appeared in New York on Independence Day, 1858. Its dimensions equaled that of a billiard table—eight feet long by six feet wide—and, strange to say, for an American publication, it had no advertisements. A copy of this mammoth newspaper, production can be seen at the Newspaper Museum of Aix-la-Chapelle, France. Its price was fifty cents.

The newspaper that sows a policy combining in proper proportion aggression and conservatism invariably reaps a large and profitable circulation and a commanding advertising patronage in its city and section. How true this is when applied to the city of Cleveland and the rich contiguous territory may be seen in the report of the Cleveland Plain Dealer, published as a four-page advertisement two weeks ago in THE FOURTH ESTATE, and repeated in part last week.

The Plain Dealer points with traditional pride to the fact that the circulation of its daily edition for the twelve months ending March 31, 1912, was 97,857 copies and that of its Sunday edition for the same period, 127,417 copies. Just emphasis is laid by the Plain Dealer upon the

NO. 949

FOR THE WEEK ENDING SATURDAY, MAY 4, 1912

## IN WHICH WE RECEIVE CONGRATULATIONS.

Patting oneself on the back is usually a waste of time that might better be devoted to renewed service at the woodpile. It is likewise a rather awkward acrobatic demonstration. If one deserves a thump of approval it is preferable, according to the inexorable laws of modesty, to receive it from a friendly hand.

We quote these sentiments to enable us to mention the congratulations which have almost overwhelmed THE FOURTH ESTATE in connection with its convention numbers.

"You get all the news and you always get it first," was the way one prominent Pacific Coast publisher put it. "We couldn't get along without you down in Tennessee," said a Nashville editor. "You cover your field more completely than any other trade journal I know of," asserted a newspaper owner from Buffalo.

The appeal of THE FOURTH ESTATE was forcibly demonstrated at the publishers' meetings in New York last week. A bystander remarked with astonishment that almost every member of the association appeared to have a copy of the paper stuck in his pocket.

Perhaps this little visible example of "class" circulation had something to do with the demand for advertising space in the convention numbers. As one representative of a well known advertising agency put it: "I don't believe you will find a single publisher here, or anywhere, who does not take THE FOURTH ESTATE."

A glance at our subscription list verifies this remark. Not only are they all subscribers at the present time, but also they have been taking it, year in and year out, for the last eighteen years.

## "THERE'S A REASON."

John F. Robinson, founder of Robinson's circus, made a voluntary

assignment in bankruptcy the other day. Liabilities and assets are listed as "unknown."

Litigation and pressure of creditors were given as the causes of the assignment. Men who know the history of the Robinson circus can tell a different story. Litigation and pressure of creditors were but after-effects. Robinson's circus has gone on the rocks because it didn't know how to advertise. It used the billboards and thought it had appealed to the last court of advertising resort. It placed advertisements of negligible value in country weeklies and small town dailies, but the placing of this business was always an apparent afterthought. Seemingly, the owners of this circus never realized that newspaper advertising could sell just as many circus tickets as it does gingham remnants and women's shirtwaist patterns.

There's the reason Robinson's circus went wrong in a business way. If the circus had put its advertising appropriation in the newspapers the wolf pack of creditors would have been kept at long distance.

Results produced by advertising are no longer theoretical. H. H. Tammen, post proprietor of the Kansas City Post and the Denver Post, is the principal owner of the Sells-Floto circus. Floto, by the way, is the sporting editor of the two Tammen-Bonifis papers and knows how to get quick action from newspaper publicity.

The Sells-Floto circus recently ended a season's engagement in Pacific Coast cities, where it spent all of a \$30,000 appropriation in the advertising columns of the newspapers. The circus played to capacity business all season and broke all records for former years.

Billboards didn't do this. Handbills had no part in it. The big parade and the steam piano had little or nothing to do with it.

Newspaper advertising did it. And it did it because it is the one attention-compelling, result-producing method of selling either an arti-



remarkable fact that ninety-eight per cent. of its daily and Sunday circulation lies within a radius of 100 miles of Cleveland.

Under the general management of Elbert H. Baker the Plain Dealer has been an unwavering exponent of temperate journalism and the growth of the property furnishes a direct answer to any speculative inquiry as to the wisdom of his policy.

It required four entire pages in a recent number of the New Orleans Item to reprint some of the congratulatory remarks of the press and private citizens of prominence in regard to the accomplishments of the Item and its publisher, James M. Thomson, in the interest of public good. The recent defeat of the "Louisiana King" was a victory for the Item that places it in a position among the most forceful and progressive newspapers of the country.

The New York Herald editorially agrees with General Harrison Gray Otis of the Los Angeles Times in his statement to THE FOURTH ESTATE last week, that the reader should be made to pay more for his paper. It endorses his opinion that the publisher who sells his paper at a price that eats up profits is working on a principle that is neither safe nor sane. Reproducing the interview in THE FOURTH ESTATE, the Herald adds: "In no other business is an article habitually sold at less than the cost of the principal raw material used in its manufacture. The system throws upon the advertiser burdens he should not be compelled to bear, and which the public does not ask he shall bear. The public will pay a fair price. It cheerfully pays three cents for the Herald because it is worth it."

It was in 1729 that Benjamin Franklin bought the Pennsylvania Gazette, says a writer in Harper's Weekly. Three years later he began the publication of Poor Richard's Almanac, which had an annual sale of 10,000 copies, a record-breaking circulation for its day. Franklin rated as the greatest journalist of the eighteenth century. The Pennsylvania Gazette had but ninety subscribers when he bought it, but it soon became a power in the Colonies. In 1765 he had his share of it to his partner, David Hall.

#### EMPLOYEES HONOR FRISCO MANAGERS.

I. B. Pinkham, vice-president and business manager of the San Francisco Evening Post and E. F. Cunningham, circulation manager of the paper, were tendered a dinner last week by the carriers. A number of entertainers from the several places of amusement filled the intervals between courses with story, quip and song. Speeches were made by the guests of honor and several of the hosts.

L. McKenna was the toastmaster. Others who spoke were C. Faulhaber and J. Reyrum.

B. A. Peck, editor and proprietor of the Naugatuck (Conn.) Enterprise, has moved his office to High street.

#### PURELY PERSONAL.

M. H. De Young, proprietor of the San Francisco Chronicle, is travelling in the far East with his wife and two daughters. Mr. De Young is vice-president and commissioner in the Orient of the Panama Pacific International Exposition.

Ralph Pulitzer of the New York World is shortly to lecture before the Yale Press Club on journalism or some allied subject.

Colonel John Hicks, editor of the Oshkosh (Wis.) Northeastern has just returned home from a tour of the old world.

J. W. Raper of the Cleveland Press was in Springfield, O., this week calling on old friends. Twenty-five years ago he was employed on the Springfield Champion City Times.

J. A. MacDonald, editor of the Toronto Globe, is spending a few days in North Carolina as the guest of the Southern Presbyterian College at Red Springs.

George H. Larke, general manager of the W. D. Boyce Publishing Company, Chicago, accompanied by his wife, sailed for a two months' vacation in Europe last Saturday.

John Connolly, editor of the Made in Rochester Magazine, has gone to Europe for a tour which will keep him abroad until September.

L. E. Peck, Stratford correspondent for the Bridgeport (Conn.) Standard, is engaged in getting out an illustrated souvenir booklet of Milford. He plans to continue this work with several other Connecticut towns.

Granville M. Hunt, retiring president of the Washington Ad Club, was tendered a complimentary dinner at the Columbia Country Club last week by his fellow-club members.

Ralph H. Watts, advertising manager of the St. John (N. B.) Telegraph and Times, has just returned to his desk after an extensive business trip through the Dominion.

A. R. Scott, for many years publisher of the Griswold (Ia.) American, has resigned the position of postmaster of the town after a continuous service of nearly fifteen years.

Binley D. Sleight who for more than half a century as edited the Sag Harbor (N. Y.) Corrector, has just celebrated his seventy-seventh birthday. Mr. Sleight has the record of not missing a contribution to a single edition of his paper during this long service.

John J. Lichner, editor of the Camden (N. J.) Times, was the recipient of many congratulations on his birthday last week.

H. E. Slater, publisher of the El Paso (Tex.) Herald, lectured be-

fore the National Press Club at Washington, D. C., last week, on "The War in Mexico."

F. A. Hazeltine, proprietor of the South Bend (Wash.) Journal, and a regent of the state university, addressed the students in the class of journalism at the university last week.

Thomas Millard, publisher of the China Press, the American newspaper at Shanghai is on a business trip to this country. Part of his mission is to purchase some more modern machinery for export to his plant in China.

Henry S. Bunting, editor of the Novelty News, Chicago, has left with Mrs. Bunting for a trip abroad.

Mark A. Luescher, well known in Syracuse newspaper circles, is now engaged in theatrical promotion work as a member of the firm of Werba & Luescher.

#### IN THE PUBLIC EYE.

James M. Anderson, editor of the Indianola (Ia.) Herald, has announced his candidacy for the Republican nomination for the legislature.

H. N. Wheeler, editor of the Quincy (Ill.) Journal, is being mentioned as a possible candidate for chairman of the Democratic state central committee.

Frank L. Mayes, editor of the Pensacola (Fla.) Journal, is a candidate for delegate to the Democratic National Convention from the Third Congressional District.

Charles W. Woods, formerly a member of the staff of the Newark (N. J.) Morning Star, has been appointed recorder of West Orange.

Joseph Sullivan, for many years with the Imboden (Ark.) Gazette, has been elected mayor of the town.

J. D. Flynn, editor of the Supalpa (Okla.) Light, has announced his candidacy for the nomination of Congressman in the Third District.

Frank Greer, editor of the Guthrie (Okla.) State Capital, has been appointed marshal of the Eastern District.

#### BUSY WOMAN WRITER.

The special articles from the pen of Mrs. Forrest Elwood Wiggins which form one of the most widely read features of the Sunday issues of the Springfield (O.) Sun and her work as the society editor of the Sun are but a small part of her literary output, though this fact is not generally known, even among her friends.

For some time Mrs. Wiggins has been a regular contributor to Judge and several months ago was included in the contributing staff as named by the editor. In the past year she has had accepted by Judge about fifty poems and prose contributions.

In addition to her work for Judge, Mrs. Wiggins is one of the staff of

contributors to Satire and has had some work accepted by Life. She contributes, also, to a number of other periodicals.

#### WEDDING BELLS.

J. R. Hamilton, advertising manager of the Duluth News-Tribune, was married last Saturday to Miss Elsie Wall of the same city. Business Manager Milie Bunnell of the News-Tribune was best man at the wedding. Mr. Hamilton was in New York this week attending the publishers' meeting and received many congratulations.

Jerome P. Fleishman of the Baltimore Sun was married last Saturday to Miss M. Renetta Wickes of the same city. The couple are spending their honeymoon at Atlantic City and New York. On their return they will make their home at Denmore Park, Arlington.

Mr. Fleishman is the secretary to Publisher Charles H. Grasty of the Sun and writes the "Little Talks by Want Ad Man" in that newspaper, which are syndicated to many newspapers throughout the country. He also does extensive contributing to magazines.

Merrit C. Spedel, editor of the Piqua (O.) Call, was married last week to Miss Edna Meredith.

G. N. Heinemann, vice-president of the Will H. Dill Advertising Company, Chicago, has been married to Miss Stella Moss of St. Louis.

Eric Tullen Ward, a Vancouver newspaper man, is shortly to be married to Miss Jane Neeson of San Francisco.

J. Lynn Yeagle, a Washington newspaper man, was married last week to Miss Edna V. Cody. Mr. Yeagle has just recovered from a serious illness.

William Dwight Chandler, Jr., son of the editor of the Concord (N. H.) Monitor, and Miss Amy Richardson were married in Washington last week. The bridegroom is an ensign in the United States Navy.

Judge Frederick B. Latimer, editor of the New London (Conn.) Telegraph, and Miss Susan B. Carroll of New London, were married at New Hartford last week.

Clark J. Cross of the Salina, (Kan.) Journal has been married to Miss Mary Bolles. The ceremony took place at Ferosma, Kan.

#### MOORE TAKES CHARGE.

A. K. Moore has been appointed general manager of the Grand Rapids (Mich.) News, succeeding George A. Murphy, who recently resigned. For the past year Mr. Moore has been business and circulation manager of the News.

#### HAS HIS OWN PAPER.

Seth K. Gordon is at the helm of a new paper called the Citizen, at Gore, Okla. Mr. Gordon was at one time business manager of the New State Tribune and later was secretary of the state election board.

## BUSINESS OPPORTUNITIES.

## WANTED

manager for a daily newspaper in city of 100,000. Preferably a man with a record of success in a smaller city. No investment necessary. All communications held confidential. Proposition D. G.

C. M. PALMER.

NEWSPAPER BROKER,  
277 Broadway, New York

Do You Want  
To Sell Or Buy  
A Newspaper Property?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City

## WANTED TO PURCHASE.

I want to buy a second-hand or rebuilt perfecting press which will print up to 24 pages; with color attachment. Also complete stereotyping outfit and accessories. Will pay cash

Address Klamath Falls Northwestern,  
Klamath Falls, Oregon.

## MACHINERY FOR SALE.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines: 6, 8, 10 and 12-p. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112 and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

LINOTYPES FOR SALE: One Model No. 3, No. 7442, and one Model No. 5, No. 10797, with motors, extra magazines and large assortment of two-letter matrices. Franklin Printing Co., 430 West Main street, Louisville, Ky.

FOR SALE.—OUR COMPLETE LINOTYPE PLAN consisting of No. 2, No. 4 and No. 9 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

## ATLANTIC AD BUREAU.

The Atlantic Advertising Bureau has begun to do business at Atlantic City, N. J. S. C. Crowley is the manager and offices are located in the Bartlett Building.

## WISCONSIN COMBINATION.

The Oconto Falls (Wis.) Herald and Union-Farmer have consolidated. The publishers of the combination will hereafter be known as the Equity Printing Company.

## SITUATIONS WANTED.

# WOULD GET BACK IN GAME

## Three Years In Business Enough

### For Newspaper Man.

Opportunity for publisher who wants city or managing editor in town of from 20,000 to 400,000.

Ten years experience, covering every field and desk on morning, evening and Sunday papers. Now advertising manager for large corporation.

Address Do, care The Fourth Estate.

## SITUATIONS WANTED.

## HELP WANTED.

## TO ARTISTS.

An artist who has demonstrated his skill and taste in the arrangement and illustration of books, magazines or newspapers may learn of an exceptional opportunity by communicating with the undersigned, giving full details of training and experience. The applicant should be thoroughly familiar with photographs and their use in printing. The work in view calls for an energetic, painstaking man of business capacity. Address BUSINESS MAN, care The Fourth Estate.

WANTED—A proof reader for a daily paper in large City. In application, give experience, reference, and salary. Address Reader, care The Fourth Estate.

## MISCELLANEOUS.

# UNITED STATES

## SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## AMUSEMENTS

AMERICAN WATER COLOR SOCIETY ART GALLERIES, 215 West 57th Street.  
ALHAMBRA, 126th street and Seventh avenue, Vaudeville.  
ASTOR, 45th street and Broadway, "The Greyhound."  
BELASCOS, 44th street and Broadway, "The Return of the Peter Grims."  
BROADWAY, 41st street and Broadway, Weber and Fields.  
BRONX, 149th street and Third avenue, Vaudeville.  
CASINO, 39th street and Broadway, "Two Little Brides."  
CENTURY, 62d street and Eighth avenue, "The Garden of Allah."  
COHAN, 43d street and Broadway, "The Great Street Girl."  
COLONIAL, Broadway and 62d street, Vaudeville.  
COMEDY, 41st street and Broadway, "Bunny Palls the Stars."  
CRITERION, 44th street and Broadway, "Elevating a Husband."  
DALY'S, 30d street and Broadway, "Monieur Beauchere."  
EMPIRE, 40th street and Broadway, "Officer Twist."  
GAITE, 46th street and Broadway, "Officer 666."  
GLOBE, 46th street and Broadway, "The Great Mail Train."  
HARRIS, West 42d street, "The Talker."  
HIPPODROME, 44th street and Sixth avenue, "Around the World."  
HUDSON, 44th street and Broadway, "The Typhoon."  
KEITH & PROCTOR'S FIFTH AVE., 28th street and Broadway, Vaudeville.  
KNICKERBOCKER, 38th street and Broadway, "Kismet."  
LIBERTY, Broadway and 42d street, "The Bow."  
LYRIC, 42d street and Broadway, "Patience."  
MAJESTIC, ELLIOT'S, 39th street and Broadway, "Dear Old Charlie."  
METROPOLITAN OPERA HOUSE, Broadway and 39th street. Grand Opera.

## A WOMAN PUBLICIST.

Miss E. V. Maguire, an experienced advertising expert, has opened a publicity service bureau in the Real Estate Trust Building, Philadelphia, which will be operated under her personal supervision and have for its field specialization in the advertising of exclusive shops and specialty stores.

## SPECIAL MOVES.

The N. M. Sheffield Special Agency's Western office has moved to the Heyworth Building, Chicago, located at the southwest corner of Madison street and Wabash avenue.

# POSITION WANTED.

## BUSINESS MANAGER

I entered into my present position five years ago. With the same staff these papers have been raised out of red ink at the bank to a net earning of over \$20,000 per year. Circulation has increased from 6,500 to 16,000. Advertising has increased from practically nothing, \$2,500 per month, to an average of \$3,500 per month—last month \$8,000. Except for a \$7 a week I have worked up this business alone, supervising every detail in advertising, circulation and special feature work in addition to managing the business affairs. We are carrying more advertising than any other daily in the state in spite of severest competition. I believe I have reached the top. I am seeking a broader field. Am 35 years old and frequently have to be told when it is time to eat and sleep. If you are in the market for a live wire who can make friends wherever he goes, write me first. I am not looking for a \$50 a week job. I have that now. Address M. E., care The Fourth Estate.

WANTED. Position as editorial writer, feature writer, Sunday editor or managing editor of some good growing paper. Address A. B. C., care THE FOURTH ESTATE.

Reporter (32) thoroughly familiar with all round work, rewrite, etc., desires a position on daily in or around New York City. Strictly temperate, and can furnish the best of references. Address G. L. A., care THE FOURTH ESTATE.

I want to secure the managing editorship of daily newspaper. Anywhere west of Pennsylvania preferred. Address, West, care THE FOURTH ESTATE.

EXPERT PROOFREADER. desires permanent situation; qualified to handle properly any work because of long and varied experience. Strictly temperate and reliable. Moderate salary. Non-union. Address, John Dignan, 16 Rivington Street, New York City.

## SMITH NOW EDITOR.

E. H. Smith has assumed editorial charge of the Rockford (Ill.) Republican. For many years past he has been connected with Chicago newspapers.

I Want To Go South as circulation or advertising manager of a Southern daily. Over 20 years of experience (5 years in the South) past two years (and now) in the publishing business of my own, but want to get back into the daily field again. Forty-one years old, married, best of references.

# I KNOW THE GAME

Address "South," Care The Fourth Estate.

## BUSINESS MANAGER

open for engagement. Clean-cut, careful, conservative, with nearly a score of years experience, which commenced in the mechanical, through the advertising and circulation work into business management. Not a dreamer but a hustler, with references proving ability to build up the business economically and permanently. Only propositions requiring ability, energy and hard work considered. For particulars, Address Successful, care The Fourth Estate.

A CIRCULATION MANAGER WHOSE RECORD AND QUALIFICATIONS CAN NOT BE TOLD IN THIS SPACE WILL CONSIDER PROPOSITION THAT OFFERS GOOD OPPORTUNITY FOR A GOOD PRODUCER. ADDRESS, PRODUCER, CARE THE FOURTH ESTATE.

## SUNDAY EDITOR.

Woman of experience in newspaper and magazine work, desires position as Sunday editor or as editor of a department on a magazine. Can make circulation. Good pay. Address "Experience," care The Fourth Estate.

## Advertising Manager.

If you, as publisher or business manager of an established, high class newspaper are looking for an advertising manager of character, ability and experience, who can furnish ample proof to this effect, write at once for personal interview to H. J. care The Fourth Estate.

## FOR PUBLICITY.

The News Distribution Company has started in business in Philadelphia to conduct a publicity service bureau. Offices are located in the Franklin Bank Building. Thomas B. Reed is president of the firm.

## AGENTS TO MEET.

The annual meeting and election of officers of the New York Advertising Agents' Association will be held on the evening of May 16.



## HOW TO ORGANIZE AN AD CLUB.

### OFFICERS' WORK DONE IN COMMITTEE—DOMINATING OBJECT IS UNITY.

Henry B. Humphrey, president of the Pilgrim Publicity Association, of Boston, and one of the men responsible for the building up of that organization to its present standing as possibly the most important single organization holding membership in the Associated Advertising Clubs of America, declares that the success of the Pilgrim Association is due to a systematic process, which will work as well for any other organization as it has done for the famous Boston club. He gives the following pointers on the subject of ad club organization:

"Aim at the accomplishing of some one big thing as a result of the past year's work but lead up to the one big thing through the doing of many things all leading to the main accomplishment."

"In that manner you are able to set members to work along lines congenial to them."

"For instance: The organization of the Pilgrim Publicity Association was to turn a social club into an instrument for improving business conditions in New England."

"Tending toward this worthy aim were the activities of a trade extension committee, a committee to provide speakers on advertising for clubs and gatherings of business men, a committee to co-operate with the Massachusetts Board of Trade, a publicity committee, a committee on increase of membership, and a committee to lay out a program for monthly meetings to be arranged by sub-committees which should not be the same two months in succession."

"The activities of all these committees were to be welded together by an executive committee that should meet weekly and to which all other committees should report at frequent intervals."

"With this plan the Pilgrim Publicity Association was eminently successful. There were those who doubted the outcome for a full year, but our plan succeeded because we were working for one big thing."

"If we had been working that past year to build up business, and to advertise advertising through a world-beating convention and a cut disclaiming advertisement, I doubt that we should have accomplished any one of the three objects. Each is worth holding the place of importance for a full year."

"Our committees were useful to the organization if they did nothing better than to give more men chance to do some work for which they might not otherwise have had an opening."

"The work of committees was not in the importance of its direct results; but it gave more men a chance to feel that they were in the harness."

#### COMMITTEE WORK.

"As in our state and national legislative operations, the chief element of success is done in committee" so we find in the advertising club that efficient committee work must be the modus operandi of our accomplishment."

"One of the difficulties of getting results in an advertising club, particularly a large one, is that of getting efficient committees. Men will accept committee appointments unthinkingly, and then, by failing to show up at meetings or by the slacking of the work, seriously hamper the committee's activities. It would hurt their feelings, once they are appointed, to ask them to resign from committees, yet they are burdens that have to be carried at the expense and disadvantage of more serious and conscientious workers."

"They get their names on programs and lists—they get unearned and undeserved credit for results they never help to achieve."

"Therefore we find two problems to be solved by the appointing officers—one, to get men on committees whose personal interests are such that the work assigned them will be congenial; two, to arouse interest on the part of indifferent and neglectful committeemen."

"Large committees are better than small, because in seven men you may find three



HOME OF THE CHICAGO STAATS-ZEITUNG.

or four good workers; in five, only two or three; in three, one."

"A good publicity committee is of great help to an advertising club. There should be on this committee, at least one man who can scent a news story afar off and can write it so that the newspapers can get all the facts they need or can print the story as it has been written for them."

"The publicity committee should make the city editors and the reporters understand that no dinner is too good for the representatives of the news rooms."

"This committee should encourage the reporters to feel that they are really wanted and should take pains to help them with photographs, manuscripts and complete writings."

"The only policy for the publicity committee to follow in dealing with news stories is to tell the truth and gain the respect of the city editors."

#### RELATIONS OF CHAIRMAN AND PRESIDENT.

"The chairman is really a working executive. He is the man to do the detail work—the president should work along broader lines, matters of general club policy."

"Powers of chairman in committee appointments are very broad and productive of much possible good—the chairman who keeps closest in touch with his committees will be most successful and efficient."

"The wise president will not hamper activities of the chairman of the board."

"The secretary is an officer of the utmost importance—perhaps the most important and certainly the hardest working."

"In the choice of a secretary popularity alone is not sufficient reason, but secretary needs to be a popular man with lots of tact and faculty for systematic work, and a wide acquaintance."

"He and the chairman of directors carry the heaviest burdens and should be selected with their close association in mind."

"Give dinners at reasonable price so as to get as large a turn-out as possible."

"Monthly bulletins do important work in informing members of doings of all committees."

"Plan for an outing annually."

"Discourage the drinking of liquors."

"Hold dinners at different places different months."

"Try to make the monthly meetings produce news stories, that the papers will be glad to use."

"The purpose of the ad club," says Herbert S. Houston, "must be to improve advertising conditions in its community. Advertising without a doubt is the great dynamic force of the world. It is not only a commercial force but has expanded to such an extent that it is now a great social force as well."

"The advertising clubs of the country are the custodians of this force. The advertising clubs have got to have reach, ideas and vision, before they can attain the necessary grasp and accomplishment, which is essential to the improvement of advertising conditions throughout the country."

"The keynote of modern advertising is along the lines of two very conspicuous words. The words in question were the keynotes at the Boston Convention of the A. A. C. A. and will also rule at the coming Dallas convention. They are 'Honesty' and 'Efficiency' in advertising."

"The one great dominating object of the ad clubs is the sense of solidarity and unity."

#### CHANGE IN TEXAS.

The Yorktown (Tex.) News has been acquired by Glen R. Beckham of Hearne. William Housman, the former owner, retires entirely from the paper.

## IMPORTANT MOVE FOR GERMAN PAPERS.

The new home into which the Illinois Staats-Zeitung, the Chicagoer Presse and associate papers of the Illinois Publishing Company will move on May 1 will be a newspaper building of the most modern type. The new quarters are located at 24 to 28 South Fifth avenue, in the heart of the Chicago newspaper district, and comprise an entire four-story building.

Some of the features of the new plant will be free telephone service with writing room for subscribers and advertisers, a new Goss three-deck straight-line press with auxiliary printing deck; new semi-autoplate casting and finishing machines with dry matrix process, new No. 9 Mergenthaler linotype, new dust-proof composing room furniture, indirect lighting system in all parts of the building, and filtered air process of heating and ventilating.

## HASKELL-HEARST CASE TO GO ON.

William Randolph Hearst must go to trial in the federal court in Omaha to defend the \$400,000 libel suit brought against him by ex-Governor C. N. Haskell of Oklahoma, as the outgrowth of charges printed in the Hearst newspapers during the Presidential campaign four years ago.

Judge McPherson in the United States district court overruled Hearst's demurrer and ordered that an answer be filed, after which the case will go to trial on its merits.

Originally there were five cases for \$100,000 each, one being dismissed on demurrer some months ago. The cases have been dragging along for three years. They were filed in Omaha in order to secure service upon Hearst as the latter passed through that city from San Francisco to New York.

## SUIT OVER ADVERTISING PHOTO DISMISSED.

The suit brought by Miss Lillian Gage for an injunction and \$5,000 damages against a New York photographer for using her photograph for advertising purposes has been dismissed by Supreme Court Justice Greenbaum.

A photographer took the girl's picture while she was in New York studying music. She alleged that she didn't know the picture was being used for advertising purposes until some friends told her they had seen it in a department store.

Justice Greenbaum said in his opinion that Rockwood has a written consent from the girl's mother "to use or cause to be used all pictures of the plaintiff made by him for commercial and art purposes."

## FOR KANSAS DEMOCRATS.

A Democratic weekly paper, it is reported, is about to be started at Kansas City, Kan. Grant W. Harrington, a former Kansas country editor and manager of both of Mayor Porter's campaigns, will have charge of the paper. Wyandotte County at present has no Democratic paper.

## HOW NEWSPAPERS HANDLE BIG DISASTERS.

### WHAT JOURNALISM'S POST- GRADUATES DO UNDER FIRE.

Not within the last decade has there been a better opportunity to show the departments of a newspaper in operation at full speed than was afforded by the Titanic disaster. The elements comprising this story, or compilation by THE FOURTH ESTATE are not to be found in any college course in journalism, nor can such elements be introduced into the still waters of a collegiate curriculum.

This article shows, for the benefit of the young men who propose to enter newspaper work and even for the executive heads of newspapers in small cities, how the news and city departments of metropolitan newspapers, those in New York, Philadelphia, Chicago and Boston, for example, equipped themselves on the instant to report one of the most complex and fearful stories in modern history.

Collection of the details of staff assignment and distribution, as outlined, has been made from newspapers which have explained their news processes to the public. The Titanic story fell under two classifications for each and every big city newspaper—1. The main story of the disaster at sea; 2. The handling of the "local story" of the disaster in each city represented by a single passenger aboard the steamship.

#### HOW THE HERALD WORKED.

In explaining how its out-of-town forces were assigned the New York Herald on Monday published more than two columns, from which are taken the following paragraphs:

At fifteen minutes before one o'clock on the morning of Monday, April 15, the first bulletin suggesting the Titanic disaster reached the Herald office. A few minutes later came confirmation enough to show that an event that would interest the world was in progress. Immediately the department of the Herald having to do directly with the matter began to put the news gathering machinery into operation. Instructions were sent to correspondents all along the North Atlantic coast; preparations were made for charter vessels at Halifax, Boston, Providence and New York, and reporters and photographers were started for Nova Scotia.

And the wireless operators were sent to half a dozen vessels on board the Titanic, some to the Baltic, the Virginian, the Olympic and the Carpathia. Three persons were stationed on board the Carpathia as probably being willing to respond. The presence of Miss Mary Birkhead was recalled, and the first message read—"Wireless all operator can take on Titanic."

After when it became known that the Carpathia had picked up the survivors of the wreck additional wireless messages were sent to the persons aboard with whom the Herald wished to get into communication, among them, of course, Miss Birkhead, but the winged words found no resting place.

The uncertainty of wireless was taken into consideration, and each day a new set of messages was sent out in the hope that if one failed another would find the mark. Of all the messages, so far as can be learned, only the first one to Miss Birkhead reached the operator of the Carpathia. He immediately addressed the envelope to "Major Birkhead" and put it aside for delivery. There it remained until it was discovered from a pile of papers on Thursday, when a steward was commissioned to take it and search for "Mr. Birkhead."

It chanced that Miss Birkhead heard of the inquiry that was being made for the Major and claimed the wireless message.

The Carpathia was then less than eight hours from her pier. Miss Birkhead knew that an editor connected with a Western paper was on board as a passenger and that he had been working in the interest of a New York paper, but she took over commission from the Herald and began to make up for lost time. She heard that sketches had been made of the progress of the disaster, and her first care was to insure that the possessor would undertake to deliver them to the Herald in her company. She also knew that photographs had been made of the survivors and the lifeboats, and she sought out the possessor of those valuable films and made similar arrangements about their disposition. Then she began to write.

The result was that this young woman, not in the employ of the Herald but merely friendly to a member of its staff, furnished the paper with a four-column story, its technical drawings and photographs. What happened in this particular instance, regardless of all of the other means employed by the paper to cover the story at every point, reveals the trained precision with which the Herald's news editor worked to get exclusive news from the one source where it would be authentic—aboard the Carpathia.

#### THE TIMES' NEWS SOURCES.

The New York Times' handling of the story during a period of five days was distinguished by many evidences of what one might term selective editing. Much of the rumor that found expression elsewhere in the United States was quickly discredited and barred from the Times. Like all of the other newspapers, the Times found itself in possession of a set of facts that were journalistic common property. These facts it put through all possible newspaper acid tests, elaborated them by resort both to foreign cable and wireless reports, besides classifying the local phases of the story into various sub-classifications.

Herein the student of newspaper stories of a big disaster had the opportunity to observe the varying viewpoints of editors, for other papers differed from it by consolidating the local and "sea end" of their narrative into a consecutive, and undivided story. While obliged to be content with its basic news facts, the Times' editor planned for a distinctive type of news treatment when the Carpathia reached New York with the survivors.

What this feature was the Times revealed on the day of the ship's arrival, when it published signed and copyrighted articles by the two wireless operators—the surviving wireless man of the Titanic and the chief Marconi man of the rescue ship. Under analysis editors of other papers besides the Times ranked these as the two most thrilling reports published that day.

#### NEW YORK AMERICAN'S SYSTEM.

Mr. Hearst's American sent a fast tug to sea and through its wireless facilities, in charge of "Jack" Binn, got in direct communication with the incoming Carpathia, relaying messages to the ship and obtaining information which it forwarded to the paper. First confirmation of the death of Isidor Straus, the wealthy merchant whose wife refused to leave him to die alone, was received from the American's wireless boat. From the American's boat the two Hearst news services received flash reports and bulletins that put National and International wire patrons throughout the United

States on the streets ahead of rival papers.

In connection with the sale of a news and picture service the enormity of this syndicate phase of publishing may be gained from the published statement of the Herald, in its own columns. From Sunday night until Friday morning 15,000,000 words were sold and telegraphed out of the Herald building.

Beginning Monday night, newspapers outside of New York began beseeching the local papers and press associations to send them every word and to let no detail go by that might add to the completeness of the story. Tuesday these outside papers started whole staffs toward this city in order that their own men should be on the scene when the Carpathia arrived with its survivors.

At least five hundred reporters, photographers and artists came from Baltimore, Boston, Philadelphia, Chicago, Cincinnati, St. Louis, Cleveland, Buffalo, Rochester, Syracuse, Utica, Albany, Montreal, Ottawa, Winnipeg and points as far off as Minnesota to supplement the army of men who gathered in the details and pictures for the local papers.

Many of these out of town men brought along their own telegraph operators in order that nothing should prevent their papers from having the best of service. On arriving in New York these men had to obtain credentials from the federal, municipal and police departments before they could get to work, a task that entailed considerable hustling on their part. Scores of reporters lived in ocean-going tugs along the coast for the better part of the week, every one of them willing to risk his life if necessary in order to get any additional scrap of information to his paper.

An army of photographers found little to do, this being one of the few stories in which they failed to circumvent the elaborate preparations made to thwart them. Outside of getting photographs of the Carpathia as she came up the Hudson river or of snapping an occasional survivor they did not get a chance at the scenes on the piers, all of which would have made prize pictures.

Last Sunday several newspapers printed special sections summarizing the many accounts and stories of the disastrous trip of the Titanic.

The New York Times, which from April 15 until April 28 had printed more than 100 pages of narrative, description and comment on the wreck, summarized every incident from the start of the maiden voyage of the Titanic, with interesting pictures, in a supplement of eight pages.

The Pittsburgh Post gave a complete continuous account, illustrated with photographs and sketches, in six pages.

These features are reported to have caused a large extra demand for the papers. In each case the stories were most complete and designed for preservation by readers.

#### NEWSIES VACATION.

To provide funds for a summer cottage for newsboys a May party and dance was held Friday night in Armory hall, East Boston.

## THE BALTIMORE SUN'S NEW WASHINGTON MAN.

J. Fred Essary, who a few weeks ago succeeded McKee Barclay as Washington correspondent of the Baltimore Sun, began his newspaper career upon the Norfolk (Va.) Public Ledger in 1905. He then went to Portsmouth as the correspondent of the Norfolk Landmark and was placed a few months later upon the Landmark local staff.

When the Jamestown Exposition opened Mr. Essary was placed in charge of the Landmark and the



J. FRED ESSARY.

New York Herald bureaus at the fair, afterward returning to Norfolk as assistant city editor of the Landmark. In 1908 he became political writer on the Baltimore Star and was later made financial editor of the same paper.

After a brief period of retirement from the newspaper business, during which time he served as secretary of the Baltimore Shipping League, Mr. Essary was sent to Washington as correspondent of the Baltimore News. Two years ago he was assigned to the White House as political writer for the entire string of Munsey newspapers, remaining there until his present connection with the Baltimore Sun began.

Since taking charge of the Sun's Washington work Mr. Essary has associated with him John R. Crown, former city editor of the Norfolk Virginian-Pilot. H. A. Arnold and Alfred J. Stoffer remain on the bureau staff.

#### CONNERS INJURED.

William J. Connors, proprietor of the Buffalo Enquirer, was badly injured by a fall in the basement of his new home on Delaware avenue last week. His left shoulder was dislocated and his left leg sprained or possibly broken at the ankle.

Mr. Connors had recently bought the place, and was inspecting some changes in the plunge bath, when he stepped back into a pit, the trap door of which had been left open.



## ASSISTING THE NEWSBOYS.

### WHAT NEW YORK PUBLISHERS ARE DOING FOR THEIR "SALESAGENTS"

The benefit to be given at the Metropolitan Opera House tomorrow evening for the Newsboys' Home Club promises to be a great success. William Shillaber, Jr., has received a letter from Mayor Gaynor inclosing a check for \$100 and expressing a desire to be present at the performance.

The old Historical Society Building, at Second Avenue and Eleventh Street, has been purchased for the newsboys' Home Club at a cost of \$80,000. The purpose of the benefit is to raise a fund of \$30,000 to remodel and equip the building. The plan contemplates a gymnasium, swimming pool, dormitories, and other attractions.

The definite plans for the care of the New York newsboys is the culmination of a movement that has been under way among the newspaper publishers and philanthropists of the city for some time. The raising of the fund for the club house has the full approbation of practically every newspaper in the city.

The officers of the Newsboys' Home Club include such well-known philanthropists as William Shillaber, Jr., president; Frank Gulden, the well known mustard manufacturer, treasurer; and Hector Havemeyer, secretary. Ralph Pulitzer of the New York World is a vice-president, as is also Ogden Mills Reid, son of Whitelaw Reid, proprietor of the New York Tribune and himself president and managing editor of the paper.

In addition to the above officers the club has as members of the board of directors: William R. Hearst; William J. Patterson, publisher of the New York Evening Post; Herbert F. Gunnison, business manager of the Brooklyn Daily Eagle; William E. Lewis, publisher of the New York Morning Telegraph;

Herbert L. Bridgman, business manager of the Brooklyn Standard-Union; Jason Rogers, publisher, and Samuel P. Booth, circulation manager of the New York Globe; John C. Cook, business manager of the Evening Mail; D. W. Quinn, Dean Emery, Ward B. Chamberlain, Rollin M. Morgan, William Shillaber, Sr., R. S. Crumphy.

The publishers recently purchased the Historical Society Building for the newsboys, but decided to let the public contribute toward the furnishing and remodeling of it. This is expected to cost \$30,000.

Jason Rogers and S. P. Booth of the Globe have been particularly active in interesting the public in the newsboys. Mr. Booth is chairman of the general committee engaged in raising the club fund.

### A RESURRECTION.

The Hawarden (Ia.) Booster is to be revived. The property has been purchased by Frank Noahr, formerly publisher of the Lenox (S. D.) Independent.



NORMAN B. BLACK,

GENERAL MANAGER OF THE GRAND FORKS TIMES AND HERALD.

### CHANGE OF EDITORS IN KINGSTON.

Gilbert H. Benedict, managing editor of the Kingston (N. Y.) Leader, has resigned. Mr. Benedict is editor and president of the Sun Publishing Company of Saratoga Springs and during his stay in Kingston has been obliged to divide his time between the two cities. He is succeeded by Harris Lindsay, formerly city editor of the Bridgeport Post.

### DAILY CHRISTIAN ADVOCATE.

The Rev. C. M. Levister, D. D., has been chosen editor of the Daily Christian Advocate, published during the session of the General Conference, the law-making body of the Methodist Episcopal Church, now convened in its quadrennial session in Minneapolis.

### MRS. CODY WINS.

The Supreme Court in Brooklyn has returned a verdict in behalf of Mrs. Elizabeth Cody for \$10,000 damages against the owner of a milk truck which struck and killed her husband, a newspaper man, last year. The evidence showed that the driver must have been asleep or careless when turning the corner at which Cody was crossing. The victim died almost instantly.

### EDITOR SMITH SUES.

Miss Sylvia Smith, editor of the Marble City (Colo.) Times, has begun suit against the town and a number of its residents for damages aggregating \$1,000,000. She claims she was damaged in character to this amount through her recent deportation because of the editorial attitude of her paper toward certain of the town's industries.

### BLACK DIRECTS TWO LIVE DAILIES.

Norman B. Black, general manager of the Grand Forks (N. D.) Times-Herald Publishing Company, is a Canadian by birth and has spent practically all of his life in the atmosphere of a newspaper office. He comes from a family of newspaper men and printers, and for thirty years has been continuously active in the business.

Mr. Black went to Grand Forks in the fall of 1906 to take the management of the Evening Times, which had been started a year before. He was instrumental in promoting the consolidation of the Herald and the Evening Times, for which a company with \$225,000 capital was organized and the printing plants of both the Times and Herald, including the Herald Building, were purchased, Mr. Black being made general manager of the company.

Both papers are published from the same plant, although edited by two distinct organizations. The printing plant is one of the finest west of Chicago.

Mr. Black is not only a practical

printer and newspaper man, but has a thorough practical knowledge of all the allied branches. He is president of the North Dakota Press Association, having been unanimously re-elected this year, being the first one to hold that important office for more than one term. He is also chairman of the legislative committee of the association and the author of the publishers' bill passed by the last legislature of North Dakota.

### NEWSPAPER MAN STARTING A NEW TOWN.

A brand-new, made-to-order town by the name of Planada is being built on the main line of the Santa Fe in Merced County, Cal., within easy stage line communication with the Yosemite National Park, under the direction of J. Harvey McCarthy, a former newspaper man of San Diego.

### HURT IN A FALL.

Joseph Weis, for many years a reporter at New York Police Headquarters, was seriously injured in an accident Saturday night at his home in Brooklyn.

While going down stairs on his way to work he tripped and fell to the bottom, sustaining a broken collar bone, a dislocation of the right shoulder and possibly concussion of the brain.

### ONLY SCORERS ALLOWED.

Press cards have been issued by the Bridgeport Baseball Club of the Connecticut League this season instead of the books containing a ticket for each game. A rule has also been made that only members of the press actually scoring a game will be allowed in the press box.

### KEATING GETS A PAPER.

Andrew McClelland has sold the Pueblo (Colo.) Leader to Edward Keating. The latter is president of the State Land Board.

## BELIEVES IN ADEQUATE ADVERTISING RATES.

Henry V. Black, who recently purchased the Huntington (Pa.) Daily New Era, has assumed personal charge of his new property. Since taking hold he has put into effect a more adequate rate card and is working on plans for building up the New Era, among them being the arrangement for the United Press News Service and the installation of modern equipment.

To a representative of THE FOURTH ESTATE Mr. Black declared: "I will try every way to give the people a newspaper that is worth their money. The New Era has been carrying a fair amount of foreign business. It has no representative in the foreign field, except that it has been on the American Press List. We will make practically no changes in the business nor editorial staffs, except that I take personal charge."

## TROUBLE OVER CITY ADS IN DENVER.

Robert W. Speer, publisher of the Denver Times and mayor of Denver, is made defendant in an action started by taxpayers to restrain the payment to the Times of bills for legal advertising printed by that paper between January 12 and April 11, 1912. The amount of money involved is about \$6,000.

The suit is brought on the instance of Frederick G. Bonfils, one of the owners of the Denver Post, who sues as a taxpayer.

The action concerns the right of the Times to receive pay for city advertising since Mayor Speer became its owner.

## JAPANESE EDITOR SUED.

A complaint has been filed against H. B. Mizutani, editor of the Sacramento Daily News, by M. Monita, charging libel. A clipping from the paper, with its translation into English, is included in the complaint. It is illustrated by a rooster crowing lustily in Japanese. Several Japanese characters are shown issuing from the chancier's bill.

Monita says his personal character was attacked.

## FRENCH EDITORS HERE.

Gaston Deschamps of Le Temps, M. Gignoux of Figaro, and Des Mazieres of Le Matin, all of Paris, are members of the French delegation which accompanied Rodin's bust of La France to this country. The statue is to be placed on the Champlain lighthouse, at Crown Point.

## ADVERTISING WOMEN MEET AGAIN.

A party of fifty New York advertising women met last week at a dinner to take up the matter of organizing. The speakers were Miss Elizabeth Jordan, editor of Harper's Bazar; Miss Helen Louise Johnson, formerly of Good Housekeeping; and Miss Lord, director of Pratt Institute.

The Lebanon (O.) Daily Times has been discontinued and the paper reverts back to a weekly.

## WILL HELP IN REGENERATION OF CHINA.

Hin Wong, a Chinese student of Columbia and educated for a journalist, has left for China after receiving a call from Dr. Sun Yat-Sen to join him in achieving the social regeneration of the republic. Mr. Hin is a graduate of the School of Journalism in the University of Missouri and has been studying at Columbia for the consular service. He will be one of several young Chinese educated abroad to assist Dr. Sun in the industrial development of his country.

## MOTOR PAPER SOLD.

The Motor Magazine of Canada has been purchased by H. Gagnier and will in future be issued from the Saturday Night Building, Toronto.

W. J. Taylor, Ltd., the seller of the Motor Magazine, retains the ownership of Rod and Gun, which will be published as heretofore.

## BUYS OUT A VETERAN.

George R. Haven, a member of the staff of the Worcester (Mass.) Gazette, has purchased the Ware (Mass.) River News. The retiring owner of the News is C. P. Capron, who served in that capacity for more than twenty-five years. He now intends to take a vacation.

## MORROW BUYS AGAIN.

J. A. Morrow of Jonesboro, Ga., has purchased an interest in the Griffin Daily News and Sun. Mr. Morrow, who is also editor and owner of the Jonesboro Enterprise, has assumed editorial and business charge of the Griffin property, which has heretofore been conducted by Mrs. Joseph D. Boyd. J. H. Baxter is now business manager of the News and Sun.

## TO ENLARGE ORGAN.

Socialists at a meeting in Utica determined to enlarge their organ, the Central New York Socialist. The paper is published at Mohawk and there has been talk of moving its publication office to a more central location, but it was determined to continue the plant at Mohawk.

## SAUER COMES BACK.

A. R. Sauer, editor of the San Diego (Cal.) Herald, who was kidnapped several weeks ago for espousing the cause of the Industrial Workers of the World and warned to keep away from the city, has returned. It is said that Sauer intends to take legal measures against his persecutors.

## CAMPAIGN PAPER THROUGH.

The Baton Rouge (La.) True Democrat has suspended publication permanently. The paper was started principally as a Democratic organ to help out in the last state primary.

## AGENCY INCORPORATES.

A. J. Gold, T. Gibson and A. S. Fell, New York, are the incorporators of the Record Exchange and Advertising Company to do a general advertising business. The capital stock is \$100,000.

## NEW FULLER MANAGER IN DETROIT.

Frederick M. Randall, who has just been made manager of the Detroit office of the Charles H. Fuller Advertising Company, has been engaged in advertising work only five



F. M. RANDALL.

years. After graduating from Cornell University in 1900 he took up the study of law in Buffalo, and then joined with his father, with was secretary and advertising director of the Randall Grape Juice Company.

Going to Chicago five years ago Randall started at the bottom to

learn the advertising business. At first he was a solicitor in the classified advertising department of the Chicago Tribune, then he moved up into the display department and at the end of a year was made assistant to Advertising Manager Harrison M. Parker.

He left the Tribune to become connected with the Lord & Thomas Agency, traveling in Michigan and northern Ohio soliciting. With the opening of the extensive offices in Detroit last July by the Fuller Company, Mr. Randall was appointed assistant manager with Martin V. Kelly.

Mr. Randall is active outside as well as in business. He is a member of the Detroit Chamber of Commerce, Wolverine Auto Club, Cadillac Association, Adcraft Club, New York State Society and Fellowcraft Club of Detroit.

## JOURNALISTIC SOCIETY IN CONVENTION.

The first annual convention of the honorary journalistic fraternity, Sigma Delta Chi, met at Greencastle, Ind., last Friday and Saturday. Delegates representing ten universities were present. The fraternity now has chapters, composed of students in journalism in De Pauw University, University of Kansas, University of Michigan, Denver University, University of Virginia, University of Washington, Purdue University, Ohio State University, University of Wisconsin, Iowa State University, and the University of Illinois.

A charter was also granted to a chapter at the University of Pennsylvania. Governor Chase Osborn of Michigan, was elected honorary president of the fraternity. The next annual convention will be held at the University of Wisconsin on May 2 and 3, 1913.

**This Guaranteed Fountain Pen Free**  
with a plan for increasing your business that will daily forcibly impress your trademark or your name on the man who signs the orders.



Giving a Fountain Pen, instead of the ordinary so-called novelties, as an advertising premium is the most practical piece of advertising that you can put before any buyer—because a Fountain Pen will be constantly used, will be carried in his pocket, will not be packed away in a desk drawer or given to someone else and it will act as a daily reminder of you and your line—almost every hour of the day. It is of course absolutely necessary when giving any thing special to a buyer, to give him the best obtainable and that is what you do when you give the DIAMOND POINT FOUNTAIN PEN with your name on it. We sell these pens to you IMPRINTED IN GOLD OR ANY OTHER COLOR, IN LOTS OF FROM 100 UPWARDS AT

*At 10c. to \$5 Each.*

It will be distinctly profitable to you and will enable you to obtain a Fountain Pen FREE, if you will detach the coupon below, sign it with your name and ad-

dress, paste it in the center of your letter head, and mail it to us today,

**DIAMOND POINT PEN CO.**

Manufacturers of more Fountain Pens than any other concern in the world.  
Key F, 47 W. 19th St., New York City.

**DIAMOND POINT PEN CO., Key F.,**  
47 West 19th St., New York City.

Our business is:

.....  
Signing this coupon puts me under no obligation to buy pens from you. I will consider the proposition for the use of Diamond Point Fountain Pens for advertising purposes upon receipt of same with sample pen which you offer FREE.

Give price on.....[Quality] AT.....each

Firm Name.....

Street Address.....

City.....



# LABOR PROBLEM CRITICAL.

Continued from Second Page

publishers desiring them, and by the publishers in some cases refusing to sign on the conditions named by unions.

**NEW YORK PUBLISHERS REFUSE.**

The chief instance of this is in New York, where the local publishers' association has refused to sign new contracts with any of the unions. Under the terms of the agreements with the American Newspaper Publishers' Association and the unions that have signed the International Arbitration Contract the parties concerned have sixty days in which to reach a settlement.

The situation in New York is acknowledged to be somewhat threatening. A proposition for a new scale has been made by the Typographical Union, but no agreement has been reached. Local arbitration to settle the differences has been suggested, and it is presumed matters will be peacefully adjusted, but this is not by any means assured.

The pressmen have asked for a conference, the mailers have proposed a very large increase in scale, and the stereotypers have been restless for a long period, because of the five-year deadlock on their proposition for a new scale, which was never settled because the representatives of the International Stereotypers' Union insisted on continuing provisions similar to those in the present scale, which require overtime payment for work done on any day during regular hours, which does not relate to the current issue.

**TROUBLE IN CHICAGO.**

Further complicating matters, there broke out in Chicago on Wednesday a strike of the pressmen on Hearst's Chicago American and Examiner. The men went out at ten o'clock at night, and, as a result, the early, or "theater" edition of the Examiner was not issued.

The Chicago trouble has been brewing since last July. At that time the American and Examiner protested that they were operating under a contract considerably less favorable than that which had been in effect in the pressrooms of other Chicago newspapers for nearly five years.

The National Arbitration Board upheld Mr. Hearst, and ordered a new contract. President Berry protested, but the National Board again decided against him and ordered the agreement signed.

It is claimed that since the new conditions went into effect pressmen on these papers have found fault on every flimsy pretext, which, as a rule, the publishers met to avoid trouble. President Berry for some time past has been working in Chicago to have the publishers consider a new wage scale proposition.

**SAYS PUBLISHERS ARE HOSTILE.**

Even with Berry in Chicago the local union, it is said, continued its policy of annoyance. Berry was unable to affect a settlement, attributing as the cause of his failure "that the Chicago publishers wanted

'open shop' conditions and were plainly hostile to the local pressmen's union."

The principal objection of the American and Examiner management is that they have been compelled to employ a greater number of men to man their presses than is required by the terms of the agreement between the union and the Chicago Newspaper Publishers' Association. On Tuesday night the manager of the Examiner served notice that thereafter he would stand by the terms of the agreement existing between the union and the publishers' association, and only the number of men specified in the agreement would be employed. The strike followed.

**PUBLISHERS STAND TOGETHER.**

Mr. Hearst's associate members of the Chicago Publishers' Association decided at once on concerted action. Declaring the contract between the local union and the association abrogated, they informed the union that they would stand together regardless of policies and would fight even if there were no newspapers in Chicago for a month.

Pressmen were loaned to the American by the other morning newspapers and the Examiner was issued.

When the pressmen on the evening papers reported for work they found themselves locked out of the offices of the Daily News, the Evening Journal and the Examiner. The publishers had put on some non-union men, but the forces were not enough to get out editions before six o'clock, and then only in abbreviated form.

When it came to the distribution of these the delivery wagon drivers refused to handle them in sympathy with the pressmen. The managers of the morning papers on Friday arranged for a combination delivery by non-union drivers with ample police protection.

The situation so far has not called for the importation of newspapers from other cities, but it is recalled that in the last great struggle between the newspaper publishers and their employees in the early nineties, the Chicago newspapers were printed in Milwaukee, ninety miles away, and brought to Chicago by train. The publishers are confident they will not have to adopt this course during the present trouble.

The Daily Socialist is the only English daily paper in Chicago not affected by the strike.

Friday morning's newspapers suffered little inconvenience from the strike. The various offices were manued with practically full forces. All editions were issued on time but newsboys refused to handle the papers.

Chicago publishers probably will adopt tactics similar to those employed last year by New York publishers when newsdealers declared a strike against the Times. All papers refused to supply dealers who would not handle the Times. The strike ended in forty-eight hours.

Members of the Publishers' Association after a night meeting said they anticipated no further trouble. They were emphatic in statements that neither the typographical union nor the stereotypers would become

involved in the present trouble, because of satisfactory long time agreements and arbitration clauses in the contracts.

Members of the Typographical Union of Pittsfield, Mass., are on strike because their demands for recognition of the union, an eight-hour day and a minimum wage scale of \$14 were not granted. The plants affected are the Berkshire Evening Eagle, the Pittsfield Journal and the Sun.

The publishers offer the strikers an eight and one-half hour day beginning July 1 and an eight-hour day after January 1, with open shop.

## CARTOONIST DAVENPORT DEAD IN NEW YORK.

GAINED WORLD WIDE RENOWN  
ALTHOUGH HE NEVER TOOK  
A DRAWING LESSON.

Homer Davenport, one of America's foremost newspaper cartoonists, and a lecturer and writer, died in New York on Thursday of pneumonia. Mr. Davenport had a very picturesque career. He was born at Silverton, Ore., in 1867. He worked as a jockey, railroad fireman and circus man. He had a remarkable talent for caricature, although he never took a lesson in drawing, developing his skill by



THE LATE HOMER DAVENPORT.

constant practice and close observation.

He started newspaper work on the Portland Oregonian, and in 1892 attracted the attention of William R. Hearst, who engaged him for his San Francisco Examiner. A few years later he was transferred to Hearst's New York Evening Journal. Since then he had been located continuously in New York for a number of years with the Evening Mail, later doing syndicate work, and for the past few months with the Hearst forces again.

Mr. Davenport was always a lover of horses and among his most forceful drawings were those in the interest of humane treatment of dumb beasts. In 1897 Davenport's ready pencil was the cause of an attempt to put through the

anti-cartoon bill in the New York legislature, which, however, failed. The attempt followed his work in the McKinley campaign, in which he drew grotesque figures of Senator Mark Hanna, in clothes covered with the \$ mark.

## OTHER OBITUARY NOTES.

PROFESSOR THEODOR SOHLKE, who in 1870 was editor of the German Demokrat, of San Francisco, died in that city last week. He was eighty-eight years old and a graduate of Heidelberg and Bonn Universities, where he was educated as a lawyer, but never practiced.

FREDERICK J. WALDO, editor of the Rising Sun (Ind.) Recorder, died last week at the age of eighty-one years. He had worked at the printer's case for sixty-seven years, beginning when a boy of fourteen. Since 1873 he had been publishing the Recorder. Waldo was a native of Indiana, and, besides his Rising Sun paper, for many years conducted the Vevay Reville.

WILLIAM M. ANDREW, a veteran printer and newspaper worker, died in Norwich, Conn., on April 22, aged seventy-two years. For fifty years he was employed by the Norwich Bulletin. Some time ago he was retired by the Bulletin on a pension.

JOHN RUDD, at one time owner of the publication known as the Trotter and Pacer, died in Roosevelt Hospital, New York, on Sunday, at the age of fifty-nine years. He was well known as a horseman.

AUGUST J. MORFMANN, editor in chief of the Munich Neueste Nachrichten, died in Darmstadt, Germany, Tuesday, after an operation for appendicitis. He was born in 1839 at Hamburg.

EDWARD A. KANE, for thirty-four years connected with the New York Herald, died on Tuesday.

## VAN VALKENBURG AND MOORE ON TOP.

The victory of the Roosevelt faction of the Republican party at the Pennsylvania Republican State Convention on Wednesday is a big feather in the hats of E. A. Van Valkenburg, editor of the Philadelphia North American, and Alexander Moore, publisher of the Pittsburgh Leader.

These men have fought valiantly for the cause of Colonel Roosevelt and were original Roosevelt boomers. At Wednesday's meeting the delegates-at-large were instructed to vote for Roosevelt for President. The convention nominated an anti-Penrose state ticket and turned the party machinery over to Mr. Van Valkenburg and William Flinn of Pittsburgh.

## PAYNE & YOUNG MOVE.

The New York offices of Payne & Young, special representatives, have been moved from 34 West 33d street to Room 1124, Fifth Avenue Building. The removal was made necessary by a fire which totally destroyed the agency's old quarters.

## ATTITUDE OF AD CLUBS ON EDUCATIONAL WORK.

The educational committee of the Associated Advertising Clubs of America is now conducting a referendum among the clubs in regard to the educational work of the year. A communication has been sent to all the clubs in which these definite questions are asked:

Has your club pursued either the standard or the intermediate course this year?

What has been the result of the work?

What kind of educational work would most definitely meet the needs of your club?

What did your club think of the lecture?

Does your club look with favor on educational lectures as supplemental to the educational courses?

Would your club be interested in a course of ten lectures for next year to be prepared by the committee, and all to be illustrated with lantern slides and supplied to the clubs at \$5 a lecture, to cover expenses?

How many members in your club would probably be interested in a course of individual study to be laid out by the committee?

Is your club interested in gathering an advertising library for circulation among the member and for reference?

To all of these questions the committee earnestly request definite answers from each club. These answers will be collated and they will largely guide the committee in the report it prepares for the Dallas convention. They will also be of great service in guiding the committee in developing the educational work for the future.

This referendum, therefore, is a matter of great importance to the committee and to the educational work. The committee will be very grateful for prompt and complete replies. What the committee wants is information as to the exact attitude in the clubs towards the educational work and as to the kind of educational work each club most definitely needs.

Some recent new members of the association are the ad clubs of San Diego, Cal.; New Orleans; Oakland, Cal.; Ottawa, Can.; Alameda, Cal.; and Honolulu, H. I.

## NO ADVERTISING CANS FOR OAKLAND.

The application of an advertising concern to supply the city of Oakland (Cal.) with patent refuse cans for street corners has been denied by the city council. It was argued that it would be a bad precedent to establish, as it might lead to further advertising schemes in the public streets—a thing that the members of the council wish to avoid.

## NEARLY THREE MILLION LINES.

In four months of 1912 the

## NEW YORK TIMES

published over 2,940,000 lines of advertisements, a gain of over 140,000 lines compared with the corresponding period last year.

Objectionable and doubtful advertisements excluded.



BALTIMORE SUN CARRIERS' CLUB ROOM.

## CHANGES IN NEW ORLEANS ADVERTISING CLUB.

The New Orleans Advertising Club had a very busy meeting last week. It adopted a resolution for the appointment of a vigilance committee to repress fraudulent advertising and to prepare a bill for the coming legislature, making it a penal offense to make a misstatement in an advertisement.

A. G. Newmyer, business manager of the Item, and John F. Barringer, business manager of the Times-Democrat, resigned from the board of directors of the club in order to eliminate from the board the selling elements of the organization and make vacancies which might be filled by representatives of advertising buyers.

E. S. Edwards was elected to succeed Mr. Newmyer, and Gus Gretzner takes the place of Mr. Barringer.

Mr. Edwards was also elected chairman of the educational committee.

## PAPER SUB-LEASED.

For the second time in a year the Huntsville (Tex.) Post-Item has changed owners. The latest change is that by which Victor Collet acquires the publication of the paper through a sub-lease from Herbert Davis, who has been conducting it for some time past, likewise on a lease arrangement from J. A. Palmer.

## D. A. R. ELECT EDITOR.

Miss Eliza Oliver Dennison of Pittsburgh has been unanimously elected editor of the American Monthly Magazine. This publication is the official organ of the Daughters of the American Revolution.

## PAPERS TO COMBINE.

Jesse Mercer has retired from the editorship of the Cordele (Ga.) Enterprise. He disposes of his interest to I. Gelder, publisher of the Leader. The latter plans to combine the two papers.

## RETRACTION ENDS SUIT FOR LIBEL.

The case of criminal libel preferred recently against William Boyd, the editor of the Petaluma (Cal.) Leader, the Socialist publication, will not come to trial. C. B. Allison, who was the prosecuting witness, and the Socialist editor have come to an agreement and a statement satisfactory to Allison will be printed. Boyd declares he was misinformed on the subject on which he wrote.

## CORPORATION OWNERSHIP.

A newly formed corporation has just taken over the Caldwell (Ia.) Tribune. The principal directors of the new owners are Daniel Banks and Walter Barnett. For the past eight years the Tribune has been issued by John H. Davis.

## BARNES NOW ALONE.

The Osage City (Kan.) Free Press has been sold to C. Stüchner, owner of the Public Opinion. The plans and business of the two papers will be combined and conducted by C. W. Barnes, owner of the Free Press.

## BALTIMORE SUN CARRIERS FORM A CLUB.

A Carriers' Club Room is a new feature of the building of the Baltimore Sun. This room is intended as a resting place for carriers of the Sun and was formally opened a few nights ago. The carriers furnished it themselves, and it is located adjacent to the delivery rooms.

It is the intention of the carriers to have meetings there and use it for club and social purposes. It is also the idea to entertain newspaper men there and to hold a regular course of lectures on the best methods of newspaper distribution.

Business Manager J. W. Magers has bright visions of big increases in the circulation of the Sun through the carriers' club work. The week's thirteen editions of the morning, evening and Sunday Sun are sold on the "ten for thirteen" plan, namely thirteen papers for ten cents. Mr. Magers is so interested in his carriers that he has figured out that the fifty-eight members of the club cover 585 miles of streets twice each day delivering the morning and evening Sun, and that \$85 multiplied by two sides of the street is equal to 1,170 miles.

## IRELAND HONORS REID.

The municipality of Belfast has decided to confer the freedom of the city on Whitelaw Reid, the American Ambassador at London and proprietor of the New York Tribune, in recognition of his personal work and efforts to secure a better understanding between Great Britain and the United States.

## NEW SOUTHERN MANAGER.

W. O. Johnson has been appointed to take the business and editorial management of the Girard (Ala.) Journal. Mr. Johnson has long been associated with newspapers in Columbus, Ga.

## NEW APPOINTMENTS.

The Portsmouth (O.) Blade has appointed A. R. Keator, Hartford Building, Chicago, as its Western representative.

A new paper is being planned for the town of Briggs, Tex. The firm of Cates & Burke are back of the idea.

THE PULITZER PUBLISHING COMPANY, publisher of SATIRE, has removed from its old quarters, No. 1358 Broadway, to

## SATIRE BUILDING

No. 31 West 36th Street,  
New York City.

Rapid and most gratifying increase in business, together with the establishment of several new departments necessitated increased accommodations.

We trust that our friends will drop in and take a peep at the most artistic and complete editorial and business offices in the city.

Telephone, as formerly, 3003 and 3004 Greeley.  
PULITZER PUBLISHING COMPANY.



CIRCULATION BUILDERS.

# NEW YORK HERALD SYNDICATE

“‘Brick’ Bodkins’ Pa,”

New Full-page Comic in black and one color,

by EARL HURD,

Creator of “Pudge Perkins’ Pets,” “Editor Mouse,” “What’s on Your Mind,” “Hotoff the Pen,” etc. Furnished in black alone or in black and one color matrices.

Wire for prices and prices.

Full-page Sunday Features

SPECIAL CABLE  
AND TELEGRAPH SERVICE

Daily Features: News Matrices, Comic Matrices, Women’s Matter and Photographs.

For particulars of any service apply to  
NEW YORK HERALD SYNDICATE.  
Herald Square, New York City.  
Canadian Branch:  
Desbarats Building, Montreal, Canada

Get To-Day’s  
News To-Day  
“By UNITED  
PRESS”

General offices, World Bldg., NEW YORK.

For EDUCATIONAL  
CONTESTS use the  
Tell-us Tellurian  
SOMETHING ORIGINAL.  
CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

BUILDING UP THE  
CIRCULATION.

A vacation at any of the best California summer resorts is being offered to persons who secure subscriptions for the San Francisco Chronicle. The offer is open to June 15, and vacations begin on the choice of the winner when the stipulated number of new subscribers has been secured.

The Jersey City Journal is using a celluloid vest pocket baseball scorer as an inducement for baseball fans to read the Journal. One coupon and ten cents presented at the Journal office entitles a person to the scorer.

Readers of the Pittsburgh Dispatch are being presented with the famous Brady Civil War photograph books. One coupon from the Dispatch and ten cents entitle a person to a book of photographs

beautifully printed on enamel paper to a size nine by twelve inches.

The Ithaca (N. Y.) Daily News is conducting a European contest for women of Ithaca, Seneca County and Tompkins County. The campaign is being conducted on the popularity voting and subscription principle.

The North Bay (Can.) Tribune has just concluded a circulation contest. Special attention was paid to subscriptions and prizes included pianos, diamond rings, watches, etc.

The Regina (Can.) Leader is conducting a voting contest.

The Galt (Can.) Reformer recently held a circulation contest which it reports to have been very successful. The prizes included an automobile, a player piano and a piano.

The Brooklyn (N. Y.) Citizen is giving away leather and gun metal watch fobs to baseball fans. All that is necessary to receive this premium is to clip three coupons from the Daily Citizen and present them at the office.

The Raleigh (N. C.) Times has just completed a successful newsboys’ contest. They added over 500 paid subscribers by offering clothing, bank accounts, magazine subscriptions and baseball goods as prizes.

John A. Park, who became publisher of the Times last September has made fine progress with the paper.

The Raleigh (N. C.) Observer is conducting an automobile contest.

The Los Angeles Tribune is stirring up interest among boys and girls of the city by offering pedal-motors in return for their getting new subscribers.

The New Haven (Conn.) Times-Leader will hereafter be delivered to subscribers by newsdealers. All routeboys were dismissed recently.

The Anniston (Ala.) Star is using the new 1912 Websterian Dictionary, put out by the Syndicate Publishing Company, for premium purposes. Three qualities are being used, calling respectively, for six coupons from consecutive editions of the Star, and ninety-eight, eighty-one and forty-eight cents.

The Brooklyn Eagle has begun to print a series of articles on auction bridge. This department is conducted by George L. Tirrell, a recognized authority, who will explain the fundamentals as well as the fine points of the game.

The Niagara Falls (N. Y.) Journal has started a voting contest. The prizes are two automobiles, pianos, diamond rings, gold watches, etc. The contest will be conducted under the vote and subscription plan.

The Phillipsburg (N. J.) Daily Press has just closed a successful contest in which six European and six Bermuda tours were awarded

as prizes to ladies. The Press is just six months old and claims a circulation of 4,500. The contest was conducted by the Keystone Circulation Company, of Swathmore, Pa.

AN ENTHUSIASTIC STAFF  
HIS KEY TO SUCCESS.

Harold Hough, recently appointed circulation manager of the Fort Worth (Tex.) Star-Telegram, is one of the youngest circulation managers of the South, being only twenty-five years of age.

He served his apprenticeship in circulation work on the Oklahoma



HAROLD HOUGH.

City Oklahoman, and was for three years previous to last November assistant circulation manager of that paper under E. C. White, now of the Memphis News-Scimitar. From Oklahoma City he went to Muskogee and took charge of the circulation of the Phoenix at that place, and took up his larger field in Texas on February 1.

Mr. Hough publishes a weekly department organ, unique in style, called the Weekly Chat, the purpose of which is to enthrone his organization. To this coupled with a special “Boy Department,” he mainly attributes his success.

HAMPSHIRE ELECTION.

At the annual meeting of the New Hampshire Press Club in Manchester, Judge O. A. Towne of the Franklin Journalist Transcript was elected president. His associate officers are C. O. Barney of the Canaan Reporter and E. J. Gallagher of the Register vice-presidents; and secretary-treasurer, Harry E. Doyen of Manchester.

The Ozark Press Association will hold a four days’ meeting at Springfield, Mo., beginning May 15.

CIRCULATION BUILDERS.

Write today for samples  
and terms of my  
**BIBLES.**  
A GREAT  
Home Premium.

I have the best line of low priced Bibles, but high grade values, which can be worked on the six coupons and 98-cent plan with good profit to newspaper publishers.

S. BLAKE WILLSDEN  
CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

The Hotaling  
NEWSPAPER  
VENDING  
MACHINE

sells any 8 to 40-page  
paper at 1 to 5 cents.  
Emptied and refilled with  
60 papers in 30 seconds.

HOTALING BROS.,  
Tribune Building, NEW YORK

SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.  
Expert Comment—Best illustrations.  
YOU NEED IT!

Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

QUERY WORK

Bring up service. “Gotham Gossip” has them all going. Do you get it?

NATIONAL NEWS SERVICE,  
9 East 25th St., New York.

WE WANT YOU

To see specimen proofs and matrices of our illustrated service. Mr. Editor. No cost or obligation. Wire or Write.

THE  
CENTRAL PRESS, Ass’n.  
CLEVELAND.



Small Features



Use the famous “Adams Features,” among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, “Zimkie,” Rann’s “Sidewalk Sketches,” The Horoscope. Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

For Washington Correspondence  
WRITE

AMERICAN  
TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

## MISTAKES BY TELEGRAPH.

A cable message from London to the New York Sun recalls some curious mistakes of the telegraph, which incidentally cause newspapers much trouble.

The world's cables were set humming a few days ago on account of the report emanating from Madrid, that the Pope was dead. The explanation was that an official of the Papal Nunciature there had received a wire in Italian from Rome to the effect that his father had died: "Papa morto."

The Italians put a grave accent over the second a in "papa"; otherwise the word stands for "Pope." As the telegraph does not transmit accents, the message might be read: "The Pope is dead," and this interpretation caused the alarm which has culminated in a fierce attack by the Spanish newspapers on the director of telegraphs, who had communicated the contents of the telegram in its wrong interpretation to Premier Canalejas in violation of the secrecy of private despatches.

Small telegraphic errors have before this given rise to unforeseen developments. The story goes that King Edward, while on the Continent, wired to a court purveyor in a neighboring town for a pair of patent leather shoes costing 100 marks (\$25). The message, as delivered, ran: "Send 400 patent leather shoes."

The bootmaker, used as he was to big orders from royalty, was sorely puzzled, but by dint of strenuous effort and many urgent rate telegrams, he succeeded in getting together seventy pairs of the size wanted, which were hurried to the hotel where the King was staying, and gave his Majesty's Master of the Household a bad quarter of an hour. King Edward, it is said, laughed till the tears ran down his face when the matter was finally explained to him.

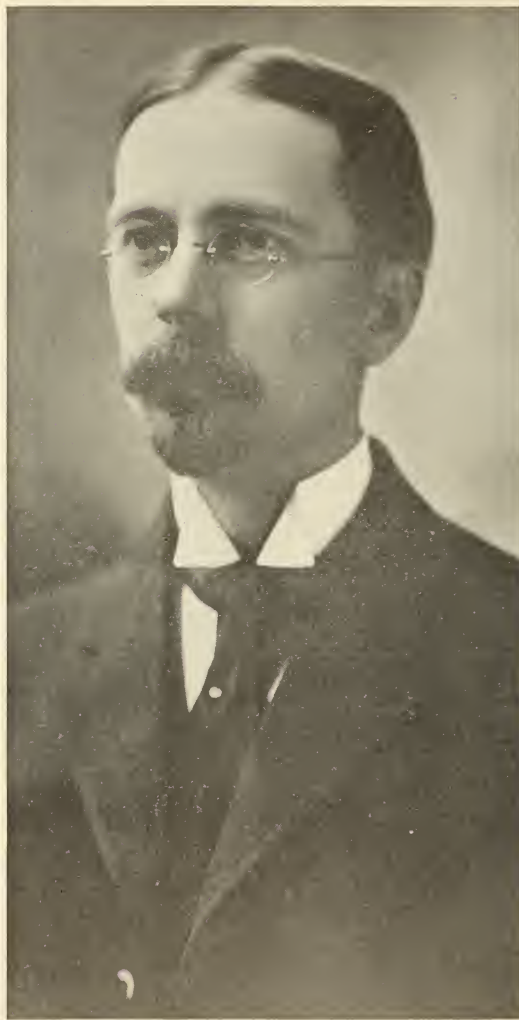
Another story is that of the expensive full stop. A Russian magnate, who had been seeking to engage the services of the French physician, Professor Thery, for an operation on his wife, wired: "Do not come too late." The professor left his work in Paris and hurried with all speed to St. Petersburg, only to find that he wasn't wanted. There should have been a full stop between "come" and "too late." The upshot was a \$10,000 lawsuit for fees and expenses, which the professor won.

## STILL IN THE RING.

The Newburyport (Mass.) Herald, which was burned out a few weeks ago and has since been issuing from the plant of the News, has returned to its own quarters. The News is published by Leonard Withington, who is planning to improve generally the Herald by adding new departments and in general appearance. The paper was established more than 100 years ago.

## NEW GEORGIA AGENCY.

Rushton & Co. is a firm just incorporated at Augusta, Ga., to conduct a general advertising agency business. It claims to have capital of \$25,000. M. A. Rushton is president and M. W. Dunham general manager.



GUY U. HARDY,

PUBLISHER OF THE CANON CITY RECORD.

## OLD PUBLISHER BACK.

The Livermore Falls (Me.) Advertiser is again being issued under the direction of Mr. Beck, its former publisher. J. W. Mahon, who acquired the property on a conditional sale several months ago, retires from his connection with the paper.

## PATTERN BUSINESS SOLD.

The Curtis Publishing Company, of Philadelphia, has purchased the Home Pattern Company, of New York.

## NEW STUDENT PAPER.

The students of the high school at Watertown, N. Y., have begun to issue a paper called the Ostrich. Fred R. Berkley is the editor-in-chief. Leon Mitchell and Floyd Draper are his associates.

## GETS LEASE ON PAPER.

W. C. Sherman has leased for a term of four years the Huntsville (Tenn.) Chronicle. Mr. Sherman is well known in the section and has considerable experience in practical newspaper work.

## HARDY MAY RUN FOR BIG STATE OFFICE.

Guy V. Hardy, proprietor of the Canon City (Colo.) Daily Record, is being spoken of as a man who would make a strong candidate for state treasurer on the Republican ticket.

Mr. Hardy was born and brought up in Southern Illinois. He went to Colorado in 1894 after graduating from the Kentucky University. His first job was that of reporter on the Canon City Record, but before a year had passed he bought the paper.

While a newspaper man through and through, Hardy is also one of the most substantial business men of the section. He owns the leading lumber yard at Canon City and is president and treasurer of the Fremont Building and Loan Association. He has always been a consistent Republican, and although active in party affairs has never been a candidate for an elective office. In 1899 he was appointed postmaster of the city. He is still under forty years old.

Mr. Hardy has been president of the Colorado State Editorial Association and for many years on its executive committee. He usually attends the National Press Association meeting as a delegate from Colorado. He is at present the president of the Republican Newspaper Association of Colorado.

Mr. Hardy believes in having his newspaper do things that are unusual in the country field. This year the Record gave the residents of Canon City a lecture course free. Each spring it furnishes free to all nasturtium seeds, while once a year its custom is to hire the opera house and give a special entertainment to which all children are admitted free.

## AGENCY FOR ADVERTISING OF EXPORTS.

The Export Advertising Agency is a new firm just established in Chicago with the object of combining the advertising and merchandising of American products in foreign countries. The agency is located in the Heisen Building and R. C. Liebrecht is the head. Associated with him are Thomas M. Fergus, formerly for a number of years with the Charles H. Fuller Company, who is business manager; Harry De Clerque, A. F. Fertig and Robert Nanne.

Besides soliciting new accounts, and caring for the distribution of products of its own clients, the agency will handle the placing of advertising given to other Chicago agencies by their clients who desire their goods placed on sale in foreign countries.

## LEWIS BROTHERS COMBINE

The Lewis Agency is a firm recently organized in Washington, D. C., succeeding the G. A. Lewis Agency. The organizers are G. A. and C. E. Lewis. The former for some time has been engaged in the general agency business in Washington, while his brother has had extended experience in the same line in Baltimore.



We represent the owner of a high-class financial publication, who desires to retire from active service. This periodical has earned not less than \$7,000 per annum net for a period of years. The property can be bought for \$10,000 cash, balance deferred on the most favorable terms.

This is one of the most substantial class publications in the U. S.

**HARWELL, CANNON & MCCARTHY,**  
Brokers in Newspaper and Magazine properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., N. W. YORK.

DEALS WITH PHASES OF NEWSPAPER WORK.

The University of Missouri, through its school of journalism, has begun the publication of a series of bulletins, for free distribution, dealing with various phases of newspaper work.

The first of the series, which has just been published, is a compilation by Dean Walter Williams of the Missouri laws relating in any way to newspapers. All such provisions of the revised statutes and the constitution have been brought together and classified in a form convenient for reference. The bulletin is thoroughly indexed.

Other bulletins in preparation by the teaching force of the School of Journalism are: "Getting the News for the County Weekly," by Charles G. Ross; "Retail Advertising in Newspapers," by Joseph E. Chasnoff, and "Newspaper Correspondence," by Frank L. Martin. The series is edited by Mr. Ross. The university will send copies of these bulletins, as they are issued, to anyone interested in newspaper work.

TEACHER BUYS A PAPER.

The Middlefield (O.) News has been acquired by Professor James S. Morrow, superintendent of schools at Burton. For the last two years the News has been issued under the direction of Mr. and Mrs. Carlton D. Lovejoy. The new owner assumes full charge.

WANTS GOOD ROADS.

Joe R. Long, formerly editor of the Osceola (Ia.) Sentinel, has started a publication in the interest of good highways. Its title is the Road Maker and the publication's offices are at Des Moines.

Jenney Press Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE

NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.

SAFETY. RELIABILITY. ECONOMY.

SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR ALL PURPOSES AND KNOW YOU WILL GET THE BEST.

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: 156 N. Dearborn St., CHICAGO.

FACTORY: ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

THEIR DEBTS TOO MUCH.

It is reported that the Canadian police are looking for the men who recently started a publication known as Events of the Week at Winnipeg, got deep into debt and then defaulted. It is said warrants have been issued for the arrest of William Chamberlain, Harry H. Diddleblock and J. C. Gordon.

Chamberlain was formerly connected with Everybody's Magazine and later with Philadelphia newspapers. Diddleblock was for a number of years with the Philadelphia Enquirer, and Gordon, for twenty-two years prior to entering the publishing enterprise, was connected with the Bank of Montreal. It is said that the liabilities of the men amount to \$10,000.

NOTRE DAME UNIVERSITY'S JOURNALISM SCHOOL.

A department of journalism will be opened in the University of Notre Dame in September. Max Pam, an attorney of New York and Chicago, has endowed the department. The course will include practical work on university publications.

It is understood that Mr. Pam has only taken preliminary steps in the establishment of the new department. He said that when the proper time came, which he thought would be about next commencement time, full announcement would be made.

BANQUET TENDERED EDITOR.

John R. Marshall, publisher of the Yorkville (Ill.) Record, was recently the guest of honor at a banquet to celebrate the forty-eighth anniversary of the founding of the Record. The dinner was under the auspices of the Northern Illinois Press Association.

GOES TO INDIANAPOLIS.

Norman Beaver, of Milwaukee, has entered the advertising department of Nordyke & Marmon Company, Indianapolis. He is taking the position formerly occupied by B. McClelland. Mr. Beaver has for several years been on the advertising staff of the Allis Chalmers Company, Milwaukee.

TO MANAGE AGENCY.

C. L. Watson, for the past four years in charge of the advertising for the Krohn-Fechheimer Company, Cincinnati, has become manager of the Inland Advertising Agency, McCormick Building, Chicago.

AGENCY CHANGES NAME.

The Staples and Staples Advertising Agency has succeeded the firm of Staples & Lemons, of Richmond, Va. The new firm is capitalized at \$10,000 and the members are H. L. Staples and B. D. Staples. The former is the new member of the firm, having purchased the interest of Mr. Lemons, who retires.

RUGGLES NEW WORK.

Howard P. Ruggles, for a number of years well known in the special agency and the magazine field of New York, has become Eastern manager of the A. M. Briggs Company, Cleveland. This firm is one of the official solicitors of the Poster Advertising Association of the United States and Canada.

NEW MICHIGAN AGENCY.

J. Guy Mott has established a newspaper advertising agency at Battle Creek, Mich. The offices

are located at 86 West Main street. The Lyle Washingtonian is now being issued by Col. D. Boynton. Thomas Harlan retires as owner.

Let the American Ink Co. of New York City be your 4-cent inkmen.

concentrates in one machine a multiplicity of faces and body sizes.

And still the

Quick-Change Model 8 Three-Magazine Linotype

Quick Change Model 9 Four-Magazine Linotype

Multiple Magazine Linotypes

are operative by one man, who can make complete changes of face, body, and measure from his seat at the keyboard, without the assistance of a second man.

It is this feature of time and labor saving economy which is rapidly increasing the sale of multiple magazine Linotypes over single magazine machines.

The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.

SAN FRANCISCO: 638-646 Sacramento Street.

NEW ORLEANS: 549 Baronne Street.

TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

Standard Linotype Metal and 54-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

BARNES-CROSBY COMPANY

E. W. HOUSER, President.

ENGRAVERS

ARTISTS, ELECTROTYPERS NEW YORK, CHICAGO, ST. LOUIS

Space Band Repairing ..... 25c.

New Space Bands..... 65c.

"Deep Cut" Assembler Stars 08c

All work guaranteed to micrometer to one thousandth part of inch.

INTERNATIONAL PUBLISHERS SUPPLY CO.,

117 John Street NEW YORK, U.S.A.

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## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

## Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

DYER, 42 Broadway, New York.  
—The Corn Products Company; papers in the middle West receiving contracts.

The Endicott-Johnson Shoe Company; a list for this advertising, covering the entire country, will shortly be made up.

ALLEN, 141 West 46th street, New York.—The Columbia Phonograph Company; contracts being made with Eastern papers.

MURRAY, 74 Cortlandt street, New York.—Hooper Natal Food; contracts being made throughout the country.

MERRILL, 1161 Broadway, New York.—The Hotel Albany; business being placed on an exchange basis.

DIRECT.—W. J. Hanson & Co., Schenectady, N. Y.; new contracts will be made during May with publications throughout the country on the advertising of "Dr. Wil-

THE  
**NEW YORK WORLD**  
Sells (morning edition)

MORE copies than  
any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the  
**WASHINGTON TIMES**

Is Built on the  
Foundation Stones of

Size of Circulation  
Confidence of Its Readers  
A Right Rate

In Washington, D. C.,  
The Times is Preferred

**189,411** WANT ADS  
in 1911,  
**165,426** WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

liams' Pink Pills." E. Conde is in charge of the account.

The Scott & Bowne Company, Bloomfield, N. J.; Advertising Manager Clarke now taking up the matter of new contracts.

Charles Scribner & Sons, 153 Fifth avenue, New York, publishers; orders for 260 lines, one time, being placed in small cities throughout the country.

HAMBLIN, 200 Fifth avenue, New York.—C. H. Howell; advertising on this company's nerve tonic will be placed with papers where publishers will assist in securing dealers.

PRESBREY, 456 Fourth avenue, New York.—The Hamburg-American Line; orders being placed throughout the country.

SANDLASS, 7 Clay street, Baltimore.—"Hunter" Rye Whisky; orders now being placed generally.

PUBLICITY BUREAU OF AMERICA.—The Kline Motor Car Company; orders about to be placed throughout the country wherever dealers are located.

THOMPSON, 44 East 23d street, New York.—The Rust-Proof Roller Screen Company; orders being placed with Western papers.

FEDERAL, 241 West 39th street, New York.—The United Cigar Manufacturing Company; a new list being made up.

FULLER, 623 Wabash avenue, Chicago.—The Valeska Suratt Epit Beauty Cream; contracts now being placed.

CO-OPERATIVE, Real Estate Trust Building, Philadelphia.—The Jameson Allen Piano Company, Philadelphia; orders will be placed shortly with papers in cities with a population of 75,000 or over.

MORSE, New York.—The Potter Drug Company; contracts being

## ADVERTISING MEDIUMS.

The special features in  
THE  
**BUFFALO TIMES**

have made it the most  
popular newspaper in  
Western New York.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous **PITTSBURGH** district the **DISPATCH** reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

made throughout the country on "Cuticura."

Horsford's Acid Phosphate, Providence, R. I.; renewal for five lines sixty times being placed with a selected list.

COWEN, John Hancock Building, Boston.—The New England Line, Boston; orders for 180 lines ten times being placed with a selected list of papers.

ERICKSON, Fourth Avenue Building, New York.—Will Peterson, Inc., "Peterson's Rat and Roach Paste," New York; reported to be making up a list.

AYER, 300 Chestnut street, Philadelphia.—E. Eppstein & Co., "R. R." Cigars, Dallas, Tex.; orders being placed with Texas dailies.

HUMPHREY, 44 Federal street, Boston.—Thomas W. Lawson, Boston; orders will be placed shortly with a selected list of papers for the Roosevelt campaign.

KOCH, University Building, Milwaukee.—The Fisher Manufacturing Company, Milwaukee, Wis.; orders for twenty-six lines sixteen times being placed with a selected list of New England papers.

David Adler & Sons, clothing; orders for thirty inches eight times being placed with a selected list.

THOMPSON, First National Bank Building, Cincinnati.—The Superior Underwear Company, Piqua, O.; placing some 1,000-line orders to be used in five weeks with a selected list of papers throughout the country.

TOMER, Old South Building, Boston.—Mack's Chemical Company, Boston; orders being placed with a selected list of Philadelphia papers for the present. Other papers will be taken up later.

SHUMWAY, 373 Washington street, Boston.—The Summit

## ADVERTISING MEDIUMS.

THE  
**LOUISVILLE TIMES**

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

**49,622**

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Chicago.  
Tribune Building, New York.  
Reliance Building, KANSAS CITY.

THE MINNEAPOLIS JOURNAL  
EVENING AND SUNDAY  
REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

Spring Hotel, Poland, Me.; orders being placed with a selected list.

NOLLEY, Light and Baldersten Building, Baltimore.—The Gibbs Preserving Company, Baltimore; orders being placed with a selected list of Southern dailies.

MOSS-CHASE, 110 Franklin street, Buffalo, N. Y.—F. F. Rick & Co.; orders for three inches twenty-four times being placed with a selected list of Southern papers.

RENNARD, Shulbach Building, Wheeling, W. Va.—Th. Marietta, Paint & Color Company, Marietta, O.; orders for 500 inches being placed with a selected list of papers.

NICHOLAS - FINN, Kesner Building, Chicago.—The Great Northern Railroad Company, Chicago and St. Paul; contracts for 5,000 lines being made with a selected list of papers throughout the country.

WYCKOFF, 14 Ellicott street, Buffalo.—The Ezo Chemical Company, Rochester, N. Y.; orders for 1,000 lines being placed with a selected list of Southern papers.

SNITZLER, Hearst Building, Chicago.—The Dennison Pharmacy Company; orders for 5,000 lines being placed with a selected list of Southern papers.

**LEVEN**  
ADVERTISING  
COMPANY  
BEN LEVEN, Pres.  
Meistic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—"The Leven Service"

Correspondence invited



MAY 4, 1912.

## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES LARGEST PAID CIRCULATION OF IN LOS ANGELES

ALREADY THE CLASSIFIED MEDIUM OF LOS ANGELES

Detailed Sworn Circulation Statement upon Expression from You

Representatives:  
K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

In Quantitv and Quality of Circulation  
**THE TIMES-DISPATCH**  
**RICHMOND,**  
is SUPREME in VIRGINIA.  
It reaches the great substantial class of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## STAFF CHANGES.

Roger Stafford has resigned as reporter on the Springfield (O.) Sun to go to Columbus with the Ohio State Journal.

E. W. Williams, court reporter on the Springfield (O.) Daily News, has resigned to become assistant city editor of the Columbus Citizen.

Charles E. Jones, for a number of years with the Cosmopolitan Magazine, is now with the Eastern office of the Frank A. Munsey Company.

E. P. Wideman, recently city editor of the Athens (Ga.) Tribune, is now occupying a similar position on the Greenwood Journal.

Ralph Hurd, formerly employed on Bridgeport papers, has completed his course at the El Paso Military Academy, El Paso, Tex., and is handling suburban work for the Bridgeport (Conn.) Standard. He plans entering Lehigh University in the fall.

J. W. Ryckman has resigned from the management of Country Life, in Winnipeg, Canada, and will devote his whole attention to

### VALUABLE TO READERS, TO ADVERTISERS,

BECAUSE it is the ONLY independent paper in a strongly progressive and insurgent territory; because it is first in the hearts of its readers; because it is GROWING rapidly and surely.

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"

Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
& O. MAYNARD, Chicago. J. P. ANTIKDEL.

## ADVERTISING MEDIUMS.

# THE PITTSBURGH PRESS

HAS THE Largest

DAILY AND SUNDAY

## CIRCULATION IN PITTSBURGH

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of April, 1912, was as follows:

Daily, 108,787. Sunday, 131,526

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

the magazine known as the Dominion.

Richard J. Walsh has resigned as editor of the Boston Chamber of Commerce News. His successor is George T. Richeson.

Edwin B. Lord has resigned from the Central Advertising Bureau and is now general manager of the National Specialty Company, New York.

C. I. Baker, until recently of the Canadian office of the Montreal Star, has resigned and is now with the Canadian Courier.

Gordon Milligan is a new addition to the staff of the Canadian Farm.

H. C. MacDonald has resigned as advertising manager of Fairweather's, Ltd., Toronto, and is now engaged in a similar capacity with Redfern of the same city.

F. G. Houseworth, recently of the Lebanon (O.) Daily Times, is now manager of the Middletown Journal.

O. F. McRae has resigned the editorship of the Telfair (Ga.) Enterprise.

Miss Jessica P. Curckom, for some time past on the editorial staff of the Binghamton (N. Y.) Herald, has been appointed to the post of associate editor.

H. W. Armstrong has been appointed to take general charge of the Clovis (Cal.) Tribune.

George Wooley has resigned as advertising manager of the Evans-ton (Ill.) Index and moved to San Diego, Cal.

R. B. Twyman, for the last three years with A. & L. August, of Fort Worth, as advertising manager, has assumed charge of the advertising

## ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more week day circulation in the City of New Orleans than the Times - Democrat and Picayune COMBINED.

of the Rosenthal Dry Goods Company, Beaumont.

Joseph L. Berkebile has retired from the management of the Barnesboro (Pa.) Star.

P. J. George has become editor of the Munder (Kan.) Press. He was until recently in charge of the Cuba Head Light.

## NEW DAKOTA OWNERS.

The Beach (N. D.) Advance has undergone a change in ownership. Pierce Egan is now the editor and W. W. Tousey, formerly of Fargo, is business manager. The latter had been associated with the Advance in the same capacity for a short time before the sale.

## NOW OWNS ALL.

W. J. Hess is now the sole proprietor of the Norman (Okla.) Democrat-Topics. He assumes full charge through the purchase of the interests of his partner, W. M. Carr.

## JOINT OWNERSHIP.

The Harleysville (Pa.) News will hereafter be issued jointly by J. A. Moran and Francis H. Grover, of Philadelphia. G. H. Hildebrand, the last owner of the paper, retires entirely from connection with it.

## NEW WYOMING MANAGER.

Lewis Meyer has been appointed business manager of the Cheyenne (Wyo.) Leader. Mr. Meyer hails from Burlington, Ia.

## CHANGE IN MISSOULA.

A new company has just taken over the Missoula (Mont.) Sentinel. Under the new arrangements Richard R. Kilroy is in charge. The Sentinel is an evening paper.

The Dalton (Tex.) Argus, which was burned out a short time ago, has decided not to resume publication.

## ADVERTISING AGENCIES.

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience of forty-eight successful years Guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
Fifth Avenue Building, NEW YORK.  
750 Marquette Bldg., CHICAGO.

## LOOKS AFTER FAITHFUL EMPLOYEES.

The Norwich (Conn.) Bulletin, for a small newspaper, maintains a unique method of showing appreciation of faithful services on the part of employees. Like some of the newspapers of the metropolitan cities it has a system of pensions for old-time members of its staff, who are retired and an effort made to see that they are looked after in their old age.

William M. Andrew, an old-time printer, known throughout the country, who died in Norwich last week, after a service of fifty years in the Bulletin's employ, was retired on a pension some time ago.

There are two others of the Bulletin's old-timers on the pension list: Daniel W. Tracy, for years foreman of the composing room, and Daniel Tyler Roath, for many years employed in the job department. Both are well known to printers of the old school.

Perry Corning, formerly assistant to Mr. Tracy, is now foreman of the composing room.

## SALE IN MICHIGAN.

R. H. Peterson has sold the Cope-mish (Mich.) Progress to Will Jarman. The proprietor was formerly the editor of the Lake City Plain Dealer.

Confidence back of advertising is advertising's biggest asset. The advertiser must have a business of character before he can advertise in the

## NEW YORK MAIL EVENING

Then he is sure of the confidence and support of Evening Mail Readers.

203 Broadway, NEW YORK

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

NORTHWESTERN AD CLUBS  
HOLD CONVENTION.

At the joint convention of the Northwest division of the Associated Advertising Clubs of America and the Nebraska Publicity League the principal topics of discussion concerned honesty in advertising and the relations of advertiser and publisher to readers.

A committee was appointed to devise ways and means to conduct an effective campaign to combat fraudulent and misleading advertising. This committee is composed of Allen D. Albert, Jr., Minneapolis Tribune; S. R. McKelvie, A. V. Pease, O. N. McCune and H. R. Kelso. The division elected the following officers:

President, A. L. Gale, the Darlow Advertising Agency, Omaha; vice-president, Allen D. Albert, Jr., the Minneapolis Tribune; secretary-treasurer, K. L. Murray, Beatrice Creamery Company, Lincoln, Neb.

The Publicity League elected these officers: President, Penn P. Fodre, Omaha Trade Exhibit; vice-president, George Wolz, the Fremont Commercial Club, Fremont; executive secretary, H. R. Kelso, the Lee Broom & Duster Company, Lincoln; corresponding secretary, Fred Creigh, Omaha; treasurer, A. V. Pease, Fairbury, Neb.

BUSY DAY FOR AD MEN OF  
PORTLAND.

The week of April 15th was a very busy one for the Portland

"One paper in the home is worth a thousand on the highway." —Quotation.

THE  
NEW YORK  
TRIBUNE

the paper that goes to the home  
—Application

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

LARGEST CIRCULATION  
There are 100,000 homes  
in BALTIMORE  
The combined circulation of the  
AMERICAN and the  
STAR is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.  
C. GEORGE KROGNES, CHICAGO.  
Marquette Building.  
VERREE & CONKLIN, Inc., NEW YORK.  
225 Fifth Avenue.

(Ore.) Ad Club. Monday evening the Inner Circle met and was given some serious things to think about regarding ad construction by A. R. Ball, resident agent of the American Type Foundry, and W. C. Dunaway, foreman of the Evening Telegram.

Tuesday evening the club tendered a banquet to Hugh Chalmers. Wednesday noon the members held their regular weekly luncheon and were addressed by Frank A. Moore, first associate Justice, Supreme Court of Oregon; Ben W. Olcott, secretary of state of Oregon and Guy C. H. Corliss, ex-judge of the Supreme Court of North Dakota, they all spoke of the relations of law and business.

Wednesday night the club held its first "Ladies' Night" and gave a dance and party in the ball rooms of the New Hotel Multnomah, over 600 people being present.

NEWSPAPER MEN'S GOLF  
TOURNAMENT.

The New York Newspaper Golf Club will begin its season on Monday, when the qualifying round in the May tournament will be played at Van Cortlandt Park.

It will mark the opening of the season on the public course, and Park Commissioner Higgins will be on hand to drive the first ball, a ceremony that will take place at 1 o'clock in the afternoon. Those members of the club who qualify will continue at match play, one match being played each week, bringing the finals of each division in the week ending June 3.

PRESS CLUB FOR HOUSTON.

About thirty-three newspaper writers and editors of Houston last week took the initial steps toward the organization of the Houston Press Club.

H. T. Warner was elected president; C. B. Gillespie first vice-president; Everett Lloyd secretary; J. R. Montgomery treasurer. These officers will also constitute a board of governors to draft a constitution

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

MARCH, 1912. AVERAGES

The Daily Post 395,999  
The Sunday Post 333,511

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

THE JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. CHICAGO.

and by-laws and to receive and consider suggestions relative to various features of the club's organization.

CONGRESSMAN ENTERTAINS  
LONG ISLAND EDITORS.

Representative and Mrs. Martin W. Littleton of New York gave a dinner Saturday night at the New Willard Hotel in honor of the members of the Long Island Press Association, who were their guests for four days in Washington. The other guests included Speaker and Mrs. Clark, members of Congress, officials of the Government and Washington correspondents.

ARIZONA EDITORS CLUB.  
The newspaper editors of Arizona at a meeting in Phoenix organized a permanent association. H. R. Tittle of the Phoenix Gazette was selected temporary chairman and James H. McClintock of the Los Angeles Times, secretary. The organization will be known as the Arizona Press Association.

OTHER CLUB NOTES.

"Six Years After the Show" was the name of the annual performance given this week by the members of the San Francisco Press Club. This time, remembering the disappointment of many who were unable to see the club's benefit last year, the members gave the performance twice on the afternoon of April 18 and the night of April 20.

Governor Judson Harmon of Ohio has accepted an invitation from the Chicago Press Club to be its guest at a luncheon or dinner within the next two weeks.

"The Woman With the Three Measures of Meal," was the subject of an address by Basil King, the author, at the meeting of the New England Woman's Press Association in the Hotel Vendome. Miss Bessie F. G. Brainard presided.

Nineteen members and four guests of the Newspaper Club met

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any two other Buffalo dailies  
combined.

Daily Average  
Circulation 94,724  
for 1911 - - -  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
1,000,000

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

at the Boston Yacht Club for the spring dinner last Thursday. It was the last dinner before the midsummer session and was termed the "skidoo" meeting, because of the number present.

Messrs. Readon, McNamara and Gavin were appointed to arrange for the summer meeting.

The annual meeting of the Texas Press Association is to be held at Temple on May 16, 17 and 18.

The Vermont Press Association will hold its semi-annual meeting at Burlington. Business sessions will be held at the Hotel Vermont.

Otis B. Thayer, a well known theatrical producer and for several years star in "Sweet Clover" and other productions, has been engaged by the Press Club of Chicago to stage its benefit at the Columbia Theater on May 25.

The Atlantic City (N. J.) Publicity Bureau has elected these officers for the ensuing year: President Judge John J. White, the Hotel Marlborough-Blenheim; vice-president, Charles E. Wagner, Hotel Lorraine; treasurer, Charles Roesch, Jr., and secretary George S. Lenthart. The members of the board of directors were all re-elected.

THE SOUTH.  
Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern customers. We are the oldest  
and largest agency in the  
South.

MASSENGALF  
ADVERTISING AGENCY  
ATLANTA, GA.



ADVERTISING MEDIUMS.

ADVERTISING GAINS  
FOR THIRTEEN  
CONSECUTIVE MONTHS

During March, 1912, The Chicago Record-Herald contained 2246 columns of advertising, a gain of 185 columns over March, 1911, completing an unbroken record of advertising gains for thirteen consecutive months. The total gain of the Chicago Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

THE CHICAGO  
RECORD-HERALD

New York Office, 710 Times Building.

THE  
News Scimitar  
of MEMPHIS, Tennessee,

is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE TRAINING OF  
JOURNALISTS.

Continued from Fourth Page.

course in science aiming to give him the keys of knowledge and of general principles.

"If he takes a course in philosophy it will pay special attention to the psychology of the crowd. When he takes up law, it will be to be schooled in the constitutional decisions which perpetually control news, to learn clearly the line of separation between Federal and State governments and to be thoroughly grounded in the law of libel. He needs to study administrative law in direct contact with the working of a city.

"He belongs to the only calling which goes to church as a matter of business, and he is the only layman who is seen at a ministers' meeting. A course of lectures will know the difference between the churches they report and will recognize at sight the different brands of bishops.

"But while all these are useful, they are worthless unless the journalist has learned the only trade in which he must succeed in order to be a journalist—the trade of the editor.

"The first of the four years' course is a college year. In the second and third he will be schooled in what might be called the office side of our writing, in the articles which can be done in an office library, the special article, the personal sketch, the obituary, the book review and at the end the editorial.

"At this stage he writes to space, but not to time. Correction will be contin-

It takes a great many years to teach people to read the ads in a newspaper. The readers of

THE SUN  
OF BALTIMORE

have grown accustomed, as their families did before them, to reading the news of the day and the store news in the "Sunpaper."

CIRCULATION,  
116,000 NET PAID

W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave. Tribune Building,  
NEW YORK. CHICAGO.

ADVERTISING MEDIUMS.

The Sixth City is very ably represented by the stalwart

CLEVELAND  
LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

The News League of Ohio.

THE  
DAYTON NEWS  
THE  
SPRINGFIELD NEWS

Reach 75 per cent of the homes of these cities on paid subscriptions, and our Circulation Records and Cash Books are open for your inspection.

Principal Office, DAYTON, OHIO.

uous. Prodigious care will be insisted upon. Every effort will be made to secure a lucid and accurate expression, for, as Doctor Eliot, the president of Harvard, said when he was consulted about this very school, the great object of journalism is to find facts, to know them when they are seen and to describe them with accuracy. The crown of dignity of journalism is that for every one of us it is a perpetual effort in the intricacies of the world about us to study, with accuracy, the true history of the world over the brief day in which we live.

"Having learned facility in the third year he begins the work of reporting, and he is to do this under the guidance of men who are at the night desk and the desk of daily newspapers for the editing changes with every year. Its technique, its heads, its methods, its interests altar with the moving wheels of the many which rise and fall under passing influence, now ebbing in sorrow over a great disaster and now rising in triumph over a national achievement.

PRACTICAL WORK.

"These men, who give an hour of their leisure in the afternoon of three or four days in the week and who come up from the newspaper offices of this city, will take the student in his third year and will select from the assignments of the day, the more important ones being telephoned to the school, those which a man can do whose work is not to take shape in the columns of a daily newspaper.

"There are assignments on which it would be idle to send a man, but a great pageant like that of the century's ship buried, a heart story, like the one when a musician was discovered to have kept under his care for eighteen years an insane woman, or the story of a young girl, the survivors from the Titanic, could all be written as tasks.

"On an occasion like that when every newspaper office dispatches its resources strained, the better trained men of the school of journalism will be able to pass a brief day in working under the orders of the city room. Their reports, once made, will be compared the next day with the reports which have appeared in every morning newspaper on the same topic. They will receive what cannot be given in the average newspaper office—close and diligent scrutiny, careful suggestion and comparison.

"Using the surging events of a great city like this, where they can be used to train a man's observation, to quicken his feeling, and to sharpen and focalize his capacity for work, I believe it is possible to make of this city a vast laboratory in which men learn before they enter an office what this great seething mass is.

"In the vacation between the third and fourth years we shall want newspapers to accept a man who comes for a few weeks in the office. Pay him or not, as you please. He will learn more sitting around

ADVERTISING MEDIUM.

THE  
TOLEDO  
BLADE

has the  
FIFTH LARGEST two-  
cent evening circulation  
in the United States, re-  
gardless of size of city.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

San Francisco  
HONEST  
FEARLESS  
CALIFORNIA

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNESS, CHICAGO.  
Marquette Building, CHICAGO.

a city room than he will ever learn anywhere else.

"If he cannot make an impression on the office in the course of that eight or ten weeks which makes the city editor feel that he is coming a year later, he has missed his calling. Enough newspapers have already agreed to take men on this basis to make it certain that the school can place all its third year class in some newspaper office here or elsewhere. It would be of inestimable advantage, as you know, to give a man who has lived in New York eight or ten weeks on a Chicago newspaper, or the reverse for a man who has lived in Chicago.

"When a student comes back from this office experience to the fourth year, he finds one-half his time given in the last year to reporting to special writing, to criticism and to picture gallery, and the other half to sitting down again with the man who is spending the night in editing the news of the day and being put through all the various ways in which a journalist at the copy desk learns how to make a rough piece of copy letter perfect. This task is to be urged and insisted upon at every stage.

"The very answers which are written to academic examinations are to be tested and judged by their clarity as writing as well as for their mere accuracy in answering questions. In these two last years the time limit is to be inexorably insisted upon, and the man who is five minutes late with his copy made to feel that he has lost all his toil.

"There will be a group of clergymen, leading men in this city, whose sermons will be reported, whose manuscripts will be at the service of the school on Monday morning and the reports made by the student will be compared with the manuscript and he will learn the lesson in accuracy which he comes to condense the spoken word.

"Lectures and public meetings, civic pageants, municipal reports, the various enterprises of a city will all be seen by him and written with the knowledge that all is to be corrected and compared.

"This work of combining academic studies and newspaper work could be impossible except in a city like New York, which has in Columbia a great university highly organized, practical, efficient, treating the work of learning as a means and inspiring of all tasks, under the inspiring leadership of President Butler, in education, and in great city furnishing in a year every possible order and kind of news, a mere knowledge of which will be priceless to any man who has sketching in his mind and who enters the newspaper calling in other cities.

"I have briefly sketched the most difficult of our difficulties you know, but better than any other audience that could be gathered on this continent, and you know better, too, the necessity of adjusting by training which I have sketched. Let me ask of you on behalf of this

ADVERTISING MEDIUMS.

ROCKINGHAM  
DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers For a short time a sworn average advertising will circulation in excess of flat rate of

7200 7c per inch  
per day. usual discounts

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

THE  
MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

school your criticism, your sympathy, your appreciation, and above all, opportunity for its students, first in the vocabulary of which I have spoken and next, when they are through their four years' work."

"For if this work be successful, if out of these studies in close touch with the newspapers of the past, there is kindled in the mind of the newspaper man a sense of the importance of journalism in the light of history, if he is bred to habits of precision, of clarity, of direct expression, and, above all, of accuracy, if the course in the history and conditions of journalism, which I have the honor to offer, is given a sense of the touch of the elbow with the great in our calling who in the past have awakened nations, have quickened revolutions, have carried great reforms and have been the mouthpiece of majestic utterances of a great and free people, I believe that the young student will go out ready to become a journalist, aware that he enters on the most difficult, the most arduous, but the most interesting, the most important and the most inspiring of tasks given to the minds, and still more, to the hearts of thinking men."

The Chicopee (Mass.) Independent is a new four-page weekly to appear. E. T. Letendre is in charge.

TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Avenue, NEW YORK.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE  
CHRISTIAN  
SCIENCE  
MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue,  
Western office, Peoples Gas Bldg., Chicago

THE

DEMOCRAT  
Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

PAPER FOR IDAHO  
STUDENTS.

The University of Idaho, at Mos-  
cow, will have a new publication  
soon, according to the promise of  
Professor Clyde C. Tull of the Eng-  
lish department. The new magazine  
will be strictly of a literary nature,  
and Ralph Foster, a junior, will be  
the editor.

It is planned to issue one number  
this year and its regular publication  
will be undertaken next fall. The  
name for the magazine has not yet  
been selected.

## SPECIALS COMBINE.

The Fuller & Henriquez Special  
Agency, of Chicago, and C. I. Put-  
nam, of New York, have combined  
under the firm name of Fuller,  
Henriquez & Putnam, with offices at  
122 South Michigan Boulevard,  
Chicago, and Monolith Building,  
New York.

All the men have been in the  
newspaper business for a number of  
years and are very well known.

## ENTERS R. I. FIELD.

William A. Martin has sold the  
Warren (R. I.) Gazette to Horris  
F. Wilder. The Gazette is a week-  
ly. Mr. Wilder was formerly editor  
of the Putnam (Conn.) Observer.

THE GROWING  
PAPER OF  
BOSTON  
IS THE EVENING  
TRAVELER

Average Circulation for 1911

83,029

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

SEATTLE "P-I"  
THE POST-INTELLIGENCER  
Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

## INSURANCE PAPER SOLD.

The Interview, a monthly pub-  
lication devoted to insurance and  
Wall Street topics, founded and  
published for the past twenty years  
by C. L. Franklin of New York, has  
been sold to David F. Morris, for-  
merly editor of the Brooklyn Times.  
He will issue the Interview in  
larger and more attractive form and  
devote it to a wider scope of sub-  
jects.

Harwell, Cannon & McCarthy,  
newspaper and magazine brokers,  
200 Fifth Avenue, New York, were  
responsible for this transfer.

## WRITER ENDS HIS LIFE.

A. L. Hassard Short, an author-  
ity on horse racing and a sporting  
writer, committed suicide Tuesday  
night by inhaling gas. Mr. Short's  
suicide is believed to have been due  
to despondency over the death of  
his wife and daughter.

Mr. Short had been employed on  
several newspapers in New York as  
a sporting writer, using the name  
Hazzard.

## CHARGED WITH KILLING.

Plaster of paris casts of the im-  
prints of horses' hoofs, shod with  
racing shoes, said to fit the hoofs  
of an animal owned by H. C. Jer-  
feries, editor of the Nowata (Okla.)  
Advertiser, has led to the arrest of  
Jefferies in connection with the kill-  
ing of Mrs. Irene Gohen, an adver-  
tising solicitor in his employ. Mrs.  
Gohen's body was found in the  
woods near Nowata April 9.

## EDITOR ASSASSINATED.

E. H. Rothrock, city editor of the  
Spokane Chronicle, was shot and  
killed last week in the Chronicle  
editorial rooms by Richard Aleck, a  
Russian laborer.

Aleck would give no reason for  
the crime. He walked quietly into  
the Chronicle local room and asked  
for the editor. As Rothrock walked  
toward him Aleck drew a revolver  
and shot him. Rothrock died with-  
in five minutes.

## ADVERTISING MEDIUMS.

To carry as much news "as the Times" is  
the ambition of all newspapers in the  
Pacific Northwest. To carry as many  
photographs "as the Times" to print as  
good cartoons "as the Times" to possess  
as good franchise, and have as large a  
circulation "as the Times" is the dream  
of Northwest publishers.

To be as loyal to the common people  
year in and year out as the  
SEATTLE TIMES  
DAILY AND SUNDAY

is a performance not to be surpassed.  
The reward of all this is a splendid,  
clean circulation to readers who do not  
have to be coaxed by gifts of merchandise,  
or "bargain days," voting contests, or other  
bargain counter methods; and a quantity  
of paid advertising unsurpassed in the  
Pacific Northwest.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

THE  
MILWAUKEE  
NEWS

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

## CHANGE IN CONTROL.

Carey Smith and Frank Hawkins  
have acquired the controlling inter-  
est in the Bay City (Tex.) Tribune  
Publishing Company. They bought  
their stock from Mrs. W. C.  
Wright.

## OLD PUBLISHERS BACK.

D. F. Dean and C. O. Dryden are  
again publishing the Cottage Grove  
(Ore.) Leader. They acquire the  
publication from T. H. Talmadge of  
Salem, to whom they sold it two  
months ago.

## MERGER IN COLORADO.

The Lake City (Colo.) Phono-  
graph and Times have combined  
and hereafter will be known as the  
Times-Phonograph. W. C. Blair  
has purchased the interest of W. E.  
Mandenhall, and will issue the pub-  
lication alone.

## MYSTERIOUSLY MISSING.

Mystery surrounds the disappear-  
ance of William A. Devore, a  
former newspaper man of Chester,  
Pa., who has not been heard from  
for more than a week. He is thirty-  
two years old and has a wife and  
several small children.

## BUYS OUT PARTNER.

Harry J. Martin has disposed of  
his half interest in the Seymour  
(Ind.) Daily Republican to Jay C.  
Smith. The two men had been as-  
sociated in the publication of the  
Republican for some time past.

## TERRY STARTS A PAPER.

J. A. Terry, a Pacific Coast  
newspaper man, has started a paper  
called the Gazette at Maybelle,  
Colo. Mr. Terry has had some ex-  
perience in the section of the state  
to which his paper will be devoted  
and is well acquainted in Colorado.

Marion J. Potter has purchased  
the Ainsworth (Neb.) Journal from  
John M. Cotton.

## ADVERTISING MEDIUMS.

THE BOSTON  
AMERICAN

Largest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY

Over 400,000

THE PEORIA  
JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

MCCARTHY WAS ONCE A  
JOURNALIST.

Justin McCarthy, who died last  
week, besides being noted as a  
novelist and historian, was for  
many years engaged in newspaper  
work in London and Ireland. He  
was for twenty-five years a politi-  
cal writer for one of the London  
daily papers. From 1846 to 1853  
he was on the staff of the Cork  
Examiner, and then joined the  
Northern Times, of Liverpool. In  
1860 he was reporter in the House  
of Commons for the London Star  
and later served as foreign editor  
and editor-in-chief of that paper.  
He gave up newspaper work in  
1868 and had since devoted himself  
to travel and novel writing.

## BECOMES A SEMI-WEEKLY.

The Union City (Pa.) Times and  
Enterprise have been consolidated.  
The paper will hereafter appear as  
a semi-weekly with Frank E. Mc-  
Clain as editor and A. B. Boyd  
manager.

## LACY BUYS IN ROCKY FORD.

J. D. Lacy of Rocky Ford, Colo.,  
has purchased the Mananzola Sun.  
Mr. Lacy for some time past has  
been editor of the Rocky Ford  
Gazette-Topic.

Largest proved high-class  
evening circulation.

The

NEW YORK  
GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.



## ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
L. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## THE PRINT PAPER SITUATION.

Continued from Second Page.

"A news print paper mill, under the name of the Ontario Paper Company, Ltd., is to be located at Thorold, Ontario, to supply the Chicago Tribune. Construction may begin May 1.

"The Powell River Paper Company has ordered two additional machines which will increase its capacity at the end of 1912 to 200 tons per day. The general manager of the Willamette Paper Company is now in control of that property.

"Present indications are that the Tidewater Mill at Bush Terminal, Brooklyn, will be ready for paper making on the first of June, 1912, turning out approximately one hundred tons per day.

"The Weyerhaeuser lumber interests are credited with plans for a fifty-ton paper mill to be finished in 1913 at Chippewa Falls, Wis., on the site occupied by the Chippewa Lumber Company.

"The successor of the Bayless Pulp & Paper Company of Austin, Pa., is arranging for a 100-ton paper mill at Beaufort, Que.

"The Western Paper Mills, Ltd., of Vancouver, B. C., has been pro-

## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

## BURRELLE

45 Lafayette Street, New York City.  
Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

43,884 CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE

## Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

jected to utilize the pulp of the Ocala Pulp mill at Ocean Falls, B. C., which has a capacity of 150 tons per day.

"A forty-ton news print paper mill is projected for Nelson, B. C., on the Kootenai River, by C. B. Fride, a paper mill architect of Spokane.

"The Partington Pulp & Paper Company has arranged with the Municipal Council of St. John, N. B., for a fixed annual assessment upon the stipulation, among other things, that it will build a paper mill. It is assumed that this agreement bears some relation to a five million dollar paper project of the Consolidated Pulp & Paper Company which was represented by N. M. Jones, formerly of the Kathadin, New Hampshire.

"Reports from Canada say that the Laurentine estimates of news print paper output for 1912 are fixed at 150,000 tons or 500 tons per day as compared with 57,000 tons in 1911. It will be difficult to account for this extraordinary increase in output unless part of it is to be acquired from other mills, either by consolidation with them or by wholesale purchases of their productions.

"The St. Regis Paper Company, which acquired the Herring mill property at Black River some time ago, has begun to adjust that mill to supplement and increase the output of its De Feriet mill. It has also made a contract with Judge Abbott of Gouverneur for 40,000 cords of Adirondack spruce annually for ten years.

"Oregon City, Ore., reports that the Crown Columbia Pulp & Paper Company has ordered one news print paper machine, 185 inches wide (larger than any yet made) to increase its output.

"The Minnesota and Ontario Power Company has settled its differences with Fort Frances, Ont., by agreeing to erect and operate by May 16, 1913, a new pulp and paper mill with capacity for 100 tons per day of news print paper.

"A news print paper mill is projected at Tacoma to convert British

## ADVERTISING MEDIUMS

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

The  
S. C. BECKWITH, SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bdg., Kansas City.

Columbia pulp into paper. There is a large output of mechanical pulp in British Columbia which cannot be marketed readily, except through some such utilization.

"The Murray Bay Plant if the Eastern Canada Power & Pulp Company will begin early in June with an output of 100 tons per day of pulp.

"The new 100-ton pulp plant of the Union Bag & Paper Company at Cape Magdalene, Que., is in full operation.

"The new fifty-ton pulp mill of the Brompton Pulp and Paper Company at East Angus, Que., has been started. That company is working up to an output of 300 tons per day of dry pulp.

"A paper trade correspondent reports that a new pulp mill is to be built at St. Felicien, Que.

"At Mill Creek, Howe Sound, thirty-five miles from Vancouver, B. C., a fifty-ton sulphite pulp mill has been started. It is said to be the last and best word in the pulp industry of the Western Hemisphere. A model town has been built around it.

"The Ouiaichouan pulp mill at Lake St. John in which Governor Dix and the International Paper Company are interested, is installing additional grinders.

"The International Paper Company suddenly abandoned its libel suit against the Lewiston (Me.) Journal.

"The Manufacturers' Paper Company, of 41 Park Row, New York, has become the sole selling agent for the three Remington Mills—the Remington Martin, Raymondville and Norwood, and for the Champion Paper Company of Carthage, New York, and the Malone Paper

## ADVERTISING MEDIUMS

## A Powerful List is the MILWAUKEE GERMANIA LIST

	CIRCULATION
Daily Germania.....	24,568
(Only German evening daily in Milwaukee)	
Daily Herold .....	17,000
(Only German morning daily in Milwaukee)	
Sonnstags Post .....	45,300
(Only German Sunday daily in Milwaukee)	
Weekly Germania .....	107,413
Haus-und Bauernfreund	
(German Farm Journal) Weekly	103,333
Deutsche Warte, Weekly.....	22,000
Die Rundschau, Weekly.....	25,002
HENRY DE CLERQUE, U. S. Rep.	
702 Schiller Building, CHICAGO.	
LOUIS KLEBAHN, Eastern Manager,	
1 West 34th Street, NEW YORK.	
Telephone, 215 Murray Hill.	

The LARGEST and MOST MODERN newspaper plant, in any Latin-American country is owned by the

## HAVANA POST

which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba.

GEORGE M. BRADT, Publisher.

Published Every Day in the Year

Company of Malone, N. Y. Unfilled portions of existing contracts held by the Remington mills through other selling agencies will be carried out according to the original terms to the date of the expiration of these existing contracts.

"The United States Bureau of Corporations reports that the International Paper Company controls the largest amount of water power of any industrial concern in the United States, viz., 190,375 h.p. developed.

"Paper trade publications report that the Berlin Mills Company has bought 22,000 acres of freehold land and river operating plants in the Chaudiere and Gilbert Rivers in the Province of Quebec from Benjamin C. Howard, for \$400,000, and that it is negotiating for an additional area of 13,000 acres from the Chaudiere Lumber Company.

"It is estimated that 300 million cords of pulp wood are in the territory tributary to the National Trans-Continental Railroad, west of Cochrane in Ontario, which is in course of construction."

A corporation headed by Daniel Banks has taken over the Caldwell (Ida.) Tribune.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M & E

Registered.

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER

Trade Mark

M & E

Registered

*"KEEPING EVERLASTINGLY AT IT."*

THE

# NEW YORK WORLD

which three years ago wrested from the Herald the leadership in advertising, has maintained that leadership without break ever since, and signalized the month of April, 1912, by widening the distance between itself and its nearest competitor, the Herald, more than in any other month in its history—210,760 Lines.

This is the ADVERTISING RECORD for April, as prepared by the statistical Bureau of the New York Evening Post:

WORLD . . . . . 1,075,832 *lines*

*Herald* (its nearest competitor) . . . . 865,072 *lines*

*World's* LEAD . . . . . 210,760 *lines*

*World's Lead in March was* . . . 205,006 *lines*

*World's Lead in February was* . . . 179,282 *lines*

*World's Lead in January was* . . . 136,478 *lines*

*World's* Increased Lead since Jan. 1, **74,282 *lines***

The WORLD is

## THE STANDARD

by which all other mediums are measured.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

# THE FOURTH ESTATE

TWO DOLLARS A YEAR

No. 950

NEW YORK, SATURDAY, MAY 11, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



EDWARD W. SCRIPPS,

HEAD OF THE SCRIPPS-MCRAE LEAGUE, WHICH IS ABOUT TO START  
A NEW DAILY PAPER IN PHILADELPHIA.

See Second Page.





## PULITZER SCHOOL PLANS APPROVED.

NEW FACULTY APPOINT-  
MENTS—ARRANGEMENTS  
FOR THE WOMEN  
STUDENTS.

The trustees of Columbia University have approved the arrangements for opening the School of Journalism in the form recommended by the advisory and administrative boards. The full four years' course will be offered, beginning next September, so that students may be accepted either for the entering class or with advanced standing.

Robert A. MacAlarney, city editor of the New York Evening Mail, was chosen associate professor of journalism, to take charge of the instruction in the technique of newspaper work.

Mr. MacAlarney was graduated from Dickinson College in 1893 and after serving as reporter on the Harrisburg (Pa.) Telegraph for two years followed graduate work in English and history at Harvard. He was on the staff of the Newark (N. J.) Daily Advertiser, and from 1903 he was on the staff of the New York Evening Post, serving as city editor of that paper from 1906 until 1911.

Edwin E. Slosson, literary editor of the Independent, was appointed associate in journalism. Mr. Slosson has been literary editor of the Independent since 1905 and formerly was a professor in the State University of Wyoming.

Dr. Walter B. Pitkin, now associate in philosophy, was appointed to be associate professor of philosophy. Dr. Pitkin, who has had considerable journalistic experience, will give instruction in philosophical subjects in the School of Journalism and also will conduct advanced courses.

The first two years of the course, consisting mainly of collegiate work, women students will take at Barnard College, obtaining later the third and fourth years—the purely professional training—in the School of Journalism. Women seeking the degree of bachelor of letters may, if they meet the entrance requirements, enter Barnard next September.

An official statement has been issued concerning the arrangements between Barnard College and the Pulitzer School of Journalism, in regard to the decision of the Columbia authorities that women will be provided for in the new department of journalism.

Women may take the first two years at Barnard with the expectation of obtaining later the third and fourth years, leading to the degree of Doctor of Letters in the School of Journalism.

Dean Gildersleeve of Barnard says that preparations for the courses of 1912-13 have been completed. She explains that this preparatory work must be taken outside of Columbia because of an unwritten law prohibiting women from taking "undergraduate collegiate work" in Columbia. Some of the



F. G. HUNTRESS, JR.

PUBLISHER OF THE SAN ANTONIO EXPRESS.

new courses will also be open to those not journalistically inclined.

Barnard's two years' preparatory course to professional work, Miss Gildersleeve explained, will be adapted to meet the needs of students who wish to take up journalism. The course of study will require thirty-eight points instead of the regular collegiate thirty-two.

"Barnard," said Miss Gildersleeve, "is tiding over the difficulty the administrative board of the new school found in admitting women. It will not be practicable for the school to give courses for women until the new building is completed. I have been very anxious to have the school open to women, and I am willing to do anything in my power to co-operate on the Barnard side. I am sure that on their side the

trustees of the School of Journalism will extend to us every possible privilege."

Barnard is the first woman's college definitely to prepare women to go on with professional work. Many Barnard graduates have taken up journalistic work. Miss Gildersleeve recalled several—one a dramatic critic, one a fashion correspondent in Paris, and several others. One girl who graduated in 1911 is conducting a department in a popular woman's magazine.

There is still some doubt as to what women graduates from other colleges will do about entrance into the journalistic school and whether or not they can claim admission without the two years' preparatory course at Barnard.

## SAN ANTONIO EXPRESS TO DINE A. A. C. A. DELEGATES.

As its contribution to the entertainment of those who will attend the coming convention of the Associated Advertising Clubs in Dallas the San Antonio Express will have the delegates as its guests on Saturday evening, May 25, at a Mexican dinner to be given in the Gunter Hotel, San Antonio.

The dinner will be a Mexican affair throughout, including Mexican dishes, music, entertainment and costumes for everyone except the guests. Preparations are being made at the hotel for 3,000 at the banquet, and an invitation has been extended to every advertising man to attend.

F. G. Huntress, Jr., and his associate owners of the Express will attend to the welcoming of the advertising men and have arranged to see that they are given a rousing reception and one that will impress them with the importance of San Antonio as a representative city of the Southwest.

The John Budd Company, of New York, Chicago and St. Louis, the foreign advertising representative of the Express, is assisting Mr. Huntress and associates in the inviting of guests and arranging for matters pertaining to the big dinner outside of the Express' home town.

## MAIL MARATHON RECORD ATHLETIC EVENT.

The New York Evening Mail held its annual modified Marathon race through the streets of the city last Saturday afternoon. The length of the run amounted to a little more than twelve miles, and all records for number of entrants in an amateur athletic event were smashed.

More than 1,500 entries were filed by starters, and of this number all but about 100 completed. More than 700 athletes finished the run within the set time of two hours and fifteen minutes and were awarded survivors' medals. Handsome prizes were given to the first ten men to finish, and there were countless other trophies to teams qualifying for them and to runners under the various classifications. Louis Scott of Paterson, N. J., was the winner of the race, establishing a new record for the event. The team prize was won by the Pastime Athletic Club, of New York.

The race was named as one of the official tryouts for places on the Olympic team by the Amateur Athletic Union of America, and Scott, through winning, is assured a trip to Sweden. For more than three hours the runners had the right of way through the streets which they traversed.

## WORLD REINCORPORATES.

The Press Publishing Company of New York, publisher of the World, filed a certificate of reincorporation with the secretary of the state of New York Monday.

The capital is \$500,000 and the directors are Ralph Pulitzer, Joseph Pulitzer, Jr., and J. Angus Shaw of New York.

## WALTER PULITZER UNDER FIRE.

WORLD CAUSES DISTRICT  
ATTORNEY TO BEGIN  
INVESTIGATION.

On complaint of the New York World, the District Attorney's office in New York has begun an investigation into the affairs of the weekly publication known as *Satire*, established about a year ago by Walter Pulitzer under the name of the "Pulitzer Publishing Company."

In its complaint the World says: "The corporate title selected by Walter Pulitzer, for reasons best known to himself, is identical with that of the Missouri corporation which publishes the *St. Louis Post-Dispatch*, owned by the estate of the late Joseph Pulitzer. Neither the World newspaper nor the World family of Pulitzers has any connection whatever with *Satire* or the corporation behind it or the affairs of Walter Pulitzer."

"More than \$25,000 of Pulitzer Publishing Company stock has already been purchased by persons who believed, as a result of their conversations with *Satire* editors, that the World was financially interested in the new publication. Some of the persons solicited say that a direct and positive statement was made that the World or the World family of Pulitzers was backing the proposition."

The World further charges that *Satire* stock has been sold by several men with criminal records and widely known as adventurers.

At *Satire*'s office, Secretary W. J. Briggs said that the company may have been unfortunate enough to have had some men of questionable character at some time on its staff, but if so they had obtained their places under false pretenses and had been let go when it was learned who they were.

Walter Pulitzer's counsel declared that he had been advised by the Secretary of the State of New York that the Pulitzer Publishing Company had a clear right to its name in this State. He further said: "I don't know that crooks were employed, but if such was the case Walter Pulitzer knew nothing about it. He put in \$5,000 of his own money. About \$50,000 worth of stock out of \$200,000 has been taken out. The company is a going concern and nobody has been injured a penny's worth."

Secretary Briggs produced before the newspaper reporters copies of *Satire* for April 20 and 27, 1912, which contained under the headline "Warning" a notice that the Pulitzer Publishing Company had been annoyed by a report that it was identified with the New York World and wanted everybody to know that any one making such representations was a fraud and should be turned over to the police.

James H. Post, the well known cigar magnate, has brought an action in the Supreme Court to recover \$1,000 paid for shares in the Pulitzer Company, which he alleges were sold to him "by false and fraudulent representations."

# INCREASED VALUE IN WASHINGTON, D. C. Cause:

Circulation, Month of April.

<i>The Evening Star</i>	Daily Average, 1912.....	66,439
	Daily Average, 1911.....	*60,099
	Increase	6,340

\*Not including 4-page extras issued.

<i>The Sunday Star</i>	Average, April, 1912.....	52,592
	Average, April, 1911.....	47,821
	Increase	4,781

## Effect:

Advertising, Month of April, 1912.

The Evening and Sunday Star.....	1,002,840 lines
Second Newspaper.....	513,456 lines
Third Newspaper.....	505,120 lines
Fourth Newspaper.....	309,701 lines

## PLANS FOR THE CLEVELAND NEWS AND LEADER.

The Cleveland News, recently acquired by Dan R. Hanna, owner of the Cleveland Leader, is to be moved to the Wiltshire Building, the Leader's temporary quarters until the erection of its new home. It is expected the new quarters will be ready by May, 1913. In the meantime it is the intention of the publishers to keep the News plant intact in case of emergency.

A. B. Chivers, who has been advertising manager of the News, will remain in the same capacity. Joseph Weimer will act as general assistant to Business Manager Harry S. Thalheimer.

Frank E. Rowley will be actively the managing editor of the News with editorial supervision over the Leader. Nat C. Wright will act as editor-in-chief of both papers.

Charles Sanders, who has been city editor of the Leader, becomes city editor of the News.

## A. P. A.'S NEW OFFICE.

The American Press Association has moved the Chicago office from 184 West Washington street to 318 South Canal street. The office is in charge of William Grathwohl.

## NEW MEMBER FOR A. N. P. A.

The Vancouver (Can.) Sun has been elected to membership in the American Newspaper Publishers' Association.

## SPECIAL AGENCY CHANGES.

The Terre Haute (Ind.) Tribune (Western representation)—from A. W. Allen to Payne & Young, New York and Chicago. The Eastern representation of the Tribune has been in the hands of Payne & Young for some years past.

## NEW APPOINTMENTS

Harry C. Griffiths, 225 Fifth avenue, New York, has been appointed representative in the East for the Reno (Nev.) Gazette.

Rodenbaugh & Morris, 118 North La Salle street, Chicago, have been appointed Western representatives of the Southern Recorder, published at Durham, N. C.

## THE LEWIS APPRAISEMENTS.

A valuation of \$1,176,000 is placed upon all the properties owned by the several E. G. Lewis corporations, E. G. Lewis personally, his wife, Mabel Lewis, and his brother, John W. Lewis, by a board of appraisers appointed by Judge Smith McPherson, of the United States District Court, who is handling the Lewis receiverships.

## MAGAZINE RAISES PRICE.

Munsey's Magazine, with the issue of this month, raises its price to fifteen cents. This is practically the last of the ten-cent popular monthlies to heed the need for higher prices.

## RHODES BUYS THE TACOMA

### DAILY TRIBUNE.

The Tacoma (Wash.) Daily and Sunday Tribune has been purchased by J. E. Rhodes of Tacoma. Mr. Rhodes has made many improvements in the general makeup of the paper, and is conducting a big circulation campaign. He expects to show a net paid output of ten thousand by the middle of May.

The Tribune is running twelve pages daily, having increased the size from eight pages. It is now receiving the full leased wire of the United Press. E. H. Hunter, formerly managing editor of the St. Louis Globe-Democrat and Washington Post, is in charge of the editorial department.

The Tribune under its new management will be a progressive and independent newspaper with a firm adherence to ideas of nonpartisanship, public service and all-round square dealing. D. J. Randall, of New York, represents the Tribune in the East, and H. M. Ford, Chicago, is the representative in the West.

Judson H. Carter, the business manager, has resigned. He will be succeeded by S. L. Lester, who has been in charge of the advertising department of the Tacoma Times. Mr. Carter has made no definite plans for the future as yet, but expects to return to the East, where he was formerly in the agency and newspaper field.

## NO DEBATE BETWEEN OCHS AND FLINN.

An interesting incident of the week in Pennsylvania has been the issuance of a challenge for a debate by William Flinn of Pittsburgh, the head of the Republican party in that State, to George W. Ochs, publisher of the Philadelphia Public Ledger, over points at issue between the two regarding the platform of the party.

Mr. Flinn invited Mr. Ochs to a public debate at the Metropolitan Opera House or the Academy of Music in Philadelphia, but to such a proposition Mr. Ochs declined. He agreed, however, to take up the matter on equal terms in the columns of his newspaper.

Part of Mr. Ochs' reply was: "The Public Ledger, however, accepts the suggestions in a broader sense. To secure a far wider hearing than would be possible within the narrow confines of four walls, it offers you the hospitality of its columns to defend your platform, vicious though it is."

"You will have in this way an audience several times larger than could be crowded into all the auditoriums of Philadelphia combined, and the joint debate which you strongly seem to desire will be brought to the notice of a large part of the people of Pennsylvania."

## BUYS OUT PIONEER.

W. H. Hornbrook of Twin Fall Ida., has become the owner of the Albany (Ore.) Democrat. The paper for many years has been issued by F. P. Nutting, one of the state pioneer newspaper men.



JAPANESE CELEBRATE  
PAPER'S BIRTHDAY.

Nearly 5,000 Japanese residents of San Francisco went to the St. Ignace athletic field to participate in the celebration of the publication of the sixth thousandth issue of the Japanese New World, a local Japanese daily. The newspaper is the first printed in the Japanese language in a foreign country. The event was made one for general celebration among the Japanese.

Consul-General Matsuzo Nagai was present and was one of those who delivered a speech. Running races, bicycle races and other athletic contests were decided during the afternoon.

## SCRIBES ENTERTAINED.

The large party of newspaper men who attended the formal opening of the Everglades canals along the lower East Coast of Florida stopped off at Jacksonville en route to their homes through the North and West.

The party was met at the depot by representatives of the St. Augustine Board of Trade and tendered an automobile ride in and around the city. A most pleasant morning was spent and the guests left at the noon train for the North.

## BIG FURNITURE ORDER.

The Los Angeles Times has begun an extensive refurnishing of its home. A feature of the new arrangements will be the complete steel composing room furniture outfit which is to be installed at a cost of \$11,000. This order has just been placed with the Barnhart Brothers & Spindler Company, and is said to be the largest order of its kind placed by a newspaper.

## THE WOMAN'S PROTEST.

As the official organ of the National Association Opposed to Woman Suffrage, the Woman's Protest made its appearance in New York last Saturday.

Mrs. Arthur M. Dodge, president of the New York Association Opposed to Woman Suffrage, is managing editor.

## DROWNED IN CANOE UPSET.

J. Osborne Faulkner, sporting editor of the Lewiston (Me.) Evening Journal, and William D. Lovell of West Springfield, Mass., a student at Bates College, were drowned Sunday when their canoe capsized while attempting to shoot the rapids, just above the Turner Center Bridge, on the Androscoggin River.

## THE POCAHONTAS TIMES.

R. N. Schoonover has launched a new paper at Pocahontas, Ark., called the Times. Mr. Schoonover is well known in his section as he was for a number of years connected with the Pocahontas Star-Herald.

## NEW SOUTHERN DAILY.

The Chronicle is a new paper to make its appearance at Houma, La. It is issued daily under the direction of Emile W. Dupont, who is business manager. Ralph H. Spencer is in editorial charge.

## "AN EYE-OPENER."

He was one of the very first men who came into the room at the Waldorf where we were demonstrating the Monotype during the A. N. P. A. Convention.

He wandered in casually, looked on at first with languid curiosity—then with keen attention. "Well," he said at last, "this is certainly an eye-opener for me."

In five minutes he was asking questions, in ten minutes suggesting tests. In two hours he had bought a complete Monotype equipment for his own newspaper.

He was not the first man to ask questions, or the only one who made up his mind to install Monotypes.

*It's always that way. To sell the Monotype it is necessary only to show a publisher what it will do. The only man to whom we can't then sell is the man who is not interested in*

Better Typographical Appearance  
Decreased Cost of Composition  
Better Satisfied Advertisers  
Increased Efficiency and Economy  
in Composing Room Methods.

*Would you like to beshown?  
We'd like to show you!*

Lanston Monotype Machine Co.  
PHILADELPHIA

NEWSBOYS' BENEFIT WAS A  
BIG SUCCESS.

The seventh annual benefit performance for the Newsboys' Home Club, held under the patronage of the New York daily newspapers, was given at the Metropolitan Opera House Sunday night. Aside from a crowded theater, which brought in about \$4,000 at the box office, the advertisements in the program realized \$3,000 and the sale of the program by members of the "Rose Maid" company added \$300 more. Altogether the Newsboys' Home Club is better off by nearly \$7,500.

The performance was unusually interesting on account of a life saving exhibition by members of the New York Fire Department.

The benefit was held to help raise \$30,000 which is needed to renovate and equip the new home of the club. It is expected that the necessary funds will be forthcoming and that the new home of the club will be ready for occupancy by October 1. The new club will have a gymnasium, industrial appliances, library, game room, plunge and whatever else is necessary to a modern club for boys.

## MINISTERS BUY A PAPER.

The Rhode Island Pendulum, of East Greenwich, has been purchased by the Rev. Samuel W. Irwin, principal of East Greenwich academy, and Rev. Fay R. Hunt, former pastor of the Tabernacle Methodist church of Olneyville.

It is understood that the purchasers of the paper will conduct it as a personal venture, rather than as a school enterprise, and that the policy will be materially changed.

MRS. McLEAN CHRISTENS  
TORPEDO BOAT.

Mrs. John R. McLean, wife of the owner of the Cincinnati Enquirer and Washington Post, was sponsor for the torpedo boat destroyer "Beale" at its launching at the Cramps' shipyard in Philadelphia. The craft was named after Mrs. McLean's father, Edward F. Beale, the naval hero, after whom Edward Beale McLean, son of John R. McLean, and publisher of the Washington Post, is also named.

## VIOLATED HIS PAROLE.

Within forty-eight hours after he had been paroled Scherer Rossiter, formerly a South Bend (Ind.) newspaper man, was taken in custody, charged with violating his parole. He was found guilty of stealing \$35 from a restaurant at Goshen.

## ASKS DISSOLUTION.

A petition has been filed for the dissolution of the Free Press Publishing Company, of Bowling Green, O. Mrs. M. M. Helfrich, chief stockholder in the Free Press, is the petitioner.

## DAILY ISSUE SUSPENDED.

The Hillyard (Wash.) Evening Journal and Weekly Bystander have suspended. The papers are succeeded by a bi-weekly edition called the Journal.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.  
Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY.  
NEW YORK.  
PHONE 5200 BRYANT  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

NO. 950

FOR THE WEEK ENDING SATURDAY, MAY 11, 1912

## SOME LESSONS FROM THE CHICAGO STRIKE.

One of the things newspaper publishers have learned from the strike of the Chicago pressmen and stereotypers is that organized labor in that city has little or no regard for the sanctity of a contract, that its word is in no sense its bond, and that the present leadership of the Chicago local unions in these two branches of the printing field must be wholly eliminated before pressmen and stereotypers can gain future union recognition.

William Randolph Hearst's telegram to George L. Berry, president of the Pressmen's Union, may be taken as completely representing the attitude of the Chicago publishers towards the men in their employ and the unions to which the employes belong.

"I cannot know the minds of the Chicago publishers," said Mr. Hearst, "but I do not believe they have the slightest intention of destroying any union or the slightest desire to interfere with the legitimate activities of any union."

"As far as I have seen, the Chicago publishers are merely trying to secure from the union the equal and impartial treatment for all the newspapers in Chicago which fundamental union principles guarantee, and which it is the height of suicidal folly for the unions to attempt to withhold."

Nevertheless the union has been guilty of "suicidal folly" and it remains for the publishers to punish those guilty of this folly, as well as to impress upon the minds of Chicago labor unionists that contracts must be kept.

There is much gratification in the fact that President Freely of the International Stereotypers' and Electrotypers' Union has revoked the charter of the stereotypers' Chicago local and cancelled all travelling cards issued by the local union. Unless similar action is taken against the pressmen these contract-breaking rioters will dis-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

tribute themselves to other cities, be absorbed individually elsewhere and thus be enabled to spread dissection in new fields.

But excommunication in Chicago is by no means sufficiently drastic punishment. The pressmen should be posted in all cities and thus robbed of union affiliations henceforward. By taking such a step the national organizations may regain in part the respect which the locals have forfeited.

To say that the situation in Chicago has been a much closer approach to anarchy than any other form of lawlessness is a truth that few persons will feel called upon to combat. The strikers have seriously interfered with all forms of trade in a big city, have brought about a degree of stagnation in important industries, have openly attempted to destroy indoor plant equipment as well as that used by newspapers out of doors.

The combined newspaper losses for the first week of the strike may easily exceed a million dollars and the department store losses cannot be a penny less.

Adequate punishment now for these offenses against law and order and honest industry will make difficult their future repetition—in Chicago or outside of it.

## WHY NOT MUNSEY FOR GOVERNOR?

Frank A. Munsey, the publisher, who has actively espoused the cause of Colonel Roosevelt, denies that there is any warrant for the intimation contained in an editorial in the New York Sun that he was to receive the nomination for governor if Roosevelt won his fight for the Presidency.

Mr. Munsey has said repeatedly that he never would become a candidate for public office.

Mr. Munsey's aversion to holding public office prompts both speculation and comment. Not infrequently the demand is made that a successful business man be elected

to public office, for the one reason that he is successful—for the reason that his administration of government would be practical, economical and morally sound.

For example, Mr. Munsey would be all of these if elected governor of New York State. It would be permanently beneficial to the State to have all of its business and departmental affairs standardized during the administration of Mr. Munsey, for the life tenure of this standardization and the economies attendant upon it would extend far beyond the years of Mr. Munsey's office-holding.

## TO SHOW BANKERS HOW TO ADVERTISE.

When a duck lays an egg she just waddles off as if nothing had happened. When a hen lays an egg there's a whole of a noise. The hen advertises. Hence the demand for hen's eggs instead of duck's.

This elemental lesson in advertising is quoted from the Square Dealers. While keen analysts may object that it isn't the noise the hen makes, but the superior flavor of her eggs, that impresses the consumer, as the Philadelphia Record points out, "the answer to that is that the public taste is largely a matter of educational advertising."

It is a long step from the instinctive advertising genius of the hen banker, but effect follows cause as surely in the one as in the other. Newspaper publishers and advertising managers after a nation-wide educational campaign are at last beginning to convince financial institutions that newspaper advertising, when done in the right way, is a powerful means of enlarging a banking business.

The Philadelphia Record quotes at length from a striking statement made by F. W. Ellsworth, publicity manager of a large New York trust company. Every newspaper publisher will be interested in his views. He says in part:

In the first place it is morally certain that not much new business will come to a bank without some form of urging. There is keen competition among the banks today, quite as much as in any other line, and when I contemplate the scores of financial institutions that rub elbows in the Wall Street district I am inclined to think that there is more. In spite of this competition it is to the everlasting credit of the banks that, as a class, they seek and secure business on an absolutely clean basis."

The form of "urging" which Mr. Ellsworth recommends is, naturally, advertising. "The experience of leading banks in all the large cities, and even in the smaller towns," comments the Record, "is that live, dignified publicity in the daily newspaper, persistently exploiting the capacity of the bank to serve the public, pays handsomely."

## EARLY COLONIAL PAPER HAD ONE ISSUE.

The first newspaper issued in our colonies was published in 1690 by Benjamin Harris at the London Coffee-House, Boston, and was

printed by Richard Pierce. According to the Chautauquan, there was but one issue and but one copy is known to be in existence. This copy is cherished by the Colonial State Paper Office of London. It is printed on three pages of a folded sheet, each page eleven by seven and holding two columns. The publisher's prospectus is quoted below with the original spelling and punctuation.

"It is designed that the Country shall be furnished once a month (or if any glut of Occurrences happen often) with an account of such considerable things as have arrived unto our notice.

"In order here unto, the Publisher will take what pains he can to obtain a Faithful Relation of all such things; and will particularly make himself beholden to such persons in Boston whom he knows to have been for their own use the diligent observers of such matters. "That which is herein proposed is, First That Memorable Occurrences of Divine Providence may not be neglected or forgotten, as they too often are.

"Secondly, That people everywhere may better understand the Circumstances of Publique Affairs, both abroad and at home; which may not only direct their thoughts at all times, but at some times also to assist their Business and Negotiations.

"Thirdly, That some thing may be done towards the Curing, or at least the Charming of that Spirit of Lying, which prevails among us, wherefore nothing shall be entered, but what we have reason to believe is true, repairing to the best fountains for our information. And when there appears any material mistake in anything that is collected, it shall be corrected in the next.

"Moreover, the Publisher of these Occurrences is willing to engage that whereas there are many False Reports, maliciously made and spread among us, if any well minded will be at the pains to trace any such false report, so far as to find out and Convict the First Raiser of it, he will in this Paper (unless just Advice be given to the contrary) expose the Name of such person, as a Malicious Raiser of a False Report. It is supposed that none will dislike this proposal, but such as intend to be guilty of so villainous a Crime."

## ACADEMIC JOURNALISTS.

"A school of journalism can no more make journalists than a school of law can make lawyers or medical schools can make physicians. The utmost which any professional school in these vocations can do is to provide the knowledge and the training which, if a man have ability, will enable him to become a lawyer, a physician or a journalist."

These opening words of Dr. Talcott Williams, Dean of the Pulitzer School of Journalism at Columbia, at the dinner of the A. P. and A. N. P. A. on April 25, will appeal to every newspaper man who gives the subject serious thought.

There has been much misunderstanding of the purpose of the new schools of journalism. Practical journalists have not been enthusi-



astic over the idea of teaching newspaper making in schools and colleges. As a Richmond, Virginia, editor put it some time ago: "You might just as well try to teach my little boy how to ride horseback on a saddle strapped to a rail fence." This sentiment, although variously expressed, has been insistent.

Dr. Williams' declaration is therefore, much to the point. If he can prepare men who are able and willing to go into newspaper offices in much the same spirit as young doctors and lawyers go into hospitals and law offices after graduation, much of the doubt now manifest will pass away. James Melvin Lee, director of the department of journalism at New York University, and Walter Williams of the journalistic courses at the University of Missouri, have already furnished ample proof to practical newspaper publishers that they can make competent newspaper men when they have the material with which to start.

#### NOTE AND COMMENT.

Many improvements in the magazine Cartoons are to be seen in the May number, especially in the presentation of more full-page reproductions of recent cartoons which are especially meritorious, the number of pages of the magazine being increased to make up the difference.

Parisian and other European caricature and art is given much space to advantage. In the field of politics alone, which is but part of the magazine, Cartoons is collecting a wonderful record of the present great campaign. Portraits and biographical sketches of Rogers of the New York Herald, and Fox of the Chicago Post are other features.

The Baltimore Preachers' Meeting of the Methodist Episcopal Church, adopted a resolution thanking the Baltimore Sun for sending a special correspondent to Minneapolis to report the daily proceedings of the General Conference and for the "generous and complete reports" appearing in the Sun of that important assemblage.

#### IN THE SOUTH WITH TAFT.

Press associations and newspapers having special representatives with President Taft on his Southern "stumping" tour include: The Associated Press, Robert Dougan; the United Press, R. F. Wilson; the New York Sun and Laffan News Bureau, A. L. Geiger; the Hearst papers, Kendrick Schofield; and the New York World, Guy Mason.

#### STRICKEN IN STREET.

Jacob B. Esser, a well-known Democratic leader of Berks County, and the owner and publisher of the Kutztown (Pa.) Patriot, suffered a paralytic stroke on the streets of Harrisburg Wednesday.

The horse editor was substituting for the "Answers to Correspondents" editor.

"How'll I answer this?" he demanded. "Girl wants to know how she can improve her complexion." "Tell her to send you a sample of it," suggested the snake editor. —Exchange.

#### PURELY PERSONAL.

Nathan Frank, publisher of the St. Louis Star, was in New York for a few days this week.

Thomas W. Johnson, editor of the Kansas City Star, arrived home from a trip around the world this week. He leaves New York for home today after spending several days resting in this city.

Hugh Boyd, editor of the New Brunswick (N. J.) Home News, has returned home after spending the winter in California.

M. Clyde Kelly, manager of the Braddock (Pa.) News-Herald, has been nominated for Congressman in his district.

Brainard G. Smith, editor of the Ridgewood (N. J.) Herald, was one of the guests at the banquet of the Hamilton Club in Paterson last week.

Thomas Balmer, advertising manager of the Woman's World, Chicago, is spending a short time in San Francisco and other Pacific Coast cities.

Harry P. Bennett, editor of the Long Branch (N. J.) Press, is spending a month in Minneapolis.

Thomas A. Daily of the Adrian (Mich.) Daily Times has just returned home from a winter spent in the South.

Roy C. Lyle of Detroit had charge of the press arrangements for the big Republican State Convention at Bay City.

H. H. Fitzgerald, formerly publisher of the Flint (Mich.) Journal, is traveling in California.

L. A. Sherman of the Port Huron (Mich.) Times-Herald has returned from an extended trip through South America.

W. J. Hunsacker of the Saginaw (Mich.) Courier-Herald has been elected a member of the executive committee of the Michigan Sportsman's Association.

Everton Blair of the Reed City (Mich.) Clarion is visiting at Anderson, Ind. During his absence Ren Barker is filling the editorial chair.

George L. Adams of the Fowlerville (Mich.) Review is suffering from injuries received in a fall some days ago.

A. W. Plues, a newspaper man in Chehalis, Wash., has been elected secretary of the Citizen's Club.

J. B. Starkey, foreman of the New York Morning Telegraph composing room, sailed for a visit to his old home in Ireland on Wednesday.

Charles Corwin, editor of the Peru (Ill.) News-Herald, was injured in an automobile accident a few days ago.

William T. Lampe, editor of the Torreon (Mex.) Enterprise, has

gone to Devils River, near Del Rio, with Mrs. Lampe, where they expect to spend the summer. Mr. Lampe is also a correspondent of the Associated Press.

John A. Schleicher, publisher of Leslie's Weekly and Judge, of New York, is home from an extended trip abroad.

William H. Smith, of the C. F. Kelly Special Agency, has returned to New York from an extensive business trip through the West in the interests of his papers.

C. B. Tomilson, a member of the New York World's city staff, has been confined to his home by illness for the past six weeks.

H. H. Windsor, publisher of the Chicago magazine Cartoons, with his family, has returned from a winter's stay in Florida. Mr. Windsor has his residence at Evanston, Ill.

Louis Theiss of the New York Sun's staff is confined to his home by illness.

Edward Cone of the Cone, Lorange & Woodman Agency, has returned to his desk after spending several days in the West on business.

Thomas F. Meade of the night city desk of the New York City News Association has been confined to his home by illness for the last few days.

J. E. McAllister of the United States Circulation Contest Company was in New York this week enroute to Washington, where he has gone to take charge of the Shetland pony children's contest on the Herald.

Bernard C. Feeney, a veteran newspaper man of Norwalk, Conn., received injuries in an accident last week that will confine him to his home for some time to come.

Lloyd Lonergan of the New York World staff has been ill for the past few days.

Mrs. Mabel S. C. Smith, assistant editor of the Chautauquan, Chautauqua, N. Y., has sailed for Paris.

#### CORKING GOOD STUFF.

"I want you to write a speech for me," said the politician to the newspaper man.

"About how long?"

"I don't know. I ought to talk about an hour and a half, I think." "What do you want to discuss?" "Nothing. I've got an old saying here; 'Money will not buy happiness.' Can't you string that out for an hour or two? It ought to make corking good stuff."—Exchange.

#### NEWSPAPER ENTERPRISE.

City Editor—Hi, Sims!

Sims (the reporter)—Yes, sir.

City Editor—Go down to the hotel and interview that magnate and get his denial of the interview at the same time. Scoot, now!—Judge.

#### FRIENDS HONOR LEDWIDGE.

Waldo E. Ledwidge, for the last twenty years circulation manager of the Boston Journal, who recently resigned to become the New England representative of the Butterick Publishing Company, was given a farewell dinner at the City Club by the Circulation Managers' Association of Boston. Thomas Downey, of the Globe and president of the association, presided. Speakers included D. A. Maloney of the Post, Ray Williams of the American, T. J. Moynihan of the Herald, Howard Noble of the Traveler, Louis M. Hammond, Jr., of the Transcript, S. H. McCutcheon of the Christian Science Monitor, Ferguson Brown of the Hotel and Railroad News Company, and J. W. Peterson of Portland, Me. During the evening a gold watch and chain were presented to Mr. Ledwidge.

#### IN THE PUBLIC EYE.

Shelton M. Saulley, editor of the Stanton (Ky.) Interior-Journal, has announced his candidacy for the Democratic nomination for representative in the legislature from Lincoln County.

Arthur H. Vandenberg, editor of the Grand Rapids Herald, has been elected a member of the Republican State Committee.

E. O. Dewey of the Owosso (Mich.) Times has been reappointed postmaster of his city.

Richard Cooper, publisher of the White Cloud (Mich.) Eagle, has been elected clerk of the township and village.

W. B. Hatch of the Ypsilanti (Mich.) Press has been named by Governor Osborn as a delegate to the National Waterways Conference.

Louis C. Crampton of the Lapeer (Mich.) Clarion is a candidate for Congress on the Republican ticket.

J. T. Dalzell of the Hersey (Mich.) News is campaigning for a seat in the legislature on the Republican ticket.

Douglass Jenkins, for a number of years a newspaper man in Greenville, S. C., has been appointed United States Consul to Denmark.

#### WEDDING BELLS.

"Bud" Fisher, the originator of the famous "Mutt and Jeff" comics appearing in the Hearst newspapers, has been married to Pauline Welch, a vaudeville actress. The wedding was an elopement affair and the couple immediately went to Bermuda on their honeymoon.

John F. Coad, city editor of the Olean (N. Y.) Evening Herald, is to be married to Miss Mabel Stichel on June 5.

J. Watson Enoch, a member of the staff of the Springfield (Mo.) Leader, has been married to Miss Maude I. Salmons of Dallas, Tex.

Walter K. Hill, editor of the Player Magazine, was married last week to Miss Clair Maynard.

## BUSINESS OPPORTUNITIES.

The dominant daily newspaper property in a live and rapidly growing city can be bought. \$35,000 cash necessary. Total price approximately \$100,000. Annual volume of business over \$100,000. Volume of business and value promise to grow rapidly and steadily. Proposition D. I.

C. M. PALMER.

NEWSPAPER BROKER,  
277 Broadway, New York

### Do You WANT TO SELL OR BUY

**A NEWSPAPER PROPERTY?**  
Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.,  
New York City

### WANTED TO PURCHASE.

I want to buy a second-hand or rebuilt perfecting press which will print up to 24 pages; with color attachment. Also complete stereotyping outfit and accessories. Will pay cash

Address Klamath Falls Northwestern,  
Klamath Falls, Oregon.

### RECENT INCORPORATIONS.

NEW YORK.—The Engineering Magazine Company; capital \$200,000; incorporators, N. F. Griffin and L. A. Meyer.

THE RECORD EXCHANGE ADVERTISING COMPANY; capital \$100,000; incorporators, A. J. Gold and A. S. Fell.

DAYTON, O.—The Sudrow System Company; general advertising; capital \$50,000; incorporators, J. C. P. Sudrow, L. M. Berry and D. Sudrow.

INDIANAPOLIS, IND.—The International Information Company; capital \$10,000; incorporators, Philip Marden, Lewis Linder, H. C. Jay and M. R. Borders.

DES MOINES, IA.—The Daily Record Company; capital \$10,000; incorporators, F. B. Bonnell, E. G. McIntire and W. H. McIntire.

CUMBERLAND, WIS.—The Advocate Company; capital \$5,000; incorporators, H. S. Comstock, Julia Y. Comstock, Ida Harding, G. Gunderson and Frances Gunderson.

AUGUSTA, ME.—The Block-Rogers Advertising Company; capital \$5,000; incorporators E. M. Leavitt and Ernest L. McLean.

CHAUVIN, CAN.—A new weekly paper has been established here by the Great Western Twentieth Century Publishing Company. Mrs. A. H. Keene is the editor.

VANCOUVER, B. C.—The Port Mann Gazette Company; capital, \$10,000.

## SITUATIONS WANTED.

### A MANAGER

who has clean and successful record on daily and weekly newspapers in cities of 100,000 to 500,000 is open. Can furnish evidence of worth and ability and is probably known to men whose opinion would carry weight with you. State salary or salary and stock or bonus proposition which you would make.

Address Y. Z., care The Fourth I state.

### Advertising Manager.

If you, as publisher or business manager of an established, high class newspaper are looking for an advertising manager of character, ability and experience, who can furnish ample proof to this effect, write at once for personal interview to H. J. care The Fourth Estate.

**A CIRCULATION MANAGER**  
WHOSE RECORD AND QUALIFICATIONS CAN NOT BE TOLD IN THIS SPACE WILL CONSIDER PROPOSITION THAT OFFERS GOOD OPPORTUNITY FOR A GOOD PRODUCER. ADDRESS, PRODUCER, CARE THE FOURTH ESTATE.

Live wire, experienced all branches editorial work, now employed, wants change. Copy desk preferred. Would take reportorial work on newspaper. Address J. P. M. care The Fourth Estate.

### BUSINESS MANAGER

open for engagement. Clean-cut, careful, conservative, with nearly a score of years experience, which commenced in the mechanical, through the advertising and circulation work into business management. Not a dreamer but a hustler, with references proving ability to build up the business economically and permanently. Only propositions requiring ability, energy and hard work considered. For particulars, address Successful, care The Fourth Estate.

Editor of afternoon daily in small city desires change with better opportunities. College education. Experienced in every phase of the game—desk, feature, change or rewrite. Young, with training metropolitan and otherwise. Address Change, care The Fourth Estate.

### BUSINESS MANAGER

seeks change, 35 years of age, nearly 20 years' experience; thorough, practical experience in mechanical end as well as in advertising, circulation and business management. References show ability to create and develop business. Want a position where hard work and hustle, together with years of experience and natural ability will show results. In last position in less than two years, added over 5,000 new subscribers, increased advertising 200 per cent. Paper just breaking even when took charge, making \$500.00 a month when left. In present situation have averaged 1,000 new subscribers a month for the past six months and are still coming. Advertising patronage is increasing. Reason for change is desire for larger proposition. Am now receiving \$250.00 per month and propositions under that amount not considered. Address Business Builder, care The Fourth Estate.

### AD FIELD MEAN MONEY.

We secured over \$1,000 worth of advertising recently by writing the advertiser's mentioned in your "Ad Field Notes." THE FOURTH ESTATE is almost indispensable to us in securing new foreign business, as all of our advertising is handled from this office.

JOHN A. PARK, Publisher Raleigh Times.

### WANT THE RIGHT Business Manager?

A competent business manager and assistant publisher with TEN years practical experience and who thoroughly understands newspaper making, will consider new field.

At present I am selling a staple line to printers and publishers; this has paid me well during the last year but it is NOT THE BUSINESS I GREW UP IN.

I am full of ideas, and I am willing to be being constantly on the job I have learned to apply efficient head work while driving at top speed; the opposition seldom put anything over me.

I have a lot yet to learn, but in my opinion there are perhaps not more than a half dozen AVAILABLE men more thoroughly posted in advertising affairs and successful circulation methods.

Could take over stock of predecessor. Strongly recommended, of good personal address, still under 30.

If this space were unlimited and of a more confidential character, I would give a detailed account of my experience.

W. E. Hall, 159 N. Austin Ave., Chicago, Ill.

### All Around Newspaper

### Man Wants Position.

I want a position as business or advertising manager. I have been printer, reporter, city editor, news editor, advertising manager, and a now business manager of a concern issuing afternoon and morning newspapers, the combined circulation exceeding 30,000. I have been in connection with concern since 1904 and have interest in business. My experience in newspaper business covers sixteen years. Am thirty-five years of age and married. Controlling owner will explain my reasons for desiring to make change. Am willing to go anywhere, and believe can make good. Address "Williams," care The Fourth Estate.

### BUSINESS MANAGER,

with exceptionally strong record as a business getter and economical manager wishes change. Best of references proving conclusively ability to increase business and manage business economically. Good reason for change. No hurry, but could arrange to come by June 15th. Address, Satisfaction, care The Fourth Estate.

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate 25 cents per line a gate.

## HELP WANTED.

### TO ARTISTS.

An artist who has demonstrated his skill and taste in the arrangement and illustration of books, magazines or newspapers may learn of an exceptional opportunity by communicating with the undersigned, giving full details of training and experience. The applicant should be thoroughly familiar with photographs and their use in printing. The work in view calls for an energetic, painstaking man of business capacity. Address BUSINESS MAN, care The Fourth Estate.

WANTED—A proof reader for a daily paper in large City. In application, give experience, reference, and salary. Address Reader, care The Fourth Estate.

### MACHINERY FOR SALE.

### FOR SALE.

**One Cox Duplex**  
Printing Press, prints 4-6-8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

### FOR SALE.

**One Goss Pony**  
Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

### FOR SALE.

**One Goss 4-deck**  
Straight-line Press, prints from 4 to 32 pages.

**One Goss 3-deck**

Straight-line Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S. W., Canada.

FOR SALE: One Model No. 3 Linotype, Serial No. 7142, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

FOR SALE.—OUR COMPLETE LINOTYPE PLANT consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and a large assortment of letter matrices. Keystone Pub. Co., 809-13 N. 19th St., Philadelphia, Pa.

### MISCELLANEOUS.

**UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET,

Branches,  
734 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

The Arkansas City (Kan.) News has given up publication. It was established fourteen months ago.



## SOUTH AMERICA'S WONDER PAPER.

### DR. PAZ'S INSTITUTION AND SOME INTERESTING FACTS ABOUT IT.

La Prensa, of Buenos Ayres, is one of the most famous publications in the world. In 1869 it was started by Dr. Jose Paz as a leaflet of two pages and when its founder died several weeks ago he left a fortune estimated at \$25,000,000, all built up through the one time "leaflet." The direction of the paper now passes to his son, Dr. Ezechiel C. Paz.

The paper is looked upon as a part of the Argentine Republic, and some one has said that La Prensa is Buenos Ayres. From the beginning the paper has been independent and a curious fact is that it has always opposed the government. One thing that made the great South American paper famous is its building a veritable palace, erected at a cost of \$6,000,000. It is of French architecture and elaborate in its interior decorations. It is five stories high and has two stories underground.

Surmounting the palace is a colossal statue, typifying, in the form of a woman the spirit of the freedom of the press. The statue is five meters tall, and in one hand the figure holds a copy of the Prensa and in the other a flaming torch. At night the torch flares in various colors when important news is received and it arouses the city.

The building not only contains the most modern equipment for newspaper work in every variety of machinery, but has commodious quarters for its various departments. In addition it has handsome rooms where its guests are received. It has also great rooms for the conduct of its philanthropic work.

One of the rooms of which the paper is especially proud is a salon copied from one in the Palace of Fontainebleau. Here meetings of state are held, great international gatherings occur and the statesmen who visit Argentina are welcomed.

The absence of a great national palace for Governmental functions makes that reception room of the Prensa almost a national necessity. On the second floor are also its apartments of state. Here are the hotel apartments of the paper, if one may put it that way. The rooms are probably the most magnificent to be found anywhere south of the equator. The drawing rooms are elaborately furnished and the dining room is imposing.

When one ventures further around this palace he becomes more amazed, especially as its philanthropic work is unfolded. It has a staff of nearly a dozen physicians, who have certain advertised hours for free consultations. They are among the leading physicians and surgeons of the city. Certain ailments are treated on certain days, and it is all free to the needy. Besides, the use of X-ray apparatus is offered to the medical

fraternity for researches of general interest.

In legal consultations one eminent lawyer gives his entire time for a month under salary. Another takes his place for another month, and so on. There is also one permanent lawyer under pay. When consultations are necessary a board of attorneys assembles.

Then there is what might be called the scientific bureau, where all sorts of chemical problems are studied and where industrial and agricultural experiments are made.

Close by is the school of music, largely devoted to technique. There are a dozen teachers of high grade, and the work of this school finds its culmination in philharmonic concerts that are one of the social features of life in Buenos Ayres.

Besides these popular activities the Prensa has a weather bureau of its own, with meteorological apparatus, at the disposal of those making special studies in that field. It has a museum for the display of national products, mineral and agricultural. It has a public library. It has an art school and gives prizes in painting. It has four halls for use by the public. One is in the basement for great popular assemblages. Another close by is for smaller meetings. A third is on the second floor for scientific meetings and the like and the fourth is the grand salon of fetes.

Some interesting pictures of La Prensa's home and a recent portrait of its new director are printed on page 16. The photographs are from the private collection of Professor W. R. Shepherd of Columbia University.

### GUILD COMING HOME.

Reports from Europe that Curtis Guild, Jr., publisher of the Boston Commercial Bulletin and Ambassador to Russia, had been recalled are denied at the State department.

It became known, however, that Ambassador Guild, who is on his way to the United States on leave of absence, will come to Washington and discuss with department officials the Russian passport question with a view to conducting negotiations with the Czar's Government for a new treaty.

### WASHINGTONIAN SELLS OUT.

Clint Martin, editor and proprietor of the Emmett (Wash.) Examiner, has sold out to Samuel Metz and Ralph Womack. Mr. Martin established the paper two years ago.

Mr. Metz has been foreman on the Examiner. Mr. Womack resigns his position as assistant postmaster to take editorial charge. Mr. Martin will devote all his time to his large fruit ranch.

### BOARD OF TRADE PAPER.

The Polk (Pa.) Board of Trade is planning to finance a new weekly in that town. It will be known as the Critic and issued under the direction of R. P. McMahon.

The Kaw City (Okla.) Democrat has just appeared.

### HOW PROVIDENCE NEWS GOT THE TITANIC STORY.

The Providence (R. I.) Daily News was enabled to carry a most accurate and graphic account of the Titanic disaster through being favored somewhat by circumstances and by the enterprise and ability of its assistant business manager, Howard Miller Chapin.

Mr. Chapin was married to the daughter of D. Russell Brown, publisher of the News, on April 10, and



MR. AND MRS. HOWARD CHAPIN.

on the 11th sailed from New York on the Carpathia for a honeymoon trip to the Mediterranean and St. Petersburg.

On board the Carpathia Mr. Chapin heard the wireless call of the Titanic, outlining her position. Mr. Chapin immediately communicated with his paper by wireless, notifying it of the message, and from then kept sending messages until the vessel arrived on the scene of the accident.

Mr. Chapin also wrote a detailed story on how the Carpathia picked up the survivors and also took several photographs, some of which have been reproduced.

The young married couple resumed their belated honeymoon trip on the same steamer on April 19. They will be away for several months. At St. Petersburg the United States Ambassador is a cousin of Mrs. Chapin.

### HAD LONG SERVICE.

William H. Delph, advertising manager for the Robinson, Norton Company, Louisville, has resigned to assume a similar position with the Baptist World Publishing Company. Mr. Delph had been in the employ of the firm for twenty years.

### RESULTS SATISFACTORY.

W. O. Litteck, manager of the Zanesville (O.) Times-Recorder, writes: "Results from our advertisement for a managing editor in THE FOURTH ESTATE have been entirely satisfactory."

### WOMAN'S HOME WEEKLY OPENS ADVERTISING COLUMNS.

The Woman's Home Weekly, the new "Progressive" woman's newspaper of Minneapolis, owned by the Clover Leaf publishers, carried advertising for the first time in its issue of last Saturday. Nearly 3,000 lines of paid business from national advertisers were published.

Saturday's edition consisted of sixty-four newspaper columns, and contained, besides the usual full page of colored comics such as the Sunday supplements carry, a generous installment of a well known novel which is to run in serial form, a complete pattern service, a butter and egg department, a New York letter, Abe Martin's epigrams, a carefully edited suffrage department, and many copyrighted news illustrations.

A new company to publish the Woman's Home Weekly has been formed and will be incorporated this month with L. V. Ashbaugh as president, John Burgess as vice-president and secretary, and N. W. Ray as treasurer.

### JAPANESE LADY REPORTER.

As every one knows, Japan is the nation which adapts itself most readily to new customs. They are strictly up to date, writes M. Landon Reed in the Travel Magazine. While we had found newspaper enterprise adopting Western ideas in all lands, we were interviewed by but one woman reporter. She came aboard at our first Japanese port and very modestly presented her card with a low bow. It read:

MISS CHIYO YAMAZAKI  
Yarabuchio, Kojomachi-ku  
Tokyo

Mainichi Demposha

She was somewhat embarrassed, and were we. So we just bowed whenever she did, having been warned that we should be on our very best behavior in Japan because of their extreme courtesy.

"My name means 'Thousand years' at Summit of the Mountain," explained the little reporter, as I was still looking spellbound at her card.

"Ah," I said, "Fujiyama," as that was the only mountain I knew in Japan.

Then we bowed again, and she took out her tiny notebook and pencil and asked, "Are you all quite well?" "Quite well, thank you; and you?" "Oh, very well, thank you!" she replied. A pause.

She had made a note that we were all quite well (reminding us of our quarantine experience), and then she said: "You think my dress funny?" "Not at all," I answered. "We think it very artistic and becoming," went with my best bow.

Down went that in the tiny notebook. "You travel far," she said next. "Which country you like best?" We like Ceylon very much," I replied, and hastened to add, "but we have not yet seen Japan."

Roy L. Seright has sold the Rockton (Ill.) Herald to R. I. Dalslaig of Ohio.

## CHICAGO'S LABOR SITUATION.

Continued from Second Page.

Association decided to deprive the men who struck of their stands, and hereafter the street and corner sales will be controlled directly from the newspaper circulation departments.

The combined circulation of Sunday's papers was limited to about 50,000, with department store advertising necessarily eliminated.

Importation of Sunday newspapers from neighboring cities to Chicago was on an enormous scale. The Joliet Herald sent in 60,000 copies of its edition, with a special Chicago page. Milwaukee sent in a large quota, as did Aurora, Elgin, and other near-by points. New York newspapers were at a premium.

In the meantime recruiting stations were working rapidly in cities all over the country and men were dispatched to Chicago at once. Conditions have gradually become better and now the affected newspapers are issuing normal editions, in size and advertising. The sales are proceeding in almost normal manner. The police guard of two or three men to each stand has been reduced to one man.

### STRIKERS WANT SYMPATHY.

The officers of the Chicago Publishers' Association report that the pressmen, realizing they are beaten, have started a movement for a nation-wide strike of newspaper pressmen. The publishers charge that the pressmen are making misleading statements in their efforts to gain sympathy.

The statement issued by the publishers says:

"The officers of the pressmen's union have started a movement to involve the entire country in the affair. Realizing that they have lost in Chicago they have been sending telegrams, letters, and verbal communications from New York to Texas and from Vermont to the Pacific Coast ordering the pressmen to get ready for sympathetic strikes.

"They have also made appeals to various unions for financial assistance. In some cities a small amount was voted; in other cities they were told that the unions would not assent to assessments, and that the Chicago pressmen would have to fight the battle themselves.

"The orders for a general strike contained many misleading statements. They alleged that the American Newspaper Publishers' Association, at its recent meeting in New York, had started a war of extermination of union labor in the newspaper offices of America. It was also set forth that a fund of \$150,000 had been raised for this purpose, and that the Chicago trouble was the first blow in the campaign.

"No such fund was raised and no such war on union labor contemplated."

Albert H. Baker of the Cleveland Plain Dealer, president of the American Newspaper Publishers' Association, in an answer to President Berry of the pressmen, denies any unfriendliness or hostility on the part of the A. N. P. A. toward the union and says there is no truth in the statements that the A. N. P. A. has appropriated any money to fight unionism. In part he says:

"Neither a fight nor a lockout has ever been considered by the American Newspaper Publishers' Association. The majority of its members conduct closed shops and are on friendly terms with their employees.

"A large percentage of our members have local agreements with the several unions of the printing trades, and now hold

arbitration contracts for their various mechanical departments.

"They are called up to these contracts to the letter, but desire that the unions shall do likewise. In this way they have been ably scolded by James M. Lynch, president of the International Typographical Union; James J. Freely, president of the International Stereotypers and Electrotypers Union; and Charles Wall, president of the International Photo Engravers' Union."

### STRIKES VOTED ON.

Pressmen in New York and New Orleans are among those who have acted on the appeal for a sympathetic strike from the Chicago strikers. In New York at a general meeting of Web Pressmen's Union, No. 15, which has a membership of 2,000, it was voted to assess every man one day's pay a week for the benefit of the striking pressmen in Chicago as long as the strike lasts. Full power to act was voted to the executive board, in case a call for a sympathetic strike in this city is received from the Chicago union.

Union pressmen employed on the two afternoon papers of New Orleans adopted a resolution to strike in sympathy with the Chicago pressmen if an order is issued by President Berry.

The pressrooms of the two morning papers are non-union, and the afternoon publishers say that a walkout would not seriously affect them.

### MR. HEARST'S ATTITUDE.

In answer to an inquiry of President Berry as to his attitude on the action of the publisher of his Chicago paper in "inaugurating a lockout against the Pressmen's Union with the motive of reducing the wages of members and the enforcement of impossible working conditions," William R. Hearst replied:

"I do not approve of any proposition to destroy trades unions or to interfere with the legitimate activities of trades unions, or to prevent union men from obtaining reasonable hours, improved conditions, and proper increases of wages.

"You ought to know that wages have been continually increased on all the publications in which I have even the remotest interest, even though some of those publications were hardly making money enough to pay the increase in wages.

"You ought to know that no wages have ever been reduced on any of those publications, and that your suggestion of a proposed wage reduction or a possible wage reduction is obviously as absurd as it is insidious.

"I cannot know the minds of the Chicago publishers, but I do not believe that they have the slightest intention of destroying any union or of the slightest desire to interfere with the legitimate activities of any union.

"As far as I have seen there has been no lockout in Chicago whatever, but there have been three strikes by three separate unions, all in defiance of their contracts.

"As far as I have seen the Chicago publishers are merely trying to secure from the union the equal and impartial treatment for all the newspapers in Chicago which fundamental union principles guarantee and which it is the height of suicidal folly for the unions to attempt to withhold.

"Though for many years the victim of unjust discrimination myself, I am still a strong believer in unionism. I do not, however, believe in unionism because of its abuses, but because of its usefulness in spite of such abuses in protecting workmen and in raising the standard of living community."

The newspaper publishers of Albany, N. Y., and the local typographical union have signed a contract for a higher scale to be in effect until May 1, 1914. The compositors receive an increase of \$1.50

a week and on May 1, 1913, the wages are increased another \$1.50. The handman are at present getting \$19. The linotype operators received an increase of fifty cents a week during the present year, and another increase on May 1, 1913.

The members of the Typographical Union in Utica, N. Y., have been granted an increase of \$3 per week by the publishers.

## THE PUBLISHERS' WORST ENEMY.

"The worst enemy of newspaper publishers in late years is not the man who wants his advertising or printing at less than cost, not even the deadbeat subscriber," said Carl A. Jettinger, president of the Buckeye Press Association at the recent convention at Delphos. The real enemy, according to Mr. Jettinger, is the Post Office Department. "As you all know there is a movement on foot to reduce the rate on first-class matter and to double the rate on second-class matter. The National One-Cent Letter Postage Association and the Post Office Department are the main backers of this movement.

"They make no secret that this is only the initial raise. Thus the One-Cent Association tries to bunco the public into the belief that there would be no deficit in the department if the second-class rate were doubled and the first-class rate reduced to half of the present rate. They state that during the last fiscal year the postal receipts for second-class matter were but nine million dollars, while those for first-class were almost one hundred and sixty-three million dollars.

"Now if the department had received double the rate for the second-class matter it handled, it would have obtained but nine million dollars more; and if, on the other hand, it had received more than eighty-one million dollars less, the difference in the two sums is more than seventy-two million dollars, so that under the rates proposed by the One-Cent Association the department would have received over seventy-two million dollars less than it did at the present rates."

Under such circumstances, asks Mr. Jettinger, "what do you suppose would happen at the end of the fiscal year after the new mail-order house letter postage went into effect, when it would be found that there was the largest deficit in the postal department that had ever been heard of?"

The Buckeye president goes on to supply his own answer. To quote further: "The postal department 'would at once raise an awful howl about the second-class rates being still too low, that on a good part of the second-class matter there was no postage paid at all, and that the rest was paying about one-third of the cost of handling it."

Efforts would then at once be made to raise again the rate and to make publishers pay for free-in-the-county-circulation, and mayhap to secure a rate high enough not only to wipe out the deficit, but also to create a surplus large enough to furnish jobs for a few more political wire pullers.

## ASKS WARD-GOW RECEIVER.

The First National Bank of New York filed suit in the Supreme Court Thursday to recover \$114,563 from the copartnership of Ward & Gow, advertising agents, on a judgment for that amount obtained in 1910 against William Gow and returned unsatisfied. The judgment was on a promissory note for \$100,000 made by Gow at the time of his financial difficulties in 1907, and the suit is brought to collect from the partnership as a result of the recent decision of the Supreme Court that Gow never assigned his interest in the firm to his partner, Artemus Ward.

The present suit asks that a receiver be appointed for the copartnership.

## NOT TO CREMATE DAVENPORT.

Objections by relatives of the late Homer Davenport to having the cartoonist's body cremated in New York, as was planned by his widow, have prevailed, and the body is now on the way from New York to his native town of Silverton, Ore.

Arrangements are being made for a public funeral to be held on Monday. A feature of the funeral will be music by the Silverton band, of which Mr. Davenport was a member in his boyhood days.

## GETS KENTUCKY PAPER.

R. B. McGregor of Henderson has acquired the Sebrle (Ky.) Green River News. For some years past W. G. Collins has been publishing the paper.

## BEATS SUBSCRIPTIONS.

Vox Populi—"Do you think you've boosted your circulation by giving a year's subscription for the biggest potato raised in the country?"

The Editor—"Mebbe not, but I got four barrels of samples."—Philadelphia Telegraph.

The Holland City (Mich.) News and Independent have been merged. The combination assumes the name of the News.

Oliver E. Butler is now representing the Mothers Magazine, Elgin, Ill., in New England.

Hugh Burke is now looking after the interests of the American Magazine in the New England section.

## LOS ANGELES

In the Eye of the World.

**The TIMES, Daily, and the Illustrated Weekly**  
"unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions. Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO



## SOME NEW BOOKS.

**THE N. E. A. PHONETIC ALPHABET:** New Era Printing Company, Lancaster, Pa.

This brochure of 91 pages, a collaboration by Raymond Weeks, James M. Bright and Charles H. Grandgeut, contains an explanation and discussion of the principles of the "Scientific Key Alphabet," for use in respelling words for pronunciation in dictionaries, school books, etc. It gives a historical sketch of the efforts to produce a uniform key based on scientific principles.

**INTERNATIONAL ARBITRATION AND PROCEDURE,** by Dr. Robert C. Morris; Yale University Press, New Haven.

Mr. Morris treats of the history of arbitration and shows the progress made to our times. This volume, which contains a fair summary of accomplished results, surpasses all other works that have discussed this theme. It is a superior contribution to the cause of peace.

**THE REFORM OF LEGAL PROCEDURE,** by Morefield Storey; Yale University Press, New Haven.

Mr. Storey, who is an ex-president of the American Bar Association, has prepared a work helpful to the legal fraternity and to lay readers as well. The style is simple, free from technical terms, and enlivened by entertaining and instructive anecdotes.

**HAND FORGING,** by Thomas F. Googerty; Popular Mechanics Company, Chicago.

This is designed for a text-book, giving full and clear instruction in hand forging and wrought-iron ornamental work for students, professional workers and others interested in handicraft. The instructions are accompanied by 122 drawings to illustrate the text.

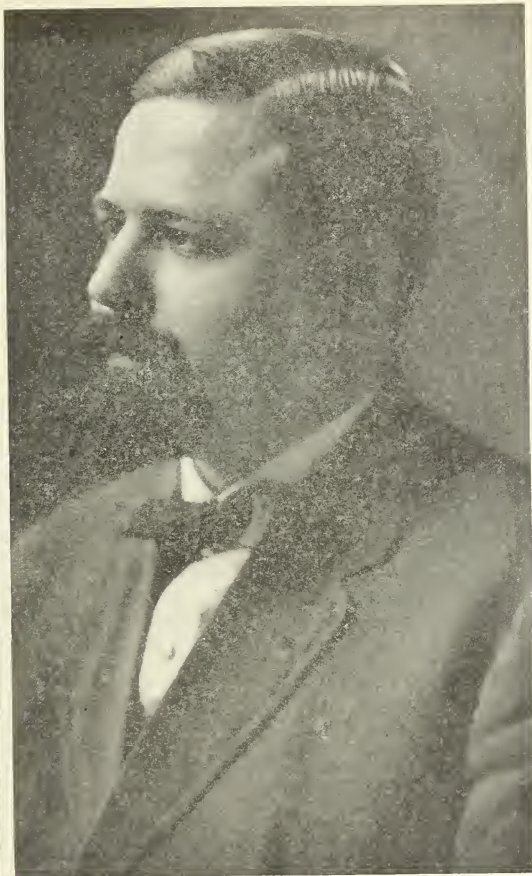
**FIVE THOUSAND AN HOUR,** by George R. Chester; Bobbs Merrill Company, Indianapolis.

This work is somewhat similar to Mr. Chester's earlier one, "Get-Rich-Quick Wallingford." Johnny Gamble, the "five-thousand-an-hour" hero, falls in love with Constance Joy, whom Paul Gresham also desires to marry.

She is the prize in an interesting game, Johnny is an honest, shrewd young American, wide awake, who confidently aims to make the five thousand an hour and amass a million to equal the sum that Miss Joy must forfeit by not marrying Gresham. The story is fresh and original in character and somewhat humorous.

**THE KINGDOM OF DUST,** by J. Gordon Ogden, Ph. D.; Popular Mechanics Company, Chicago.

"Can we obtain Food from Dust?" "Shall we Dispel Fog by means of Electricity?" "How Many Londons and Jerusalems Have There Been?" "Dust the Friend of the Housewife," "The Foe of the Workman," "Earth's Winding Sheet," are among the various topics treated in a simple and understanding way



HARRISON PARKMAN,

PUBLISHER OF THE EMPORIA TIMES AND PRESIDENT OF THE KANSAS STATE DEMOCRATIC EDITORIAL ASSOCIATION.

and fully illustrated. The work is more fascinating and entertaining than the much exciting fiction.

**A MAN AND HIS MONEY,** by Frederick S. Isham; Bobbs Merrill Company, Indianapolis.

The leading actor is a young man, brought up in luxury, but with an ambition to begin in business at the bottom and rise through his own energy and talent. He desires not to be handicapped by wealth. The theme is a not unusual one but it is treated in an original and romantic style. Humorous and exciting adventures on land and sea add to the interest of the love story.

**INDUSTRY AND PROGRESS,** by Norman Hapgood; Yale University Press, New Haven.

This work contains the address of Mr. Hapgood, editor of Collier's

Weekly, delivered before the students of the Sheffield Scientific School. It deals with important industrial problems, the trusts, railroads, conditions of labor, socialism, etc. The themes are presented in a concise, forceful and optimistic style.

**THE TEN LAWS OF SUCCESS,** by John R. Meader (Graham Hood); Business Man's Publishing Company, Detroit.

The ten laws designating the character of the book are those of Integrity, Initiative, Concentration, Attention, Faith, Self-Reliance, Courage, Economy, Temperance and Compensation.

**FRAN,** by John B. Ellis, Bobbs Merrill Company, Indianapolis.

"Fran," the leading actor in this story is a remarkable creation and

plays her part in a wonderful manner. She calls at the home of the man, who is her father though he is not aware of her identity. She insists on being accepted as a member of his family on equal terms, wishing to "belong to somebody." Admitted, on revealing her secret, she endeavors to establish a new order in family affairs.

She is shrewd, winsome and courageous, and longs for love and home. The author makes a clever analysis of her peaceful character.

**NAOMI OF THE ISLAND,** by Lucy Thurston Abbott. L. C. Page & Company, Boston.

The scene of this novel is a rocky island on the coast of New England. Naomi is the heroine of the story, while other "down east" people play their parts. Naomi, from her childhood, determines to become "somebody." Various obstacles, which stand as handicaps, only serve to develop her. She is presented as self-denying, sympathetic, affectionate and somewhat whimsical. It is a charming love story.

**THE COWARD OF THERMOPYLAE,** by Caroline Dale Snedeker. Doubleday, Page & Co., New York.

This is virtually a historical novel, for it pictures in vivid style Greek life and the history of ancient Hellas when the Oriental kings, eager for the extension of territory, made war upon Greece. The scenes and incidents of the story are sketched minutely, so that readers familiar with the geography and myths of Greece can imagine them as depicted by an eye-witness.

**PARKMAN IS STRONG FOR CHAMP CLARK.**

Harrison Parkman, president of the Democratic Editorial Association of Kansas is publisher of the Emporia Times and essentially a newspaper man rather than a politician. He is twenty-nine years old, was born in Philadelphia, but has lived most of his life in Emporia. He bought the Emporia Times five years ago and his previous newspaper experience was gained in the advertising department of a Kansas City paper.

Mr. Parkman is a great admirer of the speaker of the National House of Representatives and was one of the hardest workers in the state for Champ Clark prior to the convention which instructed the Kansas delegation for him this spring, Lyon County being the first county in Kansas to instruct its delegates for the speaker.

**NEW MANAGER AT NIAGARA.**

J. K. Disset has been appointed business manager of the Niagara Falls (N. Y.) Journal, owned by Representative Charles Bennet Smith. Mr. Disset was formerly manager of R. H. Conner & Co., one of Buffalo's largest printers.

**FOR LIEUT. GOVERNOR.**

In the Nebraska primaries S. R. McKelvie, publisher of the Nebraska Farmer, was nominated for the office of lieutenant-governor.

## DO THE SPECIAL EDITIONS PAY?

WHAT SOME PUBLISHERS WHO HAVE TRIED THEM SAY ON QUESTION.

Do special editions really pay and how often is it wise to issue one? This is one of the practical problems which are perplexing more than one newspaper publisher. Like most newspaper problems it is very difficult for the individual publisher to get any definite information upon the subject from those who have already given the matter a trial.

How much does the "special" add to your permanent circulation? Does the increased advertising revenue for the issue pay for the increased cost of production? Do the local merchants look upon the edition as a hold-up scheme? These are some of the pointed questions put to those who have published specials, and almost invariably the experienced publisher smiles and keeps his information to himself. It is simply a matter of business policy. If the other fellow wants to try out the "special" he can get the information at first hand.

This attitude while perhaps justified on a business basis is of small service to the publisher who is contemplating a special edition, and who would like to know, in a general way, what the consensus of opinion is from those able to judge from actual experience.

### ADVERTISING VALUE.

The business manager of a well known New York morning newspaper which issues several special editions a year is emphatic in his statement that "specials" do pay.

"They pay, and they pay well," he said. "But you must not imply from this that the result can be summed up in dollars and cents a week after the edition is out when you have checked up your returns from the advertising and circulation managers."

"The value of the 'special' is in its reflex action. If the advertising department can meet the increased cost of production so much the better, but this is the chief purpose of the modern 'special'. I have demonstrated over and over again that such editions do attract and interest new readers and that they add to the general tone and reputation of a paper."

"Formerly most of the large newspapers in the United States got out 'specials' for Christmas and Easter. These were the forerunners of the present day industrial and booster numbers. The holiday 'specials' paid and paid handsomely in dollars and cents, but in recent years it has been demonstrated that it is a better business policy to distribute the additional advertising in the regular editions leading up to the holidays. This gives the advertiser better service in every way."

"What is true of the holiday editions is probably also true of other special editions in so far as the advertiser is concerned. The benefit of the 'special' today arrives in the shape of general publicity for the newspaper itself."

The business manager of another large metropolitan daily is absolutely

opposed to special editions. As he puts it:

"The advertisers look upon them as a hold-up game, the readers throw away all but the news pages and they have never produced an appreciable increase in circulation for our paper."

"If a publisher is thinking of making an industrial special he had better consider the suggestion to put in special industrial features in the regular editions of his paper. This method will get the facts to the reader in small and simple doses and will prove a thousand times more efficient to the advertiser."

"The use of special features and not special editions is the only way to approach the problem. Special editions can be made to pay in a small way, but usually they are of more benefit to the specialists who go about the country conducting them than they are to the publisher."

"The special feature has all the advantages of the special edition and none of its disadvantages. With the special feature you are adding to the appeal of the editorial department. Circulation is bound to follow efficient news and editorial service, and with these two in hand advertising comes as a matter of course."

"If increased or special advertising is attracted by the special feature it is business which is liable to stay. It has not been obtained in a 'boosting' frenzy, and seventy per cent. of it does not go into the pockets of the 'special' conductors."

### SPECIAL MUST HAVE MOTIVE.

A third prominent newspaper publisher is in favor of both the special feature and the special edition. He believes, however, that a special edition ought to have some other motive behind it than the mere desire of the publisher to "pound the bass drum." To quote him in part:

"I am in favor of special editions when there is something special to edit. There has been some remarkable work done along this line recently in the South with industrial numbers. This section has been developing very rapidly in recent years and the editors down there have really had something to get 'special' about."

"A special edition under such circumstances is of distinct service to the community. Advertisers, readers and publisher get together in a kind of mutual admiration, halloo, revival meeting. It's good advertising for the community, for the merchant and for the newspaper."

"The feeling against the 'special' has grown out of the practice of turning out special editions which are only justified by the revenue taken from the advertiser at the point of a gun. I'm for the specialists when there is something special to say. If it is of minor importance make it a special feature: if it is of real significance, give it a special edition."

### COMPANY IN CONTROL.

The Crowley (La.) Signal will in future be published by a local stock company. The paper was recently acquired by Ellis Scott, a former owner, at a receiver's sale.

## HALDEMAN RESIGNS HIS STATE OFFICE.

Colonel W. B. Haldean, editor of the Louisville Times, has resigned the post of adjutant general of Kentucky. Colonel Haldean takes the action, he states, because of the attitude of the governor toward the anti-administration forces being led by Colonel Henry Watterson, editor of the Louisville Courier-Journal and an associate owner with Colonel Haldean in the Courier-Journal and Times.

## TEXTILE EDITOR HONORED.

A dinner in honor of Frank P. Bennett, on his twenty-fifth anniversary as editor of the American Wool and Cotton Reporter, was given last Thursday evening at the Hotel Somerset, Boston. About 200 of his friends were present.

Robert Luce, a well known newspaper man, and at present lieutenant-governor of Massachusetts, presided. Mr. Bennett was presented with a silver loving cup as an expression of the appreciation of the many years of valuable service that he has given to the textile industry.

## COURT RECOGNIZES NEED OF NEWSPAPER.

That the publication of a paper may not be suspended, H. G. Roe, editor of the Washuena (Wash.) Enterprise, has been allowed by the Superior Court to serve out a thirty days' sentence for perjury at night.

The court arranged that Roe is released from jail each morning, works on the paper all day, and returns to the jail to be locked up each night.

## DARROW TRIAL NEAR.

Preparations for the trial of Clarence Darrow, indicted for alleged jury bribery in connection with the McNamara trial for blowing up the Los Angeles Times Building, are about completed by the district attorney of Los Angeles.

The defense, with the numerous attorneys, has been active for the past few weeks. Darrow will personally engage in his own defense. The trial is expected to last two or three months.

## COMPANY TO PUBLISH.

A corporation has been organized at Lauras, S. C., to publish a newspaper called the News. The enterprise is headed by Thomas A. Cooper.

## FROM A MOTOR EDITOR.

A. G. Batchelder, general manager of the American Motorist, is one of the men engaged in journalism outside of the general news field and yet finds THE FOURTH ESTATE of great value to him. Mr. Batchelder, writes from his home in Summit, N. J.:

"I have been one of your steady customers for a number of years past. I have found it very interesting, as it gives exactly the information the newspaper man wants."



## A CORDIAL INVITATION IS EXTENDED

To every one attending the convention of *The Association of Advertising Clubs of America* to the

## Mexican Dinner

to be given by the

## San Antonio EXPRESS

at the Gunter Hotel,  
San Antonio

## Saturday Evening May 25th

It will be a Mexican affair throughout, Mexican dishes, Mexican music, Mexican entertainment, Mexican costumes on every one except the guests.

Three thousand guests will be provided for and a novel banquet is promised that will never be forgotten by those who attend.

This great dinner is the contribution of the

## San Antonio EXPRESS

to the entertainment which San Antonio, Texas' largest city, will provide for delegates and others in attendance and is but a hint of what may be expected in San Antonio, a great and growing city, pulsating with all the vibrant activities of a booming trade center, but still gloriously rich in intensely interesting historical association and tradition.

## San Antonio EXPRESS

THE JOHN BUDD COMPANY,  
Advertising Representatives  
NEW YORK, CHICAGO, ST. LOUIS



NEWS PAPER PRINT PRODUCTION.

INCREASE DURING MARCH—INTERNATIONAL RAISES WAGE SCALE.

Production of news print paper in March, as compared with February, increased 5,888 tons, shipments increased 2,965 tons and stocks on hand 2,843 tons, as reported by the American Paper and Pulp Association to the commissioner of corporations. These returns cover fifty companies, one concern formerly reporting to the association having ceased operations.

Stocks on hand March 31 were 27,638 tons as against 24,795 tons at the end of February, and 30,272 tons at the close of March, 1911. Production for March, 1912, was 105,582 tons, as against 100,714 tons for February.

This increase was largely due to the fact that March included one more working day than February; there was also an increase in the actual output per day during March of seventy tons, the daily average being 4,099 tons. Shipments for the month were 105,387 tons.

A new wage scale has gone into effect in the mills of the International Paper Company. It provides for an increase of one cent per hour for all employees, with the exception of the office forces.

There is some rumor that the union men also want a closed shop.

Between 6,000 and 7,500 employees of all paper mills were benefited by wage increases which went into effect Monday in Holyoke, Mass., in both the trust and independent mills. The increases granted, though not made public, are said to be satisfactory to employees.

Coincident with the raise in wages the prices of all except the cheapest grades of writing paper will be advanced.

Some grades of paper, it is said, will be advanced twenty per cent., but the average increase will probably not exceed ten per cent.

CRIMINAL LIBEL CHARGED.

General Harrison Gray Otis, Harry Chandler and Harry E. Andrews, publisher, general manager and managing editor, respectively, of the Los Angeles Times, are defendants in a criminal libel action instituted by Frank Henderson, secretary to the mayor of Los Angeles.

VISITING OLD HOME.

A complimentary dinner was given last Friday night to Eugene J. Zimmerer, city editor of the Newark (N. J.) Morning Star, who sailed on Saturday for Bavaria, where he will spend several months with his mother.

GFTS KEYSTONE PAPER.

O. S. Smith of Sistersville, W. Va., has acquired the Sharon (Pa.) News. He takes possession immediately. The retiring owner of the News is J. W. Miller, postmaster of Sharon.



ARTHUR E. WRIGHT.

LONG SALES MANAGER AND NOW ALSO VICE-PRESIDENT OF THE INTERNATIONAL PAPER COMPANY.

NEW I. P. OFFICERS.

Arthur E. Wright, well known to newspaper publishers as the sales manager of the International Paper Company, has been elected vice-president of that corporation.

Samuel L. Fuller has been elected a member of the board of directors, succeeding Warren Curtis who resigned.

ANNIVERSARY OF NIGHT-WORKERS' MASS.

The eleventh anniversary of the institution of the newspaper men and nightworkers' Mass in New York will be celebrated tomorrow at 2:30 A. M. in St. Andrew's Roman Catholic Church, Duane street and City Hall Place. Dr. John Cavanaugh, president of the University of Notre Dame, will deliver the sermon.

BROCKHAGEN HEADS AD MEN OF SEATTLE.

Carl H. Brockhagen, business manager of the Seattle Post-Intelligencer, has been elected president of the Seattle Ad Club. J. Fred Braid is the new first vice-president, and B. L. Sweze second vice-president. The following trustees were elected: R. E. Morgan, Walter Foster, Joseph Blethen, Carl H. Brockhagen, B. L. Sweze, H. R. King, J. Fred Braid, Herbert Schoenfeld and Charles W. Duncan.

NEW COLLEGE EDITOR.

John A. F. Randolph of Brooklyn has been elected editor-in-chief of the Columbia University Spectator, the student daily paper. Mr. Randolph is a member of the class of 1913.

PLANS OF THE CATHOLIC PRESS ASSOCIATION.

The Catholic Press Association, recently formed, is part of a movement decided upon at the meeting of federated Catholic societies held at Columbus last year. The association will not furnish news or manuscripts to daily newspapers, but will aim to do so to about 250 weeklies.

There will be four offices, one in Providence, another in New York, a third in Chicago and a fourth in Rome. The circulation of all of these weeklies is about 1,000,000 copies. The association announces, through one of its incorporators, that a part of its work will be to prepare informing historic, doctrinal, and present day stories of Catholic work.

Young Catholics are ill informed, think the sponsors of the association, in things which they ought to know as workers. Answers to misrepresentations will be given, especially in reports about the Vatican.

The next meeting of the Catholic societies, which are working for other reforms, will be held in Louisville in October.

CHANGE IN CONTROL.

The control of the Mansfield (O.) Shield has changed hands, Senator M. D. Frazier retires from the post of president and general manager and is succeeded in the presidency by Fred M. Bushnell. James I. Heffner, a newspaper man of many years' experience, goes to Mansfield from Lima and becomes general manager and vice-president. Orrin Van Allen is succeeded as secretary-treasurer by A. D. Rowlands.

In the reorganization of the directorate of the concern M. D. Frazier, C. V. Frazier and Orrin Van Allen are succeeded by Fred M. Bushnell, C. F. Ackerman, A. D. Rowlands, C. H. Rowlands and J. I. Heffner, while J. P. Seward and P. J. Wigton, of the old organization, remain with the new.

Associated with Mr. Heffner in the management of the Shield and in editorial charge of the paper will be Frank T. Wickersham of Lima.

TO HELP BUSINESS MEN.

The first edition of Business, a new monthly magazine to be published in Indianapolis in the interest of local retail, wholesale and manufacturing business, will make its appearance in June. Max R. Hyman, for many years engaged in the publishing and manufacturing business in Indianapolis, will manage the publication.

SELLING REAL ESTATE.

John T. Mongovan, formerly of the New York City News Association, is now sales manager of the Manhattan Properties Company, a New York real estate firm.

ANOTHER FOR THE SOUTH.

A new afternoon newspaper is to be started shortly at Huntington, W. Va. It will be called the Independent-Tribune and issued under the management of Mrs. Nelle A. Chapman.

## NEW YORK COURT UPHOLDS PHOTOGRAPHER'S RIGHTS.

Wade Mountfort, Jr., a photographer in the employ of Paul Thompson, Tuesday recovered a verdict before Judge Donnelly in the City Court in New York for \$115 and costs against Whitney Warren, architect and society man, for assaulting him at Bailey's Beach, Newport, on June 8, 1911, just after Mountfort had "snapshotted" Mrs. Elsie French Vanderbilt.

Warren admitted he had smashed Mountfort's camera and destroyed the plates showing Mrs. Vanderbilt, but denied he had struck the photographer.

Mountfort said he had just "snapped" Mrs. Vanderbilt as she came up the steps from the beach, when he was set on by Warren, stick in hand. His camera was smashed and a couple of teeth were driven down his throat.

Mountfort's verdict will foot up \$225. He sued for \$1,000.

Mountfort's counsel said the suit was a test case, the first in this state. The Superior Court in Boston recently awarded \$400 to a photographer who had been attacked under similar circumstances.

## SOCIALISTS IN COURT.

Fred D. Warren, J. A. Wayland, and Lincoln C. Phifer of the editorial staff of the Appeal to Reason, the Socialist weekly of Girard, Kan., appeared Monday as defendants in the Federal Court at Fort Scott to answer charges of having sent obscene matter through the mails.

## EDITING WOMAN'S PAPER.

J. R. Branner has been appointed editor of the woman's garment section of the Drygoodsman. Mr. Branner was until recently advertising manager of the A. E. Starr department store at Zanesville, Ohio, and is succeeded in that position by Capewell Allen, of Lexington, Ky.

## STUDENTS ELECT.

The board of editors of the Harvard Advocate has elected the following literary editors: H. G. Byng, 1913, Cambridge; P. J. Roosevelt, 1913, New York; A. F. McMahon, 1913, Mexico City; H. S. Ross, 1913, Jamaica Plain, and P. W. Thayer, 1914, Springfield.

## LEASES A PAPER.

C. C. Vail has acquired the Jefferson (La.) Free Lance by a lease arrangement. The paper is owned by Hungerford & Nye. Roy L. Nye retires as editor.

## SALE IN TENNESSEE.

The ownership of the Kenton (Tenn.) Herald has passed to W. A. Forrester and John Sheffield of Union City. The former owner of the Herald was J. N. Toll.

## CAPPER OFFICE MOVES.

The Chicago office of the Capper publications is about to move from the Hartford Building to the Mallers Building. James C. Feeley is the manager.

## FREEMAN STARTS AGENCY.

Arthur B. Freeman, for some time past a member of the staff of the Nichols-Finn Advertising Agency, of Chicago, has resigned to organize a company to do a general advertising agency business. The new firm is known as the Freeman Advertising Company and has offices in the Peoples' Gas Building.

Before his association with the Nichols-Finn Company, Mr. Freeman was with the McJunkin Agency and other prominent concerns in Chicago and the west.

Mr. Freeman is also the founder and was the first president of the Des Moines Advertising Club.

## CITY NEWS MOVES.

The offices of the New York City News Association are now located in the Hudson Terminal Building. For the last ten years the bureau has conducted its business in the Mail and Express Building, but its constant growth overcrowded the offices and necessitated the establishment of different branches throughout the building.

Under the new arrangements the offices are located on the fifth floor and are ideal in every respect. New furniture and every facility for the comfort of employees are at hand; notably a new lighting system which does away with all shadow effects.

## DEMOCRATS IN CONTROL.

A charter has been issued to the World Publishing Company, of Martinsburg, W. Va., new owner of the Martinsburg World, which is now reported to be controlled by Democrats.

According to reports the paper was really purchased by Senator Watson and Congressman Brown, although their names do not appear in the list of directors and Mr. Brown has denied that he is interested in the paper.

Hoffheins, Gray Silver, O. R. Cook, O. M. Seibert and C. W. Boyer, all of Martinsburg. The company has an authorized capital of \$25,000.

## SHIFTS ON N. Y. AMERICAN.

Samuel Small has been made foreign editor of the New York American. For some time past he has been working on the copy desk.

Harold Kober of Philadelphia is now makeup man for the American.

Thomas J. Vivian, a Philadelphia newspaper man, has come to New York and is now at the head of the copy desk.

D. M. Oviat has been made superintendent of the mechanical department. His position as foreman of the composing room is taken by John McNeary.

Charles West has resigned from the copy desk.

Eugene McCabe is a new member of the general staff.

## OPENS NEW YORK OFFICE.

The Lyddon & Hanford Advertising Agency, of Rochester, N. Y., have opened a New York office at 452 Fifth avenue. S. H. Hanford, treasurer of the firm, is in charge. The office will be manned by a force of fourteen assistants.

## ANDREWS GETS BACK IN THE NEWSPAPER GAME.

Theodore E. Andrews has been appointed advertising manager of the San Francisco Call. Mr. Andrews is well known in advertising circles of the West as for a number of years he was at the head of advertising departments of newspapers in St. Paul and Minneapolis.

"Andy," as he perhaps is better known, entered newspaper work twenty years ago with Gerald Pierce on the Minneapolis Tribune and succeeded Mr. Pierce as advertising manager of that paper. He later managed the advertising de-



T. E. ANDREWS.

partments of the St. Paul Dispatch, and Pioneer-Press, respectively, covering both the local and the foreign fields.

Mr. Andrews helped organize and was the first president of the Town Criers' Club, of St. Paul. He has the reputation of being especially attentive and considerate in helping beginners in advertising and in giving liberal assistance to demonstrators and distributors of standard advertised commodities.

## OUT-OF-TOWN NEWSPAPERS ARE ON FILE.

L. Jonas & Co., the well known newsdealers in the Astor House, New York, have just published a new list of the out-of-town newspapers they carry. More than 200 cities are represented. They also have on hand all the back numbers of New York City papers for the past five years.

## IN LARGER OFFICES.

H. W. Walker, advertising agent, of New York, has moved his offices in the Fifth Avenue Building to the tenth floor of that structure.

Charles Whitaker, formerly of the Cheltenham Agency, is now with Mr. Walker. Plans are under way for enlarging the scope of the service and taking on several big new accounts.

## EAST LIVERPOOL OWNERS ARE PROGRESSIVE.

Numerous staff changes have occurred on the forces of the East Liverpool (O.) Morning Tribune since the new proprietors assumed charge.

Dudley Hawkins succeeded Edwin Herwig as desk editor, while Thomas T. Jones is now the managing editor. An almost entire new force is working in the composing room, press room and editorial department.

Thomas F. Baker, former circulation manager of the old Columbus (O.) News, is in charge of the Tribune circulation, which during the two months of his administration has increased steadily.

The office and mechanical force has been acquired from various newspapers throughout the country. The local advertising patronage has increased upward of forty per cent, while the foreign business under the direction of C. A. Mcnet, in New York, has also enjoyed the most satisfactory growth. The Tribune from its establishment in 1876 did not solicit foreign advertising until the advent of the present manager, Emil Calman, in December, 1911.

The former management operated with two number one linotypes, but the present owners are now operating the plant overtime with five machines including three of the latest models. Upwards of \$15,000 has been invested in additional equipment to date.

## JOURNALISTIC EDUCATION TO BE DISCUSSED.

The department of Journalistic Education of the National Press Association, of which Dean Walter Williams of the School of Journalism at the University of Missouri, will hold two sessions at the Hotel Sherman in Chicago during the annual meeting of the association next month. These sessions will be held on the afternoons of June 24 and 25. Talcott Williams, dean of the Pulitzer School of Journalism, is to be one of the speakers.

## SINNOTT TO WASHINGTON.

Arthur J. Sinnott, retiring city editor of the Newark (N. J.) Evening News, was given a dinner at Achelt-Stetter's last week by his friends and associates. Mr. Sinnott will remove to Washington, where he will take charge of the News Bureau.

All those present were called on for speeches, and all wished the guest of honor success in his new field.

## EDITOR ON WIDE TOUR.

Friends of John O. La Gorce, assistant editor of the National Geographic magazine, Washington, D. C., at the National Press Club tendered him a farewell dinner on the eve of his departure for Europe. Mr. La Gorce will visit for Europe, Holy Land, Constantinople, the Balkans, Vienna, Tunis and Morocco. He goes in the interests of the National Geographic Society and while abroad will gather data for a series of travel stories. He will return late in June.



# CIRCULATION BUILDERS. USE THE AMERICAN LIBRARY ATLAS

OF THE WORLD for a  
Coupon Clipping Cam-  
paign. You can do it on  
the 98-cent plan with good  
profit.

This new census Atlas in the best  
\$4.00 Atlas at the low price that has  
ever been offered publishers.

Send \$1.25 for sample. I will  
send it to you express prepaid.

S. BLAKE WILLSDEN

*Circulation  
Features*

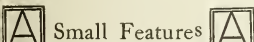
32 S. Wabash Ave., CHICAGO.

## THE SPECIAL SERVICE CO.

*Reliable Contest Operators*

Write for terms, etc.

Room 33, 32 Park Row, New York



Use the famous "Adams Features," among  
which are Walt Mason, Abe Martin, Ruth  
Cameron, George Fitch, "Zimmo," Kinn's  
"Sidewalk Sketches" The Horrorscope.  
Write for sample weekly sets—NOW.

*Adams Newspaper Service,*  
Peoples Gas Building, CHICAGO.

## BUILDING UP THE CIRCULATION.

The New York American has ar-  
ranged to supply readers with the  
Brady collection of Civil War pho-  
tographs and Benson J. Lossing's  
History of the Rebellion. This  
premium will take the form of six-  
teen superb art sections to be pub-  
lished, one each week, beautifully  
printed on enamel paper and bound  
in stiff wire stitched colored cov-  
ers. Each section is to be procured  
by presenting three coupons from  
consecutive days' issues of the  
American and ten cents at any  
American branch office.

The Johnstown (Pa.) Leader  
has started a circulation contest  
under the management of the  
United Contest Company, Cleve-  
land, O.

An omitted word contest is now  
under way on the Port Huron  
(Mich.) Times-Herald.

The Pine Bluff (Ark.) Graphic  
has just completed a Grand Prize  
Contest. The publishers report that  
the circulation was increased by  
nearly 5,000.

During the month of April the  
Potosky (Mich.) Independent held

a bargain sale. It reduced its price  
to new subscribers and those fully  
paid up from \$1.50 to \$1.

The Cadillac (Mich.) Evening  
News has started a voting contest.  
Two automobiles are the first prizes.

## HOW CONTEST CIRCULATION MAY BE RETAINED.

Joseph, Victor and Bernard Rid-  
der, sons of Herman Ridder, pub-  
lisher of the New York Staats-  
Zeitung and who are actively en-  
gaged in the management of that  
newspaper, recently conducted a  
German Folk Song Contest which,  
they say, resulted in more than 15-  
000 new paid-in-advance subscribers  
being added in two months. The re-  
sult was so good that another pro-  
verb contest was put on shortly  
afterwards and 6,000 subscribers  
were added.

When a representative of THE  
FOURTH ESTATE asked Joseph Rid-  
der his views on contests he said  
enthusiastically he couldn't think  
of any better way in which circula-  
tion could be increased. Mr. Rid-  
der went on to say that the condi-  
tions at the time of the first contest  
were:

"The Staats-Zeitung, a two-cent  
paper, was competing with a one-  
cent German paper for circulation.  
It decided to add a number of new  
features which would undoubtedly  
appeal to thousands of non-readers  
and after considerable thought they  
decided that a contest would be the  
quickest way in which to bring  
about this result.

"By retaining old features and  
keeping the new features up to the  
best standard the Staats-Zeitung  
was able to retain 95 per cent. of  
the circulation it received from the  
contest. These figures are remark-  
able, but nevertheless are possible  
if the publisher will give the old  
readers what they have been receiv-  
ing and the new ones what they  
were led to expect."

## HOW DILG SELLS GOODS FOR HIS CLIENTS.

Will H. Dilg, the Chicago ad-  
vertising agent, with offices in the  
Examiner Building, believes in be-  
ing original and following new  
lines he has built up an extensive  
business for himself and his clients  
during his service in the advertis-  
ing field.

Mr. Dilg furnishes to all his cli-  
ents the use of extensive merchand-  
ising service. In a recent adver-  
tising campaign which he handled  
for the Sulzberger & Sons Com-  
pany, packers, he inaugurated the  
plan of printing caricatures of the  
dealers throughout the city hand-  
ling the company's products, and a  
write-up of their business stand-  
ards. Mr. Dilg states, the novelty  
proved most successful, and that it  
caused the retail dealers to take a  
greater interest in selling Sulzber-  
ger goods.

## PREMIUM COMPANY SALE.

The U. O. Colson Company, of  
Paris, Ill., manufacturers of prem-  
ium and advertising specialties,  
has purchased the entire plant of  
the Bradford Novelty Works, Chi-  
cago, and added it to its own.

## HARMONY IS HARRISON'S KEY TO SUCCESS.

W. J. Harrison, circulation man-  
ager of the Los Angeles Evening  
Herald, started his newspaper car-  
eer with the Scripps-McRae  
League, with which he was asso-  
ciated for a number of years. He  
assumed charge of the circulation  
department of the St. Louis Times  
in 1907, and when E. G. Lewis  
bought the St. Louis Star-Chronicle  
in 1908 Harrison took charge of the  
same department for that paper.

Going West, he became circula-  
tion manager of the Seattle Post-  
Intelligencer and then assisted Fred  
C. Veon in launching the Los  
Angeles Tribune for Edwin T. Earl.  
In seven actual working days he  
achieved the record of organiz-  
ing the Tribune's circulation depart-



W. J. HARRISON

ment, appointed agents in every  
tributary town and placed 43,350  
paid circulation, which in thirty  
days more was increased to 65-  
000. Mr. Harrison took charge of  
the circulation department of the  
Los Angeles Herald last February.

The use of original plans, among  
them being the continuous chain  
idea, he holds helps him to pro-  
duce his remarkable results at min-  
imum cost. The net circulation  
increase in four years on papers  
while he was in charge, he claims,  
has amounted to 161,000. Mr. Har-  
rison declares he has always been  
able to secure splendid results from  
any circulation organization. He  
believes in harmony between depart-  
ments and has always worked on  
the most friendly terms with the  
editorial and advertising ends of the  
publishing business.

## CIRCULATORS APPRECIATE.

William L. Betts, the well known  
circulation promoter of New York,  
writes:

"I think the issues of THE  
FOURTH ESTATE for the publishers'  
conventions were fine."

## CIRCULATION BUILDERS.

# The Hotaling NEWSPAPER VENDING MACHINE

sells any 8 to 40-page  
paper at 1 to 5 cents.  
Emptied and refilled with  
60 papers in 30 seconds.

HOTALING BROS.,  
Tribune Building, NEW YORK

# Get To-Day's News To-Day "By UNITED PRESS"

General offices, World Bldg., NEW YORK.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon  
editions, in the form of typewritten copy  
and matrices, covering baseball, boxing,  
Olympic Games, football—all sports.  
Expert Comment—Best illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

For Washington Correspondence  
WRITE

AMERICAN  
TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

For EDUCATIONAL  
CONTESTS use the  
Tell-us Tellurian  
SOMETHING ORIGINAL

CARL MACK MFG. Co.,  
41 Cortland Street, NEW YORK.

## CONTEST PROMOTION EXPLAINED.

The Pultz-Musgat Company, of  
Fond du Lac, Wis., has compiled a  
pretentious piece of advertising  
literature entitled "The Building  
of a Newspaper." It is a booklet in-  
tended as an informer on contest  
schemes as circulation promoters,  
going extensively into the subject  
and treating it from many points  
of view acquired through practi-  
cal experience on the part of the  
authors.

Both Vernon S. Pultz and John  
S. Musgat are trained newspaper  
men, and have worked not only in  
the circulation end of the work, but  
in the business and advertising  
branches. Mr. Pultz is a former  
New Yorker and Mr. Musgat hails  
from the Middle West. Six years  
ago they started in the circulation  
promotion business and papers on  
which they have operated are locat-  
ed in every section of the country.





DR. EZECHIEL C. PAZ



OFFICE OF THE DIRECTOR



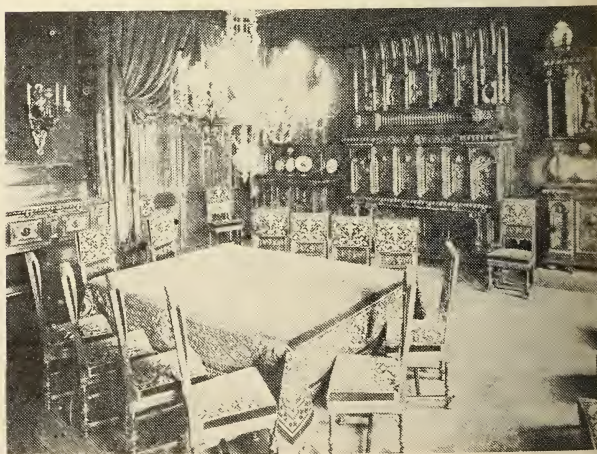
PUBLIC LIBRARY

THE NEW DIRECTOR OF LA PRENSA, OF BUENOS AYRES, AND SOME FEATURES OF ITS FAMOUS HOME.

By Courtesy of the New York Sun.



EXTERIOR OF LA PRENSA BUILDING



DINING ROOM FOR DISTINGUISHED GUESTS

See Ninth Page



## BUSINESS OPPORTUNITIES.

## \$7,000 NET

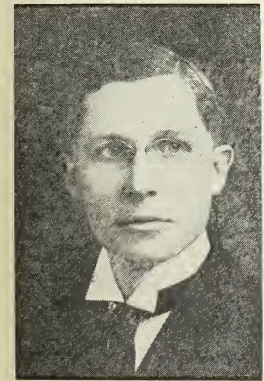
We represent the owner of a high-class financial publication, who desires to retire from active service. This periodical has earned not less than \$7,000 per annum net for a period of years. The property can be bought for \$10,000 cash, balance deferred on the most favorable terms.

This is one of the most substantial class publications in the U. S.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., N. W. YORK.

## MCCOY IN CONTEST LINE.

R. J. McCoy, a man of many years' experience in circulation work in various sections of the country, is the organizer of the Special Service Company, which has just opened offices at 23 Park Row,



R. J. MCCOY

New York. The firm will conduct circulation promotion campaigns.

Mr. McCoy has gathered together a strong force of contest experts who will work under his direction. Mr. McCoy has come up through the newspaper circulation game from carrier, and his experience covers a period of more than sixteen years' active work. He has been connected with papers in Pittsburgh, Cleveland, New Orleans, St. Louis, Salt Lake City, Denver, Omaha, Worcester, Mobile, Scranton, Galveston, Washington, Buffalo and other smaller cities.

## SCRIBES AT BANQUET.

A score of newspaper men of the east bay cities were tendered a banquet last week by the management of Idora Park, Oakland, Cal. Primarily the affair was intended to mark the retirement of E. P. Norwood as advertising manager of the institution but it also served as a welcome to Raymond Boyd, who is to succeed Norwood and a get-together session for the newspaper men and Idora representatives.

The Morrison Transcript is a newcomer in the Oklahoma field.

POST OFFICE DEPARTMENT  
AGAIN ATTACKED.

Wilmer Atkinson, editor of the farm journal, of Philadelphia, and a noted Post Office statistician, has issued an additional leaflet demonstrating the weakness of the Government in the proposal to increase the cost of mailing newspapers. Mr. Atkinson submits the report of the postal committee of the American Newspaper Publishers' Association, which states:

There were delivered by express and railroad shipments last year 34,220,816 copies of newspapers at a rate varying from one-fourth cent to one cent a pound, the bulk going at a rate of one-fourth cent to one-half cent a pound. This goes to show the absurdity of the proposed legislation doubling the postage rate and limiting the privilege to publications that carry as much reading matter as they do advertising. The proposal was stupid enough when the postal deficit was \$17,000,000 two years ago; it becomes preposterous in the face of a surplus.

What business has a transportation corporation, which is all the Post Office is, to prescribe how a business shall be conducted? It cannot be assumed that such legislation will ever get by Congress, but publishers are requested to fight the theory that the right to send their output of mail is a "privilege." The figures show it is not. The Post Office is a badly managed business, that is all. We should fight its dictation, its censorship, and its inefficiency.

Mr. Atkinson regards the triumph of the newspapers as certain and recommends a law clear of all possible complications.

## FRISCO LINES' NEW ADVERTISING AGENT.

Charles N. Pendleton has been appointed advertising agent of the St. Louis & San Francisco Railroad, better known as the 'Frisco Lines, succeeding Glenn W. Hutchinson, who recently resigned to become Southwestern representative for the American Lithographic Company, of New York, with headquarters in St. Louis.

Mr. Pendleton was formerly Mr. Hutchinson's chief clerk and has been in railroad service for twenty-one years, the past eleven years in the passenger traffic department of the 'Frisco Lines.

## ROCK ISLAND INDICTMENTS.

A grand jury indictment has been returned against Mayor H. M. Schriver of Rock Island, Ill., charging him with assault with intent to inflict serious bodily injury on John Looney, publisher of the Rock Island News. Schriver beat Looney in police headquarters after Looney had been arrested, following the publication in his paper of an attack on the mayor.

The incident played a part in the agitation that preceded the recent rioting in the city. An indictment was also returned against Looney for libeling the mayor and for unlawfully selling newspapers to minors.

## FITZGERALD LOOKING UP.

Mayor John F. Fitzgerald of Boston is going to be a candidate for governor of Massachusetts. His own weekly paper, the Republic, is authority for that statement. As Governor Foss will not accept a renomination at the hands of the Democrats next fall it is believed that Fitzgerald may be given the honor.

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

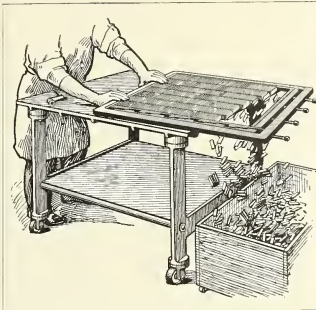
## From Stereotype Room

TO

## Hell Box

IF YOU MAKE THE  
RIGHT USE OF YOUR

## Linotypes

MANY offices  
now insist  
that their Linotype

equipment shall be utilized so that on an increasing number of pages, after stereotyping, the column rules and cuts may be taken out and the remainder of the form thrown into the hell box.

## The Linotype Way Is the Only Way

to save time and labor in a composing room. No other method of composition will produce either straight matter or department store ads as rapidly and economically as the Linotype.

MERGENTHALER LINOTYPE COMPANY,  
TRIBUTE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.  
SAN FRANCISCO: 618-646 Sacramento Street.  
NEW ORLEANS: 545 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## IMPORTANT PLATE DEAL.

The United Plate Company, of Canton, O., for twelve years manufacturers of newspaper plate, has purchased the matrices, stereotype machinery and records of the Publishers' Plate Company, of 187 Lafayette street, New York. No decision has been arrived at as to whether the plant will be continued in New York as a branch house.

The Publishers' Plate Company was for years known as the Curtis house and successor to the old Columbia Plate Company.

## TOWN BOOSTERS.

J. N. McCall of the Ithaca (Mich.) Herald is now a vice-president of the local board of trade. A. McCall of the same paper is on the board of directors.

## MICHIGAN PUBLICIST.

J. W. Hannen, formerly of the Traverse (Mich.) Herald, is now handling President Taft's publicity

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

BARNES-CROSBY  
COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

Space Band Repairing ..... 25c.  
New Space Bands..... 65c.  
"Deep Cut" Assembler Stars 08c.  
All work guaranteed to micrometer  
to one thousandth part of inch.

INTERNATIONAL  
PUBLISHERS' SUPPLY CO.,  
117 John Street NEW YORK, U. S. A.

campaign in his state. Mr. Hannen's offices are in Grand Rapids.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

## Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—Asking rates with Eastern papers on three inches to run twenty-six times.

LESAN, Fourth Avenue Building, New York.—The United States Motor Company, New York; orders being placed with a selected list of papers.

WINEBURGH, 576 Fifth avenue, New York.—The Omega Chemical Company, "Omega Oil"; placing some new copy on contracts.

WYCKOFF, 14 Ellicott street, Buffalo.—The Bartholomay Brewing Company, Rochester, N. Y.; orders being placed with a selected list of Eastern papers in cities where the company has agents.

SEAMAN, 30 West 33d street, New York.—The Studebaker Company; large contracts being placed with a general list of papers.

RUBINCAM, Drexel Building, Philadelphia.—The National Chew-

# THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

**189,411** WANT ADS  
in 1911.  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

ing Gum Company, Philadelphia; orders for fifty lines d c three times a week to run t f being placed with Pennsylvania papers.

PEARSALL, 203 Broadway, New York.—Placing one and two-inch copy for B. H. & H. W. Pelzer, members of the New York Stock Exchange, in New York and New Jersey dailies.

TOUZALIN, 5 North Wabash avenue, Chicago.—The Plaza Hotel; orders for four inches twenty-six times being placed with a selected list of dailies.

MATOS-MENZ, Bulletin Building, Philadelphia.—The Pompeian Oil Company, Washington, D. C.; orders being placed with a selected list of New England papers.

DAUCHY, 9 Murray street, New York.—Parker's Hair Balsam; renews for nine lines fifty-two times being placed with the usual list of papers.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The Packard Motor Car Company; large contracts being made with a selected list of Eastern papers.

SIMPSON, 38 Park Row, New York.—Rose's Lime Juice, London, England; advertising will begin shortly in a large number of newspapers in the principal cities of this country.

SAMUEL, 118 East 28th street, New York.—A. L. & M. L. Kaufman, "Smokecraft" Cigar, New York; contracts for 1,000 lines being made with a selected list of Western papers.

SHUMWAY, 373 Washington street, Boston.—The Pacific Mills, Boston; orders being placed in twelve selected large cities.

MORSE, Dodd-Mead Building, New York.—The Rumford Chemical Company, Providence, R. I.; renewing readers generally.  
L. C. Page & Co., Boston; some

## ADVERTISING MEDIUMS.

The merchants place the volume of  
their advertising in the

## BUFFALO TIMES

because they know their announcements will be read and that immediate sales at their merchandise will follow.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURG district the DISPATCH reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

one-time orders being placed with a selected list of papers.

GERMAN AMERICAN AGENCY, Mint Arcade, Philadelphia.—Herzberg Aigrettes, Philadelphia; orders being placed with a selected list of papers.

GOULSTON, 18 Tremont street, Boston.—The American Cigar Company, 111 Fifth avenue, New York; orders being placed with a selected list.

HILL & TRYON, May Building, Philadelphia.—The Spirella Company, New York; orders being placed in cities where the company has stores.

KASTOR, Equitable Building, St. Louis.—The Stafford-Miller Company, St. Louis; orders being placed with New York City papers for the present.

BOSTON NEWS BUREAU, 17 Exchange Place, Boston.—The Paul Manufacturing Company, Boston; placing some orders with large city papers.

COWEN New York & Boston.—The P. Lorillard Company, Jersey City, N. J.; orders being placed with New York State and Pennsylvania papers. Western papers will be used shortly.

The Massachusetts Corset Company, Boston and Worcester, Mass.; orders being placed with a selected list of dailies.

DORLAND, Atlantic City, N. Y.—The Long Branch Publicity Bureau; orders being placed with a selected list of Eastern papers.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The Thompson Malted Food Company, Milwaukee, Wis.; making some 2,500-line contracts with a selected list of Western papers.

URMY, 41 Park Row, New York.—Earl & Wilson, "E. & W." Collars, New York; placing three

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

**49,622**

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

inches 156 times with a few Southern papers.

AMSTERDAM, 1180 Broadway, New York.—Bretton Hall, Broadway and 86th street, New York; orders being placed with a selected list of papers on a trade basis.

MORTON, Fourth avenue and 12th street, New York.—Kops Brothers, "Nemo" Corsets, New York; placing some large copy on contracts.

MOSS-CHASE, 110 Franklin street, Buffalo.—The Rich Tire Company, Buffalo; placing some three-inch, twenty-four-time orders with a selected list of Southern papers.

LORD & THOMAS, Trade Building, Chicago.—The Phillips-Jones Company, 502 Broadway, New York; this advertising is now being placed through the above agency.

The Thomas W. Lawson, "Roosevelt or Revolution" advertising, which recently appeared in Boston papers, was handled by Cleveland A. Chandler, vice-president of the Amsterdam Advertising Agency, 35 Congress street, Boston.

## Dignity and Large Circulation

These two are seldom found together in a newspaper. Large circulations are most often secured at the expense of dignity, conservatism and truthfulness. There are a few newspapers throughout the country which have held to these and grown big as well. They are the inspiration of the publishers with ideals. They prove that it can be done.

## THE SUN

OF BALTIMORE  
is one of these papers. By deserving them it has built up among its readers those two greatest assets, good will and confidence. The "Sunpaper" is a Maryland institution. ITS CIRCULATION IS 116,000 NET PAID.

W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave., Tribune Building,  
NEW YORK, CHICAGO.



ADVERTISING MEDIUMS.

# The TRIBUNE of LOS ANGELES

GUARANTEES LARGEST PAID CIRCULATION IN LOS ANGELES

ALREADY THERE CLASSIFIED MEDIUM OF LOS ANGELES

Detailed Sworn Circulation Statement upon Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## THE GROWING BOSTON TRAVELER

Average Circulation for 1911

83,029

I. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, Peoples Gas Bldg., CHICAGO

### STAFF CHANGES.

Charles Haller, for a number of years connected with general agencies in New York, among them the Sherin Company, Hamblin Agency and Foster Debevoise, has joined the forces of the Frank Scamman Company, New York.

Walter Barron Getty, known for years to many of the publishers of the United States as an agent of the Post Office Department, is now connected with the Association of American Advertisers as an examiner.

B. S. Preshea, formerly manager of the Mahin Agency, is now associated with the Thornton Advertising Company, Chicago.

Harry J. Gothelf, for the past ten years with the E. H. Clark Advertising Agency, has resigned and is now connected with the Fuller Company.

Clair Mathason, for some time past connected with the Grandville (Mich.) Star, has been appointed editor of that paper, succeeding E. B. Blett.

Herbert E. Price, formerly advertising manager for Shepard-

### VALUABLE TO READERS, TO ADVERTISERS,

BECAUSE it is the ONLY independent paper in a strongly Progressive and Insurgent territory; because it is first in the hearts of its readers; because it is GROWING rapidly and surely.

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"

Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. BAYLIS, Chicago, J. F. ANTSEL,

ADVERTISING MEDIUMS.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY

## CIRCULATION IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

### CLEVELAND

is the metropolis of Ohio. The

PLAIN DEALER is its leading newspaper. The average circulation of the Plain Dealer for the month of April, 1912, was as follows:

Daily, 108,787. Sunday, 131,526

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

Norwell Company, Boston, has moved to Richmond, Va., where he takes a similar position with the Cohen Company.

Edwin Rood, formerly with the Wood, Putnam & Wood Advertising Company, Boston, is now conducting the advertising of the Carpenter-Morton Company, of the same city.

Samuel Peck, until recently of the New York Sun, is now a member of the Tribune staff.

George B. McIntosh, for two years circulation manager of the Eau Claire (Wis.) Leader, has resigned and is now connected with the Escanaba (Mich.) Mirror in like capacity.

Joseph Hogen, formerly connected with the San Francisco Call, is the new city editor of the Petaluma (Cal.) Courier.

J. C. Allison has been appointed editor and manager of the Ritzville (Wash.) State-Journal. He was until recently with the Prosser Republican Bulletin.

H. D. Smith of Pittsburgh is a new addition to the general staff of the New York World.

Charles H. Meiers is the new telegraph editor of the Ogden (Utah) Standard. He was formerly connected with the Pasadena (Cal.) News and the Los Angeles Examiner.

O. R. Geyer, a member of the staff of the Des Moines Register and Leader, has been promoted to the state editor's desk.

Ralph Austin is now in charge of the city staff of the Joliet (Ill.) News.

Clarence S. Cross has resigned from the staff of the Trenton (N. J.) True American and has gone to

ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper. This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more week day circulation in the City of New Orleans than the Times - Democrat and Picayune COMBINED.

Duluth, Minn., to engage in the real estate business.

Ed. Williams has left the Delaware (Wis.) Republican staff and is now with the Harvard Independent.

D. E. Northam has left the staff of the Dilg Advertising Agency, Chicago, and is now engaged with the automobile advertising department of the Chicago Inter-Ocean.

J. L. Clark has left the editorial staff of the New Decatur (Ala.) Telegram to become manager of the National Woolen Mills.

Malcolm Dougherty is a new member of the reporting staff of the New York Tribune. Mr. Dougherty is a graduate of Oxford University.

Ray Mitchell has resigned his position as publicity director of the Little Theatre, New York, and will probably return to newspaper work.

Carl A. Grabill is now editor of the Greenville (Mich.) Independent.

Dan McConneloug is now with the Washington Times. He was formerly with the Philadelphia Times and New York America.

Peyton Boswell has left the staff of the Chicago Record-Herald and is now on the New York Herald.

L. A. Warner has been appointed city editor of the Chattanooga News.

W. C. Roberts has left the staff of the United Press in Washington, D. C., and is now with the Scripps-McRae League.

Thomas Cooke has resigned as financial editor of the Louisville Herald and is succeeded by R. C. Rogers of the Courier-Journal staff.

M. C. Wasson, until recently political writer on the Louisville

ADVERTISING AGENCIES.

Est. 1864

# J. WALTER THOMPSON COMPANY.



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23rd Street, NEW YORK CHICAGO. BOSTON.

### JOHN BUDD CO..

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



### PAYNE & YOUNG

SPECIAL REPRESENTATIVES.  
are now at home in their new offices in the  
FIFTH AVENUE BLDG. NEW YORK.  
Western office:  
750 Marquette Bldg., CHICAGO.

Courier-Journal, is now on the staff of the Louisville Times.

M. L. Omerod, for several years with Joseph E. D. Ryan's publicity service, Chicago, is now in charge of the advertising of the Garford Company, Elyria, O.

Thomas H. Napier is a new member of the staff of the Dallas (Tex.) Times-Herald.

### A REORGANIZATION.

The firm publishing the Jacksonville (Fla.) Courier has reorganized and will hereafter be known as the Courier Publishing Company. It has a capital of \$50,000; W. D. Doying is the president, G. E. Doying is vice-president, C. F. Doying secretary and treasurer, and Mrs. Hattie Doying is director. The company has heretofore been known as the George E. Doying's Sons.

### AUTO FOR NEWS COVERING.

The Indianapolis News has placed an automobile at the service of its editorial department. It is employed to obtain important news stories in a hurry.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

## NEW YORK MAIL EVENING

to believe in you, and you will get rich.

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
NEW YORK  
EVENING  
JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

NEWSPAPER GOLF SEASON  
OPENED IN NEW YORK.

An eighteen-hole qualifying round was played by the members of the New York Newspaper Golf Club at Van Cortlandt links Monday. A. Hedley led the field with a card of 88-14-74, with E. E. Johnson and R. Burge second with respective cards of 95-20-75 and 91-16-75. There will be two sixteens to continue at match play at the convenience of the paired players.

George L. Cooper, president of the club, has offered a cup to be played for during the summer. The three players having the lowest gross scores and the three players having the lowest net scores in each qualifying round and the winner and runner-up of each sixteen in match play tournaments during the season will be eligible to compete for the trophy in October under handicap conditions. Those who became eligible Monday were A. Hedley, H. A. Haines, R. Burge, E. E. Johnson, A. S. Draper, and C. E. T. Scharps.

## CHICAGO AD MEN MOVE.

The Chicago Advertising Association has moved to the old rooms of the Hamilton Club, at 104 West Monroe street. The ad men's rooms in the new Advertising Building will not be available until April, 1913, so it was decided to

"One paper in the home is worth a thousand on the highway." —Quotation.

THE  
NEW YORK  
TRIBUNE

the paper that goes to the home —Application

## ADVERTISING MEDIUMS.

THE  
CHICAGO  
EVENING  
AMERICAN

has the largest circulation of any paper in Chicago, Morning or Evening, and largest of any paper west of New York.

LARGEST CIRCULATION  
There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN** and the **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.  
C. GEORGE KROGGNESS, CHICAGO.  
Marquette Building,  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

take advantage of the increased comfort offered by the removal of the Hamilton Club in the meantime.

## ORGANIZATION IN ALBANY.

Preliminary plans for the formation of a press club in Albany, N. Y., were made this week. The present idea is to limit membership in the organization to those who are actively engaged in newspaper work.

Carl H. Stubig was chosen temporary chairman and William Lang temporary secretary.

About seventy-five newspaper men in Albany are eligible for membership and more than half of them have signed their intention of joining. It is planned to engage permanent quarters in the business district.

## AD MEN TO PUBLISH A DAILY PAPER.

Members of the delegation from the Des Moines Ad Men's Club to the Dallas convention are planning to publish a daily newspaper on the special train which will bear them to Texas.

The official delegates of the Des Moines Club are E. R. Stotts (delegate at large), B. F. Williams, O. R. McDonald, Herbert M. Harwood, Fred L. Barnett, Lloyd Waddell and J. B. Runyan.

A rousing On-To-Dallas meeting of the Des Moines Club was held Tuesday noon. Four members, T. W. LeQuatte, vice-president of the national association; J. B. Runyan, E. R. Stotts and H. E. Roesch, spoke on the advantages of the convention.

## JERSEYITES ELECT.

The Pica Club of Paterson, N. J., an organization composed of newspaper men of Passaic, Bergen and Sussex Counties, had its annual meeting in Paterson last week. The election resulted in the choosing of the following new officers: President, August Epple, the Paterson Call; vice-president Deman Cam-

## ADVERTISING MEDIUMS.

THE  
BOSTON  
POST

APRIL, 1912. AVERAGES

The Daily Post 395,999  
The Sunday Post 333,511

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGGNESS, Western Rep.,  
Marquette Building, CHICAGO.

The JOURNAL  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Boyce Building,  
NEW YORK. CHICAGO.

eron, Paterson Press-Chronicle; secretary, Joseph H. Quigg, the Paterson Guardian; treasurer, George H. Burke, formerly of the Paterson Press and now deputy revenue collector; executive committee, Joseph L. Hand, Fred J. Buckley and Emmett Drew.

## OKLAHOMA MEETING.

The twenty-first annual meeting of the Oklahoma Press Association will be held at Muskogee on May 24 and 25. At the close of the meeting the members of the association will be the guests of the 'Frisco Railway on an excursion to Tahlequah and Cherokee Hills, returning by way of Fort Gibson.

## OTHER CLUB NOTES.

The Representatives Club of New York held its final meeting of the season at the Hotel Martingue on Monday. The subject of discussion was "Sales Problems and Their Relation to Advertising." It was another step along the educational course President Barrell laid out for the club this year.

Each meeting so far has had a certain line of thought showing the members what constitutes a good representative. The speakers included Frank L. E. Gauss of Collier's, George Weiman of Lord & Taylor and J. K. Fraser of the Blackman-Ross Advertising Company.

The York (Pa.) Advertising Club has taken permanent quarters on the fourth floor of the Gehly Building.

The New Orleans Advertising Club had a luncheon at the Progressive Union Wednesday. At the last business meeting a suggestion that a committee be appointed to act as censor of advertising schemes in the city was approved.

Mark Plaisted, advertising manager of the Springfield (Ill.) State Journal, was the principal speaker before the Springfield Ad Men's

## ADVERTISING MEDIUMS.

THE  
BUFFALO  
NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average  
Circulation for 1911 - - - **94,724**  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

LESLIE'S WEEKLY  
is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial constructiveness to muckraking destructiveness.

club at its weekly noon-day luncheon. His talk was based upon the advertising solicitor's view of the advertising business.

A minstrel show was given by the members of the Alabama Ad Club at the Jefferson Theater on the evenings of Tuesday and Wednesday. The proceeds go to the fund to pay the expenses of the delegation to Dallas.

The newspaper men of Omaha, Neb., have under way plans for the organization of a press club. A recent meeting in the Rome Hotel was attended by forty members of the craft and it is proposed that the new club have permanent quarters in the business district of the city.

The annual meeting of the South-eastern Iowa Editorial Association will be held at Burlington July 11 and 12. Morris Barnes of Albia is president and O. E. Hull of Leon is secretary of the organization.

The Boston Press Club in a special election last Friday, chose Fred A. Collier director. In the annual election there was a tie between John J. Fitzpatrick and William E. Soule for the sixth place on the board of directors. Later Mr. Soule withdrew as a candidate.

They Set the Pace in Pittsburgh.

The Post (Every Morning and Sunday.) A 2-cent Newspaper that the real home folks of Pittsburgh and Western Pennsylvania read. Gained 129,338 agate lines paid advertising since January 1.

The Sun (Every evening, One Cent.) Covers the afternoon field where others cannot reach, combining quality with quantity. Gained 250,043 agate lines since January 1.  
SPECIAL COMBINATION RATE.

Emil M. Scholz, General Manager.  
CONE, LORENZEN & WOODMAN,  
Special Representatives  
NEW YORK. CHICAGO



ADVERTISING MEDIUMS.

**A GAIN of 168 Columns**

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past four months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**

New York Office, 710 Times Building.

THE

**News Scimitar**

of MEMPHIS, Tennessee, is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**WIDE-AWAKE YOUNGSTER.**

Fred Krack, a youngster eighteen years of age in the employ of the Louisville (Ky.) Post, grasped the opportunity of proving himself possessed of commendable ad writing ability when the accounts of the recent Titanic disaster was flashed across the continent.

The youngster constructed a half-page ad, with an appropriate heading which he showed to the advertising manager of the Post, who in turn submitted it to the Commonwealth Life Insurance Company, of Louisville. These people immediately accepted the piece of copy and placed half-page advertisements in all the large papers in the South.

**OFF TO CANADA.**

Charles E. Fisher, for fourteen years with the Seattle Post-Intelligencer, has resigned as assistant advertising manager of that paper and is now connected with the executive staff of the Vancouver (B. C.) News-Advertiser.

**BLACK CAT ADVERTISING.**

John A. Tenney has been appointed Western manager of the Black Cat Magazine with offices at 30 North Dearborn street, Chicago.

**LEADER IN BOOK ADVERTISING.**

In four months of 1912 the

**NEW YORK TIMES**

published 115,957 lines of book advertisements a greater volume by nearly 60,000 lines than any other New York newspaper.

Summer Reading Number, Sunday, June 9, 100 books suitable for vacation time. Articles by American and foreign writers on literature of the day.

ADVERTISING MEDIUMS.

The Sixth City is very ably represented by the stalwart

**CLEVELAND LEADER**

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**EDITOR GIVES DINNER.**

R. H. McKinley, manager of the North Fort Worth (Tex.) Sunday News, gave a luncheon Wednesday afternoon to the entertainment committee of the North Fort Worth Improvement Club. The affair was held at the Saddle and Sirolo Club and plans for the improvement of the suburb were discussed.

**CONANT BACK EAST.**

Willis B. Conant is now connected with the advertising staff of Current Literature, New York. Mr. Conant was formerly New England representative of Hampton's Magazine and the Monthly Magazine Section, and was more recently with the Jefferson Theater Program Company, Chicago.

**FIGURES IN MERGER.**

The Tell City (Ind.) Anzeiger, one of the oldest German papers in its section of the country, has passed to the ownership of Fred Lauenstein, publisher of the Evansville Democrat. The Anzeiger was founded by George Ferdinand Pott in 1868.

**JOHNSTON TO CHICAGO.**

Robert B. Johnston has resigned the position of advertising manager of Uncle Remus' Home Magazine, of Atlanta, to become connected with the Chicago office of the American Sunday magazine. Mr. Johnston will have charge of the territory of which Detroit is the center.

**LAND MEN GET A PAPER.**

Frank Lantz and Tony Karstedt have purchased the Lake City (Fla.) Index. Mr. Karstedt has been in charge of the Colburn land interests in Fruitdale, Ala., for some time past, and Mr. Lantz has been associated with him in the same business.

**BUYS NORTHWEST PAPER**

R. H. Hitchcock, formerly of Ballard, Wash, has purchased the interest of Edwin S. Gill in the Kanier Valley Record and has assumed charge of the property as manager.

**TO DIRECT MUSIC TRADES.**

Walter H. Zeltmacher has been appointed managing editor of Music Trades.

ADVERTISING MEDIUM.

THE  
**TOLEDO BLADE**  
has the

**FIFTH LARGEST two-cent evening circulation in the United States, regardless of size of city.**

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**San Francisco HONEST FEARLESS CALL**

**Most Progressive Paper in San Francisco Today**

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

**SCHOOL SUPERINTENDENT SELLS HIS PAPER.**

J. E. Carter of Detroit has purchased the Deerfield (Mich.) Times-Journal from W. N. McNamara, who has published the paper for the last fourteen years besides holding down the position of superintendent of the public schools. Miss Bessie McNamara retains her connection with the Times-Journal as editor.

**CLOSES LONG SERVICE.**

Willis Miller, after thirty-five years' active work in the newspaper business, has sold the Chesaning (Mich.) Argus to Charles Reed, formerly of Detroit, and at one time publisher of the Laingsburg News. Mr. Miller will move with his family to the Pacific Coast.

**WILL HANDLE READY PRINTS.**

E. B. Blett, formerly of the Grandville (Mich.) Star, has been appointed manager of the recently organized United Weekly Press Association, a ready print concern in Grand Rapids.

**ANDERTON'S NEW JOB.**

Walter E. Anderton, advertising manager of the W. S. Butler Company, Boston, has resigned to become New England representative of Doubleday, Page & Co., succeeding William J. Neal, who has been promoted to a higher office in New York.

**THE MCCALLS SELL OUT.**

J. N. McCall, E. J. McCall, M. B. Jackson and G. E. Ganiard, principal stockholders in the Reed City (Mich.) Herald, have disposed of their interests to T. O. Huckle, who has been actively engaged with the paper for several years.

Hereafter the Claire (Mich.) Courier will be issued on Sunday instead of Saturday.

ADVERTISING MEDIUMS

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va

Gives advertisers For a short time a sworn average advertising will circulation in excess of be accepted at flat rate of

**7200 7c** per inch per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia  
All business placed direct.

WRITE FOR INFORMATION.

THE

**MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

**WANTS HIGHER OFFICE.**

C. C. Vaughn of the St. Johns (Mich.) Republican is in the field for the nomination for the secretary of state on the Republican ticket. Mr. Vaughn is at present serving as state senator.

**BUYS OUT PARTNER.**

W. E. Blake has purchased the interest of his partner, J. E. Buck, in the Scottville (Mich.) Enterprise. Mr. Blake assumes full control and Mr. Buck has gone West for the benefit of his health.

**DATE FOR S. N. P. A. MEETING.**

At a meeting of the executive committee of the Southern Newspaper Publishers' Association it was decided to hold the next annual meeting at Knoxville, Tenn., June 4, 5 and 6.

**AD MAN IN TROUBLE.**

Samuel Harry De Brell, at one time manager of the Cross-Gilchrist Advertising Company, Cleveland, has been arrested in New Orleans on a charge of embezzlement. He will be returned to Cleveland for trial.

**To MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of results. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing.  
Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

In Quantitative and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.

C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

SAMUEL H. PALMER, editor of the Ogdensburg (N. Y.) Daily Journal and a leader in Republican politics in St. Lawrence county for forty years, died Friday from hardening of the arteries. He was seventy-five years old. Mr. Palmer had been postmaster at Ogdensburg for the last sixteen years.

THOMAS J. TRAINOR, for a number of years connected with the circulation department of the Pittsburgh Times and later on the Gazette-Times, died a few days ago at the age of forty years.

WILLIAM LOWERY MORGAN, a newspaper man of Philadelphia, died after only a few hours' illness in his cottage at North Pelham last week.

W. B. McGRATH, for many years employed as a printer on Boston newspapers, died last week at the Printers' Home in Colorado Springs.

JOHN EDWARDS, recently connected with the St. Louis Republic and the Houston (Tex.) Post, died recently at Muskogee, Okla. Mr. Edwards previously had been with

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**M** MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## ADVERTISING MEDIUMS.

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
**POST**

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER

Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

the St. Joseph (Mo.) Gazette and  
the Kansas City Times.

GEORGE W. ROUZER, for many years a Washington newspaper correspondent, died in West Orange, N. J., on Monday. He was formerly correspondent for the New York Herald and the Army and Navy Journal and in 1900 was press representative of the Republican National Committee. Of late years he was connected with the Prudential Insurance Company, Newark, N. J.

THOMAS C. DAWSON, at one time city editor of the Iowa Daily Register and later a Florida newspaper publisher and diplomatic officer in the State department at Washington, died recently.

GEORGE EDWARD PLUMBE, at various times connected with the Chicago Inter-Ocean, Daily News and Record, is dead. Of late years he was librarian and statistician of the Chicago Association of Commerce.

HAMILTON UTLEY, one of the founders of the Racine (Wis.) Times, died a few days ago at the age of seventy-one years. He was also the founder of Utley's Weekly.

E. J. ALBRIGHT, editor of the Eaton (O.) Register, is dead of apoplexy.

JOSEPH L. BOARDMAN, for many years editor of the Highland (O.) News has passed away. For the last four years Mr. Boardman had been deaf and dumb.

EDWARD H. BAILEY, associate editor of the Johnstown (Pa.) Democrat, died a few days ago after an illness of a complication of diseases. He was fifty-four years old.

HERMAN FISCHLER, at one time manager of the Philadelphia Democrat, died recently.

FRANK AMERUA, formerly connected with the Paterson (N. J.)

## ADVERTISING MEDIUMS.

The Puget Sound Country has  
THE HEALTH of a temperate  
climate.

THE SCENERY of a combined  
Switzerland and Norway.

THE WEALTH of forest and  
field, of mine and factory, of rails  
and sails.

SEATTLE IS ITS PRINCIPAL CITY  
AND ITS BIGGEST NEWSPAPER IS  
THE

**SEATTLE TIMES**  
DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

THE  
**MILWAUKEE  
NEWS**

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

Press as city editor, died recently in  
that city. He was employed by the  
Press for nearly twenty-eight  
years.

GABRIEL LOWENTHAL, at one time  
publisher of the Hebrew World and  
for many years editor of the  
Hebrew Standard, is dead at his  
home in New York. He was seventy-one years old.

COLONEL GEORGE T. CHILDS, for  
many years engaged in newspaper  
work in Vermont, is dead at St.  
Albans at the age of seventy-five  
years. Colonel Childs formerly  
edited the St. Albans Messenger  
and had been postmaster of the city  
since 1898.

CLYDE McDIVITT, one of the organizers of the Southern California Editorial Association and owner of the Randsburg Miner, is dead.

FRED HERTZOG, for many years  
circulation manager of the Newark  
(N. J.) Advertiser and the  
Newark Star, died last week.

ROBERT CAMERON ROGERS, publisher of the Santa Barbara (Cal.) Press, died recently after long illness. He was widely known as a poet and was the author of the "Rosary."

## IN CONSULAR SERVICE.

J. F. Buck, formerly publisher of the Scottville (Mich.) Enterprise, has been appointed consul-general to Bremerhaven Germany.

## FOR THE CAROLINAS.

The city of Winston-Salem, N. C., has a new paper called the Star. It is issued weekly with J. N. Brown as editor.

## NEW ONE ON THE COAST.

The Post is a new paper to make its appearance at Lodi, Cal. J. J. Thompson is the publisher.

## ADVERTISING MEDIUMS.

**THE BOSTON  
AMERICAN**

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

**THE PEORIA  
JOURNAL**

is the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

WELL KNOWN EDITORS AT  
JOURNALISM WEEK.

The annual "Journalism Week" of the University of Missouri began in Columbia on Monday and continued through the week.

The program began Monday evening, with addresses by Governor Osborn of Michigan, on "Journalism—The Country Field" and by Ralph Pulitzer on "Journalism—The City Field." Tuesday and Wednesday were devoted to discussion of news and editorial, Thursday to advertising, and Friday to the country newspaper and its special problems.

The Missouri Press Association met in Columbia, Tuesday, Wednesday, Thursday and Friday. The Association of Past Presidents of the Missouri Press Association held its second annual session in Columbia Wednesday.

The week's program includes discussion of news, editorial, advertising, illustration, business management, equipment, the cost system, special feature. Each subject being discussed by recognized authorities

## STARTS A NEW ONE.

Claude A. Charles is about to establish a new paper at Hartley, Ia. Charles was at one time with the Mason City Times and later edited the Hartley Journal. He is well acquainted with the field in that city.

**Largest proved high-class  
evening circulation.**

The

**NEW YORK  
GLOBE**

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.



## ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, & R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## SCRIPPS PAPER FOR PHILADELPHIA.

Continued from Second Page

phia News-Post the organization is the outright owner of twenty-four daily newspapers. This is more than double the number of dailies held by any other individual or corporation.

These are the papers belonging to the league:

Akron, O., Press; Berkeley, Cal., Independent; Cincinnati, Post; Cleveland, Press; Columbus, O., Citizen; Covington, Ky., Post; Dallas, Tex., Dispatch; Des Moines, Ia., News; Denver, Express; Evansville, Ind., Press; Fresno, Cal., Tribune; Los Angeles, Cal., Record; Memphis, Tenn., Press; Oklahoma, Okla., News; Portland, Ore., News; Sacramento, Cal., Star; San Diego, Cal., Sun; San Francisco, Cal., News; Seattle, Wash., Star; Spokane, Wash., Press; Tacoma, Wash., Times; Terre Haute, Ind., Post; Toledo, O., News-Bee.

Inclusive of the News-Post the following is Philadelphia's newspaper alignment under the two classifications:

MORNING—Record, Inquirer, North American, Public Ledger, Press.  
AFTERNOON—Evening Bulletin, Evening Telegraph, Evening Times, Evening Star, the Item, News-Post.

Considered as a typographical whole the Philadelphia papers are very nearly uniform in appearance. With one exception they are light and open in structure. In many re-

## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere can be supplied by

## BURRELLE

45 Lafayette Street, New York City.  
Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

## THE SYRACUSE POST-STANDARD

si steadily increasing its circulation on its merits as a newspaper.

43,884 CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

spects they have been ranked by typographical experts as the best typed American dailies.

### THE SCRIPPS BUSINESS POLICY.

Reduced to its most concrete form, the policy of the Scripps-McRae League is to produce newspapers that are virtually self-sustaining from the outset. In every case they publish small papers until adequate advertising patronage justifies the addition of extra pages. The league produces its own features with its Newspaper Enterprise Association, originates and disseminates a large portion of its news features, plays its local news for all it is worth and subordinates telegraphic news unless it be of surpassing local or national interest.

Following out this policy many of the league's papers that began as four-page dailies grew to be twelve, sixteen or eighteen page journals and several of them hold commanding advertising and circulation positions in their places of publication.

A Scripps-McRae paper that proves unprofitable for a succession of months, or long enough to indicate the financial sterility of a town, is pretty sure to be discontinued and the plant moved to some other city where the prospects are more encouraging. That this transfer from one city to another has been of infrequent occurrence serves to indicate how shrewdly the league's executives size up a field before taking the plunge with a new daily.

Most of the Scripps-McRae papers fashion their news treatment for the masses. They seek the popular audience rather than a selective following. All of the papers treat labor news as of prime importance and in the matter of local politics the league's journals are insurgent. Papers of this type are comparatively inexpensive to produce, both in the editorial and business departments, and receipts and expenditures are always kept within sight of each other.

The activities of the Scripps fam-

## ADVERTISING MEDIUMS.

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

### Foreign Advertising Representatives.

The S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bldg., New York, Tribune Bldg., Chi.  
Reliance Bldg., Kansas City.

## THE DEMOCRAT Nashville, Tenn.

carries more local advertising than any other Nashville newspaper.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

ily with newspaper making date back as far as 1792, when William Arntger Scripps became employed as a clerk in the office of the True Briton, in London.

The present active head of the Scripps-McRae papers is Edward W. Scripps. The Scripps-McRae League had its foundation in 1859, when James E. Scripps purchased the Detroit Tribune and consolidated it with the Advertiser. In 1873 he established the Detroit News.

In 1878, James E. Scripps' younger brother, Edward W., established the Cleveland Press, and two years later E. W. Scripps was a prime mover in the starting of the St. Louis Evening Chronicle. About the same time the Scripps brothers acquired a paper in Cincinnati and called it the Post. This was the beginning of the great string of newspapers.

In 1895, Milton A. McRae became associated with the Scripps as a life partner, the business assuming the name of the Scripps-McRae League. The old Scripps-McRae News Association and the Publishers Press were outgrowths of the enterprise of the Scripps and McRae.

Mr. McRae was elected president of the Scripps-McRae League papers in 1900. George H. Scripps, another brother of Edward W.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M&E  
Registered

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

M&E  
Registered

## ADVERTISING MEDIUMS.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,568

(Only German evening daily in Milwaukee)

Daily Herold.....17,000

(Only German morning daily in Milwaukee)

Sonntag Post.....45,000

(Only German Sunday daily in Milwaukee)

Weekly Germania.....107,413

Haus-und Bauernfreund

(German Farm Journal) Weekly 103,333

Deutsche Warte, Weekly.....22,002

Die Rundschau, Weekly.....25,002

HENRY DE CLEERQUE, U. S. Rep.

702 Schiller Building, CHICAGO.

LOUIS KLEBAHN, Eastern Manager,

1 West 34th Street, NEW YORK.

Telephone, 215 Murray Hill.

Advertisers desiring business from

Cuba will GET RESULTS from their

investments by using the

HAVANA POST  
the only English newspaper printed in  
Cuba and read by all who read English—  
Americans, Cubans and Spaniards.

GEORGE M. BRADT, Publisher.

Published Every Day in the Year

Scripps and treasurer of the league, died in 1900. The Scripps Editorial Alliance, now known as the Newspaper Enterprise Association, was started in 1901, its object being to syndicate special articles and features to newspapers. James E. Scripps passed away in 1906, leaving Edward W. Scripps and McRae as the partners in the publication of the papers. James E. Scripps never took a very active part in the league outside of the Detroit News and Tribune.

The Scripps-McRae News Association took over the Publishers Press in 1906, assuming the name of the latter, and Mr. McRae was elected president. The next year the United Press Association was organized to succeed the Publishers Press and Mr. McRae retired from office.

Up to last year Mr. McRae continued to be active in the management of the league papers, but has since retired to private life. While he is still understood to hold his old stock, the active head of the big business is Edward W. Scripps.

Most of the latter's time is spent on his ranch outside of San Diego, Cal., where he keeps in close touch with his business. Offices controlling his Pacific Coast properties are maintained in San Francisco, and the Eastern headquarters are in Cleveland.

# Not forgetting the EVENING?

---

Advertisers seeking profitable fields of publicity in New York should not become so "lost in admiration" of the magnificent progress of the Morning and Sunday Editions of the NEW YORK WORLD as to overlook the exceptionally strong clientage of the

## EVENING WORLD.

The favor with which it is viewed by the merchants of its city is reflected in the tremendous advertising patronage they accord it, which during last month reached the splendid total of

629,576 *lines*

As against 538,517 *lines* in April 1911

A GAIN of 91,059 *lines, or more than*

*THREE HUNDRED COLUMNS.*

---

The EVENING WORLD is the dependable home newspaper of the "Intelligent Masses" of the leading city of America, and its "shopping district."



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

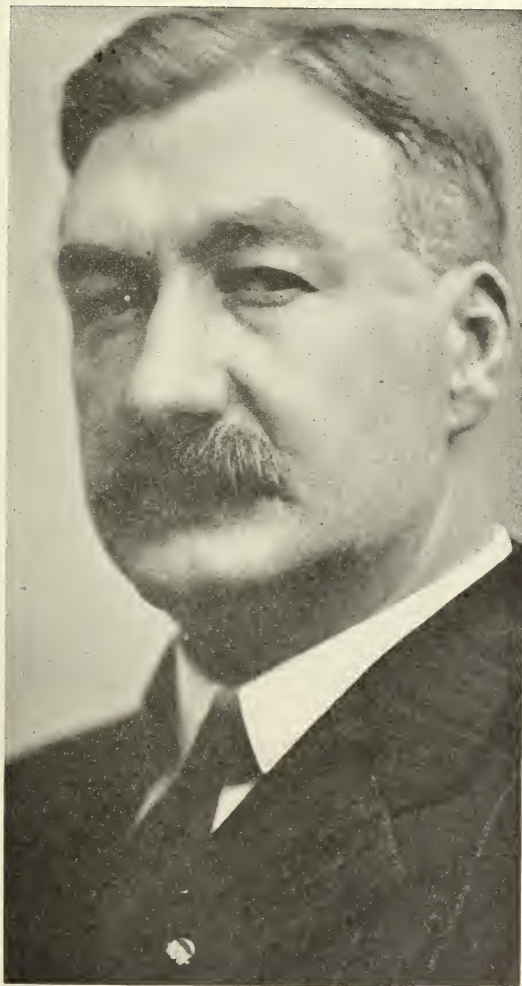
No. 951

NEW YORK, SATURDAY, MAY 18, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



JOHN C. O'CONNELL,

NEW PUBLISHER AND CONTROLLING OWNER OF THE MOBILE ITEM.

See Eleventh Page.

## THE N. Y. MORNING TELEGRAPH SOLD?

PRESTON GIBSON SAID TO HAVE ACQUIRED IT FROM MRS. THOMAS.

Preston Gibson, society leader and playwright, has purchased the New York Morning Telegraph, according to a statement made Thursday by a close associate in Washington, D. C. Mr. Gibson is said to be on his way home from Europe to assume charge of the paper, having gone to London some time ago on the reputed mission of negotiating the deal with Mrs. Linda Thomas, wife of E. R. Thomas, to whom it was transferred several years ago by her husband.

Control of the paper passed last December to the Lewis Publishing Company, composed of William E. Lewis, who has long been editor of the paper, and several associates. It was understood that they had an agreement to conduct the publication for a term of years.

Mr. Lewis stated to THE FOURTH ESTATE that there was no truth in the report of the sale. "The Telegraph is subject to the control of the Lewis Publishing Company," he said, "and will be for a period of years."

It is said to be Mr. Gibson's plan to place the Telegraph in charge of several newspaper men of national reputation with the idea of making it a paper of general interest, instead of its sporting class policy of the present. The Telegraph was made a daily by Blakely Hall, later was bought by William C. Whitney, subsequently turned over to E. R. Thomas and by him to his wife. Mr. Gibson several other times has been reported as having acquired the Telegraph, but the deals never materialized.

## LONDON DAILIES IN A COMBINATION.

THE NEWS AND LEADER JOIN HANDS AFTER YEARS OF HOT RIVALRY.

The London Daily News and the Morning Leader made their appearance on Monday as one paper under the title of the Daily News and Leader. The cause of the union, the publishers say, is that the rivalry which has existed between the two papers for years has been wasteful and unproductive.

The new paper in appearance is a blend in about equal parts of its two predecessors, the leading features of both being retained so far as possible.

There is one unique feature, however. For years the Daily News, with the idea of eradicating the evils of betting on racetracks, never published any news relating to horse racing, whereas the Morning Leader had a large circulation among turfmen in consequence of its well-written reports from the racetracks.

The new paper retains this feature, with the exception that no horses are "tipped" for the races.

## NEWSPAPER STRIKE NEARLY DEAD.

LOCAL UNIONS REFUSE TO OBEY STRIKE ORDERS—BERRY REPUDIATED.

A last-ditch effort by striking made this week to create a general strike of pressmen on Hearst newspapers, but it availed practically nothing. It however served to bring out the fact that the majority of the union men are determined to stand by their agreements with publishers.

Typographical Union in Chicago turned down a proposition for a strike by an overwhelming majority Sunday, and various locals of the printing pressmen's union have voted not to answer a call of the international union for a strike, in the face of the fact that such action may mean the canceling of their charters.

President Berry of the International Pressmen's Union on Sunday ordered out the pressmen on all the Hearst newspapers. The men on the Atlanta Georgian, the San Francisco Examiner obeyed, but those on the Hearst publications in New York, Boston and Los Angeles have refused to answer.

The papers affected in Atlanta and San Francisco report that the strike has not bothered them much, non-union men being on hand and papers are being issued with little trouble.

On Friday the Atlanta pressmen voted to call off the strike and all of the striking employees have been reinstated.

Normal conditions are reported from Chicago, but the newspaper delivery wagons are still guarded by police.

In Atlanta the newspaper publishers agreed to stand together and offered the Georgian every help. The Atlanta and San Francisco papers, while inconvenienced for the first few editions after the walk-out, quickly made arrangements for the trouble and overcame the difficulties. The union men of other trades connected with the papers made no trouble. Old pensioners of Mr. Hearst are rendering his San Francisco paper aid in printing, they having volunteered their services.

Max Ihmsen, publisher of the Los Angeles Examiner, declares he entered into a contract with the men only a week ago, whereby the pay was increased, and they have ignored the strike call.

Negotiations are in progress with the end in view of reaching a settlement of the controversy between the pressmen's union and the Chicago newspapers, according to an officer of the American Federation of Labor in Washington.

The federation had learned from an authoritative source, it was said, that a concerted movement had been inaugurated by the Chicago publishers to defend themselves from threats of a more serious tie-up.

Following the action of the New York newspaper pressmen in voting not to answer the strike call, the union of book, job and magazine men, which conducts the of-

fices of the Hearst periodicals, on Thursday night likewise decided unanimously not to go out in sympathy with the men in Chicago and San Francisco.

It was asserted that the strike in Chicago was a political move against Mr. Hearst and it was said that some of the demands made by his employees were impossible.

Pressmen's unions in the following cities now have voted against taking any part in the strike:

Albany, N. Y.; Bloomington, Ill.; Boston, Cincinnati, Denver, Davenport, Detroit, Fort Worth, Indianapolis, Kansas City, Los Angeles, Lynn, Milwaukee, New Orleans, New Haven, New York, Providence, St. Joseph, St. Louis, Salt Lake City, Springfield, Mass.; Syracuse, Tacoma, Toronto, Troy, Washington and Waterbury.

There are only four other cities in which pressmen's unions have voted to strike if ordered to do so. These are Fargo, N. D.; Houston, Scranton and Toledo.

The pressrooms of the St. Paul Dispatch and Pioneer Press are now being manned by non-union men. When the old contract ran out on May 1 the management of the papers immediately discharged all the union pressmen and their assistants and filled their places with non-union workers, claiming that the union was unable to furnish competent help and that it was in no position to renew the contract.

Shortly before the discharge took place the union had submitted a new agreement calling for increases varying from forty cents to \$1, and averaging about fifty cents. George Thompson, publisher of the paper, declares that he will conduct an open shop until the union is in better shape to conduct his press-rooms.

## NEW YORK AD. AGENTS ASSOCIATION ELECTS.

The annual meeting of the Association of New York Advertising Agents was held in the rooms of the Aldine Association on Thursday evening. The meeting was purely a business affair, no special speakers or features attending. All the members of the executive committee were re-elected and at a date to be set in the near future officers will be elected. This is somewhat delayed this year by the fact that several members of the executive committee had already departed for Dallas to attend the convention of the Associated Advertising Clubs of America.

The committee elected Thursday night is composed of W. W. Johns of the George Betton Company; Ralph Holden, the Calkins & Holden Company; H. E. Lesan, the Lesan Company; W. R. Hines, the Frank Seaman Company; and J. A. Richards.

Mr. Richards is the present president of the association, and Mr. Richards is secretary-treasurer.

## NEW PAPER IN PORTLAND.

A new daily to be known as the Evening Post will begin publication in Portland, Me., next Monday under the management of J. L. Tucker,

## GERMAN DAILIES COMBINE.

ST. LOUIS WESTLICHE POST AND ANZEIGER JOINED AS A MORNING PAPER.

The St. Louis Westliche Post and Anzeiger are now being issued as one morning paper instead of morning and evening papers, respectively, as heretofore. August Dietz, who has been editor of the Westliche Post, has been appointed editor of the merged publications.

Edward L. Preterorius, president of the German-American Press Association, who owns the German newspapers and the English daily, the Times, says the consolidation was made necessary by the growth of the Times, which has put such a tax on the press-room that it was impossible, without putting in new equipment, to continue to print the Anzeiger on the Times presses.

It was therefore deemed best to consolidate all the advertising and circulation of the German newspapers into a morning issue.

## NEW PAPER PLANNED FOR STRATFORD.

Arrangements are under way and reported as nearing completion for the inauguration of an eight page weekly paper at Stratford, Conn., to be independent in politics. Louis E. Peck of that place, correspondent for the Bridgeport Standard, will be publisher and manager if the deal goes through. Several Bridgeport newspaper men are interested in the project.

It is planned to start the publication so as to cater to the summer visitors and to residents of the town and vicinity. The four Bridgeport dailies now cover that territory with special correspondents, but it is believed that a strictly local publication will be supported. For a time it will be printed by contract. Later a plant of its own is looked forward to.

## DAILY ON THE CARDS FOR BRIDGEPORT.

Rumors of the inauguration of another daily paper in Bridgeport, Conn., in the not distant future are claimed to be based on authentic sources. It has not been decided as to the name nor whether the paper will be a morning or an evening publication. It is to be a Democratic organ, according to the report, and operated as a political publication with particular emphasis on local news. Bridgeport has already four big dailies.

## JACKSON LEAVES MEXICO.

Cooper Jackson, business manager of the Mexican Herald, of Mexico City, Mexico, has resigned and will return to the United States. He had been connected with the paper for eight years.

Paul Hudson, general manager of the Mexican Herald, will take over Mr. Jackson's duties. The Mexican Herald formerly issued an afternoon edition in Spanish under the name of El Heraldico Mexicano, but this was suppressed by the Mexican government on March 29.





GEORGE W. COLEMAN,

PRESIDENT OF THE ASSOCIATED ADVERTISING CLUBS OF AMERICA,  
IN CONVENTION IN DALLAS.



FREDERICK R. JOHNSTON,

PRESIDENT OF THE DALLAS ADVERTISING CLUB, HOST OF THE ADVERTISING  
MEN AT THEIR CONVENTION.

## BIG WEEK FOR THE AD MEN.

NEARLY 3,000 DELEGATES  
FOR A. A. C. A. MEETING  
IN DALLAS.

The state of Texas for the whole of next week will act as host to several thousand advertising men of the United States. The occasion is the eighth annual convention of the Associated Advertising Clubs of America. Although the city of Dallas is the center of interest the whole Southern section of the country is wrought up and several cities

will vie with one another for the entertainment honors.

Arrangements have been made in Dallas for the care of between 2,500 and 3,000 delegates, who journey to the city by train, boat and automobile. The meeting was put at an earlier date this year in order to avoid the hot weather that usually holds sway in the months of July or August, when the conventions have heretofore been held. Many of the ad men who make the trip are doing so as a vacation jaunt and expect to spend some days in seeing the South. In view of this, cities all along the route have extended invitations for visits after the meeting is over, which will insure the spending of a number of most en-

joyable days in Southern hospitality.

The meeting next week will be unique in many respects. One of the distinct innovations will be the part to be played by the advertising men in the furtherance of church work. The whole of Sunday is to be devoted to this mission, many of the most prominent advertising men occupying the pulpits of the churches of almost every denomination in the city, urging attention of mankind to religious duties and in the instruction of church directors in how success may be attained through modern business methods and advertising.

Some of the men who will take part in the church services are: William C. Freeman, H. S. Hous-

ton, S. C. Dobbs, I. H. Sawyer, Mac Martin, E. St. Elmo Lewis, J. A. MacDonald, James Schermerhorn, Lewis H. Scurlock, T. W. La-Quatte, George H. Cooper, J. D. Kenyon, George French, George B. Gallup, George W. Coleman, Charles Ashley, Dr. George S. Sexton, Frank T. Crittenden, Frederick E. Johnston.

GOVERNOR TO LEAD WELCOME.

The convention will open at the Dallas Opera House Monday morning, welcoming addresses being made by Governor Colquitt and Mayor Holland. Fixed addresses are reduced to a minimum this year, a few important topics being picked out for each session to be

Continued on Eighteenth Page.

## AMERICAN WOMEN IN JOURNALISM.

THEY ARE SAID TO BE  
MORE NUMEROUS THAN  
IN ANY OTHER  
PROFESSION.

The question whether women should be admitted on equal terms with the men at schools of journalism has aroused considerable comment. In the opinion of James M. Lee, director of the Department of Journalism at New York University, women should be afforded whatever help such schools have to offer.

In speaking of the conditions at New York University, he said recently: "While they pay more attention to the magazine than to the newspaper game, the women students have done excellent work. In fact, they have probably sold more manuscripts than the men."

"At the other colleges where courses in journalism are given women have received high marks in their studies. Dean Williams, of the School of Journalism at Columbia, Mo., tells me that the women students there have ranked in their work equal, if not superior, to the men, and that of the four graduating classes in the school of journalism, two have had a woman president. He adds that the presidency is to a degree, at least, a reward in scholarship."

"The question is not whether women should go into newspaper work—for they are already in—but whether they are to have a square deal at the school. Even if an instructor objects to giving votes to women it does not necessarily follow that he should object to giving notes on journalism to women."

"The fact should not be lost sight of that the history of journalism shows that the honor of publishing the first daily paper in the English language belongs to Elizabeth Mallet, who started the London Daily Courant in 1702. American journalism is full of successes achieved by women."

According to records compiled by the authorities of the Pulitzer School of Journalism, the number of women in active journalism is larger in this country than in any other of the callings with which this occupation can be compared. The figures for occupations in 1910 have not yet been fully published.

The total number engaged in

journalism in 1900 was 30,098; of these, 27,905 were men and 2,193 women. This compares with 1,010 women in law out of 114,703 in all in this occupation, and with 7,399 women among 134,225 in the medical profession. As will be seen, the proportion in journalism is considerably greater than in any of the other callings.

In 1870 the number of women in journalism was only thirty-five. That increased in the thirty years from 1870 to 1900 to 2,790. In addition, nearly one-half of those listed as authors in 1910, or 5,836 in all, were women, the number of women being 2,616. In all vocations where writing is required in securing a livelihood, the proportion of women is relatively larger than it is in other occupations requiring similar education and training.

In 1870 a school of journalism, if it admitted women, would have been offering training for about one-half of one per cent of the total number of persons in the calling. In 1900 it would have offered this training to nine per cent of all engaged in journalism, and the proportion at present is undoubtedly larger.

## CHURCHES ARE TO ADVERTISE.

FIRST REAL ORGANIZED  
CAMPAIGN WILL BE  
BEGUN IN FALL.

Fifty thousand dollars' worth of newspaper advertising space is to be purchased next fall by the American Home Missions Council in order to present current social and religious problems fully to the people of the United States.

The money has been appropriated by the Home Missions Council composed of twenty-seven general boards engaged in national home mission work and to council of women for home missions, which has nine constituent women's boards, national in their scope, these organizations representing practically the entire Protestant home mission forces of America.

The campaign is to be under the direction of the Rev. Charles Steize, formerly of St. Louis, now of the Bureau of Social Service of the Presbyterian church.

The campaign will be inaugurated early in the fall, culminating in "home mission work," from November 17 to 24. Committees will be organized in 2,500 American cities having a population of 2,500 or more, these committees to become responsible for the campaigns in nearby towns and villages.

## NEW KENTUCKY AGENCY.

Articles of incorporation have been filed in Louisville, Ky., for the Thomas E. Basham Company, an advertising agency. The capital stock is \$25,000, held by Thomas E. Basham, Flora M. Turner, John A. Basham. The debt limit is \$25,000.

## ADDS TO HIS PLANT.

N. G. Osborn, publisher of the Antwerp (O.) Bee, has purchased the plant of the Antwerp Argus.

## JOURNALISM FOR PUBLIC SERVICE.

NEWSPAPER MEN UNITE  
IN THIS OPINION AT  
WEEK'S MEETING.

A journalism for public service was the ideal expressed by the speakers at the third annual Journalism Week at the University of Missouri, held May 6 to 10. Almost every talk contained the idea that unless a paper is working for the betterment of its community and the uplift of its readers, it is not fulfilling its duty. The value of schools of journalism was also emphasized.

More than 200 visitors attended, representing nine states and sixty-one counties of Missouri. This was exclusive of the students, of whom there are 130 taking work in journalism. The attendance was larger than at any previous Journalism Week.

Representatives from half a dozen leading metropolitan dailies were on the program, as well as from a large number of smaller papers. Among the speakers were: Robert H. Lyman, the New York World; W. M. Ledbetter, city editor of the St. Louis Globe-Democrat; George S. Johns, editor of the St. Louis Post-Dispatch; DeWitt C. Wing, associate editor of the Breeder's Gazette; B. B. Herbert, editor of the National Printer-Journalist; A. B. Chapin, artist on the Kansas City Star;

Will H. Mayes, past president National Editorial Association; H. J. Haskell, Kansas City Star; George W. Coleman, president of the Associated Advertising Clubs of America; Glen Buck, the Glen Buck Company of Chicago; Lee Shippey, Higginsville Jeffersonian; Strickland W. Gilliland, humorist, and Dr. Talcott Williams, director of the Pulitzer School of Journalism of Columbia University, New York.

"The interpretation of society is the true office of journalism," said Dr. Talcott Williams, who spoke Thursday night. "It must not only tell the happenings of life, but must also to some extent mirror the feelings of its readers."

Newspapers have been reproached for printing so much news of the darker side of life, but it is only by doing this that society is revealed to itself and the popular conscience touched to reform.

"The newspaper man should have a broad training, along sociological lines especially. He should know of the significant movements of the past so that he may know what stand he should take on modern issues in order to fulfill his duty to society. The service of a great people is the high destiny of American journalism."

The newspaper was likened to a daily visitor in the home by H. J. Haskell of the Kansas City Star.

"In order to be well received, it should have those qualities which make a visitor welcome; it must be well bred, sincere, interesting, honest and have a lofty plane of thought. It may gossip, crack jokes, tell good stories if news is scarce, but should not resort to special features of questionable taste."

Are you watching the

## MEMPHIS

Newspaper situation? It is worth while.

In April, 1911, the net average circulation was 30,928.

In April, 1912, the net average circulation was 41,415.

In Memphis and Shelby County the net average Daily circulation for April was 21,705.

Furthermore, THE

## NEWS SCIMITAR

in April just past, gained 47,250 *agate lines* over last April, whereas the two other Memphis newspapers lost 117,404 lines (one paper losing 103,096 lines, and the other 14,308 lines.)

There has been a change in the Memphis Daily situation, and there will be further changes.

## WATCH IT!!!

*have been*

Chicago NEW YORK Boston

## HOPKINS EDITORS ELECT.

The editors of the Johns Hopkins University paper the News Letter have elected John Sharpe Dickinson chief for next year, to succeed Lindsay Rogers, who will graduate next month.

Guy T. O. Hollyday was elected business manager and C. Leland Getz, secretary. The other members of next year's board of editors are Emory H. Cories, George Y. Rusk, Harry E. Nisner, Herbert E. Cotten and Alexander K. Barton.

## NEW LOS ANGELES DAILY.

According to reports from the Pacific Coast Los Angeles is to have a new daily newspaper about June 1. The names of the backers of the enterprise have not been mentioned as yet, but it is understood that a number of the leading Democratic citizens are behind it, the name of J. S. Rodman being most prominently mentioned.

Advertisers who investigate the  
**MILWAUKEE**  
field always select the **EVENING**  
**WISCONSIN**

Lowest rate per thousand of any  
daily in Milwaukee.

## CIRCULATION:

Daily Average for the year 1911 **44,766**  
A GAIN of 3000 copies per day  
above the year 1910.

JOHN W. CAMPBIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



## NEW AGREEMENTS WITH THE I. T. U.

### INCREASES IN WAGES GIVEN IN THE UNITED STATES AND CANADA.

Negotiations that had been in progress for several weeks between the newspaper publishers of Cleveland, O., and the scale committee of the local typographical union resulted in a satisfactory adjustment of an advanced scale. An increase of \$2.55 per week was secured for both day and night forces, the new scale providing for \$28.80 for night work and \$25.80 for day work. Eight hours will prevail for both morning and afternoon newspapers. The agreement runs from May 1, 1912, to May 1, 1917.

In Regina, Can., the publishers have agreed to an increase of \$2 a week all around for the ensuing year, and at the end of that period

## Illustrated Sunday Magazine

*To the Vigilance Committee  
at Dallas:*

THE ILLUSTRATED SUNDAY MAGAZINE does not carry any objectionable advertising in its columns.

*To the Advertising Managers' Association:*

THE ILLUSTRATED SUNDAY MAGAZINE has had its circulation figures examined and is ready to prove at any time its circulation, which is over 1,100,000 copies per week.

*To Advertisers and Agents:*

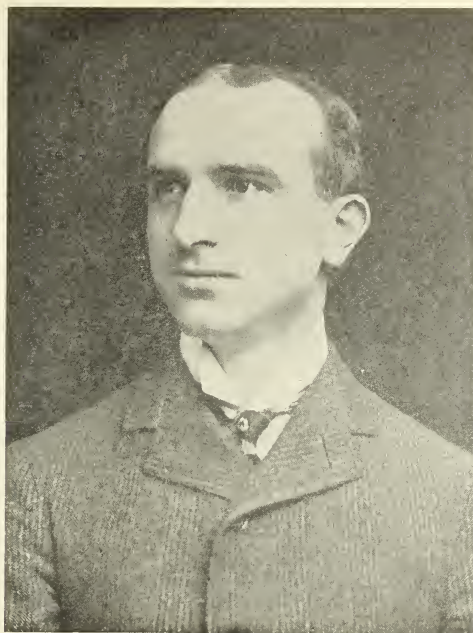
THE ILLUSTRATED SUNDAY MAGAZINE will show results—In Sales and Returns.

*Don't fail to use*

THE ILLUSTRATED SUNDAY MAGAZINE with its tremendous distribution in 18 large cities and surrounding territories.

*Line Bear*

Chicago NEW YORK Boston



HARRY N. RICKEY,

WHO HAS JUST BEEN APPOINTED EDITORIAL DIRECTOR OF ALL THE SCRIPPS-MCRAE NEWSPAPER ENTERPRISES.

another dollar is to be added. This will make the present wage for day work \$22 for jobbers, floormen and proofreaders, and \$24 for night work. The night hours were reduced from eight to seven and a half. The pay of machine operators is \$25 for day work and \$27 for night work.

A minimum scale of \$15 a week instead of \$12, the wage heretofore paid, has been agreed to in Huntington, Ind., by the Herald Press, Catholic Publishing Company and Whiteclark Press. Besides granting the advance of \$3 a week, price and one-third is to be paid for all overtime instead of the old system of straight time for the first hour.

An increase in the scale of Passaic, N. J., has been granted. The pay of all employees on morning papers will be \$23 a week for the first year, \$23.50 the second and \$24 the third. On evening papers the three-year agreement provides a wage of \$20 for the first year, \$20.50 the second and \$21 the third. The old scale was \$18 a week for all handmen and \$19.50 for operators.

The Mailers' Union of Indianapolis has been given an increase amounting to about seventeen per cent. during the first year of the five-year agreement. The last year of the period covered by the contract the pay will be \$18.50 per week. Back pay computed from January 20, 1912, was also one of the stipulations.

Contracts with the newspaper publishers of Utica, N. Y., to be in

effect from April 1, 1912, to April 1, 1915, have been signed. A three-dollar increase was agreed to, the minimum wage on evening papers to be \$22 and on morning papers \$25 a week.

A new scale has gone into effect at Mount Vernon, N. Y., for one year with an increase of \$1 a week all around. The wage now is \$22.50 a week for machinist-operators, \$30 for operators, \$19 for ad and floor men and \$18 for book and job men.

At Ada, Okla., an increase of \$3 a week has been given ad, floor and job men, the scale to be in force for one year from the first of last April. The wage for this class of work will now be \$17 for night shifts and \$15 day.

### ELECTION OF THE I. T. U.

The election of officers of the International Typographical Union began on Tuesday, but it will require some time for the exact votes to be reported to Indianapolis. The candidates are: For the president, James M. Lynch, Syracuse, and Fred Barker of Spokane; vice-president, George A. Tracy of San Francisco and James M. Duncan, New York; secretary-treasurer, J. W. Hays, Minneapolis, and C. M. Cobb, Cincinnati.

The election is also for delegates to the American Federation of Labor, Printers' Home trustees and for home agent.

Indications are that all of the officers have been re-elected by a larger majority than two years ago.

## DIRECTING EDITOR FOR SCRIPPS LIST.

### RICKEY OF OHIO DIVISION ASSUMES CHARGE OF ALL LEAGUE PAPERS.

Harry N. Rickey, for seven years editor-in-chief of the Scripps-McRae newspapers in Ohio, has been succeeded by John P. Scripps.

Mr. Rickey is to be the editorial director of the entire Scripps newspaper organization, which includes the Newspaper Enterprise Association, twenty-five daily newspapers, and the United Press Association, which furnishes a telegraphic news service to many papers.

John P. Scripps is the son of Edward W. Scripps, who is the principal proprietor of the Scripps newspaper institution. He has had connection with the business for several years and was recently chairman of the board of directors.

Mr. Rickey began his newspaper career in Cleveland as a reporter on the Press and rose by stages to his new position.

### SHIFTS ON STAFF OF ST. JOSEPH PAPER.

William Shaw, who has been doing general assignment work several years on the St. Joseph (Mo.) News-Press, has been made telegraph editor.

John Cargill, former assistant telegraph editor, has gone on the police run, succeeding Verne Dyson, who has resigned to head the street railway company's new publicity bureau.

Earl Hansell, a former student of the Missouri University journalism school and late of the Kansas City Star, is now assistant telegraph editor.

Mohler Shirk, more recently of Norborne, Mo., is a recent addition to the reporting force.

### BACK TO SARATOGA SUN.

Gilbert H. Benedict, a part owner and formerly editor of the Saratoga (N. Y.) Sun, is about to resume his editorial connection with that paper after four years' service as managing editor of the Kingston Morning Leader and the Kingston Sunday Argus.

His associates on the Leader and Argus gave a farewell banquet to Mr. Benedict to testify to their regard for him. Among the speakers were John Kraft, president of the Leader Company and publisher of the Argus; A. W. Pell, the new general manager of the Leader and Argus; and Harris Lindsay, the new managing editor, who was formerly on the local staff of the Troy Times and has been recently city editor of the Bridgeport (Conn.) Post.

### WANTS CAMPAIGN DAILY.

The Democratic State Committee of Delaware has appointed a subcommittee to consider the advisability and ways and means for a party organ which may be published daily during the latter part of the campaign.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Press and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.  
Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building) NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 951

FOR THE WEEK ENDING SATURDAY, MAY 18, 1912

## NOW ARE WE TO HAVE THE HALF-CENT PAPER?

Congress has authorized the coinage of a three-cent piece and a half-cent piece. No sooner had this authorization taken place than editors began to speculate upon the possibilities of the half-penny newspaper.

As matters now stand, without the fractional coin as a part of our national currency, there are publishers who insist it is suicidal policy to issue newspapers of large size for a penny. The likelihood of reducing this penny cost fifty per cent. should contain all of the elements of a fine editorial and managerial nightmare.

New York may count on being the field for an early try-out of this type of paper. The white paper cost of such a venture, when one remembers the large-size papers that metropolitan readers demand, is appalling. The fact that hundreds of publishers consider current newspaper prices much too low will not prove a deterrent to those who foresee even greater advantages in papers at half the price of the present low-level figure.

Whenever it comes, the half-cent newspaper will create an entirely new set of publishing problems in a field where the present multiplicity of problems is well-nigh distracting.

The New York Evening Post does not share the prevailing newspaper unrest as to the effects of a half-cent piece. It foresees no great number of half-penny papers; perhaps none at all.

"It is not the newspapers, but church collections, that will probably suffer from a half-cent coin," says the Post. This is undeniably optimistic.

The Sun, without considering the half-cent as a possible unit for the purchase of newspapers, utterly discredits this fractional coin.

"If anybody can give a real reason for the coinage of the half-cent piece," it says, "we should be glad

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agree measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

to hear it. We know of none."

In spite of these two views, we predict that use will be made of the half-cent in the publishing field, though we are deeply pessimistic about the accruing profits.

## ONE WAY TO DEMOLISH A CONSPIRACY.

Elsewhere in this issue of THE FOURTH ESTATE is a news account of a step contemplated by theatrical managers in the American Northwest. The theatrical year just ending has been unprofitable for Western managers. If we take the word of dramatic editors in that region the managers are responsible for the unsuccessful season. They have sent to the Coast cities show after show that has been discarded and wholly disapproved in the East, and theatrical stars who have lost their followings on the Atlantic seaboard. Events have proved that these stars could not rally followings on the Pacific Coast.

This is not the managerial version. On the contrary, they assert that savage criticisms by dramatic editors of Western papers are the source of all their theatrical ills. So the managers, some of them on the Coast and some in New York, have decided to punish the newspapers. They are going to consolidate their grievances and stop advertising in the paper in each community that has been the "worst" offender.

If such a step is taken it would not be difficult for any newspaper working in conjunction with an active district attorney to prove a conspiracy and make trouble for the theatrical managers. But we would advocate no such course. We would be even more drastic.

Newspapers waste more space on theatrical affairs than any other subject coming within the range of news treatment with the single exception of the baseball "industry." We would suggest to the Western publishers who are about to feel the displeasure of theatrical man-

agers that they abandon the publication of theatrical news for a few weeks, or possibly for a few months, including the period in the late summer when managers are announcing their local plans for the next season. We would have them abandon the use of all theatrical pictures, stop running beauty hints by well known actresses—actresses who are well known chiefly because the newspapers have made them so.

Would it not be a stroke of good business for these same papers to decline the small directory announcements such as most theatrical managers offer the newspapers in lieu of adequate advertising? Is there any reason why a theatrical enterprise should not pay as well for its advertising as a breakfast food or a newly-exploited cigarette? Is one theatrical personality out of every ten that you know the result of actual ability or newspaper publicity? And if the majority of personalities are the result of publicity stop and figure up how much the actors and managers paid for this publicity.

The free-handed publication of theatrical "news" reveals editorial inconsistency at its high water mark. Editors say they supply it because of the public's demand for it. The illicit dealer in cocaine might plead with equal logic that he supplies cocaine fiends with the drug because their nervous systems demand it. After many more years of liberality it is fair to presume that publishers will acquire the realization that the one way to halt financial leaks in their plants will be to stop giving away the one and only thing which is a sound, salable newspaper commodity.

## IS BASEBALL WORTH ITS EDITORIAL COST?

League baseball in the United States is an industry. Viewed in any or all of its financial aspects it is not a sport. It is a more carefully managed business than the Steel Corporation; and it is a closer corporation than United States Steel.

Despite the allegations that there is a steel monopoly, there isn't a monopoly; but there is a baseball monopoly, and all of the favors bestowed by newspapers upon organized baseball revert to the benefit of the comparatively few stockholders of the big leagues.

Newspaper publishers are beginning to question the wisdom of exploiting baseball as lavishly as they have been doing for years. In the matter of baseball extras containing the result of a day's games and the box scores, it is doubtful if there is one in America that is self-sustaining in point of expense.

The majority of publishers admit that they lose money on their baseball finals. If called upon to defend such editions they do so on the score that baseball finals are a good index of a paper's progressiveness; a daily advertisement of newspaper aggressiveness.

Search the advertising columns of the daily papers and see how much the owners of baseball teams advertise. In the metropolitan dailies the announcements run

from two to six agate lines. The baseball stories in the daily papers vary in length from half a column to two columns. In addition there are pictorial layouts, individual write-ups of the players, costly box scores.

In the afternoon newspapers no baseball story stands through all editions. In every case there must be two stories a day; a forecast in the early editions of the afternoon's play and players; a résumé in the same edition of the previous day's game, and a complete new account of the day's game in the finals.

This treatment of the game means two or three break-ups in a sporting page and two or three press replatings. These definite mechanical functions are entirely apart from the gathering and writing of the news and the cost of transporting this news by wire.

There is a legitimate interest in baseball. We would not argue otherwise. But newspapers have stimulated this interest at vast expense to themselves. As a source of financial revenue baseball is wholly negligible. We doubt whether there is a newspaper in New York or elsewhere that gains any material amount of advertising by virtue of the fact that it has a following of sport readers. In fact, we recall that the few daily newspapers in the big cities that have been run exclusively for sport followings have carried an advertising total of trifling dimensions.

THE FOURTH ESTATE knows how much the question of reducing the bulk of baseball news is being debated by publishers throughout the United States, and will be pleased to open its columns for a discussion of this subject. We are aware that few publishers will grow confidential in print about the losses sustained by their sport editions, but a discussion of this kind can be conducted without calling individual newspapers by name. Unless we are greatly mistaken there will be such unanimity of opinion as to remove the subject from the province of debate.

## NOTE AND COMMENT.

Recent business figures of Southern newspapers show particularly rapid progress on the part of the Memphis News-Scimitar. The latest circulation statements of this paper show a daily average of over 41,000, a gain of 10,000 over last year. During April the advertising revenue in the News-Scimitar increased over 47,000 lines as compared with the same month of last year. The News-Scimitar has been going ahead since the assumption of the management by Frank W. Worcester, who has the assistance in the foreign advertising field of the Paul Block Special Agency, New York and Chicago.

The New York American's recent editorial commending the course of Senator William Alden Smith, chairman of the Titanic investigation committee, was read on the floor of the Senate Monday and inserted in the Record.

THE FOURTH ESTATE is on the staff of every American newspaper



of any consequence. It is as necessary a member of a staff as the average \$40 a week reporter or editor. And where the editor or reporter costs \$40 a week THE FOURTH ESTATE costs but \$2 a year.

The 1912-1913 volume of "Who's Who in America," published by A. N. Marquis & Co., Chicago, is the seventh edition of this biographical reference book and contains 18,794 biographies as against 8,602 comprised in the first edition, issued in 1899, and an increase of 2,928 over the last edition.

It also contains references to 8,091 biographies which appeared in previous editions, so that newspaper offices which have the full set will find greater help than ever in the use of the work.

The book gives life sketches of leading business and professional men; in short, the men and women who are making the history of the nation today; those who are creating American literature, educating the youth of the country, leading in religious, scientific, social, military, naval and artistic activities.

The metropolitan section of the New York World tomorrow is the product throughout of the actor members of the famous Lambs Club of New York. It has been prepared in its entirety under the direction of Augustus Thomas, the well known playwright, who acted as editor-in-chief. The idea is a distinct innovation in the New York newspaper field.

The progress of the New York Evening Journal during the past year has been so marked as to be the subject of favorable comment in publishing circles everywhere. Publisher William P. Leech announces that the average circulation for the week of the Titanic story was 939,241 copies and that on two days it exceeded a million a day. The merchants of New York spend a barrel of money every week in the Journal, which they surely would not do if it did not pay them well.

## IN THE PUBLIC EYE.

HENRY M. PINDELL, proprietor of the Peoria (Ill.) Evening Journal, has been selected by the Illinois Democrats as delegate-at-large to the National Democratic convention in Baltimore. Four years ago the same distinction was given Mr. Pindell at the National Democratic Convention at Denver.

J. R. TAYLOR, editor of the Paragould (Ark.) Soliphone, has been appointed by the governor as special judge of Green County to preside in the matter of the estate of F. G. Light, deceased, in which the regular judge is disqualified by reason of relationship.

HORACE H. MOSIER, publisher of the Bristol (Ind.) Banner, has been appointed postmaster of that city.

The Winston-Salem (N. C.) Sentinel has placed an order for a twelve page perfecting press.

## PURELY PERSONAL.

HERMAN RIDDER, publisher of the New York Staats-Zeitung, is again this year chairman of the Sane Fourth of July Committee appointed by Mayor Gaynor.

WILLIAM C. FREEMAN, the well known advertising expert, appeared by invitation at the Methodist preachers' meeting in New York City last Monday and delivered an address on honesty in advertising.

MAJOR W. W. SCREWS, editor of the Montgomery (Ala.) Advertiser, delivered an oration at the Park Auditorium in Macon, Ga., last week.

THOMAS F. BAKER, editor of the Utica (N. Y.) Saturday Globe, is home from several months' trip abroad. Mr. Baker spent considerable time in Rome, where one of his daughters resides.

JAMES MACDONALD, editor of the Toronto Globe, will address the Presbyterian Social Union in Dallas, Tex., on Monday.

J. W. KADEWELL, at one time of the Petrolia (Can.) Topic, has moved to Regina.

H. S. CHAPIN of the New York office of the J. Walter Thompson Company is spending a vacation with his family in Georgia.

JOHN LEE MAHIN is on a three-months' trip to Europe where he plans to make a special study of the advertising and selling methods of European manufacturers and merchants.

B. H. SCHWEIER, editor of the Mifflintown (Pa.) Sentinel and Republican, is reported seriously ill.

E. J. KELLY, who has been traveling in New York State on circulation work for the Butterick-Ridgway publications, returned to New York this week.

GEORGE McDADDE, formerly editor of the Newcastle (Can.) Leader, is planning to remove from his home in New Brunswick for location in the West.

OSCAR ROSEN of R. Hoe & Co., the New York printing press manufacturers, is away on a tour around the world in the interests of his firm.

W. R. GIBBINS, editor of the Kingston (Can.) Standard, is expected home from his vacation from England within a few days.

J. A. MCKAY, editor of the Windsor (Can.) Record, is spending the month at Prince Rupert, B. C.

J. F. MACKAY, business manager of the Toronto Globe, is on a trip to the Pacific coast.

R. L. BAGLEY, advertising manager of the Oil City (Pa.) Derrick, spent the week in New York.

CHARLES BOESCHENSTEIN, editor of the Edwardsville (Ill.) Intelligencer, has resigned the chairmanship of the Democratic State Central Committee.

W. F. WHEELER, secretary to Arthur Brisbane, editor of the New York Evening Journal, is back in New York after an eight weeks' stay in Chicago.

THOMAS TOMLINSON of the copy desk of the New York Even-

ing Journal is spending his vacation in the South.

S. M. CLARK, who is in charge of the night city desk of the New York Sun, has gone away on his vacation.

ASHBY DEERING of the New York Morning Telegraph editorial staff, is back from a trip to Norfolk, Va.

CHRIS GRADY, a member of the New York Morning Telegraph staff is spending some time in Washington, D. C., studying the horse racing situation.

ROBERT FARRELL, cartoonist of the New York Morning Telegraph, is making an automobile trip through the White Mountains.

J. FRANKLIN YEAGLE, managing editor of the Washington (D. C.) Herald, arrived back home this week after his honeymoon trip.

LEON G. BRADLEY, assistant editor of the Tuscaloosa (Ala.) News, was painfully injured through being hit by a ball while watching one of the local college baseball games a few days ago.

GEORGE B. MALLON, city editor of the New York Sun, delivered a lecture on "How News Is Gathered" at the meeting of the Round Table of Teachers' College Tuesday evening.

THOMAS P. PETERS, formerly editor of the Brooklyn Times, delivered a lecture before the Federal Club of Brooklyn last Friday evening. He told how printers' ink cures public ills. Mr. Peters is now a practicing lawyer.

BYRON W. BELLAMY of the Medicine Hat (Can.) News has returned to his desk after a three months' vacation with his family at Manitoba and Ontario.

## WEDDING BELLS.

ALFRED G. FAIRBORN, city editor of the Dayton (O.) Herald, was married last week at Covington, Ky., to Miss Amelia A. Klenk of Springfield. After a short wedding trip the couple will return to make their home in Dayton.

ARTHUR W. CRAWFORD, political editor of the Chicago Record-Herald, is shortly to be married to Miss Leona VanWart of Beloit, Wis.

PAUL ADAMS, representative of the Associated Press at Tampico, Mex., was married recently to Miss Camille M. Cleri in New Orleans.

COLONEL GODFREY M. HARMON, publisher of the Lexington (Md.) Dispatch, and Mrs. Clementine Day of Baltimore, were married last Friday. Colonel Harmon has been editor of the Dispatch for forty years. The couple are spending their wedding trip at Atlantic City.

## WILL START ANOTHER.

W. H. Noyes, publisher of the Winter (Wis.) Sawyer County Gazette, is preparing to establish a new weekly called the Herald at Stone Lake, a town on the Soo line. Thomas Noyes, his son, will be in charge.

## LANE GOES TO THE SUN

John D. Lane, for the last nine years prominently identified with the financial advertising field in Wall street, has just taken charge of the financial advertising of the



JOHN D. LANE.

New York Sun, morning and evening.

Mr. Lane had been previously for three years advertising manager of the Financial World of New York, and before that was with the advertising department of the Wall Street Journal. He assumed his new duties Thursday, with offices at 25 Broad street.

## RYDER'S NEW OFFICE.

John J. Ryder, formerly of the editorial staff of the Omaha Bee, was one of the seven men elected city commissioners of Omaha under the new commission form of government May 7. Mr. Ryder has been assigned the department of police, sanitation and safety. He has had considerable experience in politics and public office. Before going to Nebraska he served in the state senate of Minnesota and a few years ago he served under Governor or Sheldon as state labor commissioner of Nebraska.

## SINCLAIR LEAVES OMAHA.

Burke Sinclair has resigned as city editor of the Omaha World-Herald and gone to Sheridan, Wyo., to become editor and manager of the Tribune. R. W. Jones, for many years on the reporting staff of the World-Herald, becomes city editor in Mr. Sinclair's place.

## VISITING OLD SCENES.

T. W. Sheffield, managing editor of the Bristol (Eng.) Dominion, is on a visit to his old home in Regina, Can. Mr. Sheffield was formerly industrial commissioner of Regina.

**BUSINESS OPPORTUNITIES.**

\$25,000 cash available for investment in a satisfactory daily newspaper property. Ohio, Penn., or New York locations and properties of independent politics preferred.

Proposition D. M.

C. M. PALMER.

NEWSPAPER BROKER.

277 Broadway, New York

### Do You Want To Sell Or Buy

#### A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City

### MACHINERY FOR SALE.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12-pm matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

FOR SALE: One Model No. 3 Linotype, Serial No. 7444, with motor and assortment of two-letter matrices, Franklin Press, 416 W. Main St., Louisville, Ky.

FOR SALE.—OUR COMPLETE LINOTYPE PLANT consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

FOR SALE.—One Model No. 4 Linotype, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

FOR SALE.—One Model No. 5 Linotype that has had less than two years' use, equipped with two extra magazines, two extra fonts matrices and large assortment of accents, special characters, etc., Lancaster Printing Co., 241 Cherry street, Lancaster, Pa.

### WANTED TO PURCHASE.

I want to buy a second-hand or rebuilt perfecting press which will print up to 24 pages; with color attachment. Also complete stereotyping outfit and accessories. Will pay cash

Address Klamath Falls Northwestern, Klamath Falls, Oregon.

WANTED, second hand mats, 8 pt. No. 2 with Gothic, italic or boldface. Also quick change magazine. Telegram, Adrian, Mich.

**SITUATIONS WANTED.**

### A MANAGER

who has clean and successful record on daily and weekly newspapers in cities of 100,000 to 500,000 is open. Can furnish evidence of worth and ability and is probably known to men whose opinion would carry weight with you. State salary or salary and stock or bonus proposition which you would make.

Address Y. Z., care The Fourth Estate.

#### A CIRCULATION MANAGER

WHOSE RECORD AND QUALIFICATIONS CAN NOT BE TOLD IN THIS SPACE WILL CONSIDER PROPOSITION THAT OFFERS GOOD OPPORTUNITY FOR A GOOD PRODUCER. ADDRESS, PRODUCER, CARE THE FOURTH ESTATE.

Editor of afternoon daily in small city desires change with better opportunities. College education. Experienced in every phase of the game—desk, feature, exchange and circulation. With training metropolitan and otherwise. Address Change, care The Fourth Estate.

#### BUSINESS MANAGER

seeks change, 35 years of age, nearly 20 years' experience; thorough, practical experience in mechanical end as well as in advertising, circulation and business management. References show ability to get together where hard work and hustle, together with years of experience and natural ability will show results. In last position in less than two years, added over 5,000 new subscribers, increased advertising 200 per cent. Paper just breaking \$500.00 a month when left. In present situation have averaged 1,000 new subscribers a month for the past six months and are still coming. Advertising patronage is increasing. Reason for change is desire for larger proposition. Now receiving \$250.00 per month and propositions under that amount not considered. Address Business Builder, care The Fourth Estate.

### MANAGER

#### Business Circulation.

Know business, editorial and circulation management, also mechanical production. Experienced on magazines, agricultural and news publications. Strictly worth while to a growing periodical in need of a business manager, assistant business manager, or circulation manager. Twenty years in the business, at present connection more than six years. Satisfactory reasons for desiring a change. If you need a good man, write me. Address B. R. L., care The Fourth Estate.

### FOREST AND STREAM ELECTS OFFICERS.

At the annual meeting of the directors of the Forest and Stream Publishing Company, New York, Charles Otis was elected president. W. G. Becroft, editor of the Forest and Stream Magazine, was elected to the office of secretary, succeeding C. R. Reynolds. S. J. Gibson was elected treasurer. Mr. Becroft also becomes a new member of the board of directors.

#### A CANADIAN NEWCOMER.

The paper called the Bulletin is again appearing at Blairmore, Can. R. L. Norman of the Pincer Creek Echo is the publisher.

**SITUATIONS WANTED.**

### All Around Newspaper Man Wants Position.

I want a position as business or advertising manager. I have been printer, reporter, city editor, news editor, advertising manager, and am now business manager of a concern issuing afternoon and morning newspapers, the combined circulation exceeding 50,000. I have been connected with concern since 1904 and have interest in business. My experience in newspaper business covers sixteen years. Am thirty-five years of age and married. Controlling owner will explain my reasons for desiring to make change. Am willing to go anywhere and believe can make good. Address "Williams," care The Fourth Estate.

#### BUSINESS MANAGER,

with exceptionally strong record as a business getter and economical manager, wishes change. Best of references proving conclusively ability to increase business and manage business economically. Good reason for change. No hurry, but could arrange to come by June 15th. Address, Satisfaction, care The Fourth Estate.

Owners desiring to sell newspaper properties may advertise them in these columns over an assumed name, and answers will be received in entire confidence and forwarded without charge.

Rate 25 cents per line agate.

### Circulation Manager

of exceptional ability desires to make a change. Am at present city manager on a metropolitan daily. My past experience has been on dailies in large cities and smaller towns of 50,000 to 100,000 population. I am a young man, energetic and a real worker. Can furnish reference. Address A Circulator, 2525 North Franklin St., Philadelphia, Pa.

### GOSSIP CAUSES TROUBLE.

A report to the police that he had passed a worthless check for \$16 cost E. N. Nemenyi, editor of the South Bend (Ind.) Hungarian Notifier, his liberty and an unhappy three hours one day last week. Mr. Nemenyi, who lives at Y. M. C. A., was compelled to remain in custody while the authorities investigated his financial condition. He was released when the charge was found groundless and the police officials vindicated him.

### HONORED BY GOVERNOR.

Samuel E. Hudson, publisher of the Woonsocket (R. I.) Evening Call, has been appointed by Governor Pothier to be a member of the recently created state public utilities commission. The commission is composed of three men who will have complete supervision of all public service corporations and other public utilities in Rhode Island.

**HELP WANTED.**

### AN EXCEPTIONAL OPENING

is offered an energetic young newspaper man with business and selling ability by a prominent manufacturing concern. Must be familiar with the requirements of the mechanical departments of Daily newspapers. A high class, active man with executive ability is wanted.

Address Opportunity, care The Fourth Estate.

WANTED—A proof reader for a daily paper in large City. In application, give experience, reference, and salary. Address Reader, care The Fourth Estate.

**MISCELLANEOUS.**

### UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

### MAY INVESTIGATE PLATE MATTER CONCERN.

Representative Taggart of Kansas has introduced a resolution directing the Judiciary Committee to investigate the Western Newspaper Union's business in order to learn if it operates in violation of the Sherman anti-trust law as a combination in restraint of trade or is attempting to monopolize trade.

A similar resolution directing an inquiry into the affairs of the concern was introduced several weeks ago.

### VETERAN RETIRES.

C. C. Goodwin, the veteran editor of Goodwin's Weekly, Salt Lake City, has retired from active journalism. His successor is Leroy Armstrong. Mr. Goodwin before entering the periodical field had a wide experience as a newspaper man. For a long time he was in editorial charge of the Salt Lake Tribune.

### EDITOR INJURED.

In being thrown from a horse last Friday Carlton G. Garretson, a member of the editorial staff of Judge, New York, received internal injuries and a badly wrenched neck. The accident was caused by an automobile frightening his horse. Before he could release his foot from the stirrup Garretson was dragged some distance and rendered unconscious.



## CIRCULATION BUILDERS.

The Men and Religion Movement is creating a great demand for the

## HOLY BIBLE

The Greatest Circulation Producer Ever Known.

*Are YOU Using It?*

S. BLAKE WILLSDEN

CIRCULATION FEATURES

32 S. Wabash Ave., CHICAGO.

DEATEL OPENS AD SERVICE  
IN BALTIMORE.

The George A. Deatel Advertising and Selling Service has opened for business, with offices in the Munsey Building, Baltimore. The firm will conduct a general advertising business, rendering a service to advertisers that is based on co-operative principles.

Mr. Deatel, the organizer, gained his first experience in the newspaper field with the Baltimore Herald in 1898. In 1899 he took up circulation work with the Baltimore American; in 1907 he became asso-

## BUILDING UP THE CIRCULATION.

Two daily newspapers of Wilmington, Del., have subscription campaigns in progress. Every Evening is offering the Brady war pictures for coupons and ten cents for each book; and the Morning News is giving American flags for ten coupons and fifty cents.

The Thornbury (Can.) Herald-Reflector is using the pupils of the local schools to get new readers. Each month a prize is awarded to the pupils who give the correct answer to a question published in the Herald-Reflector. W. B. Fawcett is the publisher of this paper.

The Woodstock (Can.) Sentinel is conducting a circulation contest.

The St. John (N. B.) Standard is conducting a campaign for new readers, using a voting contest.

The Halifax (N. S.) Chronicle recently held a prize contest, in which the entries were eggs. For the best dozen products submitted a prize of \$5 was awarded. At the conclusion the eggs were divided among the charitable institutions of the city.

The Nanapanee (Can.) Express is holding a subscription contest. The first prize is a piano.

## CLEARY'S CHANGE.

John A. Cleary, automobile and yachting editor of the Philadelphia Inquirer for the past five years, has resigned to become manager of the automobile advertising and news department of the Evening Telegraph. As one of the pioneer automobile writers of the Quaker City Mr. Cleary has done much to aid in the development of the trade and sport of motoring.

Perhaps the most important event with whose management he was connected was the mammoth parade and exhibit of more than three hundred commercial motor vehicles in Philadelphia last year. He also inaugurated and conducted for five seasons a series of motor boat regattas covering the entire Jersey coast from Bay Head down to Cape May. In addition to his automobile and yachting interests Mr. Cleary is an authority on aviation, having for several years edited and managed Fly, an aeronautical monthly.

NEWSPAPER CIRCULATORS  
AT MAGAZINE WORK.

Several prominent newspaper men have recently become associated with the circulation departments of the Butterick-Ridgway Magazines, New York. They include Waldo L. Ledwidge, for many years circulation manager of the Boston Journal; William J. MacMurray, formerly circulation manager of the Chicago Journal and Chicago American; and F. H. Van Gelder, formerly circulation manager of the Boston American.

## A MEMORABLE OCCASION.

W. R. Davis, for more than half a century editor of the Mitchell (Can.) Advocate, recently celebrated his golden wedding anniversary.

HOW NICOLL HAD ALL NEW  
YORK TALKING ABOUT  
HIS PAPER.

Daniel Nicoll, circulation manager of the New York Evening Mail, is the man who engineered the recent big modified Marathon race through the streets of New York that created a new record for the number of entries in an amateur athletic event in this country, if not the whole world.

The public interest in the event was so great that every paper in the city gave space the day following ranging from one to three columns to the Mail's enterprise. This was the second annual race of the kind to be conducted by the Evening Mail, and the winners both last



DANIEL NICOLL.

year and this are assured places on the American Olympic team for their efforts. The winner in 1911 was Lewis Tewania, the famous Carlisle Indian School runner, and in 1912 Louis Scott of South Paterson, N. J.

Mr. Nicoll arranged all the details for the monster event and secured the exclusive rights to city streets for fully three hours for the runners. The police department saw to it that the Mail runners had the right of way and every facility for their protection was given by the city. The competitors this year numbered 1,500 and the entire twelve and one-eighth mile course was lined solidly with interested spectators, numbering fully a million.

Newspapers in San Francisco, St. Louis and a number of other cities are now engaged in arranging for races patterned after the Mail's.

## TO MAKE UNIQUE TRIP.

S. Stephenson, editor of the Chatham (Can.) Planet, intends to spend his vacation this year on a canoe trip from Winnipeg through the lakes and up the Saskatchewan River.

## CIRCULATION BUILDERS.

The Hotaling  
NEWSPAPER  
VENDING  
MACHINE

sells any 8 to 40-page paper at 1 to 5 cents. Emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.,  
Tribune Building, NEW YORK

Get To-Day's  
News To-Day  
"By UNITED  
PRESS"

General offices, World Bldg., NEW YORK.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports. Expert Comment.—Best illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
300 William St., New York City.

THE SPECIAL  
SERVICE CO.

Reliable Contest Operators

Write for terms, etc.

Room 33, 32 Park Row, New York

## Small Features

Use the famous "Adams Features," among whom are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmie," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

For Washington Correspondence  
WRITE

AMERICAN  
TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

For EDUCATIONAL  
CONTESTS use the

Tell-us Tellurian  
SOMETHING ORIGINAL  
CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

PREFERS PRINTING TRADE.

A. T. Mitchell, editor of the Haldimand Advertiser, of Caledonia, Can., has sold his paper and moved to Yorktown, where he will engage in the printing business.



GEORGE A. DEATEL.

ciated with the advertising department of the Washington Times, and in 1909 was appointed advertising manager of that paper. Mr. Deatel in March of last year became associated with the A. E. McBe Company, and later with Barron G. Collier, Inc., selling street car advertising.

Mr. Deatel's various connections in the newspaper, street car and general advertising field have covered wide territory in the North, South, East and West.

## FAVORED NATION CASE APPEALED.

### HIGHER COURT TO RULE ON PAPER IMPORTATION

—NEW I. P. WAGES.

The international commercial question involving the right of entry of wood pulp and paper into the United States from all countries with which America is connected by treaties of commerce has been appealed to the United States Court of Customs Appeals.

The privilege is claimed under the "favored nation" clause because free wood pulp and paper is granted to Canada by the only operative section of the Canadian reciprocity agreement. The appeal is from a decision by the board of general appraisers at New York, which held that the "favored nation" clause could not be invoked, as Canada was a colony, and not a "nation, state or country" within the meaning of the treaties.

Because of the international importance of the case, several European powers having filed claims for the favor with the secretary of state, both the government and the importers have agreed to expedite it. The decision is expected from the customs court before the close of the current month.

The appellants are the American Express Company, F. Bertuch & Co. and others, who imported several shipments of wood pulp and paper from Europe.

The threatened trouble in the thirty-six mills of the International Paper Company, arising from the demands on behalf of its 8,000 employees, was averted Tuesday by the signing of an agreement terminating May 1, 1914, between representatives of the company and of the unions representing the bodies of the employees. These include the paper and pulp makers, the stationary engineers, firemen, electricians, steamfitters, plumbers, carpenters, and men in several other trades.

This is the first time a joint agreement has been made between the

company and all the trades represented among its employees.

The agreement recognizes the union, but is not a rigidly closed shop agreement, while it makes a number of concessions to the union.

It concedes certain advances in wages, time and a half for overtime, a system of arbitration, an apprenticeship system and other important concessions, including a provision by which the local and international unions in the trades in which the men are employed can at any time confer with the officials of the company in case of complaints on behalf of the men.

On May 1 the company voluntarily increased the wages of its employees in all departments one cent an hour. The employees wanted advances ranging from one to three cents an hour.

The Lake Superior Paper Company, of Sault Ste. Marie, Can., expects to commence the making of news print paper in its new mill about the first week in July. The initial output will be 100 tons per day, which will later be increased to 200 tons. It is understood that an order has been placed for the two extra machines, which will be 184 inches and 196 inches wide, respectively.

Finch, Pruyn & Co. have granted a general increase in wages to the employees of their paper mill at Glens Falls, N. Y. The increase does not affect all departments of the mill, but nearly all of the 700 employees will receive more pay.

The St. Lawrence Paper Mills, of Mille Roches, Ont., and the Montrose Paper Mills, of Thorold, Ont., have been merged. The former company has acquired the interests of the latter and the combined concern will henceforth be known as the St. Lawrence Paper Mills, while the plant at Thorold will be known as the Montrose Division. The head office of the amalgamated interests will be in Toronto. I. H. Weldon is the president of the newly organized company, T. A. Weldon vice-president, and S. F. Duncan secretary-treasurer. It is understood that the capital stock is \$2,000,000.

The Paper and Pulp Manufacturers' Association of Northern New York will register strong protest in Montreal this month on the matter of the decision of the Canadian railroads to raise the freight rates on wood pulp, which will mean an additional expense of \$75,000 a year to the paper and pulp manufacturers along the Black River Valley, who get their wood from Canada.

The Miramachi Pulp and Paper Company's property at Chatham, N. B., which has been in financial difficulties and not in operation for some time, has been sold, under mortgage. The Royal Trust Company is the purchaser and the figure realized is \$26,000 above the mortgage. It is said the trust company is acting for English capitalists who will put the plant in operation at an early date and run it to full capacity.

The Commerce Magazine Publishing Company, of Rochester, N. Y., has reduced its capital stock from \$20,000 to \$5,000.

## RUSSELL DOUBLEDAY MADE A FIRM MEMBER.

Doubleday, Page & Co., the Garden City, N. Y., publishers, have just admitted Russell Doubleday into the firm. He becomes secretary



RUSSELL DOUBLEDAY.

of the company, succeeding Henry W. Lanier, who retires from active business.

Russell Doubleday will concern himself with the editorial and artistic interests of the house along both book and magazine lines.

## MISS QUIMBY AT HOME.

Harriet Quimby, dramatic editor of Leslie's Weekly and the first woman to fly across the English Channel from Dover to Calais, arrived home from Europe Sunday. She made the channel trip in thirty minutes and steered mostly by compass, as a dense fog prevented her doing otherwise. In two weeks Miss Quimby won in prizes \$6,000, but she declared that did not indicate that she was following aviation as a commercial enterprise. She is the first American woman to get a license here and in France to navigate the air. She said she had been in Europe six weeks and had made twenty flights and that she had been treated with uniform courtesy everywhere on the other side.

## LIBEL SUIT DROPPED.

A suit for libel instituted in the United States Circuit Court about a year ago by L. V. Curry against the Richmond (Va.) News-Leader, has been dismissed on motion of Curry's counsel. The cost of the action is assessed against the plaintiff.

Curry asked for damages of \$25,000, charging the newspaper with publishing statements about him which he alleged were false and libelous. The statements referred to reflected upon his actions in conducting a "Dolly Dimple" circulation contest in Richmond.

## FINING OF JERSEY REPORTER APPEALED.

Supreme Court Commissioner Charles E. Hendrickson, Jr., in Hackensack, N. J., has begun the taking of testimony on the appeal filed by the Jersey City Journal from Supreme Court Justice Charles W. Parker's decision last February adjudging a Jersey Journal reporter guilty of contempt of court and fining him \$25 for failure to answer the grand jury's questions concerning the publication of a story about graft charges.

The testimony taken at the hearing will form the basis for the argument to be made at the June term before the Supreme Court at Trenton. The decision may be handed down at the November term.

## MUCH GOOD CREDITED TO OHIO WOMAN WRITER.

Mrs. Maud Murray Miller of Columbus, O., president of the Ohio Newspaper Women's Association, began her newspaper work as dramatic critic and society editor on the Springfield Times. At present she is a special feature writer on the Columbus Dispatch. It was her story of the methods of the American Book Company, which caused the governor and school commissioner to investigate and to reduce the cost of Ohio school books four per cent. Mrs. Miller believes that her exposures led to the state investigations of the legislative scandals.

Last October Mrs. Judson Harmon took Mrs. Miller to the Girls' Industrial School at Delaware on an inspection trip, and the story Mrs. Miller wrote from investigation impelled the last legislature to make an additional appropriation, erect new buildings, repair old ones and to replace the man superintendent with a woman.

## TRAVELED MANY MILES WITH NEWSPAPERS.

To have made the trip on the newspaper special between New York and Washington, D. C., steadily for a period of sixteen years, is the unique distinction of Charles Schrot, a New York newspaper mailer.

In twenty years' work Mr. Schrot has been connected with such prominent publications as the New York American, the World, Evening Mail, Herald, Literary Digest, Christian Herald and others, all of which have given him an expert knowledge of dispatching all second class matter.

## J. H. Parker & Co

PRESS AGENTS  
DUBLIN, IRELAND.

For Effective Advertising  
at Contract Rates in the  
Irish or English newspapers.

ESTABLISHED 22 YEARS

Open for Good Agencies.

YOUR  
"WRAPPED"  
ATTENTION  
is invited to our perfected  
**Nibroc Kraft**  
WRAPPING PAPER  
—the handsome "quality"  
kind which gives—

MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY

Let us send you proof samples,  
also name of nearest dealer.

**BERLIN MILLS CO.**  
PORTLAND, MAINE.

New York Office, 256 Broadway





THE MONOTYPE EXHIBIT AT THE PUBLISHERS' CONVENTION IN NEW YORK.

During the entire week the Lanston Monotype Machine Company had three machines in full operation in one of the parlors on the convention floor of the Waldorf-Astoria. The display was one of the most complete mechanical demonstrating plants ever made by a manufacturer of printing machinery for a convention.

#### MOBILE'S NEW NEWSPAPER PUBLISHER.

SKETCH OF J. C. O'CONNELL, THE NEW CONTROLLING OWNER OF THE DAILY ITEM.

John C. O'Connell, who recently purchased three-fifths of the stock of the Mobile (Ala.) Item in association with a number of Mobile business men, is a man of wide experience in the newspaper field. He served his apprenticeship in the office of the Liverpool (England) Daily Post, being with that paper from 1884 to 1891. Following a two-years' trip around the world, which concluded in New York in 1893, and a short visit to his former home in England, Mr. O'Connell took up newspaper work in this country.

He represented a number of Eastern and Western papers in the South in the nineties. He was with the American troops in 1898 as the

representative of two American and two English newspapers. Following a short period in New Orleans he joined the staff of the Mobile Register in 1902, and with a short interval was with the Register for ten years, being managing editor of that paper at the time he resigned to purchase the Item.

Mr. O'Connell has the reputation in the South of being a strong editorial writer and is not unknown in the North. On the morning that President McKinley's death was announced in the press the New York Sun, Atlanta Constitution, New Orleans Picayune and Mobile Register simultaneously published two verses on the death of the President, headed "Anarchy," written by Mr. O'Connell. The verses were extensively copied and subsequently given first place of all the output of prose and poetry occasioned by the dramatic incident of the death of Mr. McKinley by the editor of Current Literature.

Another verse by Mr. O'Connell,

on the death of General John B. Gordon, was given a place of honor by the Atlanta Constitution on the morning that General Gordon was buried in Atlanta, and was the subject of a commendatory editorial by the late Joel Chandler Harris.

Mr. O'Connell married Miss Jessie M. Eason of Chicago. They have three children. His brother, Gerald Gregson O'Connell, now of Johannesburg, South Africa, is well known as a writer for the British press and magazines.

The new owners of the Mobile Item have been "taking a bearing" since obtaining the property last month and have found that big improvements are justified by the existing business and the business expected. These improvements contemplate a new building of three stories and an adequate plant and equipment, in addition to the existing plant, for a complete afternoon paper. A bond issue of \$50,000 has been authorized for improvements

by the directors and it is expected that these will be made without delay.

#### STUDENT EDITORIAL BOARD.

The sophomore class of Westminster college, New Wilmington, Pa., has elected a staff for the Argo, the Westminster college annual, as follows: Editor-in-chief, William Moore; assistant editor, Helen Foote; literary editor, Lulu Hastings; assistant literary editor, Margaret Dickson; art editors, Martha Kennedy and Manuel McFadden; business manager, Earl Tallent; advertising manager, Ralph Christy.

#### AMERICAN IN CANADA.

W. H. Bohannon is planning to start a newspaper at Chase, B. C., located in the interior between Revelstoke and Kamloops. The paper will be called the Chase News. Mr. Bohannon is an American newspaper man.

## AD MEN'S ANNUAL GOLF WEEK.

AGAIN AT BRETTON WOODS.

—A. G. A. OF A. I. ISSUES HANDSOME BOOK.

The American Golf Association of Advertising Interests will hold its eighth annual tournament at Bretton Woods, N. H., during the week of July 8.

Donald J. Ross of the Essex County Club in Massachusetts and the Pinehurst Country Club will manage the tournament. The meeting will be formally ushered in by a round of the links on Monday. Tuesday morning President Whitman will open the proceedings in pursuance of ancient custom by driving a ball from the first tee for the caddies to retrieve, the lucky boy to be substantially rewarded.

From then until Saturday evening there will be something interesting going on, as is always the case on this occasion. The committees will make every possible effort to make it pleasant for the members and especially for the ladies. The annual meeting and election of officers will be held on Friday evening of the week.

be held on Friday evening of the week. The Mount Washington Hotel opens on Saturday, July 6. A special rate will be in force during the week for the members of the association, and the committee advises that reservations be made early with Manager William H. Kenny, Bretton Woods, N. H.

President Taft and Vice-President Sherman are honorary members of the association, T. M. Sherman, of Utica, N. Y., a son of the Vice-President, is the 1911 champion of the association.

An elaborate booklet, covering the history of the association, its objects and its accomplishments has been compiled by its president, Russell R. Whitman, publisher of the Boston American. The booklet consists of twenty pages, embellished with pen drawings beautifully printed and embossed.

Copies of the handsome year book and further particulars of the coming meeting may be obtained from Walton L. Crocker, secretary-treasurer, John Hancock Building, Boston.

Membership in the A. G. A. of A. I. is open to all persons engaged in any recognized form of advertising activity, and there is no provision as to the quality of golf which a member must play. The constitution provides liberal eligibility rules, open to owners, publishers, business managers, and solicitors for any publication admitted to second class postage rates; owners, officers, department heads and solicitors of recognized advertising agents;

Special advertising agents; officers, general managers, principals of firms or advertising managers directing the expenditure of appropriations aggregating \$5,000 or \$2,500 exclusive in local mediums; principals or solicitors for litho-

graphic, street car or billboard advertising.

The publication of a house organ catalogue, pamphlet or price list does not count for eligibility.

The officers of the association are: President, Russell R. Whitman, publisher of the Boston American; first vice-president, Leonard Tufts, Pinehurst N. C.; second vice-president, Augustus K. Oliver, of the Pittsburgh Gazette Times; secretary-treasurer, Walton L. Crocker of Boston.

### COLVER IN CHARGE OF "CLOVER LEAF" PAPERS.

W. B. Colver, for a number of years president and general manager of the Newspaper Enterprise Association of Chicago, Cleveland and San Francisco, has resigned to take up the duties of editor-in-chief of the Clover Leaf League, comprising the Minneapolis Daily News, the Omaha Daily News, the St. Paul Daily News, the Woman's Home Weekly, the St. Paul Rural Weekly, the Farm Magazine, the American Home and the Omaha Rural Weekly.

A reorganization of the general management of the league was effected by the appointment by Publisher L. V. Ashbaugh, of N. W. Reay of St. Paul as general manager, and John Burgess of Minneapolis as assistant general manager.

It is understood that these changes do not affect the local management of the different properties, either editorially or in the business offices.

### CHARITY WORKER SUES.

The Hamilton (Can.) Herald Printing Company has been sued by Miss Jeanette Lewis for \$10,000 damages for alleged libel. The objectionable article was an editorial referring to the plaintiff's dealings with funds collected by her for the school children's hospital.

### PAPERS LOSE SUITS.

The jury in the libel case of Louis Letourneau, M. P. from East Quebec, against the Quebec Chronicle and the Evenement, decided the case in favor of the plaintiff. The action was brought for \$50,000 damages from each paper, but the court only awarded \$1,000 in each instance.

### APPOINTED MANAGER.

John E. Wodell, editor of the Hamilton (Can.) Spectator, has resigned to become manager of the Lethbridge News. He is succeeded by William Mullis, formerly of the Times. J. A. McKenty has assumed the city editorship of the Spectator.

### IOWAN BUYS PAPER.

William S. Bugby of Hampton, Ia., has acquired control of the Eldon Forum. The new owner has assumed personal charge of the property.

### NOXON NOW PUBLISHER.

Victor Noxon has purchased the Boulder (Colo.) Miner. He was formerly editor of the Idaho Springs Gazette.

### STERN BUYS CONTROL OF JERSEY DAILY.

J. David Stern, formerly general manager of the Providence (R. I.) Evening News and lately connected with the New York Globe, has purchased a controlling interest in the New Brunswick (N. J.) Daily Times from George A. Viehman, who retires completely from the paper. Mr. Stern assumes the duties of publisher.

Mr. Stern has had a wide experience in the news and business



J. DAVID STERN.

ends of newspaper work, having also been connected with the Philadelphia Ledger, North American, Record and Bulletin, the Seattle Post-Intelligencer and Star. The New Brunswick Times is one of the century old newspapers of this country, having been established in 1790.

All the present officers will continue as heretofore. E. S. Clayton, formerly of the Albany Knickerbocker-Press, is business manager of the Times; S. M. Christie is president and editor, and George D. Johnson is managing editor. The paper is represented in the Eastern advertising field by the O'Flaherty Suburban List. The Times is an evening paper.

### PAPER CHANGES NAME.

The New York publication known as Sports of the Times has changed its name to Field Illustrated. The publication is to be enlarged in all departments and in scope of work, and made to faithfully live up to its new title. Charles L. Wise remains the president of the publishing company.

### ENDS LONG REIGN.

James H. Little has sold the Owen Sound (Can.) Advertiser to Harold R. Moffat, D. R. Dobie and Percy Smithson. Mr. Little published the paper for nearly thirty years.

### PUBLISHERS FEAR THE HALF-CENT PIECE.

Unexpected opposition has developed to the proposal to coin three-cent pieces and half-cent pieces. The bill passed the House a few days ago and it is now before the Senate committee on finance.

The objections that have come to the finance committee of the Senate, however, are not against the coinage of the three-cent piece but are directed at the half-cent coin. It is said to be particularly objectionable to some of the publishers of the daily newspapers that sell for one cent. One publisher, writing to a member of the Senate committee, expresses the fear that it will be the beginning of the half-cent daily.

### EDITOR AND MAYOR HAVE IT OUT ON STREET.

K. E. Pierce, editor of the Huntsville (Ala.) Daily Times received a thrashing at the hands of Mayor Smith on the street last week. The trouble was caused by an alleged attack by Pierce made against the mayor in his paper. When the editor was arraigned before him the following day for street fighting, Mayor Smith awarded the honors of the bout to himself by judging himself the aggressor, ordering the complaint sworn to and fining himself \$10, which he paid.

### MATTHEWS LECTURING.

Franklin H. Matthews of the New York Sun staff has temporarily given up newspaper work to deliver a lecture series, that will take him as far away from home as Australia. He expects to be gone about six months. Mr. Matthews made the trip around the world with the American battleship fleet, and the lectures he is to deliver cover his experience on the memorable cruise.

### ANOTHER FOR DOMINION.

It is reported that the town of Coalmont, B. C., is to have a new paper called the Courier. E. N. Clark is said to be the chief backer of the project.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

**Berlin Mills Company,**

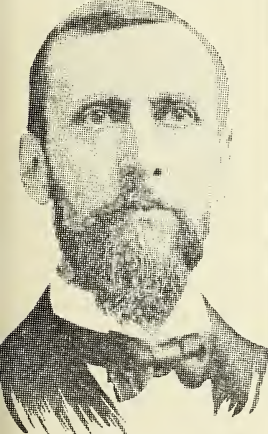
PORTLAND, MAINE.

New York office, 256 Broadway.



## OBITUARY NOTES.

FRANCIS THOMAS LANE, secretary-treasurer of the Toledo Blade Company, died on Wednesday after an illness of nearly a year. In 1875 Mr. Lane became associated with D. R. Locke and



THE LATE FRANCIS T. LANE.

others in the ownership of the Blade. He was a native of Maumee and born April 10, 1842. He started life as an errand boy in a dry goods establishment in Toledo and besides his newspaper ownership was elected president of the Union Savings Bank Company in 1902.

COLONEL EMMETT GARVIN LOGAN, for many years editor-in-chief of the Louisville (Ky.) Times, died in the Johns Hopkins Hospital, Baltimore, Wednesday, after an operation for mastoiditis. Colonel Logan was well known in Kentucky, where he spent practically his whole life in newspaper work, retiring about twelve years ago. He was sixty-four years old and began newspaper work as a member of the Louisville Courier-Journal staff, later becoming managing editor, and then editor-in-chief of the Times, its evening edition.

IVAN S. MACDONALD, founder of a Toronto magazine known as Construction, died recently of pneumonia. He was a native of Milwaukee, where at one time he published the Western Builder. Five years ago he joined the staff of the Toronto Saturday Night and was later real estate editor of the World. A short time afterwards he founded the Construction, but he was compelled by illness to give up active work with it about four months ago.

FRANK WILLETT'S RUNYON, founder of the Plainfield (N. J.) Courier-News, died suddenly of heart disease Tuesday at his home on Madison avenue. He was born December 2, 1859. For several years he was associated with the lecture tours for Henry Ward Beecher, Mark Twain and George W. Cable, after which he worked for the New York Sun and Phila-

delphia Press. Later he purchased the Central New Jersey Times, a weekly, which he conducted until 1891, when he established the Courier, a daily newspaper. Three years later he purchased the Evening News, and conducted the Courier-News until 1904, when he sold out to the present owners, the Plainfield Courier Publishing Company. Since then he had lived in retirement.

GEORGE E. BATSON, formerly connected with financial news bureaus in New York and Boston, but for several years past a member of the firm of Eugene Meyer, Jr., & Co., New York, died Tuesday after an operation for mastoiditis. About six years ago Batson became connected with the Boston News Bureau, and later came to New York and entered the employ of Dow, Jones & Co. and the Wall Street Journal.

CAPTAIN JOHN H. BARKER, formerly editor of the Newport (R. I.) Herald, and for twenty-one years with the Boston Globe, died a few days ago at his home in Wareham, Mass. He was born in Nantucket in 1854 and began his newspaper career in the composing room of the Providence Journal. He wrote numerous short stories for magazines and newspapers, and on account of his knowledge of the sea reported the international yacht races for the Globe.

ARTHUR N. BURNS, for many years engaged in newspaper work in the United States and Canada, died recently in Vancouver, B. C. He began work on the Toronto News in 1886, and later was connected with the Montreal Herald and the Montreal Citizen. In 1889 he went to Vancouver as city editor of the Province, then to San Francisco, where he worked on the Chronicle, later becoming part owner of the Hilo (H. I.) Herald. A few years ago he returned to his old work in Vancouver.

HAROLD G. KAYLOR, for a number of years connected with prominent Pennsylvania papers, died at New York last week of kidney trouble. He was forty-five years old and up to a short time ago was one of the editors of the Johnstown Journal. At other times he was connected with Pittsburgh newspapers. He was a brother of Louis G. Kaylor of the Edensburg Tribune and of Raymond J. Kaylor of the Altoona Gazette.

DENIS C. HAMPSON, a British Columbia newspaper man, died a few days ago. He was for a time on the editorial staff of the Vancouver News-Advertiser and later was with the new Westminster News. He was a native of England and went to Vancouver from Seattle.

JONAS M. KILMER, father of Willis Sharpe Kilmer, publisher of the Binghamton (N. Y.) Press, and himself financially interested in that newspaper, died on Monday. He was president of the Jonas M. Kilmer Company, maker of proprietary medicines, among them "Swamproot."

OTTO SCHRODER, a German newspaper man of San Francisco, died recently. He engaged in newspaper work in Chicago be-

fore going to the Coast. Mr. Schroder had been in this country since 1859.

LOUIS HENRY AYME, consul-general of the United States at Lisbon, Portugal, and formerly a newspaper man, died Thursday. He was connected with the old Chicago Times, the Tribune and various other papers, besides serving as press editor at the World's Columbian Exposition.

CAPTAIN B. S. OSBORN, who in early life was for a number of years a newspaper correspondent and writer and later connected with Harper's Weekly, died in New York last week. He was a veteran of the Civil War.

WILLIAM W. DOUGLAS, for twenty-two years sporting editor of the Louisville Courier-Journal, and widely known as a turf writer, died Saturday. He was forty-two years old.

G. A. LACEY, publisher of the Hillsboro (Can.) Beaver, died a few days ago in his eighty-first year.

WALTER LAMBS of the editorial staff of the Mansville (Mo.) Mail died a few days ago of spinal meningitis.

GREY W. RICHARDSON, for a long time with Denver and Salt Lake City newspapers, died in the latter city last week.

W. B. MONNEY, at one time of the Halifax (N. S.) Echo, died recently at Syracuse, N. Y.

## PLAN RETALIATION AGAINST DRAMATIC CRITICS.

Theatrical managers of the Northwest are reported to be planning a combat with the unfriendly newspaper dramatic critics. Their idea is said to be the withdrawal of advertising from publications considered unwarrantedly hostile to theatricals and in the place of newspaper advertising using circular publicity.

The theatrical men declare that the great number of "imitation" critics located on newspapers of the Northwest, especially, through their lack of knowledge of play criticism cause them much trouble financially and are responsible for many shows proving failures in that section during the past season.

Many of the critics, the theatrical men declare, never even wait for the play to show in their city, before they wantonly attack it. They do not believe their action in stopping advertising will check the trouble completely, but they think it will exercise a salutary influence.

## DATE SET FOR TRIAL.

The trial of the suit of William Wolff Smith, a Washington newspaper man and publicist, against Collier's Weekly for libel damages has been set by the Supreme Court for June 10. Mr. Smith demands \$150,000 damages for an alleged "expose" of his methods printed in Collier's in 1906. Suit was instituted in 1906 and the case has been hanging since.

## JOURNALISM BUILDING.

Plans have been filed with the building superintendent of New York for the new School of Journalism Building at Columbia University, to be erected at Broadway and 116th street. It will have a frontage of 57.8 feet in Broadway and 210 in 116th street.

The facade will be of limestone with a granite base, ornamented with six Ionic columns on the street side and four on the Broadway side, where the inscription "Journalism" will be inscribed in the stone over the entrance.

In the basement will be a press room and book shop. The first floor will contain a large classroom, students' typewriting room and offices. The second floor will have a newspaper reading room, reference library, offices and a large reading room.

The mezzanine floor will contain small classrooms and the upper parts of the newspaper, reading rooms and reference library. Classrooms will occupy the third, fourth and fifth floors. The estimated cost is \$350,000.

## McCLURE TO MANAGE THE ASSOCIATED NEWSPAPERS.

H. H. McClure has been appointed manager of the Associated Newspapers, the association of a number of prominent evening newspapers for a combined feature service. Mr. McClure takes the place of George Matthew Adams of the Adams Feature Service, Chicago, who returns west to devote his time to his own business.

Mr. McClure is well acquainted with the feature business from many years' association with the McClure Newspaper Syndicate and the McClure magazines. He was the founder of the former business and later was managing editor of McClure's Magazine.

## WILL BOOST BRITISH COLUMBIA SECTION.

South Vancouver, B. C., is to have a new paper. Several prominent local men are said to have financed the proposition, which will be primarily to advertise that section of the lower mainland. George M. Murray, formerly of Toronto, will be the editor. H. Stein, formerly of the Vancouver Saturday Sun, is also to be associated with the new enterprise.

## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the **Illustrated Weekly** "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

## ADVERTISING MEDIUMS.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England, as it has become. It has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the Grand Rapids News MORE heavily than ever before.

## Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

DYER, 42 Broadway, New York.—The American Chiclé Company, Madison avenue, New York; placing some orders with Canadian papers.

The Corn Products Company; orders being placed with a selected list of dailies.

The Endicott Shoe Company; list being made up.

NATIONAL, 32 West 25th street, New York.—The Emergency Laboratories, 32 West 25th street, New York; placing new schedule for May and June.

ROSENBAUM, 17 Madison avenue, New York.—Willis, Pike & Co., "Nufect" 373 Fourth avenue, New York; orders being placed in cities where orders will be secured from druggists.

BATTEN, Fourth Avenue Building, New York.—Cluquot Club Ginger Ale; some three-month orders being placed with a selected list of papers throughout the country.

NATIONAL, 32 West 35th street, New York.—Poslam Soap, 32 West 25th street, New York;

## THE NEW YORK WORLD

Sells (morning edition) MORE copies than any other two papers Print.

## ADVERTISING MEDIUMS.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C., The Times is Preferred

189,411 WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a HOME paper to get Want Ads. GREATEST IN THE SOUTH.

placing orders throughout the country for summer campaign.

LOTOS, 17 Madison avenue, New York.—Willis Pike & Co., orders being placed in cities where dealers can be secured.

LLOYD, 25 West 42d street, New York.—The General Drug Company, New York; orders being placed with a selected list of New York State papers. Other sections will be used later.

MASSENGALE, Candler Building, Atlanta.—E. H. Winterburn, San Francisco Exposition Tour Company, Atlanta; orders being placed with Southern dailies.

ANDREWS & WARRINGTON, Drexel Building, Philadelphia.—The Philadelphia Smelting & Refining Company, Philadelphia; orders for one inch one time a week for thirteen weeks being placed with a selected list.

McCANN, 11 Broadway, New York.—The Standard Oil Company, New York; contracts being made with a selected list of papers.

ALLEN, Herald Square Building, New York.—The Columbia Phonograph Company, New York; contracts being made in Eastern cities where the company has agents.

DIRECT.—The Hanson Company, Schenectady, N. Y.—Dr. Williams Pink Pills; orders being placed with a selected list throughout the country.

THOMPSON, 44 East 23d street, New York.—Chichester Pills; placing contracts throughout the country.

Cincinnati Office.—Superior Union Suits; orders being placed with a selected list of Western papers.

WYCKOFF, 14 Ellicott street, Buffalo.—The Emerson Shoe Company, Boston; orders for 2,000 lines being placed with a selected list of Southern papers.

ALLEN, Herald Square Building, New York.—The White Sulphur Springs, White Sulphur, W. Va.; orders being placed with a selected

## ADVERTISING MEDIUMS.

People who have money to spend and spend it in Buffalo, take the

## BUFFALO TIMES

They respond to good advertising

Are we receiving your copy?

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper, in the center of the great and populous

PITTSBURG DISPATCH reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

list of papers in the South and Southwest.

DAUCHY, 9 Murray street, New York.—Parker's Hair Balm; orders being placed with a selected list.

KOCH, University Building, Milwaukee.—The F. Mayer Boot & Shoe Company, Milwaukee; some 1,995-line five-time orders being placed with a selected list of Western papers.

MEAD, 140 South Dearborn street, Chicago.—The Grand View Hotel; orders for seven lines nine times being placed with a selected list of papers.

DUNLAP-WARD, 8 South Dearborn street, Chicago.—The Paige-Detroit Motor Car Company, Detroit; contracts for 10,000 lines being placed with a selected list of Southern papers.

FULLER, 623 South Wabash avenue, Chicago.—The People's Popular Monthly, Chicago; contracts for 1,000 lines being made with a selected list of Western papers.

GOULSTON, 18 Tremont street, Boston.—The Clismic Springs Company, New York; placing a few additional orders with New York City papers.

IRONMONGER, 20 Vesey street, New York.—The Anticor Manufacturing Company, New York; contracts for 2,500 lines being made with a selected list of papers.

KENDALL, 102 West 42d street, New York.—The Ocean House and Cottage, Watch Hill, R. I.; orders being placed with a selected list of papers.

LORD & THOMAS, 290 Fifth avenue, New York.—Charles Cluthe & Sons, Bloomfield, N. J.; again placing some 100-line and twenty-time orders with a selected list of papers.

MILBOURNE, 210 East Lexington street, Baltimore, Md.—The Buena Vista Springs Hotel, Buena Vista, Md.; orders for seven lines seventeen times being placed with a

## ADVERTISING MEDIUMS.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, CHICAGO.  
NEW YORK, Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

selected list of Eastern and Southern papers.

AYER, 300 Chestnut street, Philadelphia.—The Lehigh Valley Railroad Company; this advertising now being placed through the above agency.

PRESBRY, Fourth Avenue Building, New York.—The Plaza Hotel, New York; reported that advertising will be placed on a trade basis.

The Homestead, Hot Springs, Va.; orders for forty-two lines thirty-five times being placed with Southern and Western papers.  
Jacob Ruppert, "Ruppert's Beer," New York; this advertising now being placed through the above agency.

STACK-PARKER, Heyworth Building, Chicago.—The Union Pacific Railroad Company, Chicago; contracts for 5,000 lines being made with a selected list of Southern papers.

## FOR SUMMER RESIDENTS.

The New England Resorter has been started at Manchester-by-the-Sea, Mass. James Swinhardt is the editor, and J. Alexander Dodge is manager.

## INSTITUTIONAL NEWSPAPERS

in the United States can easily be counted on the fingers of two hands. It takes a long time to build up confidence and good will throughout a community, but those newspapers which have persisted long enough in telling the truth and printing the news have come to be regarded as institutions. They are known to be the best advertising mediums for obvious reasons.

## THE SUN OF BALTIMORE

At Home the "Sunpaper" is an institution in Maryland because it has persevered in the right direction for over three generations. It has confidence, good will and a circulation of 116,000 net per day—the latter because of the former.  
W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave., Tribune Building,  
NEW YORK, CHICAGO.



## ADVERTISING MEDIUMS.

# The TRIBUNE

of 1 ct. Daily and Sunday

## LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

THE GROWING  
PAPER OF  
IS THE **BOSTON**  
(EVG) **TRAVELER**  
Average Circulation for 1911

83,029

J. C. WILBERDING, Representative.  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

### STAFF CHANGES.

OSCAR A. DOOB has been promoted to the position of assistant editor of the Cincinnati Enquirer. T. E. NUTTING has resigned the management of the Albany (Ore.) Daily Democrat. This ends the career of thirty years with the one paper.

ALBERT W. BAILEY, a former member of the Providence (R. I.) Evening Bulletin desk, and more recently with the Boston American, has been appointed correspondent for the American in Rhode Island.

CHARLES E. MCCARTHY, formerly on the reporting staff of the Brockton (Mass.) Times, is now engaged in desk work on the Providence (R. I.) Evening Bulletin.

F. C. BLISS, recently of the news staff of the Montreal Witness, is now connected with the Verdun Echo.

JOHN E. KENNEDY has been appointed advertising manager of the Baltimore Bargain House.

T. W. CROSBY of Chicago has been made advertising manager of Henry Sonneborn & Co., Baltimore.

R. N. JOY, formerly of the St. John (N. B.) Telegraph, has joined

VALUABLE TO READERS,  
TO ADVERTISERS,

BECAUSE it is the ONLY independent paper in a strongly progressive and insurgent territory; because it is first in the hearts of its readers; because it is GROWING rapidly and surely.

THE MINNEAPOLIS  
DAILY NEWS  
"THE PEOPLES PAPER"  
Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kendall City, Boyce Bldg., New York.  
A. O. BAVER, Chicago. J. F. ANTWERP.

## ADVERTISING MEDIUMS.

# THE PITTSBURGH PRESS

HAS THE Largest  
CIRCULATION  
IN PITTSBURGH.

DAILY AND SUNDAY

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average circulation of the Plain Dealer for the month of April, 1912, was as follows:  
Daily, 108,787. Sunday, 131,526

J. C. WILBERDING, Representative.  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

ed the staff of the Montreal Herald.

W. S. ARCHIBALD has resigned from the advertising department of Judge to join the Hearst newspaper staff. Mr. Archibald was connected with Life and Vogue before going to Judge.

MRS. WILHELMINA BOTTSFORD of Stratford is handling the woman's page news for the Bridgeport (Conn.) Standard, succeeding Miss Annie Eales, who has taken a position in a Bridgeport broker's office.

H. A. WORMAN has resigned as advertising manager of the National Carbon Company, of Cleveland, O., and is now connected with the Baker Motor Vehicle Company.

LESLIE BANKS, formerly of the Bridgetown (Can.) Monitor, is now connected with the New Glasgow News.

DOUGLAS H. HAWLEY has resigned the position of news editor of the Dallas (Tex.) Times-Herald.

W. B. FOSTER, at one time editor of the Lunenburg (Can.) News, is now connected with the Saskatoon Press as advertising manager.

G. I. BROOKS has resigned the management of the Bear River (Can.) News and has moved to Boston.

FRANK J. CANNON has resigned from the editorial staff of the Denver News.

JOHN O'NEILL has left the staff of the Arnprior (Can.) Chronicle and is now looking after the interests of the Ottawa Journal in the upper Ottawa valley, with headquarters at Renfrew.

A. H. LUDWIG, who has had about six years' experience in the Western field, representing various publications, is now on the Chicago staff of the Paul Block Special Agency.

JOSEPH P. ANNIS has returned to Washington newspaper work with

## ADVERTISING MEDIUMS.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

the Herald. He is covering Congress for that paper.

A. D. WHITE, late of the New York City News Association, is now a reporter for the New York Times.

T. M. MICKLEWRIGHT, recently of Halifax, has been appointed manager of the Bridgetown (Can.) Monitor.

PETER O'TOOLE has been appointed city editor of the Newark (N. J.) Evening News, succeeding Arthur Sinnott, who has been placed in charge of the Washington Bureau of the News.

REV. A. R. SCHRAG is now in editorial charge of the Calgary (Can.) Standard.

W. P. IRVING is a new addition to the staff of the Vancouver (B. C.) Sun.

A. G. MACDONALD, for several years city editor of the Woodstock (Can.) Express, is now occupying a similar position with the Brandon Times.

BARRETT HANSON WITH-ERBEE has left the staff of the New York World and is now with the Evening Journal.

E. W. GUYAL, who has been looking after the Herald's interests in Mexico City during the revolution, has been recalled to New York on account of illness.

ROSCOE C. CHASE has resigned from the advertising staff of the Thomas B. Jeffrey Company, Kenosha, Wis., and is now with the Packard Motor Car Company in Detroit.

ARTHUR L. PRICE, for several years with the San Francisco Call, as reporter and special assignment man, has been promoted to a position on the editorial staff.

THORNTON SHERBOURNE HARDY, recently of New York, is now connected with the Associated Press office in San Francisco. Since going to the Coast Hardy has also been on the editorial staff of the Los Angeles Tribune.

## ADVERTISING AGENCIES.

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience of forty - eight successful years  
Guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
Fifth Avenue Building, NEW YORK.  
750 Marquette Bldg., CHICAGO.

NO NEW MIDDLETOWN  
MANAGER.

A report recently circulated to the effect that F. G. Houseworth of the Lebanon (O.) Daily Times had been appointed manager of the Middletown Journal is declared without foundation by the publishers of the latter paper. H. V. Walter is the owner of the Lebanon Times and general manager of the Middletown Journal.

### AMATEUR ACTORS.

R. E. Walker, editor of the St. John (N. B.) Standard, and F. McM. Corr of the Evening Times, did some creditable acting in the recent amateur theatrical competition for the Earl Grey trophy. They appeared in a number of the large Canadian cities with a company presenting "The Servant of the House."

### FORMS ASSOCIATION.

William Lowery has become associated with A. W. Ellis in the ownership of the Petrolia (Can.) Advertiser. The firm name will be the Advertiser Printing Company. Mr. Lowery was at one time proprietor of the Petrolia Topic.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

NEW YORK MAIL  
EVENING

to believe in you, and you will get rich.

203 Broadway, NEW YORK.

## ADVERTISING MEDIUMS.

THE  
**NEW YORK  
EVENING  
JOURNAL**

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**

to cover the GREAT SOUTHWEST  
Sunday Circulation  
**MORE THAN 110,000**

**WORLD'S QUARTER CEN-  
TURY CLUB DINNER.**

The members of the New York World's Quarter Century Association held their second annual dinner last week. Although four members of the association died during the last year the membership is still forty-three strong, all members having spent twenty-five years in the continued employ of the World. Joseph Pulitzer, who died last October, was a member of the association.

The officers are Thomas Y. Crafts, advertising manager, president; Isaac D. White, vice-president; Frank McCabe, manager of the classified advertising department, secretary; and William I. Shymer, treasurer.

**ELECTION IN TEXAS.**

F. M. Getzenander of the Uvalde (Tex.) Leader-News was elected president of the Southwest Texas Press Association at the annual meeting in Carrizo Springs.

A. J. Jackson of the Carrizo Springs Javelin was elected first vice-president; J. T. Jackson of Alpine, second vice-president, and E. Barry of the Fort Stockton Pioneer, secretary.

The Alberni (B. C.) Advocate is a new enterprise. It is edited and managed by J. F. Bledsoe.

"One paper in the home is worth a thousand on the highway." —Quotation.

THE  
**NEW YORK  
TRIBUNE**

the paper that goes to the home —Application

## ADVERTISING MEDIUMS.

THE  
**CHICAGO  
EVENING  
AMERICAN**

has the largest circulation of any paper in Chicago, Morning or Evening, and largest of any paper west of New York.

**LARGEST CIRCULATION**  
There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN and the STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.  
C. GEORGE KROGNES, CHICAGO.  
Marquette Building, VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

**KELLY ON SUMMER TRIP.**

Fred C. Kelly of the Cleveland Plain Dealer, who syndicates a daily column of semi-humorous, human interest stories about national celebrities from Washington, will go to the North Woods early in June to devote himself to writing magazine articles and vaudeville sketches. His regular syndi-



FRED. C. KELLY.

cate service will be resumed, as usual, simultaneous with the opening of the next Congress.

Kelly did a daily column of humorous local stories for the Plain Dealer for several years, and for two years has been supplying a string of papers with a daily department of yarns about the men in the spotlight at Washington. Altogether, he is said to have written more than 15,000 stories about people. He is a keen student of human nature and has a knack at picking out the odd and humorous characteristics of the "big guns" at the

## ADVERTISING MEDIUMS.

THE  
**BOSTON  
POST**

APRIL, 1912. AVERAGES

The Daily Post 395,999  
The Sunday Post 333,511

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

**The JOURNAL**  
IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
**DAYTON, OHIO.**

BARNARD & BRANHAM, Reps.  
Brunswick Building, Boyce Building,  
NEW YORK. CHICAGO.

national capital. His "Statesmen Real and Near" stories has been a distinct departure in the way of an editorial page feature.

**WOMEN ELECT OFFICERS.**

The League of American Pen Women at its annual meeting in Washington elected Mrs. Edith Kingman, president. Her associate officers are vice-presidents, Mrs. Annie A. Wilder and Miss Ruth Norcross; corresponding secretary, Miss Elizabeth N. Barnes; recording secretary, Miss J. O. Estabrook; treasurer, Miss Jessie A. Griswold; auditor, Miss Virginia King Frye; librarian, Miss Susie Rhodes; historian, Miss Mabel Louise White.

**NEW YORK AD LEAGUE  
ENDS ITS SEASON.**

Right up to the standard was Tuesday evening's dinner of the Advertising Men's League of New York at the Aldine Club. The attendance numbered about 150. The topic considered was "Price Maintenance and Its Relation to Advertising," the impetus being given to the occasion by the present patent situation in Congress, where several bills affecting patent laws to a highly important extent are now pending.

Officers were elected as follows: President, W. H. Ingersoll; vice-president, O. H. Blackman; secretary, A. F. Nagle, Jr.; treasurer, Mason Britton; directors, Clowry Chapman, Leroy Fairman, Percy S. Marcellus.

A feature of the occasion was the presentation to President Ingersoll, in recognition of his admirable work for the league, of a silver tray and tea kettle, suitably inscribed; also a handsome humidor. Vice-President Blackman made the presentation speech, with that brevity which is said to be "the soul of wit."

**OTHER CLUB NOTES.**

The New Orleans Ad Club's president, Fred W. Sinclair, has resigned. His successor is Charles I. Jarvis, manager of the Gorchaux Company. Mr. Sinclair withdraws in order to conform with the policy

## ADVERTISING MEDIUMS.

THE **BUFFALO  
NEWS**

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average Circulation for 1911 - - - **94,724**  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peoples Gas Bldg.,  
NEW YORK. CHICAGO.

**LESLIE'S WEEKLY**  
is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial constructiveness to muckraking destructiveness.

recently adopted by the club to have its affairs directed by persons who are buyers of advertising.

At the request of the Detroit Chamber of Commerce the meeting of the Affiliated Advertising Clubs of Buffalo, Rochester, Detroit and Cleveland, has been postponed until June 15.

Congressman William E. Tuttle, Jr., George Seeber and Frank Smith were unanimously elected associate members of the Elizabeth (N. J.) Press Club at the regular monthly meeting of that organization.

The Syracuse Advertising Men's Club closed its social and educational season with a dinner at the Onondaga Country Club on Monday evening.

At the monthly meeting of the Chicago Trade Press Association, the Metal Workers, the Iron Age and Building Age, of New York, were elected to membership.

The Louisiana Press Association at its annual meeting in Alexandria elected officers as follows: President, William F. Roy; vice-presidents, A. J. Frants of the Shreveport Journal, and L. H. Moreland of the Gibson News; treasurer, L. Lipp of the West Carroll Gazette. The association voted to hold its next annual meeting in Shreveport.

The Friars, of New York, will have their regular bi-monthly "frivol" at the Berkeley Theater tomorrow evening, beginning at 11 o'clock.

THEY SET THE PACE IN **PITTSBURGH**  
**THE POST** Every Morning and Sunday.

A Two-cent Newspaper that the real home folks of Pittsburgh and Western Pennsylvania read. Gained 129,338 agate lines paid advertising since January 1.

**THE SUN** Every Evening, One Cent.  
Covers the afternoon field where others cannot reach, combining quality with quantity. Gained 259,043 agate lines since January 1.

Special Combination Rate.

EMIL M. SCHOLZ, General Manager.

Special Representatives:  
CONE, LORENZEN & WOODMAN,  
225 Fifth Avenue, Malters Building,  
NEW YORK. CHICAGO.



ADVERTISING MEDIUMS.

ADVERTISING MEDIUMS.

ADVERTISING MEDIUM.

ADVERTISING MEDIUMS.

**A GAIN of 168 Columns**

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**

New York Office, 710 Times Building.

**THE News Scimitar of MEMPHIS, Tennessee,**

is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK, Steger Building, CHICAGO, Tremont Building, BOSTON.

**OREGON DEMOCRATS TO HAVE PAPER IN SALEM.**

A new paper, the politics of which will be Democratic, is to be established in Salem, Ore., about June 1. The journal is to be under the management of James E. Godfrey and A. M. Dalrymple, prominent Salem Democrats, and though it is stated that no other person is interested in the paper as stockholder, the project has the indorsement and commendation of the Democratic population of Marion County.

The building in which it is to be published has not yet been decided upon, nor has a name been chosen for the paper. It is said that complete printing equipment will not be installed at once. For a time all linotype work will be done in other printing establishments of the city. The promoters give assurance that the paper will not be merely a party sheet, but a thorough newspaper and a permanent affair.

**BUYS A DAILY.**

Frank Anderson, formerly of Nevada, Mo., has purchased the Van Buren (Ark.) Argus. This paper is a daily publication with a weekly edition.

**LEADER IN AUTOMOBILE FIELD.**

In four months of 1912 the

**NEW YORK TIMES**

published 217,517 lines of automobile advertisements, 20,216 lines more than the next, and 22,030 lines more than the third, morning newspaper.

The Sixth City is very ably represented by the stalwart

**CLEVELAND LEADER**

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK, Steger Building, CHICAGO, Tremont Building, BOSTON.

**The News League of Ohio.**

**THE DAYTON NEWS THE SPRINGFIELD NEWS**

Reach 75 per cent of the homes of these cities on paid subscriptions, and our Circulation Records and Cash Books are open for your inspection.

Principal Office, DAYTON, OHIO.

**SHIP NEWS MEN DINE WOOD.**

Samuel A. Wood, who has been for thirty-two years the ship news reporter for the New York Sun, was the guest of honor at a dinner given Thursday night by a number of newspaper men and steamship agents. Mr. Wood is going to Denver to visit a daughter, and will be away several months. President Charles C. Boucher of the Ship News Reporters' Association was chairman.

**SUNDAY P. M. PAPER SOLD.**

C. M. Hanaway has sold the St. Louis Sunday Telegraph, an evening publication devoted to sporting events, to Ed. J. Sweeney, secretary of the St. Louis Ten Pin Association. Mr. Hanaway has published the Telegraph for the past two years as a supplement to his printing business in East St. Louis. The paper will be published as usual on Sunday evenings by the new owner.

**EXILED EDITORS HERE.**

Abraham Z. Rattner and Jose B. Rattner, president and treasurer of the Tampico (Mexico) News, who were expelled from the country by the Madero government, charged with furnishing firearms to the rebels, arrived in New York from Vera Cruz on Wednesday.

They refused to say anything about their affairs until they consulted counsel. They have large interests in Tampico.

**ARKANSAS DAILY SOLD.**

The Argenta (Ark.) Daily Journal plant has been purchased by Miss E. E. Miller. The paper has been in the hands of a receiver since early last March.

**BACK IN THE GAME.**

James H. Napier has resigned as state printer of Texas to return to work on the Dallas Times-Herald. His new position on the paper will be that of news editor.

**THE TOLEDO BLADE**  
has the

**FIFTH LARGEST** two-cent evening circulation in the United States, regardless of size of city.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK, Steger Building, CHICAGO, Tremont Building, BOSTON.

**San Francisco CALL**

**HONEST FEARLESS**  
Most Progressive Paper in San Francisco Today

J. C. WILBERDING, Representative, 225 Fifth Avenue, NEW YORK, C. GEORGE KROGGESS, Marquette Building, CHICAGO.

**FOR PROTECTION OF THE LITERARY MEN.**

A number of newspaper men are interested in a plan of organizing an American society to resemble the Authors' Society of England, the Genes des Lettres and the Societe de Auteurs Dramatique of France, to look after the pecuniary interests of literary workers.

Some of the men behind the movement who are especially well known in the newspaper world are Franklin P. Adams, Will Irwin, Samuel Hopkins Adams, Cleveland Moffett, Luther Long, George Ade, A. E. Thomas and Augustus Thomas.

The work of the organization would be to insure the writer full and prompt pay for his work, to procure better copyright laws and to standardize as far as possible many matters between the author, publisher or producer which are now the subject of individual contracts.

**EDITOR'S SON MISSING.**

The police of the cities in the Middle West have been notified to keep a lookout for Todd W. Wright, 15, son of R. A. Wright, city editor of the Des Moines Register and Leader, who disappeared from his home April 25 under mysterious circumstances.

He started to school that morning and has not been seen or heard from since. So far as can be ascertained he had had no trouble of any kind.

He is large for his age, tall and well built, had light-blue eyes and light hair. He wore a light-gray suit, light cap and blue flannel shirt.

**HONOR FOR WHITFIELD.**

T. S. Whitfield, advertising manager of the Savannah (Ga.) Press, has been elected a director of the Press Publishing Company. Mr. Whitfield has been in the service of the same newspaper for the last fourteen years.

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

**7200** per day.

For a short time advertising will be accepted at flat rate of **7c** per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia  
**All business placed direct.**  
WRITE FOR INFORMATION.

**THE MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York Kansas City Chicago

**BECOMES GENERAL AGENT.**

The Hollyday Advertising Agency has been established in Chicago by Hughlett Hollyday, for a number of years engaged as a special representative in that city. The agency is located in the Boyce Building.

**SEAMAN'S NEW QUARTERS.**

The Frank Scaman Advertising Company, New York, is now located at 141 West 30th street, where it is sharing offices with the Allen Agency. The company's offices were burned out in the recent fire in the Builders' Exchange Building, 34 West 33d street.

**WILL MANAGE NEW PAPER.**

A. K. Crowe has resigned from the staff of the Montreal Standard in order to take the management of a new weekly to be started in that city. H. Bragg, now of the Municipal Journal, will be the advertising manager of the new enterprise.

**ADDING TO FACILITIES.**

George Legge of the Granby (Can.) Leader-Mail has recently installed new equipment in his paper's plant.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## BIG WEEK FOR THE AD MEN.

Continued from Third Page

followed by general discussion. Those who will deliver addresses Monday are Julius Snyder of the Chicago Tribune on "Organization Needs of Retail Advertising"; and B. F. Yoakum of New York on "Advertising and Distribution." Then will follow the plan of general discussion on addresses and other matters which may be brought up by committees of delegates. This plan will be followed throughout the week.

At the close of the morning session the delegates will be taken on an automobile tour of the city and will be the guests of the Dallas News-Herald at dinner at the new Golf and Country Club. Special entertainment has been arranged for the ladies of the party by the women of Dallas.

Charles Frederick Higham of London, E. St. Elmo Lewis and W. H. Ingersoll will speak in the afternoon, and at 5.30 o'clock there will be a "round-up" and gridiron dinner in honor of the visiting newspaper men and correspondents at the Columbian Club, under the auspices of the Dallas Press Club.

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

(M)

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

(M)

## ADVERTISING MEDIUMS.

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I" THE POST-INTELLIGENCER

Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

There will be an open session of the convention Monday evening devoted to the discussion of municipal, state and sectional advertising. Speakers will include Lucius E. Wilson, Henry Exall and G. Grosvenor Dawe.

Tuesday will be departmental session day, meetings being held beginning at nine o'clock in the morning in the Scottish Rite Cathedral. There will gather in separate session for the discussion of subjects and problems of particular interest to each, the men engaged in various classifications of advertising endeavor.

### NEWSPAPERS AND AD AGENTS.

This feature was one of the most successful points of the last year's meeting in Boston and resulted in much good being accomplished. Of particular interest to readers of THE FOURTH ESTATE will be the departmental sessions of newspapers and of the general advertising agents. A. L. Shuman, advertising manager of the Fort Worth Star-Telegram, will preside as chairman over the former session, and Frank Presbrey of New York is chairman of the advertising agents' meeting. The subjects discussed at these particular sessions concern chiefly advertising reform and what may be done toward securing cleaner advertising and better relations between the buyer, the middleman and the seller of advertising space.

Speakers at the newspaper session are to be: William C. Freeman of the New York Evening Mail, on "The Duty of the Daily Newspaper to its local advertisers and the Duty of the Local Advertisers Towards the Daily Newspapers."

James Schermerhorn, publisher of the Detroit Times, on "Why Not an Advertising Editor?"

E. LeRoy Pelletier, advertising director of the Studebaker Corporation, Detroit, "Why I Prefer the Daily Newspaper."

J. J. Lowry, editor of the Honey Grove (Tex.) Signal, "Advertising Troubles of Daily Newspapers."

Last year in Boston the first steps

## ADVERTISING MEDIUMS.

## THE FIELD OF CIRCULATION OF THE SEATTLE TIMES DAILY AND SUNDAY

comprehends the Pacific Northwest completely, as the circulation extends through the border counties of Oregon, all of Western Idaho and Western Montana, throughout the state of Washington and British Columbia.

In this field there are to-day about 1,600,000 inhabitants, of whom 1,000,000 reside in the state of Washington.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

## THE MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

were taken for the organization of a national association of general advertising agents. It was decided at that time to have a committee headed by Mr. Presbrey look into the matter and have a report ready for presentation at the Dallas meeting. It is expected that the action of the advertising agents in this matter will be one of the most important achievements of the meeting. The associations of the advertising agents in New York and Boston in the past year have proven that the men engaged in this business can organize for their mutual advantage and for the betterment of conditions.

The advertising agents will be addressed by David Taylor, the Long-Critchfield Corporation, Chicago; W. C. D'Arcy, St. Louis; William H. Johns, the George Batten Company, New York, president of the Association of New York Advertising Agents; F. J. Cooper, San Francisco, "Co-operation Between Agents"; and Stanley Clague, of Chicago.

### OTHER SESSIONS.

The other departmental sessions and their chairmen are: General advertisers, George C. Hubbs, United States Tire Company, New York.

Retail advertisers, Joseph H. Appel, John Wanamaker's, Philadelphia.

General publications, Frank G. Hoyt, the Outlook, New York.

Class publications, G. D. McKeel, Commercial Bulletin, Minneapolis.

Agricultural publications.

Billboards and painted display, O. J. Gude, New York.

Street cars, A. E. McBee, Railways Advertising Company, New York.

Specialty advertising, L. E. Pratt, New York.

Commercial literature, Wilbur D. Nesbit, Chicago.

The reception to President Coleman is the feature for Tuesday evening. It will be given at the Fair Park Coliseum and is to be an elaborate and formal affair.

Wednesday will be spent in Fort

## ADVERTISING MEDIUMS.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

Worth as the guests of that city, but on Thursday meetings will be resumed in Dallas. The various committee reports will be received and the presentation of the Dallas trophy and other prizes will be made. Thursday afternoon the election of officers and the selection of the place for the next convention will be held and in the evening the delegates will be the guests of Frank Holland's Farm and Ranch at a "Cattalo Barbecue."

Friday will be given over to sight-seeing and a banquet in the evening at Cotton Palace. Saturday a trip is planned to San Antonio, where Frank G. Huntress and his associate publishers of the Express will entertain the ad men and their guests at a Mexican dinner. The San Antonio program also calls for several lectures, and on Saturday the ad men will move on to Houston, where two big days await them.

### BALTIMORE STRONG.

Several cities are after the 1913 convention, the East particularly supporting Baltimore, which comes into special prominence at this time on account of its being selected for the holding of the Democratic National Convention. San Francisco is the representative of the West, and Canada presents Toronto for the honor.

**Largest proved high-class  
evening circulation.**

## The NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.



## ADVERTISING MEDIUMS.

# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILDERING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## NEWSPAPER MAN HONORED BY VOTERS' LEAGUE.

William J. Bellenbeck, a Milwaukee newspaper man, has been appointed field secretary of the Voters' League, succeeding Joseph McC. Bell, who has covered the field work for the league since 1904. Mr. Bell will remain a member of the executive committee while acting as secretary of the Wisconsin Perry's centennial commission.

Mr. Bellenbeck was graduated from the University of Wisconsin in 1908.

## NEW MEN ON THE HERALD.

E. R. Schayer is a new addition to the staff of the New York Herald. He was recently with the Evening World. Frank E. Vaughn, for some time past with the Albany staff of the Associated Press, is also a new member of the Herald staff.

## MAGAZINE MEN READ IT.

Theodore E. Ash of the New York office of the Frank A. Munsey publications writes:  
"I read THE FOURTH ESTATE every week and do not see how it can be improved in any way."

## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by BURRELLE

45 Lafayette Street, New York City.  
Established a Quarter of a Century.

## ADVERTISING MEDIUMS.

## THE SYRACUSE POST-STANDARD

si steadily increasing its circulation on its merits as a newspaper.

43,884 CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE

## Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

## HIGHER OFFICE FOR READ.

W. P. Read has been appointed advertising agent of the New York, New Haven & Hartford Railroad, Boston & Maine Railroad and Maine Central Railroad to succeed C. E. Farnsworth.

Mr. Read has been in the advertising department of the New Haven Railroad for the last five years.

## WESTERN AD MEN CHANGE.

J. W. Judson, formerly with the Chicago office of Harper & Brothers, is now with the Butterick Trio in the same city. C. B. Parker, for several years a Harper representative in Cleveland, has been transferred to the Chicago office of the same company.

## NOW OWNS THE PAPER.

It is reported that G. E. Jenkins has purchased the Rocanville (Can.) Record. E. S. Zing has been publisher since the paper was started last September, but Mr. Jenkins has been the active director of the paper.

## PUBLISHER RETIRES.

George O. Snyder of Toledo, O., has succeeded William E. Connolly as publisher of the Syracuse (Ind.) Journal. Mr. Connolly conducted the paper for about two years.

## PHILADELPHIANS BUY.

John E. Moran and Francis H. Gover of Philadelphia, have acquired control of the Harleysville (Pa.) News. G. Henry Hildebrand retires from connection with the News after publishing it for eight years.

## STOCK COMPANY SELLS.

The Manchester (Ia.) News has become the property of J. E. Campbell of Des Moines. For several years past the News, which is a weekly, has been published by a stock company.

## ADVERTISING MEDIUMS.

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Reliance Bldg., Kansas City.

## THE

## DEMOCRAT Nashville, Tenn.

carries more local advertising than any other Nashville newspaper.

THE JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## EDITOR BANQUETED.

William F. Roy, editor of the St. Bernard (La.) Voice, recently elected president of the Louisiana Press Association, was tendered a banquet in New Orleans one night last week. The affair was planned by Mr. Roy's friends as a surprise.

H. B. Daboval, general manager of the stock yards, was the toastmaster for the occasion. The movement to tender Mr. Roy a banquet was headed by Sheriff Albert Estopinal, Jr.

## IMPROVING GENERALLY.

The New Michel (B. C.) Reporter has moved to new quarters. Additional machinery and facilities are being installed to make the paper a modern weekly in every respect.

## FOREMAN MOVES UP.

The Buffalo Center (Ia.) Tribune has passed into the hands of Will Annet. The latter was for a number of years foreman of the Spencer Herald.

## CORRESPONDENT KILLED.

Mr. Smallwood, the correspondent of the London Daily Chronicle with the Turkish forces, has been killed, according to a report, in a skirmish near Derna.

## ADVERTISING MEDIUMS.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herald.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Let us know what you have to advertise. We will tell you if there is a market for you in Cuba. If "Yes" we will accept your advertisement for the

## HAVANA POST

Cuba's only English Daily, and if "no" we will refuse it. We accept no advertisement unless we know it will pay the advertiser. All inquiries cheerfully answered.

GEORGE M. BRADT, Publisher.

Published Every Day in the Year

## FOR CALHOUN COUNTY.

The Thornton (Ark.) Citizen is a new paper that has just appeared to cover Calhoun County. The paper is owned by the Smith Printing Company, and is in editorial charge of Miss Mattie Halsell.

## NEW CALIFORNIA MANAGER.

I. N. Foss has assumed the business management of the Tulane (Cal.) Register. Mr. Foss recently was in editorial charge of the Richmond (Cal.) Daily Independent.

## BUYS INDIANA PAPER.

Walter Leach has purchased the Gas City (Ind.) Journal. Mr. Leach was formerly located at Port Huron (Mich.) and more recently in Hillsdale.

## FLOOD DAMAGED PLANT.

The Galt (Can.) Evening Reformer is now being issued from the plant of the Reporter, owing to damage sustained by its plant in the Grand River flood. The Reformer suffered a loss of several thousand dollars.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M&E  
Registered.

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK BROOKLYN CHICAGO KANSAS CITY BALTIMORE DENVER

Trade Mark

M&E  
Registered

## BUSINESS OPPORTUNITIES.

## GOOD NET EARNING PROPERTIES.

- \$4,500—Exceptional opportunity, New York State Weekly. No competition. Terms, \$7,000—County seat Weekly. Only paper. Earning net \$2,200. Terms \$9,000—Strong weekly, county seat, 4,000 circulation. Atlantic State. Favorable terms. \$17,500—Strong semi-weekly East Central State. Gross business \$15,000—County seat.

HARWELL, CANNON & MCCARTHY,  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., N Y W O R K.

## WILL PROVIDE FOR SCRIBES ON THEIR VACATION.

John E. Boyle, known to newspaper men as "the mayor of Fairfield, Conn.", has a commodious cottage at Fairfield Beach which he intends to fit up for the season and christen "The Associated Press Cottage." Its use is to be offered to newspaper men in Bridgeport and vicinity as a place for passing the week's end.

A telephone, electric or gas lights and a tieker are some of the proposed cottage furnishings. In addition to a flourishing drug business in Fairfield, Mr. Boyle is an extensive dealer in automobiles and will probably run an auto line from Fairfield to the beach this summer. He is known as one of the most extensive advertisers in his part of the state and for a time was Fairfield correspondent of the Bridgeport Standard.

## STICHER OWNS TWO PAPERS.

H. C. Sticher, editor of the Osage City (Kan.) Public Opinion, has closed a deal for the purchase of the Osage City Free Press from C. W. Barnes. The two plants will be consolidated and the Free Press will change its publication date to Tuesday of each week. The Public Opinion will be printed as usual on Thursday.

The two lists will be maintained separately; the readers of the Free Press will continue to get the same paper and readers of the Public Opinion will receive the Opinion.

It was recently erroneously stated in these columns that Mr. Barnes had acquired both papers and would combine them.

A new press has been added to the outfit of the Midland (Mich.) Sun.

## NEWSPAPER MEN'S CHESS TOURNAMENT.

Chess players on the morning and evening papers of New York and Brooklyn are now practicing to make the teams of their respective papers in the press chess tournament, which is to be played early in June.

Each paper will be represented by a team of three men, and a series of three games will be played, the winning team to have possession of the trophy until the next series of matches are played. Individual point prizes will be awarded to the participants having the highest and second highest scores at the end of the tourney. Entries will be received by Leslay Mason of the Morning Telegraph.

## MONTREAL SHIFT.

W. M. Stuart, formerly telegraph editor of the Montreal Witness and more recently with the Herald, is now connected with the Standard. He takes the place left vacant by the resignation of A. K. Crowe, the assistant managing editor.

## NEW MINNESOTA OWNERS.

The Rushford (Minn.) Star-Republican changed proprietors last week. C. L. Foss, the former editor and publisher, has sold out to J. E. Parish and C. A. Smaby.

## A NOVEL DUEL.

Instead of poking at each other with swords in order to settle a dispute, Henri Desgrange, director of a Parisian sporting newspaper, and M. Gentil, director of a firm of bicycle manufacturers, decided to satisfy their honor by having a running match. The winner of the best of three races around the Bois de Boulogne is to be declared the victor.

## STARTS AN AD AGENCY.

Oliver Cox has opened offices as a general advertising agent in the First National Bank Building, Birmingham, Ala. For the past four years Mr. Cox has been secretary-treasurer and in charge of the advertising of the Cox Shoe Company, Birmingham.

## ALWAYS INTERESTING.

N. W. Barnes of the Department of English Composition in DePaul University, Greencastle, Ind., writes TO THE FOURTH ESTATE:

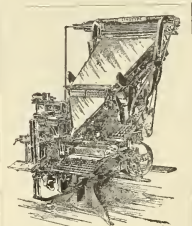
"Let me congratulate you on the sustained interest of your pages month after month."

## PRINTERS' SUPPLIES.

## PRINTERS' SUPPLIES.

ADVERTISING MEN  
Whose copy is composed on  
**THE LINOTYPE**

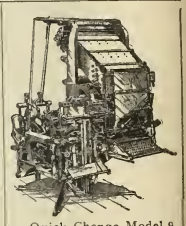
Are always sure of  
*Clear, Sharp Print from New Linotype Slugs*



Quick-Change Model 8  
Three-Magazine Linotype

**Multiple  
Magazine  
Linotypes**

enable  
you to



Quick-Change Model 9  
Four-Magazine Linotype

**FURNISH COPY LATER,  
SECURE PROOFS EARLIER, and  
MAKE CORRECTIONS QUICKER**  
than by any other method of composition

**The Linotype Way Is the Only Way**

## MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Barenne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## MADE GOOD HIS WAGER.

A new rough braid straw hat adorned the head of E. B. Lewis, editor of the Columbus (O.) Socialist, when he appeared in council chamber the other day. It was the first time he had worn a hat for a month.

Mr. Lewis bet that the Socialists would win in Milwaukee but when Emil Seidel was defeated he carried out the provisions of his wager not to wear a hat for thirty days.

## WILL REST FOR HEALTH.

James H. Haberlin, sporting editor of the Bridgeport (Conn.) Morning Telegraph, has been obliged to give up work temporarily, being threatened with a nervous breakdown.

C. M. Agard of the Standard's editorial staff and a former sporting editor of the Norwich (Conn.) Bulletin, is doing the sporting work during his absence in addition to his own work.

**STANDARD LINOTYPE METAL** and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. E. Lowenstein, Proprietor. 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

BARNES-CROSBY  
COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

Space Band Repairing ..... 25c.  
New Space Bands..... 65c.  
"Deep Cut" Assembler Stars 08c.  
All work guaranteed to micrometer  
to one thousandth part of inch.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
117 John Street NEW YORK, U.S.A.

The Port Alberni (B. C.) News has added a new typesetting machine and press to its equipment.

**Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.**

Jenney Press Controlling Systems  
WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE

NOW USED BY

**MOST OF THE BEST KNOWN NEWSPAPERS.**

**SAFETY. RELIABILITY. ECONOMY.**

**SPECIFY JENNEY UNIVERSAL TYPE MOTORS FOR  
ALL PURPOSES AND KNOW YOU WILL GET THE BEST.**

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:  
156 N. Dearborn St., CHICAGO.

FACTORY:  
ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 952

NEW YORK, SATURDAY, MAY 25, 1912

TEN CENTS A COPY

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.



CHARLES H. HENRY,

PUBLISHER OF WILLIAM R. HEARST'S ATLANTA GEORGIAN.

See Fourth Page.

## STRAUSS WITH THE TIMES.

FORMER GLOBE PUBLISHER  
RETURNS TO WORK  
IN NEW YORK.

Samuel Strauss, who up to two years ago was publisher of the New York Globe, has become associated with the management of the New York Times. He assumes the position of an executive officer of the Times Publishing Company at once.

Adolph S. Ochs, publisher of the Times, stated to THE FOURTH ESTATE that the association of Mr. Strauss with the Times is a move preparatory to a very large expansion in business of the paper coincident with the occupancy of its new annex next September. Over a million and a half dollars are being invested in the Times' annex and its equipment, and before the end of the year it expects to have one of the best-organized newspaper plants in the world.

It is stated that Mr. Strauss' association with the Times will occasion no changes in the personnel of the management.

## ST. JOSEPH NEWS-PRESS AT WORK ON NEW HOME.

Work was begun Monday on the erection of the new home of the St. Joseph (Mo.) News-Press at the northwest corner of 9th and Edmond streets. For a long time the News-Press has been cramped for room in its present quarters, which were originally occupied by the Daily News over twenty years ago. The new site was selected because of its general accessibility and closeness to the post office and the retail business district.

The structure will be of steel and re-inforced concrete, 126 feet long and fifty-two feet wide. On its four floors it will have nearly 21,000 square feet of space, over twice as much as at the present home of the paper.

## NEW DAILY PLANNED.

The Anderson (S. C.) Intelligencer is reported as being about to enlarge to a daily paper. It is said that it will become a morning publication and that Colonel Leon M. Green is to be the editor-in-chief. The latter is at present head of the state detective bureau and was formerly engaged in newspaper work. The new daily may start publication on June 1.

## STATE OFFICIAL BUYS.

The Thief River Falls (Minn.) News has been sold to Marcus C. Cutter of St. Paul. For ten years past the new owner has been a member of the state board of control, which office he resigns to assume his publishing duties.

## WEST VIRGINIA SALE.

C. W. Boyer has retired from the ownership of the Martinsburg (W. Va.) Statesman and is succeeded by the World Publishing Company, which recently took over the Daily World from Hoffheins & Co.

## LOWER TELEGRAPH RATES WANTED BY CANADIAN NEWSPAPERS.

The newspapers of the Maritime Provinces have begun a fight for lower press rates from the telegraph companies. On their behalf the Canadian Press, Limited, has made application to the Dominion Railway Commission for an order compelling the Great Northwestern and Western Union Telegraph Companies to file with the board a press service rate in all Canadian territory. E. W. McCready of the St. John Telegraph and H. V. McKim of the St. John Standard presented the case for the easterners.

The first part of the application deals with special day messages in Nova Scotia and New Brunswick. Up to two years ago the rate was twenty-five cents per hundred words. It was then increased to fifty cents. The applicants point out that in Ontario and Quebec this rate is only twenty-five cents, and they ask that this rate be restored to the eastern Provinces.

Attention was also drawn to the fact that Ottawa has a night rate of twenty cents per hundred words to points in Ontario, while the east has nothing to correspond with that. Eighteen months ago the Canadian Pacific Railroad filed a press despatch rate which has worked successfully to both the press and the telegraph companies. The applicants want the G. N. W. to file the same rate as the C. P. R. already has, because the G. N. W. has no press despatch at present.

In order to keep the contract with the C. P. R. the press has to send 36,000 words per week, and the Canadian Press, Ltd., wants an option on both telegraph companies, so as to prevent delay if the C. P. R. is overcrowded with work.

The representatives of the G. N. W. stated that they did not want the business at the reduced rates proposed, and the case was adjourned to permit further information being gathered.

## COURT DISMISSES P. O. CHARGES IN ATLANTA.

The government's civil action against the publishers of the Atlanta Journal for \$1,377.82, which was alleged by the government to represent excess mailing charges on sample copies of the semi-weekly edition of the Journal, has been dismissed by United States Circuit Judge Don A. Pardee.

A criminal action against the Journal in connection with the same case was dismissed by United States District Judge Newman several months ago. The suit grew out of a disagreement between the Post Office Department and the publishers of the Journal as to the mailing charges due the department on second class mail matter sent out by the paper.

## CARTER IN VANCOUVER.

Judson H. Carter, who recently resigned as manager of the Tacoma (Wash.) Tribune, is now located in Vancouver as business manager of the Morning Sun.

## CONVENTION WEEK FOR THE AD MEN.

TRUTHFULNESS THE KEY-  
NOTE OF THE BIG DALLAS MEETING.

The necessity for absolute truthfulness in advertising was the keynote of the week's convention of the Associated Advertising Clubs of America in Dallas. The demand for a higher moral and ethical character in advertising was the principal feature of the meeting.

G. W. Coleman of Boston was selected president on Thursday. Fred E. Johnston of Dallas was elected first vice-president by a unanimous vote. Johnston succeeds T. W. Lequette of Des Moines. P. S. Florea of Indianapolis is again secretary, and G. D. McKel of Minneapolis treasurer.

Baltimore was selected as the next place of meeting.

The Printers' Ink Cup for the club doing the most productive work during the year was awarded to the New York Advertising Men's League.

Roswell, N. M., carried off the bronze trophy for the advertising club bringing the greatest proportionate number of women to the convention. San Francisco won the prize for bringing the largest number of delegates the longest distance.

After a Sunday largely devoted to lay sermons by members of the association in the pulpits of a number of local churches, the meeting opened with a parade on Monday. Sessions were held in the Dallas Opera House, where the men were welcomed by Governor Colquitt and Mayor Holland.

The membership of the Associated Advertising Clubs of America increased nearly seventy per cent. in the past year. This was the announcement made in the annual address of President Coleman in his annual report. The membership increase is from 5,776 to 9,781.

The number of clubs enrolled increased from ninety-nine to 130; the forty-four new clubs represent nineteen different states, territories and provinces, as widely separated as Maine, the Hawaiian Islands, Ontario, Georgia and California.

Although there are a few clubs dropped out accounts for the fact that the actual club increase was from ninety-nine to 130.

Mr. Coleman suggested that advertising is opening a great field of usefulness for women who appreciate the enormous influence of advertising on the home.

Richard H. Waldo of New York, on Monday declared the only successful advertising was "clean advertising," and that "of the fifty thousand retail merchants in this country under thirty thousand set the standards for their less progressive brethren, and they do the business that makes times good or bad."

Action taken by the convention provides for a commission to report on local advertising conditions all over the country. A movement for the standardization of requirements

Continued on Nineteenth Page.

## LONDON MAIL SEES END OF THE CENT NEWSPAPER.

An article in the London Daily Mail by "Nemo," entitled "Some Brutal Truths on Halfpenny Papers," has attracted considerable attention in England. "Nemo," who is believed to be Lord Northcliffe, proprietor of the Daily Mail, argues that in view of the tremendous cost of obtaining news and publishing a newspaper today when contrasted with the cost of producing newspapers in the past, nobody understands why the public of such wealthy cities as New York, London, Paris, Berlin and Milan, should more and more decline to pay more than the ridiculous sum of one halfpenny for their news.

The writer instances the heavy cost of white paper on which newspapers are printed and the expense of their distribution, and contends that it is obvious the number of such newspapers will shrink.

The Pall Mall Gazette reports that four Unionist daily papers in London are for sale.

## PACIFIC COAST LOOKS GOOD TO GENERAL OTIS.

General Harrison Grey Otis, proprietor of the Los Angeles Times, has been in New York for the past week purchasing new machinery for his paper's new building. "Business generally is good on the coast," said General Otis, "this has been a good business year out there. In Los Angeles things are very active. All our industries are in good condition and compared with other cities of the same size where industrial disturbances have taken place we are steadily progressing. General Otis declared himself for President Taft's renomination without compromise.

## LANSTON MONOTYPE GAINS IN BUSINESS.

The Lanston Monotype Company, of Philadelphia, reports net profits for the year ended February 29 last of \$614,397, an increase of \$9,328, while dividends paid aggregated \$360,000 and \$96,009 was written off for depreciation, etc., leaving a surplus for the year of \$157,788. The total surplus is now \$1,657,005.

It was proposed to the board of directors that the cost of the new factory building which will be completed in October, be capitalized but no decision has yet been reached on this point.

## AD MANAGER PROMOTED.

Fred R. Waldron has been appointed business manager of the Terre Haute (Ind.) Post, succeeding W. E. Daily, who resigns on June 1. For the past three years Mr. Waldron has been advertising manager of the Post. He was formerly connected with newspapers in Springfield, O.

## STOLL GETS PITTSBURGH SECRETARYSHIP.

E. R. Stoll of South Bend, Ind., has been appointed secretary of the Pittsburgh Newspaper Publishers' Association. Mr. Stoll until a short time ago was publisher of the South Bend Times, which he sold.



## CANADIAN AGENCY RECOGNITION.

### C. P. A. REPORTS CO-OPERATION BY PUBLISHERS TOWARD ADVERTISING REFORM.

The agreement that has been in force for several years between daily newspapers of the Canadian Press Association and recognized advertising agencies is to be replaced by one which is shorter in form and will standardize and safeguard the interests of all parties concerned in the transaction.

A tentative form was adopted at a joint meeting of the recognition committee of the Canadian Press Association and the Canadian Association of Advertising Agencies in Ottawa. It is as follows:

1. The publisher agrees to allow no commission, discount, or rebate of any kind, from his published rate card, to any person, firm, or corporation in Canada, except advertising agencies recognized by the recognition committee of the Canadian Press Association who have signed this agreement, and except:

(a) The following list of direct advertisers (follow with list).

(b) That each publisher may maintain one special representative (and no more) in each city of 300,000 population, or over, who may be paid salary or commission as desired. But two or more publishers in any city shall not maintain the same special representative. No special representative shall be the employ of, or have any connection, financial or otherwise, with any recognized advertising agency. Notification of appointments of special representatives shall be made by publishers to the secretary of the Canadian Press Association, and to the secretary of the Canadian Association of Advertising Agencies. But no such appointment shall be made of any special representative after he has applied for recognition as an advertising agent. A special representative shall handle no advertising other than for the newspapers of which he is duly appointed representative, and he shall not quote below the card rates of such newspapers.

2. No advertising agency shall be allowed commission on advertising originating in Canada, or paid for in Canada, which will include advertising of foreign concerns incorporated under the provincial and federal laws of Canada, until they sign this agreement.

3. The publisher agrees to give no preferential treatment to any advertiser or advertising agency in regard to commissions, discounts, rebates, position, or conditions of contract; and under all conditions whatsoever, to short rate any advertiser or advertising agency which shall not complete its contract, collecting for the actual space used according to his rate card.

4. The publisher agrees to send to advertising agencies, by registered mail, notification of any change in rates or terms at least three months in advance of same coming into effect.

5. The advertising agency agrees to quote each paper separately to advertisers, and at the same time to give the conditions given in the publisher's rate card.

6. The advertising agency agrees to allow no commissions, discount, or rebate from the publisher's rate card to any advertiser.

7. And to pay the publisher at his card rates, less commission and cash discount (where the latter prevails).

8. The above shall apply to "general" advertising only. Under this agreement "general" advertising means advertising being placed in three or more cities at the same time, and for the same purpose, or discount shall be paid on "local" commercial advertising. Under this agreement local advertising is considered local advertising, but subject to the usual agency commission.

9. Reports as to infractions of these regulations shall be made:

(a) By newspapers, to the secretary of the Canadian Press Association.

(b) By advertising agencies, to the secretary of the Canadian Association of Advertising Agencies. And shall be dealt with jointly by the recognition committee of the Canadian Press Association and the



SAMUEL STRAUSS,

WHO RETURNS TO NEWSPAPER WORK IN NEW YORK IN ASSOCIATION WITH THE MANAGEMENT OF THE TIMES.

Canadian Association of Advertising Agencies.

10. Signatures shall be filed with the secretary of the Canadian Press Association, the secretary of the Canadian Association of Advertising Agencies, and each advertising agency signing the agreement. Any signatory may withdraw at any time on giving written notice.

The advertising agencies' committee of the Canadian Press Association has granted recognition to Reynolds & Fraser, of Vancouver, B. C.

There are now twenty recognized Canadian advertising agencies:

Canadian Advertising Company, Montreal.

Central Press Agency, Limited, Toronto.

Desbarats Advertising Agency, Montreal.

Gagner Advertising Agency, Toronto.

J. J. Gibbons, Limited, Toronto.

McConnell & Ferguson, London.

A. McKim, Limited, Montreal.

I. G. Stewart, Halifax.

Woods-Norris Company, Limited, Toronto.

Press Agency, Limited, Toronto.

McPherson-McCurdy Company, Limited, Winnipeg.

Financial Advertising Agency, Montreal.

P. Albany Rowlett, Toronto.

Dominion Advertising Agency, Toronto.

Baker Advertising Agency, Winnipeg.

Cattanach Advertising Agency, Winnipeg.

The J. S. Robertson Company, Toronto.

J. Walter Thompson Company, Limited, Toronto.

Noble Advertising Agency, Limited, Vancouver.

Reynolds & Fraser, Vancouver.

The agreement to allow commis-

sions to such Canadian advertising agencies only as are recognized by the Canadian Press Association has been signed by fifty-eight daily newspapers, 173 weekly newspapers and seventeen trade newspapers—a total of 248 newspapers.

### BACK IN SACRAMENTO.

Gerald P. Beaumont has returned to Sacramento and is now assistant night editor of the Union. Beaumont was formerly connected with the Oakland Enquirer, the San Francisco Globe and the San Jose Mercury as city editor.

### CONTROLS MAGAZINE.

Walter M. Johnson has purchased a controlling interest in the International Studio, a New York magazine. He was formerly owner of Arts and Decorations and started his magazine work on the publications of Doubleday, Page & Co.

### FRENCH PAPER REVIVED.

The publishers of Le Prix Courant, of Toronto, have again revived their paper known as Lequeurs et Tabacs. In the future it will appear on the first Friday of each month as a section of the Courant.

### GROWTH OF CLOVER LEAF NEWSPAPERS.

L. V. Ashbaugh, publisher of the Clover Leaf newspapers, is said to reach daily more than 185,000 paid subscribers, exclusive of his weekly and semi-monthly properties. With his Minneapolis and St. Paul properties he holds a commanding position in the state of Minnesota, these two publications claiming a combined daily average circulation of more than 118,000.

The American Home, the newest of the Clover publication in St. Paul, reports having attained a net paid circulation in excess of 9,000 in the first eight weeks of its existence.

The Minneapolis Daily News is guaranteeing a daily average circulation of more than 50,000. It took slightly over eight years to attain this figure. The yearly increase for five years has been approximately 5,000.

The St. Paul Daily News has awarded a contract for the erection of a two-story building adjoining its quarters at 94 East 4th street. Increasing business has made necessary more floor space for the composing room, circulation department and mailing room.

The other members of the Clover Leaf family are the Omaha Daily News, Woman's Home Weekly, the St. Paul Rural Weekly, the Farm Magazine, and the Omaha Rural Weekly.

### AGENCY ENLARGES.

Growth of business has caused the Moss-Chase Advertising Company, of Buffalo, N. Y., to enlarge its quarters at 110 Franklin street. An office of this agency is also maintained in Syracuse, with R. H. Eggleston in charge. This agency handles the advertising of some of the largest advertisers in Buffalo and other parts of the East. The business was established eighteen years ago by J. C. Chase.

### NORWEGIANS IN CANADA.

Den Norske Settler is the name of a new Norwegian newspaper which has begun publication in Winnipeg, Can. The editors are Lars J. Siljan and Einar Berge, with O. C. Gilbertson as business manager. J. C. Risvold of Grafton, N. D., is president of the company.

### HARVARD EDITORS DINE.

Members of the new and retiring editorial boards of the University Register of Harvard University held their first annual joint dinner at the Westminster last week. Plans for the development of the Register for 1912-13 were laid before the new editors.

### TEXAS FRATERNAL PAPER.

The Texas Red Man is the title of a new publication that will soon make its appearance in Austin. It will be issued as a month in magazine form, and, as its name indicates, will be published in the interest of "Redmanship" in general and for the benefit of Texas Red Men in particular.

The Rockport (Ky.) Enquirer is a new publication.

## NOW THE KELLY-SMITH COMPANY.

NEW YORK SPECIAL AGENCY IS  
REORGANIZED WITH STRONG  
MEMBERS OF FIRM.

The corporate title of the firm of C. F. Kelly & Co., publishers' representative, of New York and Chicago, has been changed to the Kelly-Smith Company. It is now composed of C. F. Kelly, who is president and treasurer; W. M. Smith, vice-president; C. C. Kahrlert, secretary; and James M. Linton, director.

The concern has been operating under the name of C. F. Kelly & Co., since 1910, having been a combination of Messrs. Kelly and Smith until March, when C. C. Kahrlert became associated in the business. Mr. Linton is manager of the Western office, in the People's Gas Building, Chicago, where he is assisted by Joseph A. Kerney.

Mr. Kelly, the president, was formerly for eleven years manager of the Fall River (Mass.) Globe. He entered the special field with the Smith & Thompson Agency, with which he was connected for two years and then became head of the soliciting staff of the Hand, Knox Company.

Mr. Smith started advertising work on the New York Sun, was later associated with the A. Frank Richardson Special Agency, one of the pioneers in its line of business, and subsequently became manager. In 1902 he bought the Richardson Agency with Fred I. Thompson, now publisher of the Mobile Register, and started the firm of Smith & Thompson.

Mr. Kahrlert began his successful advertising career as a solicitor with the Chicago agency of Lord & Thomas. He was then appointed Eastern representative of the Chicago Post and later of the Louisville Herald, when it was acquired by John C. Shaffer. Last March he joined C. F. Kelly & Co., and that agency took over the Chicago Post, Louisville Herald and the Shaffer Star League papers of Indiana.

James M. Linton was for a number of years representative of Bradstreet's commercial bureau in southeastern New England; then he was advertising manager of the Trenton (N. J.) Times. He has been associated with the Kelly Agency since August last year.

The agency's policy is to represent only leading papers in their respective fields and it has been successful in building up a very strong list. Its method is to have all the members of the firm personally solicit clients' business.

The papers on the list of the Kelly-Smith Company are: The Boston Post, Chicago Post, Indianapolis Star, Muncie Star, Terre Haute Star, Jersey Journal, Buffalo News, Louisville Herald, Richmond Times-Dispatch, Trenton Times and Hartford Times.

### NEW APPOINTMENT.

The Bridgeport (Conn.) Herald has appointed the Robert MacQuoid Company, 225 Fifth avenue, New York to look after its foreign interests in the Eastern field.

# THE CLEVELAND LEADER THE CLEVELAND NEWS

Now under one ownership and under one management.

The *Morning and Sunday LEADER* has made great progress during the last year, and is still growing fast.

The *EVENING NEWS* has also made wonderful strides, and now under the improved and increased facilities, it will no doubt grow faster than ever before.

## OF INTEREST TO ADVERTISERS & AGENTS

Advertising contracts can be made for either newspaper, or for both newspapers at a combined rate. Under the "Combination" rate which will be made for advertisers using both newspapers, the *LEADER* and *NEWS* will be the best and first advertising medium in Cleveland for the following reasons:

1. It will give a greater home circulation that can be offered by any other Cleveland newspaper.
2. As the *LEADER* and *NEWS* are the only newspapers in their territory leaning strongly toward Republicanism, it will be the only way to reach this class in Cleveland and northern Ohio.
3. As the *LEADER* and *NEWS* have both been the best class newspapers in their territories, it is therefore the only way to thoroughly cover the great number of better homes in Cleveland and its surrounding territory.

## THE CLEVELAND LEADER AND CLEVELAND NEWS

*on a combination basis is without a doubt the first advertising medium for its territory.*

FOREIGN ADVERTISING IN CHARGE OF

*Laue Beorn* INC.

Boston

NEW YORK

Chicago

## MR. HEARST'S MANAGER IN ATLANTA.

Since Charles H. Henry was appointed by William R. Hearst last March to the office of business manager of his newly acquired Atlanta Georgian he has had his hands full with labor troubles, now happily ended.

Before going to Atlanta Mr. Henry was publisher of the Spartanburg (Ga.) Journal. Through his long experience in the South and acquaintance with its people, their political beliefs and customs, Mr. Henry is enabled to conduct the Georgian in a way that is most needed to make it popular with Southern readers and advertisers.

Mr. Henry is a brother-in-law of Clarence J. Shearn, of New York, Mr. Hearst's personal counsel and attorney.

## LITIGATION TO MEAN AN OPPOSITION DAILY.

No settlement of the litigation between the stockholders of the Laurel (Miss.) Daily Argus has been made. A minority member of the company is said to have thrown the paper in the hands of a receiver because, as he alleges, he had been thrown out of its management.

Chancery Judge Sam Whitman granted a receiver for the paper without notice to the opposing interests; notice of an application to vacate the receivership was made, and an answer filed to the bill of complaint, which was dismissed. As yet the holders of the majority stock in the corporation have not been able to answer the charges against them, and it is probable that the paper will be closed down until an appeal can be heard by the Supreme Court.

In the meantime, Messrs. Harris and Gantt have begun work upon the organization of the Journal, an afternoon paper, to be published, using a new and different equipment, until the litigation can be settled.

## HISTORY OF THE NEW YORK TIMES IS PUBLISHED.

The New York Times has issued a pamphlet containing a sketch of the history of the paper, reprinted from the anniversary edition of its sixtieth birthday, September 18, 1911. Apart from the interest it has as a souvenir of the anniversary, the work provides a chapter of newspaper history that has value of its own.

The story of the Times for the past sixty years is an excellent history of the newspaper press in the period that has witnessed its greatest development. The relation of the newspaper to the public and to public events has undergone some noteworthy changes since 1851, a great part of which the readers of the Times history will find set forth in its pages. The work was prepared by Edward Cary, for forty years a member of the editorial staff.

### HILLY AGENCY MOVES.

The M. B. Hilly Advertising Agency, of Chicago, has moved its office from the Monadnock Block into larger quarters in the new Karpén Building.



Classified Advertising  
is the  
*Pulse of a Newspaper.*

---

During the Four Months ending April 30, 1912,

THE

MINNEAPOLIS  
TRIBUNE

Carried 80,199 MORE lines of Classified  
Advertising than the JOURNAL, as follows:

TRIBUNE 926,171 *lines*

JOURNAL 845,972 *lines*

---

TRIBUNE'S *LEAD* 80,199 *lines*

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SPECIAL REPRESENTATIVES:

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.

J. C. WILBERDING,  
225 Fifth Avenue, NEW YORK.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.

PHONE 5200  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch) 140 lines to the column; 560 lines to the page.

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

No. 952 FOR THE WEEK ENDING SATURDAY, MAY 25, 1912

## A STRIKE WITH ALMOST NO SYMPATHIZERS.

The Chicago pressmen's and stereotypers' strike has petered out. The moment the typographical union refused to go back on its contract with the Chicago publishers and engage in a sympathetic strike the rioters and malcontents were assured of a drubbing.

For a time it seemed that the union workman valued his pledge and business contract lightly. This belief was heightened by sympathetic strikes in several cities. It has cost the publishers a good deal to bring about the restoration of sanity in the ranks of union labor in the Chicago printing trades and it has cost the excommunicated unionists of Chicago future recognition and union protection.

A word of praise is due the leaders of the national organizations who so promptly discredited the Chicago strikers and made it impossible for them to incite dissension and strife in other cities.

The action of the Chicago strikers was without justification from the outset and few labor disturbances have ever won less public sympathy than that bestow upon the contract-breakers for a week terrorized the people at work in the Chicago business district and directed their physical energies to the wrecking of property.

## SOME REASONS WHY FREE PUBLICITY FLOURISHES.

The biggest source of financial leakage in a newspaper is the editorial department. The average editor in search of topics containing "news interest" loses sight of the fact that many of the things thus exploited contain an even larger amount of "advertising interest."

Why should an advertiser buy newspaper space when he can be appealing to the city or Sunday editor's news instinct obtain much stronger publicity free of cost? Many manufacturers, inventors,

book publishers, and promoters stay out of the advertising columns for this reason and no other.

The publicity that trained reporters give them is superior to the professionally prepared advertising for which they would have to pay so much an agate line. A reporter's insight into their problems is fresher, keener and better calculated to make an instantaneous appeal to the newspaper-reading multitude.

We would suggest to any business manager who is dissatisfied with his paper's advertising income to dissect the "features" which appear in the daily and Sunday editions. He will find that a large percentage of these features is straightaway advertising exploitation of individuals or firms, or of products manufactured by either of the two.

The beauty editor of one group of papers obtained free publicity that permitted her to float a corporation without any preliminary expense. The letters addressed to her in time provided her with a mailing list that scarcely any amount of money could have purchased. Every person interested to the point of writing this editor became virtually a "sure sale" for beauty products.

A pattern company that furnished the drawings for fashion pages found that it need no longer carry straight paid advertising in the newspapers. Its name on each of the drawings in the fashion pages served as even better advertising than the paid business it had carried in former years.

An athletic expert who is allied with a sporting goods house writes special articles for the newspapers and the sporting firm finds that it can easily dispense with a part or all of its paid advertising.

In the olden days of journalism it was not "ethical" for an editor to be a business man. He kept himself free of the "taint" of the business office. It seems that the result of this old teaching still survives.

Isn't it worth while to insist that editors learn more about the busi-

ness office and the advertising department? Why preach and crusade against press agents when there are editors in your own office willing to give some publicity-seeker an even better story than the publicity-seeker's press agent could prepare for him?

## THE VANISHED HESSIAN.

The present campaign for the Presidential nominations, and the time that will elapse between the conventions and election day, will witness an unusual journalistic change. This change, in a few words, is the virtual elimination of the political newspaper, or, to be more exact, the party organ.

In all previous Presidential campaigns both parties have been guilty of acts of political immorality, to wit, the "keeping" of newspapers. It was not expected that these party organs should make money. Invariably they lived up to expectations and lost. The party leaders lavished upon them journalistic silks and satins and perfumes and the party's candidate "kept company" with such papers and permitted them to spread his views as far as their circulations would carry them.

No one believed the old party organs. Therefore their usefulness was vitiated at first; then nullified. Also, a radical change occurred in the conduct of newspapers. Sentiment dwindled, and newspaper owners or backers insisted that they make money; that they "earn their keep" or pass out of existence.

Papers there are at this moment that are loyal to party. These are loyal because of their owners' convictions; not because they are journalistic Hessians. The paid newspaper fighter always has been as doleful a combatant as the hired military man. Nations discovered that about the Hessians more than a century ago. Within the last decade political leaders and their candidates have found it out about the newspaper.

## NOTE AND COMMENT.

Public service corporations complain frequently that they are unfairly pilloried in the newspapers. Their officers say that it is difficult to get a newspaper "showing" for the beneficial and advantageous phases of their work. How untrue these complaints are may be learned by an investigation recently made by a corporation of this type—the Boston Elevated Railway Company.

A statistical study of the Boston dailies for a month reveals that 406 clippings comprised the month's total, inclusive of all sorts of publicity. The clippings occupied a total space of 3,229.5 inches, or twenty-three newspaper pages. The items were classified as helpful, neutral or critical. There were thirty-three helpful clippings, measuring 781 inches, or twenty-four per cent of all examined. Fourteen items, measuring 56.5 inches were critical, or one and two-thirds per cent of the total space.

Similar reports prepared by other public service corporations through-

out the country would show how absurd is the charge that corporations of this type are "persecuted" by newspapers—as they so often allege.

A distinctive type of advertising has been developed by the New York Herald to a point where it is highly profitable, and in some respects exclusively found in that newspaper. This is the confirmations and marriage engagements of the Jewish residents of New York City and vicinity. Last Sunday this department of the Herald was spread across five columns of the first page of the paper, and continued on the second page. The development and control of this branch of advertising by the Herald is noteworthy when it is borne in mind that several New York dailies are owned by influential Jews and that none of these dailies receives or seems to seek it.

Ownership of a trade mark, backed by honest goods and a high reputation in business, and the combination thoughtfully and judiciously but persistently and widely advertised—this was the recipe for success laid down for the members of the National Association of Hosiery and Underwear Manufacturers at their eighth annual convention in Philadelphia.

Copies of the industrial edition of the Fresno (Cal.) Herald have just been received. The edition is devoted to exploiting the resources and attractiveness of the San Joaquin Valley, particularly that portion within Fresno County. It consists of five sections profusely illustrated with views of Fresno and the famous vineyards and orchards. The Herald is edited by N. J. Levinson, formerly Sunday editor of the Portland Oregonian.

Consent of the House of Representatives to print in the Congressional Record Henry Watterson's editorial in the Courier-Journal, entitled "The First Assault and Repulse of Third Termism—A Chapter of Half Forgotten History," has been granted on request of Representative James L. Slayden, of Texas. Mr. Slayden called the editorial "powerful and brilliant."

The Oroville (Cal.) Weekly Register for one week recently was edited by members of the Monday Club. It was a good number, containing a full account of the doings of the women of the club during the past year, and Publisher Mansfield obtained many new friends for his paper by his courtesy.

The Jewish Herald prints a handsome B'nai B'rith convention number with its current issue. The edition consists of forty pages, exclusive of the cover page. It has received deserved support from both Jew and gentile in its section, and is a credit to Texas journalism.

The free publicity bulletins issued by the Canadian Press Association give convincing evidence of the nuisance which the Dominion newspapers, like those of the United States, have to fight. The last



bulletin reported over sixty recent requests for free publicity, many of them from the United States and some from Europe.

Newspaper men who have written so many times about R. M. Johnston, publisher of the Houston Post, referring to him time and again as Robert M., will no doubt be sadly shocked to learn of an injustice they have been doing him in the misuse of his name.

Those who have heretofore attempted to elaborate the first initial seem to have settled unanimously upon "Robert." All over Texas there are thousands who condense the "Robert" into "Bob."

But the secret leaked out the other day that "R. M." stands for Renzi Melville. So writers will please take notice that they owe Mr. Johnston reparation for the many years' liberties taken with his name and should refer to him hereafter as he wishes—plain R. M. Johnston.

The city of Toledo, O., now has a Newsboys' Association with a membership of over 8,000.

The value of practical experience in newspaper management, in the mechanical end as well as the business and news ends, was forcefully demonstrated the other day when the printers of the Atlanta Georgian went out on strike in sympathy with the pressmen in Chicago.

The management of the paper realized the seriousness of the situation and immediately planned action. It so happened that Fred L. Seeley former owner and editor of the Georgian, who in his younger days was a skilled mechanic, was in the city. It was Mr. Seeley who superintended putting up the presses in the Georgian office. He immediately volunteered his services. Up to seven o'clock at night Mr. Seeley, clad in an undershirt and certain other flimsy articles of attire, assisted by Paul Wilkes, of the business office, and Buford Goodwin, managing editor, labored heroically to get out the paper—and did it.

The publishers of the Newark (N. J.) Sunday Call are receiving many congratulations on the fortieth birthday of their paper. The Call has always been an independent newspaper and has built up an extended patronage and many friends solely on its merits.

To the valiant work and widespread popularity of Dan R. Hanna, owner of the Cleveland Leader and Cleveland News, Theodore Roosevelt owes much of his success in the Ohio campaign. Mr. Hanna's business interests in Ohio are large and his personal popularity with the people, regardless of his business affiliations, were more than a President in distress could cope with. Mr. Hanna's editorial campaign helped carry all of the state for Roosevelt by a vote of practically two to one.

The Wauson (O.) Democrat Expressor has passed into the hands of Henry D. Myster of Pettville. Brady (Tex.) Sentinel to "Doc" Sellers.

## PURELY PERSONAL.

ROY BAILEY, recently with the San Francisco Chronicle, has gone to San Watsonville, where he intends to assume the editorship of a local paper.

E. C. NOELKE, formerly of the Seattle Post-Intelligencer, is now located in Los Angeles.

FRED GOODSSELL, sporting editor of the Sacramento Bee, has again recovered from his recent illness of pneumonia.

FRANK E. FAIRBAIRNS of the Woonsocket (R. I.) Call was a recent visitor to New York renewing old acquaintances.

DICK SCHLESSINGER and Arthur Leary are back on the night shift of the New York World after a short lay-up on account of illness.

BEN OLSON of the Milwaukee Leader has returned home after an extended Eastern trip. He was accompanied by Mrs. Olson.

NATHAN BARTLETT of the Lewiston (Me.) Journal was recently the victim of a fire in his home. The blaze caused damage of about \$2,000.

GEORGE SHERMAN of the Sherman and Bryan Advertising Agency, New York, has just returned from a business trip. He will probably leave again in a few days for an extended tour of the West.

MAJOR JOHN McMURRAY, editor of the Brookville (Pa.) Jeffersonian-Democrat, sailed for Europe on Wednesday for a six weeks' visit. He will spend most of his time in England.

JOSEPH PHINNEY of the Street & Phinney Advertising Company addressed the advertising staff of the New York Times at their last meeting on soliciting in the local field.

GILBERT S. JONES, business manager, and Clement B. Hallam, city editor, of the Wilmington (Del.) Evening Journal, are on a trip to Bermuda and will be gone about a month.

CHAUNCEY WEAVER, associate editor of the Des Moines Capital, will be the principal orator at the Memorial Day ceremonies in his city next week.

DANIEL J. SWEENEY, managing editor of the Buffalo Times, delivered a lecture on newspaper making last week before the Riverside Men's Church Club.

HARRY SALSINGER, sporting editor of the Detroit News, is visiting his parents in Springfield, O.

FRED C. KELLY, representative of the Cleveland Plain Dealer in Washington, D. C., is in Springfield, O., with Mrs. Kelly, who is visiting her parents there. Mr. Kelly formerly worked on newspapers of Xenia, O.

A. B. JORDAN, editor of the Dillon (S. C.) Herald, has been invited to deliver an address before the National Press Association, which meets in Chicago, June 24. Mr. Jordan's subject will be "The Cost System."

R. H. MCKINNEY of the J. P. McKinney Special Agency, New York, is making a tour of the mid-

dle Western states as far as St. Paul, Minneapolis and Kansas City and taking in intermediate points.

WILLARD E. BINFORD, advertising manager of the Pawtucket (R. I.) Evening Times, and Mrs. Binford were visitors in New York this week.

JOSHUA JAGMETTY, formerly editor of the Atlantic City (N. J.) Press, is now devoting his time to the duties of police magistrate. He quit the newspaper business on account of illness, the strain of editorial work threatening him with a nervous breakdown.

WALTER LAMB, editor of the Springfield (Mo.) Mail, is ill of spinal meningitis and is reported to be in a serious condition.

## MISS FITZ GERALD TO BE A FARMER.

Miss Marie V. FitzGerald, who was one of America's first woman press representatives, erstwhile newspaper writer, theatrical booking agent, playwright and at present associated with the William A. Brady attractions in New York, has now decided to add farming to



MISS MARIE V. FITZGERALD.

her list of vocations. She has purchased a small farm at Whitestone, L. I., and will spend the summer there.

Before taking up her work as a tiller of the soil Miss FitzGerald will deliver a farewell address before the Theater Club at the Hotel Astor next Tuesday on "Definition in Theaterdom."

## MRS. PULITZER ILL.

Mrs. Ralph Pulitzer, wife of the president of the Press Publishing Company, owner of the New York World, who was operated on for appendicitis last Saturday, is reported to be resting comfortably at the New York home of her mother-in-law, Mrs. Joseph Pulitzer. The operation is pronounced successful and a rapid recovery is looked for.

## IN THE PUBLIC EYE.

FRANK L. MAYES, editor of the Pensacola Journal, has been elected a Florida delegate to the Democratic National Convention in Baltimore. The Journal is supporting Woodrow Wilson.

COLONEL E. L. MARKEY, sales manager of the Duplex Printing Press Company, Battle Creek, Mich., has been elected a delegate to the Democratic national convention.

CONGRESSMAN EDWARD W. TOWNSEND, who, before entering public life, was for many years with the New York Sun, has announced himself as a candidate for renomination by the Democrats of the Tenth District of New Jersey, which includes the city of Montclair.

GEORGE S. GREEN, publisher of the Morgantown (Pa.) Post-Chronicle, has entered the race for the Republican nomination for state senator.

ALFRED D. FAIRBAIRN, city editor of the Dayton (O.) Herald, has been married to Miss Amelia Klenk. They are now on a honeymoon trip through the East. Mr. Fairbairn was formerly connected with the Springfield (O.) Sun's editorial staff.

## GUILD HOME ON VISIT.

Curtis Guild, publisher of the Boston Commercial Bulletin, arrived home this week on a short leave of absence from his post as United States Ambassador to Russia.

It is understood at the state department that Ambassador Guild will have a talk with Secretary Knox regarding the new treaty with Russia, which it is hoped to negotiate to take the place of the treaty of 1832, rescinded by President Taft last winter, and will receive definite instructions from Mr. Knox regarding discussions which will be resumed on the Ambassador's return to Russia.

Mr. Guild will leave for St. Petersburg on June 4, after attending to some private affairs in Boston.

## WEDDING BELLS.

GIUSEPPE M. FLAMINGO, proprietor of L'Italie, one of the leading newspapers of Rome, Italy, is to be married next month to Miss Viva Fisher of New York.

HOWARD EMERSON, one of the proprietors of the Ansonia (Conn.) Sentinel, was a recent benedict. He has just gotten back to his desk after a two weeks honeymoon trip.

## REMOVAL IN ALLENTOWN.

The Allentown (Pa.) Democrat and the Item, both of which were recently purchased by George H. Hardner, have been moved into the building erected at the corner of 6th and Linden streets.

**BUSINESS OPPORTUNITIES.**

\$25,000 cash available for investment in a satisfactory daily newspaper property. Ohio, Penn., or New York locations and properties of independent politics preferred.

Proposition D. M.

C. M. PALMER.

NEWSPAPER BROKER.

277 Broadway, New York

**DO YOU WANT  
TO SELL OR BUY**

**A NEWSPAPER PROPERTY?**  
Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg.  
New York City.

**WANTED TO PURCHASE.**

I want to buy a second-hand or rebuilt perfecting press which will print up to 24 pages; with color attachment. Also complete stereotyping outfit and accessories. Will pay cash  
Address Klamath Falls Northwestern,  
Klamath Falls, Oregon.

WANTED, second hand mats, 8 pt. No. 2 with Gothic, italic or boldface. Also quick change magazine. Telegram, Adrian, Mich.

Wanted. No. 5 Linotype magazine, without mats. Address Ernst, care The Fourth Estate.

**LONDON EDITOR RELEASED.**

England's Home Secretary, Mr. McKenna, has ordered the release from prison of Guy Bowman, editor of the Syndicalist, who had served two months of the sentence imposed on him for publishing incendiary literature.

Thousands of petitions had been sent to the Government protesting against the conviction and sentence of Bowman.

**IN FOR HIMSELF.**

F. J. McKenna, formerly with Boise (Ida.) Daily Statesman, is now conducting a machine shop on his own account in that city.

**STARTS AD AGENCY.**

Sydney H. Wiggins has opened an office in the St. James Chambers, Toronto, where he intends to conduct a general advertising agency and service business.

**KENTUCKY SALE.**

W. G. Collins, who for many years has published the Sebree (Ky.) Green River News, has disposed of his plant to R. B. McGregor of Henderson. Mr. Collins retires from active business.

**SITUATIONS WANTED.**

Reliable, capable man, thoroughly experienced (now connected with advertising department high grade N. E. daily) desires to learn of present or coming opening in or near New York City, in advertising agency or special newspaper representative's office, or in advertising department of newspaper. Either permanent or temporary opportunity considered. Good general knowledge newspaper business. Best reference. Address Adver., care The Fourth Estate.

**A CIRCULATION MANAGER**

WHOSE RECORD AND QUALIFICATIONS CAN NOT BE TOLD IN THIS SPACE WILL OFFER GOOD POSITION THAT OFFERS GOOD OPPORTUNITY FOR A GOOD PRODUCER. ADDRESS, PRODUCER, CARE THE FOURTH ESTATE.

**MANAGER**

**Business Circulation.**

Know business, editorial and circulation management, also mechanical production. Experienced on magazines, agricultural and news publications. Strictly worth while to a growing periodical in need of a business manager, assistant business manager, or circulation manager. Twenty years in the business; at present connection more than six years. Satisfactory reasons for desiring a change. If you wish a good man, write me. Address B. R. L., care The Fourth Estate.

**BUSINESS MANAGER**

with record for building up the business and increasing profits and change. Hard worker, energetic, capable and experienced. References show ability to take charge of every department including mechanical and operate plant economically and satisfactorily. Young man, over 15 years' experience, good appearance, reliable; cities under \$50,000 not considered. Nothing less than \$60.00 per week. Address RELIABLE, care The Fourth Estate.

Wanted—Position as foreman, make-up or superintendent of a daily newspaper. Have had 20 years' experience in the above position. Have a record as a successful executive man; do not drink and am reliable. First-class references. Address Foreman, care The Fourth Estate.

**Good Opportunity for**

**The Right Man.**

A young man wanted to manage a small newspaper in a town near Philadelphia. One who can take charge of the business and Editorial ends. State experience and salary expected. Box K., care The Fourth Estate.

**MAGAZINE APOLOGIZES.**

Blackwood's Magazine, of England, made an apology Monday for its assertion that Winston Spencer Churchill, England's First Lord of Admiralty, broke his parole when he was a prisoner during the Boer War, and the libel action instituted against the publishers has been dropped. Justice Darling gave a warning that it will be a serious matter for any one to repeat the charges.

**WILL OWN COAST PAPER.**

Rodney C. Wilberforce, a newspaper man of Liverpool, England, is at present in Los Angeles. It is said he intends to enter the local field as publisher on a new paper, he may buy a weekly or monthly already established.

**SITUATIONS WANTED.**

**All Around Newspaper  
Man Wants Position.**

I want a position as business or advertising manager. I have been printer, reporter, city editor, news editor, advertising manager, and a now business manager of a concern issuing after-noon and morning newspapers, the combined circulation exceeding 50,000. I have been connected with concern since 1904 and have interest in business. My experience in newspaper business covers sixteen years. Am thirty-five years of age and married. Controlling paper will explain my reasons for desiring to make change. Am willing to go anywhere and believe can make good. Address "Williams," care The Fourth Estate.

**BUSINESS MANAGER,**

with exceptionally strong record as a business getter and economical manager, wishes change. Best of references proving conclusively ability to increase business and manage business economically. Good reason for change. No hurry, but could arrange to come by June 15th. Address, Satisfaction, care The Fourth Estate.

**Circulation Manager**

of exceptional ability desires to make a change. Am at present city manager on a metropolitan daily. My past experience has been on tallies in large cities and smaller towns of 50 to 100 thousand population. I am a young man, energetic and a real worker. Can furnish reference. Address A. A. A., care The Fourth Estate, 255 North Franklin St., Philadelphia, Pa.

**BUSINESS MANAGER.**

Nearly 20 years' active service in making papers pay a dividend. Former employer will testify to integrity and ability. References will convince of ability to increase advertising and circulation to the highest point; am a hustler and intelligently operate every department. Know how to make metropolitan paper at least cost. Address, PROFIT, care The Fourth Estate.

**OFFICE ASSISTANT.**

Young man, 21, for two years in office of trade paper, desires a clerical position in or around Los Angeles. Best of references. Alexander C. Abrahams, 131 East 110th Street, New York City.

**ADVERTISING MAN.**

Advertising man who has been calling on National Advertisers, wants position as Advertising Manager on live daily. Full particulars by letter. A. C. K. care The Fourth Estate.

**AT COMMERCIAL ART WORK.**

John C. Terry, a newspaper cartoonist of San Francisco, has retired from newspaper life and is now devoting his entire time to commercial art work with offices in the Monadnock Building, San Francisco. Mr. Terry during his newspaper career has been connected with the New York World, St. Paul Dispatch, the Anaconda Daily Standard and the San Francisco Call and Chronicle.

**CHANGES FOR ST. PAUL**

**ADVERTISING MEN.**

Lewis B. Taylor, who has been in charge of the classified advertising of the St. Paul Dispatch and Pioneer Press, has resigned and gone to Bismarck, N. D. Oscar Gorgas, for the past year with the papers, has been appointed to succeed him.

Earl Vincent has been transferred from the classified staff to the display department.

**MACHINERY FOR SALE.**

**FOR SALE.**

**One Cox Duplex**

Printing Press, prints 4-6-8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

**FOR SALE.**

**One Goss Pony**

Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

**FOR SALE.**

**One Goss 4-deck**

Straight-line Press, prints from 4 to 32 pages.

**One Goss 3-deck**

Straight-line Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines 6, 8, 10 and 12 pt. matrices, Rogers' Tabular Attachment. Address, Model, care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S. Canada.

FOR SALE: One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

FOR SALE—OUR COMPLETE LINOTYPE PLANT consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 N. 15th St., Philadelphia, Pa.

FOR SALE—One Model No. 4 Linotype, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

FOR SALE—One Model No. 5 Linotype that has had less than two years' use, equipped with two extra magazines, two extra fonts, matrices and large assortment of accents, special characters, etc., Lancaster Printing Co., 241 Cherry street, Lancaster, Pa.

**MISCELLANEOUS.**

**UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET,  
Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

**McNEAL ON EVERGLADES.**

T. A. McNeal, editor of the Topeka (Kan.) Capital, has been spending some time in Florida and Cuba. He is particularly interested in the Everglades in Florida and is confident of the future reclamation of this land, declaring that it is only a question of establishing the proper system of drainage and canals. The soil, he says, is extremely rich and ranges in depth from a foot and a half to eighteen feet.



## FOUR GREAT Home Premiums

The HOLY BIBLE.  
The American Library  
Atlas of the World.  
The World's Standard  
Dictionary.  
The New Home Library  
Census Wall Chart.

S. BLAKE WILLSDEN

CIRCULATION FEATURES

32 S. Wabash Ave., CHICAGO.

For EDUCATIONAL  
CONTESTS use the

Tell-us Tellurian

SOMETHING ORIGINAL

CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

For Washington Correspondence  
WRITE

AMERICAN  
TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

## THE SPECIAL SERVICE CO.

Reliable Contest Operators

Write for terms, etc.

Room 33, 32 Park Row, New York

A page of woman and girl features furnished one time a week; great circulation maker; for sample write G. D. LATUS, 625 Woodbourne Avenue, Pittsburgh, Pa.

## BUILDING UP THE CIRCULATION.

From the interest being manifested in the amateur photograph contest being held by the Springfield (O.) Daily News, the affair gives promise of being the most successful ever conducted by that newspaper. The conditions of the contest give preference to local views of out-of-doors.

The Atlanta Constitution has just closed a voting contest for women. The prizes were thirteen automobiles, nine pianos, nine grafanolas, nine gold watches. The campaign resulted in an increase of 12,000 new subscribers. The contest was conducted by the Myers Circulation Company, of Waterloo, Ia., and was under the personal direction of Thomas P. Myers.

The Springfield (Ill.) News is conducting a \$5,500 automobile voting contest, which gives indications of being a big success. Besides the regular votes published each day special attention is being paid to the obtaining of new subscribers. The first prize is a \$1,400-touring car; the second a \$900-car; the third, a building lot valued at \$500. Others include, four \$350-upright pianos,

four \$150-diamond rings, four \$100-bank accounts, four \$50-merchandise credits and four \$25-gold watches.

Daniel Nicoll, the circulation manager of the New York Evening Mail, is at present busy on a subscription campaign. He is giving "pedalmobiles" to children for securing new readers.

The New Castle (Pa.) Herald has just finished a European trip contest, through which six young women will be sent to Europe on a forty-five day trip next July. Two others will be the guests of the Herald on a trip to the Great Lakes as a reward for their efforts in securing new readers for the paper, though they did not come up to the standard of the winners of the European trips. The contest was conducted by the William L. Betts Circulation Company, New York.

The Springfield (Ill.) Record has started a voting contest with prizes valued at \$5,000 to be divided among the contestants, who will be wholly women. The grand prize is a touring car, and others include thirty-day trips to California and the "Golden West," piano players, pianos, diamond rings, pleasure trips to Chicago and gold watches.

The New York Sunday Sun has commenced running a clever series of poetry features for children. They are called "Jungle Jingles" and entitled "Micky Monk and His Friends in Search of Adventure." David M. Cory is the author. The illustrations are by May A. Spell.

The Buffalo News is to give its readers a summer outing tomorrow. The trip will be to Niagara Falls by way of the International Railroad. A Sunday News coupon and \$1.25 entitles a person to the \$1.50 trip.

The Buffalo Express is using as a premium Everybody's Cyclopedica. A five-volume set of these books is to be had by six coupons from the Express with \$1.75.

The Trenton (N. J.) True American today opens a popularity voting contest. Trips, automobiles, piano players, talking machines, watches and merchandising certificates are prizes. The campaign will be carried out under the direction of the United States Circulation Company, Waterloo, Ia.

The Washington Herald reports good progress with the campaign recently opened to create interest in the Herald through the children. Eight Shetland ponies and outfits, bicycles, watches and roller skates are to be awarded to the youngsters who show the best results in subscription getting for the Herald. The contest is under the direction of the United States Circulation Company, Waterloo, Ia.

### ENTERS CONTEST FIELD.

W. G. Naylor has resigned his position as circulation manager to the Daily Live Stock World, Chicago, to go into the contest and special feature business. Mr. Naylor has had a wide experience in all branches of newspaper circulation work. In a recent contest conducted under his direction on the Drovers' Journal he is said to have accomplished the feat of "pulling out" \$15,400 on a \$5,000 prize list.

### KEEPS SUBSCRIBERS BY PERSONAL ATTENTION.

J. A. Mathews, who recently assumed the position of circulation manager of the Oklahoma City Daily Oklahoman and Oklahoma Farmer-Stockman, specializes in building circulation by mail order methods.

From a news boy Mr. Mathews became a telegraph messenger and after serving as an operator copied Associated Press reports for nearly



J. A. MATHEWS

seven years. At this work his health failed. He took up circulation work and has stayed at it since.

Mr. Mathews still loves to pound the typewriter and the success of his mail order business is due to a great extent to personal correspondence.

Mr. Mathews says "getting circulation and taking care of circulation are two different things, but it is absolutely necessary to do both to be successful."

Mr. Mathews is enthusiastic over conditions in Oklahoma. In a statement to THE FOURTH ESTATE he said: "Recently I left Des Moines and was greatly surprised to find such a wonderful metropolitan city as Oklahoma City, as every one imagines this country is full of Indians and cowboys. But these things are now of the past. We are making every effort to get away from the cowboy idea."

### AN ADVERTISING COMEDY.

The Theater Club, of New York, at its next meeting will be entertained by Jerome Schaeffer and a company with a comedy sketch called "Too Much Advertising."

### GOING PROSPECTING.

Harold Ross has left the staff of the Sacramento Union and intends going to South America on a mining expedition. Mr. Ross was formerly with Salt Lake City

## The Hotaling NEWSPAPER VENDING MACHINE

sells any 8 to 40-page paper at 1 to 5 cents. Emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.,  
Tribune Building, NEW YORK

Get To-Day's  
News To-Day  
"By UNITED  
PRESS"

General offices, World Bldg., NEW YORK.

### SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment—Best Illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.



Small Features



Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimkie," Kean's "Sidewalk Sketches," The "Horoscope." Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

### CIRCULATOR COMES EAST.

Donald McNaughton, for some time past with the circulation department of the Crowell Publishing Company's periodicals, in Springfield, O., has left for New York to become assistant circulation manager of the Cosmopolitan Magazine. Before locating in Springfield Mr. McNaughton was connected with the New York publishing house of Doubleday, Page & Co.

### NEWSIES WANT TO EDIT.

The members of the Newsboys' Club of Paterson, N. J., have editorial aspirations and want to display them in a club paper. The project of such a publication was taken up last week and was voted on favorably. The newsboys also want the city to license the sellers of newspapers for protective purposes as is done in New York and other large cities. The club will hold an outing to Pompton Lakes on Decoration Day.

### NEVER A POOR NUMBER.

John H. Houlahan of the Intensive Circulation Promoters, Binghamton, N. Y., writes:

"THE FOURTH ESTATE never has a poor edition. It always carries something very valuable to the publisher and everyone else in any way connected with the newspaper line."

## THE I. T. U.'S PRESIDENT.

James M. Lynch, the re-elected president of the International Typographical Union, has held that office for the past twelve years, having succeeded Samuel B. Donnelly, now the Public Printer. Mr. Lynch was at one time fire commissioner of Syracuse and his first labor union activities was as a delegate to the meeting of the International Union in 1894.

Mr. Lynch is a firm believer in arbitration and along its lines has conducted his union with remarkable peace with the newspaper publishers. His policies were notably commendable last week when he squelched the demand for a strike of the Chicago Typographical Union in sympathy with the stereotypers and pressmen and ordered that all contracts must be lived up to. Under his regime the printers' pension and mortuary funds and the Printers' Home have been developed and the Typographical Union became known as the strongest and most perfect organization of its kind in the world.

Returns from the election of Typographical Union No. 6 of New York show that Charles M. Maxwell has been re-elected president, John S. O'Connell secretary and treasurer, Charles E. Conway trustee, and Jerome V. O'Hara, James B. Galvin, Harry F. McCall, and Thomas Somerville delegates to the International Union.

## BIG SIX MONTHS' BUSINESS FOR NEW ORLEANS' ITEM.

Completion of the circulation examination of the New Orleans Item by the Association of American Advertisers has resulted in the granting of an A. A. A. certificate to the publishers for figures that place their newspaper in a most flattering light. The audit showed that in the period of six months from November 1, 1911, to April 30, 1912, the net daily increase in circulation made by the Item was 9,974 for the daily issue, and 12,993 on Sunday—26.4 and 33.8 per cent, respectively. The net paid circulation of the Item daily for April was 45,421, and Sunday 48,846.

The editorial policies of Publisher James M. Thomson have made the Item known throughout the country as a staunch, fearless and strong newspaper. With the assistance on the business end of Arthur G. Newmyer, the Item is



JAMES M. LYNCH,  
WHO HAS BEEN RE-ELECTED PRESIDENT OF THE INTERNATIONAL  
TYPOGRAPHICAL UNION.

maintaining the pace set by the editorial end in a business way and is proving itself a worthy representative of the prosperous community centered in the Gateway of the Mississippi.

## ANOTHER MUNSEY DENIAL

Frank A. Munsey has issued through the Roosevelt committee in New York a formal statement denying the published report that Mr. Roosevelt had promised him the Ambassadorship to the Court of St. James. He declares that Mr. Roosevelt has never offered him anything, that he has never asked for anything and that he does not want anything.

## LEVY TO PUBLISH ANNUAL.

Bert Levy, newspaper artist, and globe trotting vaudeville entertainer, will shortly put on the press an Annual to consist of sketches made by him for the New York Morning Telegraph, his series of "Sunnyside" articles current in the New York Herald and specimens of his earlier work for Melbourne Leader.

The annual will be edited by Irving J. Lewis, whom Mr. Levy mentions on the title page as his "first editor and discover in America," and who is at present the managing editor of the New York Morning Telegraph.

## BUFFALO ARTISTS' SHOW.

The Buffalo newspaper artists held a spring exhibition of their work last week at the Buffalo Club of Allied Arts. The exhibit was under the patronage of the society people of Buffalo. The committee in charge was J. O'Leary (chairman), Leslie J. Ambrose, Jean Porter, L. D. Johnson, J. Michael, C. J. Monro and Win Merriam.

## APPEARING AGAIN.

The Redcliffe (Can.) Review is again appearing. This time its publisher is W. H. Hatcher, formerly of Minneapolis, Minn.

## TOWNSEND'S NEW CALLING.

Myron Townsend, now of Canton, O., is a newspaper man who is well known in some of the largest cities of the country. For the past ten years Mr. Townsend has been a writer for newspapers in New York, Chicago, Boston, St. Louis, Cincinnati and other cities.

A short time ago he left the editorial for the advertising field. He became editor of Print, a trade mag-



MYRON TOWNSEND

azine, and also of the House Organ Review, both of Boston. Mr. Townsend is now with the Timken Company, of Detroit, and Canton, O., as editor of the Timken Magazine, published by the Timken Detroit Axle Company and the Timken Roller Bearing Company, national advertisers who spend approximately \$300,000 a year with the newspapers. Mr. Townsend's home is in Boston, and since giving up newspaper editorial work he has been specializing as a business copy writer.

## NEW ONE AT KRANER.

The Chronicle is a new paper at Kraner, Cal. John C. Wray is the editor and A. F. Cronewett is business manager.

## J. H. Parker &amp; Co

PRESS AGENTS  
DUBLIN, IRELAND.

For Effective Advertising  
at Contract Rates in the  
Irish or English newspapers.

ESTABLISHED 22 YEARS

Open for Good Agencies.

*A Forceful Statement Supported by Facts.*  
*During April The BROOKLYN DAILY EAGLE*  
*published more paid advertising than any other*  
*newspaper in New York City except one.*

Here are the records of the four leaders as compiled by the statistical department of New York Evening Post:

New York World.....	1,075,832 agate lines
BROOKLYN EAGLE.....	895,053 agate lines
New York Herald.....	865,072 agate lines
New York American.....	799,409 agate lines

MORE READERS  
MORE ADVERTISING  
THE BROOKLYN  
DAILY EAGLE  
DAY A BETTER NEWSPAPER  
THE NEWSPAPER THAT GOES HOME



## NORMAN E. MACK AS A PUBLISHER.

WHAT HE HAS DONE WITH  
THE BUFFALO TIMES IN  
A FEW YEARS.

Norman E. Mack of Buffalo, N. Y., besides being known the country over as the chairman of the National Democratic Committee and the man in whose hands the success of the present campaign of the Democratic party lies, is also a masterhand at conducting a newspaper, as is evident by the great strides the Buffalo Times has made in recent years.

The Times is one of the staunchest Democratic newspapers of the present time in this country, and can also be said to be one of the most valuable properties of its size. Its business record for the past years especially brilliant.

In a recent interview Mr. Mack gave some facts about the Buffalo Evening Times, that convey an idea of its importance as a public servant and a drawing power for advertisers. These were some of the points brought out by Mr. Mack:

"A single copy of the Buffalo Evening Times, consisting of fourteen pages, an average size, weighs a trifle less than four ounces; to be exact, 120 pounds to every five hundred papers, or 240 pounds to every thousand complete copies printed. "In order, therefore, to print an average of 60,000 copies of the Times per day, it would be necessary to use 14,400 pounds of paper; which, multiplied by 308, the number of week days (holidays excepted) on which the Times is issued, would make a total of 4,435,200 pounds of news print paper necessary to produce 60,000 copies every week-day evening for one year.

"The average weight of the various sections of the Times which are printed on regular news print, exclusive of all the magazine and pictorial review sections, totals up 624 pounds of white paper to every thousand copies of the Sunday Times printed. In order, therefore, to print 60,000 copies of the Sunday Times it would be necessary to use 37,440 pounds of news print every Sunday, which, multiplied by fifty-two, the number of Sundays in the year, makes a total weight of 1,946,880 pounds of news print necessary to produce 60,000 copies of the Sunday Times for one year.

"This added to 4,435,200 pounds of white paper for the Evening Times makes a total of 6,382,080 pounds of paper, or a trifle over 3,191 tons of news print, necessary to print 60,000 copies daily of the Evening Times and 60,000 copies of the Sunday Times every Sunday.

"The books of the Times show that from May 1, 1911, to May 1, 1912, it purchased 7,325,659 pounds, or over 3,662 tons, of news print paper, costing upwards of \$150,000.00, which amounts to over 3,662 tons of white paper, but does not include paper used in the fine magazine sections of the Times.

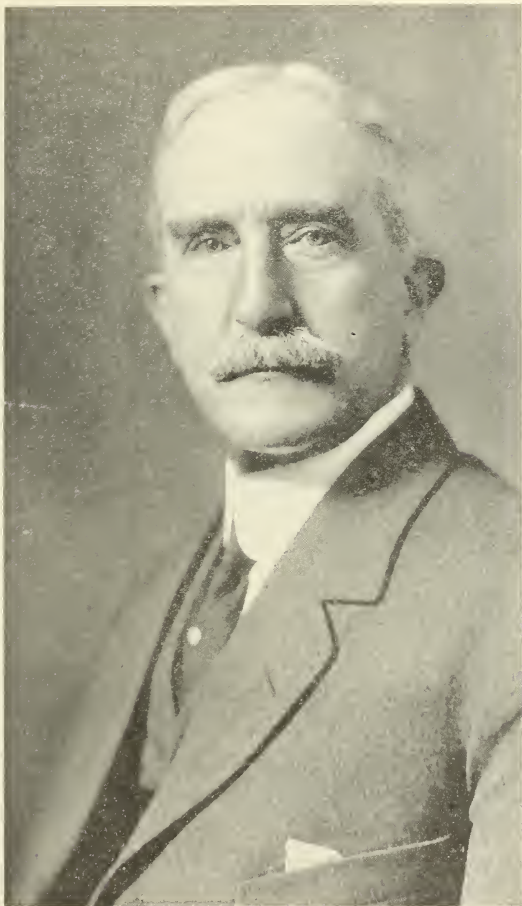
"It will also interest you to know that out of a total circulation of about 60,000 copies daily for the Buffalo Evening Times over 35,000 copies daily are being circulated in the city of Buffalo alone.

"As you well know, the present advertising rates of the Buffalo Times went into effect when its circulation was only about one half of what it is to-day.

"I also want to assure you of my own personal knowledge that I know of no newspaper in any city about the size of Buffalo that has made the progress and notable increase in circulation that the Buffalo Times has done in the past two years.

### BUFFALO AGENCY STARTED.

Articles of incorporation have been filed at Albany, N. Y., for the Mackowen Advertising Company to do a general advertising business in Buffalo. The incorporation is for \$10,000.



FRANK PRESBREY.

LEADER IN THE MOVEMENT FOR A NATIONAL ORGANIZATION  
OF ADVERTISING AGENTS.

### A LEADING EXPONENT OF CLEAN ADVERTISING.

Frank Presbrey of New York is without doubt one of the best known general advertising agents of the present day in this country. As head of the New York company bearing his name Mr. Presbrey has built up an advertising service business that ranks in strength and reputation with the best in the world.

Mr. Presbrey is particularly active in the crusade for clean advertising and the movement for the organization of a national association of advertising agents is being carried on under his leadership. He was also one of the prime movers in the organization of the Association of New York Advertising Agents, which is expected to be the

nucleus about which the contemplated national association will be built.

### TRIBUTE PAID TO MEN OF THE NEWSPAPERS.

The power of the press for good or evil, its beginning and accomplishments, were reviewed by the Rev. James W. Moore, pastor of the first Methodist church, New Orleans in his sermon on "The Yellow Newspaper," Sunday evening.

A tribute was paid to the newspaper men by the minister. He declared there is no question about the press being a marvel of good; that people say the newspapers lie, but they still believe what they print. Because the newspaper is a creator of public sentiment is the reason advanced by Dr. Moore for its being "uplifted."

## WASHINGTON AD MAN COMES TO NEW YORK.

Granville M. Hunt has resigned as superintendent of the registry division of the Washington (D. C.) post office to come to New York as a member of the staff of the advertising firm of Barron G. Collier. Mr. Hunt was recently president of the Washington Ad Club,



GRANVILLE M. HUNT.

and occupied the same office with the Chamber of Commerce. For several years he has been prominent in public affairs of the District, and was chairman of the convention's committee of the Chamber of Commerce. He took an active part in the campaign for funds for the George Washington Memorial Building, and was one of the organizers of the Ad Club.

### COLLEGE PAPERS MERGE.

The editors of the combined publications of the University of Pennsylvania have formed an association, with nearly one hundred members. The papers include the Daily Pennsylvanian, the Record, Red and Blue, Punch Bowl and the Old Penn Weekly Review.

### BOSTON AGENCY OBTAINS CHARTER.

The Mutual Benefit Co-operative Company has been incorporated in Boston with a capital of \$500,000. It is to be a general advertising business.

### FRENCH PUBLISHERS IN LIBEL SUIT.

L. J. Tarte, proprietor of La Patrie, of Quebec, has instituted libel suit against La Nationaliste, a Sunday publication. Mr. Tarte accuses the defendant of charging him with running a paper for business reasons.

## CANADIAN I. T. U. WAGE INCREASES.

### AGREEMENTS IN SEVERAL CITIES RENEWED BY PUBLISHERS.

The Toronto local of the I. T. U. has drawn up a new agreement to go into effect on the expiration of the old contract on July 1. For the past five years the printers have been getting \$19 per week on evening papers for an eight-hour day, but in the new scale \$27 is asked. The wage requested on the morning newspapers is \$30 a week for a seven and one-half hour day, and time and a half per hour for extra work. This is a raise of \$9 over the old scale of \$21.

Double rates are asked for all holidays and Sundays, and the printers want to be able to employ a substitute without consulting the foreman, provided such a substitute is a qualified international man.

In other respects the terms are much the same as the men are now working under.

The newspaper scale at Winnipeg, which is a flat one, is now \$25 for day work, eight hours, and \$28 for night work, seven and one-half hours. This is an advance of \$1 over last year. The contract is only for one year.

The newspaper agreement in Montreal expires in June and the typographical union's scale committee will ask a considerable advance.

The scale of wages in Quebec has been increased as a result of an agreement made in 1910. This agreement was for four years and wages are to be raised every two years. In 1910 the wages were \$12. This was increased last year to \$13. This year it goes to \$15. Foremen receive \$18 and machine men \$17.

The daily newspaper publishers of Hamilton are negotiating a new agreement to replace the one expiring on May 1.

The St. John typographical union has appointed a committee to take up the matter of forming a scale for apprentices in accordance with the laws of the I. T. U. The committee is to place the question before the employers.

In Vancouver, B. C., a new agreement has gone into effect with the Daily Province and the News-Advertiser which provides for \$33 a week for night work and \$30 for day work; seven and one-half hours constituting a working day. This is the scale that has been paid by the Daily World. The agreement with that paper, however, provides that at the expiration of the contract, which has still two years to run, seven hours will constitute a day's work. The agreement with the two first named papers is for three years, dated back to January 1, with back pay. It is an increase of one dollar a week for day work and two dollars for night work.

The Typographical Union of Hamilton, Can., has made a five-year contract with the newspaper publishers of that city, by which they receive an advance of fifteen per cent. in wages.

Printers on Cleveland newspapers have been granted an increase of \$1.55 per week by the Cleveland Publishers' Association.



HORATIO W. SEYMOUR,

WHO RETURNS TO THE EDITORIAL STAFF OF THE NEW YORK WORLD.

### PAPER MAKING NOTES.

The contract for the new dam to be erected across the Stony River by the West Virginia Pulp and Paper Company has been let. The dam will be of concrete, at least 1,000 feet long and from fifty to sixty feet high, with a storage capacity of almost 2,000,000,000 gallons of water. The dam is for the storing of water for the company's immense plant at Luke. Work will be begun as soon as a camp is erected and a railroad is built up to the dam site.

Wisconsin paper manufacturers are sending out notices of an immediate advance in the price of paper and "withdrawing" all previous quotations.

The reason is said to be the increasing cost of wood pulp and the consequent necessity of finding a substitute.

Fire destroyed the paper mill owned by the Centralia Paper & Pulp Company, a branch of the Nenoosa Edwards plant, at South

Grand Rapids, Wis., during a severe electrical storm Monday morning. The main part of the mill is a total loss, the damage amounting to about \$100,000. The mill was in course of reconstruction and the insurance covers about two-thirds of the loss.

### A WORTHY OFFSPRING.

Clark Conkling, who for the past thirty-one years has published the Lyons (Kan.) Republican, has a son who bids fair to keep his family name to the fore in journalistic circles when his father retires. The youth is Glenn Conkling, who though not yet nineteen years old, has just established a paper of his own at Niwot, near Boulder, Colo.

### CHANGE IN ROCKFORD.

Duncan M. Smith of Chicago has become assistant to Editor and President C. L. Miller of the Rockford (Ill.) Republic. A recent report that Mr. Smith had become editor of the Republic is declared to be unfounded.

### WILL SUPERVISE WORLD EDITORIALS.

Horatio W. Seymour, who next week returns to the New York World staff, for many years has been prominent in Chicago, New York and St. Louis newspaper circles. He resigned a corresponding position with the World a year ago to that in which he is about to return in order to become editor-in-chief of the St. Louis Republic.

Mr. Seymour in conjunction with Martin J. Russell founded the Chicago Chronicle in 1895, and after the latter's death was both editor and publisher of the paper during its entire existence. Previously he had been for a number of years with the Chicago Herald as managing editor. When the Chronicle suspended Mr. Seymour went to St. Louis as managing editor of the Post-Dispatch, and from there was transferred to the New York World by Mr. Pulitzer.

### NEW WEEKLY SECTION.

Grayce Druitt Latus, a Pittsburgh newspaper woman and magazine writer, is furnishing weekly a page, "Woman and the Home," to newspapers in various parts of the country. Mrs. Latus managed the publicity work of the recent national convention of Master Boiler Makers in Pittsburgh, and has been assigned to the press work for the American Institute of Homoeopathy convention in June.

### IN TEMPORARY OFFICES.

The Los Angeles Times has moved its business, advertising and subscription departments and information bureau to 617 South Spring street, pending the completion of its new home now in course of construction. It is expected that the new building will be ready for occupancy by October 1, 1912, which will be just two years after the explosion which cost the lives of twenty employees.

A Sunday edition of the Washington (Pa.) Record has appeared.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

**Berlin Mills Company,**

PORTLAND, MAINE.

New York office, 256 Broadway



**SMITH OF ELIZABETH.**  
W. Dean Smith, recently appointed business manager of the Elizabeth (N. J.) Times is a newspaper man with an extended



W. DEAN SMITH.

experience in the states of New Jersey and Pennsylvania and was formerly connected in various positions with the Camden Courier, Atlantic City Gazette and Elizabeth Journal. He is very active in newspaper circles of Elizabeth and is one of the founders of the Elizabeth Press Club.

**SUFFRAGISTS TO GO AFTER PUBLICITY.**

Suffragists were advised to do spectacular things in order to obtain newspaper publicity by Mrs. Edna Cutter, corresponding secretary of the Kansas City Equal Suffrage Association, at the Mississippi Valley Suffrage conference Monday night in Chicago.

"While we may not believe in the methods of the English suffragettes," she said, "they unquestionably create news worthy of display under big headlines and calling for photographs. This forces people to read and think about the subject.

"Be spectacular, which is possible without being outlandish. Do things that will force the indifferent to read of suffrage. Particularly do the things which will prove suffrage is not a fad of the idle rich but that it stands for the betterment of all grades of their sex."

**NEW STUDENT EDITOR.**  
The board of editors of the Dartmouth, the student publication at Dartmouth University, Hanover, N. H., have elected Karl H. Fulmer of Erie, Pa., as editor-in-chief.

**CANADA STORY PRESS NEW SUNDAY SUPPLEMENT.**  
A twenty-page magazine section is now appearing regularly as a supplement to the Halifax Herald, St. John Telegraph, Montreal Gazette, Toronto Star Weekly, Hamilton Spectator, London Free Press, Winnipeg Telegram and Vancouver Province. The publishers are the Canada Story Press, Limited, Traders Bank Building, Toronto, and it is their intention to produce the magazine on the second Saturday of each month.  
The supplement is an expansion of the Semi-Monthly Magazine Section for Sunday Newspapers, published by the Abbott & Briggs Company, New York and Chicago, and while it contains some Canadian material, it is made up principally of the contents of the American publication.

**EARL AND THEATERS AGAIN ON SPEAKING TERMS.**  
Peace has been declared between Edwin T. Earl's Los Angeles Express and Tribune and the local theatrical managers' association. Since the Earl newspapers began a campaign to close the theaters on Sundays the theatrical managers have refused to recognize them for advertising with the result that Earl retaliated by almost abolishing theatrical news. Both papers are now getting their share of the business and the pleasant relations of old days have been resumed.  
J. Rex James, formerly Sunday editor of the Los Angeles Tribune, is now looking after the dramatic department of that paper.

**GERMANS LOSE INTEREST IN NATIVE PAPER.**  
The Terre Haute (Ind.) Journal, a German paper, discontinued publication as a daily with Saturday's issue and will in future be published as a weekly with Carl A. Meder as principal owner and editor.  
Mr. Meder gives as his reason for the change that the older generation of Germans is being displaced by the younger, who make use of the English dailies. Immigration from Germany to this part of the country also has fallen off and the demand for a German daily paper has diminished to almost nothing, he says.

**UP-TO-DATE AD CREATION.**  
The Newspaper Advertising Agency has recently been organized at Battle Creek Mich. James G. Mott, formerly with W. Earl Flinn, lecturer on pure foods, sanitation and health culture subjects, is secretary and director of the agency. The firm will aim to create newspaper advertising among food dealers in cities and towns where Flinn lectures have been delivered and have caused interest in pure foods.

**FOR THE WHOLE STAFF.**  
R. J. McCoy, general manager of the Special Service Company, circulation promoters, New York, writes:  
"THE FOURTH ESTATE verily contains food for the whole staff."

**YOUNGSTER HAS FULL CHARGE OF THEATER PUBLICITY.**  
Boris Goldreyer, the genial young assistant to Miss Anna Marble, press representative of the New York Hippodrome, is ready to greet his old friends this summer



BORIS GOLDRAYER

at the new Brighton Opera House, the publicity of which he has assumed charge of during the hot season.  
Goldreyer was "broken in" to the publicity business by Miss Marble, and under her tuition has learned the fine points of the theatrical business. For several summers past he has worked on his own account at the Brighton Beach house, and his valuable all around training again caused him to be in quick demand this year.  
The young man during his work in New York has made many friends in the newspaper profession.

**TO SATISFY CREDITORS.**  
The Harrisonburg (Va.) Daily Times has been sold at public auction to satisfy creditors to Lineweaver Brothers, grocery men, and P. W. Rehord, a prominent Republican and treasurer of Rockingham County. The price paid was approximately \$3,000. The Times has been published as a daily since 1905, and its last owner was the Harrisonburg Printing Corporation.

**STATE HONORS PUBLISHERS.**  
George Thompson, publisher of the St. Paul Pioneer Press-Dispatch, and H. V. Jones, editor of the Minneapolis Journal, have been elected Presidential electors by the Republican State Convention of Minnesota.

**GIVING WHOLE TIME TO PROMOTION WORK.**  
Henry S. Fisk, who for fifteen years held important positions with the Dry Goods Reporter, has organized the Fisk Publishing Company with offices in the Schiller Building, Chicago. The new business in which Mr. Fisk has embarked will have to do with various syndicate services to retailers—advertising and otherwise—and develops some new phases of technical and trade publishing.  
Mr. Fisk went to Chicago from Rockford, Ill., in September, 1895, where he had been manager and buyer for a retail dry goods store, to take a position on the Reporter. When he retired in the fall of 1910 he was vice-president and advertising manager of the Dry Good Reporter. For two years he did general advertising work for the Root Newspaper Association, largely in the Eastern states, and last December embarked in business for himself.  
Mr. Fisk is about to put into operation a service for the advertising and merchandising of department store goods. One of his creations is an "interlocking" advertisement layout, in which sections may be removed and placed at random.  
**BACK IN NATIVE CLIME.**  
Frank Firman, for many years engaged in newspaper work in Los Angeles, has returned to California after spending about six years in Philadelphia. Mr. Firman's health has been poor of late, but he expects that the old climate will bring about his recuperation and allow him to get back into newspaper work as a publisher.  
**NEW PAPER LAUNCHED.**  
A. D. Howard, for many years a New York newspaper man, has brought out his new Englewood (N. J.) Star. For the present the paper will be issued weekly and will advocate the nomination of Woodrow Wilson for the Presidency. Mr. Howard attained a wide general newspaper experience from association with the New York Times, Tribune, Herald and World.  
The Clinton (Ill.) Morning Journal has added a new Goss "Comet" flat bed perfecting press.

LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.

Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Grand Advertisers are using the  
**Local Rapids News**  
MORE heavily than ever before.

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—The Stein-Bloch Company, clothes, Rochester, N. Y.; orders being placed in cities where the company has dealers.

SHERMAN & BRYAN, 79 Fifth avenue, New York.—"B. V. D." Underwear; orders being placed with a selected list of papers.

DILG, 12 State street, Chicago.—Borland & Grannis; orders being placed with a selected list of Eastern papers.

LORD & THOMAS, Trade Building, Chicago.—The Blue Valley Creamery Company; making contracts with a selected list of Central States papers.

REMINGTON, Jenkins Building, Pittsburgh.—The Candy Evaporator Company; orders being placed with a selected list of weeklies.

LESAN, 381 Fourth Avenue Building, New York.—The New York Central Lines; orders being placed with Eastern papers.

ROSENBAUM, 17 Madison avenue, New York.—The Tyro Company, Syracuse, N. Y.; orders being

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

placed in New York State papers  
where distribution can be secured.

O'HEANEY SERVICE, 67  
Beaver street, Albany, N. Y.—The  
Nural Remedy Company, Albany;  
orders being placed in New York  
State papers in cities where demon-  
strations are being held.

SAMUELS, 118 East 28th street,  
New York.—"Smoke Craft" Cigar  
Company; placing some orders with  
Central States papers.

SEAMAN, 141 West 36th street,  
New York.—The Studebaker Com-  
pany; contracts being made with a  
general list of papers.

FEDERAL, 231 West 38th street,  
New York.—Truly Warner Hats;  
placing orders in cities where the  
advertiser has stores.

VOLKMAN, 5 Beekman street,  
New York.—The Silvola Company,  
Baltimore, Md.; placing some ad-  
vertising on the Lorimer Institute  
of Baltimore contracts.

WYCKOFF, 14 Ellicott street,  
Buffalo and 25 East 20th street,  
New York.—Hazen Morse, patent  
medicines, New Rochelle, N. Y.;  
orders being placed with New York  
State papers.

C. A. Clarke, "Kulox"; contracts  
being made with Southern dailies.

AMSTERDAM, 1178 Broadway,  
New York.—Ideal Tours, New  
England Hotels; orders will be  
placed shortly with a selected list of  
Eastern papers.

EDWARDS, 420 Sixth avenue,  
New York.—Winchester & Co.,  
"Nerve Force," 101 Beckman street,  
New York; placing some one-time  
orders with a large list of papers.

EWING & MILES, Fuller Build-  
ing, New York.—Walter Thorpe &  
Co., New York; some 90 lines of c  
one-time orders being placed with  
a selected list of Western papers.

STEVENS, Globe Building, Bos-  
ton.—Estabrook & Eaton, "Rocke-  
feller" Cigar, Boston; reported to  
be placing some advertising for this  
client with a selected list of New  
England papers.

CHESMAN, 1127 Pine street,  
St. Louis.—The Streckfus Steam-  
boat Line; orders for fifty-six lines

Columns and pages of  
advertising in other Buffalo  
newspapers will not reach  
the readers of the

## BUFFALO TIMES

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in  
the center of the great and populous  
PITTSBURGH district the  
DISPATCH reaches more homes than  
any other newspaper. The best classified  
medium between New York and Chicago,  
first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

eighteen times being placed with a  
selected list of Western dailies.

F. V. Lippman, "P. P. P. Rem-  
edy," Savannah, Ga.; placing some  
orders with a list of Southern pa-  
pers.

FOLEY, Bulletin Building, Phila-  
delphia.—The Bedford Springs  
Hotel, Bedford Springs, Pa.; some  
fourteen-line thirty-time orders be-  
ing placed in the South and in Penn-  
sylvania.

FOWLER-SIMPSON, 1900 En-  
clid avenue, Cleveland.—The Ohio  
Varnish Company, Cleveland, O.;  
reported to be making up a list of  
papers for 2,500-line contracts.

HAMBLIN, Fifth avenue Build-  
ing, New York.—The Foe-Rheu  
Company, 39 Cortland street, New  
York; placing orders where papers  
will co-operate in distribution with  
druggists.

HOWARD, 154 Nassau street,  
New York.—The L. E. Waterman  
Company, "Ideal" Fountain Pens,  
New York; orders being placed  
with a selected list of Canadian  
papers.

MULLER, 1570 Broadway, New  
York.—The New York Music  
Clearing House, New York; plac-  
ing some ten-line two-time orders  
with Canadian papers.

ROSE-STERN, 1265 Broadway,  
New York.—The Chelsea Manu-  
facturing & Supply Company, 135 West  
24th street, New York; orders be-  
ing placed with Western farm pa-  
pers. Western dailies will be used  
later.

The Rice Specialty Company, 32  
Union Square, New York; orders  
being placed with Western papers.

SANDLASS, 7 Clay street, Balti-  
more.—The Resinol Chemical Com-  
pany, soap, Baltimore; reported  
that list will be made up early in  
June.

SEAMAN, 30 West 33d street,  
New York.—The Rock Island Rail-  
road Company, 401 Broadway, New  
York; placing some new orders  
with a selected list of Eastern  
papers.

TOUZALIN, Kesner Building,  
Chicago.—The Northern Michigan

## THE LOUISVILLE TIMES

has a concentrated home circulation  
that is unequalled as a result pro-  
ducer in Louisville or in the State  
of Kentucky.

**49,622**

is our circulation for 1910—Ayer's  
Directory, 1911. This is 13,000 in  
excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, CHICAGO.  
Reliance Building, KANSAS CITY.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

Transportation Company, Chicago;  
new orders being placed with West-  
ern papers.

WOOD-PUTNAM & WOOD,  
161 Devonshire street, Boston.—  
The Sawyer Crystal Blue Company,  
88 Bond street, Boston; placing  
some forty-four line fifteen-time  
orders with a selected list of New  
York State papers.

BEERS, 37 Cuba street, Havana.  
—Bennet Medical College; four-  
inch s c copy being placed in Span-  
ish papers.

## PRINCETON ELECTS A CHINESE EDITOR.

Hsu Kun Kwong of Shanghai,  
China, a member of the sophomore  
class of Princeton University, has  
been elected a member of the edi-  
torial board of the Daily Princeton-  
ian, the university newspaper.

Places on the board are deter-  
mined on a strictly competitive  
basis, and Hsu is the first foreigner  
to take a position on the paper. He  
is the son of one of the prominent  
officials in the new Chinese Repub-  
lic, and came to Princeton as the  
result of the fund established when  
the United States government re-  
turned its share of the Boxer in-  
demnity.

## WHAT NEWSPAPER

are you in the habit of reading regularly?  
No doubt it took you some time to "get  
the habit." You believe in that particular  
paper.

If, like yourself, thousands of other peo-  
ple have formed the habit, that paper is  
very apt to be the best advertising medium  
in the community.

A large percentage of regular readers is  
a great thing for a newspaper. It is also  
a great thing for the advertisers who use  
that paper. It means confidence, good will  
and the maximum of cumulative effect for  
the advertiser.

## THE SUN

OF BALTIMORE  
is that kind of a newspaper. Most of its  
readers are regular readers.

CIRCULATION, 116,000 NET PAID  
W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave., Tribune Building,  
NEW YORK. CHICAGO.

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.



# The TRIBUNE of LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## THE GROWING PAPER OF IS THE BOSTON (VTH) TRAVELER

Average Circulation April 1912

86,812

I. C. WILBERDING, Representative.  
225 Fifth Avenue, NEW YORK  
JOHN GLASS, People's Gas Bldg., CHICAGO

## STAFF CHANGES.

IRVIN ENGLER is a new addition to the local staff of the Sacramento Star. He leaves the Berkeley Gazette and takes the place of Wallace Chapman, who retires from newspaper work.

JOHN L. GARTSIDE, formerly with the advertising staff of the Harper magazines, in Chicago, is now connected with the Woman's World.

G. A. MONROE SMITH has been appointed Philadelphia representative of the Practical Engineer. For the last six years Mr. Smith has been connected with the sales department of Manning, Maxwell & Moore.

FRANK H. ROWE, advertising manager of the Russell Motor Car Company, Toronto, has resigned and is now with E. C. Ruddy Company of the same city.

HENRY E. SCHWARTZ has left the employ of the Elizabeth (N. J.) Journal to engage in the linotype business for himself in Newark.

ASA D. SMITH and Thomas P. Nilson are recent additions to the Boston Globe staff.

GEORGE L. W. ALLISON, professor of English literature in Wesley College, University of

VALUABLE TO READERS,  
TO ADVERTISERS,

BECAUSE it is the ONLY independent paper in a strongly Progressive and Insurgent territory; because it is first in the hearts of its readers; because it is GROWING rapidly and surely.

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"

Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., NEW YORK.  
A. S. BAYLIS, Chicago. J. P. ANTWERP.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg, Chicago

## CLEVELAND is the metropolis of Ohio. The PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of April, 1912, was as follows:  
Daily, 108,787. Sunday, 131,526

J. C. WILBERDING, Representative.  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg, Chicago

Manitoba, has been appointed editor of the Saturday book section of the Winnipeg Telegram.

E. G. GUY has been appointed resident manager of the Vancouver Sun in Toronto. His offices are in the County Life Building.

WILLIAM MORSE has become connected with the Elizabeth (N. J.) Journal.

EMIL LIEBENSTEIN is now a member of the staff of the Milwaukee Evening News.

FRANK W. RYAN, formerly of the Louisville Courier-Journal, has left the Washington Post and is now on the copy desk of the Washington Times.

HALBERT O. CREWS, who gave up newspaper work to engage in the abstract business, has returned to the newspaper fold and is again State House reporter on the Springfield (Ill.) Evening News.

RAYMOND KNOTTS has resigned as reporter on the Springfield (Ill.) Register and has succeeded E. L. Meredith on the Evening News.

H. J. HILDEBRAND, State House reporter on the Springfield (Ill.) Record, has resigned.

ROBERT M. BERRY has left the staff of the Springfield (Ill.) State Register and moved to Mena, Ark., where he has a fruit farm.

L. H. R. FOULKE, editor and manager of the Pomeroy (O.) Daily Independent, has resigned.

T. CARUTHERS, for the past thirty years superintendent of the Brockville (Can.) Times, has left the city for Erskine, Alberta, where he will take up his residence.

## PORTLAND POST ISSUED.

The Portland (Me.) Evening Post made its appearance as scheduled on Monday. It is issued under the management of J. L. Tucker, for a number of years connected with other newspapers of Portland. The paper takes the service of the National News Association.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

## HAWKINS SOME POET.

When John Lee Mahin, the well known Chicago advertising agent, sailed for Europe a few days ago he was the recipient of many presents and well wishes from his friends in the advertising fraternity, but possibly the most novel was the manner in which his old friend G. H. E. Hawkins, advertising manager of the N. K. Fairbank Company, wished him bon voyage. Mr. Hawkins wrote his felicitations in the form of a poem, which shows that he has talent in other ways besides in directing the Fairbank Company's big advertising campaigns. This is what he sent to Mr. Mahin:

Dear Lee: They say you're goin' abroad  
For a little recreation,  
And on the side to give your folks  
A well deserved vacation.

Now this may go with ad men slow,  
But personally I'm bawkin'  
That you are crossing the ocean blue  
To get away from Kankin.

From Data Book and Messenger  
Paid ads are cut I quoth,  
And so methinks you're goin' abroad  
To get away from Groth.

Our new year plans are ripe to cook  
That you have been the chef in;  
I'll bet you're goin' across the brine  
To get away from Hoellin.

The writing game has been quite slack,  
You didn't need a respite,  
But now it's coming strong you sail  
To get away from Nesbit.

Quite soon the posting biz will boom,  
The detail is no myth,  
I trow you're skipping 'cross the pond  
To get away from Smith.

If none of these, John, are the cause  
Of your trip in search of vim,  
Perhaps you're braving the bounding main  
To escape from Polly Prim.

G. H. E. HAWKINS.

P. S.—Pleasant Sail.

## HEEDS OFFICIAL CALL.

A. St. George Hawkins has sold the Listowel (Can.) Standard to V. C. and B. L. H. Bamford, local men. Mr. Hawkins, who has been with the Hamilton Standard for thirty-four years, finds it necessary to give up his business in order to devote his whole time to his governmental duties as emigration inspector.

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience  
of forty eight  
successful years  
Guarantees to  
those who en-  
trust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES.  
Fifth Avenue Building. NEW YORK.  
750 Marquette Bldg., CHICAGO.

## NEW MEMBERSHIP RECORD FOR THE A. A. A.

At the last meeting of the board of directors of the Association of American Advertisers Clyde E. Horton of the Sherwin-Williams Company, Cleveland, was elected to fill the vacancy on the board created through the resignation of L. R. Green. The association now has a larger membership than at any time since its organization in 1899.

Recently the staff of the association's auditors was increased by the appointment of W. B. Getty, who for many years was connected with prominent publications in this country and for the last five years has been auditor and examiner in the second class mailing division of the Post Office Department.

Recent new members of the A. A. A. are:

The B. J. Johnson Soap Company, Milwaukee, represented by Charles S. Pearce, Philip Morris & Co., Ltd., New York, J. Zohman.  
The "1900" Washer Company, Binghamton, N. Y., H. L. Barker.  
A. S. Hinds, toilet preparations, Portland, Me., William B. Hay.  
Ozomulsion Company, New York, A. Frank Richardson.  
Duffy Company, Rochester, N. Y., E. A. Vermilye.  
Pepsin Syrup Company, Monticello, Ill., Allen F. Moore.

## CREDITORS TO SELL.

The Paint and Varnish Record of, Chicago, which for some time past has been in financial difficulties, is to be sold.

The newspaper that  
knocks and boasts at the  
same time is never a safe  
adviser.

## THE NEW YORK MAIL EVENING

neither knocks nor boasts,  
but tries to be of assistance  
to advertisers.

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

"PRESS CLUB SCOOP"  
TONIGHT.

Some idea of the magnitude of the production of "The Press Club Scoop," to be staged at the Auditorium this evening, under the auspices of the Press Club of Chicago, is gained from the statement of President Douglas Malloch that the single performance will cost in excess of \$200.

One hundred and fifty people will appear in the cast, in addition to a number of professional performers, who will lend their services in the olio. Among the latter are the Barbary Coast Octet from a "Modern Eve" company, now at the Garrick, and Miss Maude Lillian Berri.

A souvenir program in excess of seventy pages will be a feature, as it will contain cartoons of prominent Chicagoans and a history of the Press Club, in which thirty years of Chicago journalism will be reflected. John McGovern, a life member of the club, is preparing the history.

BRITISH INSTITUTE IN  
CANADA ELECTS.

The Canadian Division of the British Institute of Journalists at its annual convention in Montreal elected officers as follows: Chairman, Harry Bragg, the Canadian Municipal Journal, Montreal; vice-chairmen, Fred Cook, London

"One paper in the home is worth a thousand on the highway." —Quotation.

THE  
**NEW YORK  
TRIBUNE**

the paper that goes to the home —Application

# THE CHICAGO EVENING AMERICAN

has the largest circulation of any paper in Chicago, Morning or Evening, and largest of any paper west of New York.

LARGEST CIRCULATION.  
There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN** and the **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

meeting with the Mid-Ontario Times representative in Ottawa; and A. Mosseau, La Patrie, Montreal; treasurer, Miss M. Meldrum, Montreal Gazette; and secretary, W. M. Stuart, Montreal Herald.  
There are now over 200 members in the Canadian division, 112 new names having been added in the past year. The division was only established in April, 1911.

## LOOKING FOR MEETING PLACE.

The executive committee of the Mississippi Press Association is considering the matter of changing the place for the annual convention of the association to some other city than Natchez. The high water and the large number of refugees now being cared for by the people of that city will prevent the municipality from taking care of the newspaper men this year as they would like to. Jackson, Meridian, Columbus and Gulfport are being considered as possible successors to Natchez for the convention honors.

## OTHER CLUB NOTES.

The city of Spartanburg will entertain the members of the South Carolina Press Association at their annual convention beginning June 10.

Governor Marshall, Samuel Ralston, the Democratic candidate for governor, and Andrew J. Moynihan of Fort Wayne are to be the principal speakers at the banquet of the summer meeting of the Indiana Democratic Editorial Association in Fort Wayne. The meeting is to be held on June 6, 7 and 8.

The visiting Congressmen in Philadelphia, inspecting the Navy Yard and the river and harbor, were guests of the newspaper men at the reception tendered by the Pen and Pencil Club to Miss Elizabeth Murray of the "Mama's Baby Boy" Company at the clubhouse. The Congressmen went to the club escorted by Congressman J. Hampton Moore, who is a member of the club and a

# THE BOSTON POST

APRIL, 1912. AVERAGES:

The Daily Post 395,999  
The Sunday Post 333,511

C. F. KELLY & CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# The JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN  
**DAYTON, OHIO.**

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. Boyce Building, CHICAGO.

former newspaper man, and Congressman Michael Donahoe. An informal supper was held in "Bohemia Hall."

The Oregon State Women's Press Club held its annual meeting in Portland last week, and officers were elected as follows: President, Mrs. Helen Sayr Grey; vice-president, Mrs. Elizabeth Godding; corresponding secretary, Miss Mary C. Davie; recording secretary, Mrs. Frances Marion Hawes; treasurer, Miss Sarah I. Lyman.

The New Jersey Editorial Association will hold its annual meeting and outing in Atlantic City from Friday to Monday, June 21 to 24. The headquarters will be at the Hotel Chalfonte.

The New England Women's Press Association held its annual May breakfast in Boston last week.

The McAlester, Oklahoma, Advertising Club has elected Joseph Mayer president, and F. S. Boover secretary.

The members of the Portland (Ore.) Press Club last week enjoyed a special train excursion to Hood River. About 125 members and their guests made the trip.

The Southwest Kansas Republican Editorial Association in convention at Hutchinson elected William Glenn of the Hutchinson Tribune to the presidency. J. C. Denious of the Dodge City Globe was elected vice-president; G. H. Yust of the Sylvia Sun secretary; A. D. Duvall of the Canton Pilot treasurer. The association will hold its next meeting at Dodge City.

The St. Lawrence River Press Association is a new Canadian organization in Ontario. It is composed of publishers from Frontenac, Leeds, Grenville, Dundas, Stormont and Glengarry Counties. The officers are: President, A. T. Wilgress, Brockville Times; vice-president, R. S. Pelton, Iroquois News; secretary-treasurer, W. J. Moore, Brockville Recorder.

The Lake Shore Press Association of Canada will hold a joint

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average Circulation for 1911 - - - **94,724**

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
C. F. KELLY & CO.,  
1 Madison Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# LESLIE'S WEEKLY

is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial constructiveness to muckraking destructiveness.

Counties Association at Petersboro in June.

The newspaper workers of Berkshire, Mass., are to have an outing by invitation of ex-Senator A. T. Treadway, June 8, over the Burgoyne trail.

The Wilkesbarre (Pa.) Press Club has decided to allow the trustees to secure temporary quarters in the Schooley Building, at North Franklin street, pending the purchase of the home for the club.

The fifty-sixth annual meeting of the New Jersey Editorial Association will be held at Atlantic City June 21 to 24. The committee in charge is composed of Walter M. Dean of the Jersey City Journal, John W. Clift, W. B. R. Mason and James D. Carpenter.

The Boston Press Club gave a luncheon last week for H. B. Warner, the actor, playing the chief role in the play "Alias Jimmie Valentine."

The members of the Long Island Press Association with their wives and families were entertained by Doubleday, Page & Co., at their Garden City plant last Monday.

The Oklahoma Press Association is holding its annual convention in Muskogee.

The summer meeting of the Upper Des Moines Editorial Association will take place at Ames next Tuesday and Wednesday.

THEY SET the Pace in **PITTSBURGH**

**THE POST** Every Morning and Sunday.  
A Two-cent Newspaper that the real home folks of Pittsburgh and Western Pennsylvania read. Gained 129,338 agate lines paid advertising since January 1.

**THE SUN** Every Evening, One Cent.

Covers the afternoon field where others cannot reach, combining quality with quantity. Gained 259,043 agate lines since January 1.

Special Combination Rate.

EMIL M. SCHOLZ, General Manager.

Special Representatives:

CONE, LORENZEN & WOODMAN,

225 Fifth Avenue, Malters Building,

NEW YORK. CHICAGO.



## A GAIN of 168 Columns

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

## THE CHICAGO RECORD-HERALD

New York Office, 710 Times Building.

THE

## News Scimitar

of MEMPHIS, Tennessee, is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## BRITISH JOURNALISTS ON A VISIT.

Eight British journalists representing newspapers scattered over England, are visiting in Canada in the interest of the Brotherhood movement.

Their investigations will for the most part cover Eastern Canada, and as a number of trade and technical journals are represented, due attention will be given to mining, electrical and industrial development here.

Those in the party are: J. McIntosh, British Weekly and Mining World; H. Whitehorn, Westminster Gazette and Christian World; A. Fletcher, Sheffield Telegraph and Birmingham Gazette; H. Montague, Electrical Journal, and a syndicate of trade papers;

T. J. Kent, Methodist Record and Congregational Union; Henry Arnold, Journal and all the papers of Norwood; T. J. F. Robinson, representing a number of Thames Valley newspapers south of London; and H. A. Smith, the East Anglian Times.

## BUYS IN OREGON.

W. C. Marsh, a newspaper man from Walla Walla, Wash., has bought that Walla-Walla (Ore.) Sun. R. H. Jones, the former editor and proprietor, intends to locate in southern Oregon and continue his newspaper work there.

## AN ARMY OF PURCHASERS.

The more than 200,000 daily purchasers of the NEW YORK TIMES form an army which twenty abreast, three feet apart, would extend from the Battery to Grant's Tomb, marching in single file, and would take nearly 2 1/2 days to pass a given point at the rate of one per second. In Indian file it would make a line 156 miles long, and while the leader was in Newport, R. I., the last man might be standing in Times Square. The readers of New York Times are recognized to be of the discriminating class, with means to purchase.

The Sixth City is very ably represented by the stalwart

## CLEVELAND LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE GRAND RAPIDS NEWS' NEW MANAGER.

A. K. Moore, recently appointed manager of the Grand Rapids (Mich.) News, entered the newspaper field in 1890 as a solicitor



A. K. MOORE.

on the Grand Rapids Democrat. Six months later he was made city circulator, which position he occupied until 1896. Then he went with the Grand Rapids Herald's circulation department, and was made circulation manager two years later.

In 1908 Mr. Moore left the Herald for a position with the News. After a year in the advertising department he entered the special advertising and circulation field in Michigan, installing circulation systems and working on special advertising for Michigan newspapers. He returned to the News in the fall of 1910 as circulation manager and was made business manager in August, 1911.

When the News was purchased by A. P. Johnson last December Mr. Moore was promoted to manager, and Chase S. Osborn, son of Governor Osborn, was made circulation manager.

## THE TOLEDO BLADE

has the  
FIFTH LARGEST two-cent evening circulation in the United States, regardless of size of city.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## San Francisco HONEST FEARLESS CALL

Most Progressive Paper in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNE,  
Marquette Building, CHICAGO.

## MUNSEY AS A POLITICIAN.

From the New Orleans Item.

THE FOURTH ESTATE contains an article stating that Frank A. Munsey, the New York publisher, who has actively espoused the cause of Colonel Roosevelt, denies that there is a possibility of his becoming a candidate for the governorship of New York if Roosevelt wins his fight for the presidency. Mr. Munsey has an aversion to holding public office and has preferred until now to devote himself to his great business interests.

We do not feel that the general rule regarding the advisability of newspaper and magazine publishers keeping out of personal politics should apply in Mr. Munsey's case. He is a man whose integrity has been proven through years of business effort; he has been conspicuously successful and is the possessor of a great many more millions of dollars than he could possibly need or could possibly spend. No one could suspect Mr. Munsey of going into politics for profit. If he became governor of New York Mr. Munsey would give that state an administration which would be of immense value not only to New York, but to the country at large, for Mr. Munsey possesses administrative capacity of high order.

It is a great pity that talents like his should not be at the disposal of the government, for the greatest work and the government service. Many wealthy men have forced themselves into senatorships and into public office through machine methods and for their own personal gratification and emolument. The situation would be very different if in the case of Mr. Munsey for life has been too crowded with endeavor to permit him to take an active hand in politics, and it is also true that there is nothing more alien to his disposition than practical politics.

Democracy has grown and conditions are swinging around to the point where the country is going to demand men of Mr. Munsey's type in public office; the people are going to insist that the self-seekers be set aside and that honest men of proven capacity and integrity and of great ability and experience shall take the great public positions.

Mr. Munsey has gained for himself an enviable place in the estimation of the country at large, his stand for Roosevelt and for progressive policies has made for him hosts of friends among the element that once felt that Mr. Munsey was too conservative. His endorsement of Roosevelt has been of large value to the former president. Mr. Munsey represents a great influence among thinking people. He is a man who has done things.

## COALINGA SPECTATOR.

A new weekly paper known as the Spectator has appeared in Coalinga, Cal. Hyde Gowan is the publisher.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 7c per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

THE

## MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
The S. C. BECKWITH SPECIAL AGENT  
New York Kansas City Chicago

## GOVERNMENT PUBLICISTS

Investigation by a Congressional committee, in session in Washington this week, "revealed" what every newspaper editor in America has known for years, namely, that all of the government departments employ press agents. Some of the Congressional probers were much shocked to know that the press agent of one department of the federal service often spends his time attacking another branch of the service. It was brought out that the press agent of the Department of Agriculture has furnished to newspapers throughout the country and to correspondents in Washington material derogatory to witnesses who have been summoned before committees for testimony. The purpose of this derogatory material was to attack the witness before he had a chance to testify and thus discredit him utterly. Nearly every editor in the country is on the mailing lists prepared for the government departments.

Not a week passes that does not bring to their desks copy attaching some one hostile to the departments. What editors have known for four or five years is at last "discovered" by the men selected and paid to run the government.

## To MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK.

## ADVERTISING MEDIUMS.

"A Daily Newspaper for the Home"  
THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.  
For advertising rates address

CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg. Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
C. F. KELLY & CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

JAMES HENRY HAYNIE, for a number of years after the Civil War connected with prominent American newspapers, is dead at Newton Center, Mass. Mr. Haynie was a native of Winchester, Ill., and born in 1841. He served throughout the Civil War and then entered newspaper work as a reporter in Chicago. He was for foreign editor of the New York Times from 1875 to 1877 and then went to Paris as correspondent for several American newspapers, among them the Boston Herald and New Orleans Picayune. Mr. Haynie was for several terms president of the Association of Foreign Correspondents in Paris.

CAPTAIN LOUIS GOSSON, for many years a newspaper man in New Jersey, died Wednesday at the age of seventy-five years. He was a veteran of the Civil War and had served with the Trenton True American and the Trenton Evening News.

JULIAN RICHARDS, for many years connected with newspapers of the country as a political writer, died in Waterloo, Ia., last Friday of pneumonia. Mr. Richards was private secretary to David B. Henderson when the latter was speaker

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**M**  
MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## ADVERTISING MEDIUMS.

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

# SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
255 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

of the House of Representatives.

EDWARD HENDERSON, for eighteen years connected with the New York Herald, died of cancer Sunday at his home at Richmond Hill, L. I. He was fifty-two years old.

WILLIAM E. MARSHALL, advertising manager of the Progressive Farmer, Birmingham, Ala., is dead of typhoid fever at South Highlands. Mr. Marshall was a native of Caldwell County, N. C., and was twenty-four years old. He had been connected with the Progressive Farmer for several years.

JOHN EVERS CUFFE, a former Canadian newspaper man, died in St. Catharines, Ont., last Friday. He was born in Manchester, England, in 1840 and was brought to Canada when twelve years old. He served his newspaper apprenticeship on the old Constitutional, but later retired from editorial work and entered public life.

JOSEPH M. LICHTENAUER, a writer on financial matters for the newspapers, and a widely known bond expert and realty appraiser, died Sunday in New York. He was a native of this city and born in 1845.

EDWARD MITCHELL SKIDMORE, for many years a New York newspaper man, and who worked on the Evening Post under the ownership of William Cullen Bryant and John Biglow, died Monday in Paterson, N. J., at the age of ninety-one years. After giving up newspaper work he was with the New York Custom House.

## RECENT INSTALLATIONS. OF LINOTYPES.

Some newspapers that have recently added new or additional Mergenthaler Linotypes to their equipment include the Boston Transcript, Winchester (Ky.) Democrat, Boston Globe, El Paso (Tex.) Herald, the Indianapolis Sun, the Waterbury (Conn.) Evening Democrat and the Democrat.

## ADVERTISING MEDIUMS.

# THE SEATTLE TIMES

DAILY AND SUNDAY

is repeating in the City of Seattle the great success of an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO KANSAS CITY

# THE MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, 87 Washington St.,  
NEW YORK CHICAGO BOSTON.  
Tremont Building, BOSTON.

## DARROW MAY CONFESS, SAYS A LOS ANGELES REPORT.

Negotiations for Clarence S. Darrow to enter a plea of guilty and escape a penitentiary sentence on the charge of bribing a juror in the McNamara trial are reported to have been under way for several weeks. The trial of the lawyer is likely on any day, it is said, to be terminated as abruptly and sensationally as was that of his clients, John J. and James B. McNamara, dynamiters of the Los Angeles Times plant, who pleaded guilty last December and are now in San Quentin Prison.

The state, it is well understood by those within its secrets, is willing to grant Darrow immunity from prison sentence, but only on condition that he divulge everything he knows of the acts of himself and his clients.

For the McNamaras' defense Darrow was to receive \$50,000 and expenses. Nearly all of the McNamara defense fund has passed through his hands and there has been no accounting.

Bert Franklin, a detective in Darrow's employ, was caught handing money to George N. Lockwood, one of the prospective jurors. Shortly after Franklin's arrest last November Darrow negotiated the McNamaras' surrender. Franklin pleaded guilty last February and was let off with a fine of \$4,000 and the understanding that he would testify against Darrow.

## HURT ON HUNTING TRIP.

Missing a kick at a small rattlesnake, Kenneth C. Adams, city editor of a Sacramento newspaper, fell over the edge of a seventy-five-foot cliff and landed at the bottom of a narrow canyon near Belton, Plumas County, receiving numerous bruises. Accompanied by William C. Prohme, a reporter, Mr. and Mrs. Adams had been on an outing.

## ADVERTISING MEDIUMS.

# THE BOSTON AMERICAN

*Largest  
Circulation*  
IN NEW ENGLAND  
DAILY AND SUNDAY  
*Over 400,000*

# THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

## CAN'T HELP BRISBANE.

According to the Court of Appeals, New York State Courts have no jurisdiction over the action begun in New York by Arthur Brisbane, editor of the New York Evening Journal, to recover \$5,000 for injury to timber land located at Altaire, N. J., resulting from fire caused by sparks from a locomotive owned by the Pennsylvania Railroad Company.

In opinions by Chief Judge Cullen and Judge Gray the court held that the action is local and falls within the rule established by authority that denies jurisdiction to our courts of actions to recover damages for an injury to real estate not situate within this state.

## ENDS LONG SERVICE.

After twenty-five years of service with the Sioux City Journal, most of the time as a printer and part of the time as sporting editor and night city editor, Dean Wheeler has left to become city editor of the Quincy (Ill.) Journal, of which his father is proprietor. Mr. Wheeler made his start in a printshop in the old days of hand composition.

The Bowmanville (Can.) Statesman has just installed a new press and electric power in its plant.

**Largest proved high-class  
evening circulation.**

# The NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.



# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for  
net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
212 Temple Court, NEW YORK CITY.

## CONVENTION WEEK FOR THE AD MEN.

Continued from Second Page.

for admission to membership is under way.

Julius Schneider of the Chicago Tribune spoke of some of the errors in methods of retail advertisers, and advocated organization of retailers in each community to work with national advertisers for mutually profitable results.

Tuesday was departmental session day, allowing the men engaged in every class of advertising work to hold their own conferences. Particularly among these were the sessions held by the national advertising agents and the newspaper workers. At each a number of practical talks were given by well-known experts, and many subjects were discussed in "round-table" fashion.

The fight for the honors of next year's meeting was waged strenuously by Baltimore, San Francisco and Toronto, Can. Many unique schemes were tried out by each to bring it to the attention of the delegates. The Toronto Klitties drew much attention to their city, and their advertising value was supplemented by outlines of huge feet stenciled all over the streets with the inscription "Beat it to Toronto in 1913."

Baltimore and San Francisco conducted "stumping" campaigns to aid

## PRESS CLIPPINGS

Everything and anything  
that is printed in any news-  
paper or magazine, any-  
where—can be supplied by  
**BURRELLE**

45 Lafayette Street, New York City.  
Established a Quarter of a Century.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
on its merits as a newspaper.

**46,120** CIRCULATION  
Daily. (Net Paid)

No wonder it carries more advertising,  
and at higher rates, than any other  
Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual  
average circulation in Dec. **43,601**

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

their spectacular efforts for the  
convention honors.

The Baltimore delegation put a  
"1913" clown in the streets and conducted  
a moving picture show. The cities also resorted to full-page  
newspaper advertising and bill-  
board posting.

Wednesday was spent at Fort  
Worth, but on Thursday the delegates  
returned to Dallas for their  
election and to choose next year's  
meeting place. Wednesday the  
men were the guests of the Fort  
Worth Ad. Club. The principal  
speaker was James Schermerhorn,  
publisher of the Detroit Times, who,  
in talking on "Publicity," said:

"Publicity is the searchlight turned back  
upon our own purposes and methods. It  
can save nations, States, and parties by  
uncovering the refuge of deceit and the  
hiding place of duplicity. Some far-sighted  
corporations are beginning to love light  
rather than darkness. They are coming  
out of their secret places to give their  
side of the case to the common people.

"Professional reserve is blinking in the  
sunlight of publicity. It thinks it may be  
able to stand it eventually. What a blessing  
to mankind if ministers, doctors, and  
lawyers would daily let their credentials  
and records be known of all men, so that  
publicity could point the way straight to  
the right door in the urgent hour of stress  
and need.

"Advertising may be self-revelation to  
begin with, but on a long contract it is  
pretty liable to become self-regeneration.  
For we all aspire to become what our  
friends feel we are capable of becoming.  
It is the distrusted that despair. Publicity  
is the advertiser's pledge, his covenant  
with the consumer in the open."

Harrington Emerson of New  
York addressed the convention on  
"The Soul of Advertising." Saying  
"The soul of advertising, as of  
other psychological control of human-  
ity, consists in first liking the one  
you are claiming you serve so  
that he will in turn like you, and,  
further, in making the client, the  
buyer, serve commercial ends by  
first giving him what he most  
needs in such agreeable form that  
he is willing and eager to purchase."

Frank Holland, publisher of Farm  
and Ranch, entertained the ad men  
at a "Cattalo Barbecue" Thursday  
night. Yesterday a "Circle Tour"  
of the state was begun, the first stop  
being at San Antonio today. There

In considering circulation remem-  
ber that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New Eng-  
land can give advertisers such re-  
turns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bldg., New York; Tribune Bg., Chi.  
Reliance Bldg., Kansas City.

## THE DEMOCRAT Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

they will be entertained by Pub-  
lisher Frank G. Huntress, Jr., of  
the Express, at a Mexican dinner.  
The schedule calls for a stop over  
Sunday and Monday at Houston,  
trips to Waco and Galveston  
and then the breaking up for home.

## PHILADELPHIA TO HAVE A TELEPHONE HERALD.

The telephone method of news  
distribution is to have another trial  
in this country. This time the city  
of Philadelphia has been selected  
for the experiment and a company  
will start the Telephone Herald  
within a short time.

The Philadelphia company has  
Frank Bernon as president, Ivor B.  
Blalberg, vice-president and Albert  
D. Miller, secretary. The latter  
is in charge of the office.

The idea is similar to that tried  
out in Newark, N. J., but which  
fell through, according to its pro-  
moters, on account of lack of work-  
ing capital. The Telephone News  
Service idea is patented in the  
United States, Canada and Great  
Britain and is owned solely in the  
three countries by the United States  
Telephone Herald Company of New  
York. Manly M. Gilliam, well  
known through his connection with  
the New York Herald and other  
newspapers, is the president. Mr.  
Gilliam was formerly of Philadel-  
phia and was managing editor of

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herald.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The Only Daily Paper in Cuba  
Printed in English is

## THE HAVANA POST

GEORGE M. BRADT, Publisher

Published Every Day in the Year

the Record for six years; later he  
was in charge of the advertising de-  
partment of John Wanamaker's  
Store and for some time past has  
been advertising counsel for the  
New York Herald.

The electrical news idea is being  
exploited at the present time in Los  
Angeles, San Diego, Sacramento,  
San Francisco and Portland, Ore.  
In Philadelphia it is planned to  
charge \$1.50 a month to subscribers  
who will be kept in touch with all  
kinds of news and announcements  
by schedule during the day, and  
musical and theatrical entertain-  
ment will be provided for them in  
the evening.

## ARTISTS EXHIBIT.

The Buffalo newspaper artists are  
holding a spring exhibition of their  
work this week at the Buffalo Club  
of Allied Arts. The exhibition is  
under the patronage of the society  
people of Buffalo and opened Monday  
evening. The committee of ar-  
rangements are J. O'Leary (chair-  
man), Leslie J. Ambrose, Jean Por-  
ter, L. D. Johnson, J. Michael, C.  
J. Monro, and Wim Marriam.

## NEW CITY EDITOR.

A. G. Donald has become city edi-  
tor of the Woodstock (Can.) Sen-  
tinel Review. For some time past  
he had been on the editorial staff  
of the Brandon Times.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB by Linotype Machines with exclusive use of MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

**M&  
E**  
Registered.

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK CHICAGO  
BROOKLYN KANSAS CITY BALTIMORE  
DENVER

Trade Mark

**M&  
E**  
Registered

### GOOD NET EARNING PROPERTIES.

- \$4,500**—Exceptional opportunity, New York State Weekly. No competition. Terms.
- \$7,000**—County seat Weekly. Only paper. Earning net \$2,200. Terms.
- \$9,000**—Strong weekly, county seat, 4,000 circulation, Atlantic State. Favorable terms.
- \$17,500**—Strong semi-weekly East Central State. Gross business \$15,000—County seat.

**HARWELL, CANNON & MCCARTHY,**  
Brokers in Newspaper and Magazine  
properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., N. Y. YORK.

### LIBEL RULING BY IOWA SUPREME COURT.

Iowa's supreme court has held that newspapers are acting entirely within their privileges when they print a story founded upon statements made by witnesses before a police court. The Council Bluffs Nonpareil obtained a reversal of the verdict against it of a woman who was named as co-respondent in a divorce suit. The Nonpareil printed the gist of the charges in the divorce petition.

Justice Evans, who wrote the opinion, says:

"If it appears that the publication complained of was a fair and impartial report of judicial proceedings, then malice is not implied by law, even though the published matter were otherwise libelous per se; and the additional burden is then laid upon the plaintiff to prove actual malice. If actual malice be proved, then the privilege is lost and the defendant is liable for the publication, notwithstanding that the occasion itself was privileged."

Before the supreme court the point was raised with emphasis that the newspaper published the report of the divorce suit before the institution of judicial proceedings. The high court held the trial judge erred in not considering this point in his instructions.

On the day before the woman filed her suit for divorce, her husband and the plaintiff in this case were together and their actions resulted in the wife's calling the police. The neighbors' testimony in court the following morning, telling of the doings of the pair, was the basis for another newspaper story complained against in a second court. The lower court held the publication libelous, but the supreme court says that notwithstanding there was no legal record of these proceedings, the published report was a fair and accurate account of matters testified to before the court.

### KANSAS NEWSPAPER DEAL.

Levy Wright of the Colony (Kan.) Free Press has bought the Garnett Journal and Daily Evening News from T. M. Triplett. A deal was also made by him with Richardson and Champ of the Eagle Plaindealer and Daily Review by which he transfers to them his daily and takes over their weekly. This leaves Garnett with one daily and one weekly paper.

### AUGUSTA STOCKHOLDERS PLAN BIG THINGS.

At the first annual meeting of the stockholders of the Augusta (Ga.) Chronicle Publishing Company under its new ownership the old board of directors, composed of H. H. Stafford, Fielding Wallace, P. H. Rice, David Slusky, Frank H. Barrett, Rufus H. Brown, C. B. Hanson, H. C. Smith and Thomas W. Loyless, was unanimously re-elected. The board re-elected Thomas W. Loyless president and general manager, H. H. Stafford, vice-president and H. C. Smith secretary and treasurer of the company.

A dividend of \$5 per share on the common stock of the company (\$75,000) was declared out of the net earnings of the company for the past year. This is in addition to two semi-annual dividends of three per cent. each already paid on the preferred stock of the company, amounting to \$75,000.

The board directed the president to have plans made for remodeling the Chronicle building; the same to be not less than six stories and of fireproof construction, with a view to making it a modern office building in addition to caring for the Chronicle's large newspaper and job printing plants.

The directors approved of the president's action in adding an additional three-deck newspaper press, with color attachment to the Chronicle plant this same having been done during the year out of the earnings of the company.

### THE CANADIAN PRESS AND ITS TENDENCIES.

Earl Grey, Canada's ex-Premier, while presiding at a meeting of the Newspaper Press Fund in London, made some remarks apropos the Canadian press. He would not flatter the British journalist, he said, by saying that the Canadian press was in some respects inferior to their own, as owing to the journalistic conditions in Canada a comparison could not be admitted.

The spirit of party rivalry was naturally unfavorable to the creation of a press which would subordinate dividends to an exclusive regard for the highest interests.

"There are, however, brilliant exceptions. I have been so favorably impressed by the ambition of certain Canadian journalists to make the papers for which they are responsible fearless champions of principles which make the nation honorable that I retained the practice of reading their articles to my great profit and advantage even after my return to London."

### FOR OREGON DEMOCRATS.

A Democratic weekly magazine, devoted to the state-wide interests of this political party, is about to be established at Salem, Ore.

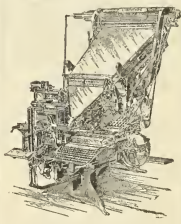
The magazine will be published about the first of next month. It will not be a campaign organ, it is stated, but will continue in the interests of Democratic progress in the state. Thomas E. Godfrey and A. M. Dalrymple are the men back of the project. Mr. Dalrymple is the secretary of the County Central Committee.

## HIDE AND SEEK WHEN SECONDS COUNT

The foreman of a large newspaper composing room expressively emphasized one of the many time and labor saving features of

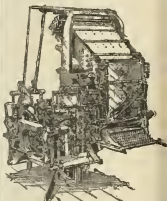
## THE LINOTYPE

over any other method of composition. He said:



Quick-Change Model 8  
Three-Magazine Linotype

In the rush hours we find that by the Linotype way we have to look in only TWO places for matter. Either it's on the Linotype, or else it's on the galley ready for the form. By individual type methods it may be at the keyboard—at the caster—at the hand case for correcting—or on the galley.



Quick-Change Model 9  
Four-Magazine Linotype

### 4 GUESSES vs. 2

"When seconds count, give me  
*THE LINOTYPE WAY.*"

### MERGENTHAUER LINOTYPE COMPANY, TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.  
SAN FRANCISCO: 618-646 Sacramento Street.  
NEW ORLEANS: 545 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

### HOW STANDS THIS EDITOR?

H. W. Hoffman, editor of the Seminole (Okla.) News, will be the cause of Attorney-General West passing on a dense legal knot. Hoffman is a justice of the peace as well as an editor. There are two other justices of the peace in Seminole and business competition among the three is very keen.

Hoffman recently broke a law. He knew his contemporaries would be looking for him, so he arraigned himself, assessed a fine of \$25 with thirty days at hard work. The next morning he joined a jail gang and put in the day working on the roads near Seminole. However, he paroled himself under good behavior and paid the fine.

Now a contemporary justice wants to try Hoffman for the same offense for which he claims he had been arrested.

The Miner has been revived at Coleman, Can.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

### BARNES-CROSBY COMPANY

E. W. HOUSER, President.

### ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

Space Band Repairing ..... 25c.  
New Space Bands..... 65c.  
"Deep Cut" Assembler Stars 08c.  
All work guaranteed to micrometer to one thousandth part of inch.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.  
117 John Street NEW YORK, U. S. A.

The Granby (Can.) Echo has suspended publication.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.



## EDITOR NOW ALSO A POLITICAL POWER.

### PHILADELPHIAN'S VICTORY THROUGHOUT STATE IS COMPLETE.

Those persons who lecture constantly on the decreasing power of the press in influencing the public both in thought and action have found it necessary to make several exceptions since the state Presidential primaries were held in various sections of the country.

The first exception to be made is Pennsylvania, where the recent statewide political upheaval was accomplished by two newspaper editors, E. A. Van Valkenburg of the Philadelphia North American and Alexander P. Moore of the Pittsburgh Leader.

Both of these men have conducted a tremendously aggressive campaign for Theodore Roosevelt in Pennsylvania and have been rewarded with the complete destruction of the old Republican state machine, which for decades has been deemed invulnerable.

Men whose acquaintance with Mr. Van Valkenburg has been superficial often express amazement at the variety of his activities, the depths of his courage and the breadth of his political and social perceptions. To those who know him intimately he is a man of no mysteries.

#### FORESEES PUBLIC SENTIMENT.

Having supported Mr. Taft with all of the accustomed vigor one expects to find in the North American, Mr. Van Valkenburg was the first Republican editor to turn his critical batteries on the Taft administration and foresee the re-entry of Theodore Roosevelt into public life.

Mr. Van Valkenburg's genius for perceiving underlying public sentiment is positive, and oftentimes this leads him far in advance of the public in advocating men and measures which are subsequently taken up and approved by the majority. This is especially true in the case of Colonel Roosevelt, who, at the time Mr. Van Valkenburg began to predict his return to public life, seemingly had been obscured by the forces long arrayed against him.

Political activity, which now means that he can in conjunction with Colonel Moore, of the Leader, and State Senator William Flinn, of Pittsburgh, dictate the politics of the state, is but one of the branches of Mr. Van Valkenburg's daily work.

#### ORIGINATOR OF CHARITIES.

His newspaper charities and philanthropies occupy much more of his time than politics. The North American is the originator of a shoreward sanitarium for unfortunate children. The paper's trolley outings take charge of thousands of children each week during warm weather, giving them outdoor amusements in the parks of the city, access to all of the paid diversions of those parks, as well as transportation to these centres by trolley.

More than any single editorial

## PHILADELPHIA NEWS-POST MAKES APPEARANCE.

Without local announcements of any sort to herald its coming the Philadelphia News-Post, the newest daily property of the Scripps-McRae League, has made its appearance.

As foretold in THE FOURTH ESTATE several weeks ago the News-Post starts as a seven-column four-page daily, carrying several of the Scripps editorial features. Marlen E. Pew, the editor, and Hamilton B. Clark, publisher and business manager, are both on the ground directing the new publication.

Mr. Clark is devoting most of his time at present to the laying out of routes and arranging for distribution. The News-Post is not handled on the newsstands as yet and thus far no advertising has been solicited. It is likely that no advertising will be solicited for quite awhile, as the owners wish to obtain a circulation that will warrant a profitable advertising rate from the outset.

Mr. Pew has begun editorial crusading by supporting Harry P. Cassidy of the pure food commission in his work of revealing sellers of spoiled meats and adulterated articles.

## MATSON BUYS ANOTHER DAILY PAPER.

J. S. H. Matson, owner of the Victoria (B. C.) Colonist and the Vancouver News-Advertiser, has purchased the Nanaimo (B. C.) Herald. It is his intention to erect a new building and develop the Herald along modern newspaper lines, to enlarging it as the occasion may require.

The Herald is a morning paper established in 1901. It was recently reported that Mrs. Croft of Vancouver was the purchaser, but Mr. Matson asserts this is not true.

## MANAGER APPOINTED FOR RENO STATE JOURNAL.

Frank J. Arkins, formerly with newspapers in Colorado and Montana has returned to newspaper work as manager of the Reno (Nev.) State Journal. Mr. Arkins "brake in" on the Denver Rocky Mountain News and more recently was manager of the Billings (Mont.) Gazette. Lately he has been located in New York, doing magazine writing for Collier's, Harper's and others.

## TO CIRCULATE FARM LIFE.

R. W. Macy, who has had charge of the circulation department of Successful Farming, Des Moines, has resigned and gone to Chicago to become circulation manager for the Currier Publishing Company, owner of Farm Life. Mr. Macy assumes his new duties today. He was with Collier's, Hampton's, the Agriculturist and other Eastern magazines before becoming connected with Successful Farming three years ago.

## NEW APPOINTMENT.

The Robert MacQuoid Company, 225 Fifth Avenue, New York, has been appointed Eastern representative of the Bridgeport (Conn.) Herald.

## PROTECTION FOR THE PAPERS.

### INSERTION OF CIRCULARS RULED UNLAWFUL IN NEW YORK.

Hereafter in New York City it will be a penal offense to distribute circulars or other forms of advertising matter inserted in newspapers, according to a decision handed down by Police Magistrate Freschi, who fined a newsdealer of \$1 in a test case brought by the publishers of the New York World and Times. After consideration of the case since last January the Magistrate decided it to be a violation of the city ordinance prohibiting the distribution or throwing of circulars or other forms of advertising matter on the street. The magistrate's ruling was:

"There is no difference between the case of the person who stands on the street corner and other public place and openly distributes handbills or advertising matter, and that of the person who chooses to adopt a container, envelope, wrapper or other thing in which he encloses or places the handbills, circulars or advertising matter."

The violation of the section in the case is a misdemeanor and is punishable by a fine of from \$1 to \$3. Magistrate Freschi said that as this was a test case he imposed the minimum fine. In his statement to the court Horowitz said he got fifteen cents a hundred for distributing the advertising matter.

"The 'throw-aways' complained of by the detective who made the arrest, advertised the goods of the Surprise Department Store and McPartland & O'Flaherty.

## ALASKAN BUYS A PAPER.

George A. Aiken has sold his interest in the Pasco (Wash.) Progress to Fred A. Calerman of Skagway, Alaska. Mr. Calerman has assumed the duties of business manager of the Progress and W. W. Teettt continues as editor. Mr. Aiken retires from the paper and has gone to Chicago. Mr. Calerman was formerly engaged in newspaper work in western Washington, and for some time was located at Grey's Harbor.

## SUMMER PUBLICITY JOB.

Daniel I. McNamara, police reporter for the Bridgeport (Conn.) Farmer, has been appointed press agent for the Sea Breeze Island resort, Bridgeport's summer amusement place. The resort is managed by New York men this year and the name has been changed to Sea Breeze from Steeplechase.

## RAILROAD AS HOST.

The Grand Trunk railway system, which is preparing to open traffic to New London Conn., will give an excursion over its new route to newspaper men of Illinois, Indiana, Michigan and Canada in June. They will leave Montreal June 23 and be in New London, June 24. It is expected the principal newspapers of the section named will be represented on the excursion.

## CONFIDENCE HELD INVIOABLE,

### WHEN PLACED WITH A NEWSPAPER MAN, RULES A MILWAUKEE COURT.

The question involving newspaper men and the inviolability of a confidence was definitely settled in Milwaukee Monday when a local Circuit Judge refused to require a reporter to testify to the source of his information for a news article.

The case centered about a jury trial on the selection of certain property for county use. Counsel in the case had agreed to give out no information in order to avoid influencing the jury. A local paper sent Dr. A. T. Abernathy, formerly associate editor of the Philadelphia Record and a brother of Captain Jack Abernathy of Rough Rider fame, to investigate the situation.

His review of the transaction aroused the attorneys in the case, and Henry J. Killia, one of the lawyers in the case, demanded that Dr. Abernathy give the source of his information.

Circuit Judge Turner was sitting and Dr. Abernathy went on the stand. He said the information had been given to him from confidential sources and refused to reveal the identity of his informant.

Judge Turner ruled in effect that a newspaper man's confidence is inviolable, and decided that he had no power to require the reporter to be sworn or examined unless the reporter volunteered.

## A STURDY VETERAN.

John C. Milne, editor and proprietor of the Fall River (Mass.) News, is celebrating his eighty-eighth birthday. Mr. Milne started at the printer's trade when he was eight years of age and with the exception of three years has since been engaged in the business. He still actively directs the publication of the News.

## BUILDING IN READING.

The Reading (Pa.) Herald has let out the contracts for the erection of a new home to be ready about August 15. The new quarters will be situated at North Fifth street across from the present quarters and will be constructed of granite and brick, four stories high at a cost of \$15,000.

## MARCONI SUES PAPER.

William Marconi and G. C. Isaacs, managing director of Marconi's Wireless Telegraph Company, Limited, have taken legal action against the Berlin newspaper Welt am Montag for alleged libel contained in an article accusing them of exploiting the Titanic catastrophe for the company's benefit and of holding

## AGAIN ON DECK.

Robert R. Kilroy has been appointed editor of the Missoula (Mont.) News. He was formerly managing editor of the paper but for some time past has been located in Idaho, taking care of timber interests which he owns.

## CANADIAN PRESS MEETING.

THE DOMINION HAS SECOND CLASS MAIL PROBLEMS TO SOLVE, TOO.

The fifty-fourth annual meeting of the Canadian Press Association will be held at the Chateau Laurier, Ottawa, on next Thursday and Friday.

This is the first time the association has convened outside of Toronto since 1902. A Comprehensive business program has been arranged, and entertainments have been planned on a liberal scale.

It is expected that several matters of importance affecting post office regulations will be taken up. One of these concerns the carriage of the dollar daily. Many members are urging that the newspaper rate of a quarter of a cent per pound should not apply to newspapers circulated at abnormally low rates through the mails and recommends a revision of the existing postal regulations regarding these newspapers.

A publisher recently declared: "There is no hostility intended towards the publishers of the dollar dailies who would probably welcome regulations which would put an end to the anomaly. But it is eminently unfair that a paper which sells at from three to six dollars in the place of publication should be virtually given away elsewhere. Such papers place themselves in the class of advertising sheets, against which all reputable publications have long been fighting. In all fairness it should be required of them that they sell subscriptions at a reasonable rate in order to enjoy second-class privileges."

A second question has to do with expired subscriptions. Under present conditions a publisher can continue to send his paper to people who are an unlimited number of years in arrears. There is no restriction whatever as to the time within which subscriptions may be paid. A limitation for renewal, similar to that which is in effect in the United States, is recommended in this case.

A third postal problem or reform concerns the transmission of newspapers to subscribers in the United States. At present it is the common practice to forward all American subscriptions to the border by express, and then distribute them by

Advertisers who investigate the **MILWAUKEE** field always select the **EVENING WISCONSIN**

Lowest rate per thousand of any daily in Milwaukee.

CIRCULATION:

Daily Average for the year 1911 **44,766**  
A GAIN of 3000 copies per day over the year 1910.

JOHN W. CAMPSIE, Business Manager, Foreign Representative;  
CHAS. H. EDDY, Editor-in-Chief, Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.

## COVER PHILADELPHIA AT ONE COST.

The manufacturer of a popular priced article appealing for wide distribution in population centers, will find an inviting market in Philadelphia, the city of homes and the third largest city in America. Here is a community of over 320,000 homes—per capita has more homes occupied by individual owners than any other big city.

Philadelphia is particularly interesting to the advertiser who is working on a limited appropriation, for, by concentrating the advertising in the columns of

## THE BULLETIN

you can reach most of Philadelphia's 320,000 homes.

NET PAID Average Circulation **309,892** Copies a Day for April, 1912,

The Bulletin circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

The circulation of the Philadelphia Bulletin is larger than that of any other daily newspaper published between New York and Chicago.

DANA CARROLL, Tribune Building, NEW YORK.

J. E. VERKEE, Steger Building, CHICAGO.

mail to their destinations. Owing to delays, especially at seasons when the express companies are overburdened with matter, some publishers would advocate that the bundle of papers be sent by mail to the United States post office of distribution. If a satisfactory arrangement could be made with the post office to render this service instead of the express companies, it is believed that the handling of the papers would be more expeditiously and cheaply accomplished than under the existing system.

The publishers of trade newspapers and magazines will probably introduce a resolution covering the delivery of their papers in the city of publication at the second class rate. The Post Office will not deliver a publication through the mails in the city in which it is published, unless prepaid at a higher rate. That is to say, a Toronto paper will be delivered in Montreal, but not in Toronto, and vice versa. It is thought by some that this is an unfair condition, and that the Post Office should be willing to remedy it.

Other matters to receive consideration will include the proposed new agreement between the Canadian Press Association and the Advertising Agents' Association, told of in THE FOURTH ESTATE last week, the campaign of the association for the promotion of newspaper advertising, cost systems for publishers, labor, etc.

WILL OF GOLDWIN SMITH.

Goldwin Smith, the Canadian journalist, publicist and author, who died in June, 1910, left a fortune of nearly \$1,000,000, according to an appraisal held Tuesday. Of this nearly \$800,000 is bequeathed to Cornell University.

## CITY NEWS AGAIN ELECTS PIERSON PRESIDENT.

The New York City News Association has elected Frank H. Pierson of the Herald president for the twelfth consecutive time, and J. E. Hardenbergh secretary and manager for the eighteenth year.

The other officers are: Vice-president, J. W. Emmert of the Staats Zeitung; treasurer, W. G. Henderson; executive committee, Arthur Greaves, the Times; C. T. Thompson, the Associated Press; H. M. Crist, the Brooklyn Eagle; Arthur Clark, the World, and Justin McGrath of the American. The association recently moved into new quarters in the Hudson Terminal Building, 30 Church street.

## TEXAS DAILIES COMBINE.

The San Marcos (Tex.) Daily Times-Herald is a new combination of the Daily Herald and Times. The consolidation leaves San Marcos with one daily and one weekly paper, both issued from the same office. The combined papers are now owned by the San Marcos Printing Company, of which G. A. McNaughton, formerly owner of he times, is the principal stockholders.

## STARTS NEW HOME.

The Cincinnati Freie Presse has begun the erection of its new home at 906 Vine street. The new structure will be ninety feet deep, three stories in height and constructed of concrete, and pressed brick. The building will be used exclusively for the Freie Presse, the business office being located on the ground floor, the editorial rooms on the second and the topographical department on the top floor.

## DIXIE PUBLISHERS CONVENTION.

IMPORTANT MEETING ON CARDS FOR THREE DAYS IN KNOXVILLE.

The annual meeting of the Southern Newspaper Publishers' Association is to be held next Tuesday, Wednesday and Thursday at Knoxville, Tenn. Nearly every newspaper of prominence south of the Mason and Dixon line is a member of this organization and their meetings stand second only in importance in this country to those of the American Newspaper Publishers' Association and the Associated Press in New York.

Last year the association met in Louisville. The matters considered at its meetings are similar to those programmed for the A. N. P. A., in which the greater part of its members are also enrolled. The program arranged includes discussion of print paper, labor and economic problems in the conduct of a daily newspaper, advertising and agency relations, and three busy days are forecasted. The Knoxville publishers have arranged an attractive entertainment schedule, which includes several dinners and excursions.

The speakers include a number of men of national repute, but they will speak after business sessions, for, like the large A. N. P. A., the Southern publishers have done away with addresses on fixed subjects and carry on their meetings with general discussions—round table fashion.

The officers of the association are: President, Robert W. Brown, Louisville Times; vice-president, Victor H. Hanson, Birmingham News; secretary-treasurer, George H. Brunson, Jr., Greenville (S. C.) News. The members of the executive committee are: W. M. Clemens, Birmingham News; Frederick I. Thompson, Mobile Register; Curtis B. Johnson, Knoxville Sentinel; A. F. Sanford, Knoxville Journal and Tribune; F. W. R. Hinman, Jacksonville Times-Union; and Robert H. Jones, Asheville (N. C.) Citizen.

The local program of entertainment has been arranged by Messrs. Johnson and Sanford. The executive committee decided on the date during the recent meeting of the A. N. P. A. in New York. Mr. Johnson was last year's president.

## MOTOR BOAT ENTHUSIASTS.

"Bill" Egan and G. S. Bircher, who manage the pressroom and stereotyping department, respectively, on the Minneapolis Daily News have put their gasoline boats into commission on the Mississippi. Both are light draft and unarmored. For a vacation trip Bircher is planning to hunt the ends off all the wing dams in the river between Minneapolis and Keokuk.

## GETS WISCONSIN WEEKLY.

C. S. Thomas of Chicago has acquired the Madison (Wis.) Times from G. A. Farrington. The paper is a Republican weekly, established in 1905.



# SUFFRAGETTES TO AID THE PRESS.

CO-OPERATION BY WOMEN IS URGED STRONGLY IN CHICAGO.

"Publicity and enthusiasm go hand in hand. If we are to make progress we must everlastingly seek publicity, for publicity is the keynote of success in all forms of organized effort."

This statement was made in Chicago by Mrs. Edna Cutter, corresponding secretary of the Kansas City (Mo.) Equal Suffrage Association, in a talk on "Methods of Reaching the Press," delivered to the Mississippi Valley Equal Suffrage Conference.

"The newspapers," said Mrs. Cutter, "are the unselfish exponents of the best things of the communities in which they circulate. They owe a duty to the community but the community as well owes a duty to the newspapers. We not only owe them moral and financial support, but it is due that we help them obtain the legitimate news that develops within our circles."

"Too often we let it be a one-sided affair and fail to lend our co-operation to this, the greatest civilizing force of the times, or ask unreasonable things."

"Too often also we criticize our paper because of some inaccuracy or the failure to publish some story when we have suppressed the news or at least done nothing to aid in uncovering it. Co-operation is due as much from the citizen as from the publisher."

"Newspapers are prepared amid a constant swirl and rush and it is unfair to hamper the editor in his task."

"The newspapers are glad to publish anything that is new and interesting. They are the best friends of every progressive movement. But while their business is that of recording the world's daily history, they decline to record odd events."

"No subject today is fraught with more news possibilities than that of equal suffrage. And our papers will print stories of our affairs if we will make them worth while and aid them in bringing out the bright side."

"While we may not believe in the methods of the English suffragettes they unquestionably create news worthy of display under big headlines and calling for photographs. This forces people to read and think about the subject who would pay no attention to a report of the regulation suffrage meeting."

"Be spectacular, which is possible without being outlandish. Do the things that will force the indifferent to read of suffrage. Particularly do those things that will prove to the women of the working class that suffrage is not a fad of the idle rich but that it stands for the betterment of all grades of their sex."

"There has been no better story in the papers than the recent great New York parade. The stories of that event must have appealed as much to the factory girl, the wife of the packing house employee and to the stenographer as it did to the

# HERE'S WHERE WE "Throw Our Hats in the Ring"

The Paterson Press and the Sunday Chronicle have now reached a point where they are entitled to their share of all national advertising. Local advertisers have responded to the tune of over a quarter of a million lines gain during the first four months of 1912, as compared with the same period of 1911, and ADVERTISING RATES HAVE NOT BEEN CUT BUT INCREASED.

The local advertiser is on the ground and cannot be fooled by reckless circulation claims. He knows from observation.

The net circulation of the Paterson Press has grown steadily since the change in management a year ago, and its average net circulation for the month of April was over 5,000 copies per day, as compared with 2,500 copies a year ago. The Sunday Chronicle has grown from less than 3,800 copies per Sunday to over 7,000 net.

The policy of the Press-Chronicle Company is to build on the solid rocks of truth and a square deal, even if it takes longer to gain the support of advertisers than to establish its business on the shifting sands of misrepresentation, and has therefore INVITED THE ASSOCIATION OF AMERICAN ADVERTISERS TO MAKE AN EXHAUSTIVE EXAMINATION of the circulation of the Paterson Press and the Sunday Chronicle at any time. The self-styled undisputed leader in its field (The Paterson Evening News) has endeavored to belittle the influence of the Paterson Press, and claims a net circulation of over 13,000 copies per day, but prints local advertising in

many cases for nothing to influence foreign business. We believe this circulation claim to be absolutely false and, therefore, a menace to honest publishers and advertisers, and we therefore make this offer, not in a spirit of braggadocio, but in fairness and justice to ourselves and advertisers everywhere:

"The Press - Chronicle Company hereby agrees to give \$500 worth of advertising space absolutely free to the first advertiser who will request an examination by the Association of American Advertisers of the circulation of our contemporary, provided such examination, if consented to, shows the net average sales of Paterson News are now greater than those of the Press; it being understood that a superficial examination of so-called records does not constitute a circulation examination."

The Press-Chronicle Company feels called upon to make this challenge because of the misrepresentations which its contemporary has made in order to secure advertising contracts that had already been listed for the Paterson Press.

The circulation of the Paterson Press and the Sunday Chronicle has not only shown a remarkable increase as quoted in a previous paragraph, but the local advertisers, the merchants on the ground who know the exact situation, are ready to testify that the Press is read not only by the prosperous residents of the city, but has a wide circulation among the well-to-do middle class, and that its circulation has a greater purchasing power than any other evening paper in its field.

# THE PRESS-CHRONICLE COMPANY

By W. B. BRYANT, General Manager and Secretary.

woman who rides in her electric.

"This was a legitimately spectacular demonstration that made plain the sisterhood of suffrage. I believe such things will do more to arouse keen interest than hundreds of ordinary meetings."

"About the same time the New York affair was going on, Kansas City, Kansas, women gave a parade to Jane Addams that, wending its way through the heart of the factory district, gave to hundreds of working men a glimpse of a movement that many doubtless learned for the first time had a vital value to them. This was news and the papers told their thousands of readers about it."

## HOLMES SELL OUT.

Fred W. Hill has acquired the ownership of the Seaton (Ia.) Hamburg Reporter. For many years the paper was owned and published by Samuel and A. L. Holmes.

## OLD PUBLISHER BACK.

D. W. Ravenscroft, who has owned the Petaluma (Cal.) Courier for the last twenty-five years but who has had it leased out for four years to G. A. Arthur and E. A. Avery, has resumed his old place at the helm, having bought back the interests of Avery and Arthur, their stock and their book accounts.

Mr. Ravenscroft will continue the paper along the lines he ran it before, as an independent Democratic paper with daily, weekly and Sunday editions, of six-column eight-page size.

## POLITICAL "LIVE WIRE."

Lester Rice, superintendent of the Omaha Daily News mechanical department, is a live wire in municipal politics. During the recent city campaign he was identified with the Citizen's Union as member of the executive committee.

## CHEYENNE'S NEW EDITOR.

Back in the little town of Burlington, Ia., S. A. Meyer, the newly appointed managing editor of the Cheyenne (Wyo.) State Leader, first broke into the newspaper business as "devil" on the old Evening Journal. The climb was slow but at the end of three years, and still under age, he was telegraph editor of the Burlington Hawk-Eye, Robert Burdette's first stepping stone to fame.

But Meyer had the Southern fever in his veins and with Guy Hardy of Bloomfield, Ia., went to Americus, Georgia, to run the Press and attempt to show how Northerners worked. The citizens of Americus waited three months for the "show down" and smiled sympathetically as the young men trekked it back to good old Iowa.

The Des Moines Register and Leader next found Mr. Meyer on the state desk; he migrated from there to Lafe Young's Des Moines Capital. And then the lure of the West prevailed and he joined the reporting staff of the Denver Times; later he was exchange and then Sunday editor. The first of April he went to Cheyenne as news and managing editor of the State Leader.

## THE SMITH AND BLYTHE BOYS.

Representative Smith of New York was the youngest managing editor in the country a few years ago. He was in charge of a Buffalo newspaper at the age of twenty-four. Samuel G. Blythe was another of those precocious managing editors. He and Smith had desks in the same room, one in charge of a morning paper and the other of an evening paper owned by the same company.

One morning a prominent business man came in with "a piece for the paper" and he said he wanted it printed just as it stood without any changes. Smith said there wasn't anything doing, and the man took his "piece" over to Blythe, who also opined that it listened a good deal like a bit of free advertising for somebody.

Then the visitor said: "Oh, pshaw, I'm not used to dealing with boys. I'll come back later when I can see somebody in authority."

Smith and Blythe met in F street, in Washington, a day or two ago and chuckled about it.

## AGAIN ON DUTY.

H. Ladd Walford, who gave up newspaper work in Providence, R. I., a few months ago to enter the decorating business, has returned to his former position as Boston American correspondent at Providence. He still retains an interest, however, in his business venture, which has proved successful. He succeeds Albert W. Bailey, who has returned to the copy desk of the American.

## BUYS OUT EMPLOYERS.

Raymond McEwen has purchased control of the Waverly (N. Y.) Sun. Mr. McEwen has been employed on the paper for several years past.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free to the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.  
Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Hilden Building) NEAR BROADWAY.  
NEW YORK.  
PHONE 5200 BRYANT  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 953 FOR THE WEEK ENDING SATURDAY JUNE 1, 1912

## WORKING FOR ECONOMY IN EDITORIAL COST.

An editorial in a recent issue of THE FOURTH ESTATE entitled "Is Baseball Worth Its Editorial Cost?" has attracted widespread attention among editors, publishers and advertising men, and revived a discussion of this subject in newspapers throughout the country.

Comment upon the query raised in the editorial, and the answers thereto, in the majority of instances have been negative, as was predicted in the editorial.

The same question is raised in a different way in the editorial columns of the Youngstown (O.) Telegram, which expresses the view that the press keeps the so-called national game alive. Says the Telegram:

"So generally has baseball become recognized as the national American pastime that few followers of the game stop to analyze the cause of this popularity. Baseball managers and owners have arrogated to themselves the credit for bringing this about. They have depicted the assertion that it is a newspaper-created sentiment but the newspapers have now proved their case in a peculiar manner.

"The stereotypes on the Chicago newspapers declared a strike. As a newspaper plant without stereotypes is about as useful as a passenger train without a fireman or engineer, the Chicago dailies were forced to confine their publications for a few days to mere hand bill size. All news suffered and sporting news was almost eliminated. Did the brainy baseball managers and owners rise superbly to the occasion? They did not.

"They floundered about as helplessly as babes when the supporting hand of a parent is swiftly drawn away. Baseball became almost non-existent in Chicago. With one of the city's teams leading a league and the other near the top of the percentage column, thousands of loyal Chicago fans did not know when these teams were playing at home and when abroad.

"Apparently they did not care. Instead of the overflowing thousands of crazed fans fighting for admission to the Sunday games the attendance was limited to a pitifully small number.

"Baseball owes its life solely to the newspapers. The game cannot live without publicity any more than a mercantile business can exist without advertising. Managers, owners and players do not appreciate this fact.

"Perhaps the Chicago incident will teach them that sporting editors, and not they, have made baseball."

The Charleston News and Courier agrees with those who believe base-

ball is overplayed, thinks newspapers entirely are responsible for the game's vogue and says:

"That baseball owes much of its popularity to the publicity given it by the press was strikingly shown during the recent newspaper strikes in Chicago. The papers were forced to give the national game little space, or none at all.

"The result was a very noticeable falling off in attendance at the league games and at amateur games also. The newspapers have made baseball the national sport. Success has never been able to resist the persistent wooing of publicity, in baseball or in anything else.

"One of the first men in this country to recognize this was John W. Van Hook and Theodore Roosevelt has grasped the idea even more fully than the great merchant."

HOW GERMANY PUNISHES FALSE ADVERTISERS.

False representation in advertising is a serious offense over in Germany and is punishable by fine for the first offense and by fine and imprisonment for succeeding offenses.

For that reason merchants in the Fatherland are careful not to put extravagant values on goods that are not worth the prices quoted.

That part of the law covering such cases provides that:

"Whoever with intent to call forth the appearance of an especially advantageous offer shall in public announcements or otherwise directed for a multitude of persons, as touching business relations, especially as touching the character, origin, manner of production, or the fixing of the price of goods or industrial products, the manner of acquisition, or the sources of supply of goods, the possession of which is directed for a multitude of persons, or the abundance of supplies, shall knowingly make false representations tending to mislead, is liable to imprisonment up to one year and to a money penalty up to 5,000 marks or to one of these punishments."

When a person is found guilty a fine of 5,000 marks (\$1,190) is imposed for the first offense; for the second offense a fine of 5,000 marks, or imprisonment up to one year; for the third offense the guilty party is invariably sent to prison for a term not exceeding one year.

In addition to fine and imprisonment, a person convicted of false advertisement is obliged to insert an advertisement in a certain number of newspapers stating that he has been convicted of unfair competi-

tion. Usually he is required by the judge to insert the advertisement in at least twenty-five papers, and sometimes in as many as 100. The judge usually dictates the text of the advertisement and specifies the papers in which it shall be inserted.

## NOTE AND COMMENT.

The New York Herald is beginning to devote special attention to the automobile trade. Last Sunday it printed a special section of twelve pages devoted to vacation days in the automobile, which contained much useful matter in the way of reading and maps of interest to the motorist. The automobile makers patronized the section liberally.

Colonel George Harvey's former activities as a newspaper editor are constantly finding expression in the production of Harper's Weekly, of which he is the editor. One of the latest examples of aggression was the publication in conjunction with the May 11 issue of the weekly of a special section devoted to a pictorial portrayal of the recent suffrage parade in New York, when 15,000 women marched. As is usual in matters of this kind Harper's Weekly led all other magazine publications in covering this important event.

In its second issue for May Collier's Weekly contained an article entitled "The Fraud Above the Law," by Samuel Hopkins Adams. This is another contribution to the series of anti-patent medicine articles which have appeared in that fighting journal in the last two years. The alleged fraud attacked in the latest article was a medicine manufactured by the Kilmer firm, of Binghamton, N. Y., and Jonas M. and Willis Sharpe Kilmer were mentioned throughout the article in addition to having their photographs reproduced. A few days after the publication of the Collier article Jonas M. Kilmer, senior member of the firm attacked, died at his Binghamton home, news of his death perhaps reaching some sections of the country at the same time. The Collier article was delivered to the weekly's regular subscribers.

A very creditable special edition was issued by the Galveston (Tex.) Tribune on May 16 in connection with the celebration over the Galveston Causeway opening, which is to take place officially today. The number contained ninety pages and much interesting matter about industrial and commercial Texas. The publishers received fine support from advertisers in their project.

A Topekan who is very active in the Men and Religion Forward Movement declares that there is need of more religion among the newspaper men, and would organize a bureau in the Forward Movement for their especial benefit.

The Bridgeport (Conn.) Sunday Post celebrated its first anniversary with last Sunday's issue.

The St. Paul Daily News took an active part in both framing and securing the passage of the commis-

sion form charter which was adopted by a four to one vote on May 7. St. Paul is now said to be the largest city in the United States with the commission form of government.

Possibly never in American history has there been a livelier contest in both the great parties for the nomination for President than it is witnessed this year. In the current issue of Leslie's Weekly Robert D. Heil, Washington correspondent of Leslie's Weekly, tells in "The Great Contest for Presidential Honors" of the activities at the headquarters of the aspirants, and also estimates the candidates' chances in their respective national conventions.

A phase of the work which shows perspicuity on the part of the convention generals is the corps of well-known newspaper men which has been enlisted in the fight.

The editor of the Neosho Falls Post sneezed his false teeth into a barrel of printer's ink—which shows that editor knew his business, says an exchange. If he had sneezed them on the floor or anywhere else he never would have got any advertising out of it, but the printer's ink did the work.

The Omaha Daily News is announcing that it has increased in circulation during the last six months from 61,000 to 68,000.

The Westerville (O.) Public Opinion has raised its subscription price.

## ADVERTISING DYSPEPSIA.

The following letter treats of an important problem in advertising. THE FOURTH ESTATE will be pleased to receive opinions of its readers with regard to this question.

## EDITOR THE FOURTH ESTATE.

SIR: Wherever I encounter newspaper publishers complaint is made about the present state of advertising solicitation. Publishers who are running ahead of their previous advertising records still point to a vast bulk of advertising papers as they are receiving. Naturally they are wondering why.

It is my belief that the advertising business is being banqueted to death. In New York, for example, advertisers are being Ad Men's Leagues, Representatives Clubbed, Daily Clubbed, Six-Point Leagued over the banquet board until they are acquiring a fine attack of advertising dyspepsia.

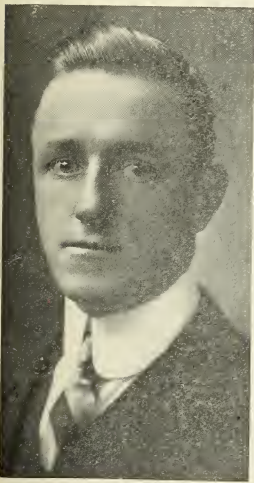
Seemingly advertising solicitation now lays stress upon everything except solicitation. If all the dress suits were put away in mothballs for an indefinite period and the banquet orators were sent out to personally solicit business wouldn't there be a big increase in business and a welcome decrease in atmosphere. So many advertising "talks" are being written that newspaper managers are forgetting all about advertising work, and the best advertising work ever invented is personal solicitation of an account.

How many publishers agree with this viewpoint? ADVERTISER.



## MAKING ABLE ASSISTANT TO HIS FATHER.

Herewith is printed an excellent likeness of Raymond H. McKinney, who is associated with his father, J. P. McKinney, in the conduction of



RAYMOND H. MCKINNEY.

the McKinney Special Agency, New York and Chicago. Young Mr. McKinney has been identified with advertising for the past five years and is one of the bright young men of the calling. He is a graduate of the University of Rochester, and both he and his father are members of the "Theta Delta Chi Fraternity".

## WEDDING BELLS.

L. PENROSE of the Minneapolis Daily News is enjoying a lay-off at Mound, Minnetonka, learning how to say "permit me to introduce my wife" without blushing. Just married.

H. O. STECHHAN, dramatic editor of the Town Crier, Seattle, was married a few days ago in Tacoma to Miss Bessie Bruce. Mr. and Mrs. Stechhan will be at home at Madison Park, Seattle, after June 1.

BYRON E. COONEY, editor of the Automatic Telephone News, of Spokane, has been married to Miss Violette Clara Corey. Mr. Cooney is also advertising manager of the Interstate Consolidated Telephone Company.

JAMES B. RADABOUGH, editor of the Milton (O.) Record, has taken unto himself a bride in the person of Miss Anna Fouts.

MERLE CAMPBELL OSTROM of the Olean (N. Y.) Evening Herald was recently married to Frances Estelle Severn.

## VIRGINIA MANAGER RESIGNS.

R. D. Van Alstin has resigned as manager of the Harrisonburg (Va.) Daily Record, and is succeeded by George W. Berry.

## PURELY PERSONAL.

WILLIAM W. CHAPIN, publisher of the Seattle Post-Intelligencer, is back at work again after a two months' trip through the country.

WILLIAM H. FIELD, business manager of the Chicago Tribune, has acquired a tract of land at Glencoe, Ill., and in erecting a summer home there.

SIR HUGH GRAHAM, publisher of the Montreal Star, with Lady Graham, arrived home from their European trip last Saturday.

E. D. STAIR, principal owner of the Detroit Free Press, and Mrs. Stair sailed on Tuesday from New York for Europe.

MIGUEL GONZALES, editor of the Latigo, a paper published in San Antonio in the interests of Mexicans, is reported to be very ill at his home.

CLARENCE W. HIGGINS, political editor of the St. Paul News, will be admitted to the Minnesota bar on June 9.

BASIL F. BICKEL, city editor of the San Jose (Cal.) Morning Times, is doing special political work for the Palo Alto Daily Times in connection with his regular duties.

MABEL HERBERT URNER, author and writer for the Hearst newspapers, sailed last week for Europe, where she will spend the summer. Mrs. Urner was married recently to Lathrop Colgate Harper, the well known New York bibliophile.

W. C. MAYBORN of the Scripps papers' executive staff has just returned to his headquarters in Denver after a business trip to the East.

R. V. YOUNG, editor of the Memphis Press, has been spending a few days with his mother and old friends in Cleveland.

A. H. KETTERING is press agent for the Chicago White City Amusement Park again this summer.

ROBERT CONANT of the editorial staff of the Buffalo Evening News recently visited his people in Kane, Pa.

PHILIP TROUP, editor of the New Haven (Conn.) Union, has retired from the board of education. He finds that his newspaper duties now demand his entire attention.

CHARLES MCLEAN, at one time editor of the Dubuque (Ia.) Times-Journal, has been appointed press representative for the Modern Woodman of America, with offices at Rock Island, Ill.

DREW TUFTS, editor of the Centralia (Mo.) Democrat, has just written a novel which is shortly to be published by the A. C. McClurg Company, Chicago.

DR. A. P. COHEN of the New York World's staff has returned to desk duties after a short illness.

RAY CAMP of the Minneapolis Daily News advertising staff is spending a long summer vacation disguised as a mine boss in Alaska.

ED KERN of the Minneapolis Daily News' linotype staff has been elected delegate from the Minneapolis

Typographical Union to the national convention.

J. C. HOWERTON, editor of the Cuero (Tex.) Daily Record, has purchased an interest in the Muti Hotel.

DAN R. HANNA, proprietor of the Cleveland Leader and News, left for a European trip with Mrs. Hanna on Tuesday.

GEORGE T. HUGHES, city editor of the New York Globe, addressed the Men's Club of Plainfield, N. J., last week on the trials and pleasures of the newspaper man.

EDWARD INSLEY, vice-president and manager of the Sacramento (Cal.) Union, was in New York this week.

MANUEL MARIA CORONADO, editor and proprietor of La Discusion, Havana, is ill with congestion of the lungs.

MARIE V. FITZ GERALD of New York discussed the drama from the box office standpoint before the Theater Club at the Hotel Astor Tuesday afternoon.

ARTHUR C. HASTINGS, president of the American Paper & Pulp Association, returned Sunday with Mrs. Hastings from their trip abroad.

J. W. BRACKETT, managing editor of the San Jose (Cal.) Morning Times, has returned to his desk after a short visit in Santa Barbara.

ROBERT MONTGOMERY of the Louisville Herald is the proud father of a new girl baby. "Monty" writes political news for the Herald.

PAUL M. RAINE, associate editor of the Syracuse (N. Y.) Post-Standard, last week delivered a lecture before the students of the department of English at Syracuse University on "The Non-Political Editorial."

E. B. ALLEN, formerly editor of the Purcell (Okla.) Republic, is planning to resume newspaper work.

THOMAS J. BRISLIN, sporting editor of the Wilkesbarre (Pa.) Times-Leader, is back at his desk after a short vacation in Atlantic City.

WILLIAM HARD, editor of the Delinator, New York, has just published the final chapter of his sociological study of "The Woman of Tomorrow." The work is intended as an argument for woman suffrage. Mr. Hard was formerly a Chicago newspaper man.

## COX'S LUCKY DRAW.

Bert Cox, foreman of the composing room of the Omaha Daily News, drew one of Uncle Sam's quarter sections of land in South Dakota. Mr. Cox intends to retire to his farm some day. In the meantime he will have members of his family look after his South Dakota interests.

## WOMAN ENDS LONG TRAMP.

Mrs. David Beach has finished her walk from New York to Chicago, which she took under the auspices of the New York Globe and Chicago Daily News to demonstrate the value of vegetarian diet.

## IN THE PUBLIC EYE.

JAMES D. WILLIAMS, compositor on the Minneapolis Daily News, is being prominently mentioned by Republicans for mayor. He is serving a second successful term as alderman.

COLONEL R. H. HENRY, editor of the Jackson (Miss.) Clarion-Ledger, has formally announced his candidacy for Congress.

MAJOR E. J. HALE, editor of the Fayetteville (N. C.) Observer, expects to be one of the four delegates from his state to the Baltimore Democratic National Convention.

A. L. KEINE has resigned the position of managing editor of the Topeka (Kan.) State Journal to become a candidate on the Republican ticket for sheriff of Shawnee County. He had been at the head of the editorial department of the State Journal for eighteen years.

## FLYNN CELEBRATING

Thomas F. Flynn, secretary of the S. C. Beckwith Special Agency, completed twenty consecutive years of active service with that firm on May 23. He has virtually grown up



THOMAS F. FLYNN.

with the business, entering as an office boy, when fourteen years old, in 1892. As the business grew, his duties increased in proportion. He has filled positions as book-keeper, general office manager and solicitor, in regular order.

At point of years of service, Mr. Flynn is the oldest active worker of the agency. Fourteen years on the inside, handling practically every important detail of the business, in connection with twelve years of almost daily association with the founder of the agency, S. C. Beckwith, furnished an equipment for outside work that few solicitors have had the good fortune to acquire.

His thorough knowledge of the Beckwith papers, and newspaper conditions in general in their towns, is the result of personal investigation and constant, steady attention to the work in hand.

The Rockland (L.C.) Opinion has just installed a cost system.

## BUSINESS OPPORTUNITIES.

\$2,000 cash, balance deferred, secures 1-2 interest in prosperous weekly newspaper and job printing business within 25 miles of New York City. Purchaser to take charge in news, business or mechanical department. One competent in mechanical department preferred. Well equipped property doing a business of \$18,000 annually. Promises to pay 10 per cent. on the investment and salaries. Proposition D. 1.

**C. M. PALMER.**

**NEWSPAPER BROKER,**

277 Broadway, New York

**Do You Want  
To Sell Or Buy  
A Newspaper Property?**

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

**Hollis Corbin,** Metropolitan Bldg.  
New York City

**WANTED TO PURCHASE.**

I want to buy a second-hand or rebuilt perfecting press which will print up to 24 pages; with color attachment. Also complete stereotyping outfit and accessories. Will pay cash

Address Klamath Falls Northwestern, Klamath Falls, Oregon.

WANTED, second hand mats, 8 pt. No. 2 with Gothic, italic or boldface. Also quick change magazine. Telnetag, Adrian, Mich.

Wanted. No. 5 Linotype magazine, without mats. Address Ernst, care The Fourth Estate.

**OBITUARY NOTES.**

**CHESTER ROWELL**, founder and chief owner of the Fresno (Cal.) Republican, died last Friday. Mr. Rowell was for many years widely known as a political leader and was regent of the State University. Mr. Rowell was born in Burlington, Ill., in 1869. He was graduated from the University in Michigan in 1888, and after a year of post-graduate work he was clerk of the committee of elections in the House of Representatives, Washington until 1891. He then took up teaching and continued at that work until he became editor of the Fresno Republican in 1898.

**WILLIAM LEONARD DAVIS**, a former vice-president of the Press Publishing Company, (the New York World), and a brother of Mrs. Joseph Pulitzer, died Saturday at Tucson, Ariz., where he had been ill for the last two weeks. For many years Mr. Davis had extensive mining interests in Colorado and made his home at Colorado Springs.

**WILLIAM H. EGGLESTON**, formerly a newspaper correspondent in the West, and more recently an employee of the Cincinnati post office, died of dropsy Saturday in Cincinnati, aged sixty-five years. Mr. Eggleston was for many years

## SITUATIONS WANTED.

Wanted—Position as foreman, make-up or superintendent of a daily newspaper. Have had 20 years' experience in the above position. Have a record as a successful executive man; do not drink and am reliable. First-class references. Address Foreman, care The Fourth Estate.

**BUSINESS MANAGER**

with record for building up the business and increasing profits seeks change. Hard worker, energetic, capable and experienced. References show ability to take charge of every department including mechanical and operate plant economically and satisfactorily. Young man, over 15 years' experience, good appearance, reliable; cities under \$0,000 not considered. Nothing less than \$60.00 per week. Address, RELIABLE, care The Fourth Estate.

**MANAGER**

**Business Circulation.**

Knew business, editorial and circulation management, also mechanical production. Experienced on magazines, agricultural and news publications. Strictly worth while to growing periodical in need of a business manager, assistant business manager, or circulation manager. Twenty years in the business; at present connection more than six years. Satisfactory reasons for desiring a change. If you need a good man, write me. Address B. R. L., care The Fourth Estate.

an editor and Washington correspondent on the old Cincinnati Commercial under Murat Halstead.

**MRS. CORNELIA T. SOPER**, who, writing under the names of June Atherton and Sereno, was well known in the literary world, died Sunday at her home in Brooklyn.

She was born in Poughkeepsie, N. Y. For several years Mrs. Soper was editor of the Scranton Republican and later the Scranton Truth and Diocesan Record. Besides being a writer she had considerable ability as a painter.

**JAMES DONOVAN**, a New York newspaper man, died Monday, aged forty-two years. He had been connected with the Brooklyn Citizen and American News Association.

**EHRIKH LEOPOLD BERTRAM**, night city editor of the New York Staats Zeitung, died Monday in the German Hospital, Brooklyn. He had been operated on for appendicitis a week before. Mr. Bertram was born in Magdeburg, Germany, and came to this country ten years ago. He became associated with the German Herold and later with the Staats Zeitung.

**RAYMOND A. WHITE**, for the past three years advertising manager of the Bridgeport (Conn.) Standard and formerly connected with the advertising department of the Bridgeport Telegram, suddenly checked to death Monday as the result of an unsuspected attack of diphtheria. He had been sick for about two weeks with a sore throat but had worked part of the time. He was engaged in his work up to about an hour before his death. Mr. White was born in Meriden thirty years ago.

**COLONEL J. J. NUNAN**, one of the founders of the Stockton (Cal.) Mail, died last week in Stockton.

**M. G. DENA**, editor of the Mexican weekly, El Latigo, of San Antonio, Tex., died last week.

## SITUATIONS WANTED.

Reliable, capable man, thoroughly experienced (now connected with advertising department of high grade N. E. daily) desires to learn of present or coming opening in or near New York City, in advertising agency or special advertising department of office, or in advertising department of newspaper. Either permanent or temporary opportunity considered. Good general knowledge newspaper business. Best reference. Address Adver., care The Fourth Estate.

**BUSINESS MANAGER.**

Nearly 20 years' active service in making paper a dividend. Former employers will testify to integrity and ability. References will convince of ability to increase advertising and circulation to the highest point in any business. Intelligently operate every department. Know how to make metropolitan paper at least cost. Address, PROFIT, care The Fourth Estate.

**OFFICE ASSISTANT.**

Young man, 21, for two years in office of trade paper, desires a clerical position in or around New York City. References. Alexander C. Abrahams, 131 East 110th Street, New York City.

**ADVERTISING MAN.**

Advertising man who has been calling on national advertising agencies, wants position as Advertising Manager on live daily. Full particulars by letter. A. C. K. care The Fourth Estate.

**NEWSPAPER MAN.**

All around newspaper man, 16 years experience, energetic, temperate, age 36, seeks position as city editor on live daily in city of 25,000 to 50,000 population. Salary not less than \$30. weekly. Address 'Egbert,' care The Fourth Estate.

**REPORTER.**

Capable, reliable man, experienced in all reporterial departments. Prefer West or Middle West. Address B, care The Fourth Estate.

**RECENT INCORPORATIONS.**

**INDIANAPOLIS, IND.**—Engineering Publishing Company; capital \$100,000; incorporators, Leslie Barton, C. C. Brown and C. S. Sale.

**DOWNEY'S GROVE, ILL.**—The Downer's Grove Publishing Company; capital \$5,000; incorporators, Thomas S. King, George Bontcliffe and Thomas A. Holland.

**MISSOULA, MONT.**—The Missoula Sentinel; capital \$50,000; incorporators Robert Kelroy, P. Donnelly and George S. Hay.

**PORTAGE, PA.**—The News Printing Company, to publish a weekly paper.

**BRENHAM, TEX.**—Banner Publishing Company; capital \$6,000; incorporators, Jason Kathriner, William Kathriner and George Neu.

**MUSKOGEE, OKLA.**—Union Publishing Company; capital \$1,000; incorporators, W. H. Jackson, Robert H. Selby and C. G. Young.

**MANNINGTON, W. VA.**—The News Company; capital \$5,000; incorporators, Walter S. Furbee, John W. Meredith, L. B. Heuy, W. E. Phillips and D. Meredith.

**CLARKESDALE, MISS.**—Register Publishing Company; capital \$15,000; incorporators, G. P. Clark, Dan Brewer and others.

**PORTLAND, ME.**—Phoenix Printing Company; capital \$50,000; incorporators, Joseph E. Chase and Grover C. Rogers.

**CLARKESDALE, ALA.**—Register Publishing Company; capital, \$15,000; incorporators, G. P. Clark, Dan Brewer and others.

## HELP WANTED.

**Good Opportunity for  
The Right Man.**

A young man wanted to manage a small newspaper in a town near Philadelphia. One who can take charge of the business and Editorial ends. State experience and salary expected. Box K., care The Fourth Estate.

Wanted. An editor and manager for evening paper and job printing plant in a prosperous manufacturing city in Southern Ohio. Address W. L. Tobey, Hamilton, Ohio.

WANTED—A high class man to sell big circulation proposition to Metropolitan newspapers. Can offer permanent position to man who can produce results. Liberal salary and all expenses paid. Address G. 17, care The Fourth Estate.

**MACHINERY FOR SALE.**

**FOR SALE:** A Single Typecasting Machine, with granted patents to owner. Machine is very simple in construction, casts types from 8 point to 80 point. Must be seen to be appreciated, by appointment only. For particulars, address, 1. SHONBERG, 132 Flushing Avenue, Brooklyn, N. Y.

**FOR SALE.**—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, care The Fourth Estate.

**FOR SALE.**—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S. Wales.

**FOR SALE:** One Model No. 3 Linotype, No. 742, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

**FOR SALE.**—OUR COMPLETE LINO-TYPE PLANT consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

**FOR SALE:** Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

**FOR SALE.**—One Model No. 4 Linotype, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

**FOR SALE.**—One Model No. 5 Linotype that has had less than two years' use, equipped with two extra magazines, two extra fonts matrices and large assortment of accents, special characters, etc., Lancaster Printing Co., 241 Cherry street, Lancaster, Pa.

**FOR SALE.**—Scott-Potter angle-bar Stereotyping Web Perfecting Press. Will print and fold 2000 8-page papers per hour. Address The News, Joliet, Illinois.

**MISCELLANEOUS.**

**UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET,  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

**GETS OREGON PAPER.**

W. C. Marsh, a newspaper man of Walla Walla, Wash., has purchased the Wallowa (Ore.) Sun.



# NEW YORK HERALD SYNDICATE

## Magazine Color Page.

Close to the News of the Day.  
Black and three color matrices,  
with first page head or folio line,  
shipped six days before date of  
publication.

Wire for proofs and prices.

## Full-page Sunday Features

SPECIAL CABLE  
AND TELEGRAPH SERVICE

Daily Features: News Matrices,  
Comic Matrices, Women's Matter  
and Photographs.

For particulars of any service apply to  
NEW YORK HERALD SYNDICATE,  
Herald Square, New York City.  
Canadian Branch:  
Desbarats Building, Montreal, Canada.

## BUILDING UP THE CIRCULATION.

The Trenton (N. J.) True American has just launched a circulation campaign in which \$6,000 in prizes will be awarded to women. The one receiving the greatest number of votes is to be awarded a \$1,850 touring car. The second prize is a \$950 roadster, while player pianos, Victrolas, diamond rings and vacation trips are among the other awards.

The New Orleans Item has a \$6,000 prize distribution contest running. The winners will be the women, children or organizations receiving the largest number of votes in a trade advertising and selling campaign, which will end on June 22. No votes are issued on subscriptions to the Item, the plan being to issue ballots good for votes in favor of any contestant in exchange for labels, coupons, wrappers or trade marks obtained from certain manufactured products named in the Item, and for sales slips, coupons, or voting certificates issued by authorized merchants on bona fide purchases made at their stores. In the case of tie votes, the prize will be sold or converted into cash and the proceeds equally divided between the tying contestants.

The Boston American is holding a contest to decide who is New England's prettiest girls. More than 300 prizes will be divided among the girls receiving the highest number of votes. The campaign is called a Princess Contest, the winner to receive a complete Princess outfit. Other prizes include Bermuda trips, vacation tours.

A series of cooking demonstrations and lectures were given free last week through the Columbus (O.) State Journal by Sherwood P. Snyder at the Southern Theater. The series furnished an opportunity for the women of Columbus to

# WILLSDEN, PREMIUM SPECIALTIES

32 S. Wabash Ave., CHICAGO.

BIBLES  
WALL CHARTS  
ATLAS  
DICTIONARIES  
CLOCKS  
LAMPS

DISHES  
KITCHEN SETS  
RAZORS  
TOOL SETS  
SEWING AWLS  
FOUNTAIN PENS

INK PENCILS  
SHEARS  
SEWING SETS  
MAIL BOXES  
SILVERWARE  
GREETINGS

## All Circulation Builders

learn much about chemistry, composition and hygienic preparation of foods, and were well attended.

The New York Sun has added a new photogravure feature to its Sunday edition. Well known paintings are being reproduced with an authoritative article on the painting and artist.

The Providence (R. I.) Tribune is campaigning for new readers. It is giving a life-size bust black and white oil portrait for twenty coupons from the Tribune of different dates with \$1.69, the cost of the frame. The offer became good on May 21. Sunday coupons are equal to five from the daily Tribune.

The Fort Worth (Tex.) Star-Telegram has started an ad writing contest. For re-writing the advertisements of local merchants appearing in the Telegram prizes are to be awarded to the extent of \$100. The contest opened last Sunday.

The Ithaca (N. Y.) Daily News is conducting a European trip contest. Special prizes were awarded in the past week for contestants having the largest number of subscriptions. The first of the special prizes was a \$75 diamond ring and the second a \$50 ring.

The Trenton (N. J.) State Gazette is giving the new forty-eight star United States flag to persons who present six coupons with eighty cents.

Interest in the Plymouth (N. H.) Record's voting contest is running high and the contestants and their friends are hustling for new subscribers and merchants' coupons in a manner that promises a big success for the Record's circulation campaign. A piano will be awarded to the most successful contestant.

The New York Globe is distributing free to its motoring readers a 144-page book, containing maps and routes of all states as well as an analysis of the various motor vehicle laws.

The Solomon (Kan.) Tribune is now being issued by M. Faumiller. Its last owner was W. Olson.

## WORLD PRIZES FOR THE SCHOOLBOYS.

The past week was a very notable one in the New York World's athletic series among the pupils of the New York Public Schools. Last week, with weather generally very favorable to the outdoor sports, thirty schools, scattered among the five boroughs of the city, had their annual Sunday World Field Day meets. Thousands of boys competed on the track and field games, and other thousands of their classmates and teachers applauded their efforts. This week twenty schools scheduled the contests for the World prizes. Five of these schools devoted a full day to the games, the entire school journeying to the athletic field by specially chartered cars.

## FERNALD CELEBRATING.

The Newspaper Men's Exchange, established by E. S. Fernald at Springfield, Mass., is celebrating its tenth anniversary. The idea of Mr. Fernald has always been to gain the confidence on the part of both applicants and employers, and the business has prospered on these lines. Over 3,000 names are enrolled on the records of the exchange.

## MEXICO EDITOR ARRESTED

Trinidad Sanchez Santos, editor of El Pais, of the City of Mexico, has been arrested. The reason given is the publication by El Pais of the news of the illness of General Huerta which, it stated, would make it impossible for him to lead the federal operations in the north.

## AD MAN LEAVES TEXAS.

Ray Leeman of Dallas, Tex., has been appointed manager of publicity for the new Henderson Motor Car Company in Indianapolis. He has been engaged in advertising work in Dallas for several years past and was formerly advertising and publicity manager for the Overland Automobile Sales Company.

## TWO PAPERS SOLD.

The Martinsville (Ind.) Reporter and Republican have been sold to Harry G. Martin of Seymour. The Reporter is a daily paper, and the Republican its weekly edition.

## CAPPER ADDS ANOTHER.

Arthur Capper has purchased the Lincoln (Neb.) Weekly Star. Mr. Capper will move it to Omaha and consolidate it with his Nebraska Farm Journal. The consolidation adds 7,500 new Nebraska farmers' names to the Journal's list.

# PRESS CLIPPINGS

Everything and anything  
that is printed in any newspaper or magazine, anywhere—can be supplied by

# BURRELLE

45 Lafayette Street, New York City.  
Established a Quarter of a Century.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

## C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



## THE Hoteling News Vendor.

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTELING BROS.  
Tribune Building, NEW YORK.

## For EDUCATIONAL CONTESTS use the

## Tell-us Tellurian

SOMETHING ORIGINAL  
CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

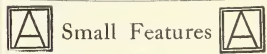
## Get To-Day's News To-Day "By UNITED PRESS"

General offices, World Bldg., NEW YORK.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.  
Expert Comment—Best illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.



## Small Features

Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, Cecil Stitch, "Zimzee," Kane's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

# THE SPECIAL SERVICE CO.

Reliable Contest Operators

Write for terms, etc.

Room 33, 32 Park Row, New York

For Washington Correspondence  
WRITE

## AMERICAN TELEGRAPH PRESS

District National Bank Building,  
WASHINGTON, D. C.

## KEITH APPOINTS MANAGERS FOR HIS THEATERS.

E. F. Rogers, who lately managed and acted as press representative of the Fifth Avenue Theater, New York, under the Keith regime, and E. V. Darling have been assigned by B. F. Keith to take full charge of his recently repurchased Union Square Theater and all the former Percy Williams houses when they are taken over by Mr. Keith on July 1.

Special attention is now being devoted to the Union Square Theater toward bringing back its once-famous reputation for high class vaudeville. Messrs. Rogers and Darling have been given carte blanche to do everything and anything to make the Union Square Theater attractive and give it the biggest and best shows. After being thoroughly overhauled the house will open under new conditions on June 3.

## STRONG WITH THE "TYPOS."

The Omaha Daily News is well represented in the official life of Omaha Typographical Union No. 190. At a recent election O. A. Vickers, proof-reader on the News, was elected vice-president; Roy G. Hinman, machine operator, is the new secretary-treasurer; Lewis Cobb, ad man, recording secretary; John Martin, make-up man, on board of trustees; and W. L. Rice, delegate to the Cleveland convention of the International Typographical Union.

## CLOVER LEAF PROMOTIONS.

Hal K. Edwards, circulation and want ad manager of the St. Paul Daily News, has been appointed manager. Mr. Edwards will assume his new duties immediately. Harry Olsen will succeed Mr. Edwards as want ad manager.

C. F. Aldrich has been appointed business manager of the Rural Weekly and American Home Magazine of St. Paul. Mr. Aldrich was formerly assistant business manager of these publications.

## YOUR

### "WRAPPED" ATTENTION

is invited to our perfected

**Nibroc Kraft**

WRAPPING PAPER

—the handsome "quality"  
kind which gives—

MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY

Let us send you proof samples,  
also name of nearest dealer.

**BERLIN MILLS CO.**

PORTLAND, MAINE.

New York Office, 256 Broadway

## HOW WARNER "GOT THERE."

Born in Ohio, intended for the ministry, but disqualified, educated in law, reformed and entered journalism is the life sketch of one Lon A. Warner, a newspaper man of Chattanooga, Tenn., by his own confession. But even with this past record Mr. Warner has proven that he knows enough about newspaper work to be just appointed city editor of as big a paper as the Chattanooga News.

Previous to his settling down in Chattanooga Mr. Warner was associated with several other Tennessee papers, served as managing editor of the Miami (Fla.) Metropolis and for a number of years was managing editor of the Tradesman.

Mr. Warner's policy is to 'get



LON A. WARNER

things—forget them—and get more." He believes that the best piece of work he ever did was to coach his brother, Henry Edward Warner, who is now on the staff of the Baltimore Evening Sun, and is one of the best known writers of newspaper verse and humor in the East.

## WORLD GETS COSGRAVE.

John O'Hara Cosgrave is now connected with the New York World. Mr. Cosgrave was formerly editor of Everybody's Magazine and acquired the rights to Thomas W. Lawson's famous "Frenzied Finance" articles several years ago for that publication. More recently he was associate editor of Collier's Weekly.

The newly formed Ukiah Times Company has formally taken over the Ukiah (Cal.) Times.

## NEWSPAPERS AND ADVERTISING OF JAPAN.

Mr. Tsurujiro, business manager of the Osaka Mainichi Shimbun (Osaka Daily News) and Tokio Nichi-Nichi Shimbun, addressed the advertising staff of the New York Times last Friday in Japanese, his remarks being interpreted by Yoshiro Yamakawa, American correspondent of the Osaka Daily News.

"The advertising field in Japan," said Mr. Tsurujiro, "has been running ahead of the commercial field in the last ten years, due to the enterprise and ability of the Japanese advertising agencies. There are too many advertising agents and not enough business to supply their demands."

"Small local newspapers are springing up all over the Japanese Empire and the activity of their business representatives is very great, one of the results being rate cutting, which causes considerable annoyance to the local merchants and is not pleasing to the big newspapers whose territory is invaded by the smaller sheets."

"The competition between the big and the small papers in Japan is so keen that it injures the advertising business as a whole for some out-of-town merchants refrain from publishing their announcements in the big newspapers in order to avoid the annoyance of being solicited by agents of their local periodicals."

"The advertising rate in the Osaka Mainichi Shimbun is thirty-two cents an agate line. Advertising agents receive ten per cent commission. The paper is twenty-five years old and has about 300,000 circulation."

## SPOKANE ISSUES WHOLESALE INVITATION.

The Spokane Chamber of Commerce has sent out invitations to newspaper men in 250 cities and towns of the states of Washington, Oregon, Idaho, Montana and British Columbia to attend a reception on June 22 in Spokane in honor of the completion of the chamber's \$500,000 home.

## KEYSTONE DAILY SOLD.

A controlling interest in the Harborsburg (Pa.) Star-Independent has been purchased by William K. Meyers, John L. Kuhn and William L. Wallace. The Star-Independent had been conducted by B. F. Meyers, father of one of the new owners, for the last twenty years as a Democratic paper. Messrs. Kuhn and Wallace are well known in Democratic political activities in the county.

## SOLD TO NEIGHBOR.

The Everett (Mass.) Republican has been sold by ex-Senator Wilmot R. Evans, Jr., to George W. Murphy, publisher of the Herald. The new owner takes over the property today.

## AGARD'S SPECIALS.

The special garage number of the Horseless Age contained two illustrated articles on Bridgeport garages, prepared by C. M. Agard of the Bridgeport (Conn.) Standard.

## SPECIAL EDITION EXPT.

John S. Ritenour of Pittsburgh, Pa., is known in the newspaper business as an expert in compiling special editions of newspapers. On the occasion of the 125th anniversary of the founding of the Pittsburgh Gazette-Times last year, it was Mr.



JOHN S. RITENOUR.

Ritenour who prepared and issued the series of special celebration numbers, one of which issued each day for an entire week and caused country-wide favorable comment.

Mr. Ritenour's long experience in the newspaper profession has given him a very keen insight in the handling of not only the descriptive matter in his special numbers, but his specialty is making them profitable to their publishers.

## QUITMAN ADVERTISER SOLD.

Norman B. Rhoades and John T. Durst have purchased the Quitman (Ga.) Advertiser, a weekly that has been published by the Advertiser Company, with W. A. Walker as editor. It was established in 1900. Mr. Rhoades was formerly with the Key West (Fla.) Citizen, and Mr. Durst has for some time past been business manager of the Advertiser, and will continue in that capacity. Mr. Rhoades assumes the duties of editor.

## J. H. Parker & Co PRESS AGENTS DUBLIN, IRELAND.

For Effective Advertising  
at Contract Rates in the  
Irish or English newspapers

ESTABLISHED 22 YEARS

Open for Good Agencies.



## AN ANALYSIS OF NEWS MATTER.

SOME FIGURES OF WHAT A  
BIG CITY'S PAPERS  
PRINT EACH DAY.

A weekly publication in one of the larger cities of the United States, the Boston Common, has prepared a tabulated analysis of the news printed in all of that city's daily newspapers. It has established two classifications, which it designates as "A—Wholesome and "B—Unwholesome." This tabulation does not include newspaper advertising.

The editors of the weekly publication pretend to see a decline in the power of the press and the purpose of the departmental tabulations is to determine the reasons for this alleged decline. The conclusion is reached by the compilers of the table that the daily press prints too much "rubbish."

It is maintained that the daily newspapers of their city, and presumably of the country at large, are overpadded.

The table which they have issued shows the following result from their effort to classify the contents of the dailies and determine whether news has been over or under-played:

	Whole- some.	Unwhole- some.
Editorial .....	All	—
Political .....	2/3	1/3
Religious, Etc. ....	2/3	1/3
Civic and Social .....	All	—
Business .....	1/2	1/2
Foreign .....	1/2	1/2
Sensational .....	1/2	1/2
Sporting .....	1/2	1/2
General .....	1/2	1/2
Women's Activities .....	1/2	1/2
Women's Features .....	1/2	1/2
Letters .....	All	—
Illustrations .....	1/2	1/2
Other Material .....	2/3	1/3

Quite naturally interest is aroused in the compilers' method of forming the foregoing judgments as to the fitness and unfitness of news, as well as the contents of the various newspaper "departments."

It is maintained that not all of the political news printed is beneficial to readers and that not all of the "sensational" news is unwholesome. It therefore became a question of determining degrees of wholesomeness. Letters from readers are listed as wholesome in their entirety, regardless of the unwholesomeness of individual letters. This is approved by the compilers on the ground that letters from readers, irrespective of contents, are an expression of public opinion direct from the people who make that opinion.

In classifying all editorials as wholesome the compilers say that "even when blindly written or by order of controlling owners counter to the real convictions of the writers, editorials are sufficiently beneficial as expressions of points of view to go into Class A."

Political news is split into the two classifications, with one-third of it listed as unwholesome on the ground that that much of it is "pure rubbish, of no good to anybody or any interest, save, maybe, the bank account of the men who draw pay for writing it." This would appear



HOWARD DAVIS,

ADVERTISING MANAGER OF THE NEW YORK AMERICAN.

close to the direct charge that newspaper political writers are selling out their owners if a politician is willing to put up the money.

The quality of religious, educational, music, art and theatrical news is criticized as being at least one-third unfit. Business news, which many newspapers of the United States woefully lack, is listed as fifty per cent. unwholesome, on the ground that "so much of it pertains to gambling." Pointing out that under the head of business news is included much that is printed about "big business" deals and schemes in which the people are not the beneficiaries, the compilers assert that in classifying half of such news as fit and half unfit the newspapers are receiving "very fair treatment."

As the result of their tabulation the compilers assert that 56 per cent. of all the news and editorial matter coming under their observation is to be listed as wholesome, as against forty-four per cent. of "questionable value."

Allowing for differences of opinion as to relative merits, they ask

why is not a 25 per cent. allowance for waste reading ample?

In concluding their comments upon the tabulated summaries the editors who have undertaken the task of assuming the critical functions of all the newspaper editors in their city say:

"There is too much rubbish in the daily newspapers. . . . Their contents are too badly padded with stuff of no real value to the public. They do not sustain the application of the law of efficiency."

This effort to answer a long-standing newspaper riddle will be interesting to many publishers, not because one is prepared to say that the findings of the tabulators are true or untrue, but because many publishers are eager to work out a table of percentages that will apply efficiently to news and departmental allotments which will fit the home files for which then would be signed.

### DANTE'S NEW PAPER.

A new weekly called the Reporter has been launched at Dante, S. D. G. B. Weichman is the publisher.

### DAVIS GONE TO EUROPE.

Howard Davis, advertising manager of the New York American, last Saturday sailed for an extended tour of Europe. His staff gave him a rousing send-off and accompanied him down the bay on a tug. Previous to his departure Mr. Davis' staff, headed by Vincent W. Burnside, tendered him a bon voyage banquet, with Elmer Helms presiding. Mr. Davis is accompanied by his wife and will probably be away for three months.

Many complimentary addresses were made touching on the success of Mr. Davis since he assumed charge of the advertising department of the American, and the many friends he has made among his staff and customers. The program took from seven o'clock in the evening until after twelve, and also included plenty of entertainment.

Those who took a leading part in the festivities included W. C. Walsh, Martin C. Ready, Claude R. Abell, F. G. Aulsbrook, W. J. Crompton, E. F. Hooper, John Tobin and Edward Willis.

### WINS GOLF HONORS.

W. J. McDonald of Chicago won the main honors in the opening tournament last week of the Western Advertising Golfers' Association held on the links of the Chicago Golf Club. Besides having the best score Mr. McDonald won the first flight cup and also captured the trophy for the low grade score with a card of forty-two.

F. A. Starry was awarded the trophy for the lowest net score which was forty-four. W. R. Butler defeated C. C. Fogarty in the second flight of the finals by two and one.

### COLLEGE EDITORS' LEAGUE.

A national intercollegiate press association is being planned by the Indiana and Ohio state associations, the purpose of the bigger association being to correlate and unify the work of college journalism throughout the United States, and to create a greater interest in journalism among college students.

At the meeting of the Indiana association in Richmond a letter from President Hoover of the Ohio branch broaching such an organization was read. The convention authorized the president to work out a plan of organization to submit to the next meeting of the association for approval.

### LITTLE ROCK'S NEW EDITOR.

Forrest A. Garrett has been appointed managing editor of the Little Rock (Ark.) Democrat. Mr. Garrett has been connected with the paper since he started work as a "cub" reporter. He succeeds Thomas Akers.

### NOW A REPRESENTATIVE.

Isaac S. Sawyer, president of the St. Louis Ad Men's League, is now representing Max Osher in St. Louis. Mr. Sawyer recently retired as part owner and second vice-president of the Brown Shoe Company.

# CIRCULATION AND THE NEWSPAPER.

Look over the advertisements in The Fourth Estate and note how the different publishers are advertising their respective publications. Eight out of every ten emphasize the fact that they have the largest circulation in their field; that they lead all competitors in circulation, etc. **WHY CAN'T YOU CLAIM THE SAME?**

## A PHENOMENAL RECORD

Have you ever heard of the Bergen News of Hackensack, N. J?

Possibly not. The first issue appeared just four months ago. An entirely new publication with no paid circulation at the time we announced our contest, yet in *nine weeks* we brought them results that has taken their competitors *fifteen years* to attain.

Read what Mayor Charles W. Bell, publisher, has to say of our work:

Hackensack, N. J., May 4, 1912.

The United States Circulation Co., Inc.,

Waterloo, Iowa.

Gentlemen:

The Circulation Contest recently conducted on the Bergen News by your company under the management of Mr. J. E. McAllister has been satisfactory in every respect.

Our circulation records show that during a period of nine weeks you have added to our list 4,682 new subscribers, with an average paid in advance of about ten months. This, I consider an exceptional record, all things considered. At the time you started the contest the Bergen News was a new venture, having been in existence barely three weeks. On account of it being a purely local paper your efforts were confined to Bergen County alone, with keen competition from New York City and other local papers.

It is now one week since the contest closed, and the prizes awarded, and I have yet to receive a complaint of any kind.

Yours very truly,

DEMOCRAT PUBLISHING COMPANY.

By Charles W. Bell, Pres.

## ANOTHER PHENOMENAL RECORD

6304 new subscribers in five weeks.

We are now conducting an extraordinary campaign for the Herald of Washington, D. C. This campaign will cost the publication less than \$200 in prizes and expense. In five weeks we have added exactly 6,304 new subscribers to their list, averaging seven months paid in advance, and four of the best weeks of the campaign are still before us. This particular campaign is especially adapted for securing summer business, and particularly city circulation.

We would like to give detailed information of this proposition to every publisher who wants increased circulation at small cost, and that without failure.

The True American of Trenton, N. J., has selected us in the face of other competition, to conduct a big campaign for them. This campaign is starting off as auspiciously as all others conducted by us.

Contracts are now being signed for summer and fall campaigns.

All information with proofs of our successful circulation campaigns conducted for newspapers in the following cities will be gladly furnished upon request:

ST. LOUIS, MO.  
(Two Campaigns)  
KANSAS CITY, MO.  
(Three Campaigns)  
MONTREAL, CANADA  
(Six Campaigns)  
OKLAHOMA CITY, OKLA.  
(Two Campaigns)  
PEORIA, ILL.  
(Two Campaigns)  
ST. PAUL, MINN.  
DAVENPORT, IOWA  
ROCKFORD, ILL.  
SOUTH BEND, IND.  
KALAMAZOO, MICH.  
NORFOLK, VA.  
MASON CITY, IOWA  
HANNIBAL, MO.  
DIXON, ILL.

LACROSSE, WIS.  
ROCHESTER, N. Y.  
BELLINGHAM, WASH.  
GALESBURG, ILL.  
CEDAR RAPIDS, IOWA  
MOBERLY, MO.  
AURORA, ILL.  
SHERBROOKE, CANADA  
WATERLOO, IOWA  
FT. SMITH, ARK.  
HACKENSACK, N. J.  
GREEN BAY, WIS.  
QUINCY, ILL.  
KEOKUK, IOWA  
JACKSONVILLE, ILL.  
BOISE, IDAHO  
WINNIPEG, CANADA  
WASHINGTON, D. C.  
TRENTON, N. J.

Two hundred thousand new subscribers added, with cash receipts of over \$1,000,000.

If you are looking for information or the services of the best and most reliable circulation company in the country address the

Hackensack is a town of 15,000 population, only fifteen miles from New York City.

## UNITED STATES CIRCULATION CO., INC. WATERLOO, IA.

The company with an unequalled record.

### THE METHODIST CHURCH ELECTS NEW EDITORS.

Rev. Dr. James M. Buckley, of New York, for thirty-two years editor of the Christian Advocate, official organ of the Methodist Episcopal Church, retired from active editorial service Tuesday at the General Conference. Rev. G. P. Eckman, of New York, was elected to succeed him.

The following editors of other Church papers were also chosen: Methodist Review, M. W. Kelley New York; Sunday School publications, J. T. McFarland, New York; Epworth Herald, D. Brum-

mit, Chicago; Western Christian Advocate, Levi Gilbert, Cincinnati; Northwestern Christian Advocate, E. R. Zaring, Cincinnati; Central Christian Advocate, C. B. Spencer, Kansas City, Mo.

Pittsburgh Christian Advocate, J. J. Wallace, Pittsburgh; Southwestern Christian Advocate, R. E. Jones, New Orleans; Pacific Christian Advocate, R. H. Hughes, Portland, Ore.; Christliche Apologete, A. J. Nast, Cincinnati; Haus und Herd and German Sunday School publications, A. J. Bucher, Cincinnati; California Christian Advocate, F. D. Bovard, San Francisco; Methodist Advocate Journal, J. J. Manker, Athens, Tenn.

### AGENCY REORGANIZED.

The Benson - Campbell - Slayton Company has succeeded the Chicago advertising agency of Benson & Easton. The concern is situated in the Corn Exchange Bank Building.

### INDICTED FOR FRAUD IN ADVERTISING.

Charged with not living up to his promise in puzzle picture advertisements printed by him in Chicago papers, Samuel E. Moist, president of the piano company bearing his name, has been indicted by the federal grand jury for violating the postal laws. It is charged that Moist circulated through the mails

advertisements offering rebates of prices of pianos for the solution of his puzzles, but did not keep his promise.

### EXPANSION PLANNED.

The Bridgeport (Conn.) Post is making arrangements for the installation of a new press and stereotyping plant on account of increased business.

### PAPER LESSED.

The Darlington (S. C.) News and Press is now being issued under a lease arrangement by C. W. Hanlon. For the last four years the paper has been published by J. Monroe Spears.



## BASHAM NOW A GENERAL ADVERTISING AGENT.

After a long experience as an advertising counsel and copy writer for about twenty Louisville business firms, Thomas E. Basham has branched out in the advertising field with a general agency of his own. He has just incorporated the Thomas E. Basham Company in Louisville with a capital of \$25,000; himself as president, and F. M. Turner secretary-treasurer.

The agency takes over all the personal accounts of Mr. Basham and will handle advertising in newspapers and magazines.

For sixteen years Mr. Basham was in the printing and publishing business as secretary of the Franklin Printing Company. He is vice-president of the Southeastern Division of the A. A. C. A., and holds a similar office with the Louisville Advertisers' Club.

## ITHACA WOMEN EDITORS.

The Federation of Women's Clubs got out the Ithaca (N. Y.) News last Friday. They reported, edited, printed and sold a sixteen page newspaper.

The sporting page contained an interview on the Cornell rowing crew by Charles E. Courtney, a forecast of the intercollegiate track meet by Coach Jack Moakley, a story on baseball by Coach Daniel Coogan and an account of a baseball game.

Half a dozen women reporters covered the city news and professors' wives got the news from the Cornell campus.

## DINNER TO SAUNDERS.

Henry B. Saunders, who has been appointed commissioner of conventions in the Buffalo Chamber of Commerce after many years of association with the editorial staff of the News, was the guest of honor at a dinner given by the members of the News editorial staff at the Hotel Statler. Covers were laid for twenty-three in one of the private dining rooms.

## DOCTOR-EDITOR HONORED

President Taft has appointed Dr. H. Sheridan Baketel of New York, editor of the Medical Times, a first lieutenant in the Medical Reserve Corps of the United States Army. He has been assigned to the inactive list, which allows him to continue his editorial work.

## A FRESHMAN EDITOR.

Joseph L. Hill, Jr., of San Antonio, has been elected editor-in-chief of the Megaphone the students' weekly paper of the Southwestern University in Texas. It is said to be the first time in the history of the institution that a freshman has been elected to that important position.

## TO BUILD IN BOONE.

The publishers of the Boone (Ia.) News-Republican have closed negotiations for the erection of a new home for their paper on Kell street.

The El Paso (Ill.) Journal expects to be located in its new home about July 1.

## EDITORIAL ARRANGEMENT IN CLEVELAND COMBINE.

Under the combination arrangements of the Cleveland Leader and News following the recent purchase



FRANK ELLIS ROWLEY.

of the latter paper by Dan R. Hanna, Frank E. Rowley becomes managing editor of both papers. He has been managing editor of the Leader since December, 1910. Previously Mr. Rowley was in the Pulitzer newspaper service as a member of the staff of the St. Louis Post-Dispatch, and for two years before that was with the San Fran-

cisco Examiner. From 1900 to 1907 he was managing editor of the Chicago Chronicle. He began his newspaper work with the Rochester (N. Y.) Democrat and Chronicle.

The work of managing editor of the two papers will be centralized in Mr. Rowley's hands, capable men being placed in charge of the direct work on each paper. These men will be news editors for the Leader and News and a Sunday editor for the Leader.

The office of editor-in-chief of both the Leader and News is held by Nat C. Wright, formerly lessee of the Leader with Harry S. Thalheimer, who, as already told in THE FOURTH ESTATE, continues with the papers as general manager.

Sam B. Anson has been appointed city editor of the News. Mr. Anson broke into newspaper work in Lockport, N. Y., twelve years ago and has had quite a variety of experience. The "high spots" of his wanderings prior to locating in Cleveland, seven years ago were: The Buffalo Times, St. Paul Globe, Des Moines Daily News, Huntington (W. Va.) Advertiser, Uniontown (Pa.) Genius and the St. Joseph (Mo.) News-Press.

During his work in Cleveland Mr. Anson has been city editor of all the English dailies—the Plain Dealer, Press, Leader (from which he has just been transferred) and the News. In that time he managed to sandwich in one fling at being a journalist and another at advertisement writing; the first as a special writer with the Scripps Newspaper Enterprise Association, and the second as a member of the staff of Fuller & Smith, of Cleveland.



SAM. B. ANSON.

## PUBLISHERS ENTERTAINED AD MEN IN DALLAS.

One of the principal features of the entertainment accorded the members of the Associated Advertising Clubs of America at their meeting in Dallas last week was the "Al Fresco" luncheon of the Dallas Morning News, which was attended by fully 5,000 persons, on the golf links of the Country Club. All the dignitaries of the city and the visiting ad men attended, and in speeches voiced their thanks for the part the News played in making their meeting in Dallas such a success.

## CARNIVAL PRESS AGENT.

Charles A. Hughes, a Detroit newspaper and advertising man has been appointed by the Cadillac directors as publicity manager of the annual midsummer carnival. He succeeds Glenmore Davis, who has resigned. Mr. Hughes has had a wide experience in publicity work and lately has been engaged in the general advertising agency business.

It is reported that Wheeling, W. Va., will shortly have a German daily paper.

## A NEWSPAPER'S IDEALS MAKE OR BREAK IT.

H. J. Haskell, editor of the Kansas City Star, believes that a newspaper succeeds or fails or becomes liked or detested because of its personality.

"The newspaper personality may not and, indeed, cannot reflect in detail the personality of any one man," Mr. Haskell said. "But in a general way forceful personality may impress itself so strongly on an institution that it may partake of his characteristics to a striking degree. Then the tradition once established perpetuates itself.

"The traits of such a visitor as the newspaper, which goes to homes, should be good manners, entertaining, enterprising, sane, well informed, and, above all, sincere. It should be ready to stand for ideals. All of these qualities may be shown in the handling of the news. While the personality of the newspaper manifests itself in the handling of the news, it comes to the surface most explicitly in the editorial page and in the various features of that page."

Mr. Haskell expressed the belief that there was no reason why the newspaper should not do its share toward supplying a market for the best modern fiction. He said that they could not do this separately, but they could do it in combination.

"The time is coming when a newspaper syndicate will offer the best market in the country for short stories and novels; when Kipling will send his 'Female of the Species' to the Associated Newspapers rather than to the Ladies' Home Journal," he said.

## WILL CONDUCT A HOTEL.

Walter W. Miller, for the past sixteen years connected with the Quincy (Ill.) Whig and for the last twelve its business manager, has resigned to enter into the hotel business in Quincy. W. E. Pringle, editor, has been elected by the directors to the office of business manager.

## "TOWN CRIERS" READ IT.

The publishers of the Town Crier, of Seattle, write to THE FOURTH ESTATE: "Your excellent publication is received regularly and read in this office."

## LOS ANGELES

In the Eye of the World.

The TIMES, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere. Advertising. Subscriptions.

Represented by Williams, Lawrence & Cresmer CO. NEW YORK CHICAGO

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN,  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

PRESBRY, 456 Fourth avenue,  
New York.—The Michelin Tire  
Company, Milltown, N. J.; placing  
extra copy subject to the Indian-  
apolis race results.

The Union Metallic Cartridge  
Company, 299 Broadway, New  
York; reported about to place some  
new orders.

AMSTERDAM, 1178 Broadway,  
New York.—The Bretton Woods  
Hotel, Bretton Woods, N. H.; or-  
ders being placed with a selected list  
of Western papers.

The Pine Grove Springs Hotel,  
Lake Spofford, N. H.; orders for  
nineteen lines fifteen times being  
placed with a selected list of Eastern  
daily.

The Rextmere Hotel, Stamford,  
N. Y.; placing some eight-line  
thirty-time orders with Eastern pa-  
pers.

BARNES, 180 St. Nicholas ave-  
nue, New York.—B. Priestley & Co.,  
100 Fifth avenue, New York; rates  
being asked from a large list of  
newspapers.

BLACKMAN-ROSS, 10 East  
33d street, New York.—Hoggon

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Brothers, "Single Contract Meth-  
od," 7 East 44th street, New  
York; contracts being made with a  
small selected list of papers.

THOMPSON, 44 East 23d street,  
New York.—"Rub-No-More Soap";  
new schedule being placed through-  
out the country.

SOLGER, 59 Broad street, New  
York.—The De Miracle Chemical  
Company, New York; campaign  
will be started shortly among a se-  
lected list of papers throughout the  
country.

SIEGFRIED, 50 Church street,  
New York.—The American Tem-  
perance Association; some six-time  
classified advertisements being  
placed with a selected list of papers.

PRESBRY, 456 Fourth avenue,  
New York.—The Michelin Tire  
Company; adding a few additional  
papers throughout the country.

VAN CLEVE, 200 Fifth avenue,  
New York.—The Bobbs-Merrill  
Company, publishers, Indianapolis;  
new papers being added to the list.

VOLKMAN, 5 Beekman street,  
New York.—The Lorimer Institute,  
Baltimore; orders being placed with  
papers that have contracts.

LLOYD, 150 Nassau street, New  
York.—The General Drug Com-  
pany, New York; list will be made  
up shortly.

BLAKER, 41 Park Row, New  
York.—The Ex-Lax Manufacturing  
Company, 182 Lafayette street, New  
York; orders being placed with  
New York City papers for the pres-  
ent.

DAUCHY, 9 Murray street, New  
York.—John Bing & Co., toys, 381  
Fourth avenue, New York; placing  
some two-inch three-time orders  
with Pacific Coast papers.

DORLAND, Atlantic City, N. J.,  
and 303 Fifth avenue, New York.—  
The Sagamore Hotel, Long Lake,  
N. Y.; placing twenty-line six-time  
orders with Western papers.

Lake George, N. Y.; placing  
ninety-four lines ten times with a  
large list of Sunday papers.

STACK-PARKER, Heyworth  
Building, Chicago.—The Northern  
Pacific Steamship Company, St.  
Paul, Minn.; contracts for 6,000

## When you buy space in THE BUFFALO TIMES

you get full value  
for your money.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in  
the center of the great and populous  
PITTSBURGH district  
DISPATCH reaches more  
homes than  
any other newspaper. The best classified  
medium between New York and Chicago,  
first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.,  
Horace M. Ford, 150 Michigan Ave., Chi.

lines being placed with a selected list  
of Southern papers.

DIRECT.—The Jones "Break  
Up" Remedies, Little Egypt, N. J.;  
will shortly make up list for adver-  
tising throughout the country.

FULLER, 623 South Wabash  
avenue, Chicago.—The R. C. H.  
Corporation, automobiles; contracts  
for 7,000 lines being made with a  
selected list of Southern papers.

HICKS, 132 Nassau street, New  
York.—The Columbian, Thousand  
Island Park, N. Y.; Eastern papers  
are receiving some seven-line thirty-  
time orders.

LEVEY, Marbridge Building,  
New York.—The Thousand Island  
House, Alexandria Bay, N. Y.;  
placing thirty lines fourteen times  
with papers on a trade and ex-  
change basis.

THOMPSON, 44 East 23d street,  
New York.—The Central Railroad  
of New Jersey; some sixteen-line  
t f orders with Eastern papers.

WINEBURGH, 576 Fifth avenue,  
New York.—The Omega Chemical  
Company, New York; orders being  
placed with New York City and  
New Jersey papers.

MOSS-CHASE, 110 Franklin  
street, Buffalo, N. Y.—F. F. Rick  
& Co., 635 Main street, Buffalo, N.  
Y.; placing some three-inch nine-  
time orders with a list of Southern  
papers.

ROSENBAUM, 17 Madison ave-  
nue, New York.—H. Platten & Son,  
94 Henry street, Brooklyn, N. Y.;  
new orders being placed to run the  
balance of the year.

STAPLES & STAPLES, Rich-  
mond, Va.—Richardson & Co., "Old  
North State" Tobacco, Reidsville,  
N. C.; contracts for 14,000 lines be-  
ing made with a list of Southern  
papers.

BUSINESS MEN TO PUBLISH.

H. G. Fanned has acquired the  
Rutledge (Tenn.) Granger Times.  
He is said to have a number of  
prominent business men behind him.

## THE LOUISVILLE TIMES

has a concentrated home circulation  
that is unequalled as a result, pro-  
ducer in Louisville or in the State  
of Kentucky.

49,622

is our circulation for 1910—Ayer's  
Directory, 1911. This is 13,000 in  
excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO.  
Frisko Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

## SAN DIEGO WARLIKE.

Feeling is still strong in San  
Diego, Cal., against the newspapers  
and others that are encouraging the  
cause of the Industrial Workers of  
the world in their crusade. Last  
week vigilantes broke into the office  
of the Roberts Printing Company  
and pied the type of the Herald,  
alleging that the paper was uphold-  
ing the cause of the industrialists,  
and the following day a committee  
of twenty men went the rounds of  
the newspapers warning them of the  
danger of such encouragement.

Attorneys for the Free Speech  
League in San Diego say that the  
alleged abduction and deportation  
of W. R. Sauer, editor of the  
Herald, which has defended the  
actions of the Industrial Workers  
of the World, will be submitted to  
Attorney General Webb as a test  
case for prosecution of the vigi-  
lantes.

## TO ISSUE TRADE PAPER.

The Family Grocer Publishing  
Company has been incorporated in  
Toledo, O., for \$10,000, to publish  
the Family Grocer, started about  
three months ago. A. Weinman,  
secretary of the Toledo Grocers and  
Merchants' Association, is the edi-  
tor. Offices are located in the  
Chamber of Commerce Building.

The Coshocton (O.) Times is to  
become a daily very shortly.

## TELL THE TRUTH— PRINT THE NEWS

Real publishers do this. Their papers  
are the big, strong ones. A sincere and  
reliable newspaper that is in touch with real  
human interests will be read from end to  
end, ads and all.

## THE SUN

OF BALTIMORE  
tells the truth and prints the news.  
CIRCULATION,  
116,000 NET PAID

W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave., Tribune Building,  
NEW YORK, CHICAGO.

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.



The TRIBUNE  
of 1 ct. Daily and Sunday  
LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

THE GROWING  
PAPER OF  
IS THE  
(EVG)  
BOSTON  
TRAVELER

Average Circulation April 1912  
86,812

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK  
JOHN GLASS, People's Gas Bldg., CHICAGO

STAFF CHANGES.

CHARLES H. BANTA is now connected with the Seattle Post-Intelligencer as assistant advertising manager.

JOHN FINUCAN is a new addition to the Chicago staff of the N. M. Sheffield Special Agency.

M. H. NICHOL, formerly police reporter on the San Jose (Cal.) Daily News, is now affiliated with the San Jose Morning Times.

W. R. STEWART is doing police for the San Jose (Cal.) Morning Times. He formerly covered morgue and emergency hospitals.

WILLIAM HENNIGAN is now writing for the sporting page of the New York World.

FREDERICK N. DRAKE has left the Chicago staff of Doubleday Page & Co., and is now with the Buffalo office of Motor.

D. K. DUNCAN, formerly of the Brooklyn Eagle, is now on the desk of the Providence (R. I.) Evening News.

GUY BURNHAM has left the staff of the Ashland (Wis.) Press and has been succeeded by Kirk Meyers.

EDMUND L. SANDERSON, who has been in charge of the automobile news and advertising depart-

VALUABLE TO READERS,  
TO ADVERTISERS,

BECAUSE it is the ONLY independent paper in a strongly progressive and insurgent territory; because it is first in the hearts of its readers; because it is growing rapidly and surely.

THE MINNEAPOLIS  
DAILY NEWS

"THE PEOPLES PAPER"  
Circulation 46,547  
Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
A. G. BAYLER, Chicago, J. P. ANTISSEL.

THE  
PITTSBURG  
PRESS  
HAS  
THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of April, 1912, was as follows:  
Daily, 108,787. Sunday, 131,526

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
JOHN GLASS, Peoples Gas Bldg., Chicago

ment of the Detroit Free Press, has resigned, and has become connected with the American Lithograph Company, of New York, as foreign manager.

R. L. MILLETT has been appointed to the advertising staff of the Buick Motor Company, in Indianapolis. Mr. Millett for some time past has done newspaper work in that city.

R. J. RHODE has left the New York World staff and is now on the copy desk of the American.

GEORGE A. DEWITT, formerly Sunday and dramatic editor of the Milwaukee Free Press, is now with the Chicago Examiner staff.

E. F. CORBIN, advertising manager of the Farmer and Builder, Sioux City, Ia., has resigned.

D. LESLIE DAVIS has resigned the position of associate editor of the Shelbyville (Ill.) Leader.

OSCAR A. DOOB has been promoted from the local staff of the Cincinnati Enquirer to desk work as assistant city editor. It was recently reported that Mr. Doob had been made assistant "editor" of the Enquirer, but he wishes it stated that the rumor was not true.

W. H. PUTNAM has joined the advertising staff of the New York American. He was formerly advertising manager of the O'Neill-Adams Department Store and more recently was with the Herald and Evening Telegram.

ELMER HELMS, for several years with the advertising staff of the New York American, has gone over to the Tribune.

CHARLES A. KELLY, a newspaper correspondent of Trenton, N. J., has gone to Chicago where he will engage in the same line of work.

WILLIAM KELLY of Trenton, N. J., has been assigned to the telegraph desk of the True American of that city.

HARRY I. GASKELL, formerly a member of the Worcester (Mass.) Telegram staff and recently special writer for the Bridgeport

THE BOSTON  
GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

The New Orleans  
ITEM has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picaune COMBINED.

(Conn.) Sunday Post, is now on the Bridgeport Sunday Herald.

CHARLES SCHULTEIS is the new telegraph editor of the Louisville Herald. He hails from Dayton, O.

JOHN T. TINKER has resigned the editorship of the Taos (N. M.) Recorder to become connected with the Denver Post.

ROLAND JONES has been promoted to the city editorship of the Omaha World-Herald from the position of political writer.

W. W. CATELL has left the Des Moines Register and Leader to become city editor of the St. Cloud (Minn.) Times.

KIRBY WERT of the New York Evening Journal staff has left the newspaper field to enter other business.

CHARLES RAVETT has resigned from the Lotos Advertising Company to enter the foreign language newspaper field in the employ of Alexander Wolsky at 150 Nassau street, New York.

JOHN F. DEHAVEN has joined the advertising staff of the South Bend Tribune. For some years he was identified with other local newspapers.

EDGAR MELS, associate editor of Satire, New York, since its inception, has resigned and is taking his first vacation since 1893.

H. A. WORMAN, formerly advertising manager of the National Carbon Company, Cleveland, has become associated with the Baker Motor Vehicle Company, of the same city, in a like capacity.

BERGER RAISES PRICE.

Congressman Victor Berger's Milwaukee Leader, the Socialist Democratic daily, has raised its price from one cent to two cents. It is now the only higher than one cent paper in the city. In announcement on the front page Monday Berger stated that an effort was being thus made to meet the deficiency of each week. The paper claims a circulation of 40,000.

J. WALTER  
THOMPSON  
COMPANY.

Est. 1864

The experience of forty - eight successful years  
Guarantees to those who entrust their



ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
Fifth Avenue Building. NEW YORK.  
750 Marquette Bldg., CHICAGO.

TRADE PAPERS AND  
AGENCY MOVE UPTOWN.

The Allen-Nugent Company, the Hat Trade Publishing Company, the Millinery Trade Publishing Company and the Trades Advertising Agency, of New York, have moved from 13 Astor place, where they have been located for more than nineteen years, to the Centurian Building, Broadway, between 28th and 29th streets, where the entire eleventh and part of the tenth floor have been leased for a long term of years.

The first three companies publish respectively Nugent's Bulletin, the American Hatter and the Millinery Trade Review; the Trades Advertising Agency specializes in these trades and the men's clothing and furnishing goods trades.

Roger W. Allen is general manager of the allied companies.

EDITOR RETURNS.

The editorial management of the Newman (Ga.) Herald is again in the hands of James E. Brown. For the past year Mr. Brown has been in retirement on account of political interests.

EMPLOYEE BUYS PAPER.

S. Joseph Owens has sold the New Albany (Miss.) Gazette to Roger Smith. The latter has been for some time past in charge of the paper and was also at one time editor of the Houston Post.

THE  
NEW YORK MAIL  
EVENING

regards the advertising it prints as real news of interest to all the community, and makes up its pages accordingly.

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## CHICAGO PRESS CLUB'S MOCK CONVENTION.

The Chicago Press Club last Saturday night "scoped" the Republican party by holding the National Convention almost a month in advance of the set time for it. The convention was held in the Auditorium Theater before a large audience.

Taft, Roosevelt, La Follette, Cannon, Champ Clark, Wilson, Hearst and even Clark's celebrated "houn dawg" were burlesqued. Another 150 persons took part in the performance. The burlesque was in one act, it having been announced that the club would present "in one act the many screaming acts of the political leaders of the day."

## TOPEKA CLUB'S NEW LEADERS.

Otto Barth, advertising manager of the Kansas Farmer, has been elected president of the Topeka Ad Club. H. A. Spielman is the new vice-president, and W. J. Rickerbacher secretary-treasurer. Recent new members are E. L. Overton, G. D. McClasky, G. G. Moore and C. H. McCleary.

## CANADIANS FORM CLUB.

An advertising club has been formed in Hamilton, Ont. It is known as the Welland Club and has the following officers: President, John Conner; vice-president, B. L.

"One paper in the home is worth a thousand on the highway." —Quotation.

# THE NEW YORK TRIBUNE

the paper that goes to the  
home —Application

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**LARGEST CIRCULATION.**  
There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN** and the **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.  
**C. GEORGE KROGNES,**  
Marquette Building, CHICAGO.  
**VERGE & KONKIN, Inc.,**  
225 Fifth Avenue, NEW YORK.

Booth; and secretary-treasurer H. Waldron. The members have decided to affiliate with the Associated Advertising Clubs of America.

## AN OLD GUARD FOR NEW YORK PRESS CLUB.

A permanent organization of an "Old Guard" among the members of the New York Press Club will be perfected at a re-union meeting to be held at the club house on Saturday evening June 8th. The occasion will be a dinner of the members who have been on the rolls for twenty years or more. The tickets will be \$2 per plate and can be secured from Fred Sonthemer, superintendent of the club, checks being made payable to T. Gorman, treasurer of committee of arrangements, of which George P. H. McVay is chairman.

## ALBANY MEN TALK IT OVER.

About seventy-five men, engaged in editorial and advertising work on Albany newspapers, met last week at Kapp's Hotel to talk over the plans for organizing a press club. The matter was favorably received and a meeting will be called in the near future to formally organize the club. The membership of the organization may later on be extended to points outside of Albany.

## CANADIANS MEET.

The joint meeting of the Grey and Bruce County Press and Publishers' Associations was held last week at Harriston, Ont. The following officers were elected: President, W. M. McDonald; vice-president, J. H. Rutherford; secretary-treasurer, A. Bond; executive committee, J. J. Hunter, A. Logan, I. Irwin and R. E. Sayles.

One of the features of the meeting was an address by J. M. Imrie, secretary of the Canadian Press Association, on the value of district organization.

## DULUTH'S NEW AD CLUB.

The Duluth Advertising Club is a new organization. Its officers are:

# THE BOSTON POST

APRIL, 1912. AVERAGES

The Daily Post 395,999  
The Sunday Post 333,511

**KELLY-SMITH CO.,** Representatives.  
1 Madison Avenue, NEW YORK.  
**C. GEORGE KROGNES,** Western Rep.,  
Marquette Building, CHICAGO.

# THE JOURNAL

IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN  
**DAYTON, OHIO.**

**BARNARD & BRANHAM,** Reps.  
Brunswick Building, Boyce Building,  
NEW YORK. CHICAGO.

President Charles H. Mackintosh; vice-presidents, T. D. Pritchett, F. Seligman and Albert Moe; secretary, Albert Hanchett; treasurer, C. D. Steele.

## OTHER CLUB NOTES.

The Stockton Advertising Club is the latest organization of California ad men. It has L. H. Rodebaugh as president, H. V. Allan secretary and W. E. Dawson treasurer.

Plans are under way for the organization of an advertising club in Sioux City. It is expected to start with about thirty members.

The members of the Kentucky Press Association are making big preparations for their annual meeting at Olympic Springs June 10 to 15.

The advertising men of Memphis, Tenn., have formed a permanent organization with D. C. Harmon as president. T. B. Hildan and E. A. Moore are vice-presidents, and Henry Nathan, secretary-treasurer.

New officers of the Leavenworth (Kan.) Ad Club are: President, Charles Fenning; vice-presidents Peter Bubb and Julius Texter; secretary, W. H. Bauman; treasurer, Albert Bauer.

With a large number of guests present the first annual dinner of the Glens Falls Press Club was held last week at the Glen Lake house. Members and guests made the trip to Glen Lake in a private car provided by the Hudson Valley Railway Company.

The Nashville Club will hold an excursion to Chadwell's Grove about the middle of this month.

The members of the Indiana Associated Weeklies are holding their convention in Morristown.

The Seattle Press Club celebrated "Elks' Night" at the club rooms last week. About four hundred scribes and members of the order participated in the "funfest."

Congressman William S. Vare was the guest of the newspaper men of Philadelphia last Thursday evening at a dinner at the Pen and Pencil Club.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation **94,724**  
for 1911 - - -

**EDWARD H. BUTLER,** Editor and Pub.  
Represented in the foreign field by  
**KELLY-SMITH CO.,**  
1 Madison Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# LESLIE'S WEEKLY

is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

## ONE FARTHING DAMAGES.

The retrial of the libel action by William Lotinga, a sporting journalist of London, against John Corlett, editor and proprietor of the Sporting Times, ended in the Law Courts in a verdict for one farthing damages.

Lotinga complained that Corlett published in the Sporting Times statements against his character. Mr. Corlett pleaded that the statements, in so far as they were allegations of fact, were true, and so far as they were comments were fair comments on a matter of public interest. At the first trial the jury disagreed.

## WORKING IN ROCHESTER.

Walter B. Ford, until about two years ago political writer for the Worcester (Mass.) Telegram and later connected with the Buffalo Express, has joined the staff of the Rochester (N. Y.) Herald. E. L. Priest, formerly connected with the city staff of the Worcester Telegram, is telegraph editor of the Herald.

## WITH HOARD'S DAIRYMAN.

George M. Whitaker, many years editor of the New England Farmer of Boston, is now associate editor of Hoard's Dairyman, Fort Atkinson, Wis. Since leaving Boston Mr. Whitaker has been connected with the department of agriculture at Washington, D. C.

# IN PITTSBURGH THE POST

*First in Quality of  
Circulation for 70 years.*

Is growing so rapidly in quantity that we predict it will be first in both quality and quantity within a short time. The combination of energy, experience, money and force now pushing the circulation is producing wonderful results.

Remember the POST is the only democratic paper in Pittsburgh and this is surely a democratic year.

**EMIL M. SCHOLZ,** General Manager.  
Special Representatives:  
**CONE, LORENZEN & WOODMAN,**  
NEW YORK. ATLANTA CHICAGO.



**A GAIN of 168 Columns**

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,004 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during his period.

**THE CHICAGO RECORD-HERALD**

New York Office, 710 Times Building.

**THE News Scimitar**

of MEMPHIS, Tennessee, is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley. Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

**NEW YORK AD MEN AT GOLF.**

Advertising golfers turned out in force for their first spring tournament over the links of the Oakland Golf Club Tuesday. The affair was held under the auspices of the Metropolitan Advertising Golf Association, and a number of prizes were offered.

In Class A Clayton Goss won with a card of 85, 10-75, while in the B division, Scott McKnight won with 91, 18-73. The Class C winner was Walter Manning with 100, 25-75. There was a tie for the gross prize between B. H. Ridder and A. Cowperthwaite, both of whom returned an 84. They agreed to play off at some future date.

A triple tie also marked the four-ball handicap. W. Bunnell and W. Manning had 204, 45-159; J. L. Given and R. D. Little, 191, 32-159; B. H. Ridder and W. R. Hotchkiss, 181, 22-159, were the teams in the deadlock. They tossed for the prizes, Ridder and Hotchkiss winning.

**GETS HALF INTEREST.**

Roy Munford of Elizabethtown has purchased an interest in the Sturgeon (Ky.) News-Democrat. He will be associated with Professor J. E. Austin, who has heretofore been the sole owner.

**IN MAY THE NEW YORK TIMES**

published more than 840,000 lines of advertising, a gain of more than 100,000 lines compared with May 1911—a tribute to the volume and character of the circulation of The Times.

The Sixth City is very ably represented by the stalwart

**CLEVELAND LEADER**

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

**The News League of Ohio.****THE DAYTON NEWS THE SPRINGFIELD NEWS**

Reach 75 per cent of the homes of these cities on subscriptions, and our Circulation Records and Cash Books are open for your inspection.

Principal Office, DAYTON, OHIO.

**ILLINOIS EDITORS AT EAST ST. LOUIS.**

More than 200 editors of Southern Illinois, accompanied by their wives and children, spent last Friday in East St. Louis at the meeting of the Southern Illinois Editorial Association. The Illinois Hotel was the gathering place.

The women, in automobiles, headed by Mrs. J. B. Maguire, toured the residence district in St. Louis and rode through Forest Park and St. Louis County, returning to the National Hotel, at the stockyards, for luncheon.

In the afternoon special cars took the delegates over the interurban lines.

**TEXAS EDITORS CHOOSE NEW OFFICERS.**

San Antonio won the honor of the selection as the city for the next meeting of the Texas Press Association at the annual session just closed in Temple. The new officers are: President, William C. Edwards, Denton; vice-president, J. J. Taylor, Dallas; secretary, Sam Herben; treasurer, C. F. Lehman. A new office of historian was created and Colonel Bailio was elected to it, with A. R. McCollum as assistant.

**NEWS COMPANY MEN HOLD BANQUET.**

The employees of the Union News Company, which controls newsstands in the New York Central station and on trains, had their annual dinner in Albany last week.

There were members present from New York, Poughkeepsie, Kingston, Troy, Schenectady, and Utica.

**SMITH SELLS OUT.**

The Middleville (Mich.) Sun has been disposed of by Charles P. Smith to William G. Barnes of Cedar Springs. The new owner has been for many years engaged in newspaper work in the state.

**THE TOLEDO BLADE**

has the

**FIFTH LARGEST two-cent evening circulation in the United States, regardless of size of city.**

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

**San Francisco HONEST FEARLESS CALL**

**Most Progressive Paper in San Francisco Today**

J. C. WILBERDING, Representative, 225 Fifth Avenue, NEW YORK. GEORGE KROGGESS, CHICAGO. Marquette Building.

**ADVERTISE INDIANAPOLIS.**

J. J. Cole has appealed to ten automobile manufacturers of Indianapolis to subscribe \$5,000 each to a fund of \$50,000 for the purpose of exploiting Indianapolis as an automobile centre. Mr. Cole suggests that the money be spent in national advertising in newspapers, asserting that "there is not a single Indianapolis built car which cannot endure the utmost publicity."

He also states that he expects Indianapolis to depose Detroit as the head of the automobile manufacturing industry. Mr. Cole shows his faith in the project by starting the fund with a check for \$5,000.

**TRADE PRESS ELECTION.**

The New England Trade Press Association has elected these officers: President, F. F. Cutler of the Shoe and Leather Reporter; vice-presidents, W. J. Stewart of Horticulture, Irving P. Fox of the Spatula, Walter B. Frost of the Manufacturing Jeweler; secretary-treasurer, George H. Collyer of Marble, Granite and Bronze; executive committee, the officers and Henry Lewis Johnson of Graphic Arts and H. G. Lord of the World's Textile Record.

**STRATFORD TO HAVE A NEWSPAPER.**

Louis E. Peck has practically completed the arrangements for the publication of his weekly paper in Stratford, Conn., and, according to present plans, will have the first issue out by July 1. He intends to call it the Times and it will be independent in politics, special attention being given to booming the town. Mr. Peck has been connected with several of the Bridgeport dailies at various times.

**NAME CHANGED.**

Lou Allard has purchased the Ardmore (Okla.) Star and will change its name to the News. Mr. Allard was formerly publisher of the Shawnee News.

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

For a short time advertising will be accepted at flat rate of

**7200** per day.

**7c** per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct.

WRITE FOR INFORMATION.

**THE MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative THE S. C. BECKWITH SPECIAL AGENCY New York ST. LOUIS, Chicago

**WOMEN ISSUE PINE BLUFF MORNING GAZETTE.**

Women of the Pine Bluff (Ark.) City Beautiful Club last Saturday had charge of the Pine Bluff Morning Graphic. Prominent society women served as "newswies" all over the city, securing much publicity for their club and several hundred dollars for the treasury. Mrs. Alex. M. Barrow was managing editor and Miss Grace Spaulding illustrator. About fifty women assisted in preparing the thirty-two pages in four sections.

**EDITORS OFF DUTY.**

The members of the California Press Association have been spending the past week at Shasta Springs on their annual excursion. They have been receiving a great welcome from the citizens of Dunsuir and Sisson, who gave them an automobile trip through Siskiyou County to the famous McCloud River and the fish hatcheries of Sisson. The party numbers about one hundred.

**IOWA PUBLISHER SELLS.**

A. S. Crabb has sold the Aurelia (Ia.) Sentinel to E. C. Liser of Marathon. Mr. Crabb has conducted the Sentinel for the past three years.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK.

"A Daily Newspaper for the Home"  
THE

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## EDITOR NOW ALSO A POLITICAL POWER.

Continued from Third Page.

force in Pennsylvania Mr. Van Valkenburg is responsible for the present efficient State Health Department which has spent and is still spending millions of dollars for the prevention of tuberculosis and the cure of this disease in its incipient stages. It has been the most steadfast supporter of State Health Commissioner Samuel G. Dixon, a scientist of high character and attainment who perhaps would not have been in charge of the department were it not for unflagging Van Valkenburg support. The old tendency in Pennsylvania would have been to give the position to a politician. The North American prevented it.

As a student of the high cost of living, Mr. Van Valkenburg engaged one of the most noted domestic economy experts in America, Mrs. Anna Scott, who travels from one end of the state to the other at the North American's expense to explain to women's clubs, marketing organizations, house owners' leagues and similar associations, how savings may be effected in the preparation of foods, the purchasing of supplies and through scientific marketing.

In Philadelphia the North Amer-

Largest proved high-class  
evening circulation.

## The NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I" THE POST-INTELLIGENCER Able, alert, always ahead. LEADING NEWSPAPER OF THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

ican has fought for ten years for unadulterated foods, for clean, wholesome products free of chemical colorings and preservatives. This campaign for at least eight of the ten years deprived the North American of large advertising revenues and only during the last two years has it been apparent that this crusade ultimately would prove profitable in an advertising sense.

Mr. Van Valkenburg is an editor with no social aspirations. In fact, his inclination is to avoid social life and so thoroughly is he wrapped up in the development of the North American that his ambitions may be said to rest entirely in the service he is able to render the city and state, with frequent excursions into the national field.

He has accomplished a feat that has puzzled many editors of papers that are obliged to devote considerable space to business and trade affairs. He has made the business story fascinating and popular. It is no uncommon thing to find the North American's first page devoid of stories, crime and domestic court stories, these being supplanted by others dealing with transportation problems, port freight differentials and politics. Needless to say, to arouse public interest in such topics as these requires an unusual type of story.

Mr. Van Valkenburg's chronic position has been that he wants nothing from any source for the things he has done for his city and state. During many of the years this position would have been compulsory, for the forces arrayed against him could have kept him out of rewards. But since he has won his fight in Pennsylvania his position has remained unchanged.

It is often said of Mr. Van Valkenburg that he has quickened the Philadelphia conscience as few men ever have been able to do it. For many years he has inveighed against wrongs that few persons besides himself would admit were wrongs. He has fought practices and tendencies that are now universally frowned upon. He has made his retiring and reticent personality one

## "As Much as the Times" The advertising patronage of the SEATTLE TIMES DAILY AND SUNDAY

for ten months of 1911 shows a continuance of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried Paid Advertising to the amount of 622,230 inches, or 8,712,620 lines, being an average of 62,233 inches, or 871,262 lines, per month.

This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,074,688 lines, being an average excess of each month of 14,819 inches, or 207,468 lines.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

## THE MILWAUKEE NEWS

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

of the most interesting personalities  
in the state and nation and not even  
now can he be persuaded that out-  
siders would care to know anything  
about himself in preference to the  
work he originates and performs.

## NEW UNION CONTRACTS.

The contracts between the newspapers of Elmira, N. Y. and the local Typographical Union will expire on June 18 and a new three-year agreement has been agreed to on both sides to go into effect immediately after that day. The terms call for a minimum wage for machine operators on evening papers of \$20 a week with price and one-half for overtime, double price for holidays and Sundays. The job printers receive an increase from \$16 to \$18 a week; call men will receive forty-nine cents an hour. The Sunday and morning machine operators are to receive \$22 a week and call men fifty-five cents an hour.

The newspaper publishers in Louisville, Ky., have signed a new three-year contract with the International Pressmen's Union. The new agreement goes into effect in September and an advance in the wages and a continuance of present shop practices are assured.

Omaha pressmen are negotiating a new scale with the newspaper publishers. Len Hall, pressman at the Omaha Daily News, is financial secretary of the union and is taking an active part in the negotiations.

Boston Newspaper Web Pressmen's Union No. 3 has accepted the reports of its special and scale committee. It instructed the scale committee to sign a schedule along the lines of the advance in wages and other concessions agreed to at the last conference with the employers' committee.

Several of the young men who have been serving as apprentices in various offices were promoted to be journeymen members. No change in the Chicago situation was reported. The local union will continue its weekly donation to assist the strikers there.

## THE BOSTON AMERICAN

*Largest  
Circulation*  
IN NEW ENGLAND  
DAILY AND SUNDAY  
*Over 400,000*

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

## BLAMES PARTY SPLIT ON THE PRESS.

In a speech in the Senate Monday Senator McCumber of North Dakota, a member of the finance committee, attributed the unpopularity of the Payne-Aldrich tariff bill and the subsequent election of a Democratic majority in the House to the split in the Republican party and the opposition of the press because the measure did not provide for the free admission of print paper.

Free paper, he asserted, had been the price of the friendship of the magazines and the big newspapers.

"The American Newspaper Publishers' Association demanded free print paper," said Mr. McCumber. "We were given to understand that if we acceded to this request all would be well, but that if we did not we should pay the penalty. A reduction was made in the Payne-Aldrich bill, but it was not sufficient to meet the demands of the association. An immediate assault by an army equipped with rapid-fire guns followed, with the result that the Republican party was slaughtered in 1910."

## MOVES HIS PLANT

E. M. Dewey, who has been publishing the Echo at Kingston, O., has moved his plant to Madison and will start a newspaper there. It will take over the title of the Echo.

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

MASSENGALF  
ADVERTISING AGENCY  
ATLANTA, GA.



## THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.,  
213 Temple Court, NEW YORK CITY.

## THE NEWARK TELEPHONE HERALD RESUMES.

With the claim of plenty of capital and excellent prospects for the future the New Jersey Telephone Herald resumed its wire service at Newark last Monday. The service was discontinued in February, after an existence of five months, on account of a lack of capital. This important feature is now said to have been overcome.

The officers of the company are Percy Pyne, president; William E. Gunn, vice-president and general manager; C. E. Danforth, secretary-treasurer. It is possible that arrangements will be made for a direct wire from either the Chicago or Baltimore conventions and possibly from both. C. S. Atkinson is again performing his duties as editor of the service.

## THE DENVER POST, SUEDE, STANDS PAT.

The publishers of the Denver Post are defendants in a libel suit instituted by William G. Evans, president of the Denver City Tramway Company. The plaintiff asks for \$500,000 damages because of alleged injuries suffered through the publication by the Post of a letter purported to be addressed to Evans, accusing him of purchasing the Denver Times with money belonging to the tramway, the water

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

46,120 CIRCULATION Daily. (Net Paid)

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

and telephone companies, and illegally diverting money from stockholders of those corporations to support the Times. The publishers of the Post, in answer to the suit, assert the matter contained in the article is true and therefore not libelous.

## OTIS DEMURRER DENIED.

The demurrer to the complaint of libel made by Frank Henderson, secretary to the mayor of Los Angeles, against Harrison Grey Otis, Harry Chandler and Harry E. Andrews, publisher and chief executives of the Los Angeles Times, was overruled by Judge Chambers and June 12 fixed as the date for trial.

In overruling the demurrer the court held that the complaint was sufficient in that it charged malicious intent to injure, even though it did not follow the statute's exact wording.

## FAMOUS SCOTCH PAPER HAS NEW EDITOR.

Harold Cox has succeeded to the editorship of the Edinburgh (Scotland) Review. He is the seventh editor in succession to the famous editor, who is now editor of the Frankfort News-Journal. Robert Burlingame is now assistant city editor of the Courier-Journal.

## MADE CITY EDITOR.

Alwin Seekamp has been appointed city editor of the Louisville Courier-Journal succeeding M. L. Staddeker, who is now editor of the Frankfort News-Journal. Robert Burlingame is now assistant city editor of the Courier-Journal.

## PAPER WINS SUIT.

The libel suit brought against the publishers of the Sioux City (Ia.) Tribune by C. J. Snyder resulted in verdict in favor of the defendant when brought to trial a few days ago. Snyder sued for \$20,000 damages.

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.

S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Prisco Building, ST. LOUIS.

## THE DEMOCRAT Nashville, Tenn.

carries more local advertising than any other Nashville newspaper.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## WILDMAN EXECUTIVES.

E. Leslie Gilliams, formerly proprietor of the Gilliams syndicate, of Philadelphia, and later with the New York Sunday American, has taken charge of the art department of the Wildman Magazine and News Service, New York.

Edward Lyell Fox, for three years on the reporting and editorial staffs of the New York Sun, is now the magazine and news feature editor of the Wildman Service. Thomas E. Oliphant, formerly editor of McCall's Magazine, has charge of the household and fashion department, while Miss Caroline Sherwin Bailey, author of "Peter Newell's Mother Goose" and half a dozen juvenile books, is children's editor.

Miss Jeanette Gilder, the well known magazine feature writer, has her office in the Wildman suite at 118 East 28th street. The company is now in its sixth year.

## WINS HIS OWN CASE.

The libel suit instituted by W. D. Welsh against Leo DeCoux, editor of the Kentwood (La.) Commercial, has been dismissed by the courts. The trouble grew out of matter printed in the Commercial while Mr. Welsh was a candidate for re-election as mayor. The editor conducted his defense himself and has received many congratulations.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herald.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,500  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The LARGEST and MOST MODERN newspaper plant, in any Latin-American country is owned by the

## HAVANA POST

GEORGE M. BRADT, Publisher  
which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba.

Published Every Day in the Year

## EMPLOYEES HONOR UHL.

Mel Uhl, president of the Omaha Daily News, has just returned from Southern California, where he spent the winter with Mrs. Uhl and Master George Uhl. Upon their return Mr. and Mrs. Uhl were tendered a complimentary banquet by employees of all departments of the News.

The editorial rooms were converted into a dancing floor, while the business office was transformed into a banquet hall for the occasion Mr. Uhl took on a little flesh while in the west.

## AGENCY IN TROUBLE OVER MANAGER'S EMBEZZLEMENT.

The Cross-Gilchrist Advertising Company, of Cleveland, O., has been placed in the hands of a receiver. The reason given is the defalcation of Samuel DeBrelle, formerly office manager of the concern, of nearly \$15,000. DeBrelle was recently sentenced to a three years' term in the penitentiary for the embezzlement.

## SPIRIT LAKE SALE.

Arthur L. Earin and Frank J. Tierney have purchased the Spirit Lake (Ia.) Herald. Mr. Tierney has assumed the active management of the paper.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, Pres.

Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—"The Leven Service"

Correspondence invited.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M&E  
Registered.

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK

BROOKLYN

CHICAGO

KANSAS CITY

BALTIMORE

DENVER

M&E  
Registered

### GOOD NET EARNING PROPERTIES.

- \$4,500—Exceptional opportunity, New York State Weekly. No competition. Terms.
- \$7,000—County seat Weekly. Only paper. Earning net \$2,200. Terms.
- \$9,000—Strong weekly, county seat, 4,000 circulation. Atlantic State. Favorable terms.
- \$17,500—Strong semi-weekly East Central State. Gross business \$15,000—County seat.

HARWELL, CANNON & McCARTHY, Brokers in Newspaper and Magazine properties that are not "hawked." Suite 1168, 200 Fifth Ave., NEW YORK.

### LATIN-AMERICAN NEWS IN PAPERS OF THE U. S.

The Christian Science Monitor, of Boston, has inaugurated a new semi-weekly department devoted to the politics, industries and commerce of Latin America. The Monitor considers this a much needed service of mediation and interpretation in the newspapers of the United States and believes it would tend to make them an important factor in creating an international point of view among readers in many climes. The Monitor says:

"There are special reasons why, we believe, such specializing in the realm of Central and South American news by a daily paper in the United States is timely and serviceable. In so far as the facts chronicled inform residents of the United States as to actual conditions of culture, trade and political evolution in lands to the south of them, the news will tend to dispel an historic attitude of combined ignorance and condescension for which there is and has been no excuse.

"Europe's long lead over the United States in the Latin republics as a model to be followed is in part due to factors, racial and linguistic, which were inherent in the web and woof of history. Nothing that the United States could have done or can do will obscure that fact. But there is much that American statesmen, captains of industry, capitalists, educators, artists, authors and tourists might have done during the generations that have intervened since Spain's yoke was cast off which would have established closer relations in the realm of ideas and ideals between nations identical in their theory of government.

"Had there been more of this higher kind of commerce, there

would also have been more of the kind that takes the form of imports and exports."

### HOW PICTURES HELP MAKE THE NEWSPAPER.

The value of illustrations and pictures to the modern newspaper was the subject of a recent address to the students of the department of journalism at the University of Washington by Clarence B. Blethen managing editor of the Seattle Times. Mr. Blethen said:

"McCullough of St. Louis said that a good editor was a man who knew where 'hell' was going to break loose next and had a reporter there to cover it. Today the good editor is a man who knows where hell is going to break loose next and has a photographer there to cover it. The news can be picked up afterward.

"The only papers today that have circulations without pictures are conservative sheets whose readers have inherited their taste for the paper. The news is not covered today without pictures.

"The first problem in illustration is to get the pictures. Then each step after that must be perfect to get satisfactory results.

"To us the readers of our paper are the public. We are forever studying that gigantic, intangible public. We have found that features which no one individual would approve are yet liked by this public. My theory is that a good feature is one that an editor will read himself; if I find myself reading a feature on Sunday afternoon I decide that it is a good one.

"We are trying to make something people will buy just as much as is the manufacturer of shoes. If we do it honorably that answers the critics of the papers.

"When the Carpathia arrived in New York the sky was lighted for thirty-five minutes with one flash-light after another. Thousands of dollars were spent on the New York waterfront that night getting pictures, and the money was not wasted."

### HOUSEKEEPER'S NEW EDITOR.

Bruce Barton, for some time past editor of the Housekeeper Magazine, has resigned and is now connected with Vogue, New York. The editorship of the Housekeeper is assumed by Miss Katherine Leckie, who recently has been in charge of the women's page of the Scripps-McRae newspapers.



27,000  
**LINOTYPES**

Are in use throughout the world.

14,000  
**LINOTYPES**

Are in use in the United States.



3,000 PRINTING OFFICES

In the United States are operating a single Linotype successfully and profitably.

2,000 PRINTING OFFICES

In the United States are using two or more Linotypes each.

1,333 LINOTYPES

Were sold by us from April 1, 1911 to April 1, 1912.

143 LINOTYPES

Were shipped from our factory during the month of April.

*These figures are convincing evidence that*

**The Linotype Way Is the Only Way**

**MERGENTHALER LINOTYPE COMPANY,**  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.

SAN FRANCISCO: 618-646 Sacramento Street.

NEW ORLEANS: 549 Esplanade Street.

TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

### DAILY MAY BE REVIVED.

The Dalton (Ga.) Daily Argus is reported as about to resume publication. It is understood that a number of local business men have got together backing for the revival of the paper, which was compelled to give up about a year ago when its equipment was destroyed by fire.

### PRINTERS' TRADE JOURNAL.

The Southern Printer's Cost Monthly is a new trade publication in Chattanooga, Tenn. George J. Hally is president, James R. Asa is business manager, and W. V. Turley is editor.

### SUCCEEDS TWO PAPERS.

The Weekly Reporter is a paper just launched at Vaughn, N. M. It succeeds the News and the Public Voice and is published by W. L. Patterson.

The Advocate is a new paper just launched at Chappell Hill, Tex.

**STANDARD LINOTYPE METAL** and first-class **STEREOTYPE METAL** now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the **NASSAU SMELTING AND REFINING WORKS, B. Lowenstein, Proprietor.** 603 West 29th Street, NEW YORK. Telephone, 476 Chelse.

**BARNES-CROSBY COMPANY**  
E. W. HOUSER, President.

**ENGRAVERS**  
**ARTISTS. ELECTROTYPERS**  
**NEW YORK. CHICAGO. ST. LOUIS**

A 20 pound shipment of assorted stereotype paste chemicals will save you at least \$10.00 if you buy it of us.

**INTERNATIONAL PUBLISHERS SUPPLY CO.,**  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

The Mamteca (Cal.) Enterprise is now installed in its new home.

**Jenney Press-Controlling Systems**  
WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
**MOST OF THE BEST KNOWN NEWSPAPERS.**  
**SAFETY. RELIABILITY. ECONOMY.**

Specify JENNEY universal type motors all purposes and know you will get THE BEST.  
**AMERICAN ROTARY VALVE CO.**  
SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: 156 N. Dearborn St., CHICAGO.  
FACTORY: ANDERSON, IND.  
Combination Vacuum Cleaning Machines and Air Compressors.

**Let the American Ink Co. of New York City be your 4-cent inkmen.**



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 954

NEW YORK, SATURDAY, JUNE 8, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

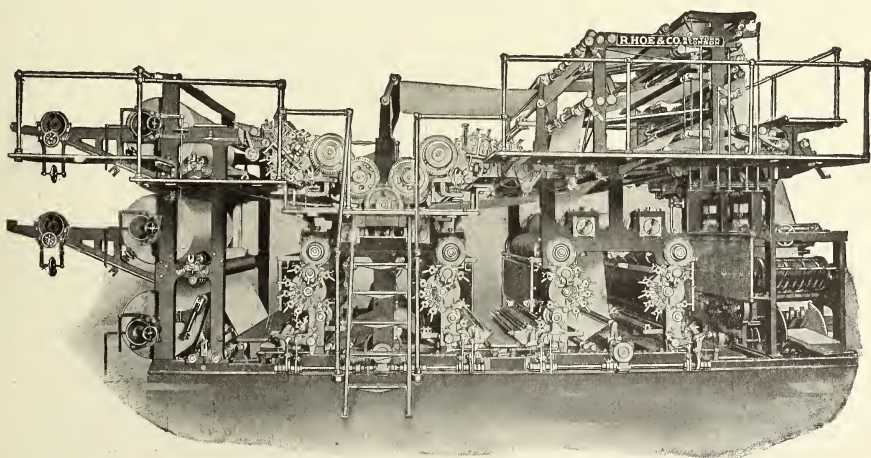
—Carlyle's "Heroes  
and Hero Worship,"  
Lecture V.

TEN CENTS A COPY

## CIRCULATION

is the Prime Requisite of Newspaper Success. To GET circulation, and KEEP it, by taking care of it properly, the newspaper must have fast and dependable presses, and quick and accurate stereotyping facilities.

For more than a century newspaper publishers have placed their reliance upon R. HOE & CO. for Printing Machinery and Equipment that will stand the severest tests.



R. HOE & CO., 504-520 Grand Street, NEW YORK.

7 Water Street, BOSTON, MASS.

7 South Dearborn Street, CHICAGO, ILLS.

109-112 Borough Road, LONDON, S. E.

# NEWSPAPER CIRCULATORS IN ANNUAL MEETING

MANAGERS FROM ALL OVER THE  
UNITED STATES AND CANADA  
GATHER IN BALTIMORE  
FOR CONFERENCE.

Circulation managers from practically every big city of the United States and Canada will gather next week in Baltimore for the fourteenth annual convention of the International Association of Circulation Managers' Association, and the program outlined promises to provide not only the most complete but the most instructive conference of newspaper circulation directors ever held. D. B. G. Rose, circulation manager of the Louisville Evening Post, who is chairman of the convention committee, elaborates on even these predictions by stating to THE FOURTH ESTATE that "this year's convention promises the largest attendance and the most successful ever held."

The sessions of the convention will commence on Monday evening with meetings of the board of directors and committees on entertainment, audit and convention arrangements. All sessions will be held at the Hotel Emerson.

At the Chicago convention last year sessions were continued each day without intermission, thereby having only one continuous session, instead of one in the morning and one in the afternoon as in the past. This year the program committee has decided to go back to the old custom of two meetings a day—the hours to be from 9.30 a. m. to 12, and from 2 to 4.30 p. m. It is believed by the committee that this will bring about a larger attendance at sessions, as much difficulty was had last year in holding members during their customary lunch time, thereby leaving the convention poorly attended and papers only partially read and imperfectly considered.

The program committee has endeavored to select subjects for discussion in which the greater number of members are most interested, and every opportunity will be given those present to propose subjects for discussion on the convention floor, even though they are not programmed. The committee's one idea has been to gather together a schedule that will tend toward greater advancement and improvement in circulation work. Mr. Rose's associate committee members were J. W. Magers of the Baltimore Sun, H. L. Steele, C. A. Booth and W. H. Harrington.

Mayor Preston has signified his intention of doing the welcoming honors on behalf of the citizens of Baltimore and will open the convention on Tuesday morning with an address.

## THE PROGRAM.

What are the legitimate chargeable expenses on all accounts to the circulation

department?

What proportion of white paper, ink and transportation is legitimate expense?

What account is taken because of the extra pages required by excessive advertising?—Robert L. McLean, the Philadelphia Bulletin.

Why should a circulation manager have absolute authority in the matter of setting time on all editions?—H. L. Starkey, Chicago American.

What are the advantages of weekly or other periodical conferences by heads of departments?—Harry E. First, Cincinnati Enquirer.

## TUESDAY AFTERNOON.

How should the circulation department avail itself of the opportunity that comes from having classified business?—Walter M. Inman, Chicago Daily News.

What is the best and most practical manner of supplying newsboys for street sales?—H. Solomon, Milwaukee Free Press.

The best way to build up and maintain agencies in outside towns within a radius of fifty to seventy-five miles.—J. M. Schmid, Indianapolis News.

The best premium plan. One for which the premium is paid for outright or one where the weekly installment plan

Continued on Twelfth Page.

# DIXIE PUBLISHERS' CONVENTION.

HANSON NEW PRESIDENT—  
NEW ORLEANS NEXT  
MEETING PLACE.

The Southern Newspaper Publishers' Association in convention at Knoxville, Tenn., on Thursday elected officers for the ensuing year as follows:

President, Victor H. Hanson, the Birmingham News; vice-president, Alfred F. Sanford, Knoxville Journal and Tribune; secretary-treasurer, George Brunson, Jr., Greenville (S. C.) News; chairman of the executive committee, Curtis B. Johnson, Knoxville Sentinel and Chattanooga News.

It was voted to hold the 1913 meeting in New Orleans, after which a visit to the Panama Canal may be taken. Mr. Hanson moves up from the office of vice-president, and Secretary Brunson is re-elected.

## SALT LAKE BUILDING PLANS.

The Salt Lake Herald-Republican is to have a new home, the structure now occupied by the Wells-Fargo Express company on Main street having been purchased.

## JEWISH DAILY IN CHICAGO.

Plans for the establishment of a Jewish daily newspaper in Chicago have been formed. The first number of the paper will appear on Labor day.

# PUBLISHERS OPPOSE THE POST OFFICE BILL.

Grievances of publishers against Postmaster General Hitchcock's practice of sending monthly publications by mail or by mail and freight at his own option, were submitted to the Senate post office committee Wednesday. Representatives were present in behalf of standard magazines, agricultural and trade publications. The committee was urged to adopt an amendment to the post office appropriation bill providing that, "all second class mail shall have the benefit of the same facilities and receive the same treatment without discrimination against any portion thereof in respect to transportation, distribution and otherwise."

It was charged that discrimination between publications was made at the pleasure of Post Office officials in the matter of deciding on what publications should be dispatched by freight and regular mails.

# PAPERS MAY PRINT TESTI- MONY OF OPEN COURT.

Contemporaneous reports of testimony taken in open court, however objectionable to some readers, are legitimate and may be circulated in the mails, according to the decision of Judge Waddill of Richmond on Wednesday the case of the United States against the Richmond Journal Company.

While specifically upholding the freedom of the press, the court suggested that reputable newspapers would be governed by common decency in acting under that confirmed right. The indictment was ordered quashed.

The case grew out of the publication in the Richmond Evening Journal of testimony taken at the trial of Henry C. Beattie, Jr., for the murder of his wife last summer.

## MISSOULA SENTINEL SOLD.

Frank A. Day, who was the Democratic leader in Minnesota during the administrations of the late Governor John A. Johnson, and John E. King, formerly of Red Lake Falls, Minn., have sold the Missoula (Mont.) Sentinel to Richard R. Kilroy, Simon P. Donnelly and others.

Mr. Day has again taken charge of his old paper, the Fairmont (Minn.) Sentinel.

## EDITORIAL APPOINTMENT.

H. L. B. Mason, who has been editing the Carrier Mills (Ill.) Mail, for several months, has been appointed editor and business manager of the Flora (Ill.) Democrat. Mr. Mason's daughter, who has been associated with her father in business for a number of years, will continue the publication of the Mail.

## EVENING PAPER FAILS IN LONDON.

The London Evening Times has ceased publication. The Times was established eighteen months ago with the financial backing of several wealthy members of Parliament and it is stated that they lost nearly \$400,000 in the venture.

# RECORD CANADIAN MEETING

BONE ELECTED PRESIDENT  
—REMOVAL OF LINOTYPE  
TARIFF VOTED.

The Canadian Press Association held the largest convention in its history in Ottawa on Wednesday, Thursday and Friday, 250 members being present. John R. Bone of the Toronto Star was elected president; H. B. Donley, Simcoe Reformer, first vice-president; W. M. O'Brien, Stratford Beacon, second vice-president; J. H. Cranston, Toronto Star, treasurer; and John M. Imrie, Toronto, secretary.

An appeal to the Government for the removal or reduction of the twenty per cent. duty on type-setting machines was decided on. Before the association decided by vote to send a delegation to the Government a number of members of the association argued that the duty should be maintained, in the hope that a linotype industry might be established in Canada.

It was contended that the removal of the duty would leave no room for such a prospect. A majority of the association, however, voted for an application to the Government, which was duly made. The request was heard by Premier Borden and the Minister of Finance, who promised its early consideration.

Don C. Seitz of the New York World told the association some history of the relations between the New York newspaper proprietors and the I. T. U. He made the point that the power of the I. T. U. largely depends upon its contracts with the publishers.

The annual dinner of the association took place Thursday night in the Chateau Laurier, and was attended by Premier Borden and other Ministers of the Government.

## HEMPHILL TO NEW YORK.

The New York Times continues to add newspaper celebrities to its staff. Its latest acquisition is Major James C. Hemphill, who is known throughout the country as an editor.

Major Hemphill, who is at present editor of the Charlotte (N. C.) Observer, will come to New York on June 15 as a member of the Times editorial staff. Before going to Charlotte Major Hemphill was editor of the Richmond Times-Dispatch and before that for twenty years edited the Charleston News and Courier. He is well known as a newspaper executive and has represented all his papers with the Associated Press, of which, about two years ago he was vice-president.

## NEWSBOYS HONOR GUILD.

A gold button of membership in the Boston Newsboys Union was presented to Curtis Guild, publisher of the Boston Commercial Bulletin, upon his departure for St. Petersburg Tuesday to resume his duties as American Ambassador to Russia. Mr. Guild was only two weeks in this country.



# QUANTITY—QUALITY

## SIX LITTLE ADVERTISING STORIES OF LEADERSHIP.

*The Month of May, 1912, COMPARED with May, 1911.*

### 1. TOTAL ADVERTISING LEADERSHIP.

In Total Advertising the American romped away ahead of its competitors in GAINS, as the following figures show :

Morning and Sunday AMERICAN	Gained 77,630 <i>lines</i>
Morning and Sunday World . .	Gained 4,792 <i>lines</i>
Morning and Sunday Herald . .	Gained 3,472 <i>lines</i>

### 2. DRY GOODS ADVERTISING LEADERSHIP.

AMERICAN gained 51,544 lines of Dry Goods advertising, leading all other Morning Newspapers in gains.

### 3. FINANCIAL ADVERTISING LEADERSHIP.

In Financial Advertising both the World and the Herald *lost*, while the AMERICAN made the healthy *gain* of 20 per cent.

### 4. AMUSEMENT ADVERTISING LEADERSHIP.

AMERICAN gained more Amusement Advertising than *all other* Morning and Sunday newspapers *combined*.

### 5. HIGH CLASS HOTEL AND RESTAURANT ADVERTISING LEADERSHIP.

AMERICAN gained 15,529 lines of Hotel and Restaurant Advertising—more than *all other* Morning and Sunday Newspapers *combined*.

### 6. MISCELLANEOUS ADVERTISING LEADERSHIP.

(MOSTLY HIGH CLASS "FOREIGN")

AMERICAN gained 8,614 lines, while *every other* Morning and Sunday Newspaper *lost*.

Figures Compiled by Statistical Department of New York Evening Post.

# New York American

Advertising That Pays *Grows* — Advertising That *Grows Pays*

# 403,500

## MAY AVERAGE CIRCULATION OF BOSTON DAILY POST

*A GAIN of 60,877 Copies Per Day Over MAY 1911.*

# 336,001

## MAY AVERAGE CIRCULATION OF BOSTON SUNDAY POST

*A GAIN of 42,409 COPIES Per Sunday Over MAY, 1911.*

	SUNDAY	DAILY		SUNDAY	DAILY
May 1		444,960	May 19	335,364	
May 2		393,688	May 20		407,161
May 3		393,003	May 21		501,075
May 4		395,327	May 22		405,726
May 5	337,012		May 23		405,022
May 6		393,110	May 24		404,747
May 7		391,228	May 25		405,576
May 8		390,665	May 26	335,929	
May 9		391,580	May 27		405,687
May 10		389,693	May 28		404,471
May 11		393,032	May 29		403,959
May 12	335,701		May 30		408,633
May 13		392,563	May 31		404,454
May 14		391,468	Total Daily Posts, 27 days		10,894,524
May 15		392,006	Total Sunday Posts 4 days		1,344,006
May 16		393,620	Daily average		403,500
May 17		394,533	Sunday average		336,001
May 18		397,537			

This is a Phenomenal Circulation and a Phenomenal Growth, viewed from any standpoint, for both the Boston Daily Post and the Boston Sunday Post. It is the First Time that a Boston Post monthly average has crossed the 400,000 mark.

The April, 1912, Circulation (Daily 395,999, and Sunday 233,511) was very large; but, as it was apparently due to the excitement over the Titanic disaster, which lasted for a fortnight, it seemed abnormal.

In May there were only two days of abnormally large Post circulation. Yet the May average, both Daily and Sunday, exceeded the April averages. And at the end of May, with no especially exciting news, the Daily Circulation exceeded the average for the month.

All Post Records are Broken by this Extraordinary Demonstration of Popularity, for which the Management Thanks the Real Makers of the Boston Post—the People of Boston and New England. They have been very Indulgent as to the Many Defects of This Newspaper and and very Appreciative of its Efforts in the Right Direction. The Boston Post will endeavor to be worthy of their Confidence and Approval.

E. A. GROZIER, *Editor and Publisher.*

## WHERE CAN YOU BEAT IT?

Eastern Representatives

KELLY-SMITH CO., 220 Fifth Ave., NEW YORK.

Western Representative

C. GEO. KROGNESS, Marquette Bldg., CHICAGO.



# 541,537

Lines of Display Advertising Were Published by

## THE BOSTON POST

During May, 1912. This was

78,313 Lines in Excess of Second Paper

88,071 Lines in Excess of Third Paper

242,840 Lines in Excess of Fourth Paper

Each month during 1912 the Boston Post increased its lead over the other Boston newspapers in Total Display, Local Display, Foreign Display and Automobile Display. Here are the figures in agate lines, from January 1st to May 31st:

### TOTAL DISPLAY

POST 2,454,405

Globe .	2,241,357	Post leads Globe by	213,048
American	2,100,265	Post leads American by	354,140
Herald .	1,384,649	Post leads Herald by	1,069,756

### LOCAL DISPLAY

POST 1,455,069

Globe .	1,389,349	Post leads Globe by	65,720
American	1,347,526	Post leads American by	107,543
Herald .	836,304	Post leads Herald by	618,765

Including "classified" or want advertising, the Globe leads all Boston papers by a wide margin

### FOREIGN DISPLAY

POST 999,336

Globe . .	852,008	Post leads Globe by	147,328
American .	752,739	Post leads American by	246,597
Herald . .	548,345	Post leads Herald by	450,991

### AUTOMOBILE DISPLAY

POST 205,706

Globe . .	188,653	Post leads Globe by	17,053
Transcript .	157,379	Post leads Transcript by	48,327
American .	136,392	Post leads American by	69,314
Herald . .	135,458	Post leads Herald by	70,248

## RESULTS TELL THE STORY.

Eastern Representatives  
KELLY-SMITH CO., 220 Fifth Ave., NEW YORK.

Western Representative  
C. GEO. KROGNES, Marquette Bldg., CHICAGO.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O. March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT  
Long Distance 5 Trunk Lines.

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

No. 954 FOR THE WEEK ENDING SATURDAY, JUNE 8, 1912

## THE IMPORTANCE OF THE CIRCULATION MAN.

Next week the circulation managers of American and Canadian daily newspapers will assemble in Baltimore in annual convention. Some newspapers exist today because of spontaneous demand, and some are sold because of the circulation manager's genius for obtaining a quick distribution. This circulation manager may possess all of the arts of salesmanship, or he may have only a few of the arts plus an expert knowledge of campaigns, contests and competitions which will arouse interest in the paper he represents.

Whatever may be his resources, the circulation manager is the producing entity who gains much of the circulation the newspaper possesses. As newspapers are now conducted he is a force that cannot be discounted or minimized.

The importance of his position is more generally recognized now than ever before in newspaper history. He is being promoted to the business management in many instances because he has been exposed to the heaviest fire and most critical tests while promoting circulation that are encountered in the publishing business.

## GROWING POPULARITY OF THE TABLOID IDEA.

The tabloid shape is gaining converts in the New York city, as well as in other cities. The latest New York daily to issue a supplement in the half-size form is the Morning Telegraph, which announces that it will publish hereafter a weekly art magazine with diversified literary and special features.

Within the last week it has been reported that another tabloid is being designed to compete with those already established. The New York Tribune carries the eldest of the tabloids, the Associated Sunday Magazines. The Evening Mail has published a Saturday tabloid for several years. The Hearst papers have

a monthly Sunday tabloid, which becomes a semi-monthly in October. Still another big New York daily is working out plans for a publication of this type.

The Abbott & Briggs Semi-Monthly Magazine, carried for a chain of large newspapers, has no metropolitan representation at present, nor has the Illustrated Sunday Magazine, published in Buffalo. This is also true of the Readers' Magazine, published in Philadelphia and supplied to several newspapers. Joe Mitchell Chapelle's News-Letter, which is published each Sunday as a part of a long list of newspapers, has not yet established a metropolitan connection. As yet the tabloid magazine seems to be merely in its infancy.

The increasing number of these tabloids marks an important concession on the part of publishers. It partially reveals a willingness to admit that the large-size newspapers are unwieldy and unscientific. Perhaps it denotes a tendency to lead the daily newspapers to the smaller size which is obtained by folding any seven-column newspaper crosswise.

## SUGGESTING A SOUTH AMERICAN ALLIANCE.

The Charleston News and Courier suggests that the directors of the Associated Press consider the advisability of improving the telegraphic news service between the South American nations and the United States.

The suggestion owes its origin to the widespread publication of inaccurate American news in the South American press. The News and Courier evidently forgets that the Associated Press does not supply a news service to papers on the Southern continent. The Southernmost client of the A. P. is in Mexico City.

Speaking at the Pan-American Union banquet, Secretary of State Knox declared that the quickest and surest way of promoting closer relations with Latin-America would be

to improve the news service between those countries and our own.

To such influential newspapers as La Prensa and the Nacion, of Buenos Aires, the Journal do Comercio and O Paiz, of Rio de Janeiro, THE FOURTH ESTATE would suggest the tremendous advantage of a news alliance with the United States. Contrary to North American publishing opinion the South American press is on an even surer financial footing than scores of United States newspapers. Already several of the South American dailies buy a cable service direct from Europe that would astonish their northern confederates.

Secretary Knox's suggestion that some of the great American dailies ought to get out weekly or bi-weekly editions in the principal Latin-American cities is impracticable. The expense of such an undertaking would in no way be justified by the revenues. For the United States government or our manufacturers to subsidize a publication of this type would be a more reasonable proposal.

## NOTE AND COMMENT.

Few editors have performed a difficult task so successfully as Henry L. Stoddard, editor and publisher of the Evening Mail, who has fought single-handed in New York City for the nomination of Theodore Roosevelt by the Chicago convention. The political complexion of the New York papers has been wholly anti-Roosevelt, with the exception of the Evening Mail. Editorially and in its news columns the Mail has had the difficult problem of taking care of Colonel Roosevelt's interests in "the enemy's country." The Mail's campaign has revealed what a slashing fight it can make in behalf of a friend. Mr. Stoddard's editorials in support of the Colonel have been quoted from one end of the country to the other in the columns of the pro-Roosevelt and independent press. Naturally circulation benefits have fallen to the Mail and focused the attention of metropolitan readers and advertisers upon its columns.

The efforts of Horace L. Brand, publisher of the Chicago Evening Presse, to give the German reading population of Chicago a live, up-to-date newspaper are being bountifully rewarded. In the seven months ending June 1 the circulation passed the mark of 78,000 a day, and in May alone it increased over 5,000. The policy of Mr. Brand is to reach the working classes in Chicago and surrounding places, which gives him a field of 600,000 people who read, speak and write German. The Presse's advertising increases have been phenomenal for a foreign language daily.

The Electrical World's current issue is a special number of much merit prepared in connection with the thirty-seventh convention of the National Electric Light Association, which takes place in Seattle next week. In size and form the edition is one of the largest ever issued by a technical journal of this kind. The text matter refers especially to far Western electrical development and is prepared by editors who

spent months investigating in the field. The advertising pages number nearly 450.

Splendid momentum of advertising growth, simultaneous with a day-to-day improvement in contents and appearance and a steady increase in circulation, is shown by the Pittsburgh Post at the close of the fifth month under the new management. The gain in advertising during five months has amounted to 214,900 agate lines, and this in spite of the fact that objectionable medical advertising and questionable financial enterprises are refused space in the Post.

The newspaper that resists advertisers' black type invasion is entitled to more credit than it receives. Papers that have fought for years to maintain a clean appearance occasionally yield to the importunities of a single advertiser for black dog play lines and find that thereafter they have sacrificed their typographical independence. One advertiser with heavy blackface type means two advertisers with it, and soon, two dozen. The paper that has possessed display excellencies is succeeded by one with smudges. Ornateness departs and horror succeeds it. This may be witnessed in metropolitan newspapers carrying the theatre and steamship advertising in large quantities. First comes the demand of a single advertiser for black type, another follows with larger and blacker gothic. A lightface rule is succeeded by funeral borders. Then some equally persistent advertiser demands and receives white letters on a black background. It is possible to obtain these forms of business without yielding to typographical demands, as evidenced by a glance at the few papers that still offer resistance.

Melville E. Stone is of the opinion that a woman in journalism should be able to write an editorial on the initiative, referendum and recall with as much facility as anyone else. He paid a high compliment to Mrs. Helen Sterrett, one of the editorial writers on the Chicago News. Too many women, he says, confine themselves as journalists to the fashions and beauty columns.

R. L. Gurney, manager of the savings department of the Commonwealth Trust Company of St. Louis, addressing the Mississippi Bankers' Association, told of the different kinds of advertising "lemons" that are handed to bankers if the bankers will take them. He advocated newspaper advertising as the most effective plan of reaching the people. Bankers were advised to stick strictly to newspaper space in their advertising campaigns, because in that manner they would reach the largest and most varied class of customers.

The Boston Globe possesses an ideal operating trinity in the persons of General Charles H. Taylor and two of his sons, Charles H. Taylor, Jr. and William Osgood Taylor. General Taylor's sons have been trained in every department of newspaper production, so that either or both are able to lift the entire responsibility of manage-



ment from the father's shoulders. On the face of things it would be correct to say that Charles H. Taylor, Jr., has specialized in the editorial branches of the Globe and William Osgood Taylor in the business and manufacturing departments. Each of these sons has equipped himself to take over the other's departments, so that each one is actually interchangeable. Early in his career Charles H. Taylor, Jr., was honored with three consecutive terms as president of the A. N. P. A. Under William Osgood Taylor's business management the Globe has made splendid advances.

Since the publication of its vigorous editorial advocating the nomination of Woodrow Wilson for the Presidency the New York World has detailed one of its best political correspondents to prepare a record of Governor Wilson's public service and explain the beneficial legislation the governor has caused to be enacted in New Jersey. This series has been appearing in the World each day for the past week and the articles are being copied in Wilson newspapers all over the country. In none of its news departments is the World's thoroughness more clearly demonstrated than in its political work. The World's famous editorial declaration for Wilson attracted more attention than any newspaper editorial on any topic in several years.

## IN THE PUBLIC EYE.

W. W. TOUSLEY, business manager of the Beach (Mont.) Advance, has been appointed state expert printer. He will also have charge of the supply department.

WILLIAM BERRI, publisher of the Brooklyn Standard-Union, may go to Chicago next week as a delegate-at-large from New York to the Republican National Convention.

PAUL SCHELLING, circulation manager of Dry Goods, will attend the Republican convention in Chicago as a delegate from Massachusetts.

## VISITORS IN NEW YORK DURING THE WEEK.

Allen Drake, the Wyckoff Agency, Buffalo.

Wylie B. Jones, advertising agent, Binghamton, N. Y.

George S. Oliver, publisher the Pittsburgh Gazette-Times and Chronicle Telegraph.

## NEW CAROLINA MANAGER.

Thomas M. Kennedy has become business manager of the Columbia (S. C.) Record, succeeding Wiley B. Baker, who has become circulation manager of the Mobile Item.

L. A. Prince, formerly with the Portsmouth (O.) Blade, is now with the Lima News.

The Wycocia (Wis.) Advance, published by B. L. Pierce, has suspended.

M. D. and R. B. Eastly are again publishing the Presho (S. D.) Settler.

## PURELY PERSONAL.

COLONEL OLIVER S. HERSHMAN, editor of the Pittsburgh Press, and Mrs. Hershman have opened their summer home at Deal Beach, N. J.

GEORGE R. MINER, formerly with the New York Herald, has returned to America and joined the executive staff of Charles M. Schwab's Bethlehem Steel Company in Bethlehem, Pa. Mr. Miner was Sunday editor of the Herald at one time, and later transferred to the London bureau, his cable dispatches appearing under the signature "The American First Nighter."

ALBERT J. STOFER, Washington correspondent of the Baltimore Evening Sun, the Montgomery Advertiser and other Southern newspapers, has a record of twenty-five years' continuous service in the press galleries of Congress.

P. GREY MEKE, editor of the Bellefonte (Pa.) Watchman and secretary of the State Democratic Committee, is completing his seventieth year. His numerous activities show no diminution.

CLARENCE J. GRIFFIN of the Carthage (N. Y.) Republican coached the Carthage high school baseball team this spring. Griffin played shortstop on the nine in 1909.

J. C. WILBERDING, the special representative, is the recipient of the hearty congratulations from his many friends as a result of the arrival of a future "special" in his family last week.

A. G. FLEMING, assistant city editor of the St. Paul Daily News, is threatened with blood poisoning in his foot.

HUGH KEOUGH of the sporting staff of the Chicago Tribune has just undergone an operation for the removal of a tumor from his neck.

JOHN BLOODHART, cartoonist of the Omaha Daily News, has been made a director of the Omaha Guild.

JOHN E. McVAY of the Worcester (Mass.) Telegram has gone to Hodgdon, Me., where he will pass the summer. He intends to resume his newspaper work in the fall.

W. H. GOLDTHORPE, publisher of the Cuba City (Wis.) News-Herald, has been spending a few weeks in Milledgeville, Ill., with his parents.

WALTER J. MILLER, advertising manager of the Kuppenheimer Company, Chicago, has invested \$20,000 in the purchase of a home on Longwood Boulevard.

COL. H. M. ATKINSON, known as the dean of newspaper men in Chippewa Valley, Wis., is recovering from a serious operation at the Sacred Heart Hospital. Mr. Atkinson is seventy-three years old.

MAJOR THEODORE ROBERTS of the Chicago advertising agency of Roberts & MacAvinch, has given up business cares for a few weeks and gone to his summer home in the New Hampshire hills.

WILLIAM ALLEN WHITE, editor of the Emporia (Kan.) Ga-

zette, will attend the coming National Republican Convention as a delegate of the Progressives of the state.

FRED V. PITNEY of the New York Tribune staff has been given a European assignment by his paper which will keep him all summer.

JOHN M. DEPONAIE, managing editor of the Baltimore Star, has prepared a series of lectures on the preparation of a newspaper.

THOMAS COATES, publisher of the Richmond Hill (N. Y.) Record, has gone to Europe for a six weeks' tour with Mrs. Coates.

S. O. LINDERMAN of the Linderman Advertising Company, Dayton, O., has won a cash prize in the ad contest of the Toasted Corn Flakes Company.

W. H. MILLER, advertising manager of the New York Edison Company, has been elected chairman of the publicity committee of the Hotel and Business Men's League.

ROBERT E. WARD of the Allen & Ward Special Agency, Chicago, spent several days last week on a fishing trip to Wisconsin.

W. F. SAILOR, commercial editor of the St. Paul Daily News, is recovering from an attack of religion received when he bid in for sixty cents 200 bibles at a Wells Fargo Express Company blind auction.

E. R. LANDIS of Chicago has been appointed Western representative of the United Syndicate Magazines of New York.

P. W. MORGAN, for twenty-five years a member of the staff of the Kansas City Star, has retired from active newspaper work and is now devoting his time to special writing and farming.

JOHN F. HERTEL, advertising manager of the Memphis News-Scimitar, has begun to syndicate a series of advertising and merchandising talks, which have been appearing in his paper for some time past.

J. W. EMMERT of the New York German Herold has been elected vice-president of the City News Association. Through an error it was stated last week that Mr. Emmert was with the Staats-Zeitung.

WARREN W. BAILEY, proprietor of the Johnstown (Pa.) Democrat, is a candidate for Congress on the Democratic ticket in the nineteenth district.

JAMES FLEMING, formerly with the St. Paul Daily News and now with the Chicago Inter-Ocean, spent a week's vacation in the Minnesota capital.

C. F. KELLY of the Kelly-Smith Company, New York, has returned from a business trip through the New England States.

ELLA M. McCORMICK, publisher of the Niles (Mich.) Independent, was seriously injured a few days ago in a street car accident.

WILLIAM SHAW, telegraph editor of the St. Joseph (Mo.) News-Press, will attend the graduating exercises on June 13 of the Kansas State Agricultural College, Manhattan, when his brother, Les-

lie, will receive the degree of Bachelor of Science in Agronomy.

W. R. BARNHILL, of the New York office of the John M. Branham Special Agency, has returned to his desk after spending the past week in the West and South on a business tour.

MISS ISABELLE FEUTCH-WANGER, advertising manager for a New Haven (Conn.) department store, has been appointed press agent for the celebration on a New Haven Day in September.

FRANK WICKIZER, political editor of the St. Joseph (Mo.) News-Press, will represent the paper at the Chicago and Baltimore national conventions.

WILBUR D. NESBIT, a Chicago newspaper writer, has been elected president of the Forty Club of this city.

EDWARD CONE of the Cone, Lorenzen & Woodman Special Agency, New York, has just returned from a trip through the West in the interest of his papers.

BERT E. BARNES, city hall reporter of the Bridgeport (Conn.) Evening Farmer, entertained the newspaper men of that city at a stag supper in his apartments Wednesday night.

JOHN CARGILL, of the St. Joseph News-Press, and B. C. Biggerstaff, of the Gazette, represented the city's press during a recent junket of the Commerce Club through Missouri.

J. R. BLOOM has resigned his position with the Milwaukee industrial commission and may again take up newspaper work in Neenah, Wis.

## WEDDING BELLS.

JAMES J. EVANS, for fourteen years a member of the New York Evening Mail staff, will be married tomorrow to Miss Elizabeth McGee. The couple will spend their honeymoon in Atlantic City.

EDWIN N. WATERBURY of the Corning (N. Y.) Leader has been married to Miss Florence F. Ashcroft.

AUGUST DIEZ, editor of the St. Louis Westliche Post and Anzeiger, was married a few days ago to Miss Mary Alma Paschke.

ARTHUR L. FRANCES, editor of the Portland (Mich.) Observer, was recently married to Miss Ruth Lockwood.

GEORGE B. DAVID, solicitor on the staff of the John Budd Special Agency, New York, is about to jump into the matrimonial pool. The news "leaked" out this week that he has become engaged to Vera Beatrice Hendricks, of Mount Vernon, and they will be married shortly.

WALTER D. LADD, city editor of the St. Joseph (Mo.) Gazette, was married May 29 to Miss Inez Lucile Chittenden. They went to housekeeping immediately at 2404 St. Joseph avenue.

JOHN B. TOWNSEND, publisher of the Philadelphia Press, announced his engagement Tuesday to Miss Margaret M. Riley.

## BUSINESS OPPORTUNITIES

Wanted: within easy reaching distance of Pittsburgh or Cleveland a daily newspaper property that has good possibilities of development and growth. All communications confidential. Proposition D. U.

C. M. PALMER.

NEWSPAPER BROKER.

277 Broadway, New York

### DO YOU WANT TO SELL OR BUY

A NEWSPAPER PROPERTY? Perhaps, instead of selling, you may need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg., New York City

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,  
32 LIBERTY STREET,

Branches:  
73d STREET and BROADWAY,  
125th STREET and EIGHTH AVE.,  
NEW YORK.

## CHANGES IN INTEREST.

SALISBURY, MD.—The Courier has been purchased by Raymond Allen from E. H. Walton.

DILEY, TEX.—H. E. Gill, after leasing the Atmosphere for nearly a year, has bought the paper.

AZTEC, N. M.—Maddox Brothers have sold the Aztec Democrat, San Juan County, to R. M. Jackson.

BUFFALO CENTER, IA.—W. H. Annett of Spencer, Ia., has purchased the Buffalo Center Tribune. For the past year Mr. Annett has been foreman for the Spencer Herald.

SYRACUSE, N.E.—W. M. Hunter and M. Wilkins have purchased the Democrat.

MESABA, MINN.—A. W. Rutledge has bought the interests of Claude Atkinson in the Ore.

WAKONDA, S. D.—Ora G. Frazine has bought out the interest of his partner, Clark S. Thomas, in the Monitor.

PLATSMOUTH, N.E.—The News-Herald has been sold by E. O. Mayfield to George H. Holton of Omaha.

MONTEVALLO, ALA.—F. B. Ticknor has disposed of the Review to H. M. Williams of Birmingham.

SHILOH, O.—F. M. Latterner has leased the Review to Frank Nevins.

ELM CREEK, N.E.—C. C. Cross has acquired the publishing rights to the Beacon as lessee.

## PRONOUNCED INSANE.

Edgar Phipps, who has been connected with newspapers in various parts of the country, has just been committed to the State Insane Asylum at Kankakee, Ill. Phipps is thirty-eight years old and had been failing in health for some time past.

## MACHINERY FOR SALE.

FOR SALE.

## One Cox Duplex

Printing Press, prints 4-6-8 pages, overhauled and rebuilt.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

FOR SALE.

## One Goss Pony

Printing Press, prints 4-6-8-10-12-16 pages, late style press, overhauled and rebuilt, very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

FOR SALE.

## One Goss 4-deck

Straight-line Press, prints from 4 to 32 pages.

## One Goss 3-deck

Straight-line Press, prints from 4 to 24 pages, overhauled and rebuilt, first-class press at low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

FOR SALE: A Single Typecasting Machine, with granted patents to owner. Machine is very simple in construction, casts types from 8 point to 80 point. Must be seen to be appreciated, by appointment only. For particulars, address, I. SHONBERG, 1 Flushing Avenue, Brooklyn, N. Y.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype, No. 13204, in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

FOR SALE: One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

FOR SALE.—OUR COMPLETE LINO-TYPE PLAN, consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment of two letter matrices. Keystone Pub. Co., 809-13 St. 19th St., Philadelphia, Pa.

FOR SALE.—One Model No. 4 Linotype, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

WE HAVE FOR SALE The Tucumcar News, the official Republican county organ of Quay County, New Mexico. We believe this paper is a good proposition, and \$8,000 will buy same. We will be pleased to answer inquiries in detail. H. B. Jones, Tucumcar, N. M.

FOR SALE.—One Model No. 5 Linotype that has had less than two years' use, equipped with two extra magazines, two extra fonts matrices and large assortment of accents, special characters, etc., Lancaster Printing Co., 241 Cherry street, Lancaster, Pa.

FOR SALE.—Scott-Potter angle-bar Stereotyping Web Perfection Press. Will print and fold 7,000 8-page papers per hour. Address The News, Joliet, Illinois.

## FOR EMPLOYEES' COMFORT.

The Omaha Daily News is equipping its mechanical department with a complete new system of electric fans and ventilators.

## SITUATIONS WANTED.

### Circulation Manager

and worker, wants opening. Ten years experience. Capable and energetic. Have made excellent showing on both large and small papers. Can furnish references. Address Circulator, 2248 Franklin street, Philadelphia, Pa.

### BUSINESS MANAGER

Capable and experienced with a successful career as a business builder in circulation and advertising is open for engagement. Now successfully employed. Has had metropolitan and small daily experience. Capable of assuming full management and run plant satisfactorily and economically. References A No. 1 and a "live wire." Address A 500, care The Fourth Estate.

Reliable, capable man, thoroughly experienced (now connected with advertising department high grade N. E. daily) desires to learn of present or coming opening in or near New York City, in advertising agency or special newspaper representative's office, or in advertising department of newspaper. Either permanent or temporary opportunity considered. Good general knowledge newspaper business. Best reference. Address Adver., care The Fourth Estate.

Energetic young newspaper man, good address, strictly sober worker, widely experienced and capable of handling any desk, seeks position. Address Maxwell, care The Fourth Estate.

Wanted. Position as managing editor of daily newspaper in city of 50,000 or larger, by high class, thorough newspaperman. I have lots of red fighting blood in my veins. My experience is wide in both editorial and business departments. I know news. I can write. I have executive ability. No problem is too hard for me to tackle. Willing to prove ability before insisting on contract. Address S. J. G., care The Fourth Estate.

## A KANSAS CITY OFFICE.

The Cone, Lorenzen & Woodman Special Agency, of New York and Chicago, has opened a Kansas City office in charge of Oscar G. Davies. It is located in the Gumbel Building.

## CITY EDITOR RESIGNS.

Harold Hall, for several years city editor of the St. Joseph (Mo.) Gazette, has resigned owing to ill-health, and will rest several weeks before resuming work. He may locate in Chicago with the Boyce publications. Walter Ladd of the reporting force succeeds him at the desk.

## HAS ASPIRATIONS

Timothy Beacon, foreman of the stereotyping department of the Omaha Daily News, has been working on a dry matrix which he expects to have on the market soon.

## ALLOWS PIN MONEY.

The Bridgeport (Conn.) Sunday Post is relying almost entirely on its daily staff for special stories and feature articles.

## ELECTED CLUB LEADER.

O. G. Franke, manager of the classified department of the Omaha Daily News, has been elected president of the Business Efficiency Club, an organization of salesmen and advertising men.

## SITUATIONS WANTED.

## DO YOU WANT A MAN

to take charge of your newspaper property? I have had good experience and successful experience in editorial, circulation and advertising departments and as general manager of a live daily in the 100,000 class. Can furnish A-1 references and documentary evidence as to my work, character, etc. Correspondence confidential. Address Capable, care THE FOURTH ESTATE.

Wanted.—Position as foreman, make-up or superintendent of a daily newspaper. Have had 20 years' experience in the above position. Have a record as a successful executive man; do not drink and am reliable. First-class references. Address Foreman, care The Fourth Estate.

Active young man of excellent address, trained in advertising, seeks opening in business department soliciting advertising. Address Howell, care The Fourth Estate.

## REPORTER.

Capable, reliable man, experienced in all reportorial departments. Prefer West or Middle West. Address B, care The Fourth Estate.

### NEWSPAPER MAN.

All around newspaper man, 16 years experience, energetic, temperate, age 36, seeks position as city editor on live daily in city of 35,000 to 50,000 population. Salary not less than \$50 weekly. Address "Egbert," care The Fourth Estate.

## OFFICE ASSISTANT.

Young man, 21, for two years in office of trade paper, desires a clerical position in or around Los Angeles. Best of references. Address Alexander M. Abrahams, 131 East 110th Street, New York City.

## HELP WANTED.

WANTED.—A high class man to sell big circulation proposition to Metropolitan newspapers. Can offer permanent position to man who can produce results. Liberal salary and all expenses paid. Address G 17, care The Fourth Estate.

The Buffalo (N. Y.) Evening News is looking for a competent editorial writer. A man of character, experience, scholarship. Republican preferred.

## AMUSEMENTS.

ALHAMBRA, 7th avenue and 126th street, Vaudeville.  
CASINO, Broadway and 39th street. "The Pirates of Penzance."  
COLONIAL, Broadway and 62d street. Vaudeville.  
COLUMBIA, Broadway and 47th street. Burlesque.  
COMEDY, 41st street, east of Broadway. "Bunty Pulls the Strings."  
FIFTH AVENUE, Broadway and 28th Street. Vaudeville.  
GAIETY, Broadway and 46th street. "The Rainbow."  
GLOBE, Broadway and 46th street. "The Rose Maid."  
KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.  
LIBERTY, 42d street, near Broadway. "The Rainbow."  
LUNA PARK, Coney Island. "Nothing like it under the sun."  
LYRIC, 42d street, west of Broadway. "Two Little Brides."  
NEW AMSTERDAM, 42d street, near Broadway. "Rolling Home."  
NEW BRIGHTON, Brighton Beach. Vaudeville.  
PLAYHOUSE, 48th street, east of Broadway. "Bought and Paid For."  
STEPLECHASE PARK, Coney Island. "Coney's funny place now."  
THIRTY-NINTH STREET, near Broadway. "A Butterfly on the Wheel."



## FOR A GREATER PAPER OUTPUT.

### MANY IMPROVEMENTS MADE AMONG THE NEWS PRINT MANUFACTURERS.

The addition to the plant of the De Grasse Paper Company, at Pyrites, N. Y., has so near reached completion that the company now has three machines in operation. It is expected that before the summer is over the fourth machine will be installed. The addition has doubled the size of the plant, and the addition of another machine has more than doubled its capacity, which will have to be 125 tons a day to meet the terms of the contract with the New York World.

The company has decided to establish the three tour system of eight hours to the tour, which will mean increasing the force and adding \$50,000 to the payroll, which will reach \$250,000 a year.

For ten years every pound of paper will go to the New York World under the terms of the contract, which means \$2,000,000 a year or \$20,000,000 to the company in ten years.

An increase of five per cent. in the wages of the 800 employees at the Oxford Paper Company mills at Rumford Falls, Me., went into effect on June 1. The act of the company is voluntary.

The East Canada Paper and Pulp Company's plant at Murray Bay, Quebec, will be completed early next month and the output will be 100 tons of pulp per day. A force of 150 men will be employed. Power to the extent of 10,000 horse power will be generated.

For some time the Laurentide Paper Company, of Grand Mere, Quebec, has been systematically enlarging the plant and increasing the output. This year special attention is being devoted to the sulphite mill, and work has started on an extensive addition. By the beginning of 1913 the capacity of the plant will be brought up to 100 tons daily, an increase of twenty-five per cent.

A pulp and paper company is being organized to erect a mill at Grohman Creek, B. C. The capital will be half a million dollars. Among those interested in the enterprise are H. Hall of Spokane, Wash., C. B. Pride and others.

The Riordan Pulp and Paper Company, Ltd., in Ottawa, Can., has been incorporated with capital stock of \$5,000,000. The incorporators are

Let us equip your plant with our  
**Wonderfully Convenient  
Space Saving  
Composing & Press Room  
Steel Furniture**

making lay-out and blue print of your rooms, so that you can save money at spigot and bung-hole, every day.

Address us at Chicago, New York, St. Louis, Omaha, St. Paul, Dallas, Washington, Kansas City or Seattle.

**Barnhart Bros. & Spindler**

## "Ask the Man Who Owns One"

There never was a better, a more significant, a more convincing advertising phrase than that. One word from a satisfied purchaser is worth more than an hour of salesman's talk.

You are respectfully urged to ask the man who owns a Monotype what he thinks about it. Among newspapers, ask the publisher, or the composing-room foreman, of any of these:

New York World  
New York Times  
New York Globe  
New York American-Journal  
New York Evening Post  
New York Evening Mail  
Louisville Herald  
Richmond News-Leader  
Richmond Times Dispatch  
Boston Post  
Wilmington Every Evening  
Jersey City Journal  
Hoboken Observer

Cincinnati Enquirer  
Cincinnati Post  
Washington Post  
Washington Star  
Toledo Blade  
New Orleans Item  
New Orleans States  
Atlanta Journal  
Houston Chronicle  
Columbus Dispatch  
Pittsburgh Gazette-Times  
Springfield (Mass.) Union

or any one of scores of other papers that use the Monotype.

### Lanston Monotype Machine Company Philadelphia

Canadian Representatives, MILLER & RICHARD, Toronto and Winnipeg

Gordon Walters MacDougall, K. C.; Laurence MacFarlane and Gregory Barclay.

The Tidewater Paper Mills Company will start the two machine news print mill that it has built at the Bush Terminal, Brooklyn, N. Y., this week. The product will be exclusively news print, and President Newcombe says that the whole effort will be to produce paper of a high quality. He says that the building has been erected and the equipment installed with the quality idea to the fore and that this policy will prevail throughout the plant.

The J. R. Booth Company's Canadian news print mill, which was affected for a time by a strike of forty pulp beaters, is again running to capacity. The strikers did not return to work and new men were taken on to fill their places.

Fire followed by an explosion destroyed the paper mill of Crabtree & Son, at Lake Oiseau, Quebec, causing a loss of \$75,000.

The Rolland Paper Company, of Montreal, has increased its capital stock from \$100,000 to \$1,000,000 and has taken over La Compagnie des Moulins du Nord, which has been practically controlled by the same interests.

At Pejepscot, Me., on land owned by the Pejepscot Paper Company, the work of setting out 10,000 spruce and pine trees has been begun.

A report of the contemplated sale of the plant of the Combined Locks

Paper Company, at Combined Locks, Wis., became current again last week, but officers of the company deny absolutely that there is any deal on looking toward the disposal of the plant.

### TOWN STARTING RIGHT.

Emil W. Zingg, who has for some time been a teacher in the public schools of Carlton County, Minn., has entered the newspaper field as editor and manager of the Cuyuna Range Miner, at Cuyuna, Minn., a new town.

### ADDS MORE SPACE.

W. S. Whetsell, editor and proprietor of the Kingwood (W. Va.) Journal, has taken the whole of the building formerly occupied by the post office and his own plant, thus giving him much needed space. Mr. Whetsell is also postmaster of Kingwood.

### CORPORATION OWNERSHIP.

The Montevideo (Minn.) Daily American now appears as being published by a corporation. The directors are Charles S. Sarah C. Mills and others. The capital stock is \$20,000.

### WOMAN'S DAY.

The Weiser (Idaho) American of May 2 was edited entirely by the women of the Outlook Club to boost the Weiser and Washington County. Mrs. Rosalie Stringfellow was the editor-in-chief.

### FOUND DROWNED.

The police of Evanston and Chicago are investigating the death of John C. Kilmer, treasurer of the Advance Publishing Company, Chicago, whose body was found floating in the lake of the foot of Greenleaf street, Evanston. Mr. Kilmer, who was fifty-seven years old, disappeared from the home of his son.

### FOR POULTRY RAISERS.

Charles Henry Kinney of Washington, N. J., is to be editor of a new poultry paper, which will make its appearance this month. It will be a monthly called the Poultry Queen.

### NEW HOME AND MANAGER.

The Kingwood (W. Va.) Argus has moved into its new home, a four-story brick building. J. Slidell Brown is the editor, and Manley B. Trask, formerly of the Elkins News, has just been appointed business manager of the Argus.

### SOLD AGAIN.

The Huntsville (Tex.) Post-Item has changed hands for the second time in the past four months. Editor Herbert Davis, who leased the plant from the owner, J. A. Palmer, has subleased it to Victor Collett, his foreman.

### PRINTER OWNS A PAPER.

The Kenton (Tenn.) Herald has been transferred by J. N. Tull to W. A. Forrester and John Sheffield. The paper will be conducted by Mr. Sheffield, who has been connected with the Union City News-Banner.

### TO BUILD IN ROCHESTER.

Julius Stoll, owner of the Rochester (N. Y.) Abendpost, is to erect a new building for his newspaper on Andrews street.

### TOO MUCH BUSINESS.

The Port Norris (N. J.) Advertiser, published by Harry C. Barraclough, has enlarged from four to eight pages.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

**Berlin Mills Company,**

PORTLAND, MAINE.  
New York office, 256 Broadway

# CIRCULATION AND THE NEWSPAPER.

Look over the advertisements in The Fourth Estate and note how the different publishers are advertising their respective publications. Eight out of every ten emphasize the fact that they have the largest circulation in their field; that they lead all competitors in circulation, etc. **WHY CAN'T YOU CLAIM THE SAME?**

## *A Phenomenal Record.*

Have you ever heard of the  
Hackensack, (N. J.) Bergen News?

Possibly not. The first issue appeared just four months ago. An entirely new publication with no paid circulation at the time we announced our contest, yet in *nine weeks* we brought them results that has taken their competitors *fifteen years* to attain.

Read what Mayor Charles W. Bell, publisher, has to say of our work:

Hackensack, N. J., May 4, 1912.

The United States Circulation Co., Inc.,

Waterloo, Iowa.

Gentlemen:

The Circulation Contest recently conducted on the Bergen News by your company under the management of Mr. J. E. McAllister has been satisfactory in every respect.

Our circulation records show that during a period of nine weeks you have added to our list 4,682 new subscribers, with an average paid in advance of about ten months. This, I consider an exceptional record, all things considered. At the time you started the contest the Bergen News was a new venture, having been in existence barely three weeks. On account of it being a purely local paper your efforts were confined to Bergen County alone, with keen competition from New York City and other local papers.

It is now one week since the contest closed, and the prizes awarded, and I have yet to receive a complaint of any kind.

Yours very truly,

DEMOCRAT PUBLISHING COMPANY.

By Charles W. Bell, Pres.

Hackensack is a town of 15,000 population, only fifteen miles from New York City.

## *Another Phenomenal Record.*

Six Thousand Three Hundred and Four  
New Subscribers in Five Weeks.

We are now conducting an extraordinary campaign for the Herald of Washington, D. C. This campaign will cost the publication less than \$2,000 in prizes and expense. In five weeks we have added exactly 6,304 new subscribers to their list, averaging seven months paid in advance, and four of the best weeks of the campaign are still before us. This particular campaign is especially adapted for securing summer business, and particularly city circulation.

We would like to give detailed information of this proposition to every publisher who wants increased circulation at small cost, and that without failure.

The True American of Trenton, N. J., has selected us in the face of other competition, to conduct a big campaign for them. This campaign is starting off as auspiciously as all others conducted by us.

Contracts are now being signed for summer and fall campaigns.

All information with proofs of our successful circulation campaigns conducted for newspapers in the following cities will be gladly furnished upon request:

ST. LOUIS, MO.  
(Two Campaigns)  
KANSAS CITY, MO.  
(Three Campaigns)  
MONTREAL, CANADA  
(Six Campaigns)  
OKLAHOMA CITY, OKLA.  
(Two Campaigns)  
PEORIA, ILL.  
(Two Campaigns)  
ST. PAUL, MINN.  
DAVENPORT, IOWA  
ROCKFORD, ILL.  
SOUTH BEND, IND.  
KALAMAZOO, MICH.  
NORFOLK, VA.  
MASON CITY, IOWA  
HANNIBAL, MO.  
DIXON, ILL.

LACROSSE, WIS.  
ROCHESTER, N. Y.  
BELLINGHAM, WASH.  
GALESBURG, ILL.  
CEDAR RAPIDS, IOWA  
MOBERLY, MO.  
AURORA, ILL.  
SHERBROOKE, CANADA  
WATERLOO, IOWA  
FT. SMITH, ARK.  
HACKENSACK, N. J.  
GREEN BAY, WIS.  
QUINCY, ILL.  
KEOKUK, IOWA  
JACKSONVILLE, ILL.  
BOISE, IDAHO  
WINNIPEG, CANADA  
WASHINGTON, D. C.  
TRENTON, N. J.

Two Hundred Thousand New Subscribers Added, with Cash Receipts of Over \$1,000,000

If you are looking for information or the services of the best and most reliable circulation company in the country address the

**UNITED STATES CIRCULATION CO., Inc., WATERLOO, IA.**  
**THE COMPANY WITH AN UNEQUALLED RECORD.**

## BUILDING UP THE CIRCULATION.

A number of prominent dailies through the country are using as a memorial gift to their readers, the Titanic song, known as "The Band Played Nearer My God To Thee" which their circulation departments are distributing on a coupon scheme. The idea is said to have originated in Edward Cone, of the Cone, Lorenzen and Woodman Special Agency, and among the first papers to take it up were the Pittsburgh Post and Sun. The song itself is

written in a subdued tone and is issued by Joseph Morris of Philadelphia.

The popularity contest being conducted by the Montreal Herald is proving a success. It started about two months ago and is open to the residents of Montreal and near by towns and will close on June 22. The prizes aggregate a total value of \$35,000, the first eight being: a \$10,000 home, a \$4,000 piece of suburban real estate, three thirty horse power touring cars and three \$750 player-pianos.

The West New Brighton (N. Y.) Advance is actively and extensive-

ly advertising itself to readers of Staten Island through several mediums. Special interest is being manifested by the younger people through the solving of puzzles of various kinds. Handsome pen knives and other prizes are being awarded to those who are most successful. This particular form of contest is open to children under fifteen years old.

Certificates printed in each issue of the Quincy (Ill.) Daily Whig are good for a variety of articles of the Rogers' silver-plated ware. They are given for certificates alone, or for a lesser number of cer-

tificates and a small amount of cash. A handsome chest containing twenty-six pieces is given for 250 certificates, or for half that number and \$375.

The New York World gives a paper pattern of ten-cent value for a coupon printed in the Sunday issue. All the standard sizes are provided and ads printed through the week call attention to the offer.

The Athens (Ga.) Daily Banner is offering a premium that is especially timely at the season of spring housecleaning in the shape of a hand-operated vacuum cleaner. The machine, it is claimed, is one



## MR. CIRCULATION MANAGER;

GET IN ON A GROUND  
FLOOR PROPOSITION.

*Strike while the iron is hot!*

The common drinking cup is abolished in twenty-four States and there is now a great demand for

## SANITARY DRINKING CUPS

That's where we come in and we want to assure you that the one best bet this summer is going to be the

## SANITARY Drinking CUP FOR A PREMIUM.

*Don't overlook this fine proposition. It means more circulation and pleased patrons.*

THE SANITARY  
DRINKING CUP CO.  
339 S. Wabash Ave., CHICAGO.

We manufacture a full line of  
Sanitary Paper Specifications.

## FISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year - Weekly.

Write for Samples.

FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

of the most efficient of this type and is guaranteed for a period of one year. It is given together with a three-months' subscription to the Banner on terms of \$3 on delivery and \$1 a month for three months.

A cook book containing over 1,450 recipes and much valuable information on the subject of selecting and cooking meats is offered by the Portland (Me.) Argus. The book, the selling price of which is \$1.25, is given for six coupons of consecutive dates and forty-eight cents.

The Chicago Daily News is advertising itself through a handy telephone slug holder, which is being given away free to phone users. It is made on the style of the pocket change holder and especially for use in the home.

A premium offer of the Chicago Inter-Ocean is a hammered copper serving tray of large size and unique design. It is given for one coupon cut from the paper and ninety-nine cents, the retail value being \$5. The offer is an especially attractive one in view of the present popularity of such trays for the serving of tea, coffee, chocolate and refreshments, and because of the great vogue of hammered copper wares.

The juvenile department of the Brooklyn Eagle is arranging for a contest of junior aeroplane builders

## WILLSDEN, PREMIUM SPECIALIST.

32 S. Wabash Ave., CHICAGO.

BIBLES  
WALL CHARTS  
ATLAS  
DICTIONARIES  
CLOCKS  
LAMPS  
DISHES  
KITCHEN SETS  
RAZORS  
TOOL SETS  
SEWING AWLS  
FOUNTAIN PENS  
INK PENCILS  
SHEARS  
SEWING SETS  
MAIL BOXES  
SILVERWARE  
GREETINGS

*All Circulation Builders*

## SATURDAY STOP PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, and all sports.

Expert Comment—Best illustrations.  
YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

in which handsome prizes will be given. On June 22 the Eagle will hold a track meet for members of its Junior Athletic League.

The Warner (N. H.) Independent and Times, published by A. G. Fish, has just closed a successful voting contest through which the paper added several hundred new subscribers.

The New Haven (Conn.) Evening Register started a booklover's contest this week.

The Tacoma News and Ledger is conducting a Shetland pony advertising and circulation contest among the younger readers. The prizes to be awarded to those who secure the greatest amount of money, representing both subscriptions and advertising.

The Boston Newsboys' Union has expressed strong sentiment against the proposed coinage of the half-cent piece. It believes that this unit of coinage would greatly reduce, if not eliminate entirely, the net earnings of newsdealers and newsboys.

The Raleigh (N. C.) News and Observer is claiming great results in the way of increased circulation from the voting contest it has just closed.

The New Haven (Conn.) Times-Leader reduced its return privileges from full returns to five per cent. on June 1. The Times-Leader is offering a five by eight cotton flag to readers for six coupons and seventy-nine cents. A smaller flag sells for fifty-nine cents and six coupons. A razor strop is offered readers for six coupons and eighty-nine cents.

## BUYS OUT PARTNER.

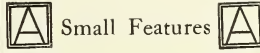
J. V. Weber has bought the interests of his partner, P. J. Theisen, in the Slayton (Minn.) Herald.

## PRESS CLIPPINGS

Everything and anything that is printed in any newspaper or magazine, anywhere—can be supplied by

## BURRELLE

45 Lafayette Street, New York City.  
Established a Quarter of a Century.



Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimmie," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO

For Washington Correspondence  
WRITE

## AMERICAN TELEGRAPH PRESS

District National Bank Building,  
WASHINGTON, D. C.

## THE SPECIAL SERVICE CO.

Reliable Contest Operators

Write for terms, etc.

Room 33, 23 Park Row, New York

## WANTED

Trade publications or others to represent in Bridgeport or Connecticut territory for special write ups or general news. References. Address, Special, care The Fourth Estate.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



## Get To-Day's News To-Day "By UNITED PRESS"

General offices, World Bldg., NEW YORK.

## THE Hotting News Press.

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTLING BROS.

Tribune Building, NEW YORK.

## For EDUCATIONAL CONTESTS use the Tell-us Tellurian

SOMETHING ORIGINAL  
CARL MACK MFG. CO.,  
41 Cortland Street, NEW YORK.

## A BIG CIRCULATION GETTER

## is the 1912 edition of our HOME BUILDING BOOK

Over 300 illustrations in duotone and forty plates in full color. Covers everything in furnishing, building and decorating. The book is so beautiful it sells itself. Regular price in book stores \$3.00, but we will make a very special rate to one newspaper in a town—so low you can't resist it.

Telegraph today for five-day option to consider this unusual plan.

Book will be sent by express immediately with full details of plan. Act now. Wire

## DOUBLEDAY, PAGE & CO.

11 West 32nd Street, New York.

## MEETING OF THE CIRCULATORS.

Continued from Second Page.

is used. The best way to use premiums and what are the best premiums to be used—Louis H. Dupont, Nashville (Kennesaw and American).

How to eliminate needless expense, or closing the leaks in the circulation department.—L. P. Rutherford, Philadelphia Record.

The injustice of an increase in second-class postage rates. Why such an increase should not be.

Is second-class matter a burden or does it create the profitable return for a first-class matter?

What effect would it have to require payment on all county mail?—G. E. Johnson, Louisville Courier-Journal.

### ROUND TABLE TALKS.

L. U. Sears, Davenport (Ia.) Times, talkmaster.—Office owned, house-to-house carrier service.

D. W. Beardsley, Chicago Inter-Ocean.—Union mail rooms. How to control them.

R. J. Corrigan, Indianapolis Star.—Farmed-out city circulation. How to control it.

R. S. Weir, Detroit Journal.—Predating. Securing the maximum returns.

J. J. Kavanaugh, Dayton (O.) Journal. Collections on office owned carrier service. By carrier or collectors.

W. H. Harrington, St. Louis Globe-Democrat.—Comic and magazine supplements.

F. A. Rodman, editor the Official Bulletin, Toledo.—The Official Bulletin.

In selecting subjects for the round-table talks it was the idea of the committee that the subjects should be of particular interest to some particular group of the membership, subjects not of general interest to the full attendance, but those of special and peculiar interest to a certain number, the entire membership having only a passive interest.

The president will very likely have other subjects presented for round table talks. The committee therefore holds in reserve as talkmasters the following:

Frank G. Hay, Houston Chronicle.

W. J. Irwin, Toronto Globe.

J. L. Russell, Cleveland.

James R. Henderson, Montreal Gazette.

Frank L. Frugone, New York Italian Evening Bulletin.

James L. Farley, Philadelphia North American.

How is country circulation best secured and maintained—by mail or agent?—D. C. Frame, Cleveland News.

What is the best plan to pursue in bringing about co-operation between the competing newspapers of a city or town to the end that abuses of all kinds may be regulated and prevented? The news agents, newshoys, solicitors and other employees of a newspaper may be kept within bounds and produce the best results for the money expended.—A. G. Lincoln, St. Louis Post-Dispatch.

The coupon plan in securing circulation both by mail and through agents and carriers. Can the energy employed by a circulation manager in selling tons of merchandise under the coupon plans be used to better advantage in securing larger returns and more permanent circulation?—E. P. Hopwood, Portland Oregonian and Telegram.

Voting contests. Are they worth the candle? What is the actual result in the way of permanent circulation?—J. T. Taylor, Atlanta Constitution.

The best manner of newspaper canvassing. The most successful method. How can a canvasser reach the people?—Sidney D. Long, Wichita Eagle.

The best plan in soliciting subscriptions by mail. How to obtain lists of names for sample purposes and the follow-up system.—William J. Darby, Toronto Mail and Empire.

### WEDNESDAY AFTERNOON.

What steps does the association take looking to the promotion of the use of all premiums in the city and on all other circulation work?

What would be the result and effect if all newspapers discontinued the use of



JOHN D. SIMMONS,  
PRESIDENT OF THE INTERNATIONAL CIRCULATION  
MANAGERS ASSOCIATION.

premiums?—G. R. Mundy, Philadelphia Inquirer.

How I handled the biggest news sensation of the country—appalling Titanic disaster.—J. F. Broadfoot, Washington (D. C.) Herald.

How to get out a sporting edition.—C. H. Motz, Cincinnati Times-Star.

How I, a circulation manager, would publish a newspaper and what its contents would be.—William L. Argue, Toronto Star.

Editorial policy and its effect on circulation.—J. C. Wilmoth, El Paso (Tex.) Herald.

Saving a dissatisfied subscriber for one cause or another. Its influence on the circulation force and the making of the spirit of excellence in delivery and perfection in news.—E. S. Dobson, Detroit News-Tribune.

### THURSDAY MORNING.

Committee reports.  
Unfinished business.

Reading and discussion of the following papers:

What is the limit to a profitable circulation?—C. A. Booth, Milwaukee Evening Wisconsin.

How to make membership in the C. M. A. of a more material value and maintain interest throughout the year.—William J. Little, Montreal Star.

What should be the relation between the editorial and the circulation depart-

ments of a newspaper?—A. E. McKinnon, New York World.

### THURSDAY AFTERNOON.

Election of officers.  
Selection of next meeting place.  
Unfinished business.  
Adjournment.

### QUESTIONS AND ANSWERS.

A schedule of questions and answers has been arranged by the committee in which many of the best-known managers of circulation in the country will answer important questions.

Men who will figure prominently in this feature include:

Charles Newman, Brooklyn Eagle; Joseph H. Lackey, Nashville Banner; H. J. Donovan, Philadelphia Telegraph; F. S. Stone, Brooklyn Citizen; H. V. Bonan, Louisville Times; James B. Coulson, Worcester (Mass.) Post.

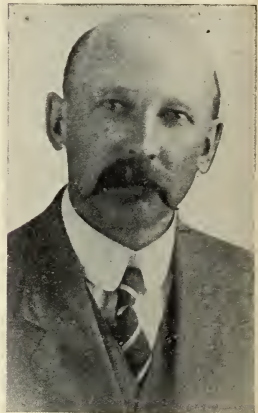
Charles F. Hansche, Chicago Post; L. L. Ricketts, Des Moines Capital; H. G. Zimmerman, South Bend News-Times; W. A. Elliott, Jacksonville Union; Leslie A. Newell, Toledo Blade; E. J. Cull, Milwaukee Journal; M. Levy, Cincinnati Post; Robert L. McLean, Harrisburg Telegraph.

O. L. Mead, Dayton News; Hugh A. Akin, Columbus (O.) Citizen; Max Annenburgh, Chicago Tribune; O. D. Wolf, Topeka State Journal; L. J. Van Leys,

Cappap Publications, Topeka; Jacob Ginsburg, Philadelphia Jewish Morning Journal.

Ray Hatton, Detroit Free Press; Hugh Arthur, Pittsburgh Post; Frank M. McClure, Cleveland Plain Dealer; G. A. Disher, Ottawa (Can.) Citizen; W. F. Herron, Pittsburgh Gazette-Times; William Elder, Toronto Evening Telegram; Clarence Eyster, Peoria (Ill.) Star; C. M. Gunnison, Denver Post; E. R. Ragan, Springfield (Ill.) News; and Daniel Nicoll, New York Evening Mail.

A vote is also to be taken among the members on their views as to



W. J. LITTLE,  
First Vice-President.

the relative value of various departments and features of daily newspapers. The features to be voted on are as follow:

Editorial department, market and financial department, sporting department, woman's department, society department, children's department, literary and book department, poultry department, local news.

Telegraph news, special features, foreign advertising, department store advertising, classified advertising, automobile advertising, real estate advertising, railroad time tables, post office unclaimed letter list, comic supplement, magazine supplement.

### CONVENTION ADVANTAGES.

It needs only a glance at the accompanying program to be convinced of the importance of the meeting to newspaper publishing. Every one of the subjects listed is causing circulation managers no end of trouble every day. By the combined minds of all the members each problem will be considered in Baltimore and ways and means that have been tried out will be put together in an endeavor to help in the smooth running of the vital circulation department of newspaper organization.

The round-table discussion laid out this year is a new feature of this association's meetings and much is expected of it. The visit of the managers to Baltimore will also give them a chance to become acquainted with the conditions that will prevail at the coming Democratic National Convention and allow them to make the proper arrangements for handling their papers during that period.

J. W. Magers of the Baltimore



Sun has arranged to have Charles H. Grasty, publisher of the Sun, Stuart Olivier, general manager of the News, and General Felix Agnus, publisher of the American, address the managers on practical newspaper problems. Time limits will be placed on the reading of all papers, which will allow of the proper consideration being given to every topic listed. Mr. Magers, who has had charge of the local arrangements, has seen to it there will not be a dull minute in the way of entertainment, but this after business



J. R. TAYLOR,  
Secretary Treasurer.

is completed. Expressing his opinion to THE FOURTH ESTATE he said: "It seems to me that the situation is ripe for a heavy representation at this convention. I believe that every circulation manager who comes to the Baltimore convention will be mighty glad he came, when the story is told. The occasion will justify the expenditure of time and money each paper will make."

## WHY THE CIRCULATORS MEET.

WHAT A MAN WHO HAS ATTENDED TEN CONVENTIONS HAS LEARNED.

Sidney D. Long, second vice-president of the International Circulation Managers' Association, and circulation manager of the Wichita Eagle, in an interview with THE FOURTH ESTATE sets forth some of the advantages that accrue to the circulator who attends the annual meetings of the international association. Mr. Long has been present at the past ten conventions and is a firm believer that the knowledge gained thereby is most profitable. He said:

"The benefits received are worth many times the expense that may be expended in attending and the time required away from the desk. The program for this year has been arranged with great care and consideration. The papers read will cover all phases of the circulation departmental work. The three days' sessions will be given up entirely to the reading of papers and discussions. This year the



J. W. MAGERS,

BUSINESS MANAGER OF THE BALTIMORE SUN, WHO WILL ACT AS  
HOST-IN-CHIEF TO THE CIRCULATION MANAGERS IN BALTIMORE.

program committee has inaugurated round table talks upon subjects that are of interest to the circulation manager's work. "The circulation department in its city work deals with all of the people either as subscribers or non-subscribers. The circulation department in its country field deals with every one, farmer or town resident, as a subscriber, as a renewal or as a new subscriber.

### IDEAS BROUGHT TOGETHER.

"While the principles may remain the same yet the rapid strides of modern daily newspaper methods are bringing about an opportunity for new and more successful tactics. These do not arise from any one territory or any one city. A new idea or plan or system is originated in one section and others in other districts, etc.

"Every circulation manager is using every possible effort at all times of the year to invent or perfect some new or better idea in carrying on canvassing campaigns, new methods of handling canvassers, carriers, newboys and collectors, new methods in approaching the stopped subscribers, the renewal or new, new plans for handling the agent and the delivery boy and delivery agent in the outside

town, new ideas in getting next to the Postmaster and country agents.

"Very few men in any one line of business work exactly alike. One newspaper carries out some special plans that will be successful on its paper while another circulation manager in a distant state will bring about ideas in his town and in his field that will be successful yet the plans followed might be entirely different.

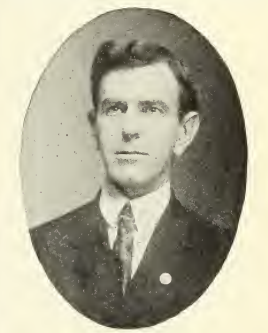
"Bringing all of these men together in a general convention and in the lobbies of a hotel they will bring with them their successful ideas and they will be free to exchange them. The man with one idea will hand it over to another and vice versa; papers will be read and they will be discussed and the weak points and the strong ones will be shown and new points will be introduced and when the men who have attended the convention go home they will take back with them those ideas that have been gathered from all over the country. It not only strengthens their own knowledge but it gives them more enthusiasm and many more valuable points along the line of successful newspaper circulation. While their information may not be put in use immediately,

yet critical situations arise and must be handled at once and these suggestions become valuable months after the convention is over.

### NO OTHER WAY JUST AS GOOD.

"There is no way possible that a circulation manager or a man of any other profession could meet in so short a time and at such small expense as those who will attend the convention and have the opportunity of conversing together on subjects of vital interest other than at a convention. All circulation managers who attend will find knowledge that otherwise perhaps he would not get. It does not make any difference how many fine books you may have in your library if you do not take them down off the shelves and read them you will never know what is written within their covers.

"Or if you send a good warm statement or bill out to a party who owes you and he sticks the envelope down in his pocket unopened it does not have the good



SIDNEY D. LONG  
Second Vice-President.

effect that it does if he opens up the envelope and reads the warm contents within. The finest physicians go to Chicago and New York and other large cities and take special work during certain portions of practically every year. It has been well said that it is not what you do or what you buy but it is what you do not do or buy. Besides finding out the new schemes and plans that might be in vogue in other portions of the country, you find out how some of the new schemes and plans have worked. It might save dollars and many hours of hard effort in KNOWING that such and such a plan was not a success.

"This good old world of ours is on the move and new things are happening all the time and if there is any man on earth who should know the new plans and ideas and best ones it is the circulation manager. The thing to do and the way to find out these good plans and ideas that may be used at a profit is to attend the Circulation Managers' Convention at Baltimore. More enthusiasm, more knowledge, more power."

## CONVENTION TICKET MAN.

Charles S. Albert, the Washington correspondent of the New York World, has lately earned for himself the sobriquet of "the convention ticket man." It is his job to distribute the passes for the press at the national conventions in Chicago and Baltimore, and since taking it he has discovered that more people "know him" than probably ever knew one newspaper man.

Mr. Albert's position perhaps is best described in the Washington Herald's "Big Stick" when last Saturday it said:

"What Mr. Albert really is doing is sitting down hard on a small pile of tickets trying to repeat the miracle of the leaves and the fishes. Its great distinction, but personally, we would rather have all the blows aimed at the Big Stick in one month than have Albert's job five minutes when the going is smoothest.

This explanation may serve to pacify some of the editors who received no allotment.

## ORGANIZATION OF GENERAL AGENTS.

### REVIEW OF FIRST YEAR'S WORK OF N. Y. AGENTS' ASSOCIATION.

The progress of the committee working on plans for the organization of a national association of general advertising agents, to be submitted in four weeks, is viewed with interest in the field of advertising and publishing. Many leading advertising agents have expressed their opinions to THE FOURTH ESTATE in praise of the movement and many great things are expected to come of it.

As an example of what organization may be expected to accomplish among the general agents, its sponsors point to the Association of New York Advertising Agents, which was organized only a year ago. What this association has accomplished and what it plans to do is told by the chairman of its executive committee, William H. Johns, vice-president of the George Batten Company, as follows:

"When the present association of New York Advertising Agents was being discussed in March and April, 1911, there were many who viewed the prospect of an association that would work in harmony with the greatest of skepticism.

#### PRELIMINARY FEARS.

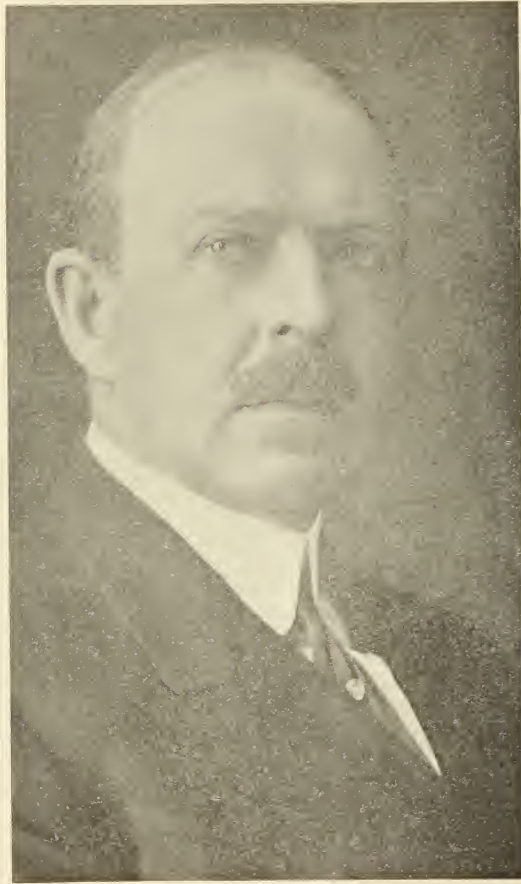
"Those who feared that interest in the organization would wane have been happily disappointed. Our monthly dinners have been attended so largely and with such practically unanimous representation of the firms enrolled that it has been a revelation of the great interest in the improvement of advertising conditions governing our profession in the New York field. No dinner has turned out less than fifty men and in some cases over sixty have been present. A spirit of harmony and good feeling prevails. The lion and the lamb lie down together.

"At the first meeting the presiding officer, then elected, remarked something to this effect:

"It has been reported on the outside that this association has been formed with an idea of eliminating, or at least to some extent curtailing competition. If that be in the minds of any, it is certainly not in the minds of your executive committee. It is inconceivable in an association such as this, comprising fifty competing concerns within the limits of one city, that before a year has rolled around some business now in the hands of one firm will not be transferred to the care of another.

"Many transpositions of business accounts between us here are inevitable. The one point that every man present should remember is this—if he takes an account from a member of our association by unfair means, by methods not justifiable under the best of business ethics—he must remember that within thirty days he must sit and break bread with the man he has wronged. If he cannot look his competitor in the eye and say, 'I got your business, but I played fair, that dinner will not be a pleasant one for him,'

"If our association has done nothing



WILLIAM H. JOHNS,

CHAIRMAN OF THE NEW YORK ADVERTISING AGENTS' ASSOCIATION.

else, I am convinced that it has raised the moral tone and the ethical standard of competition between ourselves. It has put men on their mettle to get business because they deserve it, rather than because they can steal it. We have not achieved the millennium in this by any manner of means, but that we have made progress and material progress

#### ACCOMPLISHMENTS.

"The accomplishments of our committees have been so many that I cannot possibly treat them in any but the most general way. We have committees with active chairmen and hearty co-workers who treat on the following subjects:

Relations with daily papers.  
Relations with magazines.  
Relations with agricultural publications.  
Relations with trade papers.  
Relations with religious and class publications.  
Committees on:

Outdoor advertising.  
Street car advertising.  
Circulation information.

"Our committee on daily papers is on the verge now of accomplishing two victories, which a year ago would have been considered impossible. There is every prospect that within six months the most of the daily papers of the country will adopt a uniform rate card, which means uniform in size for proper filing and uniform in arrangement for rapid figuring.

"Second, a uniform discount date, which will simplify, if achieved, the bookkeeping end of our business.

"Our committee on circulation is preparing forms for magazines and for daily papers. These have not only had the universal criticism, but have finally achieved the unanimous approval of all of our members. They have also met with the approval of the various publishers' as-

sociations to whom they have been submitted.

"This work all tends toward the standardization of the data of an advertising agency. When put into operation the effect of our work will be felt in the office of every advertising agent and every publisher in the country, because we look for its universal adoption.

"Our various committees on relations with publishers of different classes are preparing for submission a standardization of order blanks, cancellation blanks, reservation blanks, and all other forms which pass between the advertising agent and the publisher.

"The benefit of this will be felt and appreciated in the business office of every publication and will reflect credit on us for our endeavor to make the wheels of business turn with less friction. Our standard order blank, for instance, will be free from the tricks and traps which have brought forth from publishers condemnation on advertising agents as a guilty man when only a few were guilty.

#### PROBLEMS MANY.

"Our problems are many, but we are up and at them. Progress in some ways has been slow because we have had the inertia of new organization to overcome. One drawback has been that we have been compelled to stand alone as a local unit—but even with that handicap we have gained ground. The time has come for a broadening of the work.

"To advertising agents in general I would say—our business has made possible, as has no other one factor, the enormous recent development of American industry. Our initiative has made the small great, the great greater; has made the unknown known. It has made the publications of the country prosper and lessened the cost and improved the quality of its popular literature.

"Some people will say that 'advertising' has done all this. I say the advertising agent has done it, for he first made the advertising and then made it pay.

"There are many things to be done and while as individuals we can achieve some of them, it will take a united force to do them all. There may be wrongs to be righted, and if so we must right them among ourselves—let the axe fall where it may. It is better that we do it than to have others do it for us.

"No one profession can claim a monopoly of virtue. Medicine has its quacks. Law its shysters; even the Ministry has its hypocrites. Some publishers lie about their circulation; some advertising managers will take a tip; some advertisers misbrand their goods and some agents will take more than belongs to them.

"Conditions are improving every day. The circulation liar sees a handwriting on the wall. The advertising manager is becoming more of a business man and less a clerk. The honest advertiser demands and shall receive protection from the advertising charlatan and the advertising agent of today will concede to no man a superiority in business brains, business honesty or ethical intent."



## CENTENARIAN NEWSPAPER SETS A HOT PACE.

TRENTON PUBLISHER CLAIMS BIG  
BEAT OVER NEW YORK AND  
PHILADELPHIA.

EDITOR THE FOURTH ESTATE.

SIR: I have made a careful examination of all morning newspapers printed in the state of New Jersey, and of those printed in the cities of Philadelphia and New York, and I find that the Trenton True American was the only morning newspaper printed in all this territory to correctly give the result of last Tuesday's primaries in New Jersey in its first edition.

In that edition the True American announced that Roosevelt had every delegate in the state and that Wilson had twenty-four of the twenty-eight delegates.

We were twenty-four hours ahead of our contemporaries, although a few did get the truth for a late edition.

The True American is one hundred and seven years old, but is becoming more sprightly every day.

WILLIAM H. GUTELIUS.

## LEAVES FOR WYOMING.

The Dundee (Neb.) Advertiser, founded by Burke Sinclair, city editor of the Omaha World-Herald, has been sold to Mr. Sisson, who is identified with the Omaha Daily News. Dundee is a suburb of Omaha and is rapidly building up as a residence district. Mr. Sinclair will go to Sheridan, Wyo., there to engage in publication of a daily paper.

## TO WORK FROM NEW YORK.

Alfred F. Howe, for some time in editorial charge of the Connecticut section of the New York Sunday Herald and writer of political articles concerning the Nutmeg State, has moved from Derby to New York. His connections with the New York Herald necessitated this change. He will continue to have charge of the Connecticut page. He represented Derby in the Connecticut legislative session of 1901 and was afterwards mayor of that city.

## GOOD HEARTED BASE BALL MAGNATES.

The management of the Bridgeport baseball club of the Connecticut league has taken steps for the comfort of the sporting writers by placing more comfortable chairs in the press box and the erection of a protection from the sun at the Sea Breeze Island diamond, where the Sunday games are played.

## HIS OWN IDEAS.

Frank L. Wright, who attracted attention a few years ago at St. Joseph, Mo., by jumping horseback from a forty-foot elevation into a tank for a \$100 bet, and who lately has been employed as a reporter and paragrapher on the St. Joseph Gazette, is now issuing The Pink Rag, a small four-page daily for the promotion of his own ideas. It is distributed free in the business district of St. Joseph.

## MERIT MUST BE BACK OF GOOD CIRCULATION.

Frank G. Hay, who has lately taken charge of the circulation department of the Houston Chronicle, began his newspaper career with the Indianapolis News, when that paper was an infant with a circulation of 12,000 and was using the old style flat bed presses. After a service with the News of over sixteen years, during which time it grew and grew to a circulation of 80,000, he resigned to take charge of the Seattle office of the Ridgway Magazine.

Since then he has been installing circulation systems for newspapers but finally returned to the old work of circulation management. In an interview with THE FOURTH ESTATE



F. G. HAY.

Mr. Hay stated that in his travels through the West and South that there is nothing new of much consequence in circulation building, it being simply a question of geography as to what will apply to the certain newspaper as a circulation stimulant or builder.

"But getting down to plain facts there is only one solution for the solid upbuilding of the circulation of any newspaper," Mr. Hay said.

"The paper must be one of merit, publishing what is wanted and demanded by the public and edited in such a manner to appeal to the masses and not the classes. Like the pudding for table, not only pleasing to the eye but palatable."

"After the proper making of the commodity, then the buyer or consumer must be sought through the proper salesmanship. This is up to the circulation manager; he is the sales manager."

"There are many schemes to temporarily increase the sales of any article but the fact still remains that you can not sell calico for silk and it is necessary for the sales manager to have something of merit to sell before he can create a demand and hold the patron after secured."

"Proper organization from the newsboy up and co-operation of all departments of a newspaper is essential for success."

Smith & Berg have purchased the Redfield (S. D.) Journal-Observer.

## KENTUCKY EDITORS TO MEET NEXT WEEK.

A very complete program has been arranged for the annual meeting of the Kentucky Press Association, to be held at Olympia Springs, next week. It contains many interesting business and social features. From the number that have already applied for quarters at the Springs, indications point to the fact that the meeting this year will be largely attended, and many press men not members of the association have informed Secretary Alcock they will be present and cast their lot with the association.

The delegates to the meeting from Louisville and all points west of Louisville will leave the 7th street depot Monday morning at 9 o'clock, on the Chesapeake and Ohio train and will arrive at Olympia station about four and one-half hours later.

The Louisville and Western Kentucky delegations will be joined en route at Lexington and Winchester by delegates from Central and Northern Kentucky. Prospective new members of the association desiring to attend the meeting are to send their names to Secretary Alcock, at Jefferston, and they will be supplied with transportation and quarters engaged for them at the hotel.

## NEWSPAPER READERS HONOR TITANIC HERO.

Captain Arthur H. Rostron of the Carpathia, the rescuer of the Titanic survivors, was presented with a check for \$10,000 Monday in the name of the readers of the New York American and Evening Journal, which raised the fund. The presentation was made by John Temple Graves.

The Carpathia was dressed with flags for the occasion and after Captain Rostron had listened to a speech praising his rescue work when the Titanic sank, he made a brief reply. Captain Rostron has said that he will use the money in educating his three sons.

## HONOR DEAD COMRADES.

Memorial services for 837 members who have died since the organization of the union in 1852 were conducted last week at the Garrick Theater by members of Chicago Typographical Union No. 16. During the day delegations of the union visited different cemeteries and decorated the graves of departed members, forty-two of whom died during the last year. The only addresses were made by the Rev. D. T. Denman and W. W. Barrett, president of No. 16.

## GIVEN FAREWELL DINNER.

A stag dinner was held at the Hof-Brau, Cleveland, in honor of Paul T. Lawrence, of the Ohio Farmer, who is to leave Cleveland for Detroit, where he will be assistant manager of the Michigan Farmer. The dinner was given by about thirty of the older employees of the Lawrence Publishing Company.

A feature was the menu, which consisted of copper shells in the form of a tablet.

## AD MANAGER FOR TRENTON TRUE AMERICAN.

George A. Mortland of New York has been appointed advertising manager of the Trenton (N. J.) True American. Recently Mr. Mortland had been connected with the Hackensack (N. J.) Bergen News, and previously was located in Newark, N. J.; Youngstown, O., and New York, in the latter place with the Dry Goods Economist. The True American will publish on its front page each morning a short talk on practical advertising written by Mr. Mortland.

## OKLAHOMA COMBINE.

The publishers of the Oklahoma Bulletin, of Muskogee, have just acquired the monthly magazine known as Wide West. The two papers will hereafter be issued under the direction of M. P. Updike, who has heretofore been editor and publisher of the Bulletin.

## BACK AT OLD STAND.

Claude Charles, who has been foreman in the Mason City (Ia.) Times office for several months, will start a second newspaper at Hartley, to be known as the Sentinel. Mr. Charles published a newspaper in the town a number of years ago.

## TO INCORPORATE.

T. W. Dick, Elmer Roberts and J. F. McKenrick have applied to incorporate the Portage (Pa.) News Printing Company. They are also interested in the publication of the South Fork (Pa.) Record.

## OWNER IN CHARGE.

R. M. Carr, who recently purchased the plant of the Stratford (S. D.) News from A. T. Bergstrom, has taken possession of the paper and will conduct it in future.

## BUYS OUT PARTNERS.

T. O. Huckle, for the past year editor and manager of the Reed City (Mich.) Herald, has purchased the paper. The Herald was established about three years ago.

## HAS TO ENLARGE.

The Chestertown (Md.) News, published by Ussilton Brothers, has been compelled to enlarge to ten pages by increased advertising patronage.

## SALE AT CAPE MAY.

The Cape May (N. J.) Herald, formerly owned by Lewis T. Stevens, has been purchased by James M. E. Hildreth.

**J. H. Parker & Co**

**PRESS AGENTS  
DUBLIN, IRELAND.**

**For Effective Advertising  
at Contract Rates in the  
Irish or English newspapers.**

**ESTABLISHED 22 YEARS  
Open for Good Agencies.**

## LONG ISLANDERS RE-ELECT ALL THEIR OFFICERS.

The annual meeting of the Long Island Press Association was held at Garden City, N. Y., Saturday afternoon. Officers who held office for the past year were unanimously re-elected. They are Henry A. Reeves of Greenport president; Walter S. Funnell of Huntington vice-president; Archer B. Wallace of Freeport secretary, and L. B. Green of Patchogue treasurer.

The following committee of reception was appointed to meet the New York State Publishers, who hold their meeting at the same place later in the month: Edward N. Townsend, J. Fred Flugrath, Henry A. Reeves, Smith Pearsall, L. B. Green. After the business meeting the annual banquet was held.

## STOLL TAKES CHARGE.

Elmer Stoll, the recently appointed secretary of the Pittsburgh Publishers' Association, assumed active charge of his office last Saturday. He has had experience in pretty nearly all the branches of newspaper work from association with his father, J. B. Stoll, publisher of the South Bend (Ind.) Times. When his father sold the paper about a year ago Mr. Stoll was city editor; since then he has been engaged in investigation work for the state board of pardons.

## AD MAN MADE MANAGER.

J. J. Bernstein has been appointed business manager of the Massillon (O.) Independent. For the last ten years Mr. Bernstein has been advertising manager of the paper. He was at one time with the advertising department of the New York Journal. The Independent is an evening paper, controlled by R. T. Skinner, United States Consul at Hamburg, Germany.

## AGENCIES COMBINE.

The New York advertising agencies of P. B. Bromfield and the Wagner-Field Company have been consolidated. The combined business of the two firms will hereafter be conducted at 1780 Broadway under the name of Bromfield & Field. Fred J. Wagner retains his financial interest in the Wagner-Field business, but retires from active participation in the management.

## SOUTHERNERS RETIRE.

The Oneonta (Ala.) Southern Democrat has changed hands, F. J. Stephens retiring and R. L. Brown and Charles G. Brown taking charge. Both are young men, experienced in the newspaper business.

## PRINTER BUYS A PAPER.

Arthur Nippa and P. M. Getzen have purchased the Baraga (Mich.) Journal from a stock company of citizens. Mr. Nippa was formerly a printer in the Navy and Mr. Getzen was in the lumber business.

## HAS A NEW PRESS.

C. E. Bryan, publisher of the London (O.) Democrat, has installed a new Duplex perfecting press and enlarged the paper to a seven-column, twelve-page form. The Democrat is a semi-weekly.

## SPECIALIST IN ART OF COLLECTING.

Franklin Pierce Beddow, circulation manager of the Jacksonville (Fla.) Metropolis, is one of the "live wire" members of the International Circulation Managers. He has installed in his department a system which, he claims, recently was responsible for his making a record of 100 per cent. collections in one week, and a two-month record of 93 per cent.

Mr. Beddow has been looking after the circulation of the Metropolis for the past three years and has during that period originated and installed systems that have enabled him to keep constantly in touch with every reader of his publication.

The greater part of the circulation of the Metropolis is delivered



FRANKLIN PIERCE BEDDOW.

by the carrier systems. Over one hundred boys are required to deliver the papers each afternoon. Some of the routes carried by the boys exceed two hundred copies. The boys are required each week to collect from each person to whom they deliver papers the sum of ten cents.

Mr. Beddow says his system is so complete that he has been exceeding ninety per cent. on these accounts, which makes it necessary to have over one hundred little fellows act as collectors. Collections begin Monday morning and all accounts must be in by Tuesday afternoon. To collect these thousands of accounts within forty-eight hours requires a system that is not complicated, but at the same time will permit of thoroughness.

As an example of some of the methods adopted by Mr. Beddow, the representative of The Fourth Estate was shown a large colored map of one of the routes. This map was in colors and showed each street and house. Arrows indicated the point the boy should begin and continue carrying. An examination of this diagram would permit a

strange boy to carry his route in the shortest possible time.

The boys are equipped with large collection cards giving the name and address of each subscriber and below the fifty-two weeks of the year are indicated. The boys check off on these cards the weeks paid for, and when the money is turned in, Mr. Beddow's assistant punches the payments on the card, when the transaction is complete.

The success met with by Mr. Beddow is caused by a combination of system, the development of friendly rivalry, and an ability to control the little army of workers in a way that inspires confidence rather than antagonism.

## SEITZ TO SPEAK.

An interesting program has been arranged by the North Carolina Press Association for its annual meeting in Morehead City from July 23 to 25. Don C. Seitz of the New York World will be one of the speakers.

The annual oration will be delivered by Josephus Daniels, of the Raleigh News and Observer, and there will be four other papers on practical topics, written by members of the association.

## P. O. CAUSES ARREST.

Charged with having used the mails to defraud, William S. Thayer of Chicago, has been arrested by Post Office authorities. It is alleged that Thayer worked a fake scheme through advertising when connected with the Liberty Manufacturing Association, makers of fire extinguishers. Burchard R. and Joseph T. Hare, other officers of the concern, were arrested in Detroit several weeks ago on similar charges.

## WANT BETTER PAPERS.

"The education department of the Massachusetts Federation of Women's Clubs is working for the improvement or abolition of the comic supplement; for the printing only of news that is fit to print and the elimination of objectionable advertising," said Mrs. Emily E. B. Brown, chairman of the department of the Federation at the twentieth annual meeting Monday in Templeton.

## IMPROVING GENERALLY.

The Norristown (Pa.) Times has installed the leased wire and feature service of the National News Association. Other recent improvements made by the publishers include the installation of a No. 8 Mergenthaler linotype and a new stereotyping outfit. Manager J. J. McGinley is otherwise conducting a lively business promotion campaign for the Times.

## YOUNG LOSES IN IOWA.

Lafayette Young, publisher of the Des Moines Capital, was defeated in the state primaries of Monday for the Republican nomination for United States Senator. His opponent was W. S. Kenyon, who holds one of Iowa's seats in the United States Senate.

## TACOMA'S NEW MANAGER.

S. L. Lester, the newly appointed business manager of the Tacoma (Wash.) Tribune, is a native of Southern Michigan and began his newspaper work on the Michigan Christian Herald, a weekly paper published in Detroit by the Rev. L. H. Trowbridge. He then worked



S. L. LESTER.

seven years on the Detroit newspapers in various capacities.

After spending several years in the mountains of the West he re-entered newspaper work in Spokane, where he remained for five years and went to Tacoma six years ago. He is still well acquainted with the Tacoma newspapers and advertising conditions from six years' service with local newspapers.

## BUSINESS TROUBLES.

A petition in bankruptcy has been filed against the Lovejoy Company, electrotypers of 444 Pearl street, New York, by Edward J. Maroney for creditors. The company made an assignment on April 13 and the schedules showed liabilities \$28,847 and actual assets \$16,538.

## FISH RAISING.

The Aquarium, a magazine devoted to the interests of the study, care and breeding of aquatic life has just been established. It is issued monthly at Philadelphia, except during July and August, by the Aquarium Societies of New York, Brooklyn, Chicago and Philadelphia. Eugene Smith of Hoboken, N. J., is the editor-in-chief.

## TO PUBLISH ALONE.

The partnership of Dixon & Craig, publishers of the Muscoda (Wis.) Democrat, has been dissolved, H. C. Craig having leased the plant and building from his former partner.



## \$100,000 CASH AVAILABLE.

For first payment on Daily newspaper property in Atlantic Coast State or Central West, in City of 50,000 population or more. This is a bona fide opportunity to effect an immediate transfer. A telegram will bring a member of this firm to open negotiations.

**HARWELL, CANNON & MCCARTHY,**  
Brokers in Newspaper and Magazine properties that are not "hawked."  
Suite 1168, 200 Fifth Ave., NEW YORK

## BOSTON POST PASSES THE 400,000 MARK.

A phenomenal daily circulation record has been made by the Boston Post, which announces elsewhere in this issue that its daily average circulation for May was 403,500. Compared with the population of Boston and of the territory served by Boston dailies this increase is remarkable. And the May circulation of the Boston Sunday Post was 336,001, which represents another big gain over the preceding month and over the corresponding month of 1911. Colonel Grozier's spectacular success with the Post is one of the newspaper sensations of the country, and the attention of the entire publishing world has been directed by his paper for several years.

## LIKE OLDEN TIMES.

For the first time in nearly forty years Lagro, Ind., one of the oldest and most historic towns in the upper Wabash valley, a memorable place of the canal days, has a newspaper. It is a weekly publication issued by the Gumert Printing Company.

## AFTER WESTERN BUSINESS.

The Dry Goods Publishing Company, of New York, publisher of Dry Goods and Toilettes, the latter a fashion paper, has established a Western department, with Rodenbaugh & Morris, 118 North LaSalle street, Chicago, in charge.

Omaha printers have erected a monument to their dead in Forest Lawn Cemetery in Omaha.

## NEWSPAPER MEN HELPING THE CANDIDATES.

Possibly never in American history has there been a livelier contest in both the great parties for the nomination for President than is witnessed this year. In a recent issue of Leslie's Weekly Robert D. Heini, Washington correspondent of "The Great Told in Leslie's Weekly," Contest for Presidential Honors" of the activities at the headquarters of the aspirants, and also estimates the candidates' chances in their respective national conventions.

A phase of the work which shows perspicuity on the part of the convention generals is the corps of well-known newspaper men which has been enlisted in the fight. Nobody better understands the mysteries of national political situations or the gentle art of securing judicious publicity than the average Washington daily newspaper correspondent.

Looking out for Colonel Roosevelt is Oscar King Davis, formerly of the New York Times. On the Taft side, watching every move of the above famous "O. K.," is Le Roy T. Vernon, the long-time Washington correspondent of the Chicago Daily News.

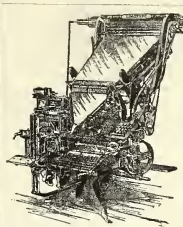
John Eversman, who is not a newspaper man, but who should be one, is also a star publicity getter in the Taft organization. He has distinguished himself as an editor of Taft Truths, a daily campaign publication of large circulation.

Thomas J. Pence, of the Nashville Tennessean, an affable and well-liked Southerner, is looking out for Woodrow Wilson in Washington, while Charles A. Cotterell, who was connected with the Associated Press, sees to it that the newspapers do not forget to put in a good word for Governor Harmon. H. W. Sawyer clears the pot boiling for Champ Clark.

## INSURANCE ELECTION.

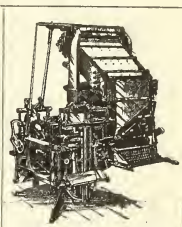
The election of officers of the Insurance Field Company, of Louisville, publisher of the Insurance Field, necessitated by the death of President August Straus, has just been held. C. I. Hitchcock was elected to the presidency. L. T. Davidson is the new secretary.

## The Multiple Machine Idea ENDORSED IN NEW JERSEY



Quick-Change Model 8  
Three-Magazine Linotype

THE  
**NEWARK  
EVENING  
NEWS**  
operates a  
battery of 26  
Linotypes.  
Among its  
later installa-  
tions are



Quick-Change Model 9  
Four-Magazine Linotype

A Model 9 in December, 1911,  
A Model 8 in April, 1912, and a  
*Second Model 9 in May, 1912.*

It is significant that so progressive a newspaper as the NEWARK NEWS recognizes the value of the MULTIPLE MACHINE IDEA by installing a first, a second, and then a third Multiple Magazine Machine.

## The Linotype Way Is the Only Way

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.      SAN FRANCISCO: 618-646 Sacramento Street.      NEW ORLEANS: 549 Baronne Street  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## LOSES ITS ONLY PAPER.

The town of Bennington, Kan., is without a weekly newspaper, as Ira S. Troup, publisher of the Ottawa County Democrat, whose equipment was destroyed in a fire the other day, will not resume business. Bennington has had a newspaper for over thirty years under several different names and numerous proprietors.

## MANAGER WILL STAY.

Harris Dante has reconsidered his decision to leave the Monticello (Ill.) Republican and will remain as manager for the Republican Printing Company and editor of the paper. The company will be reorganized, as six stockholders have sold their stock.

## FORCED TO RETIRE.

Charles White, publisher of the Mondovi (Wis.) Herald, has been forced to retire from business on account of failing eyesight. He is succeeded by the Herald Printing Company as owner of the Herald, and by E. F. Hohmann as editor of the paper.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.  
ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

A 200 pound shipment of assorted stereotype paste chemicals will save you at least \$10.00 if you buy it of us.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

The Twice-a-Week Journal has succeeded the Hillyard (Wash.) Evening Journal.

Sir: As every newspaper man must admit, it is a good thing that THE FOURTH ESTATE is on earth, for it is the only publication that actually prints live news about the craft. That is where it is so distinctively different from other "trade papers."

H. H. DELANO,

SECRETARY TO PRESIDENT MALLOCH OF  
THE CHICAGO PRESS CLUB.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

DIRECT.—The Centaur Company, "Castoria," 77 Murray street, New York; placing extra copy with papers that have contracts.

The Republic Metal Ware Company, Buffalo, N. Y.; asking rates on one inch three times a week for one year in some Southern papers.

SINGLETON, Citizens' Building, Cleveland.—The Gabriel Horn Manufacturing Company, Cleveland; will shortly place orders with a selected list of papers.

The United Rim Company, Akron, O.; will shortly place orders with a selected list of papers.

THOMPSON, 44 East 23d street, New York.—The Hudson Navigation Company, Pier 32, North River, New York; orders being placed with a selected list of Eastern papers.

Richard Fink, New York; some thirty-line nine-time orders being placed with a selected list of Eastern papers.

SEAMAN, 30 West 33d street, New York.—B. Fisher & Co., "Hotel Astor" Coffee, New York; orders being placed with New York State and New Jersey papers.

The Hartford Suspension Com-

## THE NEW YORK WORLD

**Sells** (morning edition)

MORE copies than  
any other two papers

**Print.**

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

pany, 150 Bay street, Jersey City, N. J.; again placing orders with a selected list of papers.

The Rock Island Lines, New York; contracts for 10,000 lines being made with a selected list of Eastern papers.

MAHIN, 76 West Monroe street, Chicago.—The Henderson Motor Car Company, Indianapolis; contracts for 5,000 lines being made with a selected list of dairies.

METROPOLITAN, 6 Wall street, New York.—The American Manufacturing Company, 65 Wall street, New York; orders for ten lines thirty times being placed with Eastern papers.

POWERS, 119 West 25th street, New York.—The American Hosiery Company, New York; placing orders with Philadelphia papers.

PRESBRY, 456 Fourth avenue, New York.—The Delaware & Hudson Railroad Company, New York; placing orders with same list of papers used last year.

BLAINE-THOMPSON, Fourth National Bank Building, Cincinnati.—F. A. Dillingham, "Plant Juice," Cincinnati; orders for 700 inches being placed with a selected list of Southern papers.

BOULLION - SPRAGUE, 118 East 28th street, New York.—The Practical Auto School, New York; small orders being placed with a selected list of Canadian papers.

WYCKOFF, 14 Ellicott street, Buffalo.—The Vulcan Electric Company, Buffalo; orders being placed with Ohio papers.

ELLIS, 10 High street, Boston.—The Hub Rubber Company, Boston; placing some small twenty-time orders with New Jersey papers.

KOCH, University Building, Milwaukee.—The Federal Rubber Manufacturing Company, Milwaukee, and 1727 Broadway, New York; orders being placed with large city papers.

MASSENGALE, Candler Building, Atlanta.—The Brown-Wells Company, Hazlehurst, Miss.; orders for six inches forty times being placed in the East.

HICK S, 132 Nassau street, New

## THE BUFFALO TIMES

goes into the homes in the evening and on Sunday, when the whole family have the leisure to read it.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURGH district reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

York.—Ayvad's Water Wings; some twelve-line thirteen-time orders being placed with a list of Eastern papers.

LEVAY, Marbridge Building, New York.—The Spring House and Hotel Hygeia, Block Island, R. I.; orders for twenty-eight lines four times being placed with a selected list of Southwestern Sunday papers.

McCANN, 11 Broadway, New York.—James Pyle & Sons, "Pearline," 426 Greenwich street, New York; orders being placed with a selected list of Pacific Coast papers.

LOTOS, 17 Madison avenue, New York.—Willis Pike & Co., New York; orders for 1,000 inches being placed with a selected list of papers.

DORLAND, Atlantic City, N. J.—The Lafayette, Asbury Park, N. J.; some orders being placed with a selected list of Middle West papers.

CHESMAN, 8th and Cherry streets, Chattanooga, Tenn.—The Cawthon-Coleman Company; some thirty-nine-time orders being placed with a selected list of papers in the South.

Rhea Springs; some four and five-time orders being placed with a list of Southern papers.

CHESMAN, 1127 Pine street, St. Louis.—The Walnuts Company, St. Louis; orders for twenty-one lines seventy-eight times being placed with a selected list of dairies.

STACK-PARKER, 29 East Madison street, Chicago.—The Santa Fe Lines, Chicago; 10,000 line contracts being made with Eastern papers.

HOWARD, 30 North La Salle street, Chicago.—Pere Marquette Railway; orders for 150 lines six times being placed with a selected list of Southern papers.

DOUBLE CELEBRATION.

The Halifax (N. S.) Recorder will celebrate its 100th anniversary next January; at the same time C. C. Blackader, its editor, will complete fifty years of service with the Recorder.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

**49,622**

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.  
Friscio Building, ST. LOUIS.

THE MINNEAPOLIS JOURNAL  
EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

DECIDE ON NEW NAME.

The publishers of the new mercantile magazine which will appear in Indianapolis next month have decided to name the paper Good Business, instead of Business as was at first planned. It was found the latter name would conflict with a publication already established. The advertising department of the new publication will be in charge of Herbert R. Hyman, formerly Indianapolis newspaper man, and its writing staff will include some of the best known business systematizers writing for the trade magazines.

SOLD AGAIN.

The Solon (Ia.) Economy, recently purchased by George B. Tracy, has been sold to Frank Brusch and Harry Michael.

NEW ONE IN MARYLAND.

The Capitol Heights (Md.) News is a new seven-column four-page publication published by Robert F. Simms.

HAD ENOUGH.

The Marysville (Pa.) Journal, published by C. S. and W. Z. Meck, has suspended.

NEARING THE GOAL.

The Stockton (Ill.) News, published by Ray M. Scotchbrook, has just entered the semi-weekly field.

## FEW NEWSPAPERS

can boast the greatest quantity of circulation in a community, and the best quality of circulation as well.

## THE SUN

occupies this position in Baltimore and the State of Maryland.

CIRCULATION,  
**116,000 NET PAID**

W. S. BIRD, GUY S. OSBORN,  
NEW YORK. Tribune Building, CHICAGO.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND, C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

THE GROWING **BOSTON**  
PAPER OF  
IS THE **TRAVELER**  
(REV)  
Average Circulation April 1912

## 86,812

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

### STAFF CHANGES.

ROBERT WEBSTER JONES has resigned from the Pittsburgh Gazette Times' staff to become editorial writer on the Philadelphia Bulletin.

ROBERT SIMPSON, for four years Washington correspondent of the Pittsburgh Gazette Times, and for the past several months night editor of that paper, has retired temporarily.

ED. WILLIAMS, who has been employed on the Delavan (Wis.) Republican for the last two years, has returned to Harvard to enter the service of the Harvard Independent.

C. E. LYDDANE, for twenty-eight years editor of the Winchester (Ky.) Democrat, has retired to enter the grocery business.

WILLIAM RITZEL has been assigned the desk of the city editor of the Warren (O.) Chronicle, filling the vacancy caused by the resignation of J. M. Gledhill, who will devote his time to politics.

RALPH P. MULLER has been appointed business manager of the West Brighton (N. Y.) Star.

GEORGE E. RICHARDS, formerly city hall and political reporter for the Worcester (Mass.) Tele-

VALUABLE TO READERS,  
TO ADVERTISERS,

BECAUSE it is the ONLY independent paper in a strongly Progressive and Insurgent territory; because it is first in the hearts of its readers; because it is GROWING rapidly and surely.

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"

Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
A. G. DAVIES, Chicago, J. S. ANTWERP.

# THE PITTSBURGH PRESS

HAS THE Largest

DAILY AND SUNDAY

## CIRCULATION IN PITTSBURGH.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

### CLEVELAND is the metropolis of Ohio. The PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of May, 1912, was as follows:

Daily, 108,866. Sunday, 132,655

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

gram, is now covering night police, succeeding John W. Odlin, who has been transferred to the city hall beat.

MISS SADIE L. MOSSLER has resigned the city editorship of the Lawrence (Kan.) Journal-World and is now located at Marquette, Mich., in charge of the city department of the Chronicle. Miss Mossler had been engaged in newspaper work in Kansas for seven years.

MISS HATTIE WOLFENBERGER has joined the staff of the Warsaw (Ill.) New Era as local editor.

L. G. TOMPKINS, formerly with the Chicago office of Everybody's Magazine, is now soliciting for the Charles H. Touzilan Advertising Company, Chicago.

HOMER MCKEE has taken charge of the advertising of the Cole Motor Company of Indianapolis, succeeding L. C. French, who has taken a similar position with the Henderson Motor Company.

EDWARD A. FOLEY is a new addition to the staff of the Philadelphia North American. He was recently connected with newspapers at Shamokin, Pa.

BART B. HOWARD has resigned as managing editor of the Joplin (Mo.) Globe and is now writing editorials for the St. Louis Republic.

BERT HEAL has left the Salt Lake Herald-Republican staff and has succeeded A. W. Hadley on the Ogden Examiner.

JAMES J. BUCHANAN, formerly city editor of the New Haven (Conn.) Palladium and later telegraph editor on the Journal-Courier, has resigned.

WILLIAM J. SLATOR has resigned as automobile editor of the New Haven (Conn.) Saturday Chronicle.

### PLAYING BASEBALL.

Newspaper men of New Haven, Conn., have organized a baseball team, and out of three games played

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT CIRCULATION in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines more than any other Boston paper. This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM

has more week day circulation in the City of New Orleans than the Times - Democrat and Picayune COMBINED.

so far have won two. The city officials' team and a Yale club fell before them.

### REORGANIZATION FOR HAVEN CHRONICLE.

The company publishing the New Haven (Conn.) Saturday Chronicle has reorganized and the paper is now appearing in magazine form, covering the entire state's civic and political fields. Under the new plans it will print from twenty-four to forty-eight pages and have Charles Tuttle as editor.

The Chronicle has for years been published by the Connecticut Press corporation of which Clarence Ryder was head. The new officers are Mr. Ryder, president and secretary; Mr. Tuttle, treasurer and editor; and Leo Hammond, formerly proprietor of the New Haven Palladium, advertising and business manager. An office has been established in the Woods Building, and later a branch office in Hartford will be opened.

### PLAY BY MISS REVELLE.

Miss Nellie Revelle has added to her many accomplishments in the theatrical business by writing a one-act comedy drama entitled "Every Inch a Queen," which is now being rehearsed for immediate appearance on the vaudeville stage. This is Miss Revelle's maiden effort as a sketch writer and was selected from upward of 150 manuscripts submitted. It is a dramatization of a magazine article which Miss Revelle wrote several years ago, while she was press representative of the Williams circuit of vaudeville houses in New York.

### OUTING OF THE "REPS."

The Representatives' Club of New York has set June 14 as the day for its annual outing at Travers Island. A clambake and interesting programme, including field and water sports, tennis and baseball, are planned, and an attendance of at least 300 is figured on.

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience of forty-eight successful years  
Guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
Fifth Avenue Building. NEW YORK  
750 Marquette Bldg., CHICAGO.

## FRAUDS WORKED THROUGH ADVERTISEMENTS.

The Legal Aid Society of New York has received many complaints within the last few weeks of swindling advertisements.

The latest trick of this kind is to offer work in a garage at \$6 or \$7 a week, and to request a deposit of \$25 for being taught how to run an automobile. This money, the promise runs, is to be returned when the applicant is competent to serve as a chauffeur, but the employment is brief and the cash deposit is kept on one pretext or another.

The Society warns all persons against such fraudulent advertisements.

## CLEVELAND NEWSIES AFTER HOME CLUB FUNDS.

Newsboys of Cleveland have awarded Miss Marie Palmer a gold medal for her services in their behalf on tag day, when \$1,000 was collected to aid the erection of a newsboys' home.

A committee will have charge of further collection of funds. It is expected that the contributions will enable the union to start work on the home by fall.

The Griffin (Ga.) News is about to be transferred from the morning to the evening field.

If both volume and character of advertising unite—as they do in the columns of the

## NEW YORK MAIL EVENING

is it not well for an advertiser to use such a medium?

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## PERFORMANCE NETTED BIG TREASURY INCREASE.

The Press Club of Chicago netted about \$8,500 in the production of the "Press Club Scoop" at the Auditorium Theater. An audience of over 3,000, among whom were prominent society people, witnessed the performance.

Bensel Smythe, managing editor of the Seattle Star, has requested President Malloch to forward the plans, programs, etc., of the mock convention, which made such a hit at the "Press Club Scoop," with the intention of staging a similar show for the Seattle Press Club. The libretto of the convention scene of the "Scoop" is copyrighted.

## INDIANA DEMOCRATIC EDITORS TAKE DAYS OFF.

Governor Marshall, Samuel M. Ralston, Democratic candidates for governor, and Andrew J. Moynihan of Fort Wayne were the principal speakers at a banquet last evening closing the meeting of the Indiana Democratic Editorial Association in Fort Wayne.

Yesterday morning automobiles took the visitors to various points of interest in the city, and a luncheon was served in Robison park, followed by a business session. This morning the visitors will be taken to the Fort Wayne Country Club for luncheon. The special cars will

"One paper in the home is worth a thousand on the highway." —Quotation.

# THE NEW YORK TRIBUNE

the paper that goes to the  
home —Application

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

LARGEST CIRCULATION.  
There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN** and **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically  
every person in Baltimore whose  
patronage is worth having.  
**C. GEORGE KROGNES,**  
Marquette Building, CHICAGO.  
**VERREE & CONKLIN, Inc.**  
225 Fifth Avenue, NEW YORK.

start back to Indianapolis early in  
the afternoon.

## A SUMMER OUTING.

The dates for the summer outing of the Northern Minnesota Editorial Association are June 21, 22 and 23, the editors meeting at Grand Rapids, Minn.

Trips to the iron mines, state experimental farm and big paper mills will be among the features of the outing, while a banquet on Saturday evening, given by the Grand Rapids people, will be another attraction of the program. No business session is to be held.

## FOR WASHINGTON EDITORS.

It is expected that 200 will attend the twenty-sixth annual session of the Washington State Press Association at Mount Vernon, Wash., July 11 to 13. The people of Mount Vernon have already taken active steps to entertain the association in a most royal manner.

Aside from the business sessions an elaborate program has been provided, including sight-seeing trips in autos, banquets, "potlatch," and excursions.

## ANNUAL FLORIDA MEET.

The Florida Press Association will meet in annual session at Palatka on June 20 to 22. Arrangements are being perfected by which editors desiring to attend the National Democratic Convention in Baltimore can do so immediately on adjournment. The program is being prepared by W. A. Russell of the Palatka News, and the secretary of the State Press Association.

## MOUNTAINEER EDITORS.

The summer meeting of the Mountain Press Association will be held at Torrent, Ky., June 21 and 22. The association is composed of newspaper publishers in Eastern Tennessee, and it is expected that the meeting will be largely attended.

## GEORGIA PRESS MEETING.

The Georgia Weekly Press Association will meet in Dublin next

# THE BOSTON POST

MAY, 1912. AVERAGES

The Daily Post 403,500  
The Sunday Post 336,001

**KELLY-SMITH CO.,** Representatives.  
Madison Avenue, NEW YORK.  
KELLY-SMITH CO.,  
Marquette Building, CHICAGO.

# The JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN  
**DAYTON, OHIO.**

**BARNARD & BRANHAM, Reps.**  
Brunswick Building, Dayton, Ohio.  
**BOYCE BUILDING,** CHICAGO.

Wednesday. Dublin entertained the association in 1899, and the members have been looking forward with much pleasure to the return trip to that city.

C. M. Mathvin of Eastman is president of the association.

## MISSISSIPPI TRIP PLANNED.

The Southern Iowa Editorial Association will meet at Burlington, July 11 and 12, 1912, and a trip on the Mississippi river to St. Paul and Stillwater and return to cover seven days, is contemplated.

## OTHER CLUB NOTES.

Representative Wickersham of Alaska entertained the members of the National Press Club, Washington, with a series of stereoscopic pictures made by his country along manufacturing lines. Scenes from the principal towns were also thrown on the canvas. Mr. Wickersham delivered a lecture on Alaska and the possibilities for its future development.

The Affiliated Advertising Clubs of Rochester, Buffalo, Detroit and Cleveland hold their semi-annual meeting in Detroit next Saturday.

The next annual meeting of the Panhandle Press Association was voted to Canyon, Tex., at the session at McLean. Amarillo was the only other applicant for the meeting. Arthur G. Richardson of McLean was elected president, J. M. Smith of Pampa secretary-treasurer, and A. M. Milburn of Shamrock vice-president.

The Northern Kentucky Press Club recently gave its first annual entertainment at Covington, Ky., the managers of the Cincinnati theaters supplying the talent for an excellent program. The organization is composed exclusively of newspaper men living or working in northern Kentucky. President Harry M. Penny of the Cincinnati Commercial Tribune is the president.

Dean Horace Whitehouse of Washburn College and the Topeka

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation **94,724**  
for 1911 - - -  
**EDWARD H. BUTLER,** Editor and Pub.  
Represented in the foreign field by  
**KELLY-SMITH CO.,**  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# LESLIE'S WEEKLY

is read appreciatively by more than  
**1,000,000**

Americans who prefer editorial  
constructiveness to muckraking  
destructiveness.

Advertising Club have arranged for  
pipe organ concerts to be given in  
the Auditorium June 26 and 27.

The members of the Johnstown (Pa.) Correspondents' Association held their annual banquet in Pittsburgh last Friday. The organization is composed of newspaper men who covered the famous Johnstown flood story.

J. H. Hand of the Yellville Echo was elected president of the Arkansas Press Association at its meeting last week at Hope. The other officers are: Vice-presidents, T. E. Wood, the Mariana Courier; V. A. Beason, Morrilton Headlight; Claude Mann, the Malverne Times-Journal; financial secretary, W. T. Turner, the Atkins Chronicle; corresponding secretary, Earle W. Hodges of Little Rock, and recording secretary, T. L. Pound.

C. McCutcheon has been elected president of the Pittsburgh Press Club. His associate officers are: Vice-presidents, John M. Hazlett and Peter P. Shevlin; directors, W. D. McIlwaine, George McCoy, Jr., John E. Wright and A. G. Burgoyne, Jr.

The Chicago Ad-Sell League at its last meeting heard interesting addresses by Mrs. Helen Mar Thompson of the Mahin Advertising Company, Charles R. Stevenson and W. H. Parkins. The subjects covered were what the advertising man ought to know about his paper and efficiency in sales work.

# Class Circulation in PITTSBURGH

The kind that pays for book, financial, steamship, resort and automobile advertising. For over 70 years this field has been covered best by using the

**POST**  
the only democratic paper reaching a clientele exclusively its own.  
**EMIL M. SCHOLZ,** General Manager.  
Special Representatives:  
**CONE, LORENZEN & WOODMAN,**  
NEW YORK. T. J. TA. CHICAGO.



# A GAIN of 168 Columns

The Record-Herald during the first our months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

## THE CHICAGO RECORD-HERALD

New York Office, 710 Times Building.

## THE News Scimitar

of MEMPHIS, Tennessee, is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## LEAGUE OF AD WOMEN

### PLAN MANY BENEFITS.

The fourth dinner of the League of Advertising Women was held Tuesday evening at the Hotel Martini, New York. Owing to the strike of waiters the dinner was served in the grill room of the hotel instead of in the rooms the club has assigned for its meetings and dinners at this hotel.

Those present were: Mrs. Claudia O. Murphy, Magazine and Book, president; Mrs. Caroline L. Overman, J. A. Richards & Staff, vice-president; Miss Ida Clarke, Scott & Brown, secretary; N. J. secretary; Miss Jane J. Martin, Sperry-Hutchinson & Co., treasurer; Miss Ella S. Leonard, J. A. Richards & Staff, Mrs. Fannie E. Garrison, Baumann & Co., Brooklyn; Miss Allyn V. Scheerer, Carpenter-Scheerer Special Agency; Mrs. E. G. Kleinsorge, representative Pierce Publications; Miss Katherine Birmingham, United States Tire Company; Miss Mabel Grassnickel, Perry, Dame & Co.; Miss M. Stanley, Art-Le Mode and the Theater Magazine; Miss Marcia Meyers; Miss Isabel Lord, Household Science & Art, Pratt Institute, Brooklyn; Mrs. Grace Willmot, National Lead Company; Miss Ruth Willmot; Miss Helen Wicks and Mr. and Mrs. J. George Freer, clerks of the business house.

The evening was most enjoyable, and due to the existing circumstances Mr. Frederick, the "father" of the League of Advertising Women (for Mr. Frederick originally brought the advertising women together, and suggested an organization), was present with his wife. During the course of the evening he remarked that his "child" was do-

## GREATEST MONTH IN HISTORY OF THE

# NEW YORK TIMES

The New York Times printed 842,275 lines of advertising in May—a gain of 103,225 lines over May, 1911, and the greatest volume of advertising ever printed in The Times in a single month—2,807 columns.

The Sixth City is very ably represented by the stalwart

## CLEVELAND LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## The News League of Ohio.

## The Dayton News

The Springfield News Combined circulation 42,000 MORE THAN

Combination Rate: Display, 50c. per inch Delivered to 75 per cent of the homes of Dayton and Springfield on paid subscription. La Coste & Maxwell, Monolith Bldg., N. Y. John Gliss, Peoples Gas Bldg., Chicago

ing very well indeed, and in this connection it probably can be said that it is one of the most energetic organizations among women.

One of the committees of the club, making it a benefit to the advertising fraternity is the employment committee, and it is hoped that this will eventually be a great help in assisting advertising women desirous of making changes or assisting firms in securing advertising women.

## AD AFFILIATION MEETING IN DETROIT.

The members of the Advertising Affiliation of Buffalo, Rochester, Cleveland and Detroit are meeting in the latter city today.

The afternoon session is to be held at the Country Club at Grosse Pointe on the Detroit river, and will be preceded by a luncheon at the same place. The delegates will inspect two or three of the biggest manufacturing industries of Detroit. The evening banquet at which Governor Osborne of Michigan, will be toastmaster, will be held in the magnificent new banquet hall of the Pontchartrain.

## OFFICE FOR HALLOWELL.

The board of directors of the George B. Van Cleve Company, New York, has elected Montgomery Hollowell to the office of vice-president. Until a short time ago Mr. Hollowell was advertising director of the United States Motor Company and previously was engaged in advertising work in Chicago.

## SPECIAL AGENCY CHANGES.

The Knoxville Journal and Tribune (foreign representation)—from the John Budd Company to Albert Hanson, traveling representative.

The Rutland (Vt.) News has discontinued its representation in the foreign field. This department was in the hands of LaCoste & Maxwell, New York and Chicago.

## THE TOLEDO BLADE

has the FIFTH LARGEST two-cent evening circulation in the United States, regardless of size of city.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## San Francisco HONEST CALL

Most Progressive Paper in San Francisco Today

J. C. WILBERDING, Representative, 225 Fifth Avenue, NEW YORK. C. GEORGE KROGNESS, CHICAGO. Marquette Building, CHICAGO.

## CHICAGO TRADE PRESS MEN CLOSE THEIR SEASON.

The last meeting of the Chicago Trade Press Association before vacation time was held at the Press Club of Chicago, Monday evening, the principal talk of the evening being delivered by R. R. Shuman, who told in his entertaining way of his trip to Dallas and what took place at the convention of the A. A. C. A. The members of the Chicago Trade Press Association were highly delighted to learn of the prominent place accorded trade publications, and to quote Mr. Shuman, "The trade and technical papers are coming into their own."

Other speakers of the evening were C. L. Bates, of the Practical Engineer, who told how he gets new subscribers, while E. E. Haight of the Motor Age presented his system of handling subscription renewals.

The next meeting of the Chicago Trade Press Association will be held the last Monday of September.

## CONGRESSMAN AND REPORTER IN A FIGHT.

Representative Robert T. Thomas, Jr., of Kentucky, engaged in a fist fight Tuesday with Joseph Annin, a Washington Herald reporter. Thomas objected to an article the newspaper man had written about him. It took another newspaper man, John Kirby, and several Congressmen to part the men after they got warmed up to the bout.

Accounts vary as to how the fight started. Thomas says he was endeavoring to convince Annin that he was mistaken in what he wrote and contends that he acted in a "perfectly gentlemanly manner." Annin insists that Thomas called him a liar, which provoked the reporter to begin hostilities.

## TAKES A PARTNER.

Horace G. Miller, former sole publisher of the Punxsutawney (Pa.) News, has admitted Russell Poko to partnership with him.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 7c per inch

per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative THE S. C. BECKWITH SPECIAL AGENCY NEW YORK ST. LOUIS, Chicago

## CENTRAL DIVISION AD CLUBS AT TOLEDO.

The fourth annual convention of the Central Division of the Associated Advertising Clubs of America will take place under the auspices of the Toledo Advertising Club, Toledo, O., next Thursday and Friday. Among the addresses are:

"Does House-Organ Advertising Pay?" A. M. Candee, advertising manager of the National Enameling and Stamping Company, Milwaukee; "The Common Interest of Manufacturer and Retailer," C. B. Hamilton, advertising manager of the Berke & Gay Company, Grand Rapids; "Advertising from the Standpoint of the New Psychology," C. L. Watson, advertising manager of the Red Cross Shoe Company, Cincinnati; "A Square Deal in Merchandising," Andrew Ross, vice-president and sales manager of the Kellogg Toasted Corn Flake Company, Battle Creek; "The Completed Sale," G. W. Bennett, general and sales manager of the Willys-Overland Company, Toledo.

The banquet will be held on the evening of the 14th and it is expected that President Coleman, of the A. A. C. of A., and other men well known nationally will be among the speakers.

## PUBLISHERS INCORPORATE.

Articles of incorporation of the LeRoy (N. Y.) Gazette-News have been filed. The concern starts with a capital stock of \$10,000 and the directors are E. M. Perkins, Alice M. Perkins and Agnes T. Maloy.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK.

"A Daily Newspaper for the Home"

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing.

Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR, Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

E. H. ROCKWELL, for many years editor of the Farmington (Ia.) Herald, died a few days ago. Mr. Rockwell was well known throughout Iowa, where he had been engaged in the newspaper business for a number of years.

LUCIUS WEINCHENK, a writer for various trade papers and secretary of the Buffalo General Securities Company, died suddenly of stomach trouble on Sunday at the age of forty-seven years. He was formerly located in New York.

WILLIAM H. BUDD, who was well known to newspaper workers of New York, died last Friday. For many years he was engaged in the banking and real estate business.

J. EDWIN JONES, at one time part owner of the West Roxbury (Mass.) News, and a civil engineer of wide prominence, died in Boston, Sunday, aged sixty-seven years.

J. FRANK McDOWELL, who was a conspicuous figure in early day Kansas journalism, is dead. After returning from the Civil War he founded the Columbus (Kan.) Workingman's Journal, and afterwards started the Columbus Courier, the Columbus Times, the Baxter Springs Times, the Galena News and the Weir City Tribune. He was for a time editor of a paper at Topeka, at Wichita and St. Louis.

Largest proved high-class evening circulation.

# The NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.  
Tremont Building, BOSTON.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

one out in Mexico, and for a time was associated with the famous General Coxey in the publication of his paper in Ohio.

LADY SYKES, at one time known as the most prominent woman in England and a former editor of the London publication known as the Review of the Week, died Monday.

COL. JOSEPH E. CAVEN, for many years engaged in newspaper work in some of the largest cities of the country, died at Santa Cruz, Cal., on Sunday, aged sixty-seven years. Colonel Caven was one of the original owners of the Kansas City Times and was later connected with New York City newspapers. Later he was identified with several large theatrical enterprises and more recently was business manager of the Denver Times. Colonel Caven won his title in the Confederate ranks during the Civil War.

MRS. ELIZABETH ARCHARD CONNER, a charter member of the Woman's Press Club of New York, died in this city on Tuesday. She was sixty years old and contributed to newspapers and magazines, besides being the author of several books.

MRS. MARGARET E. SANGSTER, who was widely known as an editor, author and poet, died in Maplewood, N. J., Monday, aged seventy-four years. As Margaret Elizabeth Munson, and later under her married name, she was among the best-known contributors to American magazines. She was once editor of Harper's Bazar, and lately wrote for the Ladies' Home Journal. She also wrote extensively for Hearst and Home, the Christian Intelligencer and Christian War.

R. M. REYNOLDS, editor of the Roberta (Ga.) News, is dead.

GENERAL DUNCAN S. WALKER, a former newspaper man in Washington, died in St. Mary's Hospital, Hoboken, N. J., on Wednesday. He was a veteran of the Civil War and at one time was secretary of the National Democratic

To carry as much news "as the Times" is the ambition of all newspapers in the Pacific Northwest. To carry as many photographs "as the Times" to print as good cartoons "as the Times" to possess as good franchise, and have as large a circulation "as the Times" is the dream of Northwest publishers.

To be as loyal to the common people year in and year out as the

**SEATTLE TIMES**  
DAILY AND SUNDAY

is a performance not to be surpassed.

The reward of all this is a splendid, clean circulation to readers who do not have to be coaxed by gifts of merchandise, by "bargain days," voting contests, or other bargain count methods; and a quantity of paid advertising unsurpassed in the Pacific Northwest.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

**THE MILWAUKEE NEWS**  
has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.  
Tremont Building, BOSTON.

Committee. For some years past he had been doing editorial work for the Hoboken Hudson Observer and contributing to magazines.

FRANK D. CUSICK, for many years engaged in newspaper work in New York and later in Chicago, was found dead of gas asphyxiation in Chicago on Monday. It was a case of suicide.

JAMES T. GIBSON, the oldest employe in the point of service with the New York World, died Wednesday. He was the only colored man holding a card in the Mailers' Union. He was also a member of the World's Quarter Century Association. Gibson started in as an office boy in the editorial department of the World in 1872, and occupied various posts until he went to the mailing department. At the time of his death he had charge of the mailing and shipping of the World Almanac.

MRS. SARAH G. PAOLI, a contributor to periodicals and newspapers and at one time well known in American and European literary and musical circles, died Tuesday in Chicago, aged ninety-one years.

PETER J. COONEY, superintendent of the mechanical department of the Philadelphia Record, died on Saturday after more than twenty years of service with the one paper.

## OKLAHOMA MEETING.

With the selection of Bartlesville as the next place of meeting, the Oklahoma State Press Association closed its annual meeting in Muskogee. Resolutions were passed demanding provision for the publication in two papers in each county of sample ballots in all general and special elections.

The officers are: President, George Smith of Chandler; vice-presidents, A. L. Bates of Claremore, Mrs. Lucy Eastman of Chattanooga, J. B. Campbell of Waukomis; secretary-treasurer, E. S. Bronson, Thomas, re-elected.

# THE BOSTON AMERICAN

*Largest Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

# THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

## RUSSIANS BAR BERNSTEIN.

Herman Bernstein, a well-known writer and correspondent for newspapers, a citizen of the United States, has been refused entrance to Russia, on account of his being a Jew. The Russian Consuls at New York and London had declined to vise his passport, but he succeeded in getting the vize from the Russian Consul in Paris.

Mr. Bernstein is at present on an interviewing mission for the New York Sun. He was turned back at the Russian frontier.

## MAGAZINE MAN ARRESTED.

Thomas E. Watson, publisher of Watson's Magazine, issued at Thompson, Ga., was arrested Monday on a Federal warrant charging him with sending obscene literature through the mails.

Mr. Watson declared that the alleged obscene matter, which he is charged with circulating in connection with published attacks on the Roman Catholic hierarchy, are quotations from a copyrighted book, published in 1895 in Philadelphia.

## SOLD TO SYNDICATE.

The Kewanna (Ind.) Herald has passed into the ownership of a syndicate known as the Van Trump Company, of Rochester. The retiring owner is J. Carl Jensen.

# THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.



# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.,  
213 Temple Court, NEW YORK CITY.

## CHICAGO STRIKE ECHOES.

I. T. U. HITS AT ITS CRITICS  
—STEREOTYPERS WANT  
TO RETURN TO  
WORK.

Resenting the attacks which have been made on union printers for refusing to violate their contracts and participate in illegal strikes of pressmen and stereotypers on the daily newspapers, delegates from Typographical Union No. 16 have hit back at their accusers in the Chicago Federation of Labor.

In a statement John C. Harding, organizer of the Printers' Union, told the Central Labor Body that the printers were not to be stamped by "misguided enthusiasts," whether inside their own ranks or outside. He declared that the path of the trades union movement was strewn with the results of blunders which are worse than crimes. He practically challenged the Central body to expel the printers, stating that if it did it would be compelled to reinstate them by the American Federation.

He directly charged that the strike was engineered to increase the circulation of the Socialist newspapers at the expense of the men on strike and their families, and said the So-

## LOS ANGELES

In the Eye of the World.  
The TIMES, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions.  
Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

## THE SYRACUSE POST-STANDARD

s steadily increasing its circulation on its merits as a newspaper.

46,805 CIRCULATION  
Daily (Net Paid)  
FOR MAY, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

cialist papers had printed false news and misstatements in an effort to discredit the printers, and incited the strikers to violence.

A motion was adopted, asking that the board of governors of the National Allied Printing Trades Council go to Chicago and endeavor to have the newspaper strike submitted to arbitration. The board consists of James M. Lynch, president of the International Typographical Union; George L. Berry, president of the International Printing Pressmen and Assistants' Union; James J. Freel, president of the International Stereotypers and Electrotypers' Union; Robert Glocking, president of the Bookbinders' International Union, and Matthew Woll, president of the Photo-Engravers' International Union.

Striking stereotypers are reported to be applying for reinstatement in their old jobs as individuals under the former union scale of wages and hours. The men have issued a statement to the public, saying they struck under a misapprehension; that they were misled; that the cause of the pressmen, which they espoused, was wrong, and that the pressmen were in error in breaking their contracts.

The strike, which began nearly a month ago, is therefore, coming to an end, and it is believed the wagon drivers and newsboys who walked out are ready to return to work.

A boycott against the San Francisco Examiner has been declared by the San Francisco Labor Council at the request of the Web Pressmen's Union, whose members are on strike against the Examiner.

This action was taken upon the recommendation of the executive committee of the San Francisco Labor Council, following the action of the Allied Printing Trades' Council in indorsing the request of the Web Pressmen's Union for a boycott.

The Geneva (O.) Free Press and Journal have recently installed linotypes.

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
S. C. BECK WITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chicago.  
Frisko Building, ST. LOUIS.

## THE DEMOCRAT Nashville, Tenn.

carries more local advertising than any other Nashville newspaper.

THE JOHN BUDD CO., Representative  
New York. Chicago. ST. LOUIS

## WASHINGTON "BOYS" BUSY.

Many Washington correspondents are now in Chicago reporting the proceedings of the National Republican committee, now hearing contests. The railroads running out of Washington put special cars at the disposal of the "boys," who traveled to the convention city in comfort after a hard session of Congress.

The railroads plan special newspaper trains from Chicago to Baltimore, the trains to leave almost the moment the convention in Chicago adjourns. On one train alone more than 125 correspondents have engaged accommodations. They will be rushed to Baltimore just in time to get in action for the Democratic gathering, which opens on June 25.

The Press Club of Chicago has extended an invitation to all visiting newspaper men who will be in attendance at the Republican National convention to make the club their headquarters during their stay in the city. The entire third floor of the building will be turned over to the visiting newspaper men for their exclusive use, as a workroom, and writing material, etc., will be furnished. The whole club will be at their disposal.

## TO HANDLE REAL ESTATE.

Paul C. Howe, managing editor of the Sioux City (Ia.) Tribune, has retired from newspaper work to enter the real estate business. He

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal).....Weekly 103,333  
Deutsch-Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

## HAVANA POST

the only English newspaper printed in Cuba and read by all who speak English—Americans, Cubans and Spaniards.

GEORGE M. BRADT, Publisher

Published Every Day in the Year

intends looking after the interests of Henry G. Wear, a well known Sioux City capitalist. Mr. Howe has been engaged in newspaper work in Sioux City for the past ten years, five of which were with the Journal as reporter and telegraph editor and the rest with the Tribune as telegraph editor and later managing editor.

## FAMILY REUNION.

An interesting family reunion was held recently at Silver Lake, Minn., in connection with the celebration of the eightieth birthday of Mrs. Anna Nuwash, wife of the editor of the Silver Lake Leader. Three generations of the family were represented.

## WILL HELP LABOR.

The name of the Paragould (Ark.) Democrat has been changed to the Arkansas Herald and it will hereafter be issued as a labor union organ. Clyde W. Taylor is the editor.

## NEW ENTERPRISES.

STANARDVILLE, VA.—The Record is a new seven-column four-page publication published by T. M. Hulvey & Co.

WILMOT, ARK.—Edward J. Doyle, formerly of Wisconsin, has established the Wilmot Weekly. He moved his plant from Wisconsin.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M&E  
Registered.

MERCHANT & EVANS CO.

Smelters—Refiners

PHILADELPHIA

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

Trade Mark

M&E  
Registered

*"Give a rouse, then,  
For the MAY time,  
With its message of good cheer!"*

---

Whatever may be their divergent political views, the advertisers of NEW YORK have agreed, practically unanimously, on the PROGRESSIVE candidate for business honors, the

# NEW YORK WORLD

Here is their verdict, expressed in agate lines, as shown by the May Advertising record of the seven Morning papers of the Metropolis, compiled by the Statistical Bureau of the Evening Post:

WORLD .	1,082,171	lines
HERALD . .	889,888	lines
AMERICAN .	839,876	lines
TIMES . . .	821,704	lines
SUN . . . .	391,585	lines
TRIBUNE .	216,541	lines
PRESS . . .	193,674	lines

---

**I**T will be observed that the WORLD carried just about one quarter of the total business of the seven papers, and that it led its nearest competitor by 192,283 lines.

When it comes to a choice of advertising mediums,

*"The WORLD is mine!"*

saith the Wise Advertiser.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 955

NEW YORK, SATURDAY, JUNE 15, 1912

'EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship,"  
Lecture V.

TEN CENTS A COPY

Copy of a Letter just received from  
Mr. HENRY SIEGEL,  
President of the  
SIMPSON CRAWFORD COMPANY,  
by the  
NEW YORK EVENING TELEGRAM

New York, May 31, 1912.

Publisher Evening Telegram,  
Herald Square, New York City.

Dear Sir:

No doubt you will be interested in knowing of  
the success of the Rug Advertisement which we placed  
in the Sunday Evening Telegram, May 26.

*The results of this ad were entirely satisfactory to  
the Simpson Crawford Co., and I believe sold more of  
a single rug than any advertisement ever before.*

The Rug was an exceptionally good bargain, at  
the price we offered it, and the response was to be  
expected.

*The result convinces us that the Evening Telegram  
is widely read on Sunday Afternoons, and is an unusually  
good advertising medium.*

SIMPSON CRAWFORD CO.

HENRY SIEGEL,

# REPORTING THE TWO BIG CONVENTIONS.

## HOW THE NEWS WILL BE GATHERED IN CHICAGO AND IN BALTIMORE BY PAPERS AND SERVICES.

It can be safely said that never before in the history of this country has there been such intense general interest over national political conventions as in those of the Republican and Democratic National Conventions which assemble in Chicago next Tuesday and in Baltimore on June 25, respectively. The newspapers of the country have arranged for a brilliant staff of writers to cover these great gatherings for the information of readers. Every phase of the events, which will be the most momentous in the history of the Republican and Democratic parties, will be graphically and accurately pictured by experts. In selecting the writers the individual papers and the great news association of the nation chose men who have spent years in studying and writing on national politics.

Many of the newspapers have practically transferred their Washington offices to Chicago to remain until after the Republican candidates are selected. Some of the men representing newspapers in different parts of the country arrived two weeks ago. A big part of the press corps are Washington correspondents. As soon as the convention closes a quick change will be made to Baltimore for the Democratic convention, which opens on June 25.

Never since modern methods of news distribution came into vogue has there been such interest in the national political fight. This is especially true as to the Republican party contest, which for many years has been a cut and dried affair. Newspapers this year are spurred up to cover the convention as they never were before. The number of correspondents, direct telegraph wires from offices to convention halls and effort to get out accurate and quick reports of every move are unequaled.

### PROVIDE 434 NEWSPAPER SEATS.

At the Republican convention 434 seats have been set aside for working newspaper men. In addition there will be many floor badges for those active on the floor and not constantly writing at desks. The original allotment was 400 seats, but by judicious crowding and a trimming off of two inches from each seat the number was increased by thirty-four. The planning of the seats was mapped out with as much architectural detail as the construction of a building.

Four years ago the convention was so lacking in excitement that more than twenty-five of the newspaper seats were never called for. This year ten times 434 seats would have been necessary to accommodate all the papers that want a place. Distribution of the seats was

made by the correspondents' committee of the press galleries of Congress, which took weeks considering the requests and deciding how many tickets each paper should have. The apportionment was made on the basis of the amount of work which the newspaper would do. Charles S. Albert, Washington correspondent of the New York World, was chairman of this committee.

### DISTRIBUTION OF TICKETS.

The Associated Press received thirteen tickets, the most given to any single news agency.

The United Press received ten. The Chicago newspapers followed the press associations in number of tickets, as they will do most of the work for the Chicago convention. Then came the dailies in other large cities and so on down to the smaller cities with the papers which need only a single ticket. Some of these are in Europe and others in Canada.

When the allotment of tickets was sent out, immediately a protest arose from the editors of several hundred small newspapers which could not be accommodated. There simply were no seats for them, as the committee ruled they would receive their reports from the news bureaus and seats were too precious to afford political editors vantage points as spectators.

The principal outlet of convention news to the country at large will be through the Associated Press, the United Press, and National News Service and International News Association, and the Publishers Press Services. The handling of the matter for the former organization will be under the direct supervision of General Manager Melville E. Stone, who has gone to Chicago especially to look after the operations, and John P. Gavit, the superintendent of the central division, whose headquarters are in that city.

### A. P. ARRANGEMENTS.

All the main trunk lines of the Associated Press have been paralleled. The routes for the various sections of the country being:

South—From Chicago to Louisville to New Orleans, New Orleans to Memphis, Memphis to San Antonio.  
West—Chicago to San Francisco.  
East—Chicago to New York, New York to Boston and New York to Buffalo.

The force of staff members who will gather and send out the news is probably the most expert and efficient that it would be possible to gather for the purpose. The men with the expert training in handling big news events, and particularly politics, have been corralled from offices in every section of the continent, and their concerted at-

tention will be focused on the doings in Chicago and Baltimore for the next two weeks.

Among the Associated Press men on the scene in Chicago are to be found such well known names as Wilcox, Kloeber, Small, Crawford, Sartwell, Hutton, Schuler, Marshall, Elliott, Harder, Cook, Dawson, Hagerty, St. Clair and Marksbury. Represented among them are every special calling of newspaper men from reporters to interviewers and feature writers.

The Associated Press will maintain one special night and day wire, which covers about 20,000 miles. Four direct night wires will be in operation from Chicago to New York and three day wires on the same plan.

### UNITED PRESS.

For the United Press, Roy W. Howard, first vice-president and general news manager, will be in charge of the editorial end of the convention.

The running story of each day's developments will be handled by J. E. Nevin, who has done this stunt at both the Republican and Democratic conventions for the past twelve years. In addition to Nevin and Howard the staff will be made up of:

Perry, Arnold, B. P. Geddes, Gilson Gardner, N. D. Cochran, Clarence C. Lyons, L. B. Rucker, Alfred Segal, B. F. Gurley, J. H. LeBlonde.  
Eugene MacLean, Edward Mann, John H. Perry, Oliver Newman, Blaine McGrath, Ernest Stout, Jacob Waldeck, and Stephen Early.

The operating force and U. P. special leased wires into the convention hall and the national headquarters at the Congress Hotel, where the United Press force will also be quartered, will be under the personal supervision of C. D. Lee, president. The three convention wires will be manned by J. J. Rafter, superintendent of telegraph of the United Press; Claude Irons, chief operator of the Chicago office, and Roscoe Johnson, also of the Chicago office, three of the fastest sending operators in the country.

It is the intention of the U. P. to carry its leased wires directly into the convention hall and operate them from its press reservations, using wireless sounders as it did four years ago. There has been some little question as to whether the committee would permit this arrangement during the present Republican convention, but permission may be granted as heretofore. No individual newspapers will have wires into the convention hall proper, these wires being restricted to the press associations.

The lineup for the Baltimore convention will be practically the same as for the Chicago event.

### NATIONAL AND INTERNATIONAL.

For the National and International News Associations, M. Koenigsburg of the New York office will be in charge of seventeen picked men taken from the offices in New York, Columbus, New Haven and Washington and Chicago. Denis L. Pratt of New York will be in charge of the wire reports. The entire staff will leave at the close of the Republican convention for Baltimore to cover the Democratic

## MOVING PICTURE DAILIES NEXT.

### CHICAGO CONVENTION TO BE REPORTED HOURLY ON THE FILMS.

Within the last three or four months the old process of "reading the news" has been supplemented by a newer process of "seeing the news." This is explained by the advent of the moving picture newspaper.

Publishers have shown little or no sympathy for the owners of high class theaters where the business has been seriously affected by the inroads of the moving picture houses. At the present time these same publishers have learned that a new competitor must be reckoned with in their own field.

At the present time the moving picture newspaper is a weekly pictorial film, but the transition into a daily is predicted for Chicago during the week of the Republican convention. This change is prompted by conditions that will prevail in Chicago during the convention. Several hundred thousand persons who would like to attend the convention will be debarrd from doing so because of the space limitations of the Coliseum.

Taking advantage of this condition it is reported that one of the largest moving picture concerns in America will "cover" the convention daily and hourly by use of moving pictures. Films showing a continuous picture of the convention will be rushed from the convention hall to the developing room and then displayed in a Chicago picture house, being supplemented constantly by printed bulletins received by wire from the Coliseum. In addition there will be explanatory text thrown on the screens to make clear the meaning of the pictures. A newspaper correspondent who has figured in many national conventions will be in charge of the moving picture reports and will aim to give as accurate a report on the screens as the readers of the daily papers will receive from their favorite journals.

### GETTING NEWS BY PICTURES.

At the present time all of the scarehead news of the world may be seen on the moving picture films in the "weekly edition." These pictures are late on the scene in competition with the daily papers but are ahead of the weeklies such as Collier's and Harpers. In a single "issue" one can see La Follette delivering speeches in New Jersey, watch the capture of the motor car bandits in the outskirts of Paris, see the victorious Chinese Republicans burn Hankow on their march to Peking, look at the opposing armies in conflict in Tripoli, watch the Oxford-Cambridge boat race, the Louisiana flood, a strike in Australia, the arrival of the rescue ship Carpathia.

The patron of the moving picture place being comfortably seated, sees flashed on the screen the following heading:

"The International Weekly—No. 56, June 14, 1912. Illustrating All Events

Continued on Fifteenth Page

Continued on Twenty-third Page



## AD MEN OPPOSE AGENTS' COMMISSIONS.

FIVE HUNDRED IN DETROIT ADOPT RESOLUTION AGAINST THIS METHOD OF PAYMENT.

Five hundred members of the Affiliated Advertising clubs of Detroit, Cleveland, Buffalo and Rochester, gathered in convention in the Fontchartrain Hotel, Detroit, last Saturday morning, unanimously adopted a resolution to reform the percentage commission system now used between publishers and advertising agencies. Instead of the percentage commission allowed by the publishers for "ads," the agents favor a flat non-commission rate, alike to all, with an arrangement to be made by the agency and the advertiser exclusively for an adequate fee to be paid for services rendered.

The old percentage commission system, it is argued by the reformists in the advertising profession, allows of abuses under present business conditions and tends to a demoralization of the advertising profession as a whole, and the reform system will benefit the advertiser as well as the advertising agency.

The resolution was introduced by Edward S. Babcox of Rochester, N. Y., following a spirited discussion, at the conclusion of an address delivered by F. R. Morison, of Cleveland, on "Co-relations of Agency, Publisher, and Advertiser; How They May Be Bettered."

The advertising men declared that the present conditions in the advertising world, resulting from the rapid growth of that branch of business, make the reform necessary.

The following topics were taken up by prominent speakers and discussed in convention:

"How to Interest the Dealer in the Manufacturers' National Advertising Campaign," John P. Fallon, Buffalo; "Need the Live Local Dealer Fear the Mail Order House?" H. W. Bramley, Rochester Ad club; "Is the Advertising Field Over-Solicited? If So, Is There a Remedy?"

Frank W. Farnsworth, ex-president of the Detroit Adcraft club; "What Can Each Local Do in the Way of Educational Work in Advertising?" Charles B. Wiers, Buffalo Ad club; "For An Automobile Company With a Limited Output, Sold Entirely Through Agents, Which Is the Better Medium, the Local Daily Paper or the National Publication? If the Appropriation Is to Be Divided Between the Two, What Share Is the Property?" W. D. Barry, Jr., Rochester Ad club.

At the afternoon session Walter Dill Scott, H. Walton Heegstra and J. O. Schlatterbeck spoke. E. Leroy Pelletier was toastmaster at the banquet in the evening. E. D. Gibbs, Arthur Brisbane and Justin McCarthy also spoke.

## HEARST MAGAZINE SELLING GOLD BONDS.

The Cosmopolitan Magazine, New York, is offering for subscription \$10,000,000 six per cent. ten year gold bonds, personally guaranteed by William R. Hearst. This is the first time public offering of securities has ever been made for any of the Hearst publications. The offer says that the combined net profits of the Cosmopolitan with the Motor and Motor Boat magazines is more than five times the amount of interest on the bonded indebtedness. It is estimated that Cosmopolitan net profits are \$75,000 a year.



VICTOR ROSEWATER,

EDITOR OF THE OMAHA BEE, AND CHAIRMAN OF THE REPUBLICAN NATIONAL COMMITTEE.

## HOME PAPER FOR BRITONS IN AMERICA.

In response to what its projectors see as a wide demand from British residents of America for a periodical devoted entirely to their interests, the British Gazette, a monthly journal, will make its appearance in New York next Friday. The aim of the publisher, Herbert J. Laughton, will be to present all the home news of interest to the British population of this country, the scope covering social, literary and dramatic news and all British sports. The Gazette will be published from the Maritime Exchange Building.

## FOR FRENCH CANADIANS.

A new French paper, which will be the official organ of the French Canadians of Ontario, will be started in Ottawa shortly. A company is being formed in Montreal and \$50,000 capital has been accumulated.

## SEVEN GOVERNORS EDIT THIS NEWSPAPER.

The Seven States Sun claims the distinction of being the most remarkable newspaper ever published for two reasons. First, it is the only newspaper ever printed on a railroad train, gathering its news from station to station and getting out a special sporting extra in addition to the regular edition. Second, it has on its staff as contributing editors the governors of seven states—Minnesota, North Dakota, South Dakota, Idaho, Montana, Washington and Oregon.

This unique paper is the official organ of the Northwest Development League special which is at present headed for the Northwest Development congress in Seattle, Wash. It is printed twice daily by the development department of the Great Northern railroad during the tour of the special to Seattle and return. News is received by wireless.

## PULITZER SCHOOL IS READY FOR OPENING.

The Pulitzer School of Journalism at Columbia University is in readiness for the commencement of work when Columbia opens again on Wednesday, September 25. Designations of the full faculty complement have been made, and the various lecture courses have been assigned rooms in the university buildings pending the completion of the school's building in the fall of 1913.

Part of the instruction of the school will consist of lectures by distinguished journalists and public men, and students will be examined on such lectures at the end of their third year. Some of those who will deliver special lectures before the school next year are Samuel Bowles of the Springfield Republican, Arthur Brisbane, New York Journal; George S. Johns, St. Louis Post-Dispatch; Victor F. Lawson, Chicago Daily News; Charles R. Miller, New York Times; E. P. Mitchell, New York Sun; Rollo Ogden, New York Evening Post, and Miss Ida M. Tarbell, the American Magazine.

The series will open on Monday afternoon, September 30, with an address by Director Talcott Williams on "The Aims and Methods of the School of Journalism." In the second half year the subjects will be connected with religious organization, art, music, and science in relation to journalism.

## HUNTON PRESIDENT OF SIX POINT LEAGUE.

At the annual meeting of the Six Point League of New York last Friday the following officers were elected for the ensuing year: M. D. Hunton, Eastern representative of the Hearst morning newspapers, president; Charles F. Halstead, vice-president; Louis Gilman, secretary; and Frank R. Northrup, treasurer. With the exception of Mr. Northrup all the other officers are newly elected. A new executive committee was also chosen as follows: Dan A. Carroll, F. St. Richards, H. E. Crall, John B. Woodward, W. H. Lawrence and W. F. Conklin.

In the election of this year the league aimed to place in office men who, it is believed, can actively promote its affairs to an efficiency beyond that already established. That unusual interest is being manifested in the league by its members was ably demonstrated by the large attendance at the meeting.

It was decided that the league continue its policy of holding monthly dinners, which proved so successful during the past year. At each men of prominence in the advertising world delivered interesting and instructive addresses.

## WANTS STATE CHARTER.

Application for charter for the Waycross (Ga.) Herald Printing Company, owner of the Evening Herald, has been filed in superior court. The petitioners are N. R. Tenrette, Mrs. A. K. Hawk and C. R. Hawk. The company has a capital stock of \$12,500, but asks the right to increase this to \$50,000.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bdg. People's Gas Bldg.  
NEW YORK. CHICAGO.



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# A Phenomenal Circulation and Phenomenal Growth.

## BOSTON POST

DAILY MAY AVERAGE

403,500

SUNDAY MAY AVERAGE

336,001

*A Gain of 60,877 Copies per day  
over May, 1911.*

*A Gain of 42,409 Copies per Sunday  
over May, 1911.*

MAY	SUNDAY	DAILY	MAY	SUNDAY	DAILY
1		444,960	19	335,364	
2		393,688	20		407,161
3		393,003	21		501,075
4		395,327	22		405,726
5	337,012		23		405,022
6		393,110	24		404,747
7		391,228	25		405,576
8		390,665	6	335,929	
9		391,580	27		405,687
10		389,693	28		404,471
11		393,032	29		403,959
12	335,701		30		408,633
13		392,563	31		404,454
14		391,468	Total Daily Posts. 27 days		
15		392,006	Daily average		
16		393,620			
17		394,533	Total Sunday Posts 4 days		
18		397,537	Sunday average		

This is a Phenomenal Circulation and a Phenomenal Growth, viewed from any standpoint, for both the Boston Daily Post and the Boston Sunday Post. It is the First Time that a Boston Post monthly average has crossed the 400,000 mark.

The April, 1912, Circulation (Daily 395,999, and Sunday 333,511) was very large; but, as it was apparently due to the excitement over the Titanic disaster, which lasted for a fortnight, it seemed abnormal.

In May there were only two days of abnormally large Post circulation. Yet the May average, both Daily and Sunday, exceeded the April averages. And at the end of May, with no especially exciting news, the Daily Circulation exceeded the average for the month.

All Post Records are Broken by this Extraordinary Demonstration of Popularity, for which the Management Thanks the Real Makers of the Boston Post---the People of Boston and New England. They have been very Indulgent as to the many Defects of This Newspaper and very Appreciative of its Efforts in the Right Direction. The Boston Post will endeavor to be worthy of their Confidence and Approval.

E. A. GROZIER, *Editor and Publisher.*

## WHERE CAN YOU BEAT IT?

Eastern Representatives

KELLY-SMITH CO., 220 Fifth Ave., NEW YORK.

Western Representative

C. GEO. KROGNESS, Marquette Building, CHICAGO.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2; and to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (36 lines to column; 140 lines to the column); 560 lines to the page.

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

No. 955 FOR THE WEEK ENDING SATURDAY, JUNE 15, 1912

## NEWSPAPER CO-OPERATION IN A NEW FORM.

Newspapers are developing new methods of co-operation with their national advertisers. Obviously the first requirement of a national advertiser who uses a local newspaper is that he have local sales agencies for his product. It is frequently the case that a national advertiser introducing a new article finds it difficult to place it in local territory.

Dealers are averse to putting a new article on their shelves before an assured demand has been established for it. In many sections of the country newspapers have set out, in co-operation with advertisers, not only to produce the demand but to obtain for the advertiser local distribution facilities.

A Philadelphia newspaper began doing this several years ago. It did not stop when it had suggested the kind of copy that would be most effective in its home field, or, in many instances, after supplying the copy actually used. It got Philadelphia merchants, grocers and druggists to stock up with the advertiser's product, suggested window displays or sample distributions, thus giving the advertiser sales at the very outset of his campaign.

This effective form of business promotion has been taken up in every section of the United States. A Grand Rapids paper is the latest to install a department of this kind. This is double-powered salesmanship; straight advertising combined with personal salesmanship by a newspaper's soliciting force. The advertiser who cannot sell his product with this exploitation should examine his goods closely. Failure to sell will be the fault of the product, not of the publicity.

## DEFENDING THE PRINCIPLE OF FAIR PLAY.

It would appear unnecessary for a newspaper to be obliged to print a defense of its policy of fair play,

The charge is often made that newspapers do not play fairly; that they are partisan at times and exclude the opinions of all persons or parties disagreeing with them.

It is no news when we say to editors that it is the readers of newspapers, rather than the papers, who are most seriously opposed to fair play. Papers are constantly at loggerheads with their readers because they adhere to the policy of giving all sides a hearing on important questions. Many bigoted readers want only one side of a question presented—their own side.

A reader has asked the Springfield Republican, who heatedly opposes the nomination of Colonel Roosevelt, why it accepts and publishes paid advertising in behalf of the Colonel's candidacy. The reader points out that the Roosevelt advertisements give the lie to much matter that the Republican has published editorially. There is much more of this sort of questioning with which we need not deal.

The Republican replies in the following paragraphs:

"Our correspondent will find the case simple enough if he will conceive of the newspaper as the great modern forum, where all sides of a political issue are to be discussed. It plays for the larger public the part of the town-meeting, where even radical and conservative views are entitled to a hearing. To suppress the claims of the other side is a base kind of advocacy."

By our correspondent's logic, when Mr. Roosevelt spoke in high school hall his speech should have been ignored. By that logic, only those letters to the editor should be printed which endorse the opinions expressed in the editorial columns. But what is an opinion worth if it is based on only half the evidence? It is right that speeches and letters on both sides of every important issue should be printed; it is no less proper that all political parties should be able to put their claims before the public and that the public should be left to decide on the strength of the evidence. Here we must take our stand with Milton.

"Though all the winds of doctrine were let loose to play upon the earth, so Truth be in the field, we do injuriously by licensing and prohibiting to mislead, her strength. Let her and Falsehood grapple; who ever knew Truth put to the worse, in a free and open encounter? Her confuting is the best and surest suppressing."

The policy outlined by the Republican has been carried out on an

even larger scale in New York during the pre-convention campaign. New York editors have pointed out that Mr. Roosevelt received even more space than he should have had from admittedly hostile newspapers. It is fair to say that it is this editorial attitude that has been the cause of Mr. Roosevelt being so well taken care of in the news columns.

The principle of fair play has been strained heavily in his behalf, as any metropolitan editor can prove most effectively by exhibiting the files of his paper.

## THE SCIENTIFIC STUDY OF POPULAR TASTE.

A scientific investigation into the likings of the people of Baltimore has been made by the Baltimore Sun, under Charles H. Grasty. The new spirit of investigation, which substitutes accurately ascertained facts for individual judgment, has led the Sun to try to find out what its readers are possible readers really care for in a newspaper.

A widespread and representative canvass of different parts of the city was made, and the resultant reports analyzed. It developed that there was a general interest in health as news. People in the large have become concerned for the new scientific health measures.

Dr. Wylie's popularity is thus explained; likewise the "swat the fly" movement, and the pure milk crusade. The physical well-being of the race makes good news for intelligent people.

A general tendency toward religious thought was discovered by these canvassers. This is scarcely surprising, because "man is an incurably religious animal." The changes that are taking place in ecclesiastical organization, and the developments of religious thought, are of more interest to a greater number of persons than is perhaps commonly believed in newspaper offices.

The Sun people concluded that nowadays the world is interested in both its spiritual and its physical well-being. At any rate, the Sun set aside several reporters to specialize on religion and health; for on business grounds it was interested in giving the readers what they wanted.

This scientific spirit of investigation is bound to prevail more and more in newspaper management. By its use publishers will be able to know how real is the call for baseball news, and how much of it is merely the impression made by crowds of idlers in front of bulletin boards. They will get at the true value of the comic strip and the worth of the editorial page.

Whole classes of news may be strengthened or eliminated on the basis of these findings. Because the editor is a churchman is no reason why he should make his paper a religious publication; nor is the fact that he himself cares nothing about religion any reason for turning down stuff that might interest the majority of his readers.

Likewise the hard-headed, husky, healthy man on deck, who has no patience with what he might call a neurotic interest in health, will not

allow the personal equation to determine his paper's policy, at the cost of its circulation.

## NOTE AND COMMENT.

A miniature edition of the Milwaukee Evening Wisconsin was used as a souvenir to distribute on the trade tour made by over 100 members of the Milwaukee Merchants and Manufacturers' Association last week. This association makes it a practice to take a trip each summer, covering all the cities of their own and other sections of Wisconsin and adjoining states; on each the Evening Wisconsin has made it a practice to send a representative out to distribute its literature in the cities covered. This year copies of the miniature Wisconsin were used and Milwaukee merchants were greatly pleased with the scheme, as every ad in its sixteen pages could be plainly read.

A bill to compel the study of newspapers in the public schools of Louisiana has been introduced in the Legislature. The measure is part of a movement to impart a more practical character to school curricula.

An instance of what may be accomplished by one fearless, independent newspaper and a small group of courageous citizens within the brief period of two years is to be found in recent developments in politics of Atlantic City, N. J.

Harry Thomas and his Atlantic City Review after an expensive and tedious crusade to clean out the political "organization" of the city, with the help of Governor Woodrow Wilson, has been at last successful. Through his efforts Louis Kuehnle, the credited "boss," has been indicted of graft and fraud on the city by a state appellate jury and sentenced to year's imprisonment.

Dangling the bait of a \$1,500,000 contract to build a concrete boardwalk, detectives hired by Thomas caught councilmen neatly in his net. The dictagraph, camera and phonograph recorded their every word and movement and, confronted with the evidence, one councilman after another confessed and the whole machinery of graft is exposed.

The exposures came after Atlantic City, to get rid of the gang, had voted to abolish the city council and adopt the commission form of government. This was another victory won by the Review and the decent element it represented. The disclosures, with the indictments that followed, bid fair to wipe out the last vestige of the old gang that has ruled Atlantic City for twenty years.

Few papers are so small that three copies of THE FOURTH ESTATE cannot be used to advantage among many members of the staff. The subscription price of THE FOURTH ESTATE is \$2 a year, but there is a special offer to send three copies of the same paper, or to three men on the same paper, for \$5 a year. A subscription to THE FOURTH ESTATE means a proprietor informed of every development in the publishing field; a business manager informed of all the new advertising being placed and the agencies that



place it; a managing editor and staff informed of everything modern in typography, news treatment and executive management; a circulation manager informed of contests and all the other means of getting subscriptions. Besides, there is a vast amount of personal information about your newspaper friends and associates.

Upon the occasion of the recent visit to Houston of the delegates and visitors to the national convention of the Associated Ad Clubs of America, the Houston Chronicle and the Houston Post issued a joint edition, which attracted much attention. Its uniqueness elicited much complimentary comment from the ad men. It furnished significant evidence of the rapidly growing spirit of co-operation among newspapers.

Since assuming active charge of the New Brunswick (N. J.) Times, J. David Stern has been giving his readers some good examples of metropolitan journalism. Notable among these was a recent development edition of forty-four pages, richly embellished with illustrations, special articles and color work. As a supplement, a bird's-eye view of the city was presented with each copy. Prominent men of the section contributed special articles and the circulation exceeded three times the normal demand. Advertisers co-operated with the publisher to the extent of carrying 25,000 lines of an-

#### A COAST EXPERT.

H. V. Parratt, circulation manager of the Oakland (Cal.) Tribune, has been engaged in circulation work for the past twenty-five years on the Pacific Coast. He has been with the Tribune for the last six

## PURELY PERSONAL.

MAJOR JAMES C. HEMPHILL of the New York Times' editorial staff was the principal speaker at the commencement exercises of Converse College, Spartanburg, S. C., this week.

GEORGE H. GORDON of the New York Globe staff delivered a lecture at St. Peter's Hall, New Brighton, N. Y., Monday night on the ceremonies in Rome at the recent creation of the American Cardinals, which he covered for his paper.

DR. ISAAC M. AGARD, president of Tillotson College, Austin, Tex., and director of the institution's publicity department, in spending the summer vacation at his home in Amherst, Mass. Modern publicity methods have resulted in a splendid growth of the institution and the addition of several new buildings.

A. V. BARBER, artist of the Bridgeport (Conn.) Sunday Herald, will display his prowess as a cartoonist at the Democratic National Convention in Baltimore. His pictures will be featured in a special convention edition of the Herald.

DAVID A. WINTON, formerly a Bridgeport (Conn.) newspaper man and for a time editor of the old morning Union, is improving in health at his Stratford home and is acting as correspondent from that place for the Bridgeport Farmer.

CALVIN S. WHEELER, formerly a publicity and advertising man in Worcester, Mass., is on a sightseeing trip through the Western and Southwestern states.

JOSEPH C. CRIDDLE, formerly city editor of the New Haven (Conn.) Evening Leader and now booking manager of Poli's Worcester (Mass.) Theater, spent the past week visiting friends in New Haven.

J. J. BARRETT, who recently sold his interest in the Oxford (Wis.) Times, has gone to Ellendale, N. D., with the idea of entering business there.

D. SCOTT CURRIN, publisher of the Sugar Falls (Pa.) Journal, met with an accident the other day which threatens to cause him total blindness.

E. C. CARRUTH, at one time proprietor of the Grand Forks (N. D.) Plain Dealer, is now among the leading business men of Havre, Mont. Mr. Carruth has been out of newspaper harness now for about ten years.

WILLIAM C. PARK, one of the staff men of the Newark (N. J.) Evening News, has been given the Jersey Coast summer resort assignment for his paper. His duties will take in from Deal south including Belmar until Labor Day.

WILLIAM A. HENDRICK, publisher of the New Haven (Conn.) Times-Leader, has taken a shore cottage for the summer at Brookfield's Point near Branford, Conn.

FREDERICK W. KAYE, assistant manager of the New Haven (Conn.) Times-Leader, is spending the summer with his family at Colonial Inn, Woodmont, Conn.,

commuting between New Haven and Woodmont daily by trolley.

PAUL COWLES, superintendent of the Southern division of the Associated Press, with headquarters in Atlanta, and R. T. Beirne, correspondent at Louisville, Ky., are spending a few days in New York.

WILLIAM M. LANGTON, proprietor of Honolulu (H. I.) Paradise, is spending a vacation of several weeks in Los Angeles.

COLONEL CHARLES W. PICKETT, editor of the New Haven (Conn.) Times-Leader, will spend three days a week during the warm weather at his summer home in New Preston, Conn.

R. B. JONES, business manager of the Richmond (Va.) News-Leader, spent a few days of the past week in New York.

W. G. ROOK, publisher of the Canadian Home Journal, Toronto, arrived in New York yesterday for a visit.

HERMAN SUTER, business manager of the Nashville Tennessean and American, stopped off in New York for a few days in the course of a northern trip.

#### BUSY ADVERTISING WOMAN.

Miss Allyne V. Scheerer of the Carpenter-Scheerer Special Agency when not creating new business for her agency's papers is breaking into the special writing profession. She says she now has a cooking secret of much importance to every housekeeper, which she is going to tell in a newspaper special article very shortly. Miss Scheerer left New York on Wednesday to attend the meeting of the Central Division of the Associated Advertising Clubs of America in Toledo as a representative of the New York Advertising Women's League, in the recent organization of which she was one of the prime factors.

#### WEDDING BELLS.

ALEXANDER MOORE, editor of the Pittsburgh Leader, was married Wednesday to Lillian Russell, actress and singer. The ceremony took place at the Hotel Schenley with only relatives and a few intimate friends present. A wedding breakfast followed. Mr. Moore started immediately for the West, going to Chicago to attend the Republican National Convention. Mr. Moore is one of the Roosevelt leaders in Pennsylvania.

EDWARD LYLES FOX, associate editor of the Wildman Magazine & News Service, New York, has been married to Miss Eleanor Ward of Hackensack, N. J.

WILLIAM G. CREAMER, editor of the Wheeling (W. Va.) Register, was married last week to Miss Mabel Sarah Maskrey of Wheeling. Mr. Creamer was formerly connected with the Martin's Ferry Times.

JAMES C. RUSSELL, night city editor of the Chicago Examiner, was married last week to Leola I. Allard, also a newspaper writer. After the wedding the couple left for a honeymoon trip through

northern Wisconsin. On their return they will reside in Evanston.

HAROLD T. CROZIER, managing editor of the Fargo (N. D.) Evening Telegram, and Miss Coral Prefect of St. Paul, Minn., have just announced their wedding.

## IN THE PUBLIC EYE.

COLONEL CHARLES CARLISLE, who was chairman of the publicity department of Studebaker Brothers, South Bend, Ind., prior to their amalgamation with E-M-F Company, Detroit, is prom-



inently mentioned for the governorship of Indiana on the Republican ticket.

Colonel Carlisle is at present in charge of the purchasing, advertising and traffic departments and is a director of the Studebaker Corporation; he was at one time president of the International Advertisers' Association.

WALLACE G. TAYLOR, formerly a newspaper man but now advertising manager of a large department store, is president of the Bridgeport (Conn.) board of fire commissioners.

W. R. DUTTON of Foraker, who has been connected with Oklahoma newspapers for a number of years, has filed his name with the state election board as a candidate for Congressman. He was at one time editor of the Anadarko Tribune, later published Okene Eagle, and is now in the newspaper business at Foraker.

#### BRINGS BRIDE ACROSS THE CONTINENT.

A romance between Miss Agnes Whyte of New York, and Hiram J. Wambold, editor of the Laguna Valley (Cal.) News, has just reached its happy climax, the two being united in marriage at Riverside, Cal.

Miss Whyte, who is also a magazine writer, journeyed across the continent for the wedding.

An interest in the Osceola (Ia.) Democrat has been purchased by M. F. Stanselle, recently of the Hawk-eye Telephone Company. Mr. Stanselle will have charge of the advertising department.



years, and prior to that was on the Enquirer and business manager of the Alameda Argus.

Getting his paper into the homes is Mr. Parratt's specialty and he proudly states that eighty per cent. of the Tribune's circulation is home delivered.

## UNIQUE NEW HOME FOR ST. JOSEPH NEWS-PRESS.

PUBLISHERS TO DEMONSTRATE "CITY  
BEAUTIFUL" POLICIES IN  
BUSINESS DISTRICT.

The St. Joseph (Mo.) News-Press is erecting a building which is extremely unusual, if not unique, as the home of a daily newspaper. Most newspaper offices have taken the general form of office buildings but the new home of the News-Press will have more the appearance of a public library or an art gallery in a setting of lawns and flowers. Although located in the heart of the business district of St. Joseph, across the street from the post office, the building is being built sixty-six feet back from the street, thus giving space for a formal garden, one hundred and thirty-nine by sixty-six feet, laid out with walks and flower beds and planted with ornamental shrubbery, etc.

St. Joseph is about to commence work upon an elaborate system of parks and boulevards. The campaign for this improvement has been led by the News-Press, so it seemed appropriate for the newspaper to make a contribution to the "city beautiful" in the form and setting of its new home. The owners of the paper, C. M. Palmer and Louis T. Golding, determined that they would show by example their adherence to the "city beautiful" idea. A quarter of a block of land was purchased, swept clear of buildings, and St. Joseph astonished by the announcement that more of that land was to be parked than was to be occupied by the building itself.

The structure will be of steel and reinforced concrete, as fireproof as modern methods can make it. It will be 126 feet long by fifty-two feet wide, and have on its four floors nearly 21,000 square feet of working space, over twice as much as at present occupied.

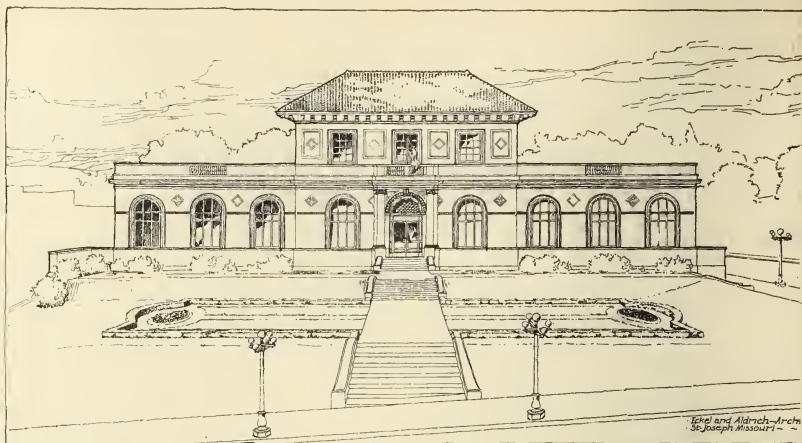
The architecture will be in the style of the early Italian Renaissance, the general effect being simple and dignified.

Putting the building sixty-six feet back from the street brings the rear at the junction of the two alleys running through the block and has, on account of the slope of the grounds, made possible a spacious well-lighted press room above the level of the ground, at the rear, with mailing room adjoining having the same advantage.

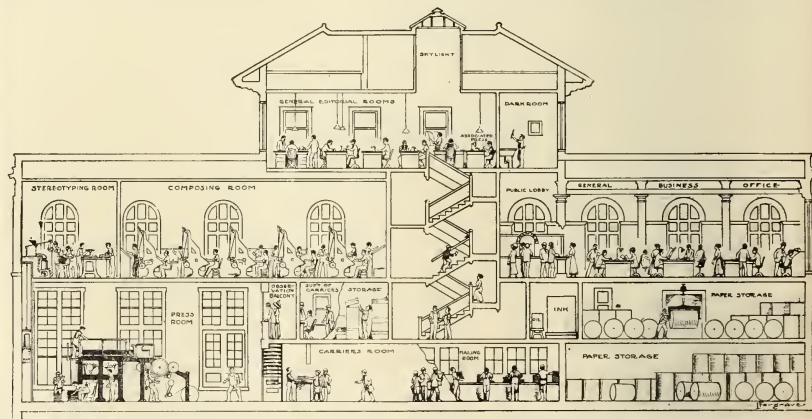
Two alleys and two streets entirely surround the ground and building, furnishing easy means of access for delivery wagons and the post office, just opposite, makes possible mail deliveries in record time. Separated on all sides from the adjoining buildings by streets or alleys, the isolated position of the building will be a guaranty against fire and it will have light and air on all four sides.

The interior has been planned with reference primarily to convenience and economy of mechanical operation but ample provision for the public has been made.

Paper storage is provided on the mezzanine and basement floors for about eight carloads of paper. Paper will be received in the alley in



FRONT ELEVATION OF THE NEW BUILDING OF THE ST. JOSEPH NEWS-PRESS.



CROSS SECTION OF THE SAME BUILDING.

the rear and conveyed by mechanical overhead carrier into the building for storage and from there taken into the press room and directly to the presses.

Electricity will be used whenever possible. The two quadruple presses, the nine linotypes, plate finishing and other stereotyping machinery and hoists and ventilating fans, etc., will be driven by electricity, which will also be used for drying matrices. The building is to be completed by November 1.

### IMPORTANT CHANGE FOR MERCHANT & EVANS.

Powell Evans, president of the old established firm of Merchant & Evans Company, smelter and refiner of linotype metal, with main offices in Philadelphia and branch offices all over the country, has just consummated the purchase of fifteen acres of land adjacent to Glenova,

which is on the outskirts of Wheeling, W. Va., on the Ohio River and Pennsylvania Railroad Lines, and a tract of the Pittsburgh main coal land alongside, containing a million and a quarter acres of coal. He will remove the company's tin plate dipping plant, and possibly some associate departments, from Philadelphia to this new location by the coming fall.

Fireproof buildings, 35,000 square feet area, will by that time be finished, and the production of the plant will run between three and four hundred thousand base boxes tin and terne plates per annum.

A considerable portion of the Philadelphia plant thus vacated will be turned into an enlarged machine shop for the mechanical department of the business, producing the Hele-Shaw Clutch for automobiles, as well as turning out allignment joints and transmissions for a portion of this same trade.

### BUYS A CONTEMPORARY.

J. V. Vigil, a prominent Democrat of the county, has bought Sherman's Review, a weekly paper which has been published in Trinidad, Colo., for the past eight months. He will probably use the paper for the building up of a strong Democratic organ in Los Animas county. Mr. Vigil is also proprietor of El Enunciador, a Spanish weekly in Trinidad.

### ANOTHER NEW OWNER.

Roy Hilton has assumed charge of the Manchester (Ia.) News. Mr. Hilton recently returned from a trip to Europe. The paper has changed hands several times within the last few months.

### GEORGIA'S LATEST.

The Pendleton (Ga.) News is a paper just started. E. A. Prescott, a newspaper man of experience, is the editor, and Colonel R. W. Simpson is assistant editor.



## HIGH HONORS PAID TO PULITZER'S MEMORY.

**MEN WHOM HE SET ON ROAD TO  
SUCCESS HOLD MEMORIAL SER-  
VICES IN NEW YORK.**

Men distinguished in various activities in national and civic life who attribute a large measure of their success to association with the late Joseph Pulitzer or to the influence which study of him inspired, participated in a memorial service held last Friday night in honor of the founder of the New York World.

The meeting was held in the assembly room of the Pulitzer Building under the auspices of the Boost Club, an organization founded for the purpose of perpetuating Mr. Pulitzer's ideas of initiative and alertness in his newspaper enterprises.

Hitherto untold reminiscences of the renowned journalist held the attention of a large audience. He was portrayed in many of the phases which make him famous and the pictures were especially vivid and informative, because of the sources from which the speakers took their materials.

James Creelman, author, journalist and president of the New York Civil Service Commission, described Mr. Pulitzer as ranking with the greatest journalists of all lands.

"To tell of Joseph Pulitzer as I knew him, beginning with 1881, is a pretty big subject," Mr. Creelman said. "He was a tall, lank man of extraordinary vigor of manner, and possessing tremendous force. His psychological forces were developed to a high degree and he went straight to the foundation of work that he undertook."

"He brought to journalism, whether he was conscious of it or not, a habit of work, a habit of thought, which have been copied by many men since. He worked along the line of variance, gleaming in this way that which was newest and most valuable. He was constantly on the lookout for variations whether in a political situation, in a disaster, in an event of any kind."

"He wanted what was varied from the normal line of thought or action. This was the basis for the greater part of his work. He believed that publicity is the greatest force and factor in public life; that the average man not only would do right but wanted right done."

"Mr. Pulitzer did not blunder into success. He studied out how it was to be attained and left to his profession a method which can be applied successfully in any country. It is a great question whether if he had been a university man he would not have lost some of his force and pioneer methods."

Others who paid tribute to Mr. Pulitzer were Isaac D. White and Irvin S. Cobb of the World, David Ferguson, supervisor of the City Record; Alleyne Ireland, one of Mr. Pulitzer's secretaries; Charles Edward Russell, author; Arthur Brisbane, Irving Batcheller, Colonel George Harvey, Robert H. Davis of the Munsey magazines, and Edward Marshall, war correspondent and author.

## ARRANGING GAMES.

A series of baseball games are being arranged between teams representing Bridgeport papers. The first will probably be between the teams of the Standard and the Post. Manager James F. Kerrins of the Standard is largely responsible for the matter being taken up.



LOUIS T. GOLDING,

GENERAL MANAGER OF THE ST. JOSEPH NEWS-PRESS.

## EX-EDITOR ARRESTED.

Jed Dubois, publisher of Wildwood (N. J.) Journal, a weekly newspaper, and borough treasurer and tax collector for Wildwood up to the time of its consolidation with Holly Beach, has been arrested on a warrant charging bribery.

Dubois is well known in South Jersey, being a director of the Marine National Bank and also of the Five Mile Beach Building and Loan Association. During the past session of the New Jersey Legislature he held an assistant journal clerkship. He says the charge is untrue.

## YALE NEWS EDITOR.

Robert Lehman, 1913, of New York, has been elected managing editor of the Yale News for the fall term—September to December, 1912. The News discontinued publication until the fall with last Saturday's issue.

## SUFFRAGETTE PUBLISHERS

### LIKE NEW YORK

Believing that suffrage literature is more popular in New York than in their own city a staff of Chicago women have opened editorial offices in this city, where they will publish a "Votes for Women" magazine. The Suffrage Literary Society, as the new organization is called, has Miss Geraldine Wingate for editor.

Before moving to this city the society published one number of the magazine, and then its manager decided to try a more responsive public, and the entire force has established headquarters in the Marbridge Building, 34th street and Sixth avenue.

The Buffalo (N. Y.) Evening News is looking for a competent editorial writer. A man of character, experience, scholarship. Republican preferred.

## DIFFERENCE IN THE NAME

SIR: We notice in the May 11th issue of your decidedly valuable paper announcement to the effect that the Scripps-McRae forces operate the United Press Association. As a matter of fact the Scripps-McRae forces have no interest whatever in the United Press Association but they do own the United Press Associations. We will appreciate it greatly if you will make this correction at an early date.

THE UNITED PRESS ASSOCIATION,  
O. K. Shimansky

[Probably the readers of THE FOURTH ESTATE were not misled by the dropping of the letter "s" in the item Mr. Shimansky refers to, as the context indicates that the reference is to what is known in New York and all over the country as the "United Press," the official legal title of which is the United Press Associations.

The latter was so named because it was a consolidation of the old Publishers Press and the Scripps-McRae News Association. It was an unfortunate selection of a title, for the reason that, no matter what care may be exercised in print, errors are likely to occur which may cause confusion with the name of the United Press Association of Cleveland, O., in the minds of readers to whom the name of the Cleveland association is familiar.—Ed.]

## CLUBS WANT SCRIBES

The Columbia Yacht Club of Bridgeport, Conn., has made an innovation in selecting a reporter from each of the city papers for honorary membership. In return for the extension of complimentary membership the organization has its press work well attended to.

The Bridgeport Y. M. C. A. is also extending complimentary membership to men on the various papers in that city. The membership is for a year and entitles the holders to all courtesies, the use of the rooms and gymnasium.

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# CIRCULATORS' CONVENTION A BIG SUCCESS.

## MONTREAL MAN IS THE NEW PRESIDENT AND CINCINNATI GETS THE 1913 MEETING.

With the largest and most cosmopolitan attendance on the organization's records, the fourteenth annual convention of the International Association of Newspaper Circulation Managers was held in Baltimore on Tuesday, Wednesday and Thursday. Not only were all attendance figures shattered, but the meeting was unanimously voted the best ever held.

Sessions were held at the Hotel Emerson and seven cities fought it out for the honor of entertaining the circulators next year; these were Denver, Oklahoma City, Atlanta, Indianapolis, Atlantic City, Niagara Falls and Cincinnati. The latter city was the "dark horse" and did not make itself really felt until the meeting was well under way Tuesday. It won the meeting Thursday.

William J. Little of the Montreal Star, last year's first vice-president, following precedent, was elected to the office of president. Sidney D. Long of the Wichita Eagle was advanced from second vice-president to Mr. Little's vacant office, and A. E. McKinnon of the New York World was elected to succeed Mr. Long. The directors are D. B. G. Rose, Louisville Post; A. G. Lincoln, St. Louis Post-Dispatch; J. M. Schmid, Indianapolis News; I. Sears, Davenport Times; George H. Reynolds, New Bedford (Mass.) Standard; E. S. Johnson, Springfield (Mass.) Republican; J. R. Taylor of the Grand Rapids Press was re-elected secretary.

The arrangements for the convention in Baltimore provided the opportunity for many pretty compliments being paid to the committee on arrangements, composed of D. B. G. Rose, J. W. Magers, H. L. Steele, C. A. Booth and W. H. Harrington. The local entertainment was arranged by Mr. Magers and he saw to it that there was not an idle moment.

The men at the meeting represented leading newspapers from all parts of the United States and Canada—the strength of the Dominion being particularly noticeable in its representation and in the fact that it provided the new president.

### CANADA WELL REPRESENTED.

The Canadian delegates, too, furnished much spirit to the meeting and the enthusiasm with which they entered into the discussion of the many problems brought up is evidence that like in the United States the men who conduct the circulation departments of metropolitan newspapers are coming into their own as a power in the great machinery of newspaper organization.

English, German, Italian and Jewish publications were represented in the gathering and their representatives played a prominent part in the discussion as to what

can be done to create greater efficiency in the circulation department. The many problems which have to be met and overcome by the circulation department of a metropolitan newspaper, most of whose work is done while the subscribers, scattered over miles of territory, are asleep, were discussed. Various schemes which would insure quick delivery and methods by which the latest news could be gotten to patrons living far away from the newspaper office were presented.

Greater efficiency in the distribution of papers was the one theme discussed by the convention, and experiences of many years of newspaper work were told. Many interesting points concerning the circulation of newspapers were brought out. It was a newspaper clinic, invigorating prescriptions for papers having a faint circulation and suffering from general debility were provided.

Trains, trolley cars, autos, delivery wagons, carriers and newboys, all agents in this great scheme of distribution, were given consideration in turn. Running through all the discussions and surrounding every scheme the item of time continually presented itself, for, once printed, the millions of papers have to be moved quickly.

Economical management of departments, the stopping of expensive leaks caused by printing an excessive number of papers due to a system of allowing newsdealers to return unsold copies and general opposition to increasing the second-class rate on papers by the Post Office Department figured in the discussions.

### METHODS OF DISTRIBUTION.

Some up-to-date ideas in the speedy handling of newspapers within a radius of fifty and seventy-five miles of the home office were given Tuesday by W. J. Schmid of the Indianapolis News. This paper, located in the most highly developed interurban trolley section of the country, has what other managers conceded to be one of the finest and quickest systems of distribution.

Employees of the trolley companies, in addition to messengers who travel the lines in charge of papers destined for the many little stations, play a very important part in this work.

One of the men best qualified from long experience with newboys, H. Solomon, circulation manager of the Milwaukee Free Press, gave some pointers on how newboys are handled in that Western city. Newboys' associations, mutual sick benefit organizations, clubs where the boys have social evenings were noted as some of the ways of se-

curing live hustlers to push the sale of papers. Mr. Solomon declared that a paper with a good reputation for handling its boys secured the leaders among the little street peddlers.

A poser for all was the question of securing night newboys. It was suggested that a bonus to the boys for this work might bring results.

That brought out some discussion. Copies of unsold papers allowed to be returned help swell the expense column of the circulation department, according to L. P. Rutherford of the Philadelphia Record.

The return question proved a knotty one. To get all the papers required to the public without having to take back a large number of unsold copies needed fine figuring, it was stated. News companies and local dealers play a most important part in this question. An outright sale was unanimously urged, with the privilege of certain percentage returns when big news broke causing an additional demand for papers.

### AGAINST POSTAGE INCREASE.

The injustice of an increase in second-class postage was pointed out, and it was averred such a raise would necessitate an increase in the price of papers. Aside from the direct revenue to the Post Office from newspapers, additional returns, it was asserted, were given the Government through advertisements calling for mail communications. It was declared that a one-cent first-class rate should not be made by the Government at the expense of the second-class matter.

Mayor Preston extended a welcome to the visitors, which was replied to by President John D. Simmons. Following the president's address the reports of the various standing committees were read.

"Baltimore is the regular convention city. We have had no less than seven national and international conventions in Baltimore this spring. You are circulation men; circulate that when you get back home," said Mayor Preston.

The following new members were elected:

Akron (O.) Beacon Journal—H. S. Seymour.  
Atlanta Georgian—James A. Malcolm.  
Augusta (Ga.) Chronicle—S. D. Morris, Jr.  
Augusta Herald—W. T. MacEndree.  
Beaumont (Tex.) Enterprise—J. H. Leigh.  
Calgary (Can.) Herald—W. H. Mahoney.  
Cleveland Leader—P. Goodman.  
Denver Post—C. M. Gunnison.  
Denver Times—E. E. Seafarer.  
Elkhart News-Tribune—W. H. Mahoney.  
Edmonton (Can.) Journal—R. R. Leitch.  
El Paso (Tex.) Times—L. Fuller.  
Fort Worth (Tex.) Star-Telegram—Harold Hough.  
Indianapolis Star—Charles Payne.  
Kalamazoo (Mich.) Telegraph-Press—Hugh B. Nichols.  
Lawston (Me.) Journal—Rufus H. Stone.  
Los Angeles Tribune—C. L. Stout.  
Macon (Ga.) Telegraph—P. T. Anderson.  
Medford (Ga.) Sun—W. Tyler Smith.  
Mexico City Herald—Cooper Jackson.  
Milwaukee Sentinel—Frank J. Studnicka.  
New Haven (Conn.) Register—Herman L. Trisch.  
New York Sun—R. E. Powell.  
Newark (N. J.) Star—W. E. Jones.  
Norfolk (Va.) Ledger-Dispatch—Norman H. Hill.  
Oakland (Cal.) Tribune—H. V. Parratt.  
Oklahoma City Oklahoma—James A. Mathews.  
Peoria (Ill.) Journal—C. B. Julian.  
Philadelphia North American—James L. Foley.

Phillipsburg (N. J.) Press—LeRoy H. Snyder.  
Pittsburgh Post—High Arthur.  
Pittsburgh Sun—Thomas Miller.  
Scranton (Pa.) Times—O. R. Leeds.  
Utica (N. Y.) Press—Alfred W. Cokerhill.  
Winston-Salem (N. C.) Journal—Harry F. Aitchison.  
Winston-Salem Twin City Sentinel—Bradley F. Welfare.  
York (Pa.) Dispatch and Daily—Charles K. Blasser.

While the men were busy with the business end of the convention, the women were taken care of by an elaborate entertainment program. Tuesday morning an automobile trip through the Green Spring Valley was followed by luncheon at the Maryland Country Club, after which they joined their husbands and friends in a trip down the bay on the steamer Annapolis, returning at midnight.

The round table method of discussion proved a huge success and from the general opinion of those at the meeting it was one of the best innovations ever tried out by the association. Through this medium discussion was open to everyone in attendance on subjects concerning carrier service, control of union mail rooms, control of city and country circulation, and carriers, collection methods, value of features, etc.

The men who led the discussions on the round table topics were I. U. Sears, Davenport Times; D. W. Beardsley, Chicago Inter-Ocean; R. I. Corrigan, Indianapolis Star; R. S. Weir, Detroit Journal; T. J. Kavanaugh, Dayton Journal; W. H. Harrington, St. Louis Globe-Democrat, and F. A. Rodman, editor of the Official Bulletin, Toledo.

A half dozen men congregate around tables with one man designated as "talkmaster," who acts in the capacity of chairman. There is a secretary, who takes notes on the discussion, and at the conclusion of these talks, which are limited as to time, the various ideas brought out are presented to the meeting of the committee of the whole, where an opportunity is given for further discussion.

Wednesday there were shopping excursions, while Mr. Magers conducted open house for delegates at his home in Walbrook. Use of the grounds of the Walbrook Athletic Club were also placed at the disposal of the visitors. The annual banquet and ball took place Wednesday night in the Emerson. The managers were also entertained during the day by the Baltimore Ad Club with a luncheon on the roof garden of the Emerson.

The banquet lasted from 7:30 to 11 o'clock and dancing followed until 1 o'clock. Everyone joined in singing the parody song, "Billy and Johnny," in compliment to the new president, William J. Little, and the retiring executive, John D. Simmons of the Atlanta Journal.

Just as the guests were seated at the tables newboys came rushing in through the hall shouting "Extra!" All the noise proved to be over the convention extra of the International Circulator, containing cuts of the officers and quips about everybody and everything in general. The souvenir menu a big hit.

The decorations were flowers draped on special electric lights, two flags at each plate—American



and Canadian, and large vases of daisies everywhere.

D. B. G. Rose of the Louisville Post, chairman of the program committee, was toastmaster, and addresses were made by J. W. Magers of the Baltimore Sun; President Little; Thomas Devereaux, Chicago; H. V. Parratt, Oakland, Calif.; A. E. McKinnon, New York; Alfred Zimmerman, New York; and the retiring president, John D. Simmons.

That not more than ten per cent. of newspaper publishers know the weight of their paper was the statement of C. Goodwin Turner in an address on the cost of producing papers.

"Three minutes from the time the last returns of the game come over the phone the presses start on our sporting extras," said C. H. Motz of the Cincinnati Times-Star. Some interesting facts on getting out quick extras were given by Mr. Motz.

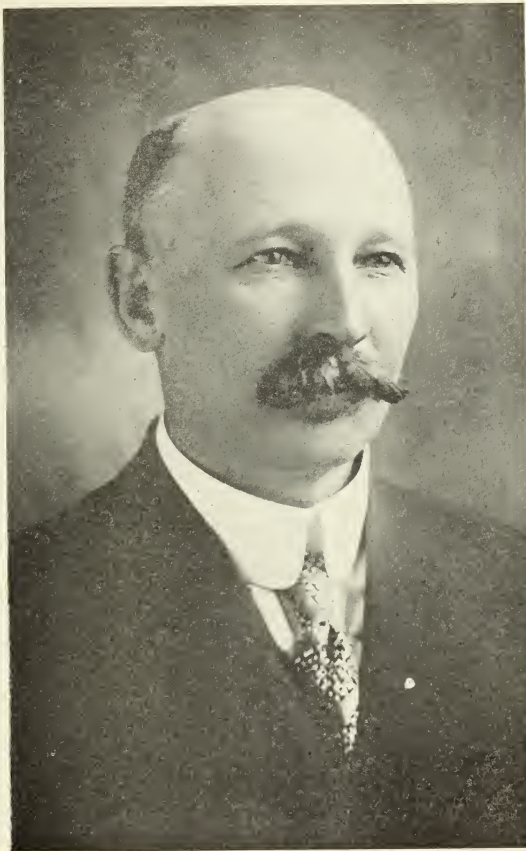
One of the last acts of the convention was to praise Mr. Magers, who had charge of the entertainment features.

Following the final adjournment the managers and their friends were taken by trolley to Ferry Bar (the Maryland Motor Boat Club House) and given a motor boat trip to Stony Creek. The return was about eight p. m., which was good time to catch trains in any direction from Baltimore.

THE MUSTER ROLL.

Among the members present were:

Albany (N. Y.) Knickerbocker Press—Harry Goldman.  
Akron (O.) Beacon-Journal—H. S. Seymour.  
Atlanta Constitution—John T. Toler.  
Baltimore Sun—J. W. Magers, G. W. Stephens and Folger McKinney.  
Augusta (Ga.) Herald—W. T. MacKendree.  
Atlanta Journal—John D. Simmons.  
Baltimore Sun—J. W. Magers.  
Boston Transcript—L. M. Hammond, Jr.  
Buffalo Times—M. D. Treble.  
Chicago Inter-Ocean—D. W. Beardsley.  
Cincinnati Enquirer—H. E. First.  
Cincinnati Times-Star—C. H. Motz.  
Cleveland Leader—J. L. Russell.  
Cleveland Plain Dealer—Fred M. McClure.  
Columbus Dispatch—Charles S. Wilson.  
Davenport Times—U. S. Sears.  
Dayton Journal and Evening Herald—T. J. Kavanaugh.  
Dayton News—O. L. Mead.  
Des Moines Capital—L. L. Ricketts.  
Detroit News—James E. Havena.  
Detroit Free Press—L. R. Hutton.  
Fort Worth Star-Telegram—Harold Hough.  
Grand Forks (N. D.) Evening Times—C. W. Cram.  
Grand Forks Times-Herald—F. E. Starkweather.  
Grand Rapids Press—John R. Taylor.  
Harrisburg (Pa.) Telegraph—Robert B. McLean.  
Indianapolis News—J. M. Schmid.  
Indianapolis Star—E. C. Payne.  
Jackson (Mich.) Patriot—Frank H. Whitaker.  
Jacksonville (Fla.) Metropolis—Frank P. Beddow.  
Jacksonville (Fla.) Times-Union—W. A. Elliott.  
Johnstown (Pa.) Tribune—John D. Walker.  
Lewiston (Me.) Evening Journal—Rufus H. Stone.  
London (Can.) Advertiser—Ralph D. M. Decker.  
Louisville Courier-Journal—G. E. Johnson.  
Louisville Post—D. B. G. Rose.  
Louisville Times—H. V. Bomar.  
Lowell (Mass.) Courier-Citizen—Harry Stocks.  
Macon (Ga.) Telegraph—P. T. Anderson.  
Meaford News-Seminar—E. C. White.  
Milwaukee Germania Herald—Hugo Dietrich.  
Milwaukee Free Press—H. Solomon.  
Montreal Gazette—James R. Henderson.



W. J. LITTLE.

THE NEW PRESIDENT OF THE INTERNATIONAL CIRCULATION MANAGERS ASSOCIATION.

Montreal (Can.) Herald—Ray Williams.  
Montreal La Presse—J. N. Cleverly.  
Montreal Star—W. J. Little.  
Nashville Tennessean and American—Oscar S. Stein.  
Newark (N. J.) Star—Walter Jones.  
New Bedford Standard—George H. Reynolds.  
New Orleans Item—P. J. Thomson.  
New Orleans States—J. M. Annenberg.  
New York Evening Mail—Daniel Nicoll.  
New York Evening Post—E. A. Elcock.  
New York Italian Evening Bulletin—Frank L. Frugone.  
New York World—A. E. McKinnon and Alfred Zimmerman.  
Niagara Falls Gazette—Frederick S. Ohrt.  
Norfolk (Va.) Ledger-Dispatch—Norman W. Hill.  
Oakland (Cal.) Tribune—H. V. Parratt.  
Oklahoma City Oklahoman—J. A. Matthews.  
Ottawa (Can.) Citizen—G. A. Disher.  
Ottumwa (Ia.) Courier—Chris F. Huston.  
Ottawa (Can.) Journal—T. V. Armstrong.  
Peoria (Ill.) Star—Clarence Eyster.  
Phillipsburg Daily Press—LeRoy H. Snyder.  
Philadelphia Jewish Morning Journal—Jacob Ginsburg.  
Philadelphia Record—L. P. Rutherford.  
Philadelphia Telegraph—Matthew Donovan.  
Phillipsburg (N. J.) Daily Press—LeRoy H. Snyder.  
Pittsburgh Chronicle-Telegraph—J. H. Miller.

Pittsburgh Sun—J. H. Miller.  
Plainfield Courier-News—C. F. Stout.  
Reading (Pa.) Eagle—John W. Rauch.  
Scranton (Pa.) Tribune-Republican—O. R. Leeds.  
Scranton Truth—Fred J. Cook.  
St. Paul Dispatch—John B. Cox.  
St. Louis Post Dispatch—A. G. Lincoln.  
Springfield (Mass.) Union—J. W. Nolan.  
Springfield (Mass.) Republican—E. C. Johnson.  
Syracuse Journal—A. J. Gerber.  
Topeka Eagle—J. Van Leay.  
Toronto Mail and Empire—W. J. Darby.  
Toronto News—J. B. Stephens.  
Toronto Star—W. Argue.  
Toronto Telegram—William Elder.  
Waterbury (Conn.) Republican—L. F. Minnaman.  
Wichita Eagle—Sidney D. Long.  
Williamsport (Pa.) Gazette and Bulletin—J. F. Melick.  
Winston-Salem Citizen—B. L. Welfare.  
Winston-Salem (N. C.) Journal—H. J. Aitchison.  
Worcester (Mass.) Evening Post—J. B. Coulson.  
York (Pa.) Dispatch—Charles K. Blasser.

The circulation promoters in the city were not by any means confined to newspaper managers for a large corps of accessory men were on hand and added to the cosmopolitan

effect of the gathering. Men with ideas of every kind for the creating of circulation or advertising a newspaper to readers intermingled with the managers as soon as they adjourned sessions to show them the advantages of their individual schemes. These men represented novelty concerns, firms making a specialty of contests of many kinds, premiums to draw readers, and many other ingenious devices.

The meeting was well covered by the daily and trade press. Among the visitors not listed with the association members were:

M. H. De Haas, United States Circulation Company, Waterloo, Ia.  
Arthur Hofaling, the Hofaling Newspaper Vending Machine Company, New York.  
A. J. Shaugnessy, "Ivorytypes" for premiums, New York.  
R. H. Wyllie, the R. H. Wyllie China Company, Huntington, W. Va.  
C. Goodwin Turner, Data Company, Newark, N. J.  
Joseph Greenburg, American Cutlery Company, Chicago.  
Herman Gerson, Eastern representative of the Tritt China Company, Niles, O.  
R. L. Mitchell—Sebring Pottery Company, Sebring, O.  
E. S. Pease, the E. S. Pease Company, Buffalo, N. Y.  
Gordon S. Sapp, Aluminum premiums, Chicago.  
Dr. S. B. Elliott—Belle Mead Farm, Markham, Va.  
Sigmund H. Engleberg—Eagle Pencil Company, New York.  
Challis Gore—Curtis Publishing Company, Philadelphia.  
G. H. Herff, the Pedalmobile Manufacturing Company, Indianapolis.  
Robert N. Larrimore, the Troy Carriage Sun Shade Company, Troy, N. Y.  
F. E. Lederer—Advertising novelties, New York.  
Peter Holmes McIntosh—Domestic Vacuum Sweeper Company, New York.  
F. A. Rodman—Editor the Official Bulletin, Toledo, O.  
J. Rosenblatt, premiums, Baltimore.  
Silas Rapp, president the Domestic Vacuum Sweeper Company, Peoria, Ill.

The Indianapolis News, of which John M. Schmid is circulation manager, gave to all the members of the I. C. M. A. a watch fob of bronze gun metal. Each was lettered in German silver "I. C. M. A., Baltimore, 1912."

A miniature cow-bell watch fob drew much attention to the Fort Worth Star-Telegram in the convention and every other place the circulators went. It was small in size, but the jingling of the combined number when a group of wearers gathered together caused it to be made known most emphatically that there is a Fort Worth Star-Telegram in existence. Harold Hough brought the consignment up from Texas.

I. C. M. A.'S NEW PRESIDENT.

William J. Little, the newly elected president of the International Circulation Managers Association is the circulation manager of the Montreal Star and its weekly edition known as the Family Herald and Weekly Star. He is a native of Guelph, Ont., and has been connected with the Star since 1885.

He was one of the earliest members of the circulation managers' association, and has been a member of the official family since 1907. In that year he was elected a member of the executive committee and served three terms. In 1910 he became second vice-president, and last year served as first vice-president.

# A BUSINESS MANAGER FROM OKLAHOMA.

W. E. McGowan, business manager of the McAlester (Okla.) Tribune, is a native of Mississippi. After studying law at the Arkansas State University, he entered newspaper work in 1906 by way of the circulation department of the McAlester Capital, then a small daily



W. E. MCGOWAN

with a circulation of about 300. Mr. McGowan relates that in ninety days he had a paid-up circulation of 3,000 for his paper, and as a reward was made assistant business manager.

When Oklahoma was made a state in 1907, Mr. McGowan went into business for himself, but three years later became manager of the McAlester Herald-Democrat, which was last year acquired by ex-Governor Haskell, who also at the time owned the New State Tribune. The two papers were then combined as the McAlester Weekly Tribune, and Mr. McGowan placed in full charge. In 1908 Mr. McGowan married Miss Ora Cowling, daughter of A. F. Cowling, one of the oldest families among the Choctaw Indians.

The Dell Rapids (S. D.) Globe, published by Grant Mallory, has suspended.

**J. H. Parker & Co**  
PRESS AGENTS  
DUBLIN, IRELAND.

For Effective Advertising  
at Contract Rates in the  
Irish or English newspapers.

ESTABLISHED 22 YEARS

Open for Good Agencies.



FRED W. ALLSOPP,

BUSINESS MANAGER OF THE LITTLE ROCK ARKANSAS GAZETTE.

## WILL HANDLE BIG AUTO CONCERN'S ADVERTISING.

Berry Rockwell has been appointed general advertising manager of the United States Motor Company, New York, succeeding Gridley Adams, resigned. Mr. Rockwell is one of the pioneer advertising men in the automobile field, having been advertising manager of the Maxwell-Briscoe Motor Company before the formation of the United States Motor Company. Since then he has been advertising manager of the Maxwell division.

In his new capacity Mr. Rockwell will have general supervision of all advertising of the Maxwell, Columbia, Stoddard-Dayton, Brush and Courier motor cars and Sampson motor trucks.

## SMALL FIRE.

Fire broke out in the two-story frame house occupied by the Vinton (Ia.) Times one day last week. The damage was small being caused principally by water.

## NEWSPAPER MAN WILL ADVERTISE TACOMA.

A press bureau has been organized by the Tacoma Commercial Club and the Chamber of Commerce. Its mission will be to supply Tacoma newspapers with news of what the organization is doing to boost the city and it will also advertise Tacoma in the principal magazines and leading Eastern dailies.

The bureau is in charge of Frank E. Roberts, formerly assistant city editor of the Tacoma Ledger. Mr. Roberts has a wide experience in publicity work and was formerly with the Houston (Tex.) Post, the Butte (Mont.) Evening News, the Mexico City Herald and papers in the middle West and Seattle. More recently he was in charge of the publicity work of the Seattle Potlatch Carnival.

W. O. Howard of the Wall Lake (Ia.) Blade, has recently installed a new press.

## AN ARKANSAS BOOSTER.

More than a quarter of a century of continuous service with one newspaper in every capacity from beginner to managing head, is the newspaper record of Fred W. Allsopp, business manager of the Arkansas Gazette, of Little Rock, Ark. To be exact Mr. Allsopp has been connected with the Gazette twenty-six years and has seen the paper grow from a little fledgling to one of the influential newspapers in its section.

The Gazette is said to be the oldest newspaper in Arkansas, having been established in 1819. Its political policies are progressive Democratic. It is alert and progressive in every other respect, too, and is to be found supporting all movements for civic betterment. The Gazette has just found it necessary to install a new Goss high-speed straightline, five-deck press as a companion for its Hoe four-decker, in order to take the proper care of its circulation. In addition, there has just been put in an almost entire new composing-room equipment and stereotyping machinery. The new press will be named the William E. Woodruff in honor of the founder of the Gazette.

## NEW YORK PUBLISHERS CONSOLIDATE.

The publishing houses of the John Lane Company and Moffat, Yard & Co., New York, have been partially merged. The financial and business interests of the latter company hereafter will be looked after by Walter A. Johnson, managing director and vice-president of the John Lane Company, who has become treasurer and a director of Moffat, Yard & Co. The latter has moved from 31 East 17th street to 116 West 32d street, where the other company has offices.

The editorial line of work will be carried on independently by each company. The business will be separate, but the companies will be closely allied.

The magazine the International Studio remains the property of the John Lane Company, notwithstanding a recent report that its control had been acquired by Mr. Johnson. The latter, speaking as managing director of the Lane Company stated to THE FOURTH ESTATE: "Needless to say, we frequently receive what might be considered very good offers from those who desire to purchase the International Studio, but as we ourselves think very highly of the magazine we have never thought seriously of accepting them."

Let us equip your plant with our  
**Wonderfully Convenient  
Space Saving  
Composing & Press Room  
Steel Furniture**

making lay-out and blue print of your rooms, so that you can save money at spigot and bung-hole, every day.

Address us at Chicago, New York, St. Louis, Omaha, St. Paul, Dallas, Washington, Kansas City or Seattle.

**Barnhart Bros. & Spindler**



# WILLSDEN

## Circulation Persuaders

Get Renewals  
Hold Subscribers  
Make Collections  
Get New Subscribers

S. BLAKE WILLSDEN  
PREMIUM  
SPECIALIST

32 S. Wabash Ave., CHICAGO

### SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports. Expert Comment—Best illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
300 William St., New York City.

## THE SPECIAL SERVICE CO.

Reliable Contest Operators

Write for terms, etc.  
Room 33, 23 Park Row, New York

## RISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year—Weekly.  
Write for Samples.

FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

## THE HOTALING News Vendor.

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.  
Tribune Building, NEW YORK.

## BUILDING UP THE CIRCULATION.

The Baltimore Sun is arousing much interest among juvenile readers through an essay contest on "The Best Way to Spend a Vacation." The competition is open to boys and girls, being arranged in classes A and B, for those under eleven and between eleven and fifteen years, respectively. The prizes amount to \$10 in cash in each class—\$5 to the writer of the best essay and \$1 to each of the next five.

Readers of the Pittsburgh Leader are now engaged in a campaign collecting coupons that will entitle the most successful person to two lots in Carrick borough on September 2. The beneficiary of the offer will be the one who turns in to the circulation department of the Leader the greatest number of lot coupons appearing each Sunday in the Leader.

The Coshocton (O.) Times will end five young women on a trip to New York and Bermuda this month

\$25,000 IN CASH  
and  
5,318 NEW SUBSCRIBERS  
is the result of our  
**VOTING CONTEST**  
on the  
**JOHNSTOWN LEADER**  
JUST CLOSED.

Four big deals now running but can handle one more before the hot weather sets in.

Results Guaranteed.  
Wire or Write the  
**UNITED CONTEST CO.**  
INCORPORATED  
CLEVELAND, OHIO.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



as the result of a voting contest just finished for them by the Special Service Company. The Times was recently changed from an evening to a morning paper, the idea of Publisher A. V. Alberson being more of a Coshocton County home paper.

The Memphis News-Scimitar is giving away as a premium an "Ivrytype" with twenty weeks' subscriptions. An "Ivrytype" is reproduced from any photograph and is copyrighted by the Ivrytype Company, of 86 John street, New York.

The New York Herald has launched an amateur photographic contest in connection with its special daily and Sunday reports from the summer resorts. All amateurs are eligible in this contest and the subjects considered in awarding

prizes are such as "summer girls," prominent visitors and snapshots of interesting resort events. The weekly cash prizes will be \$15 first, \$10 second and \$5 third. At the close of the season the three persons having the best photos will be awarded a \$100 camera, a \$50 camera and a \$25 camera. The contest will start on June 23 and will close on September 2.

The Niagara Falls (N. Y.) Journal has just closed a big subscription voting contest, giving to the winning candidates two five-passenger touring cars, two player pianos, gold money prizes, diamond rings and gold watches. Members of the Special Service Company, of New York, handled the campaign and hundreds of new readers were added to its lists in the ten weeks of its duration.

Newspapers throughout the country report considerable success with the American flag premium manufactured by Annin & Co., 99 Fulton street, New York. The flag is given for a coupon and a small cash consideration. It is of the latest forty-eight star design, five by three feet, and made to retail for \$1. This offer does not include pole, arrangements for which are usually made with local dealers.

The Fort Worth (Tex.) Star Telegram as an incentive to carriers and other members of its field force to secure new subscribers offers an ink pencil for fifteen new orders.

The publishers of all the daily newspapers of Connecticut met at the Union League Club, New Haven, on Wednesday and considered the matter of rates for the transportation of newspapers on trolleys and trains. A satisfactory

## MR. CIRCULATION MANAGER;

GET IN ON A GROUND  
FLOOR PROPOSITION.

*Strike while the iron is hot!*

The common drinking cup is abolished in twenty-four States and there is now a great demand for

## SANITARY DRINKING CUPS

That's where we come in and we want to assure you that the one best bet this summer is going to be the

## SANITARY Drinking CUP FOR A PREMIUM.

*Don't overlook this fine proposition. It means more circulation and pleasea patrons.*

THE SANITARY  
DRINKING CUP CO.  
339 S. Wabash Ave., CHICAGO.

We manufacture a full line of  
Sanitary Paper Specialties.

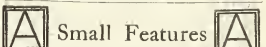
For Washington Correspondence  
WRITE

## AMERICAN TELEGRAPH PRESS

District National Bank Building,  
WASHINGTON, D. C.

## Get To-Day's News To-Day "By UNITED PRESS"

General offices, World Bldg., NEW YORK.



Small Features  
Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimkie," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

## For EDUCATIONAL CONTESTS use the

Tell-us Tellurian  
CARL MACK MFG. Co.,  
41 Cortland Street, NEW YORK.

arrangement at moderate prices was reached with the trolleys and steam roads.

The Sherman (Mich.) Pioneer, published in Wexford County for the last forty years, has suspended.

## BUSINESS OPPORTUNITIES

**Wanted:** In an attractive residence city along Hudson River or in Mass. or Conn. a newspaper property which can be bought for \$50,000 to \$100,000. Properties in cities of ordinary attractiveness considered if their commercial prospects are beyond the ordinary. Proposition D. X.

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York

### Do You Want To Sell Or Buy A Newspaper Property?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

**Hollis Corbin,** Metropolitan Bldg.  
New York City

## HELP WANTED.

High-grade morning paper in important city wants a first-class circulation manager. Will pay good price for the right man. Address at once with details of experience, salary desired, etc.,

**CIRCO,**  
care The Fourth Estate.

### NEW YORK PRESS OLD GUARD TO ORGANIZE.

### ACTION TAKEN TO BRING TOGETHER THE MEMBERS OF TWENTY-FIVE YEARS' STANDING.

A most successful reunion dinner of the "Old Guard" of the New York Press Club took place last Saturday evening at the club house and was participated in by about seventy-five persons. The Old Guard consists of men who have held continuous membership for twenty-five years or over.

The exercises began by the rendition of grace by Alfred E. Pearsall, who afterward delivered in his dramatic fashion the "Charge of the Light Brigade" and led in singing the club's song "Scatter Seeds of Kindness."

Letters of regret were read from absent members, wishing the affair every success and hoping to be present at the next gathering of the guard, which it was unanimously hoped would be soon and often. Among the letter writers were Congressman William Sulzer, whose name was greeted as the next Governor of New York State; George B. Cortelyou, Jacob A. Cantor, Fred Fleigl, Marshall P. Wilder, William J. K. Kenny, Paul Fuller, Henry F. Gillig, Lewis Nixon, Thomas F. Smith, Charles M. Beattie, Charles W. Price, Charles H. Gavan, T. S. O'Brien, Dr. John T. Nagle and Robert E. Bonner.

A silent toast was drunk standing

## MACHINERY FOR SALE.

**FOR SALE:** A Single Type-casting Machine, with granted patents to owner. Machine is very simple in construction, casts types from 8 point to 80 point. Must be seen to be appreciated, by appointment only. For particulars, address, I. SHONBERG, 122 Flushing Avenue, Brooklyn, N. Y.

**3 DECK 24-PAGE GOSS** press for sale—in the pink of condition; prints 2-4-6-8-10-12-16-20-24 pages; also stereo plant; can be seen run; will sell cheap for cash. Answer quick if you want a bargain. Address "Goss," care The Fourth Estate.

**FOR SALE—New No. 4 Model Linotype**, complete with motor, four magazines, 6, 8, 10 and 12-pt. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

**FOR SALE—One Model No. 1 Linotype**, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Herald Publishing Co., Sydney, N. S., Canada.

**FOR SALE:** One Model No. 3 Linotype, Serial No. 7444, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

**FOR SALE—OUR COMPLETE LINOTYPE PLANT** consisting of No. 2, No. 4 and No. 5 machines, equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

**FOR SALE:** Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

**FOR SALE—One Model No. 4 Linotype**, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

**WE HAVE FOR SALE** the Tucumcari News, the official Republican county organ of Quay County, New Mexico. We believe this paper is a good proposition, and \$8,000 will buy same. We will be pleased to answer inquiries in detail. H. B. Jones, Tucumcari, N. M.

**FOR SALE—One Model No. 3 Linotype**, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and 8, Water Streets, Akron, Ohio.

to the memory of those members who died since the last gathering of the guard; those eulogized being Joseph Pulitzer by Arthur Bennington, John Jacob Astor by Charles W. McMurrin, Charles J. Smith by George F. Lyon, William A. Deering by George P. H. McVay, and William G. McLaughlin by David M. Curtiss.

John A. Hennessy, editor of the Press, was toastmaster and after presiding during the early hours of the evening was succeeded by his brother, former Senator Joseph P. Hennessy, who stated that it was the first time he ever held office in the press club, although a member for over twenty-five years.

There were no set speeches and no formalities whatever, the address of each participant was expected to be, according to the call, informal, comfortable and seasonable. Among those who became reminiscent and told the company tales of past experiences in the club and in newspaper life generally were David Healey, James Pooton, the first president of the Press Club; William H. O'Donnell, J. Connor Roach, W. J. Kenny, Jacob Abarbanel, George H. McAdam and Commissioner William S. Andrews.

At the suggestion of T. Gorman,

## SITUATIONS WANTED.

## Circulation Manager

and worker, wants opening. Ten years experience. Capable and energetic. Have made excellent showing on both large and small papers. Can furnish references. Address Circulator, 2248 Franklin street, Philadelphia, Pa.

## BUSINESS MANAGER

Capable and experienced and with a successful career as a business builder in circulation and advertising is open for engagement. Now successfully employed. Has had metropolitan and small daily experience. Capable of assuming full management and run plant satisfactorily and economically. References A No. 1 and a "live wire." Address A 500, care The Fourth Estate.

Reliable, capable man, thoroughly experienced in connection with advertising department high grade N. E. daily desires to learn of present or coming opening in or near New York City in advertising agency or special newspaper representative's office, or in advertising department of newspaper. Either permanent or temporary opportunity considered. Good general knowledge newspaper business. Best reference. Address Adver., care The Fourth Estate.

Energetic young newspaper man, good address, strictly sober, worker, widely experienced and capable of handling any desk, seeks engagement. Address Maxwell, care The Fourth Estate.

Wanted. Position as managing editor of daily newspaper in city of 50,000 or larger, by high class, thorough newspaperman. I have lots of red fighting blood in my veins. My experience is wide in both editorial and business departments. I know news. I can write. I have executive ability. No problem is too hard for me to tackle. Willing to prove ability before insisting on contract. Address S. J. G., care THE FOURTH ESTATE.

approved by all present, John A. Hennessy was requested to appoint a committee of ten members to arrange plans for a permanent organization of the "Old Guard" to hold regular meetings of a social character at stated intervals.

The committee having charge of the affair was composed of George P. H. McVay, chairman; Alfred E. Pearsall, secretary; T. Gorman, treasurer; John W. McDonald, John A. Hennessy, George F. Lyon, E. Loewenstein and G. Harrison McAdam.

Among those present besides those already mentioned were:

John J. Charlous, Edwin A. Ransom, John N. Salmon, Frank F. McGreen, Thomas J. Higgins, Frank J. Prial, Charles K. Lexow, Roland M. Bruno,

## SITUATIONS WANTED.

## DO YOU WANT A MAN

to take charge of your newspaper property? I have had good experience and successful experience in editorial, circulation and advertising departments and as general manager of a live daily in the 100,000 class. Can furnish A-1 references and documentary evidence as to my work, character, etc. Correspondence confidential. Address: Capable, care THE FOURTH ESTATE.

Active young man of excellent address, trained in editorial work, seeks opening in business department soliciting advertising. Address Howell, care The Fourth Estate.

## REPORTER.

Capable, reliable man, experienced in all reportorial departments. Prefer West or Middle West. Address B, care The Fourth Estate.

## NEWSPAPER MAN.

All around newspaper man, 16 years experience, energetic, temperate, age 36, seeks position as city editor on live daily in city of 25,000 to 50,000 population. Salary not less than \$30 weekly. Address "Ebert," care The Fourth Estate.

## WRITE HIM TODAY.

An expert newspaper man wishes to get into touch with a paper needing ginger up. As managing editor or editor in a live field, in which positions he has had experience, he would get out the sort of paper that can't fail to please. Old enough for mature judgment; young enough for quick, efficient work. At present doing departmental work and telegraph (four direct wires) on one of the leading newspapers in America, a guarantee of skill. Good reasons for wanting to take charge of and make a record with a paper in a good city, though it may be a comparatively small one. Reasonable. Communicate now, even if you do not need him at once. Address Agate, care The Fourth Estate.

Charles E. Hager, Thomas Kenny, Jonas E. Whitley, Joseph W. Gavan, Edward H. Walker.

C. Fred Crosby, Harry Masterton, Edward C. Miller, C. F. Stansbury, George W. Tucker, George F. Williams, Alexis B. Blanchard, Solomon Hecht, Jacob Dreyfus, Thomas Ford, Amos C. Hawkins, Edward J. Tinsdale.

Thomas L. McManus, James W. Tooley, Dr. Charles J. Perry, James J. Fleming, Jr., Ralph W. Carroll, P. F. McGreen, J. A. V. Sweeney, M. D., William F. Connell, Caleb H. Redfern, Stephen Ivor Simey, Edwin Lyman Bill, C. W. Orr, A. E. Baeman, Mark Swain, Charles H. O'Neill.

Much credit is due Fred Sonthamer, the still youthful although veteran superintendent of the Press Club, for the satisfactory arrangement of the many details of the affair which added to the pleasure and success of the gathering.

## WHEN YOU WANT PRESS CLIPPINGS

COMMUNICATE WITH

## BURRELLE

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

Special Service to Advertisers,  
Agents and their Customers.

ESTABLISHED A QUARTER OF A CENTURY



# NATIONAL WEEKLY

We have for sale an old-established National Weekly, average gross business last three years \$125,000 per annum. Publication of large influence and highest standing and character. Can be bought at its fair value.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine properties that are not hawked.  
200 Fifth Avenue, NEW YORK.

## RECORD CANADIAN PRESS MEETING.

PRESS AGENTS, POST OFFICE AND OTHER PROBLEMS ARE DISCUSSED.

The fifty-fourth annual meeting of the Canadian Press Association, held in Ottawa on June 6 and 7, was the largest meeting the association has ever had. Two hundred and twenty-eight newspaper men attended, the majority being managers or owners of the papers represented. For the last twelve years the association has held its meetings in Toronto.

Don Seitz of the New York World addressed the daily section on the problem of increasing labor costs. Mr. Seitz also spoke at a general session on the free publicity question and strengthened the back of the Canadian Press Association in its fight against the press agent and the free reader mendicant.

St. Elmo Lewis, who was unable to be present, sent on a paper dealing with fake, fraudulent and offensive advertising from the standpoint of the clean and honest advertiser.

A variety of other topics were discussed by the members of the association, and a delegation to the Post Office department received assurances in connection with minor reforms in the Canadian postal regulations.

The first year's operations of the Canadian Press Association under its new organization with a permanent secretary in charge has been very satisfactory to its members. The work of the secretary, John M. Imrie, under the direction of the executive and advertising committees, has been mainly in the direction of developing advertising, hunt-

ing down the free reader and educating the printers in the towns and small cities on the cost system. Numerous county meetings have been held on the latter topic and the cost system has been adopted in many offices.

The work of the advertising committee in conducting its campaign to advertise advertising received much commendation from others. Everywhere this campaign is making good. The advertisements are directed to the reader and to the advertiser. They preach the value of reading the advertisements and the value of advertising honestly and sincerely. They are developing more advertising. The copy is running in nearly a hundred dailies in Canada to the extent of 20,000 lines apiece.

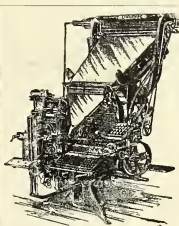
The convention was the first to be held in the new two million dollar Grand Trunk Hotel, the Chateau Laurier. Every moment of the delegates' time, not taken up with the work of the various sessions, was filled with entertainment by the people of Ottawa. A banquet given by the city was presided over, as toastmaster, by George P. Graham of the Brookville Recorder, former minister of railways of Canada. R. L. Borden, prime minister, and W. T. White, finance minister, were present.

The government of Canada entertained the delegates at luncheon at the Experimental Farm, whither they were taken in motors by the Ottawa Motor Car Association. The publishers of the Ottawa dailies entertained at the Golf Club. Press badges were honored as passes on the street cars and suburban railway and at the theaters.

A feature of the convention was the Thursday issue of the Ottawa Free Press, which gave over its editorial page to leading editors present. The articles contributed represented both sides of politics, and were signed by their writers. The edition also contained a historical sketch of the association and appreciative sketches of its leading members.

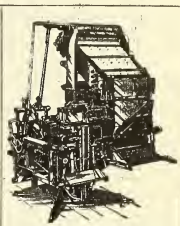
Officers of the association, as told in THE FOURTH ESTATE last week, were elected as follows: President, J. K. Bone, Toronto Star; vice-president, Hal B. Donly, Simcoe Reformer; second vice-president, W. H. O'Brien, Stratford Beacon; secretary, John M. Imrie, Toronto; executive committee, V. E. Morrell, Sherbrooke Record; W. J. Taylor, Woodstock Sentinel Review; William Findlay, Ottawa Free Press;

## More than 500 Newspapers ARE NOW USING OUR



Quick-Change Model 3  
Three-Magazine Linotype

Adver-  
tising  
Figure  
Equip-  
ment  
on their  
Linotypes



Quick Change Model 9  
Four-Magazine Linotype

This is weighty evidence of the superiority of the slug unit over individual type methods in the composition of department store advertisements.

FOR HEADS FOR ADS  
FOR STRAIGHT MATTER

## The Linotype Way is the Only Way

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Bienville Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

W. E. Smallfield, Renfrew Mercury; J. E. MacKay, Toronto Globe.

The committee on advertising is composed of W. J. Taylor, Woodstock Sentinel Review; Wm. Findlay, Ottawa Free Press; George Scroggie, Toronto Mail and Empire; H. P. Moore, Acton Free Press; and David Williams, Colingwood Bulletin.

### VERDICT AGAINST HARPERS.

A verdict of \$560 against Harper Brothers, New York, publishers, was returned Tuesday by a jury in the City Court in favor of John T. Ward, proprietor of the Publishers' Subscription Exchange. On the motion by Harper Brothers to have the verdict set aside Judge Finelite reserved decision.

According to the plaintiff he had an individual contract with Harper Brothers giving to him twenty cents on each subscription procured, but when he attempted to collect his commissions the publishing company insisted on holding him to the terms of the Periodical Clearing House agreement, which quotes a rate of five cents a subscription.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

BARNES-CROSBY  
COMPANY  
E. W. HOUSER, President.  
ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

A 200 pound shipment of assorted stereotype paste chemicals will save you at least \$10.00 if you buy it of us.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr.,  
117 John Street NEW YORK, U. S. A.

### JOINS HIS FATHER.

Frank C. Hamilton, for the last eight years employed by the Sac City (Ia.) Sun, has purchased an interest in the Marcus (Ia.) News from his father. He will take up his duties with the latter paper at once.

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE

NOW USED BY  
MOST OF THE BEST KNOWN NEWSPAPERS.  
SAFETY. RELIABILITY. ECONOMY.

Specify JENNEY universal type motors all purposes and know you will get THE BEST.  
AMERICAN ROTARY VALVE CO.  
SUCCESSORS TO JENNEY ELECTRIC MFG. CO.  
GENERAL OFFICES: 156 N. Dearborn St., CHICAGO. FACTORY: ANDERSON, IND.  
Combination Vacuum Cleaning Machines and Air Compressors.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

### Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

SEAMAN, 30 West 33d street, New York.—Marshall Field & Co., Chicago; contracts for 5,000 lines being placed with a selected list of papers in the East.

MASSENGALE, Candler Building, Atlanta.—The Greensboro Female College, Greensboro, N. C.; some four-inch twenty-time orders being placed with a selected list of papers.

SEAMAN, 30 West 33d street, New York.—Kaufman Hats, New York; placing orders in cities where there are stores.

DIRECT.—Dr. Charles H. Shepard, Turkish baths, 81 Columbus Heights, Brooklyn, N. Y.; placing some twenty-eight line seven-time orders with a list of Southern papers.

WINEBURGH, 576 Fifth avenue, New York.—Birt's Head Wash, Washington, D. C.; contracts being made with a general list of dailies.

THOMPSON, 44 East 23d street, New York.—The Richard Fink Company, 415 Broadway, New York; some thirty-line nine-time

## The Remarkable Advertising Growth of the WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation  
Confidence of Its Readers  
A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

orders being placed with Southern papers.

The Musical Import Company, New York; placing fifteen lines six times with Pennsylvania papers.

El Tero cigars; some seventy-seven line six-time orders being placed with a selected list of middle West papers.

MANUFACTURERS' PUBLICATIONS CORPORATION, 30 Church street, New York.—The Morton R. Edwin Cigar Company, New York; starting a mail order campaign, beginning with 100 lines, in a selected list of mediums.

COWEN, New York.—The P. Lorillard Company, "Zira Cigarettes," Jersey City, N. J.; contracts for 7,000 lines being placed with a selected list of Eastern dailies.

WEIL, 38 Park Row, New York.—"Partola"; orders being placed with a selected list of papers.

WOOD, PUTNAM & WOOD, 161 Devonshire street, Boston.—The Moxie Nerve Food Company, Boston; orders are expected to be placed about this time.

PRESBRY, 456 Fourth avenue, New York.—The Baltimore & Ohio Railroad, New York; reported to be planning a campaign for New England papers.

CHECK, Union Building, Newark, N. J.—I. Lewis & Co., cigars, Newark; some seventy-line d c orders being placed with a selected list of papers.

STACK-B-PARKER, Heyworth Building, Chicago.—The Sante Fe Railroad Company, Chicago; contracts for 10,000 lines being made with a selected list of Eastern papers.

STAR & WAVE PUBLICATION CO., Cape May, N. J.—The Cape May Hotel, Cape May, N. J.; orders for ten lines thirty times being placed with a selected list of Southern and Southwestern papers.

BUME & BAREMORE, 37 East 28th street, New York.—The United States Cleanser Company, orders being placed with a small list of papers.

BATTEN, Fourth Avenue Building, New York.—The Hydus Sales

## The special features in THE BUFFALO TIMES

have made it the most  
popular newspaper in  
Western New York.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURGH district reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

Company, Providence, R. I.; placing some fifty-six line two-time a-week orders for six weeks with Massachusetts, Rhode Island and Connecticut papers.

J. G. Dodson Medicine Company, "Dodson Liver Tonic," Atlanta; orders being placed with a selected list of Southern papers.

AMSTERDAM, 1178 Broadway, New York.—The Eastern Steamship Corporation, Metropolitan Steamship and Maine Steamship Line, New York; orders being placed with a selected list of Eastern papers.

ARMSTRONG, North American Building, Philadelphia.—S. L. Allen & Co., "Flexible Flyer" sleighs, Philadelphia; orders for 100 lines two times being placed with a selected list of papers. Insertions to start in November.

BLACKBURN, Patterson Building, Dayton.—The Apple Electric Company, Dayton, O.; this advertising will be placed through the above agency.

BROWNE, 7 East 42d street, New York.—N. C. Polson & Co., "Putnam Corn Cure," Kingston, Ont.; placing orders in cities where agents will call.

SIEGFRIED, 50 Church street, New York.—The Tokolon Manufacturing Company, "Flesh Reducer"; orders being placed with a selected list throughout the country.

DORLAND, 303 Fifth avenue, New York.—The Nassau Hotel, Long Beach, N. Y., placing orders with Eastern papers.

The Lafayette Hotel, Asbury Park, N. J.; some eight-line eight-time orders being placed with middle West Sunday papers.

FOLEY, Bulletin Building, Philadelphia.—The B. T. Babbitt Soap Company, 11 Broadway, New York; contracts being made with New Jersey papers.

HILL, 323 Fourth avenue, Pittsburgh.—The Eagle Paint & Varnish Company, Pittsburgh; reported to be making up list of Southern papers.

MORRIS, 400 Chestnut street, Philadelphia.—The National Asso-

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO.  
Friscio Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

ciation of Master Bakers, Philadelphia; some large one-time orders being placed with a selected list of Southern papers.

MANUFACTURERS' PUBLICATIONS CORPORATION, 30 Church street, New York.—Sending out page ads of the Okonite Company on its undulated wires and cables to electrical papers covering the National Electric Light Association convention in Seattle.

The agency has just finished a campaign for the Annes & Potter Company, Woodbridge, N. J., makers of hollow tile; newspapers were used and it is understood that a larger campaign of the same character will be again taken up in the fall.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—Fitzpatrick Brothers, Chicago; contracts for 2,000 lines being made with a selected list of middle West papers.

SANDLASS, 205 Clay street, Baltimore, Md.—The Resinol Chemical Company, Baltimore; renewals being placed with a selected list of papers throughout the country.

KASTOR, 4th and Olive streets, St. Louis.—The Davis Milling Company; contracts for 5,000 lines to be used in fourteen months being made with Western and Southern papers.

POTTER, Temple Court, New York.—The American Brake Shoe & Foundry Company, 30 Church street, New York; placing some small orders with Chicago papers.

## MAYOR GAYNOR says

"One paper in the home is worth a dozen on the highway."

Among the most closely read home newspapers in the United States is

## THE SUN

OF BALTIMORE

CIRCULATION,  
116,000 NET PAID

W. S. BIRD,  
1 Madison Ave.,  
NEW YORK.

GUY S. OSBORN,  
Tribune Building,  
CHICAGO.

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION IN  
LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## THE GROWING PAPER OF BOSTON IS THE TRAVELER (EVG)

Average Circulation April 1912

### 86,812

J. C. WILBERDING, Representative.  
225 Fifth Avenue, New York  
JOHN GLASS, People's Gas Bldg., CHICAGO

## STAFF CHANGES.

L. J. KEYES is also acting as advertising manager of the Bridgeport (Conn.) Standard pending the selection of a successor to Raymond A. White, who died suddenly from diphtheria several weeks ago. Mr. Keyes is circulation manager of the Standard.

SYLVESTER CHASE, formerly city hall reporter on the New Haven (Conn.) Times-Leader, is doing special work for the Union.

EVELYN MACRAE succeeds the late Frank Wooten as editor of the Canadian Churchman, Toronto.

JAMES J. BUCHANAN, who resigned from the New Haven (Conn.) Journal-Courier telegraph desk, has gone to the same desk on the Danbury (Conn.) News.

EARL DONEGAN is handling the fraternal news columns of the Bridgeport (Conn.) Evening Post.

HARRY L. GASKELL has resigned his position with the Bridgeport (Conn.) Sunday Herald to go with the New London Morning Telegraph.

MISS CLARA PERSONS of Des Moines has been added to the staff of the Sac City (Ia.) Sun.

F. J. BENJAMIN, advertising manager for Bayling & Harnish-

VALUABLE TO READERS,  
TO ADVERTISERS,

BECAUSE it is the ONLY independent paper in a strongly progressive and insurgent territory; because it is first in the hearts of its readers; because it is GROWING rapidly and surely.

## THE MINNEAPOLIS DAILY NEWS

"THE PEOPLES PAPER"  
Circulation 46,547

Rate advances to 7 cents a line Sept. 1.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
S. O. DAVIES, Chicago. J. F. ANTIBEL.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY

## CIRCULATION IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg, Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average circulation of the Plain Dealer for the month of May, 1912, was as follows:

Daily, 108,866. Sunday, 132,655

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg, Chicago

feger Co., Milwaukee, has resigned to go to Cleveland, O., where he has become connected with the Penton Publishing Company.

## TO BOOST CLEVELAND.

The Real Estate Bulletin, a weekly published by the Bulletin Publishing Company, 1122 Superior avenue, Cleveland, O., is the newest publication in the Sixth City. Its motto is "A greater Cleveland and a million population in 1920." The Bulletin staff consists of John Arthur Nelson, managing editor; Charles P. Marsh, associate editor; C. O. Norton, C. L. Hauser, Lee C. Robertson, advertising department; William H. Batchelor, circulation manager. Mr. Robertson for a number of years past has been well known in the circulation field. Recently he has been in the circulation promotion business with the Ward Systems Company, New York.

## AWARDED IDEA PRIZES.

Warren Gilbert and Frank L. Phillips, members of the Denver Advertising Club, captured prizes in the contest of the Kellogg Cereal Company for the best advertising idea in competition with more than 100 other commercial artists. Both men are well known among Denver advertisers and Mr. Gilbert was for a number of years illustrator and cartoonist on Denver papers.

## MERGES TWO PAPERS.

Henry Woolman, formerly of the Portis (Kan.) Independent, has purchased both newspaper plants at Haddon and has consolidated the papers under the name of the Clinger-Leader. Mr. Woolman once also conducted a newspaper at Glen Elder.

## CHANGE FOR ECONOMY.

Economy, a paper at Solon, Ia., published by George G. Tracy for the past eight months, has been sold to Harry I. Mitchell of Oasis and Frank Brosh. The latter will graduate from the local high school this month.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 233,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The New Orleans ITEM has more week day circulation in the City of New Orleans than the Times - Democrat and Picayune COMBINED.

## MOVEMENTS OF THE CRAFT IN CLEVELAND.

James G. Monnett, Jr., late of the Cleveland Press and Memphis News-Scimitar, has become first assistant city editor of the Cleveland News.

Hugh Kane, who did city hall for the Cleveland Leader, has been promoted to day city editor. L. J. Ritchie, former managing editor of the Central Press Association, is now city editor of the Leader, vice Fred M. Beyer, resigned.

Harold Olmsted, who covered court house for the Leader, is now doing the same beat for the Press.

Benjamin F. Field, formerly of the Buffalo Times and the Buffalo Commercial, is now second assistant city editor of the Cleveland News.

Geoffrey Sutcliffe has left the Boston Traveler staff and gone to the Cleveland News. W. H. Alburn, who was chief editorial writer on the Traveler, is now managing editor of the Newspaper Enterprise Association, Chicago.

Larry F. Martin, former head of the Cleveland News copy desk, has gone to the Plain Dealer copy desk.

William G. Byrne, city editor of the Memphis Press, has resigned and joined the Cleveland News staff.

Harry L. Kopel, R. C. Barnum, Ray Johnson and Mrs. Mary C. Miller have been transferred from the Cleveland Leader to the Cleveland News.

George Roush of the Cincinnati Commercial-Tribune has joined the Cleveland Leader staff.

Carl Robertson, Plain Dealer editorial writer, was married Wednesday to Miss Maisie A. Bushea of Cleveland.

W. S. Hays, formerly of the Cleveland Press staff, has become chief of Traction Commissioner Witt's legal department.

Hugh W. Patterson of the Buffalo Courier is now with the Cleveland Leader.

Miss Mollie Miller is now assistant society editor of the Cleveland Leader.

O. W. Carolus, late of the Sandusky Register, has resigned from

# J. WALTER THOMPSON COMPANY.

Est. 1864



The experience of forty eight successful years Guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experience.

Nos. 44-60 East 23d Street, NEW YORK CITY. CHICAGO. BOSTON.

## JOHN BUDD CO.

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Commercial Bldg., ST. LOUIS



## PAYNE & YOUNG SPECIAL REPRESENTATIVES.

Fifth Avenue Building, NEW YORK.  
750 Marquette Bldg., CHICAGO.

the Cleveland News to go into business.

Joe Drum, late of the New York Telegraph, is now on the Leader's Sunday staff.

Frank C. Smith, Cleveland Leader staff photographer, has resigned and will open a studio of his own. D. E. Cohen, formerly his assistant, will do likewise.

Fred C. Beyer, former city editor of the Cleveland Leader, heads the list of candidates for secretary to School Director-elect Hogen.

Ashley S. Van Duser, one of the veterans of the Cleveland News staff, has resigned to enter private business.

## OLD SHOT WOUND COSTS GOODWIN HIS LEG.

Colonel J. West Goodwin, veteran editor of the Sedalia (Mo.) Bazaar, who has been in a hospital for some weeks, ill from a gunshot wound received during the Civil War, has suffered the amputation of his left leg. Surgeons decided that only an operation could save Colonel Goodwin's life.

## MORE HONOR FOR MACK.

Norman E. Mack, proprietor of the Buffalo Times, has been elected chairman of the commission which will represent New York State at the Panama-Pacific Exposition in San Francisco.

Confidence back of advertising is advertising's biggest asset. The advertiser must have a business of character before he can advertise in the

## NEW YORK MAIL EVENING

Then he is sure of the confidence and support of Evening Mail Readers.

203 Broadway, NEW YORK

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

### PUBLISHERS GO YACHTING.

A meeting of the Pacific Northwest Newspaper Publishers' Association was held last week in the offices of S. A. Perkins, publisher of the Tacoma News and Ledger. The members were entertained at luncheon on board the yacht El Primo.

Those present were Charles A. Morden of the Portland Oregonian; W. H. Cowles, the Spokane Spokesman-Review; C. S. Jackson, the Portland Journal; W. W. Chapin, the Seattle Post-Intelligencer; John L. Wilson, the Seattle Post-Intelligencer; A. R. Fenwick, the Seattle Post-Intelligencer; and S. A. Perkins.

### PACIFIC AD MEN MEET IN PORTLAND.

Advertising men from all sections of the Pacific Coast attended the ninth annual convention of the Pacific Coast Advertising Men's Association in Portland this week. There are twelve clubs in the association, representing about 2,000 members, and the delegates received a royal reception from the Oregonians.

Henry G. Longhurst of San Francisco presided at the meeting. All subjects relating to business were treated in papers and essays. A feature address of the meeting was that of Kenneth Kerr of Seattle on "Advertising Alaska." An added

"One paper in the home is worth a thousand on the highway." —Quotation.

## THE NEW YORK TRIBUNE

the paper that goes to the  
home —Application

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**LARGEST CIRCULATION**  
There are 100,000 homes  
in BALTIMORE.  
The combined circulation of the  
AMERICAN and STAR  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth saving.  
C. GEORGE KROGNES, CHICAGO.  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc., NEW YORK.  
225 Fifth Avenue, NEW YORK.

attraction to the delegates was the Rose Carnival which is at present being held and which allowed them to see Portland at her best.

### FOR OUSTING THE FA ER.

For the abolition of the faker from advertising the Pueblo (Colo.) Commercial Club is advocating the establishment of a board of censors which should pass on the legitimacy of advertising mediums. A committee, consisting of E. V. Ruppel from the manufacturers' bureau, L. F. Cornwell from the retail merchants, E. Brayton from the real estate exchange, J. F. Sprengel from the transportation bureau, and N. W. Calkins from the advertising bureau, all of whom are members of the Ad Club, was appointed to consider the proposition.

### NEW KANSAS CLUB.

The Cherokee, Kan., Press Association has been organized at Columbus with W. B. Lowry of the Columbus Modern Light as president, and Arthur McNey of the Galena Republican secretary.

The members of the organization are W. R. Smith, Columbus Advocate; Philip Keener, the Skammon Miner; George Peterson, Baxter Springs Republican; C. L. Smith, the Baxter Springs News; R. Montford, Galena Times; and Charles Grant.

The publishers will co-operate through this organization to get publicity for the county as well as to advance their own business interests by the exchange of ideas.

### NOTED JOURNALISTS AT CAROLINA MEETING.

The South Carolina Press Association met in annual convention at Spartanburg this week. At the business sessions of the association papers on many phases of newspaper work were read. Notable among the papers was that of Captain William E. Gonzales, editor of the Columbia State, on "Journalistic Ethics." He deplored journalistic demagoguery, and recommended as a means of creating respect for news-

# BOSTON POST

MAY, 1912. AVERAGES

The Daily Post 403,500  
The Sunday Post 336,001

KELLY-SMITH CO., Representatives.  
1 Jackson Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, NEW YORK.  
Boyce Building, CHICAGO.

papers that the editors adopt a code of ethics such as physicians and attorneys are governed by.

Captain Gonzales reviewed the peculiar situation in South Carolina, where, he said, 30,000 men never read the newspapers, but obtained their information by word of mouth from demagogues who taught them to distrust the newspapers.

Charles H. Grasty, publisher of the Baltimore Sun, addressed the meeting and was given an enthusiastic reception. Mr. Grasty's theme was the ability of the American people to govern themselves and the importance of the newspaper as an agent of government.

Other speakers included Lewis W. Parker, who spoke on "The Democratic Doctrine of Tariff for Revenue"; Dr. Joseph F. Siler of the United States Army, James H. Cain of the Asheville Citizen and Ryan McKessick of the Richmond Times-Dispatch.

### OTHER CLUB NOTES.

More than 150 members of the San Francisco Press Club spent a day last week cruising about the bay on board the Caroline as the guests of Captain William G. Leale. The cruise was an annual event. Stops were made at Winehaven, San Quentin and Monticello. In the evening there was a dinner at the Press Club and an impromptu entertainment.

The San Antonio (Tex.) Press Club last week formally opened its new quarters in the Gunter Hotel with a banquet and housewarming.

The Pennsylvania Women's Press Association has chosen delegates and alternates to represent the club at the biennial convention of the General Federation of Women's Clubs, which meets at San Francisco on Tuesday, June 25. They are Mrs. Edward Beecher Finck, president; Mrs. B. H. Buch, Mrs. Etta Haley Osgood, Seattle; and Mrs. Dora Harvey Devin of Philadelphia.

The men who captured the 1913 meeting of the A. A. C. A. for Baltimore were given a welcome home feast last week by the stay-at-

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average Circulation for 1911 - - - 94,724

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## LESLIE'S WEEKLY is read appreciatively by more than 1,000,000

Americans who prefer editorial constructiveness to muckracking destructiveness.

home members of the Baltimore Ad Club on the Roof Garden of the Hotel Emerson. It was a moonlight supper and Mayor Preston was one of those who were at hand to congratulate the victors.

The Seattle Ad Club at its last regular meeting voted to increase the membership limit from 400 to 500. A large waiting list has been on hand for a long time.

R. E. Morgan, recently elected secretary, tended his resignation and was succeeded by A. J. Izzard.

The executive committee of the Minnesota Editorial Association has completed its program for the organization's annual excursion. The editors will assemble in St. Paul Friday, July 12.

The California Press Association closed its annual meeting and outing at Shasta Springs with the election of the following officers: President, Friend W. Richardson, Berkeley Gazette; vice-president, R. C. Harbison; Fresno; treasurer, Duncan McPherson, the Santa Cruz Sentinel; and secretary, Oran A. King.

The Advertising Club was the guest of the Baltimore Press Club Wednesday night at the clubrooms, 412 West Franklin street. There were speeches and music and a buffet supper to celebrate the bringing of the national convention of advertising clubs to Baltimore.

## Use the POST in PITTSBURGH.

So say 24 local automobile dealers and agents in signed letters to the advertising manager at the factory.

### WHY?

Because they have tried and proved it pays.

75,000 possible Automobile Buyers Read the Pittsburgh Sunday Post every Sunday.

For over 70 years the one Democratic paper in its city admitted to have the class circulation of Western Pennsylvania.

EMIL M. SCHOLZ, General Manager.  
Special Representatives:  
CONE, LORENZEN & WOODMAN,  
NEW YORK. CHICAGO.



JUNE 15, 1912.

**A GAIN of 168 Columns**

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**

New York Office, 710 Times Building.

**REPORTING THE CONVENTIONS.**

Continued from Second Page convention. There will be two special daily leased wires in operation from Chicago at all times—one direct to New York and the other a half day leased wire, which to cover the entire country.

Arthur Brisbane, editor of the New York Evening Journal, will be the special representative of the Hearst newspapers and will also keep the clients of the National and International services in close touch with the conventions from his point of view. Mr. Brisbane left New York early this week for the convention city.

**PUBLISHERS PRESS.**

The Publishers Press, of New York, has arranged for a staff of contributors and newspaper men who have spent years in studying and writing on national politics to describe the meeting. These include:

George Griswold Hill, who is Washington correspondent of the New York Tribune and for ten years one of the best known newspaper correspondents and feature writers in the National capital. He is also closely acquainted with both Messrs. Taft and Roosevelt;

Elmer Murphy, well known as a writer on national events; W. G. F. Frier, who has reported several of the great political conventions and will write the picturesque features and sidelights; Margaret Watts DePuyser, who will give a woman's view of the proceedings; Frederick W. Crone, F. Stewart Crawford, William A. Orr, George A. Van Smith, Olin W. Kennedy.

In addition signed statements will be sent from the leading men of the convention, so that every angle of the great political drama will be admirably, graphically and impartially presented readers.

**CELEBRITIES TO WRITE.**

Several men of national fame in politics will attend the conventions

**FIVE MONTHS.**

In five months of 1912 the

**NEW YORK TIMES**

published 3,735,504 lines of advertisements, a gain of 214,000 lines, compared with the corresponding period last year—a greater growth than the combined gains of three other New York morning newspapers ranking with The Times in quality of circulation.

The Sixth City is very ably represented by the stalwart

**CLEVELAND LEADER**

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**THE News Scimitar of MEMPHIS, Tennessee,**

is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

and write their views for the newspapers through various news services and feature concerns. Notable among these will be William Jennings Bryan, who will write for a large list through the Central News Association, of Cleveland; and William Allen White, editor of the Emporia (Kan.) Gazette; Sam Blythe and George Ade, noted humorists. Among the newspaper people on special assignments are George Fitch, J. N. Darling ("Ding"), Minor and H. T. Webster, cartoonists; Clark McAdams, humorist; George Fitch, Edna Ferber, Marguerite Martyn and E. A. Dickson, the latter for the Los Angeles Tribune.

Raleigh C. Smith, special correspondent, J. C. Welliver, John Snure and Theodore Tiller have drawn the National Republican Convention assignment for the Munsey newspapers. James C. White, chief political writer and legislative correspondent of the Boston Journal, will accompany the New England delegation to the convention.

Frederic B. Warren is covering the Republican National Convention for a chain of "insurgent" newspapers, including the Pittsburgh Leader.

One of the first foreign newspaper men to arrive for work is Charles Ostas, who will write for the Paris Eclair and other French papers. Mr. Ostas could not understand why the Republican and Democratic conventions should be held so far apart, and is very much worried about how he is going to get back to Baltimore in time for the opening of the meeting.

**CHICAGO TO BALTIMORE.**

The railroads plan special newspaper trains from Chicago to Baltimore, the trains to leave almost the moment the convention in Chicago adjourns. On one train alone more than 125 correspondents have engaged accommodations. They will be rushed to Baltimore just in time to get in action for the Democratic gathering.

The Press Club of Chicago has

**THE TOLEDO BLADE**

has the FIFTH LARGEST two-cent evening circulation in the United States, regardless of size of city.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

extended an invitation to all visiting newspaper men who will be in attendance at the Republican national convention to make the club their headquarters during their stay in the city. The entire third floor of the building will be turned over to the visiting newspaper men for their exclusive use, as a work-room, and writing material, etc., will be furnished. The whole club will be at their disposal.

**NEWSPAPER MEN LEAD PARTIES.**

A unique characteristic of the two coming conventions of the great political parties of the United States this year is that the national committees of both are headed by newspaper men. Victor Rosewater, editor of the Omaha Bee, has done the active work of arranging for the meeting of the Republican party, and Norman E. Mack, proprietor of the Buffalo Times, holds the office of chairman of the Democratic Committee. Besides Mr. Rosewater there is on the national committee of the Republican party another newspaper man in the person of S. A. Perkins, publisher of Tacoma News and Ledger and daily papers in other parts of the state of Washington.

William Barnes, publisher of the Albany (N. Y.) Journal, is chairman of the New York State Republican Committee, and the leader of the Taft forces in his state. All are destined to play important parts in the work of the convention. There are likewise any number of newspaper men to be found among the delegates of both parties.

As right hand men to Chairman Mack of the Democrats are such men as Josephus Daniels, editor of the Raleigh (N. C.) News and Observer; Tracy Woodson, publisher of the Owensboro (Ky.) Messenger, secretary of the Democratic committee; Anton C. Weiss, publisher of the Duluth News-Tribune; Frank L. Mayes, editor of the Pensacola (Fla.) Journal, and others.

Mr. Rosewater up to the death of Fremont Hill last March was vice-chairman of the committee, but then automatically succeeded to the leadership. Last week his colleagues elected him permanent chairman. He is a close friend of President Taft and a member of the sub-committee on committee arrangements.

William J. Bryan will occupy a seat in the press section of the Republican national convention in Chicago and will write daily articles for morning and afternoon news-

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in exchange for a short time advertising will be accepted at flat rate of

**7200** 7c per inch  
per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia  
All business placed direct.

WRITE FOR INFORMATION.

**THE MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS Chicago

papers. He is also expecting to comment similarly on the Democratic National Convention in Baltimore.

The enterprise is being managed by the Central Press Association of Cleveland, through V. V. McNitt, its general manager, who has closed for the service with the New York World, Chicago Tribune, Philadelphia Bulletin, St. Louis Post-Dispatch, Chicago Journal, Boston Globe, Cleveland Leader, Pittsburgh Post and Sun, Baltimore American, San Francisco Chronicle, Los Angeles Tribune, Seattle Times, Minneapolis Tribune, Cincinnati Enquirer, Buffalo Times, Washington Times, Detroit News, Toledo Blade, Dayton News and Youngstown Telegram.

At the Republican convention Mr. Bryan will write of developments as he sees them at close range. In the Baltimore convention he is destined to play an important part, and will treat matters as a leader of his party. His series begins in all papers on the opening day of the Chicago convention, Tuesday morning, June 18.

The firm of Petrie & Benjamin has sold the Herrington (Kan.) Sun to S. M. Smith of the same town. Walter Benjamin, before becoming owner of the Sun, was for a number of years a member of the staff. The retiring owners have not given out their future plans.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? our correspondence entails no obligation.

**FRANK PRFSBREY COMPANY**

456 Fourth Avenue, NEW YORK

"A Daily Newspaper for the Home"

THE

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and steadily growing.  
Dependable, honest advertising.  
Undoubtedly, the most closely read newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago.

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

*The Puget Sound Country has*

THE HEALTH of a temperate climate.

THE SCENERY of a combined Switzerland and Norway.

THE WEALTH of forest and field, of mine and factory, of rails and sails.

SEATTLE IS ITS PRINCIPAL CITY AND ITS BIGGEST NEWSPAPER IS

THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

THE  
**MILWAUKEE  
NEWS** has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

### BASHAM EXPERIENCED.

Thomas E. Basham, of Louisville, enters on the career of a general agent after a wide experience in advertising work, covering nearly sixteen years. He is well acquainted with advertising from every side, through his work with nearly twenty of Louisville's big business houses.



THOMAS E. BASHAM.

These include the Inter-Southern Life Insurance Company, New Louisville Packing Company, Paul Jones & Co., H. H. Sutton, the Ginseng man, Unit Brick & Tile Company, Louisville Seed Company, W. H. Gillette Manufacturing Company and the Ryan-Hampton Tobacco Company. All of these accounts will be handled through the Basham Company.

## THE BOSTON AMERICAN

*Largest  
Circulation*  
IN NEW ENGLAND  
DAILY AND SUNDAY  
**Over 400,000**

THE **PEORIA  
JOURNAL**

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

ANOTHER NEWSPAPER MAN  
WRITES A BOOK.

Charles Agnew McLean, author of the book "The Main Spring," just issued by Little, Brown & Co., Boston, was formerly engaged in newspaper work in New York. At the age of seventeen he joined the staff of the New York Sun and was later with the Times. He gave up newspaper work to enter the publishing business with Street & Smith and is now in charge of their Popular Magazine. Mr. McLean wrote the first half of "The Main Spring" five years ago, but it was not until this year that he completed it and submitted it under a pen name.

### WESTERN AD MEN'S GOLF.

Members of the Western Advertisers Golfers' Association will compete in their second tournament on June 19. The tournament will be held on the links of the Beverly Country Club and the usual form of play will be followed; a nine-hole qualifying round at medal play, concluded with nine-hole matches in flights of eight.

Prizes will be awarded to members who turn in the low gross and low net scores in the qualifying round and the winner of each flight of the consolation event.

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to

advertise to Southern customers. We are the oldest and largest agency in the South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

### OBITUARY NOTES.

THOMAS E. HANBURY, well known in the South as a newspaper man and advertising agent, died in Atlanta last week. At various times he was connected with the old Richmond (Va.) Dispatch, the Memphis Appeal, Dalton (Ga.) Enterprise, the Rome (Ga.) Tribune and the Cartersville (Ga.) Express.

LESLIE E. SMITH, formerly a baseball writer for the Chicago Evening Post, died of tuberculosis at Las Vegas, N. M., last week.

JOHN DEKAY, at one time owner of the Waukegan (Ill.) Gazette, died recently at Stratford, N. Y.

DAVID H. WILSON, editor of Municipal Facts, of Denver, died a few days ago. Besides having been for many years engaged in active newspaper work, Mr. Wilson was a charter member of the Denver Press Club.

ROBERT ORTMAN, editor-in-chief of the German Correspondent, of Baltimore, is dead of heart failure after an illness of about three weeks. Mr. Ortmann was one of Baltimore's most prominent German-Americans and a noted publisher and journalist. He was born in Germany in 1844 and for a short time after going to America was located in New York. In the 90s he entered the newspaper field in Baltimore as musical critic for the

Largest proved high-class evening circulation.

## The NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

German Correspondent and last July was placed in editorial charge.

HUGH E. KEOUGH, known as "Hek," a sporting writer on the Chicago Tribune, died on Sunday after an illness following an operation for tumor. Mr. Keough was forty-eight years old and had been engaged in newspaper work for thirty-one years. For many years he acted as an official at race tracks in the middle West.

### OLYMPIC TEAM PERFORMS FOR NEWSBOYS.

A benefit athletic meet was given under the auspices of the Newsboys' Home Club of New York and the American Olympic team at American League Park on Wednesday. More than 5,000 enthusiasts turned out to lend their aid to the worthy project involved. Nearly all the members of the Olympic team performed for the handsome prizes donated by the New York newspapers. The meeting was arranged by the Newsboys' Home Club funds committee, of which Sam Booth, circulation manager of the New York Globe, is chairman.

### GERMAN VISITORS FETED.

About 500 sailors from the German squadron were entertained by the staff of Das Morgen Journal, of New York, Sunday evening at the Winter Garden and at the Broadway Theater. This was the first shore leave granted the sailors.

At the Winter Garden a feature of the entertainment was stereoscopic views of the Molke and the other warships, as well as portraits of the princes and officers. At the Broadway Theater they were entertained with the Carnegie-Alaska-Siberia motion pictures. Previous to the theater party the sailors were banqueted at Maennerchor Hall.

### TO HAVE A PAPER AGAIN.

A newspaper will be started at Rhoads, Ia., this month by H. J. Peter. The town has been without a publication for several years past.



## THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## MOVING PICTURE DAILIES NEXT.

Continued from Second Page

Of World Interest. The Most Widely Read Weekly—20,000,000 readers."

This particular issue may show Bonar Law speaking to 100,000 "Loyalists" in Belfast, 6,000 waiters on strike in New York attending a meeting of protest in Carnegie Hall, the young Queen of Spain meeting the infant prince just returning from a sanitarium where he was taken to be treated for deafness.

The capture of the motor car bandits contains all of the thrills of the scarehead story—and many more. Across an open space before the theatre patron's eye lies the garage in which the bandits have taken refuge. Every little while a puff of smoke shoots out of a window or a return shot from the soldiers hidden behind trees and barrels kicks up a shower of plaster from the walls. Then a horse and wagon piled high with hay bales in to sight. Behind its protection soldiers reach the walls of the house. They plant dynamite, light the fuse and hastily scatter. There is a moment's dead pause. Then the explosion comes and the whole side of the house is blown away. Another explosion—and there is nothing left of the lower story. Gendarmes and infantry advance on

## LOS ANGELES

In the Eye of the World.

The TIMES, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions.  
Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

## THE SYRACUSE POST-STANDARD

s steadily increasing its circulation on its merits as a newspaper.

46,805 CIRCULATION  
Daily (Net Paid)  
FOR MAY, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

the run and capture the half-dead desperadoes.

CONTENTS OF ONE ISSUE.

The actual table of contents for a single recent issue of the "animated weekly" was as follows:

New York City. The mother of the Titanic waifs, Lulu and Lolo, greets and identifies them at the White Star offices. Choisy-le-Roi, France. The capture of the Paris motor bandits, Bonnot and Dubois, with the dynamiting of the garage in which they were entrenched. Washington, D. C. The brazen coal miners, the police, the Boy Scouts and the boys from the U. S. hospital ship Solace appear in first aid to the injured drills before the International Red Cross Conference.

Macon, Ga. Miss Mary Seandrett of this city is crowned queen of the Confederate Veterans' reunion, and welcomes the veterans by presenting a Confederate flag to General C. Irving Walker.

St. Ives, England. The City of Cardiff is wrecked on the Cornwall coast and the passengers are saved by the breeches buoy. Henley, England. The annual Oxford and Cambridge eight-oared scull race is rowed in fast time on the Thames, Oxford winning by six lengths.

Principality of Monaco. During the aviation meet at Monaco, Renault in his hydroplane, carrying Pathe's Weekly camera correspondent, races and beats the Duke of Westminster's racing motor boat Ursula.

Chico, Cal. The great Hooker oak, the oldest and largest oak tree in the world, is the inspiration of the annual Fiesta Arborea held in this city.

Los Angeles, Cal. Caleb Bragg wins the five-mile auto race on the motordrome in this city in 3 minutes and 28 seconds, and Ralph de Palma breaks the world's records for ten, fifteen and twenty miles, on the same track.

Already several of the big picture concerns have perfected the organization of a photographic staff of remarkable efficiency. Expert photographers are stationed in more than a score of large American cities, each city being the focal point for a wide territory. A managing editor at the home office assigns these men by telegraph to cover disasters, conventions and, in fact, all of the news that has a pictorial side. Foreign camera correspondents are stationed all over the world to cover world events and rush the films to America.

Arrangements are made with foreign moving picture manufacturers, just as the Associated Press in the United States makes alliances with

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bldg., New York, Tribune Bldg., Chi.  
Frisco Building, ST. LOUIS.

## THE DEMOCRAT Nashville, Tenn.

carries more local advertising than any other Nashville newspaper.  
The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

the Canadian Press Association or some European Agency.

ADVERTISING SOLICITED.

Already the moving picture "weekly" is carrying advertising—both local and national business. The daily film picture paper with its supplementary written information by bulletin, will go after advertising on an even larger scale. Thereby it becomes an active competitor of the daily newspapers and possesses a staff and organization of marked excellence with which to make this competition dangerous.

Just how this competition is to be met is a matter causing some concern in publishing circles and is a subject sure to command attention before and during the next annual meeting of the A. N. P. A. and the Associated Press.

## PAPER VENDING MACHINE.

With a capital of \$50,000 the Dupont Automatic Machine Company, of Nashville, has filed articles of incorporation with the secretary of the state of Tennessee. The company will engage in the manufacture and sale of a recently patented newspaper vending machine. The incorporators of the company are L. H. Dupont, S. T. Johnson, T. A. Killman, R. K. Bratton, J. H. Murphy and J. H. Laurent.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntags Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
102 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Let us know what you have to advertise. We will tell you where there is a market for you in Cuba. If "Yes" we will accept your advertisement for the HAVANA POST  
Cuba's only English Daily, and if "no" we will refuse it. We accept no advertisement unless we know it will pay the advertiser. All inquiries cheerfully answered.

## OKLAHOMA MEN CLOSE THEIR ANNUAL MEETING.

Bartlesville won the contest for the next meeting place of the Oklahoma State Press Association at the annual convention in Hyde Park. Elk City was the only other contestant and after the votes were counted Bartlesville had a bare majority.

George A. Smith of the Chandler Tribune was elected president by a unanimous vote and other officers elected by acclamation as follows: Vice-president, A. L. Kates, the Claremore Progress; Mrs. Lucy Eastman; J. B. Campbell, the Waukomis Hornet; secretary-treasurer, E. S. Bronson, the Thomas Tribune; and national committeeman Colonel Walter Ferguson, the Cherokee Republican.

The editors' home, to be located in Medicine Park, is practically assured, according to members of the association. More than \$7,500 was contributed in advertising contracts, which are to be put into money later on.

## NOW AN OWNER.

The Kanopolis (Kan.) Journal has been purchased by W. S. Baxter of Ellsworth, who has assumed personal charge of the business. For many years Mr. Baxter has been engaged in newspaper work in Kansas and Missouri.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB  
by Linotype Machines with exclusive use of  
MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M&E  
Registered.

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK CHICAGO  
BROOKLYN KANSAS CITY BALTIMORE  
DENVER

Trade Mark

M&E  
Registered

IN  
Automobile Advertising  
THE  
**MINNEAPOLIS**  
**TRIBUNE**

HAS ALWAYS LED IN MINNEAPOLIS

LINES OF AUTOMOBILE ADVERTISING:

*FOR YEAR 1909*

TRIBUNE . . . . .	223,342
Nearest competitor . . . . .	197,122
TRIBUNE LEAD . . . . .	<u>26,220</u>

*FOR YEAR 1910*

TRIBUNE . . . . .	389,337
Nearest competitor . . . . .	349,891
TRIBUNE LEAD . . . . .	<u>39,446</u>

*FOR YEAR 1911*

TRIBUNE . . . . .	427,462
Nearest competitor . . . . .	378,448
TRIBUNE LEAD . . . . .	<u>49,014</u>

*FOR FOUR MONTHS OF 1912*

TRIBUNE . . . . .	172,747
Nearest competitor . . . . .	161,186
TRIBUNE LEAD . . . . .	<u>11,561</u>

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.

J. C. WILBERDING,  
225 Fifth Avenue, NEW YORK.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

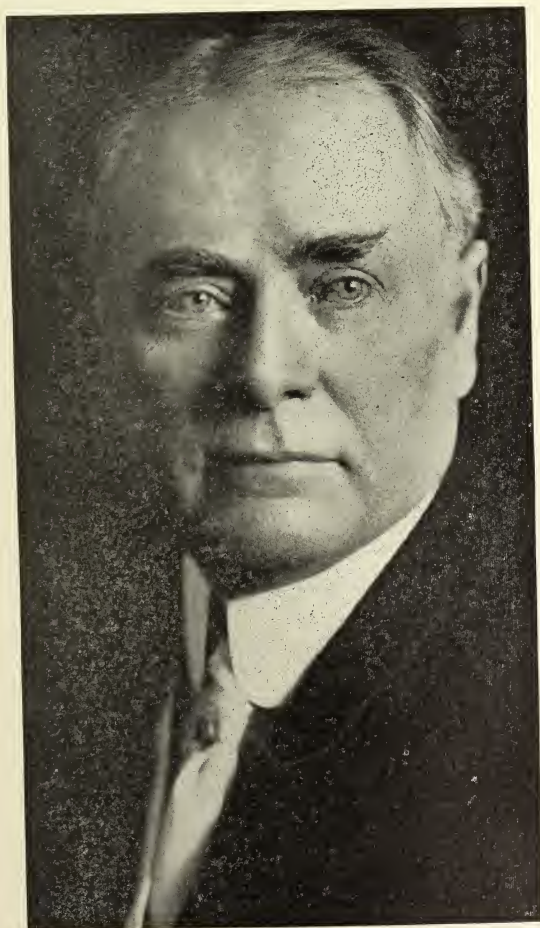
No. 956

NEW YORK, SATURDAY, JUNE 22, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



NORMAN E. MACK,  
PROPRIETOR OF THE BUFFALO TIMES AND CHAIRMAN OF THE  
DEMOCRATIC NATIONAL COMMITTEE.

# FLASHING CONVENTION NEWS TO THE WORLD

## WORK IN CHICAGO DURING THE PAST WEEK SURPASSED ALL FORMER RECORDS.

More active newspaper men gathered in Chicago this week to report the Republican National Convention than were ever assembled in one city in the history of the country.

It is roughly estimated that there were more than 1,200 visiting newspaper men with pads and pencils eager on the job of turning out copy.

Victor Rosewater, editor of the Omaha Bee, presided over the deliberations of the National Committee when things were shaping for the making or breaking of candidates' hopes. Colonel Harry S. New, who headed the committee in arranging for convention, is an old newspaper man. Warren C. Harding of Ohio is a newspaper man. William Barnes, Taft's leader in New York State, is publisher of the Albany Journal.

Sitting in the convention as delegates were William Berri, of Brooklyn, one of the New York big four; Crawford Hill of Denver, George D. Perkins of Sioux City, one of the Iowa delegates at large; Stanley Washburn of Minneapolis, S.D. Perkins, of Washington state, and others of prominence, who have been or are in the newspaper game.

Frank A. Munsey wrote the Roosevelt platform.

The shot made famous years ago because it was here, composed of the world was a slow traveler compared with the slightest whisper of importance made in Chicago.

For the intricate machinery which grinds out the happenings of the world to the public was keyed to a nicety by the men whose business it is to hold their fingers upon the pulse of the nation. The newspaper stage in Chicago was set in such a manner that within a brief forty or fifty seconds following an occurrence of importance nearly every newspaper in the United States was aware of the fact.

The 1,200 representatives of the press gathered for the specific purpose of getting the news to their respective localities, and five news bodies operated exclusively for the distribution of the happenings of the world, together with a host of smaller services.

The Associated Press and the United Press had private telegraph wires and instruments placed just behind the speakers on the platform.

New York, San Francisco, New Orleans and Vancouver newspapers, as well as all points between, received a steady stream of information less than sixty seconds old, and all at practically the same moment.

Hundreds of newspapers sent their own representatives, but room for less than half of their number was provided in the Coliseum. The Associated Press, under the personal direction of Melville E. Stone, general manager, arranged to sup-

ply its members with every detail of the convention, and hundreds of pounds of speeches prepared in advance were sent to the various newspapers to await the "release flash" to turn them into print.

From New York and other coast points the news was sent to Europe, where such agencies as the Nippon Dempo Tsushin Sha of Japan, the Australia-Asian Association of Australia, the Exchange Telegraph Company of London, and several other bureaus distributed it over the greater part of Europe and Asia.

The "traffic" of bulletins was arranged with detail similar to that used in railroad operating. From the speakers' platform the wires lead East, West, South and North, and hundreds of "relay" points were established.

Several innovations at the relay points were made, chief among them being the "visible typewriter," the operator of which takes down the story as it comes over the wire, while just back and to one side of him sits a telegraph dispatcher who reads the copy in the machine as it is written and transmits it off on the branch telegraph lines. The elimination of every possible second was accomplished and the public received the news with more rapidity than at any other time in the history of newspaper making.

Behind the scenes at the Coliseum there were many contrivances to hasten the news to the waiting public and under the big platform were several news offices, which were used by convention reporters. Here the overflow copy and the less active details of the proceedings were weeded out and sent to the newspapers with less haste. Pneumatic tubes for distributing news bulletins to the Chicago newspaper offices were installed.

A Chicago edition of the Boston Christian Science Monitor was published during the convention. A temporary plant was installed by the Monitor at 1413 Michigan avenue. The edition was in charge of Alexander Dodds, managing editor of the Monitor, who brought part of his editorial staff from Boston.

The publication of the Monitor in Chicago was for the purpose of enabling visitors from all parts of the country to become acquainted with the Monitor and is not admitted to be the forerunner of a permanent Chicago edition.

## ALL SHIFT TO BALTIMORE NEXT WEEK.

The scene shifts next Tuesday to the Democratic National convention in Baltimore, with all its newspaper players. The leading men will change, however, Chairman Rose-

water being succeeded by Norman E. Mack, editor of the Buffalo Times, and his chief assistants will include such well known journalists as Josephus Daniels, editor of the Raleigh (N. C.) News and Observer; Urey Woodson, publisher of the Owensboro (Ky.) Messenger, secretary of the Democratic committee; Anton C. Weiss, publisher of the Duluth News-Tribune; Frank L. Mayes, editor of the Pensacola (Fla.) Journal, and others.

For the Baltimore meeting Josephus Daniels of the Raleigh News and Observer is in charge of the press arrangements, working in conjunction with the Washington correspondents and the National Press Club. He declares that all members of the press entitled to representation will be well taken care of.

"Seats have been provided," he said, "for 430 men who represent the large dailies. Their seats have been so arranged that they can leave the hall without confusion and reach the telegraph and telephone offices located under the platform. In addition, tiers of seats have been provided for the editors of the smaller dailies, the weeklies and the magazines."

Mr. Daniels said that applications by the hundreds have been filed by the newspapers from all over the country for badges of admission and that his committee will meet shortly and decide on the number of admissions to be given each paper.

"As a new thing and an improvement, we think," he explained, "each badge will have on it the name of the newspaper which the man represents, so that in the event anyone in the hall wants to talk with a certain man he can locate him without trouble."

Applications for seats in the press stand at the Democratic convention are pouring into the headquarters from every part of the world. Mr. Daniels has received requests from men in London and Berlin, who desire to come on to report the proceedings of the convention.

In all over 500 newspaper men will be at the convention and the stories written at the desks at the armory will be read in every part of the civilized world the next day.

Arrangements have been made at the armory for both the Western Union and the Postal Telegraph Company and over 100 telegraph operators will be at their keys in the back room of the armory all during the convention. From the tickers on their desks they can quickly reach any country in the world.

Beginning Monday the New York Times will run a special train daily on the Pennsylvania Railroad to Baltimore in order to deliver early in the morning during convention week a later edition than would be possible by regular train service.

By means of this special train copies of the Times city edition will be on sale in Trenton, Philadelphia, Wilmington and Washington.

W. A. Pittenger has sold the Dennison (O.) Paragraph to G. C. Haverstack, formerly business manager of the Daily Independent.

# THE MEN WHO DID THE WORK.

## SOME OF THOSE TO WHOM CREDIT FOR CHICAGO STORY IS DUE.

Melville E. Stone, general manager of the Associated Press, was director in chief of his forces. He was accompanied by C. E. Kloeber, general efficiency man from New York headquarters. Jackson S. Elliott, chief of staff at Washington, brought out a carload of reporters. The entire Associated Press staff consisted of Robert T. Small, J. P. Gavit, Chris H. Hagerty, Grafton D. Wilcox, T. F. Dawson, W. D. Harder, W. A. Crawford, E. R. Startwell, George M. Cook, C. G. Marshall, Edward Schuler, Harry Hatton, George Wharton, Bert St. Clair, T. W. Steep and E. Stoyer.

The United Press was directly in charge of R. W. Howard, general manager, with H. N. Rickes, general manager of the Scripps organization. The staff included John E. Nevin, Perry Arnold, the Washington manager; Stephen Early and B. P. Geddes, also of the Washington staff, and Earl Martin, editor of the Cleveland Press.

Gilson Gardner, N. D. Cochran, Clarence C. Lyons, L. B. Rucker, Alfred Segal, B. F. Gurley, J. H. LeBlonde, Eugene MacLean, Howard Mann, John H. Perry, Oliver Newman, Blaine McGrath, Ernest Stout, Jacob Waldeck, and J. J. Raffles, Claude Irons and Roscoe Johnson.

The Publishers' Press staff was composed of George Griswold Hill, Elmer Murphy, W. C. Price, Margaret Weiss De Peyster, Frederick V. Cronk, F. Stewart Crawford, William A. Orr, George A. Van Smith and Olin W. Kennedy.

The National and International News Associations' work was in charge of M. Koenigsberg of New York, assisted by a corps of seventeen men and Denis L. Pratt, who was in charge of the wire reports.

The Central Press Association and Virgil V. McNitt, of Cleveland, had William Jennings Bryan writing on the convention for the New York World, Chicago Tribune, Philadelphia Bulletin, St. Louis Post-Dispatch, Chicago Journal, Boston Globe, Cleveland Leader, Pittsburgh Post and Sun, Baltimore American, San Francisco Chronicle, Los Angeles Tribune, Seattle Times, Minneapolis Tribune, Cincinnati Enquirer, Buffalo Times, Washington Times, Detroit News, Toledo Blade, Dayton News and Youngstown Telegram.

Other celebrities who contributed their individual views of the meeting to the newspapers in word and picture included William Allen White, editor of the Emporia (Kan.) Gazette; Sam Blythe and George Ade, noted humorists.

## INDIVIDUAL NEWSPAPERS.

Edward G. Riggs headed the New York Sun staff. He had with him Joseph L. McEntee and Lawrence Hills, together with John E. Monk, of the Sun's Washington Bureau, and Oscar Caesar, artist.

Ralph and Joseph Pulitzer and  
Continued on Twenty third Page



## CENTRAL AD CLUBS MEETING.

### EMERY IS NEW PRESIDENT AND CINCINNATI NEXT MEETING PLACE.

The city of Toledo last Thursday and Friday was turned over to 400 advertising men from Indiana, Michigan, Illinois, Wisconsin and Ohio, representing the Central Division of the Associated Advertising Clubs of America. The occasion was the fourth annual meeting of the division.

The meeting was a success in every sense of the word and Toledo proved a royal host and entertainer. W. R. Emery of Chicago, Western representative of Everybody's Magazine, was elected president, and Cincinnati won the 1913 meeting. Lewis H. Clement of the National Piano Manufacturers' Association, Toledo, was elected vice-president, Bert Alexander of Cincinnati is the second vice-president, J. A. Townsend, Chicago, secretary, and H. Glenn Stibbs, Dayton, O., treasurer. "Facts in advertising" was the keynote of the convention.

C. R. Trowbridge, South Bend, Ind.; A. R. Wellington, Milwaukee; Paul Steketee, Grand Rapids, and Harry W. Dragoo of Indianapolis were named members of the executive committee.

H. N. Casson of New York in his address declared that facts were of necessity the fundamental basis of all worthy advertising, and urged that the convention adopt "facts" as the basis of its new code.

Speakers of national prominence provided the program for the banquet at the Secor Hotel Friday evening. John Barrett, director general of the Pan-American Union, spoke on the possibilities of trade with the republics of Central and South America. Samuel C. Dobbs of Atlanta, former president of the A. A. C. of A., declared for efficiency in the profession of advertising. M. W. Mix of Mishawaka, Ind., president of the National Association of Manufacturers, gave a splendid address, and W. B. Geroe of Toledo furnished the major portion of the humor of the evening's oratory. Frank L. Mulholland of Toledo was toastmaster.

The reputation of the men who delivered the addresses at the business sessions of the convention, the subjects of their talks and their presentation made these sessions most effective. The program included:

H. Walton Heegstra, Chicago, "The Merchant and Lost Advertising Opportunities."

Herbert N. Casson, New York, "The Advertisement as an Investment." A. M. Cander, Milwaukee, advertising manager for the National Enameling and Stamping Company, "Does House Organ Advertising Pay?"

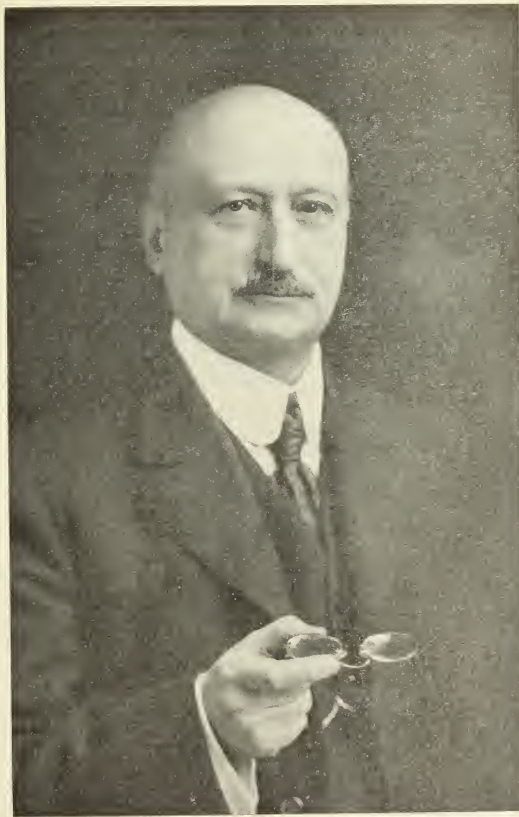
C. B. Hamilton, Grand Rapids, advertising manager of the Berkey & Gay Company, "The Common Interest of Manufacturer and Retailer."

C. L. Watson, Cincinnati, advertising manager of the Red Cross Shoe Company, "Advertising from the Standpoint of the New Psychology."

Andrew Ross, Battle Creek, vice-president and sales manager of the Kellogg's Toasted Corn Flake Company, "A Square Deal in Merchandising."

G. W. Bennett, Toledo, general and sales manager of the Willys-Overland Company, "The Completed Sale."

All the addresses were followed



NATHAN FRANK,

PROPRIETOR OF THE ST. LOUIS STAR.

By Courtesy of the St. Louis Mirror.

by thorough and lively discussions of the topics.

Though small in numbers the Toledo Ad Club set a fine mark by the entertainment of delegates to the convention. Much time was found for pleasure between the business sessions. This included on Thursday a ride by trolley through the historic Maumee Valley, followed by a lunch at one of Toledo's beautiful parks, and in the evening a moonlight ride on Lake Erie, all as the guests of John N. Willys of the Willys-Overland Automobile Company. Friday more entertainment of a like character was enjoyed.

Many souvenirs were passed out by the local ad club at the meetings, including fountain pens, cigar cases filled with cigars, boxes of matches in a leather case to accompany them, flowers at the banquet and the Ad-Man's Annual. The Annual is a large book, handsomely printed and bound, containing the history of each club in the division with portraits of the officers, also all of

making a permanent record. Another important feature was the speeches of the convention, publication each afternoon during the convention of special extras by the Toledo Blade, containing several pages devoted entirely to the affairs of the convention and elaborately illustrated.

Business men of Toledo took up the spirit of the ad men and gayly decorated their windows with welcome banners.

### KNIFE WAS HIS ANSWER.

Ben G. Kendall, a reporter for the Louisville (Ky.) Herald, has had a warrant sworn out for Ed Thompson charging that he drew a knife and threatened him.

### PARTNERS IN PUBLICATION.

Oliver C. Hulse of Sodas and R. J. Kelsey of Buffalo have purchased the control of the Honeyoye Falls (N. Y.) Times. For several years past Mr. Hulse has been associated with his father in the Sodas Alliance.

## NEWSPAPER MAN ONE OF ST. LOUIS' LEADERS.

In St. Louis for the last forty years Nathan Frank has been in the foreground as an all around citizen. Mr. Frank is best known to the newspaper world as the founder and the present proprietor of the St. Louis Star, but in the profession of law he is known as a foremost barrister, and in the field of politics one of the strongest Republican leaders.

Mr. Frank is a native of Peoria, Ill., but since he was fifteen years old has resided in St. Louis. He graduated from Washington University and from the Harvard law school, being admitted to the Missouri bar in 1874. From the very outset he became a leader in his profession and to his tact is credited much of the success of the Louisiana Purchase Exposition in getting its \$10,000,000 contribution from the Government. He was also chairman of the state executive committee at the time of McKinley's first nomination and prior to that served two terms in Congress.

He first entered the field of journalism in 1891 with the old Star-Sayings, which has gone through many changes and ownerships since, but has again found its way back to its original owner within the past few months, and now bids fair to regain its old time prestige.

Mr. Frank now is personally in charge of the Star, but also retains his law practice, the scope of which extends to several different cities. He is a bachelor and in his home on Westminster Place has a collection of legal books and documents, rare books and literature that he considers priceless.

## WILMINGTON MEN TO START NEW READING DAILY.

A new independent morning paper will be started in Reading, Pa., about September 1 by the Reading News Company, chartered with a capital of \$100,000. The project is backed solely by Gilbert S. Jones, now treasurer and manager of the Wilmington (Del.) Evening Journal, and two Wilmington associates, who recently sold interests they held in the Wilmington Journal.

Mr. Jones has resigned his present position, effective July 15, and he is now engaged in organizing the different departments of the Reading paper.

### NEW COMPANY FORMED.

A new company has been formed to conduct the Fort Russell (Wyo.) News. The paper will be issued from the office of the Cheyenne Printing Company, the proprietors of which are interested in the publication. H. M. Bunce is the editor. The News made its first appearance about a year and a half ago.

### IN ARGENTINE SENATE.

The Argentine Republic Senate Thursday unanimously approved the election of Dr. Adolfo Davila, chief editor of the Prensa, as Senator of the province of Rioja.

## PRESERVATION OF NEWSPAPERS.

### PUBLISHERS AND LIBRARIANS PLANNING TO PREVENT OXIDIZATION.

A committee of librarians which has been considering the question of the deterioration of newspaper paper met last Friday in the Montague Branch of the Brooklyn Public Library and discussed with several publishers what could be done to preserve the newspapers now in the files and to insure the preservation of those now being printed.

The committee is made up of Frank P. Hill, librarian of the Brooklyn Public Library; Horace G. Wadlin of the Boston Public Library, and Cedric Chivers of the Chivers Bookbinding Company of Brooklyn.

The discussion revolved around the question of the use of a chemical solution to preserve the papers. Mr. Chivers has been making experiments with a solution known as cellit, or celestrom. He found that news-print paper treated with it lost brittleness and received at least fifty years' renewed life.

Present-day newspapers, Mr. Chivers found, decayed more quickly than those printed before the sulphide process was introduced in paper making. Paper in which a high percentage of rags was used showed more preservative qualities. The discussion narrowed down to the practical grade of newspapers using a fine grade of paper for file copies and for the use of libraries.

Mr. Chivers suggested that papers for filing be bound as quickly as possible and the edges dipped in the cellit, for he said oxidization always began at the edges. For the preservation of papers entirely the cost would be prohibitive, he said, for it would cost \$25 to preserve one entire copy of a Sunday edition.

F. D. Caruthers, assistant business manager of the World, thought at first that the printing of some copies on good-grade paper was impracticable, but after discussing the matter with Herbert F. Gunnison, business manager of the Brooklyn Eagle, he thought it could be done in all editions except the Sunday paper.

The expense of a good-grade rag paper was a stumbling block, but Mr. Hill read this from a report by Arthur D. Little, chemist of the American Paper and Pulp Publishers' Association:

"Sulphite and soda fibre, if thoroughly well cooked and carefully bleached, are probably nearly, and perhaps quite, as permanent as rag stock."

So it was decided to write to Mr. Little and find out what the price of such a paper, as compared to rag paper, would be, and whether it was practicable for the use for which it was intended. The committee will hold another meeting in the fall.

Publishers interested in the preservation of newspaper files are asked to communicate with Frank P. Hill, Brooklyn Public Library, Brooklyn, N. Y.

## RUMOR HAS HEARST FOR PRESIDENT.

Out of the crop of rumors as to the plans of the New York Democratic delegation to Baltimore sprang one which set forth that Democratic leaders are to come out for William R. Hearst for president, and another has him for vice-president, with Governor Harmon of Ohio for President.

An incident to the alleged compact is that Brisbane is to run for Congress this fall. But this is all according to rumor.

John C. Sheehan, formerly leader of Tammany Hall, said that he thought William R. Hearst would be the strongest man the Democrats could nominate for President. Mr. Sheehan gave out a statement, saying among other things:

"Mr. Hearst is progressive and aggressive. He has a faculty for organization and for presenting the issues so that every man can know where he stands. Men have accused Mr. Hearst of many things, but he has never been accused of breaking his word, deceiving the people or of seeking his own advantage at the expense of others."

"Nobody has ever questioned his ability. All that he has in brains and cash is at the service of the American people. He is a born leader. Like every positive man, he has enemies, but I believe that they would prove a strong factor in making for the success of the Democratic party if Mr. Hearst should be its candidate."

## STRATFORD'S ONLY PAPER.

Louis E. Peck of Stratford, Conn., expects to have his new paper, the Stratford Times, out by July 5. At first the paper will be issued weekly and then changed to a semi-weekly. The Times will be almost entirely of a local nature, and Mr. Peck states advertising and subscriptions are coming along very satisfactorily. The Times will be Stratford's only newspaper, and a stock company may be formed after it is out.

## FOR SIGNED EDITORIALS.

All political editorials appearing in Minnesota newspapers during campaigns must bear the signature of the author in the future, if an amendment to the corrupt practices act adopted by the lower house this week carries through the Senate. The amendment was offered by Representative Robinson of St. Charles.

## CHANGE FOR SOMARINDYCK.

George A. Somarindyck, for some time past business manager of the Newark (N. J.) Star, has gone to Scranton, Pa., where he is now connected with the Truth.

Mr. Somarindyck has purchased a substantial interest in the Truth and enters actively upon its supervision.

## ILLINOIS PAPER TO BUILD.

The Lincoln (Ill.) Courier has completed arrangements for the building of a modern newspaper plant on the site of the old building. The new building will be completed this summer.

## AMERICAN PAPERS BLAMED FOR BAD LANGUAGE.

Thomas Hardy of London, in acknowledging the gold medal of the Royal Society of Literature, presented to him by Henry Newbolt and W. B. Yeats, for the society, on the occasion of his seventy-second birthday, made a plea for pure English and deplored the "appalling increase of slipshod writing."

Mr. Hardy said he feared that the vast increase of hurried descriptive reporting for newspapers was largely responsible for this in England, adding:

"Then the increasing influx of American journals, fearfully and wonderfully worded, helps on the indifference to literary form. Their influence has been strongly apparent of late years in our English newspapers, where one often now meets headlines in staring capitals, more phrases of language, often incomprehensible at a single glance."

Every kind of reward, prize or grant therefore, which urges omnivorous readers and incipient writers toward appreciating the splendors of English and a desire for producing such for themselves, is of immense value."

## SERIES NOW EVEN.

The J. Walter Thompson's Co's New York office baseball team evened up the series of games now being played with the Presbrey Company by defeating the latter aggregation at Jasper Oval last Saturday by the score of 8 to 5. The deciding game will be played at American League Park on a future date.

The feature of the game was the playing of John Bauman of the Presbrey team, who staggered through the afternoon's pastime with only seven errors marked up against him. All present vowed to a man that John had missed his vocation.

Mr. Thompson of LaCost & Maxwell, probably thought that his health was impaired to such an extent that he could well afford to take a chance and umpire. Mr. Thompson says that he tries everything once.

## MERGER OF CONCRETE JOURNALS.

A consolidation of Cement Age, of New York, and Concrete, of Detroit, two monthly papers in the cement and concrete field, has been effected.

A third paper, Concrete Engineering, of Cleveland, was combined with Cement Age not long ago, so that the merger really includes three publications. The first issue of the new periodical, which will be known as Concrete-Cement Age, will appear in July. A new corporation capitalized at \$150,000 will be formed.

## WESTERN FARMER SOLD.

The Southwestern Farmer, of Houston, Texas, has been purchased by Colonel Holland, of Holland's Magazine and Farm and Ranch, Dallas, and will probably be run in conjunction with the latter publication.

## JOURNALISTIC GRADUATES FROM MISSOURI.

Nine men and one woman were graduated with the degree of Bachelor of Science in Journalism from the School of Journalism of the University of Missouri this week. This is the first four-year class graduated from any school of journalism. The graduates are: B. O. Brown, Denton, Tex.; Edward Robert Ashley Felgate, Shanghai, China; Henry Hubbard Kinyon, Clinton, Mo.; Fred Melvin Harrison, Gallatin, Mo.; Miss Florence Jessie LaTurno, St. Louis; Lyndon Burke Phifer, Rich Hill, Mo.; Walter Campbell Stemmons, Carthage, Mo.; Ernest McClary Todd, Columbia, Mo.; Earle Barton Trullinger, Maryville, Mo.; Hin Wong, Canton, China.

All the graduates have been given positions with newspapers.

## PARISIAN LIBEL SUIT.

Mme. Steinheil, who three years ago was tried for the murder of her husband and stepmother and acquitted, again appears in the role of a persecuted woman. She has brought suit against the newspaper Le Journal of Paris, which has been publishing what was alleged to be Mme. Steinheil's memoirs.

Le Journal contracted with Mme. Steinheil for her memoirs, but now she alleges that it has printed only misleading extracts from what she had written, accompanying those extracts with its own explanations and comments which left the decided impression on the mind of the reader that the newspaper discredited Mme. Steinheil's statements and believed her guilty. She asks for \$20,000 damages.

## NEW ILLINOIS OFFICERS.

The Southern Illinois Editorial Association at its meeting in East St. Louis elected the following officers: President, John Galbraith, Carbondale Free Press; vice-president, E. H. Childress, Fairfield Press; secretary, S. P. Preston, Gillespie News; treasurer, B. W. Jarvis, Troy Call; executive committee, L. C. Helm, chairman, Marine Telegram; Ira Lakin, Vandalia Union; Fred M. Rolenz, Murphysboro; A. J. Mollman, Millstadt Enterprise; A. L. Bowling, Equality Independent; Hal W. Trovillion, the Herrin News; H. H. Bailey, Altamont News; E. H. Childress, Fairfield Press; E. S. Clayton, Martinville Planet; John Camp, Staunton Star-Times; and Harry Frier, Benton Republican.

## NOW THE STATE JOURNAL.

The Frankfort (Ky.) News-Journal with Thursday's issue changed its name to the State Journal. A new corporation called the State Journal Company, with capital stock of \$100,000, succeeds the Frankfort Printing Company as publisher of the paper. Graham Vreeland is the editor and president of the company, and J. L. Newman is secretary. M. L. Staadecker, formerly city editor of the Louisville Courier-Journal, is managing editor. The paper is the only daily published in the state capital. It is issued mornings.



# THE NEWSPAPER OF THE DAY.

FOUNDER OF LATEST SCHOOL OF JOURNALISM TELLS OF HIS IDEALS.

Dr. Max Pam, who recently founded the school of journalism at the University of Notre Dame, at that institution's commencement exercises spoke on the topic "The Modern Newspaper." He outlined what he considered to be the essentials of good journalism and the value of training for the career of a professional newspaper man. He said in part:

"A newspaper is essentially and fundamentally a commercial enterprise, but it is unique in this that it is the only commercial enterprise with the power to control the thought and action of the people among whom it circulates.

"The man who buys a newspaper is purchasing news and editorial opinion, but he is not in a position to place a true value upon what he is getting. It may be garbled news, and the editorial opinions may be anything but warranted by the facts in the case.

"There is thus always a possibility that a newspaper may capitalize its patriotism and misuse its powers; but it is greatly to the credit of the American press that there have been few examples of newspaper recency.

"Our papers are still surrounded with the halo of popular confidence, and there is a general belief that anything that appears in their columns is necessarily true. This may be due to the fact that they have followed the people rather than led; have reflected their thoughts and sentiments rather than manufactured thoughts and sentiments on their own account.

"The people at the same time have exercised and will continue to exercise a wholesome check upon any tendency to stray from high ideals and to have the more successful papers, even from the standpoint of financial profit, have been those which have consistently been faithful to the public interests.

"There have been instances here and there in which newspapers have acquired a transient popularity in spite of the fact they departed from the best traditions of the profession and violated its ethics, but their temporary success in every instance has been followed by the inevitable reaction and popular disfavor, which in the newspaper would mean a rapidly declining influence and ultimate disaster.

"And thus it comes about that though the modern newspaper is at bottom a financial venture it must be true to its altruistic and patriotic profession or incur the penalties attached to recency and faithlessness to high ideals.

## ESSENTIAL QUALITIES.

"As I conceive it, the essentials of good journalism are independence, courage, devotion to truth, a sense of justice, a high order of patriotism and a lively sense of its responsibilities. A newspaper is a trustee having in its charge the confidence, the faith and virtue of the people whom it seeks to reach and influence.

"We must recognize that a newspaper who have the shortcomings of the average human being. We will have the ideal newspaper when we have the ideal man, but this does not prevent our striving toward it.

"The newspaper of the future that will exert the most beneficent influence and possess the greatest power is the one that will have a staff of journalists whose lives and utterances will be characterized by conscience, by a high sense of duty, by sympathy with those who are honestly struggling with untoward conditions, by that charity which hesitates to destroy reputation and honor, by tolerance for the convictions and opinions of others, by the courage to stand alone if necessary in the defence of principle and the vindication of truth, by righteousness, by that religious and reverent spirit which is ever mindful of that which is higher than any man made, whence comes the highest form of justice, the immutable, unchanging principles of right and wrong.

"With these virtues and principles animating the minds and hearts of those who control it and are responsible for its utterances, the modern newspaper in the



LEON M. GREEN

homes of the nation will be what it was ever destined to be, a real teacher, imparting sound views, shielding virtue, exposing vice, promoting the highest forms of civic patriotism, winning respect and confidence and making for all that is best and most enduring in the life of the individual as well as of the State.

"There is a general feeling nowadays that a newspaper should exclude religious subjects. I do not see any good reason why the newspaper should not bring into the home religious teachings and religious precepts.

"I would like to see in every issue of a newspaper a special column devoted to religious subjects.

"Is there anything sweeter, anything nobler than the charity, sympathy and tenderness which religion inspires in the human breast for the unfortunate, the wayward and the weak? What higher function can journalism perform?

"To have the right kind of journalism we must have the right kind of journalists."

Dr. Pam is a lawyer well known in New York and Chicago. Recently he gave \$25,000 to the Catholic University in Washington, D. C. Last May he endowed the school of journalism at Notre Dame and plans are now being arranged to have it open in September.

## JAPANESE EDITORS MEET.

Japanese editors of the Pacific coast held their fourth annual meeting in Portland June 11-13. There are fifteen daily Japanese newspapers and twenty-five magazines published on the coast, and representatives from all of them attended the meeting. The newspaper men discussed business conditions and exchanged ideas, with a view to closer co-operation in their work. A committee of local Japanese received the visitors and entertained them during their visit. It was the first time that the meeting was held in Portland.

## SPECIAL AGENCY CHANGE.

The Mobile Item (foreign representation)—the John Budd Company to Albert H. Hanson, traveling representative.

## GIVES UP WORKING.

Edward Kysella, foreman of the Stockton (Kan.) Review, in partnership with M. Myers of Smith Center has purchased the Wakefield Pointer from J. N. Squires

## UNIVERSAL PAPER TAX TURNED DOWN.

The House Ways and Means Committee has refused to accede to the repeal of the Canadian reciprocity act of \$2 a ton on print paper.

The report of the committee declared that the amendment repealing the Canadian reciprocity pact was a "political subterfuge designed to defeat passage of the bill."

Paper making is one of the phenomenal industries of America, with an increase in the value of the annual production from \$57,366,000 in 1880 and \$78,937,000 in 1890, to \$327,000,000 in 1911.

Production has more than quadrupled in twenty-two years, has increased seventy-four per cent. in eight years, and now the annual output of the pulp and paper mills exceeds in value the sum of the internal revenue receipts of the United States Government and equals three times the world's production of gold in the year.

About one-fifth of this vast product has been supplied by New York State.

Chief among the consumers of paper are the newspapers, some 25,000 of them throughout the land, and chief among these in their demands upon the paper mills are the daily newspapers of New York City.

The newspapers use in the year about 1,300,000 tons of newsprint paper out of the total annual output of 4,800,000 tons of paper of all kinds, and about one-fifth of all the news print paper is used in New York City. To make this much paper requires the clearing of forests covering an area equal to that of the borough of Queens.

## VETERAN TO RETIRE.

John B. Stoll, for many years publisher of the South Bend (Ind.) Times, has decided to give up newspaper work after a service of forty-six years. He will write a political history of Indiana for an Indianapolis publishing house. Mr. Stoll sold the Times last September, but has since retained the position of editor.

## RETURNS TO EDITORIALS.

Leon M. Green, who recently became editor-in-chief of the Anderson (S. C.) Intelligencer, has had a pretty thorough all around training for a young man. At the age of nineteen he joined the staff of the Columbia State, and at twenty-one was Columbia correspondent for the Charleston News and Courier and other newspapers.

In the summer of 1911 he was appointed a lieutenant-colonel on the staff of Governor Blease, and resigned from the News and Courier because of political differences. Leaving newspaper work, Mr. Green entered upon work for the state; he was secretary to the lieutenant-governor, clerk of two senate committees and special investigating agent

But the call of newspaper work was too strong and Mr. Green answered it.

The Intelligencer is a paper started as a weekly in 1860. It is now published semi-weekly, but will soon become a morning daily.

## COMES OF A NEWSPAPER FAMILY.

Walter L. Haight, recently appointed editor-in-chief of the Racine (Wis.) Daily Times, was born in Waukesha, Wis., in 1883, being a member of a family prominent in Wisconsin journalism.

His father, Theron W. Haight, was at one time editor of the Milwaukee Sentinel; his uncle, Henry M. Youmans, is owner and publisher of the Waukesha Freeman; a brother, Frank P. Haight, was for several years a reporter on Chicago newspapers and is now business manager of the Japan Advertiser at Tokyo, Japan. Another brother, Robert W., is news editor of the Missoula (Mont.) Sentinel, having also worked at Butte and Milwaukee.

One of his sisters, Lucy E. Strong, is a writer on the Milwaukee Free Press, while another, Mrs. Arthur Ovitt, was society editor of the Milwaukee Daily News until shortly before her marriage last winter.

Breaking in on the Waukesha Freeman, Walter L. Haight worked in various positions on the Milwaukee Sentinel, the Evening Wisconsin, the Free Press, the Chicago Inter-Ocean and papers in Butte, Mont. From the latter place he returned to Milwaukee to become news editor of the Sentinel. In 1910 he joined the Chicago Examiner forces, which he left to become managing editor of the Racine Times, then under new ownership. With the retirement of Walter S. Goodland as editor-in-chief, Mr. Haight was appointed to that position.

Mr. Haight was married in June, 1911, and is the father of a son, which arrived a few days ago.

## PUBLISHERS OFFER REWARD.

Determined to put a stop to the murderous attacks that have been made by striking newsboys on Chicago newspaper deliverers, Henry N. Cary, secretary of the Chicago Newspaper Publishers' Association, is offering a standing reward for information that may lead to the arrest of offenders.

## ORGANIZATION FOR GENERAL AGENTS.

### ST. LOUIS MAN DECLARES THAT AGENTS OWE IT TO THEMSELVES.

W. C. D'Arcy of the D'Arcy Advertising Company, St. Louis, is another man who sees national organization as a necessary protection for the advertising agent. To THE FOURTH ESTATE Mr. D'Arcy said:

"I have some hesitancy in running into print as expressing any individual views about the need of an agency organization, but the absence of one seems to hamper the growth of the general business, and with so much to be accomplished for the betterment of advertising in general I feel that if an association were formed we would all be better off.

"I do not for a moment believe that agents' organization is necessary in the sense that they might with better effect wield a big stick to clarify the situation as it is affected by different agencies or the behavior of different publishers in cutting rates or granting favors, whether they are newspapers, magazines, posters or painting associations.

"But there are so many peculiar angles to the agency or advertising business as it is practiced today that we owe it to ourselves to meet and mingle and exchange views as hundreds of organizations representing every line of business do with profit, not once, but many times during the year.

"It would be hard to estimate how much money is spent in all advertising during a twelvemonth, but it is a foregone conclusion, judging from the number of wrecks along the line of general advertising, that everybody engaged in the agency business or in the advertising business one way or another, could meet and readjust certain abuses that would insure a better standing for the man who pays the bills.

#### SERIOUSNESS OF SITUATION.

"The majority of the men in the agency business today take their positions seriously. They are constantly seeking development of the manufacturer and increasing the revenue of every medium of advertising, and as this condition will exist from now until the time we close all shops, it certainly looks like we could, with profit, readjust and improve conditions from time to time.

"We owe the big advertiser and the little one much attention. We owe ourselves attention, and we can sum up our year's experiences and exchange confidences without hindering our effective selling organizations, without giving away any secrets, and at the same time make advertising more effective.

"Every branch of advertising, outside of agency, has an association, and if we are not stretching a point in presuming that the agency business of this country, conducted by practically 25,000 men, is responsible for the major part of all advertising, we certainly have reason to feel the need of some association which will establish an ideal for an agency and its performance, and rid the business of any had that may be in it or that might creep into it from time to time.

"The committee of twelve, which was appointed at Dallas, will undoubtedly present a plan for an organization, and if we are taken up enthusiastically, and it is hoped that every man who is in the agency business, or who may be affected by it one way or the other, will lend his moral influence to its formation and the accomplishment of its ideals.

#### NO REASON AGAINST IDEA.

"I have been trying for years, and I have not yet run across anybody who has any point out a good and sufficient reason for the lack of a national organization, but I can give you three or four very good reasons why there should have been such an organization many years ago.

"There are three hundred agencies and each is a reason. The lack of a cohesive organization is the one feature of progressiveness that has failed in.

"We are not organized except in units—whereas we should be a unit. Each of us has attained a degree of efficiency according to a different standard. In the



W. C. D'ARCY,

PRESIDENT OF THE D'ARCY ADVERTISING COMPANY, ST. LOUIS.

absence of any union we are like so much putty. Each is being molded, even though unconsciously, at the present time by many outside forces allied more or less with advertising into grotesque shapes which fit their conditions and not our own. We are made thereby to appear in somewhat less favorable light than that which the advertising profession really is today.

#### FORGOTTEN IN SUCCESS.

"The improvement in the agency business in all its branches has been wonderful, but we have forgotten in our satisfaction with success to so intensify our ability to give service to our clients and ourselves.

"The agency business of this country is like the farmer. We till the soil, we plant the seed, we coax, nurse and bring forth a crop and send it in to the publishers, generally speaking, just as the farmer digs out of the soil and gives to the consumer.

"Why should we in this big work sit still and let the other fellow tell us how to perform? We are just like the elephant that is handled by a savage—it does just as the individual tells him to by a prick here and there.

"The agency business at present without organization, is a 'Tower of Babel'—let us silence the myriad of tongues and learn one common language—Organization."

### PHOTO-ENGRAVERS WANT BETTER PRICES FOR CUTS.

The International Association of Photo-Engravers of America in convention at Boston after four days' discussion of costs and charges adopted the following recommendation unanimously:

"Inasmuch as cost records prove conclusively that the prevailing or selling prices on our product are universally below the manufacturing cost this convention hereby makes the following recommendation:

"To all the members of the International Association and photo-engravers generally throughout the United States and Canada with regard to black-and-white work:

"That the minimum square copper half-tone should not be sold for less than \$2.50. That the minimum coarse screen 'newstone' should not be sold for less than \$1.50.

"That the minimum zinc etching should not be sold for less than \$1.25."

The convention also approved a recommendation for the prices that should be charged for two, three and four color blocks.

### BURNED TO DEATH IN HIS NEW HOME.

Alfred D. Howard, editor of the Englewood (N. J.) Star and the Leonia Star, was burned to death Monday in a house he had just bought in Leonia. He had gone there Sunday to open it for his wife, who is an invalid. Fire broke out early Monday morning and Mr. Howard was unable to get out.

Mr. Howard was fifty-four years old and a native of Toronto. He began newspaper work twenty-three years ago on the New York Tribune and later worked on the Herald and Press. He then returned to the Tribune and for six years was Sunday editor, resigning last December to start the Englewood Star. He published the first issue of the Leonia Star only three days before his death.

### SMALL PUBLISHERS ORGANIZE.

Proprietors of country newspapers representing nine states at meeting in Cincinnati last Friday, decided to organize a national association. The executive committee chosen was:

John M. Mulford, Milford, O.; J. E. Caskey, Greensburg, Ind.; B. B. Cass, auditor, Indiana; H. V. Walter, Middletown, O.; C. B. Urger, Eaton, O.; A. B. Jordan, Dillon, S. C.

The next meeting will be held in September when a permanent organization will be perfected.

### TELLS BROOKLYNITES ABOUT STATEN ISLAND.

Stephen D. Stephens, who has been appointed Staten Island representative of the Brooklyn Daily Eagle, is the first representative of a Brooklyn paper in Richmond Borough. Mr. Stephens is a graduate of Columbia, where he was editor-in-chief of the Dorms, was formerly night editor of the Staten Islander, at New Brighton, and at present writes for it in addition to his day duties as representative of the state controller. He does all his newspaper writing evenings.

### SOLICITING FRAUD CHARGED

D. Harry Quinn and Henry La Voil, advertising solicitors, are under arrest in San Francisco charged with forgery on police court warrants sworn to by W. H. Robinson, a printer.

They are accused by Robinson of securing more than \$1,000 in commissions from him on forged advertising orders.

Robinson is the printer of a leaflet called Smiles, and Quinn and La Voil were employed to secure advertisements.

### PEARSALL ENLARGING.

Otto J. Delfs, formerly of the Lang Agency, and Walter A. Olsen, have joined the copy staff of W. M. Pearsall, New York. Raymond Baker is a new outside man.

The Pearsall Agency after having been at 203 Broadway for fourteen years is planning to move to larger quarters and will increase its outside representation to twelve men.



## WHAT TO TEACH JOURNALISTS.

### A MANAGER OUTLINES A MODEL COURSE FOR STUDENTS.

Robert B. Vale, assistant general manager of the Baltimore Sun, has very definite ideas about what schools of journalism should teach the novices who are to be turned out later as finished products to be used in the making of daily newspapers.

In an article under the title, "What an Aspiring Journalist Ought to Know," contributed to the Business Philosopher for May, Mr. Vale sets forth his newspaper beliefs as follows:

"When I was a youngster I worked in a country town as a sort of local editor. The title was just about as hefty as the job and gave a whole lot of satisfaction.

"Now this newspaper plant was managed by a clumsy, aggressive individual much inclined to ignorance. It was his proud boast that he had been taken right out of a corn field and planted in the business office of the Clarion Call. He could not write a four-sentence item without bringing tears to the eyes of Jake, that sterling bundle of muscle who turned the press that spread knowledge through as much as two hundred and fifty square miles of rural territory.

"But he was a just man and, realizing the necessity of a local editor, he paid him every bit as much as the job printer got.

"Again, somehow he had a knack of managing things; he could get out of machinery and man everything that was in them. He could solicit business and make collections. So the Clarion Call never grew ill.

"Down the street and catty-cornered from the jail was another newspaper shop. It was owned by a very refined, graceful and kindly man; a college graduate, who prided himself upon his ability to write. He made long trips in those days of railroad passes to get an excuse to prepare thrilling descriptive articles.

WHERE LITERARY EXCELLENCE FAILED.

"Everybody in town said, 'What lovely pieces Mr. Dreamer puts in his paper.'

"True—but he was no business man and he never took the trouble to bother about office details. And the time came when debts piled up all over the presses and the Palladium was sold to some young chaps who resurrected it.

"Then it was revealed to the community that pretty pieces alone do not make a successful paper. Then was revealed to me Lesson the First in the School of Journalism.

"For years folks had laughed at the corn-shock editor. Nobody ever asked him to speak at the High School commencement. Nobody ever invited him to the Hep-tasophs banquet.

"So, while he bustled about, talking sale bills to Bill Monrow,

while he snooped around on his bicycle to see that the carrier boys were on the job, while he sat up nights studying how a Campbell press was put together or why a Gordon jobber wouldn't work, while he held up advertisers with one hand and collected bills with the other; while he was driving bargains with the paper man; the real journalist down the street was elevating himself in the ethics of the honored profession and improving his literary style.

"In the final show-down Adversity got a strangle-hold on the purely literary journalist.

"All of which is true as here set down.

"There are supreme believers in schools of journalism who each night kneel down and utter powerful prayers for the success of these monitors, which are to lead up to the millennium; which are to save the nation.

#### FOR A TECHNICAL SCHOOL.

"There are other accursed skeptics who sniff and sneer and declare that the best school of journalism is in a real print shop, the finest course of instruction is doing district work in a sleet storm, and the grandest array of instructors is found in a bunch of pipe-smoking, hard cussing, over-worked copy readers plus a managing editor who throws a fit every time the other sheet beats him.

"Right here I want to declare myself and announce that I am casting my ballot in favor of the school of journalism. Not the ordinary, common garden variety of school of journalism that we find pinned to the hobble skirts of Alaska University, because that's the sort of an institution which turns out your real literary journalist, and he helps the sheriff more than he helps the community. That's the place I want to do a little sniffing and sneering at.

"We do need schools of journalism. Need them right now and will have far more need for them a little way down the corridor of time. But the kind we want is the technical school of journalism; the school that will do for newspapers what the law school has done for American jurisprudence.

"A matter of forty years ago lawyers were graduated from the law office. In case a youngster studied under an expert the chances were that he would develop into a first rate lawyer. Shysters came forth from the offices of legal men with shady reputations. Mediocre lawyers helped send mediocre lawyers into the court rooms.

#### SOME PRACTICAL "SCHOOLS."

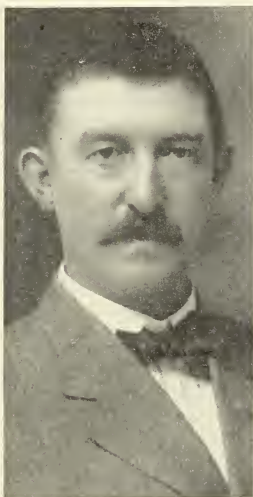
"Once in so often New York will find Cincinnati men helping to run her dailies. A little later a San Francisco crowd will come along. Then it may be that Chicago will get its turn. Certain chaps came from Philadelphia.

"Dig a bit deeper you will find that the Philadelphians came out

Continued on Twenty-first Page.

## HARRIS MADE EDITOR.

Following the resignation of Major James C. Hemphill as editor-in-chief of the Charlotte (N. C.) Observer the owners have appointed Colonel Wade H. Harris editor-in-



WADE H. HARRIS.

chief. Theodore F. Klutz, Jr., will remain on the staff as associate editor.

An addition to the editorial force is T. W. Chambliss, who will in addition to other work give a large part of his time to staff correspondence, traveling throughout the state.

## POST OFFICE MAY SUE.

It is understood that the Government is likely to enter suit against the Toronto Globe for the recovery of \$25,000 postage on papers sent throughout the country during the election campaign of last September.

In a letter to the department some time ago the Globe contended that it was acting under instructions from and with the permission of the Post Office Department, and further stated that it was perfectly willing to test the case in the courts.

The Post Office authorities say that no permission whatever was granted as alleged by the Globe. The matter is now in the hands of the postmaster general.

## FOLEY BECOMES ADVERTISING MANAGER.

Laurence P. Foley, who for a number of years has been in the advertising department of the Memphis Commercial Appeal, has been promoted to the position of advertising manager. Mr. Foley is an advertising man of wide experience and he enjoys a large acquaintance among advertisers and business men of Memphis.

## FRANCE TO TAX OUT THE BILLBOARDS.

France seems to have found the very end of the disfigurement of her natural scenery in advertising signs. Finance Minister Klotz has introduced a bill in the Chamber of Deputies designed to tax out of existence the billboards which are such an eyesore along the railroads and highways.

Hitherto the tax on the boards has been a franc or two francs and fifty centimes and a single payment only. Minister Klotz proposes an annual tax of fifty francs per square yard below six; 100 francs per yard to ten; 200 francs to twenty and 400 francs for above twenty yards.

The tax will be doubled if two advertisements are on the same board, tripled for three and quadrupled for more. Thus a board with four advertisements twelve by two yards would pay 38,400 francs a year, which would be preposterous.

The land is to be held equally responsible with the advertisers for the fine for non-payment, which would be equivalent to a year's tax with a minimum of 500 francs. An ingenious clause will make the proprietors pay an additional land tax based on the sum received from the advertising.

## CHURCH ACTS AGAINST ANTAGONISTIC PAPERS.

A pastoral letter issued by Archbishop Bruchesi of Montreal forbidding the reading of a local monthly review named *La Lumiere*, and warning the editors of another journal, *Le Pays*, that if the tone of the paper toward the church is not changed a like fate would befall it, was read in all the Roman Catholic churches in the Diocese of Montreal last week.

*La Lumiere* was referred to as "turning into ridicule the most august traditions of our church and recommending anti-religious and impious books."

The letter states that unless some change for the better occurs, the reading of *Le Pays* will be forbidden within the archiepiscopal jurisdiction. *Le Pays* has a circulation of about 12,000, and is widely read by advanced Liberals in the province.

## "WET" PAPER FOR CHICAGO.

A monthly paper, containing cross argument and counter attack against the "drys," will be published by the United Societies for Local Self-government of Chicago.

At the annual convention of the organization last week the plan was approved and the executive committee authorized to find ways and means of placing it in operation. The only restriction was that the expense shall be borne by voluntary subscription and not by assessment upon the societies or their members.

## DR. ZARING IN CHARGE.

The Northwestern Christian Advocate, of Chicago, has passed under the editorial supervision and direction of Rev. Elbert Robb Zaring of Indiana. Dr. Zaring since 1905 has been assistant editor of the *Western Advocate*.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2.; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICE:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT

WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 956 FOR THE WEEK ENDING SATURDAY JUNE 22, 1912

## THE FAKE EXTRA NUISANCE.

Something should be done at once by the publishers in New York City to suppress the ridiculous nuisance of deceitful extras cried through the streets by full-grown men of the "leather-lung" variety.

Of course when there is a Titanic disaster an extra is gladly bought by the householders everywhere, but almost all the extras that are carried by these streets fakers are deliberately fraudulent in character.

The shouts of the men are purposely contrived to lack in distinctness what they make up in volume of sound, and the purpose is to get the people to come out of their houses and buy a one-cent paper for five cents before they find out what it contains. After the purchaser has glanced at his copy and found that there is some very trivial news item, or perhaps merely a more or less clever guess at a news item, he is disgusted with himself for having been so easily fooled, and disgusted with the newspaper which he has bought.

He does not know that it is merely a scheme of the faker, and that the newspaper itself may not be cognizant of it. It seems, therefore, highly desirable that publishers should get together and decide to suppress, forcibly if necessary, this growing nuisance in the residential districts.

## FAIR EDITORIAL COMBAT.

The trained observer in journalism should have failed to notice a very significant trend in newspaper editing in connection with the present national political campaign.

Many daily papers throughout the country are following the old-fashioned method of mixing the political opinions of the editor with the news reports, apparently believing that if a newspaper is closely affiliated with one or the other of the great parties, or one or another faction within a party, it should give the greatest prominence to that news which is most favorable to its own cause.

On the other hand, there are

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

significant examples of great newspapers which, although their personal opinions are distinct and unmistakable, nevertheless appear to be absolutely fair and conscientious in their presentation of the news whether it helps or hurts.

Perhaps most conspicuous of all in this newest style of journalism is the New York World, which is a magnificent fighter against Theodore Roosevelt and his political methods, consistent to the last degree in its editorial utterances, but confining its fight absolutely to the editorial page.

No reader of the World during the frantic Roosevelt campaign of the past few months has been able to discover in the news reports, covering column after column and page after page, any indication whatever of the World's personal feeling for or against Roosevelt.

This is as it should be. The World gives its readers, as far as is humanly possible, a mirror of the conditions as they are, and then on its editorial page advises them in the interpretation of the "signs of the times" to the best of its ability.

## WAR ON BILLBOARDS.

With the aid of the public school boys and girls the National Highways Protective Society hopes to carry on a campaign against objectionable advertising signs which mar the landscape and in many instances destroy the trees along the roadways of New York State. From the boroughs of Richmond and Queens and from every section of the state complaints have come to the office of the society asking that the law passed last year, forbidding this form of disfigurement of the highways and streets be strictly enforced.

"Tear down every sign found on trees at the sides of the public roads," is the order sent out over the state by the society, with the suggestion that the school boys and girls start the crusade and continue it so long as an offending billboard

or sign may be found. Medals will be presented to the most active and industrious boys and girls. The society has a thousand of these medals ready for distribution.

The Municipal Art League of Chicago is stirred to just wrath by the hideousness of the billboard displays in certain parts of the city. It says the present condition of Wabash avenue in the vicinity of the Coliseum is a disgrace to Chicago, and cites also the condition of Jackson boulevard near Dearborn street is an example of offensive advertising displays.

It is true that, like most American cities, Chicago is disfigured by the billboards and the plastering of posters and painting of advertisements on walls. There should be municipal regulation of such displays here, says the Record-Herald, as in most old world and some American cities.

"If we cannot for a long time have the city beautiful in most respects, we ought to try to have now at least the city decent. The Municipal Art League's protest should lead to action by the city authorities. Regulate the billboards to the extent of suppressing the worst of them."

## THE REJUVENATED NEW YORK TRIBUNE.

The steady improvement of the New York Tribune under the personal editorship of Ogden Mills Reid, son of Whitelaw Reid, has been most noticeable during the past month or so. The Tribune is being remodelled in a conservative way, amplifying its treatment of the news without lowering the tone of the paper, which has always been of the highest in American journalism.

The introduction of pictorial features in the daily issues is one of the most important features of the transformation, and one which is undoubtedly a factor in the Tribune's increase in circulation.

The Sunday Tribune is also being increased in size and contents, always with a view to retaining its old-established clientele and adding new readers.

## NEWSPAPERS USED TO TRACE CRIMINALS.

The Bertillon system department of the Bridgeport police force has received a commendation from the officials of the companies handling the Bertillon methods, on account of the innovations and thoroughness inaugurated by Detective George A. Haux, officer in charge. One of the ideas that have received particular praise is that of tabulating newspaper clippings regarding each case.

With the identification marks and pictures of criminals coming under the observation of the detective department are grouped the newspaper accounts dealing with the case, so that by referring to the group it will be possible to follow the newspaper accounts of any particular case from the beginning to the end.

## NOTE AND COMMENT.

It doesn't look as though New Orleans is suffering much from the

Mississippi floods, by the rate the New Orleans Item is traveling. Business Manager A. G. Newmyer's latest report shows the Item to be carrying more than fifty per cent. more advertising now than at the same time last year. On June 11 the Item passed into its thirty-sixth year.

The superb editions of Town and Country now being issued week after week with invariable regularity are deserving of the highest praise for the contributors of that beautiful periodical.

When Nathaniel Parker Willis and Morris Phillips established the old Home Journal, they took as their motto: "We should do our utmost to encourage the beautiful, for the useful encourages itself." For many years, and until the death of both of the founders, the Home Journal lived up to its motto, and when the paper passed into the hands of John Angus MacKay and his associates they changed the form, and introduced illustrations, but they have never changed the old-established policy of encouraging the beautiful.

Town and Country should be found an exceptionally good advertising medium for all who wish to reach people of the highest social standing throughout the United States, and particularly in the metropolitan district.

A four-page advertisement in colors run by the Cleveland Leader on June 2 for the New Deming Realty Company has created much favorable comment in the newspaper advertising field. It is said to be the largest real estate advertisement ever run by one Cleveland real estate firm, and was handled by Robert J. Schulteiss, manager of classified advertising for the Leader and News.

Governments publish so-called Year Books with a record of every development in statecraft. Publishers issue biographical volumes telling Who's Who. Each week's issue of THE FOURTH ESTATE is a Year Book and a Who's Who of the newspaper industry. The price is \$2 a year.

A newspaper advertising campaign in the leading newspapers of the country being conducted by the Leven Advertising Company, Chicago, is attracting much attention. Big space is being used by this agency every day in an endeavor to switch to the legitimate advertising columns the money which is being spent for press agent work by the corporations.

Ben Leven believes that the corporations can be made see the point that the only real publicity is in paid advertising with the proper co-operation of the publishers and advertising agents and a great deal of new business created.

The street and water board of Jersey City has passed an ordinance fixing a penalty for littering letter boxes in the vestibules of apartment houses with advertising circulars or other rubbish.



## A TRUE "ALL ROUNDER."

S. DeWitt Clough is one of the busiest members of the Chicago Advertising Association. Besides being active in organization work he is the editor of the association's paper, the Stimulator, and advertis-



S. DEWITT CLOUGH.

ing manager of the American Journal of Clinical Medicine.

In both positions he is proving an adept at making good. The American Journal of Clinical Medicine is one of the liveliest publications of its kind when it comes to carrying advertising, and as a club paper the Stimulator is of "the last word" type.

## DON'T TELL ANYONE.

Thomas E. Powers, the famous New York American cartoonist, who resides in Broad River, Conn., and whose original ideas at present are based on the "joy" and "gloom" of mankind, has purchased an automobile. But his! don't tell anyone. According to the Norwalk Hour, Mr. Powers does not want anybody to know, for fear lest his friend, Fred Oppen, gets wind of it and puts him in a cartoon in a Broad River potato patch, the thermometer at 90 in the shade and at 100 under the car, where Mr. Powers will be depicted fixing a blowout. The Hour would not let Mr. Oppen know for a farm.

## DES MOINES CAPITAL CHANGES POLITICS.

Lafayette Young, publisher of the Des Moines Capital, on June 3 was defeated in his ambitions to return to the United States Senate.

Mr. Young has always been known as a pronounced standpatter, but the vote was so strong against him that he has boldly declared in his paper that standpatism, so far as Iowa is concerned, is dead and that hereafter the Capital will champion progressive politics. The paper has always been a progressive newspaper, but has been allied with the standpat faction politically.

## PURELY PERSONAL.

ARTHUR CAPPER, publisher of the Topeka Capital, and Clyde Knox, president of the Kansas Editorial Association, acted as judges in the awarding of the prizes for excellency of work to the correspondents of the Daily Kansan at the State University in Lawrence.

HERMAN RIDDER, publisher of the New York Staats-Zeitung, was chairman of the executive committee of Mayor Gaynor's citizens' committee on the occasion of the recent visit of the German battleship fleet to New York.

AUSTIN HEALY of the New York office of N. W. Ayer & Son has undergone an operation. He is recovering nicely and expects to be back at his desk in a short time.

JOHN W. KIRKWOOD, manager of the Canadian office of the J. Walter Thompson Company, was in New York for a visit this week.

M. A. BATES, editor of the Plattsburgh (Neb.) Journal, has just celebrated his seventieth birthday. He has been working at the printing and newspaper business since he was twelve years old.

HENRY STANDFORD, formerly a newspaper man of Racine, Wis., has located in Seattle. For a number of years past he was with the statistical department of the government in Washington, D. C.

DANIEL LIBBY, a former Staten Island newspaper man, was presented with a gold watch by his associate members of the All-States Island Bowling Club.

JOHN MCILROY of Washington, D. C., editor of the National Tribune, devoted to the interests of the G. A. R., is publishing a history of the different campaigns of the Civil War.

T. WILBUR BEST, advertising manager of the Canadian Magazine, Toronto, is in New York on a business trip.

REV. DR. GEORGE P. ECKMAN, editor of the New York Christian Advocate, has had conferred on him by Hamline University the degree of doctor of laws. Dr. Eckman for fifteen years has been pastor of St. Paul's Methodist Episcopal Church.

JOHN D. WELLS, humorist of the Buffalo Enquirer, delivered a lecture at the North Presbyterian Church, Rochester, Sunday evening.

COLONEL WILLIAM HESTER, publisher of the Brooklyn Daily Eagle, was a passenger for Europe on the Lusitania which sailed Tuesday.

DR. HAMILTON WRIGHT MABIE, associate editor of the Outlook, has arranged to go to Japan in October for a six months' lecture tour. He will speak in three imperial universities—Tokyo, Kyoto and Kyushu. He will also lecture at the universities of Keio and Waseda.

EDGAR PARKER, of the Geneva (N. Y.) Advertiser-Gazette, has just rounded out his fiftieth year of service as editor of the one paper.

OTTO A. MEYER, formerly publisher of the Utica (N. Y.)

Press, has returned home after spending four months in Europe.

WILLIAM L. BETTS, circulation promoter of New York, has gone with his wife and daughter to their summer home at Mount Pocono, Pa.

WILLIAM P. SCHRAMM is now press representative of Keith's Union Square Theater, New York.

ED. W. SMITH, sporting editor of the Chicago American, will referee the Flynn-Johnson heavyweight championship boxing contest in Las Vegas on July 4.

HENRY N. CARY, secretary of the Chicago Publishers' Association, spent a few days of last week in St. Louis, where he was formerly general manager of the Republic.

IKE U. SEARS, circulation manager of the Davenport (Ia.) Times, is spending his vacation with Mrs. Sears in the East.

C. A. JONES, night city editor of the Chicago Inter-Ocean, had a narrow escape from serious injury the other day when he fell while boarding an elevated train.

GOMER T. DAVIES, editor of the Concordia Daily Kansan, has announced his candidacy for the Republican nomination of representative of his county in the legislature.

CHARLES B. MEAD, publisher of the Geneva (Ill.) Republican, has been appointed probate officer in Kane County.

## BENNETT ON A VISIT.

James Gordon Bennett, proprietor of the New York Herald, was one of the week's arrivals from Europe in New York. He came in on Tuesday. This is his first visit here in two years.

Contrary to his reported plans for an extended stay in the Adirondacks he will sail back for Europe on the Kaiser Wilhelm II. on next Tuesday.

## VISITORS IN NEW YORK DURING THE WEEK.

C. B. Gillispie, secretary and treasurer of the Houston (Tex.) Chronicle.

Fred I. Thompson, publisher of the Mobile (Ala.) Register.

R. B. Jones, business manager of the Richmond (Va.) News-Leader.

Will H. Dilg, advertising agent, Chicago.

## KING FRIEND OF PRESS.

The unsuccessful attempt made by the Aldershot military authorities to jail a London press photographer, who had gone there without the king's permission to snapshot the king reviewing his troops, has been greeted by all photographers with unfeigned satisfaction.

King George is credited with speeding up the wholesale destruction of the red tape that hampers the reporters and photographers. It has only just become known that they have in the British sovereign their best friend, for it was on his instructions that the newspaper men received the fullest information about his doings at the recent naval maneuvers off the southern coast.

## WEDDING BELLS.

GRADY HAZEL, editor of the Saluda (S. C.) Standard, was married on Thursday to Miss Blanche Holstein. Their honeymoon is being spent in Florida.

MISS SOPHIE MASSIE, for several years engaged in the advertising business in St. Louis, was married last week to Charles Robert Beers.

HERBERT B. GUNTER, editor of the Winston-Salem (N. C.) Journal, has been married to Miss Lucy Betts.

FLOYD BELL, a newspaper man well known in Steele County, Minn., was married last week in Owatonna to Miss Loretta Hoffman.

HOMER W. WOOD, editor of the Salinas (Cal.) Democrat, was married last week to Miss Cora M. Sundberg. Mr. Baker was formerly clerk of the state court of appeals at Sacramento.

WALLACE G. MCCAULEY, advertising manager of the Lincoln (Ill.) Courier, was on Thursday married to Miss Mabel Thirige of Bloomington. The couple are spending a several weeks' honeymoon in Northern states.

HERBERT M. GEORGE, city editor of the Calumet (Mich.) News, has been married to Miss Agnes L. Murray.

WILLIAM S. ENGLISH, a Minneapolis newspaper man, has been married to Miss Carrie E. Hosford, of Burtrum, Minn.

## KENTUCKY EDITORS ELECT SHINNICK.

The Kentucky Press Association held its annual meeting in Olympian Springs last week. As is the custom of the association, Vice-President E. D. Shinnick of the Shelbyville Record moved one point higher, succeeding W. B. Halde-man of the Louisville Times as president. John S. Lawrence of Cadiz, former chairman of the executive committee, was made vice-president, and J. R. Lemon of Mayfield was elected unanimously as chairman of the executive committee to succeed Mr. Lawrence. J. C. Alcock of Jeffersonton was re-elected unanimously as secretary. Members of the new executive committee are: J. S. Stearns, Nicholasville; J. B. Gaines, Bowling Green; Robert J. McBryde, Jr., Louisville, and John J. Barry, New Haven.

## THE HERALD'S ICE FUND IS OPENED.

The New York Herald's Free Ice Fund began the twenty-first year of its work on Monday morning. Ice will be distributed at eleven points in thickly populated sections of the city. By the time the hot weather arrives, it is hoped that the ice fund organization will be working smoothly and will be ready to furnish the help it sets out to do at the time when the help is most needed.

The stations will be kept open throughout the summer and more stations will be opened later should the condition of the fund make that possible.

## PROPER USES OF THE WORD "JEW."

### NEW YORK TIMES ADOPTS RULE FOR GUIDANCE OF ITS WRITERS.

A new rule adopted in the editorial and proof-room of the New York Times may be of interest to other newspapers. It concerns the use of the word "Jew" in the reading columns of the newspaper and is self-explanatory, being as follows:

The word "Jew" implies primarily a person professing the Jewish religion. Owing to certain historical causes, the adherents of this creed are almost exclusively of one race, or, at any rate, of persons who for the most part believe themselves to be descended from the people called by the same name in the Bible. Hence there is a secondary use of the word "Jew," implying that the person belongs to a particular race or people, quite apart from his religious beliefs.

There is, however, a third use of the word "Jew," owing to the deliberate policy of the mediaeval church which purposely shut out all reputable callings to Jews, so as to impress upon Christians the superiority of the true faith. Hence, a certain touch of opprobrium and contempt has attached to the very name "Jew," which has lasted to some extent down to the present day among the common people, and even among some of the better educated, not one of whom could possibly trace the real origin of his prejudice.

However unjustified and obsolete the prejudice thus attaching to the word "Jew" may be, it exists in many minds and has to be reckoned with by the moulders and modifiers of public opinion. Jews are naturally and deservedly more sensitive to this unconscious prejudice, and have at times attempted to introduce instead of the word "Jew" other terms, such as "Hebrew" or "Israelite" in order to obviate it. But these have failed to replace the more familiar nomenclature, and of recent years the better class of Jews have adopted the policy of boldly identifying themselves with the term "Jew," with the hope of thus wearing down the mediaeval associations connected with it.

With a view to meeting this sentiment among the Jews and to avoid catering to the prejudice which all fair-minded persons, whatever their creed, would like to see disappear, rules are offered for guidance as to the proper use of the words "Jew" and "Jewish" in the public prints:

#### RULES FOR GUIDANCE.

The words "Jew" and "Jewish" can never be objectionable when applied to the whole body of Israel or to whole classes within the body, as, for instance, "Jewish wives," "Jewish children," "Jewish young men," and the like.

There can be no objection to the use of the words "Jew" or "Jewish" when contrast is being made with other religions. "Jews observe Passover," "Christians lead their lives," "Muslims are susceptible to tuberculosis than other races"; these are perfectly fair and proper subjects for public discussion.

However, the application of the word "Jew" or "Jewish" to any individual is to be avoided unless from the context it is necessary to call attention to his religion; in other words, unless the facts have some relation to his being a Jew or to his Jewishness. This rule should apply especially whether the connection is scandalous or creditable connection or when it is used in connection with some praiseworthy or honorable achievement. Thus, if a Jew is convicted of a crime he should not be called a "Jewish criminal"; and, on the other hand, if a Jew makes a great medical or scientific discovery, he should not be called a great "Jewish physician" or an eminent "Jewish scientist." In neither case should the man's Jewishness any connection with his conduct or with the disgrace or honor which that conduct entailed. The rule is applicable to all other religions: if a Roman Catholic or a Protestant is convicted of a crime, he is not alluded to as a "Catholic criminal" or a "Protestant criminal." The view of the mediaeval opprobrium still surviving in connection with the term "Jew," it is

the more just and important, therefore, to avoid a similar unfairness in speaking of Jews.

The word "Jew" is a noun, and should never be used as an adjective or verb. To speak of "Jew boys," "Jew girls," or "Jew stores" is both objectionable and vulgar. The word "Jew" is a noun; "Jewish" is the adjective. The use of the word "Jew" as a verb—"to Jew down"—is a slang survival of the mediaeval term of opprobrium, alluded to above and should be avoided altogether.

The word "Hebrew" should not be used instead of "Jew." As a noun, it connects rather the Jewish people of the distant past, as "the ancient Hebrews." It is used also as an adjective—"the Hebrew language," "Hebrew literature," etc.—but as such it has a historical rather than a religious connotation; one cannot say "the Hebrew religion," but "the Jewish religion."

### HAAG WRITES A PLAY.

It has become recognized in recent years that practical newspapermen journalists make playwrights of the best type. Augustus Thomas, the late Walter Browne, James Buchanan, Channing Pollock, George Broadhurst, James Montgomery, Eugene Walter, Marie V. Fitzgerald, and innumerable other authors of successful plays were first successful newspaper workers.

The latest example is Jackson D. Haag, dramatic editor of the Pitts-



JACKSON D. HAAG.

burgh Post and Sun, whose comedy, "Bachelors and Benedicts," was produced the week of May 13 by the Davis Stock Players in the Duquesne Theater, Pittsburgh, and proved to be an emphatic hit.

The "Bachelors and Benedicts" will be given an early fall production in Chicago by H. H. Frazee, the manager of "Madame Sherry." "Ready Money" and other successes.

### NEWSPAPER HISTORY.

Monographs on the development of significant phases of American newspapers have been prepared by members of the graduating class in the course of journalism at the University of Wisconsin, as part of their thesis requirement for graduation. These studies have been based upon the collection of bound files of American newspapers extending from colonial times to the present day in the state historical library.

## MERCHANDISING DEPARTMENTMENTS FOR PAPERS.

### EDITOR THE FOURTH ESTATE.

SIR: We believe the time has come when newspapers must do more than merely take the advertiser's money, if the present volume of advertising is to be increased, hence the News has established a "Merchandising Department" for the sole purpose of co-operating with advertisers in promoting the sale of their goods in Grand Rapids.

This means that if one wishes to introduce any salable product in Grand Rapids territory the News will endeavor to place the goods with one or more dealers in one or several towns, with the understanding that the goods be advertised in the News.

Complete data regarding the supply and demand of the article will be given any advertiser on request, and other assistance will be rendered by the local force of the News in the same way that a salesman would perform his services for his employer.

The News adopted a flat rate, beginning June 1. Three cents per line will be charged regardless of the amount of space used. Heretofore it was necessary to make a 10,000 line contract to secure this rate.

The circulation of the News is rapidly increasing.

A. P. JOHNSON,  
Publisher.

## MORE THOROUGH PROTECTION IN COPYRIGHTING.

The House Committee on Patents has approved the Morrison bill to amend the copyright laws. The new bill changes Section 55 of the act of March 4, 1909 to read as follows:

That in the case of each entry the person recorded as the claimant of the copyright shall be entitled to a certificate of registration under seal of the Copyright Office, to contain the name and address of said claimant, the name of the country of which the author of the work is a citizen or subject, and when an alien author domiciled in the United States at the time of said registration, then a statement of that fact, including his place of domicile, the name of the author (when the records of the Copyright Office shall show the same), the title of the work which is registered for which copyright is claimed, the date of the deposit of the copies of such work, the date of the publication if the work has been published, and such marks as to class designation and entry number as shall fully identify the entry.

In the case of a book, the certificate shall also state the date of the manuscript, as provided by Section 16 of this act, and the date of the completion of the printing, or the date of the publication of the book, as stated in the said certificate. The register of copyrights shall prepare a printed form in the said certificate, to be filled out as above provided for in the case of all registrations made after this act goes into effect, and in the case of all previous registrations so far as the copyright office record books show such facts, which certificate, sealed with the seal of the Copyright Office, shall, upon payment of the prescribed fee, be any person making application for the same. Said certificate shall be admitted in any court as prima facie evidence of the facts stated therein.

In addition to such certificate the register of copyrights shall furnish, upon request, and without charge, a receipt for the copies of the work deposited to complete the registration.

The committee did not take any action with reference to the pending Oldfield bill to amend the patent laws. It has been announced that hearings on certain features of this bill would be continued some time

in the future, but as things stand on it is not known if these promised hearings will be held during the present session of Congress.

## BUFFALO PAPER ATTACKS

### AUTHOR'S ACCURACY.

In the Saturday Evening Post there was concluded recently a series of stories under the title, "The Newspaper Game." Two of the cities that figured in the series were Adrian, Michigan, and Buffalo, N. Y. The identity of the former city was veiled and the latter disclosed.

Certain statements published in the Post bring forth the following editorial rejoinder from the Buffalo Enquirer:

"No doubt a great many persons in Buffalo are reading with more or less interest the series of stories entitled 'The Newspaper Game' appearing in a weekly publication. For the edification of those who do not know, this information is given:

"The last published installment refers to the author's experiences in Buffalo. Some parts of the story are true, but old newspaper men will tell you that the author has borrowed extensively from the actual experiences of others. He was not dramatic critic of the one newspaper referred to and he was not the man who raised such a rumpus through a Canadian story. He failed to state his experiences as correspondent for one paper during the Spanish-American war in Cuba and that his discharge from that paper was sent via cable dispatch. The newspaper of which he was managing editor for a brief period is now one of the leading publications in New York state and its circulation has increased four times over that maintained during his regime."

## NEWSPAPER INFLUENCE.

In their campaign for better schools and more progressive procedure the Progressives of Trumbull, Conn., followed a somewhat unique and effective procedure. Planning a mass meeting at which the alleged disgraceful conditions were to be "shown up" personal requests were made that men from the various Bridgeport dailies be assigned to the meeting. Automobile transportation for the members of the press was provided and the resultant publicity resulted in unanimous action for better schools being taken at a special town meeting.

## ADVERTISING THE A. P.

The auto bus operated between Fairfield and Fairfield Beach, Ct., well known as a summer resort, is unique and attracts much attention on account of its police-patrol appearance and lettering "Associated Press." John E. Boyle, leading pharmacist of that place and proprietor of the bus, is the local representative of the Associated Press and is conducting a cottage at the beach, which is called the "Associated Press Cottage." Special reservations are made for Bridgeport newspaper men.



## IDEALISM IN JOURNALISM.

### THE SIGMA DELTA CHI MOVEMENT IN THE COLLEGES.

Along with the awakening interest among college men in journalism, both local and professional, which has been so marked in the last decade, there has sprung up a movement toward idealism. This movement has written upon its battle flag three Greek letters, "Sigma Delta Chi," the public name of an organization now firmly rooted in twelve of the largest colleges in America, and which bids fair within



L. H. SLOAN.

the next few years to weave a network throughout the various educational institutions of the country.

The organization of the movement has associated itself in form with the American fraternity system, and it seeks to gain its end by a somewhat enlarged working of this now prevalent and effective institution.

Sigma Delta Chi, "Honorary Journalistic Fraternity," was founded at De Pauw University, Greencastle, Indiana, April 17, 1909, by ten members of the journalistic department of that school. That there had been a long-felt need for such an organization in student life was a recognized fact and, once launched, the enterprise was destined to become widespread.

Before Sigma Delta Chi had reached the milestone of its first year the Universities of Kansas and Michigan had fallen in line with the movement and chapters had been established in both. In the year following the University of Virginia, Washington State, Denver, Purdue and Ohio State Universities received charters, and during the present school year chapters have been placed in the state universities of

Wisconsin, Iowa, Illinois and Pennsylvania.

Numerous other petitions are before the executive board and it is practically certain that journalistic clubs in at least ten other schools will apply for membership in the national organization at the second convention, to be held at Madison, Wisconsin, next May.

The fraternity already has 251 active and alumni members showing the vital interest prominent newspaper men over the country have taken in its development. Some of America's leading journalists have accepted honorary membership in the society, and have during the time of their connection with Sigma Delta Chi aided greatly in the forward movement.

Among the actively interested honorary members of the fraternity are:

N. W. Barnes, professor of Rhetoric and Composition, De Pauw University, and author of two text-books on that subject;

Hamilton Hall, editor of the *Independent*;

C. R. Williams, former editor of the *Indianapolis News*;

Jacob Riis, New York journalist and author;

Governor Chase S. Osborn of Michigan, an old war-time editor;

Dr. James B. Angell, president emeritus of the University of Michigan;

Karl Edwin Hartmann, associate editor of the *Ladies' Home Journal*;

James O'Donnell Bennett, dramatic critic of the *Chicago Record-Herald*;

Donald H. Haines, author;

William Allen White, editor of the *Emporia Kan. Gazette* and author;

Thomas F. Moran, professor of History, Purdue University;

William W. Young, editor of *Hampton's Messenger*;

Frederick W. MacKenzie, editor of *La Follette's Magazine*;

H. G. Winslow, editor of the *Masses*;

John C. Marquis, editor of the *Country Gentleman*;

Richard Lloyd Jones, editor and owner of the *Wisconsin State Journal*.

#### THE PURPOSES.

The purposes of the organization as set forth in the constitution of Sigma Delta Chi are:

"To associate college journalists of talent, truth and energy into a more intimately organized unit of good fellowship, with the element of mysticism as a binding force; to assist the members in acquiring the noblest principles of journalism, and to co-operate with them in this field; and to advance the standard of the Press by fostering a higher ethical code, thus increasing its value as an uplifting social agency."

The ultimate end is to create on every college campus the spirit of idealism in journalism. The members in every case are men who are actively engaged in the publication of their college papers. To imbue these men with a strong conviction of the height of the calling which they have chosen as their life work is the teaching of every local chapter of Sigma Delta Chi.

Nor is this all. The organization is making a consistent effort to impress upon its members the great good which may be accomplished by carrying this spirit of idealism out into the professional field of journalism.

"Idealism" in the abstract is a virtue at which not a few present-day editors delight to jeer. But the fact must be realized that the controlling factors of the public press of the next generation will be university-trained men.

Sigma Delta Chi realizes the important position the present day

newspaper holds in the formation of public opinion, and is convinced that this great organ is the means by which all present and future national problems will be solved.

Undoubtedly this movement, which is rapidly reaching out into the various educational institutions of the country, is founded upon a righteous basis. Sigma Delta Chi stands for what is highest and best for journalism in the local undergraduate field, as in the larger professional area. It has received the sanction and aid of some of the most prominent men now actively engaged in newspaper work, and its influence grows each day. One need not be optimistic to look to Sigma Delta Chi for great good results within the next few years.

### LONDON NEWSPAPER AS A STOCK BROKER.

The London Daily Mail has decided to try out a scheme by which it will virtually put itself in competition with the stock exchange in the buying and selling of stocks.

There have been many protests against the new stock broking commission schedule, which goes into operation July 1, considerably increasing the cost of buying and selling shares.

The Daily Mail, consequently, as an experiment, has arranged a scheme for bringing buyers and sellers into direct communication by correspondence and enabling them to deal without waiting for the fortnightly stock exchange settlements and also to avoid the brokers and jobbers' commissions.

It will publish gratuitously in its columns proposals to buy and sell stocks, without disclosing names. The paper probably foresees trouble, as it limits the plan for the present to two or three days "in order to show whether dissatisfaction over the methods of the stock exchange is deep."

### NOW IN BOSTON.

Theodore Hedlund, for several years on the city staff of the Worcester (Mass.) Telegram, has joined the Boston American's staff. For a time he was in charge of the publicity for a vacuum cleaner concern. Harleigh B. Schultz, formerly of the Telegram, is doing special feature work for the American.

### BRITISH NEWS MAN HERE.

Henry Schaefer, proprietor of Foreign Resorts Press Bureau, London, has arrived on a visit to the United States. He is making a trip, as far as Washington and St. Louis, accompanied by Mrs. Schaefer, who is a daughter of the late banker, R. J. Lackland of St. Louis. Mr. Schaefer expects to stay about six weeks.

### BANQUET TO HAMMERLING.

Louis Hammerling, president of the Association of Foreign Language Newspapers, was given a complimentary banquet this week by the Chicago members of the organization. Mr. Hammerling attended the Republican convention as a delegate from the Nineteenth District of New York.

### TO CONTINUE ADVERTISING ADVERTISING IN CANADA.

The summer series of hot weather advertising advertisements prepared by the Canadian Press ad Committee association commenced running in the newspapers of the Dominion Monday. They will run twice a week and be followed by fourteen of the first series of twenty advertisements, described some time ago in *THE FOURTH ESTATE*. These again will be followed by three advertisements dealing with financial advertising. This will conclude the first series of forty-four advertisements, to cover which ninety-three daily newspapers agreed to give 20,000 lines of space. But it is altogether likely that new agreements, providing for the continuation of the campaign, will be made.

The association decided to extend this advertising campaign to the weekly press. A series of twenty-six advertisements dealing with the development of local advertising particularly, but including a number of advertisements in the series running in the daily press, will be prepared and supplied to such of the weekly newspapers of Canada as will agree to give the necessary space and run them according to schedule. About 100 weekly newspaper publishers have already signified their willingness to handle the series.

### JUDGE TO START PAPER.

Judge W. H. Noyes, publisher of the *Winter (Wis.) Sawyer County Gazette*, is preparing to start a weekly at Minong, Washburn County. It will be called the *Press* and may be issued before the close of this month.

### CAN'T AFFORD TO MISS IT.

Oscar G. Davies, publishers' representative, Kansas City, writes: "THE FOURTH ESTATE is one publication that no publisher, general agent or special agent can afford to be without and keep up with the times."

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

**Berlin Mills Company,**

PORTLAND, MAINE.  
New York office, 250 Broadway

### N. W. AYER "FAMILY" HAS A NOVEL SERVICE RECORD.

Eugene Greiner, chief of the space buying division of N. W. Ayer & Son, advertising agents, was dined by the firm at the Down Town Club, Philadelphia, last evening in recognition of his thirty years of service. There were 140 diners.

In his address, which contained many interesting facts connected with Mr. Greiner's career, J. A. Wood, a member of the firm, said that at the present time the "Ayer & Son family" consisted of 330 members, and that of the 130 present 112 had been with the house five years or over; fifty-three for ten years or over; twenty-nine for fifteen years or over; twenty-one for twenty years or over, and nine for twenty-five years or over. Altogether, the service of the employees present totaled the astonishing number of 1,398 years. Among the special guests were four ex-members of the Ayer & Son "family" who had been employees twenty-five years or more.

Addresses were made by members of the firm, F. Wayland Ayer, H. N. McKinney, A. G. Bradford, J. A. Wood and W. W. Fry, and by S. Wilbur Corman, the manager, each paying high tribute to their honored guests and associate. Mr. Greiner, in happily-chosen words, told what the firm's famous motto, "Keeping Everlastingly At It Brings Success," had meant to him.

Mr. Greiner was presented with a handsome gift in remembrance of his anniversary.

### CHANGE IN IOWA FOR COLLEGE PAPER.

The Iowan, the University of Iowa students' daily paper, published in Iowa City, has passed into new hands. The latest publishers are Ralph G. Greenfield, a Coe College man, who has been connected with Cedar Rapids publications for the past three years; Forest C. Reed, Manila; and Carl S. Sjulin of Shenandoah. The Iowan has been conducted for the past year by George K. Thomson and Arthur Gordon of Iowa City, formerly of the Des Moines Register and Leader.

### CLUB MAY BUY A HOME.

The Wilkes-Barre Press Club is to have a handsome home of its own if a deal now underway goes through, as it is the intention of the directors to purchase the building now occupied as temporary quarters from the Gas and Electric Company for a consideration of \$25,000. The building in question is one of the handsomest in the city, being located opposite the new high school.

### STEAD'S WILL.

William T. Stead, editor of the English Review of Reviews, who went down with the Titanic, left an estate valued at \$65,000, all to his wife. She and his daughter are joint executrixes.

### PUTS IN FAST PRESS.

B. F. Peltz, publisher of the Clinton (Ill.) Journal, has just installed a new fast press. He built a new home for his newspaper last year.



JAMES M. COX,  
PROPRIETOR OF TWO OHIO NEWSPAPERS AND DEMOCRATIC  
CANDIDATE FOR GOVERNOR.

### COX FOR GOVERNOR.

James M. Cox of Dayton, proprietor of the News League of Ohio, has been chosen by the Democrats as their candidate for governor. Mr. Cox has represented the Third district in Congress for the past two terms. He is forty-two years old and was born on a farm in Oxford County. His News League comprises the Dayton Daily News and the Springfield Daily News.

### KEYSTONE EDITORS' JUNKET

The Pennsylvania Editorial Association will start on its summer outing on July 24. A week or ten days will be spent in Northeastern Pennsylvania, the Adirondack Mountains and New York. The start will be from Wilkes-Barre. President George F. Wagenseller of the Middleburg Post is in charge of the arrangements.

### NEW REALTY PAPER.

The Real Estate and Building News has made its appearance as a weekly publication of the Los Angeles Realty Board. It will be made the medium of a campaign for the enlargement of the board. The editor is Pitt P. Hand.

### ILLINOIS EDITOR ILL.

Ralph B. Parker, one of the well known young newspaper men of central Illinois, is a patient at the Ottawa Tent Colony, where he has gone to seek relief from lung trouble. He was city editor of the Bloomington Bulletin until January 1, when he became publisher of the Leroy Journal.

### WATSON AND CHARLESTON GET CONVENTION HONORS.

At the final business session in Spartanburg the South Carolina Press Association re-elected the same officers to serve another year, as follows: H. L. Watson, the Greenwood Index, president; E. H. De Camp, the Gaffney Ledger, first vice-president; William Banks, the Anderson Daily Mail, second vice-president; J. L. Sims, the Orangeburg Times and Democrat, treasurer; W. F. Caldwell, the Columbia News and Courier, secretary; Rev. S. A. Nettles, the Spartanburg Southern Christian Advocate, chaplain. The new executive committee is as follows: Robert Lathan, the Charleston News and Courier; A. B. Jordan, the Dillon Herald, and Neils Christensen, the Beaufort Gazette.

The Isle of Palms, at Charleston, was selected by acclamation as the place of meeting in 1913 over five competitors, Orangeburg, Glenn Springs, Florence, Rock Hill and Anderson, but the invitation of Charleston, through A. W. McKeand, secretary of the Chamber of Commerce, and the Isle of Palms Development Company, was presented in a winning manner by M. C. Brunson, business manager of the News and Courier.

### POPULAR MAGAZINE TO ESPOUSE SOCIALISM.

Socialism for the education of wealthier classes of the community is to have its literary exponent in the Metropolitan Magazine of New York, owned by the William C. Whitney estate.

It will not, however, have any connection officially with the Socialist political party, although it will stand by the principles of Socialism and take its place as a representative of the radical elements in this country. The Metropolitan becomes, therefore, the first popular magazine to espouse Socialism.

### IN LIBEL TROUBLE.

Otto Lightner, editor of the Retail Jewelers' Journal, Cincinnati, has been convicted of criminal libel by the jury in Judge Bromwell's court. The complaint against Lightner was that on December 23, 1910, he published in his journal a malicious libel on Louis Eisenschmidt, jeweler, of Newport, Ky.

When the case was called Lightner was not on hand and the trial had to be delayed until his arrival. Judge Bromwell imposed a fine of \$25 on him for contempt of court.

### STUDENTS ELECT EDITORS.

Frank Pennell of Cheboygan Saturday was elected managing editor for the ensuing year of the University of Michigan Daily. Hugh Allerton of Ann Arbor was appointed managing editor of the Students' Directory for 1912-13, and Stanley Newhall, Louisville, Ky., managing editor of the Michiganensian, the senior year book. No managing editor was appointed for the Gargoyles, but Walter Staebler of Ann Arbor was made business manager of that publication.

### ALABAMA ASSOCIATION TO REORGANIZE TODAY.

The Alabama Press Association met recently at the Birmingham Chamber of Commerce for the purpose of awakening new interest in the organization and putting the association on a firm working basis. The last meeting of the association was held two years ago at Mobile and last year the annual meeting of the association was postponed. Since the meeting two years ago the organization has not been as active as its members desired.

It was decided by the association to have its president appoint two committees, one on membership and the other on procedure, so that plans may be mapped out for a stronger and better organization. These committees will be appointed at once and will report at a special meeting of the association to be held in Birmingham today. A committee on foreign and railroad advertising was appointed and consists of L. H. Nunnelee, J. R. Rosson, A. B. Tucker and C. W. Upchurch. An auditing committee with H. S. Doster as chairman was also appointed.

R. E. Ward, former president of the association, offered a resolution protesting against the raising of postal rates on second class matter and the attitude of the government in regard to unpaid subscriptions.

### FOLSOM STARTS AGAIN.

The Wayzata (Minn.) Reporter has made its appearance as a weekly. C. W. Folsom, formerly of Taylors Falls and the Paynesville Leaders Press, is publisher, and Warren Wakefield is in editorial charge.



## GOVERNMENT AND THE NEWSPAPERS.

### SHOULD BE ASSISTED IN DISSEMINATING LAW MAKERS' DOINGS.

Jacob Ginsburg of the Philadelphia Jewish Morning Journal in an address on "Should a newspaper pay the same postal rates as the magazines," before the convention of the International Circulation Managers' Association, expressed the opinion that on account of the vast educational powers of the daily newspapers and the large amount of free publicity the government receives through the daily press that the daily newspaper should as far as possible be assisted, or at least not hampered by the government. He said:

"My argument suggests itself to me when I think of unhappy Russia, with its censors, its fines and its imprisonments for editors who have the boldness to disagree with the government. There, every newspaper is more or less official. One invites disaster if he does not print certain things which the 'powers that be' want to have disseminated. Readers may be few, but decrees and Imperial functions are many, and the happy subject of the Czar, who is able to read, must know all that may edify, even if it does not enlighten a loyal Russian."

"In this happy land the daily newspaper is also more or less official, though it is not compelled to print the news which the government gives out in the form of reports of departments and bureaus, in the form of messages, and Presidential addresses, the proceedings of which are published in our lively contemporary, the Congressional Record, hearings before various investigation committees which are vastly added to the variety of useful information, all of which is partly or wholly being published in the daily newspapers, giving the entire nation access to public affairs, thus, enabling the citizen to have a grasp of the public business, and be able to judge for himself on all important issues."

"There are also matters of immediate practical utility, like Post Office news and other matter which involve self sacrifice, such as the weather forecast which we publish daily, though it gives us a worse reputation than all the support we may give to unpopular men and unpopular measures."

"In all this work we serve the government as well as our readers. In fact our national treasury would of necessity have to spend very large sums of money in order to reach even a small portion of the great reading public that is now being reached through the medium of the daily newspaper; thus, the government is a direct beneficiary from the free publication of news, amounting in actual space value probably more than the total receipts derived by the Post Office Department from that source, which is known as 'second class mail.' We can adduce it, therefore, as the highest reason of public policy that the daily newspaper shall, as far as possible, be assisted or at least not hampered by the government."

"The magazines are excellent in their way, and we would not begrudge them the cheapest rate which is compatible with an efficient service; but with them propagating of opinion is in the main, objective, and it is only proper that they should depend more completely on the good will of their constituents, and on their willingness to pay any new charge that the exigency of the service may place upon them."

"The daily newspaper, on the other hand, is a public service as a disseminator of useful and official information and is entitled to exemption if anything is. And it is only the shrinking modesty of the up-to-date journalists which keeps us back from asking more governmental support in the shape of cheaper postal rates."

"In conclusion, I desire to say that the teachings of sound finance inclines us to the belief that all present postal rates for magazines as well as for dailies, may remain as they are, and Uncle Sam will still be able to balance his accounts with



CHILDREN AT LIFE'S FARM.

the result as favorable as in the fiscal year which is now drawing to a close."

### NEWS STYLE BEST IN AD WRITING.

"Writing advertisements that appeal to the public is nothing more than putting newspaper principles into practice. You must make the news about your store and goods interesting just as the good reporter makes his news stories interesting. The ability to write clear, terse English, to appeal to the human interest side of your readers and to gather facts quickly and accurately—an ability which is developed in the newspaper office as nowhere else—is what makes an advertising man valuable."

This statement was made by William F. O'Donnell, of the advertising department of the United Gas Improvement Company, in an address to the class in advertising of the University of Pennsylvania.

He paid high tribute to the value of newspaper advertising to the United Gas Improvement Company, and told of instances where newspaper advertisements had brought quick and positive returns. On one occasion a full-page advertisement in the daily papers brought 10,000 persons into the offices of the company on a single day.

### OWNERSHIP CHANGE IN DENVER.

Will S. Ferrill is the new editor and part owner of the Rocky Mountain Herald of Denver, Colo. He is associated in the ownership with Halsey M. Rhoads, who will confine his work to the duties of business manager and to the publication of the Rocky Mountain Elk, which he also owns.

### ROUND THE WORLD FOR R. HOE & CO.

Oscar Roosen, known to publishers throughout the United States as one of the ablest members of the sales staff of R. Hoe & Co., printing press manufacturers, has got as far as New Zealand in his trip around the world in the interest of his firm.

### MAGAZINE FOR BOY SCOUTS.

The Boys' Life Magazine, a monthly periodical formerly published in Providence, R. I., has been purchased for the Boy Scouts of America by the national organization, which will remove it to the national headquarters, 200 Fifth avenue, New York.

The publication will be under the control of the executive board of the national council of the Boy Scouts of America, and its active editorial board will be composed of William D. Murray, George D. Pratt, A. A. Jameson, Frank Presbrey and James E. West, chief scout executive.

### WILL GO MINING.

Anthony McCauley has sold his interest in the Greenville (Cal.) News to E. L. Kirk, who with Charles L. Butman will continue the publication. McCauley has gone to the new mining camp at High Grade, Modoc County.

### EX-MAYOR BUYS A PAPER.

The Manhattan (Kan.) Riley County Democrat has been sold by A. H. Hammond to ex-Mayor A. W. Long and associates. Under the new arrangements Mr. Long will be in editorial charge.

### SENATOR A PUBLISHER.

Senator James E. Ford of Grundy County has become owner of the Hamilton (Mo.) Hamiltonian, a weekly paper published for the last forty years. Ford will assume the duties of editor. He is known as an able writer and has had considerable newspaper experience. Roy A. McCoy has been the publisher.

### ALL HOME PRINT.

The Greenville (Mich.) Independent has abolished its patent in-sides for all "home" print. C. E. Grabbill, manager, writes to THE FOURTH ESTATE:

"This move of course makes THE FOURTH ESTATE of special value to us, as it is necessary for us to keep in touch with the different advertising agencies."

### HOW A MAGAZINE CARES FOR POOR CHILDREN.

For a quarter of a century Life, under the editorship of John Ames Mitchell, has been active in fresh air work for the children and has maintained since 1891 a farm at Branchville, Conn. The property, a gentleman's country seat about fourteen acres in extent, was a gift from the late Edwin Gilbert. The house, stable and other buildings have been converted into dormitories and living rooms, while ample playgrounds, with orchard, brook and tent furnish constant amusement.

From the close of school in June until it reopens in September parties of about 200 children are given a fortnight's vacation in the country. Pure air and plenty of good food have a chance to work their miracles with the children of the poor, taken from the city missions, the lower East Side and other "settlement" sections of Greater New York.

Branchville is fifty-three miles from New York on the New Haven Railroad. An efficient force of caretakers is employed to look after the children. Life's farm is supported entirely by contributions from friends and readers.

### WON'T HUNT SNAKES.

The Schaghticoke Rattlesnake Club, of which Dick Howell, editor of the Bridgeport and Waterbury (Conn.) Sunday Herald, is one of the leaders and the membership of which is comprised of many of Connecticut's sporting writers, will have no hunt this year. This following self-explanatory communication has been sent to the Hartford Courant:

"Owing to this being a Presidential year the annual hunt of the Schaghticoke Rattlesnake Club will not be held, as Presidential years are bad for snakes. But along about the first of June, 1913, when the June brides blossom and the Schaghticoke Indian reservation is in the full bloom of all her bucolic beauty, we will have a hunt, and it will be a hunt greater than all others of the nine seasons past."

### PAPER MAY BUY HOME.

It is understood that within the next two weeks the Wilkes-Barre (Pa.) Times-Leader Company will purchase the building on North Washington street now being operated by the Wyoming Valley Motor Car Company.

The Times-Leader management for several months past has been contemplating the purchase of a new press and machinery and with the present building entirely too small to meet the paper's wants the owners have been quietly looking around for a more favorable site.

### LUTHERAN CHURCH PAPER.

At the convention of the Lutheran Church in Canada, at Williamsburg, it was decided to establish a Lutheran paper in the Dominion. Rev. I. J. Clemens was named as editor. The paper will be called the Canadian Lutheran and it may be located in Ottawa.

## THE WAR CORRESPONDENT ON DUTY.

### WASHBURN'S EXPERIENCES IN RUSSIA DURING THE REVOLUTION.

Members of the editorial writing and reporting staff who imagine they know all about the duties of the active war correspondent, other types of stay-at-home men who say that being a war correspondent calls for scant ingenuity and little or no tactical capacity have been afforded a chance recently to change their minds.

Stanley Washburn, one of the men financed by Victor F. Lawson and his Chicago Daily News to report the Russo-Japanese War by land and sea, has turned "book author" long enough to relate his varied experiences by boat, rail and on foot during the war, though he devotes the greater portion of his space to a recital of his adventures while racing hotfoot to report the Russian Revolution.

The man on a newspaper sporting staff who "writes a fight" and revels in every blow—when the fight possesses action—will get the same sort of glow from reading Washburn's adventures that comes to him at the ringside when a crowd of fight fans is on tiptoe waiting for the knock-out blow to be delivered before the gong sounds.

#### ACTION EVERY MINUTE.

Since the profession of war correspondent offers many similarities to an active competitive sport, Mr. Washburn has appropriately given the story of his work and perils the title "The Cable Game," and Sherman, French & Co., of Boston, have published it.

During the early days of the Russian Revolution Washburn, who had just left one of the Japanese armies in Manchuria, arrived in Constantinople and finding almost all cable connection closed and a state of great uncertainty as to conditions in South Russia, decided to charter a dispatch boat. With a faithful and glib-tongued negro assistant, Monroe D. Morris, and a crew of Greeks and Turks, he crossed in a 250-ton tug, the France, from the Bosphorus to Odessa, returned to a cable station at Sulina at one of the mouths of the Danube; made off again to Sebastopol and tapped the news there; crossed the Black Sea to Sinope and proceeded east along the coast to Trebizond and Batum, whence he returned to Constantinople with a boat load of refugees from the Caucasus before the managing editor of the Chicago Daily News changed his assignment and ordered him elsewhere.

As the press boat plied the Black Sea waters in the middle of winter, many of his adventures were marked by heavy going in ugly seas.

In fact it proved necessary to put in for the night at a Roumanian port, and pump out two bulkheads. In due time the France made her port, however.

#### LEARNED OF MASSACRE PLANS.

Entering Odessa on the Czai's birthday Washburn learned that a

general massacre was planned. Of this he says:

"These pre-arranged events rarely materialize in Russia, as the gentlemen supposed to be in charge of such proceedings are generally dull out of their cellars and are well on their way to Siberia on the date set for their entertainments. My experience in five visits to Russia during the period of convulsion was that the average Muscovite revolutionist has no equal (off the stage) for simplicity and ineffective activity.

"The moment you set eyes on him you know he is a revolutionist. His hair stands on end, his eyes are wild, and his dress is in disorder. In fact, nothing is lacking to complete the make-up of the part. Every time he has an opportunity he climbs on a barrel or some other conspicuous spot in a public place and proceeds to air his ideas. He will point out at the top of his lungs the advantages of bombs and miscellaneous assassinations.

"So it was at this time in Odessa. The revolutionists had been talking so long about their new scheme going to do on the Czai's birthday that everybody in town knew of their plans, which, among other variations, included a massacre of all foreigners. I never did find out if the foreigners were to be massacred, but it seemed to be admitted in revolutionary circles that this was the proper thing to be done.

"Considering our high hopes for a general uprising, the day passed quietly enough. Only a bomb episode along in the afternoon testified that the spirit of anarchy and revolution still smoldered beneath the surface. Not much of an event it was, even at that. Only an unsuccessful attempt to assassinate one of the local tyrants of the detective force.

"It would make a scare head for a local police story, perhaps, but out here for the man who had the only access to the world's cable, it was only a 'significant incident.' The immediate scene is dramatic, terrible. A cold gray courtyard rises beyond a gate, at which stood a half-frozen sentinel, gloomy, imperturbable, silent. Across the court was the office of the victim sought.

"Within the compound a half dozen bodies, now torn and mangled, masses of clothing and human flesh, lie steaming in the cold, while pools of blood freeze in little lakes of red-stained snow. The frost-bitten earth crumbles dryly under the feet of the clumsy officers, who, notebooks in hand, are compiling their reports of the incident. One of them turns over with his heavy boot the stiffening carcass of the perpetrator of the outrage, himself torn to shreds by the explosion of his own bomb.

"No wonder the prefect of police turns his heavy visage from the scene in which he was cast to play such an important role. He is putty-colored beneath his beard as he passes to his carriage, sabre dragging in the snow and spurs ringing sharply on the threshold of the great gate."

In her run for an uncensored cable at which to file the story on the Odessa situation the France, under a heavy head of steam, was run on to a mudbank by the Greek skipper. But with Sulina reached and the operators finally persuaded to send the thousand-word story, the correspondent found his cash reserve reduced to twenty-five francs.

"Morris looked at me and grinned.

"Is that your last?" he asked.

"It is," I replied with great dignity, 'but keep it dark. It is nobody's business but my own.'"

"He looked rather blue. Just \$5 and a boat on my hands that was burning up a hundred a day in coal alone, and we at the end of the earth and the central object of interest in the Morris kept me enjoyed the delicateness of the situation. He was never so happy as when we were in a tight place."

"What are we going to do?" he queried, cracking the joints in his knuckles.

"I looked at my watch. It was lacking five minutes of nine.

"'Morris,' I said, 'We are going back to the France and have some breakfast.' 'Why?' I asked. 'I don't know,' he replied. 'I thought I intended to smoke to the bitter end before I attempted that painful process of putting one's mind through a wringer in an endeavor to make something out of nothing.'"

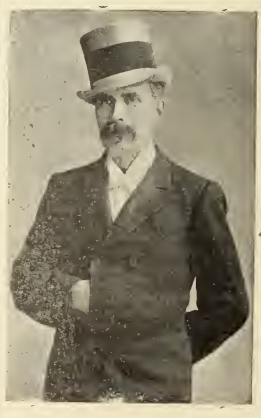
The manner in which Monroe D. Morris engineered this and other

loans in the Caucasus, as related by Washburn, shows that the American negro is not lacking in ingenuity and inventiveness. These form the basis for portions of several interesting chapters in Mr. Washburn's book, which, by the way, contains a foreword of appreciation addressed to Victor F. Lawson, owner of the Chicago Daily News.

Mr. Lawson's ready check book made the Washburn cruises possible.

### A PICTURESQUE PERSONALITY OF MISSOURI.

Colonel J. West Goodwin, widely known in the journalistic fraternity as editor of the Sedalia (Mo.) Bazaar, and whose serious illness was noted in THE FOURTH ESTATE last week, is one of the most picturesque personalities of Missouri. His famous beaver hat, said to have been worn continuously since 1868, has been written of and about from



COL. J. WEST GOODWIN.

one end of the country to the other, and its adventures and misadventures form an interesting chapter of humorous newspaper history.

He founded the Sedalia Bazaar in 1868, in the days before Kansas City became a railroad center, and when Sedalia bade fair to be the metropolis of the Southwest, and for a time it had the largest circulation of any paper between St. Louis and San Francisco. Colonel Goodwin often explained that he adopted the name Bazaar because he believed no one would copy it.

The Daily Bazaar long since ceased publication. Colonel Goodwin became involved in controversies with labor unions and is said to have lost considerable money in the contest he waged. He founded the Citizens' Alliance, an employers' association.

A warm friend and admirer of Eugene Field, Colonel Goodwin started a movement after the poet's death to raise funds for a monument in Field's memory. He also inaugurated the celebration of the poet's birthday anniversary in the public schools of the state.

### SLAYER IS INSANE.

Alex. Alexiev, accused of the murder of E. H. Rothrock, city editor of the Spokane Chronicle, has been acquitted, the jury finding that he "was not guilty by reason of insanity." The verdict also found that Alexiev was not safe to be at large, and he probably will be sentenced to the criminal insane ward of the state penitentiary.

A few days after the Titanic disaster Alexiev entered the office of Rothrock and, muttering something to the effect that too much was being published concerning the disaster, shot and killed the latter. The men were unacquainted, and little is known concerning Alexiev.

### BANKER BUYS A PAPER.

J. C. Killarney has disposed of his interest in the Atchison (Kan.) Champion, of which he has been principal owner, to J. W. Smith, a banker of Noblesville, Ind. The purchaser now owns the controlling stock in the company.

Mr. Smith is the father-in-law of Eugene Pulliam, editor of the Champion. At a meeting of the directors Mr. Pulliam was advanced to the presidency of the company. He will continue to direct the affairs of the paper. Mr. Smith was elected president and E. W. Clausen secretary. The new owner has obtained a long time lease on the entire Manley Building, at 5th and Commercial streets, which will be remodeled and turned into a thorough newspaper plant.

### VERMONT PAPER SOLD.

The ownership of the Vergennes (Vt.) Enterprise and Vermonter has been transferred from the Addison County Newspaper Association to the Addison County Printing Company, Inc. William H. Wheeler is president and treasurer of the new firm, Nelson A. Seymour is vice-president and Edward P. Seymour is secretary. The business formerly conducted by the Seymour brothers at Middlebury is merged in the new concern, the main office to be in Vergennes.

The Enterprise and Vermonter prints editions under the names of the Bridgeport Sun, Middlebury Record, New Haven News and Orwell Citizen.

### EDITOR BEATEN.

James H. Ferris, editor of the Joliet (Ill.) News, was attacked and beaten on one day last week on the street by James Beaman, assistant superintendent of the W. E. Pratt Manufacturing Company. Ferris published a story in his paper of a few issues before regarding Mr. Beaman's domestic affairs. It is said that Beaman met the newspaper man on the street and demanded an apology, which, when it was refused, resulted in the fight.

### N. Y. PRESS CONVENTION.

The annual convention of the members of the New York Press Association, of which Edgar L. Adams is president, will be held at Garden City Hotel, L. I., on July 10, 11 and 12.



JUNE 22, 1912.

# WILLSDEN

## Circulation Persuaders

Get Renewals  
Hold Subscribers  
Make Collections  
Get New Subscribers

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SPECIALIST

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### SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment—Best illustrations.  
YOU NEED IT!  
Write for particulars to  
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200 William St., New York City.

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Reliable Contest Operators

Write for terms, etc.  
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### FISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year—Weekly.

Write for Samples.

FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

### THE HOTALING News Vendor.

slot machine for newspapers.  
Sells to 40-page papers at 1, 2, 3  
or 5 cents. Can be emptied and re-  
filled with 60 papers in 30 seconds.

HOTALING BROS.  
Tribune Building, NEW YORK.

### BUILDING UP THE CIRCULATION.

The New Haven (Conn.) Evening Register is offering the following prizes in its booklovers' contest: First, \$700 player piano; second, \$400 piano; third, \$250 Columbia regent. Other prizes to the number of 305 will be distributed, including phonograph outfits, sets of books, vacuum cleaners, encyclopedias, library furniture suite and clocks. The total value of the prizes amounts to \$3,400; the contest started June 10.

The Pittsburgh Post gave Pittsburgh its first opportunity of seeing an aeroplane exhibition Saturday. Under the auspices of the Post Earl Sandt gave an exhibition at Schenley Park and soared over the downtown section of the city.

The Canadian Magazine, Toronto, has under way a lively subscription campaign. Bibles, published by S.

### HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons.

Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



I am in the market for a good fountain pen to be used as a premium.

Address, with full particulars, Austin, care The Fourth Estate.

Blake Willsden, Chicago, are being used as premiums.

Sunday excursions are being conducted by the Buffalo News for the benefit of its readers. Sunday News coupons offer the various trips at substantially reduced rates.

The Illustrated Buffalo Express is using as a premium a revised edition of Lowmy's Illustrated Cook Book. It is awarded for six coupons and forty-eight cents in cash.

### TO KEEP NEWSBOYS OFF THE MOVING CARS.

A petition asking that the Indianapolis police enforce an ordinance forbidding boys jumping on and off moving street cars, has been submitted to the board of public safety by the Indianapolis Humane Society. The society says the ordinance is violated particularly by newsboys and that the public could aid in the observance of the ordinance by refusing to buy newspapers after boarding cars.

The movement meets with the co-operation of newspaper managers generally as the feeling is that too many boys are being maimed by jumping off and on cars and the number of papers sold does not justify their assuming such risks.

### GAYNOR ON NEWSPAPERS.

Mayor Gaynor of New York has sent the following letter to C. E. Baird, secretary of the National Publicity Bureau of Scranton, Pa. "You ask to give an interview saying what I would say to the readers of 2000 newspapers. I would say to them to be very careful about believing all they see in the newspapers."

### NEW ST. LOUIS DAILY.

St. Louis has a new evening paper called the Sun, issued by Sewell M. Johnson. It is published in the Eastern section of the city and its first edition was one of sixteen pages.

The Times at Warren, Pa., has just concluded a "Shower of Gold for Babies' contest."

### \$500 IN GOLD

was given to the babies of that county and the mothers, fathers, grandparents, aunts and uncles scoured the country for miles around for subscriptions to the Times.

As a result The Times is claiming the largest circulation of any newspaper in that county.

This campaign was managed by the UNITED CONTEST

COMPANY, Inc.  
of CLEVELAND, Ohio.

### ANOTHER CIRCULATOR GETS TO THE TOP.

Hal K. Edwards, the newly appointed business manager of the St. Paul Daily News, one of the Clover Leaf newspapers published by L. V. Ashbaugh, has been engaged in newspaper work for the last fifteen years. He started in with the St. Paul Dispatch, and for twelve years



H. K. EDWARDS.

filled various positions in the business department of that newspaper.

He left the Dispatch when city circulator to become circulation manager of the St. Paul News, and two years ago took charge of the classified advertising department in addition to his circulation duties. Harry Olson has succeeded Mr. Edwards as classified advertising manager.

### NEWSIES HONOR ATHLETE.

The newsboys of Times Square, New York, presented a loving cup to Traffic Policeman Pat ("Babe") McDonald last week as a "fare thee well" ceremony just previous to his sailing for Sweden with the American Olympic team.

McDonald is one of the world's champion weight throwers and for seven years has been handling traffic in Times Square and making

### MR. CIRCULATION MANAGER;

GET IN ON A GROUND  
FLOOR PROPOSITION.

*Strike while the iron is hot!*

The common drinking cup is abolished in twenty-four States and there is now a great demand for

### SANITARY DRINKING CUPS

That's where we come in and we want to assure you that the one best bet this summer is going to be the

### SANITARY Drinking CUP FOR A PREMIUM.

*Don't overlook this fine proposition. It means more circulation and pleased patrons.*

### THE SANITARY DRINKING CUP CO.

339 S. Wabash Ave., CHICAGO.

We manufacture a full line of  
Sanitary Paper Specialties.

For Washington Correspondence  
WRITE

### AMERICAN TELEGRAPH PRESS

Direct National Bank Building,  
WASHINGTON, D. C.

### Get To-Day's News To-Day "By UNITED PRESS"

General offices, World Bldg., NEW YORK.



Small Features



Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimzie," Rana's "Sidewalk Sketches," The Horrorscope. Write for sample week sets—NOW.

Adams Newspaper Service,

Peoples Gas Building, CHICAGO.

friends with the newsboys. The committee of boys that presented the cup was composed of Max Landow, Harry Benjamin, "Bob" Swift, William Lorenzo, George Gray, Frank Goldman, Sam Lehman, John Lenge, Max Munt, James Bradley, Jack Thompson and the Faton brothers. About twenty-five boys contributed for the cup.

Charles Shuman, L. B. Scroggin and Irving Shuman have purchased the Sullivan (Ill.) Progress, a weekly paper. J. Martin has been the publisher for a number of years.

## BUSINESS OPPORTUNITIES

**Wanted:** In an attractive residence city along Hudson River or in Mass., or Conn., a newspaper property which can be bought for \$50,000 to \$100,000. Properties in cities of ordinary attractiveness considered if their commercial prospects are beyond the ordinary. Proposition D. X.

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York

## BUSINESS OPPORTUNITY.

**FOR SALE.** Half interest in weekly newspaper and job office. "Park Record," Park City, Utah, established 1880, prosperous silver-lead mining town thirty miles southeast Salt Lake City, shipping weekly 4,000,000 pounds ore. New properties coming up. "RECORD" all home print, eight pages, nets owners \$250 monthly above wages. Good equipment, Miehle press, folder, Junior Linotype, jobbers, own lot and building. Requires \$1,500 cash; balance easy installments. Purchaser must take charge mechanical department. Address W. A. Raddon, Park City, Utah.

Do You Want  
To Sell or Buy

**A NEWSPAPER PROPERTY?**  
Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

**Hollis Corbin,** Metropolitan Bldg.  
New York City

## MACHINERY FOR SALE.

**3 DECK 24-PAGE GOSS**  
press for sale—in the pink of condition; prints 2-4-6-8-10-12-16-20-24 pages; also stereo plant; can be seen running; will sell cheap for cash. Answer quick if you want a bargain. Address "Goss," care The Fourth Estate.

**FOR SALE—One Model No. 4 Linotype, No. 11237, complete.** Jackson & Bell, Wilmington, North Carolina.

**WE HAVE FOR SALE** the Tucumcari News, the official Republican county organ of Quay County, New Mexico. We believe this paper is a good proposition, and \$8,000 will buy same. We will be pleased to answer inquiries in detail. H. B. Jones, Tucumcari, N. M.

**FOR SALE.** Brown & Carver, 34 inch, automatic cutting machine, year old, \$450.00; 7/8 inch Morrison wire stitcher, year old, \$225.00; one Latham, automatic punching machine, nine dies, 4 years old, \$200.00; one Cottrell cylinder, 38 x 50, in use number of years, but still in good condition, \$80.00. **JOURNAL PRINTING CO.,** Racine, Wis.

**FOR SALE:** Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

## MACHINERY FOR SALE.

## FOR SALE.

One Campbell  
Multi Press.

Prints from type, either 4, 6 or 8 pages, rebuilt and overhauled—very low price.

**THE GOSS PRINTING PRESS CO.,**  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

One Goss Helix  
Rotary Perfect-  
ing Press.

Prints either 4, 6, 8 or 12 pages, rebuilt and overhauled—very low price.

**THE GOSS PRINTING PRESS CO.,**  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

Goss Three or  
Four-deck  
Straightline.

overhauled and rebuilt, first-class condition—very low price.

**THE GOSS PRINTING PRESS CO.,**  
16th St. and Ashland Ave., CHICAGO.

## FOR SALE.

Potter 3-deck  
Press.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20 or 24 pages, overhauled or rebuilt, —very low price.

**THE GOSS PRINTING PRESS CO.,**  
16th St. and Ashland Ave., CHICAGO.

**FOR SALE—New No. 4 Model Linotype, complete with motor, four magazines, 6, 8, 10 and 12-pt. matrices, Rogers' Tabular matrices.** Address, Model, Care The Fourth Estate.

**FOR SALE—One Model No. 1 Linotype, No. 1112, with one Canadian Linotype No. M3204. Both in good condition.** Sydney Post Publishing Co., Sydney, N. S., Canada.

**FOR SALE:** One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

**FOR SALE—Three No. 2 Linotype machines equipped with German and English matrices.** German Daily Gazette Publishing Co., Philadelphia, Pa.

**FOR SALE—One Model No. 3 Linotype, No. 7374, with one extra magazine.** The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

## WILL PROMOTE CYCLING.

Charles H. Porter, a former Eastern newspaper man who for the past four years has been sporting editor of the Denver Rocky Mountain News and the Salt Lake Herald-Republican, is now secretary and publicity agent for Floyd A. Macfarland at the Salt Palace bicycle track, Salt Lake.

Macfarland has given up cycle riding and has become a promoter and with ten or twelve of the best riders will invade the East next September and then go to Europe for the winter.

## SITUATIONS WANTED.

## BUSINESS MANAGER

Capable and experienced and with a successful career as a business builder in circulation and advertising is open for engagement. Now successfully employed. Has had metropolitan and small daily experience. Capable of assuming full management and running plant satisfactorily and economically. References A No. 1 and a "live wire." Address A 500, care The Fourth Estate.

Energetic young newspaper man, good address, strictly sober worker, widely experienced and capable of handling any desk, seeks engagement. Address Maxwell, care The Fourth Estate.

## WRITE HIM TODAY.

An expert newspaper man wishes to get into touch with a paper needing ginger-ing up. As managing editor or editor in a live field, in which positions he has had experience, he would get out the sort of paper that can't fail to please. Or, enough for mature judgment; young enough for quick, efficient work. At present doing departmental work and telegraph (four direct wires) on one of the leading newspapers in America, a guarantee of skill. Good reasons for wanting to take charge of and make a record with a paper in a good city, though it may be a comparatively small one. Reasonable. Communicate now, even if you do not need him at once. Address Agate, care The Fourth Estate.

## DO YOU WANT A MAN

to take charge of your newspaper property? I have had good experience and successful experience in editorial, circulation and advertising departments and as general manager of a live daily in the 100,000 class. Can furnish A-1 references and documentary evidence as to my work, character, etc. Correspondence confidential. Address Capable, care THE FOURTH ESTATE.

Active young man of excellent address, trained in editorial work, seeks opening in business department soliciting advertising. Address Howell, care The Fourth Estate.

## REPORTER.

Capable, reliable man, experienced in all reportorial departments. Prefer West or Middle West. Address B, care The Fourth Estate.

## NEWSPAPER MAN.

All around newspaper man, 16 years experience, energetic, temperate, seeks position as city editor on live daily in city of 25,000 to 50,000 population. Salary not less than \$20 weekly. Address "Egbert," care The Fourth Estate.

I want to connect as Circulation Manager of large paper or Business Manager of smaller field employed now, but wish change for personal reasons. Thoroughly capable and wide experience. Mable West or Pacific Coast preferred. Interview solicited. Address, C. V., care THE FOURTH ESTATE.

## WHEN

## YOU WANT

## PRESS CLIPPINGS

## COMMUNICATE WITH

## BURRELLE

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

Special Service to Advertisers,  
Agents and their Customers.

ESTABLISHED A QUARTER OF A CENTURY

## HELP WANTED.

High-grade morning paper in important city wants a first-class circulation manager. Will pay good price for the right man. Address at once with details of experience, salary desired, etc.,

**CIRCO,**  
care The Fourth Estate.

Special Advertising Agency, now being formed, with fine future, wants man for manager of New York, and one for Chicago office, who will become interested with organizer. Prefer men who could bring one or two high-class dailies or weeklies into agency. Great opening for newspaper man to break into agency field where there is chance for big money and big future. Already several high-class publications ready to be listed. Address C. E. M., care THE FOURTH ESTATE.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

32 LIBERTY STREET.

Branches:  
73d STREET AND BROADWAY,  
15th STREET AND EIGHTH AVE.  
NEW YORK.

## AMUSEMENTS.

ALHAMBRA, 7th avenue and 126th street.  
CASINO, Broadway and 39th street.  
"The Pirates of Penzance."  
COLONIAL, Broadway and 62d street.  
Vaudeville.  
COLUMBIA, Broadway and 47th street.  
Burlesque.  
JOMEDY, 41st street, east of Broadway.  
"Bunny Pulls the Strings."  
FIFTH AVENUE, Broadway and 28th Street.  
Gaiety, Broadway and 46th street.  
"Officer 666."  
GLOBE, Broadway and 46th street. "The Rose Maid."  
KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.  
LIBERTY, 42d street, near Broadway.  
"The Rainbow."  
LUNA PARK, Coney Island. "Nothing like it under the sun."  
LYRIC, 42d street, west of Broadway.  
"Two Little Brides."  
NEW AMSTERDAM, 42d street, near Broadway. "Robin Hood."  
NEW LIGHTNING, Brighton Beach. Vaudeville.  
PLAYHOUSE, 48th street, east of Broadway. "Bought and Paid For."  
STEEPLECHASE PARK, Coney Island. "Coney's funny place now."



## BLETHEN HEADS PACIFIC AD MEN.

HONEST RATES BY PAPERS  
URGED—CONSTITUTION  
CHANGED.

Sacramento will be the next meeting place of the Pacific Coast Advertising Men's Association and Joseph Blethen, business manager of the Seattle Times, will serve as president of the organization during the ensuing year. These matters were decided on at the closing session of the annual meeting in Portland last week.

The other officers are: First vice-president, E. K. Hoak, Los Angeles; second vice-president, F.



JOSEPH B. BLETHEN.

H. Lloyd, Spokane; third vice-president, F. J. Cooper, San Francisco; secretary and treasurer, G. A. Cummings, of Sacramento; executive committee, C. H. Larkin, Spokane; H. E. O'Neil, Tacoma; E. S. Rowe, Vancouver, B. C.; S. M. Evans, Klamath Falls; and A. G. Clark, Portland; chairman press committee, R. L. Mickle, of Oakland.

A recommendation made by the constitution revision committee was adopted, changing the system of voting to conform to the system of

## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the **Illustrated Weekly** "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions.  
Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

## Editor The Fourth Estate.

Sir: I want to thank you for the manner in which you handled the I. C. M. A. Convention in Baltimore. The treatment on this matter is thorough and everyone reading it, who was at Baltimore, will know that a representative of **THE FOURTH ESTATE** was on the spot.

**J. W. MAGERS,**  
Business Manager Baltimore Sun.

the Associated Advertising Clubs of America.

Heretofore one delegate has been allowed at the conventions for each five members of the organizations forming the Pacific Coast association. Hereafter two votes will be allowed for the first ten members and one vote for each additional twenty members.

President Blethen spoke on "The Man Behind the Rate Card," and discussed the advertising medium and the rate problems as affecting business conditions. He urged strongly the rate card to give every line of business a square deal and make it possible for the newspaper to maintain rates without discrimination. He declared that the old method of giving favors is practically unknown in modern daily newspaper offices at present.

Allen G. Albert, associate publisher of the Minneapolis Tribune, gave an interesting discussion on the subject of advertising, referring particularly to transportation and publicity as the real factors in the development of any section of the country. He advocated the substitution of one advertising rate by newspapers, based on circulations, for all classes of advertising and the abolishment of special rates; honesty in advertising and the elimination of the unscrupulous advertising agent.

Other speakers included F. J. Cooper of San Francisco; George A. Cummings of Sacramento; Dr. Elliott S. Rowe, Vancouver, B. C.; H. G. Durifelt, Spokane, and Louis W. Hill, ex-president of the Great Northern Railroad.

### S. A. JOURNALISTIC CONGRESS.

The journalists of Buenos Ayres are planning to hold a Pan-American Journalistic Congress in their city.

## TWO MEETINGS IN CHICAGO.

### NATIONAL AND INLAND PRESS ASSOCIATIONS

#### TO TALK SHOP.

The National Press Association of the United States meets in Chicago next week for its twenty-seventh annual convention. This association is composed of newspaper men on smaller publications in every section of the country and plans are to be considered for the further enlarging of the scope of the organization. The program has been arranged to interest every sort of publisher and printer. The business sessions will begin on Monday and close on Wednesday.

They will partake of the nature of a press congress, so departmentized as to have programs that will instruct and benefit every one in any way connected with newspaper and job printing. Four departments will be conducted, each holding separate sessions, but all uniting in the general meetings of the association. These departments will be:

Department of newspaper and job printing, to include the cost system, in charge of J. Clyde Oswald, publisher of the American Printer.

Department of the daily newspaper, of which F. B. Hall of Jamestown, N. Y., will have charge.

Department of the weekly newspaper, with Ovid Bell of Fulton, Mo., in charge.

Department of journalistic education, to include those engaged in teaching in schools of journalism and in publishing newspaper trade journals. Walter Williams, dean of the school of journalism of the University of Missouri, will be in charge of this department.

The principal address at the latter department will be delivered by Dr.

Talcott Williams, director of the Pulitzer School of Journalism of Columbia University, New York, upon "Education for Journalism."

James Melvin Lee, New York, W. G. Bleyer of the University of Wisconsin, J. W. Piercy of the University of Indiana, Frank L. Martin of the University of Missouri, Merle Thorpe of the University of Kansas, H. F. Harrington of the University of Ohio, Charles Dillon of the Kansas State Agricultural College and F. W. Beckman of the Iowa State Agricultural College are on the program to discuss Dr. Williams' paper.

Frank L. Blanchard of New York will address the department on "The Professional Journal as a Teacher," and the discussion will be led by B. B. Herbert of Chicago. F. J. Trevisi, chief instructor of the International Typographical Union Course in Printing, will discuss "The Education of the Printer." Homer Croy, New York, has been selected as secretary of the department.

Arthur Brisbane, Dr. Lyman Abbott, George Ade, James McDonald of Toronto, Arthur Capper, Senator Young of Iowa, Ed Howe and others of equal note may also speak.

The printing supply houses of this country and Canada will give a printers' supply exposition. Elaborate entertainment will be provided the association while in Chicago.

Following the meeting a seven days' trip will be taken through South Dakota, during which all the scenic attractions of that state will be visited.

Under the reorganization plan every member of a regularly organized press association in the United States is entitled to membership on payment of \$2 membership dues and a convention fee of \$5. W. E. Parrott, Waterloo, Ia., is the secretary and is in charge of the membership.

The officers of the association are: President, R. E. Dowdell, Artesian (S. D.) Advocate; vice-president, A. D. Moffet, Elwood (Ind.) Record; secretary, W. F. Parrott, Waterloo (Ia.) Reporter; treasurer, W. R. Hodge, Sleepy Eye (Minn.) Herald-Dispatch.

In conjunction with the National Press Meeting the members of the Inland Press Association will hold its mid-summer meeting in the La-Salle Hotel, Chicago, on Tuesday at two p. m. This re-arrangement of the meeting date from the third Tuesday in June will enable the members to attend both meetings at the expense and time required by one.

The Inland Association is allied with the National Association. The Inland committee on print paper will make a report and the matter of changing to two meetings a year will be submitted for action.

Albert M. Snook of the Aurora Beacon is president of the Inland Association, which takes in the states of Illinois, Iowa, Michigan, Minnesota, Kentucky, Missouri and Indiana.

The Wakefield (Kan.) Pointer is now being issued by Edward Kysella, formerly of the Stockton Review.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

### Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

PRESBRY, 456 Fourth avenue, New York.—The Brass Goods Manufacturing Company, Brooklyn, N. Y., placing six-inch twenty-six-time orders with a list of New York State papers.

R. B. Davis, "Davis Baking Powder," Hoboken, N. J.; placing some two-inch d c 156-time orders with a list of Ohio papers.

The General Baking Company, "Honey Bread," large contracts being placed with a selected list of papers throughout the country.

AYER, 300 Chestnut street, Philadelphia.—The National Biscuit Company, Philadelphia; placing some fourteen-line seventy-eight-time orders with Pacific Coast papers.

FULLER, 623 South Dearborn street, Chicago.—The W. K. Kellogg Toasted Corn Flake Company, Battle Creek, Mich.; advertising will be placed through this agency.

DIRECT.—Tomlinson, Inc., "Ox-Tine-Jelly," Syracuse, N. Y.; yearly contracts being made with a selected list of middle West papers.

BROWNE, 7 East 42d street, New York.—The Putnam Corn

## THE NEW YORK WORLD

**Sells** (morning edition)

MORE copies than  
any other two papers

**Print.**

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Cure; placing orders where territory will be covered by salesmen.

THOMPSON, 44 East 23d street, New York.—The Porto Rican American Tobacco Company, New York; placing some seventy-seven-line six-time orders with middle West papers.

El Toro cigars; placing orders with papers of the Central states.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—Fitzpatrick Brothers, Chicago; making 2,000-line contracts with a selected list of papers.

The Packard Motor Car Company, Chicago; contracts for 10,000 lines being made with a selected list of Southern papers.

The Glidden Varnish Company, Cleveland; some 168-line fifteen-time orders being placed with a selected list of Southern papers.

FINNEY, Kieth and Perry Building, Kansas City, Mo.—Jones & Alrich, Wellington, Ky., placing orders with a selected list of large Sunday papers.

FOLEY, Bulletin Building, Philadelphia.—The Villanova College, Villanova, Pa.; some fourteen-line fourteen-time orders being placed with a selected list of dailies.

DAY, New Market, N. J.—The Enura Company, Maywood, Ill., placed with Ohio papers.

MANUFACTURERS' PUBLICITY CORPORATION, 30 Church street, New York.—Lindt Chocolate Company, New York; conducting a campaign in Chicago newspapers.

EWING & MILES, Fuller Building, New York.—Walter Thorpe & Co., real estate, New York; some large one-time orders being placed with a selected list of large city papers.

COWEN, 50 Union Square, New York.—Zira cigarettes; making up list for New York State papers.

CHESMAN, 1127 Pine street, St. Louis.—Walnut Hair Stain; placing orders with Central states papers.

CLAGUE, 38 South Dearborn street, Chicago.—The Calumet Baking Powder Company; some 5,000-

The merchants place the volume of  
their advertising in the

## BUFFALO TIMES

because they know their announcements will be read and that immediate sales of their merchandise will follow.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous district reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooks, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

line contracts to be used in fourteen months being placed with a selected list of Western papers.

GOLDSTEIN-CONHAIM, First National Bank Building, Chicago.—The Illinois Life Insurance Company, Chicago; advertising will be placed through this agency.

JOHNSON, Steger Building, Chicago.—The Anti-Toxine Chemical Company, making some 10,000-line contracts with Middle West papers.

MERRILL, 1161 Broadway, New York.—New Western Hotel, New York.—Placing advertising on an exchange basis; also for the Ponce de Leon Hotel, Atlantic City, N. J., on the same basis.

PEARSALL, 203 Broadway, New York.—Midland Beach, Staten Island, N. Y.; an appropriation to be used with New York City newspapers.

The New York Company; advertising campaign just started.

MORSE, Dodd-Mead Building, New York.—Beecham's Pills; making new yearly contracts throughout the country.

AMSTERDAM, 1178 Broadway, New York.—Eastern Steamship Corporation; placing orders with Eastern papers.

LOTOS, 17 Madison avenue, New York.—Nufect and E-fetta, perspiration powder; will place orders where publishers will secure dealers.

ANDREWS & WARRINGTON, Drexel Building, Philadelphia.—Booth Brothers, "Knot-A-Kink," Philadelphia; some one-time orders being placed with a selected list of Southern papers.

SMITH, 85 Devonshire street, Boston.—The X-Zalia Corporation, Boston; orders for two inches d c thirteen times being placed with a selected list of middle West papers.

METROPOLITAN AGENCY, 6 Wall street, New York.—The American Manufacturing Company; orders being placed with Eastern papers.

HAMBLIN, Fifth Avenue Building, New York.—The Johnson

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

**49,622**

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building,  
NEW YORK. CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

Chemical Company, New York; contracts for 477 inches to be consumed in one year being made with a small selected list.

POWERS, 119 West 25th street.—The American Hosiery Company, New York; orders for eighty lines two times being placed with a selected list of papers.

DARCY, Fullerton Building, St. Louis.—The Coca-Cola Company, Atlanta; some 3,000-line contracts being made with a list of Eastern papers.

KOCH, University Building, Milwaukee, Wis.—The Federal Rubber Company; some fifteen-insertion orders being placed with Middle West dailies.

## ILLINOIS CONSOLIDATION.

The two German publications of Danville, the Deutscher Zeitung, founded in 1875, and the Herold, founded in 1906, have been consolidated under the new title of Zeitung and Herold. Messrs. Bryant of the Zeitung and Kappellhoff of the Herold will have charge of the combined publication, for the present.

The Lockport (N. Y.) Journal is now conducting business in its new home.

## OVER THREE GENERATIONS OF CONFIDENCE BUILDING HAS BROUGHT THE SUN OF BALTIMORE

very close to the hearts of Marylanders. These every day, lifelong readers believe in THE SUN, and advertisers share this confidence in the "Sunpaper."

CIRCULATION,  
116,000 NET PAID.  
W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave., Tribune Building,  
NEW YORK. CHICAGO.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND, C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

THE GROWING  
PAPER OF **BOSTON**  
IS THE **TRAVELER**  
(E.V.G.)

Average Circulation April 1912

## 86,812

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

## STAFF CHANGES.

BURTON H. ALLBEE, formerly of the staff of the Journal of American History, is now with the Nation's Review, confining his work to special contributing only.

O. VON FRAGSTEIN has left the staff of the H. W. Kastor & Sons Advertising Company, Kansas City, and is now with the Thornton Agency as manager of the Southwestern territory, with offices in St. Louis.

EDGAR WALLACE of Shelburn, Ind., has been appointed editor of the United Mine Workers' Journal, in Indianapolis.

EDWARD R. DEEBACH of Mankato has become managing editor of the North Yakima (Wash.) Independent. He is a son of G. A. Deebach of the Mankato Daily Review.

HUGH STEEL has joined the reporting staff of the Norfolk Virginian-Pilot.

H. G. WALES, JR., formerly of the Denver Republican and prior to

The MONTH of MAY for the

## ST. PAUL DAILY NEWS

St. Paul's Greatest Newspaper  
was most satisfactory, showing  
large increases in both circulation  
and advertising.

MAY CIRCULATION.  
Daily Average, . . . . . 70,684  
May, 1911, daily average . . . 59,223  
Increase, daily average . . . 11,461

May local display advertising increased  
38,346 lines over May, 1911.  
And during May the Daily News printed  
15,134 lines more local display advertising  
than any other St. Paul evening newspaper  
and 62,008 lines more local display advertising  
than any St. Paul morning newspaper.

The St. Paul DAILY NEWS has a  
larger circulation and a larger local a ver-  
tebrate patronage than any other St. Paul  
newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago, J. F. ANTISSEL.

# THE PITTSBURG PRESS HAS THE Largest

DAILY AND SUNDAY

## CIRCULATION IN PITTSBURG.

Foreign Advertising Representatives,  
L. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
is its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of May, 1912, was as follows:

Daily, 108,866. Sunday, 132,655

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

that on the San Francisco Call, is  
now in the sporting department of  
the New York Evening Sun.

ANDREW M. O'CONNOR has  
left the city staff of the Norfolk  
Virginian-Pilot.

JOHN M. EVANS, formerly of  
the city staff of the Norfolk Vir-  
ginian-Pilot has gone to Cincinnati.

FRANK A. LATULIP is in  
charge of the Crystal Lake (Ill.)  
Herald office, succeeding the late J.  
P. Beattie.

MILFORD G. SIMONSON, for-  
merly of McClure's and Good  
Housekeeping, is now connected  
with Lavater E. White in the agri-  
cultural field.

E. F. CORBIN has left the Farm-  
er & Breeder to go with Successful  
Farming.

GEORGE B. HOYT will rep-  
resent Arts & Decoration in the West-  
ern territory, with offices in Chi-  
cago.

## INLAND EMPIRE EDITORS TO ORGANIZE.

The Inland Empire Editorial As-  
sociation will be formed in Spokane  
today.

The purpose of the organization is  
to bring into closer touch and har-  
mony the editors of country news-  
papers throughout the Inland Em-  
pire, for honest and effective ex-  
ploitation. The association will be  
confined to country newspaper edi-  
tors.

The policy of the association will  
be to eliminate much of the exag-  
gerated and harmful publicity now  
given by some editors. It is the  
plan of the founders of the associa-  
tion to decide upon fair methods of  
exploitation and publicity.

## NEW ENTERPRISES.

JOAQUIN, TEX.—John McClelland  
has established a paper here known  
as the Plain Dealer.

PENDLETON, GA.—The News has  
just appeared. A. M. Prescott is  
editor and R. W. Simpson is asso-  
ciated with him.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
gain of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

## The New Orleans ITEM

has more  
week day  
circulation in the City of  
New Orleans than the  
Times - Democrat and  
Picayune COMBINED.

## WITH THE LABOR UNIONS.

### FINAL COUNT OF THE I.T.U. VOTE—PRESSMEN IN SACRAMENTO STRIKE.

After several conferences the To-  
ledo (O.) Typographical Union and  
newspaper publishers have agreed  
on a new wage scale which means  
an increase of \$2.25 per week for  
every member employed on the To-  
ledo newspapers, and the aggregate  
will total an increase of \$76,000 per  
year. The new rate will be \$26.75  
per night work and \$23.75 for day  
work.

The official canvass of the vote of  
the International Typographical  
Union has been completed and  
shows the defeat of only two of the  
present officials who were candidates  
—George E. Tracy, San Francisco,  
first vice-president, and Walter H.  
McKee, New York, a trustee for the  
Union Printers' Home.

The completion of the canvass  
shows the election of the following:  
President, James M. Lynch, Indian-  
apolis; first vice-president, James  
M. Duncan, New York; secretary-  
treasurer, John W. Hayes, Indian-  
apolis; delegates to the American  
Federation of Labor, Frank A.  
Morrison, Chicago; Max S. Hayes,  
Cleveland; T. W. McCullough,  
Omaha, Neb., and Hugh Stevenson,  
Toronto; trustees of the Union  
Printers' Home, Anna C. Wilson,  
Washington, D. C.; Michael Powell,  
Ottawa, Canada; C. L. Wood, Ft.  
Worth, Tex., and Walter E. Ames,  
Milwaukee; agent of the Union  
Printers' Home, F. C. Roberts,  
Washington, D. C.

The vote for president was James  
M. Lynch, 24,069; Fred Barker,  
Spokane, Wash., 19,100.

By a vote of 19,850 to 18,010 a  
constitutional amendment to in-  
crease the salary of the president  
from \$2,000 to \$3,500 a year was  
carried, and a similar amendment  
providing a similar increase in the  
salary of the secretary-treasurer to

# J. WALTER THOMPSON COMPANY.

Est. 1864



The experience  
of forty - eight  
successful years  
Guarantees  
to those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building, NEW YORK.  
750 Marquette Bldg., CHICAGO.

\$3,500 was carried by a vote of 19-  
18 to 18,052.

The union pressmen on the  
Sacramento (Cal.) Bee have been  
on strike since June 6 because in  
running the press in sextuple form  
the Bee put on a force of four men  
and an apprentice and refused to  
accede to the demand made by the  
union for five men and an appren-  
tice.

The contract between the Union  
and the Association Newspaper  
Publishers (Union, Bee and Star),  
which does not expire until July 8,  
provides explicitly that the publish-  
ers shall have the right to determine  
the number of men on their presses.  
The contract also provides that, in  
case of any question arising, there  
shall be neither strike nor lockout,  
but that work shall continue under  
existing conditions and arbitration  
had to decide the point at issue.

Two of the Bee force, the fore-  
man and his assistant refused to  
break the contract, even at the order  
of the union and have since run  
the press without calling on outside  
help.

## NEW IOWA PUBLICATION.

George B. Tracey has succeeded  
to the ownership of the Sheffield  
(Ia.) Press, replacing Arthur L.  
Salisbury, who will engage in the  
real estate business.

The influence of one  
hundred thousand fam-  
ilies upon any business  
in which they believe is  
very great. Get the one  
hundred thousand families  
that believe in the

## NEW YORK MAIL EVENING

to believe in you, and  
you will get rich.

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

SECTIONS OF C. P. A. ELECT  
1912-13 OFFICERS.

The new officers of the daily and weekly sections of the Canadian Press Association are respectively as follows:

Daily Section—President, W. R. Givens, Kingston Standard; vice-president, F. W. Sutherland, St. Thomas Journal; executive committee, S. H. Dingman, St. Thomas Times; W. Findlay, Ottawa Free Press; A. T. Willgress, Brockville Times; J. G. Elliott, Kingston Whig; C. J. Bowell, Belleville Intelligencer. Recognition committee, W. J. Taylor, Woodstock Sentinel-Review; W. Findlay, Ottawa Free Press; C. E. J. Loggie, Toronto Mail and Empire.

Weekly Section—President, W. Rutherford, Owen Sound; secretary, W. A. Fry; recognition committee, D. Williams, Collingwood Bulletin, and H. P. Moore, Acton Free Press.

NEW ENGLAND AD MEN TO  
HAVE FIELD DAY.

A joint field day of the various advertising clubs of New England will be held at Rocky Point, Providence, on Tuesday under the auspices of the Town Criers' Club of that city. Arrangements are being made for the reception of large delegations from the advertising clubs of Boston, Springfield, Worcester,

"One paper in the home  
is worth a thousand on the  
highway." —Quotation.

## THE NEW YORK TRIBUNE

the paper that goes to the  
home —Application

# CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

LARGEST CIRCULATION  
There are in **BALTIMORE** 100,000 homes

The combined circulation of the  
**AMERICAN** and the  
**STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically  
every person in Baltimore whose  
patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.  
225 Fifth Avenue, NEW YORK.

Portland, Hartford and New Haven.  
On their arrival at Providence they will be taken on a trip down the Providence River. The afternoon will be devoted to gymkhana sports. At six o'clock a genuine Rhode Island clam bake will be served and the evening will be devoted to vaudeville stunts, the artists being members of the various clubs.

### AN EFFECTIVE YEAR.

At the annual meeting of the Waco (Tex.) Ad Club, which marked the first anniversary of the organization, W. V. Crawford was re-elected president; C. B. Harmon vice-president, T. H. Jackson secretary; S. R. Wills, George Stubblefield, C. W. Lambert, A. C. Patton, W. J. Mitchell, Dr. W. B. Georgia directors, and C. J. Glover, A. R. McCollum and C. H. Tupper advisory board.

In the annual report of President Crawford he showed that the club had been instrumental in the elimination of sixty out of a total of eighty fake advertising schemes that had been launched in the city.

### AD MEN ON THE FIELD.

The Representatives' Club, of New York, had its annual outing at Travers Island last Friday. In the combination program of athletic and novelty stunts the men who starred included Roy Barnhill of the John M. Branham Company, R. B. Stewart of the Saturday Evening Post, C. B. Kimball and "Bill" Izor of To-Day Magazine, Kenneth McAlpine of the Style Book, Larry Platt, Frank Nye of the Butterick Publications, Ed Byrnes, and Al Huth of the Theater.

### PRESS WOMEN'S ELECTION.

The Illinois Woman's Press Association held its annual meeting and election of officers in Chicago. Miss Mary Eleanor O'Donnell was unanimously re-elected president for the ensuing year and the other officers chosen were: First vice-president, Miss Summerfield; second vice-president, Miss Alice French; recording secretary, Mrs. A. W.

# THE BOSTON POST

MAY, 1912. AVERAGES

The Daily Post 403,500  
The Sunday Post 336,001

KELLY-SMITH CO., Representatives.  
MADISON AVENUE, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Boyce Building,  
NEW YORK. CHICAGO.

Evans; corresponding secretary,  
Mrs. Florence Gebhardt; treasurer,  
Mrs. A. W. Holmes.

### OTHER CLUB NOTES.

Permanent organization of the Houston (Tex.) Press Club has been perfected. The club starts with a membership of about sixty and these officers: President, Harry T. Warner; vice-presidents, Paul C. Edwards and C. B. Gillespie; secretary, Everett Lloyd; treasurer, J. R. Montgomery.

The Portland (Ore.) Press Club held its annual Rose Festival "jinks" Wednesday night, when it entertained visiting newspaper men and their friends and the members of the club with an elaborate program.

The Oklahoma City Advertising Club was entertained at the new Fair Park Theater last week by the management.

More than sixty members of the Pittsburgh Publicity Association attended the first luncheon of the organization to be held on the roof garden of the Lincoln Hotel. Harry C. Milholland, business manager of the Pittsburgh Press, was the principal speaker, giving a history of advertising since the days of the Roman Empire.

The mid-summer meeting of the Indiana Editorial Association at Fort Wayne was declared the most successful in the history of the organization. The convention closed with a luncheon at the Country Club, at which Senator Stephen B. Fleming was the host.

The San Francisco Press Club had its annual benefit performance at the Victory Theater last week. Many of the vaudeville actors in the city assisted in making the affair a big success.

The Salt Lake Ad Club will inaugurate a business and industrial campaign to become acquainted with the commercial conditions of the state. Every two weeks a meeting will be held at the Commercial Club and the entire time will be devoted to the discussion on some particular line of business. It is planned

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation  
for 1911 - - - **94,724**

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

to invite one of the prominent business men of the city to talk.

The Leavenworth (Kan.) Ad Club realized \$203 as its share of the gross receipts of the Parker carnival. It is the intention to use this money to endow a fund with which it eventually is hoped to build a convention hall which will be a credit not only to Leavenworth, but the state.

The Rhode Island Press Club, of Providence, held its semi-annual meeting Saturday afternoon at Yellow Pine grove in Clayville. An excellent clam dinner was served and the remainder of the afternoon was spent in fishing and sailing.

The following officers have been chosen by members of the Waco Ad Club: President, W. V. Crawford, re-elected; vice-president, C. B. Harmon; secretary, T. H. Jackson; directors, S. R. Wills, George Stubblefield, C. W. Lambert, A. C. Patton, W. J. Mitchell, Dr. W. B. Georgia. The advisory board consists of C. J. Glover, A. R. McCollum and C. H. Tupper.

The semi-annual meeting of the Third District Republican Publishers' Association of Kansas met at Fredonia, electing John S. Gilmore of the Citizen president and Clyde Knox of the Sedan Times secretary and treasurer. A highly interesting program was carried out and President Gilmore banqueted the editors.

Leo K. Fesler, president of the Indiana Republican Editorial Association, may decide to call a mid-summer meeting of the association in Indianapolis at about the time of the meeting of the Republican state convention. He believes that such a meeting would result in good and would help to make the state convention a success.

## IN PITTSBURGH

our competitors are amazed at the growth  
in circulation and advertising being made by  
**The Post and The SUN**

Already they are talking about our extravagance, heavy expenses, etc.

### WHY?

Because The Pittsburgh Post and The Sun are today the best newspapers in Pittsburgh. The most wide-awake, up-to-date daily papers ever published in that city, and the great public is finding this fact out more and more every day. Just watch The Post and Sun grow, don't forget this is a Democratic year and The Post is the only Democratic paper in Pittsburgh.

EMIL M. SCHOLZ, General Manager.  
Special Representatives:  
CONE, LORENZEN & WOODMAN,  
NEW YORK. ATLANTA. CHICAGO.



## A GAIN of 168 Columns

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

## THE CHICAGO RECORD-HERALD

New York Office, 710 Times Building.

## WHAT TO TEACH JOURNALISTS.

Continued from Seventh Page

of the Press office. In San Francisco it was the Examiner. In Cincinnati it was the Enquirer.

"With almost monotonous regularity some newspaper develops within itself tremendous momentum. Men are developing as fast as the paper. Boys who go to work as cubs are compelled to hit the pace and become good newspaper men. By and by the paper gets too small to hold these high-grade workers; the town gets too small and then the whole outfit simply spreads itself over the map.

"Native ability is always going to count and there will be exceptions. But you can always wager on five cracker-jack newspaper men coming from a top-notch training school to one genius slipping out of a coffin factory.

"The school of journalism that starts to do business solely on the assumption that a journalist is one who writes will not be worth floor space in Hades. It will turn out men who are experts only in one of the many departments that go to make a modern daily newspaper. And it will call these men journalists.

"Shucks!

"A very little while ago a reporter on a big city newspaper asked an executive for a raise in salary.

"Why?" he was asked.

"Because I have been with the paper a couple of years and have been handed only two advances."

"Consider yourself a newspaper man now?"

"Sure."

"Let's see about that," And,

## THE NEW YORK TIMES

### SPECIAL TRAIN TO BALTIMORE

Beginning Monday, June 24th, The New York Times will run a special train daily on the Pennsylvania R. R. to Baltimore in order to deliver early in the morning during convention week a later edition of The New York Times than would be possible by regular train service.

By means of this special train copies of The New York Times CITY EDITION will be on sale in Trenton, Philadelphia, Wilmington and Washington.

The Sixth City is very ably represented by the stalwart

## CLEVELAND LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE News Scimitar of MEMPHIS, Tennessee,

is the leading afternoon newspaper in the Mississippi Valley South of St. Louis. The largest and oldest afternoon newspaper in 700 miles of this great valley.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

having a little time the man in authority picked up a bit of copy paper and made a diagram.

"You are a fairly good reporter," he said. "You also know something about copy-reading. We will check off those two items on the diagram. Do you see any more that should be credited to you? No? All right, then, that fixes your standing as a newspaper man.

"Now about the salary. You got one raise because you showed that you made progress as a reporter. You got another advance because you began to get the knack of handling copy. You didn't even have to ask for those boosts. Since then have you made any more progress?"

"Now, just look over that diagram once more. Have you ever taken the trouble to pick up points on the financial work? Do you know anything about the sporting department? Are you keeping in touch with the telegraph news? Who is our New York correspondent? Do you know the advertising rates? What is the circulation of the paper? How much of it is city and how much country? Do you know a tinker's damn about the composing room or the time it takes to dry out a mat on the steam table? Can you tell me right off the bat how many presses are in the cellar?"

"There was one real lesson. And it did a whole lot of good because the reporter buckled right down to study. He had made up his mind to stick to newspaper work and a jolt between the eyes forced him to a realization of how little he knew. He saw that it was a big job ahead, but he tackled it.

"It comes mighty close to a criminal act for any school of journalism to turn out a rhetorician and call him a graduate in journalism.

"It would be just as wicked a thing to give a man so equipped charge of a city daily or even a country weekly as it would for a correspondence school to foist

## The TOLEDO BLADE'S

### Tremendous GAINS.

In five months of 1912 it carried:]

In Local Display Advertising from Toledo merchants 2,298,230 lines  
In Foreign Advertising.. 591,000 lines  
In Classified Advertising 436,393 lines  
A total of..... 3,325,533 lines

This is a gain, compared with the same five months of 1911, of 248,279 lines.  
An average of nearly 84 columns per day.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## The News League of Ohio.

### The Dayton News

#### The Springfield News

Combined circulation 42,000

MORE THAN

Combined Rate: Display, 84c. per inch  
Classified, 2c. per word  
Delivered to 71 per cent of the homes of Dayton and Springfield on paid subscriptions.

J. J. Coste & Maxwell, Monolith Bg., N. Y.  
John Gl ss, Peoples Gas Bldg., Chicago

one of its students upon the owner of a coal mine as a managing expert.

"I am a believer in the college that will turn out real newspaper men.

"I have faith in the school that will teach the student how to write in a clear, forceful or entertaining style; that will show him how the standard of articles that appear in newspapers can be raised; that will make him a leader in the cause of right. But in addition to all this the school that I believe in must be even more technical than the medical department of Johns Hopkins or the course in mechanical engineering at the University of Pennsylvania.

"It must acquaint him with the problems of distribution as well as the methods of getting circulation.

"It must make him an adept in advertising—preparing campaigns, handling prospects, making contracts, writing copy, type displaying and setting position.

"It must provide him with the most effective machinery in the business office.

"It must compel him to master every phase of handling news and must make him know that waste whether it be in telegraph tolls or in brains can be and should be controlled.

"It must equip him to walk into a composing room and detect in a flash any weak points.

"It must force him to take apart and set up a linotype machine.

"It must drive him from the damp mat into the casting foundry.

"It must place him in the press room there to study more machinery, to figure on paper control, on ink and on getting the maximum out of a half-tone cut.

"It must explain the processes of photographing scenes and of reproducing pictures.

"It must supply him as it would

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 7c per inch  
usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENT  
New York ST. LOUIS Chicago

an expert with statistics and facts on the morgue, art department, purchases of supplies and a thousand and one details of making and running a newspaper.

"It must get away from the idea that this is a profession.

"Charles H. Grasty, owner of the Baltimore Sun, hit the proper definition when he called the management of a great publication a science.

"And just consider how few realize it.

"How doggone few have studied it."

## TO COURT OVER SQUABBLE.

J. L. Thompson, editor of the Iowa Bystander, of Des Moines, was found guilty of assault and battery last week and fined \$10, but the judge remitted it on promise of good behavior.

Thompson's arrest followed a squabble with a neighbor, Mrs. Mabel Smith. Thompson, it is alleged, shook Mrs. Smith's daughter, because she was quarreling with his children.

Local newspaper men were the guests last week at a luncheon given by the management of Glenwood Park, Salt Lake City.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK.

"A Daily Newspaper for the Home"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

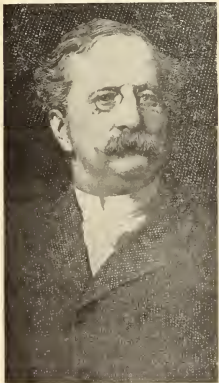
In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## BOSTON EDITOR DEAD.

John Henry Holmes, formerly  
editor-in-chief and publisher of the  
Boston Herald, died at his home in  
Weyland, Mass., Tuesday after-



noon. Until his retirement from  
active work he was one of the best  
known newspaper men in the  
United States.

Mr. Holmes was born in Pea-  
body, Mass., in 1843. He did his

Largest proved high-class  
evening circulation.

# The NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I" THE POST-INTELLIGENCER

Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, NEW YORK.  
87 Washington St., CHICAGO.

first important work as librarian of  
the public library of Charlestown  
before it was a part of Boston. He  
then became editor of the Boston  
Sunday Times, and in 1874 was  
made editor of the Sunday Herald,  
and his relations with that paper  
continued until a change in owner-  
ship five years ago.

## OBITUARY NOTES.

Henry Clay Wood, auditor of the  
New York Evening Post, and an  
employee of that paper for thirty-  
five years, died suddenly on  
Wednesday night. Mr. Wood was  
born in New York on August 1,



1852, and began his newspaper car-  
eer with the old Commercial Bul-  
letin. Later he was advertising  
manager of the Brooklyn Argus  
until it was sold to the Brooklyn  
Union, now the Standard-Union.

In 1877 he went to the Evening  
Post as assistant at the advertising  
desk. In the course of time he took  
charge of that department, serving  
also as assistant publisher. He was  
made auditor eighteen years ago.

ROBERT H. MOORE, publisher  
of the Ottumwa (Ia.) Saturday Her-  
ald, is dead at the age of sixty-seven  
years after an operation for cancer.  
He was a native of Altoona, Pa.,  
and at different times was with the  
Des Moines Register and Leader

## THE FIELD OF CIRCULATION OF THE SEATTLE TIMES DAILY AND SUNDAY

comprehends the Pacific Northwest  
completely, as the circulation ex-  
tends through the border counties of  
Oregon, all of Western Idaho and  
Western Montana, throughout the  
state of Washington and British Co-  
lumbia.

In this field there are to-day about  
1,600,000 inhabitants, of whom 1-  
000,000 reside in the state of Wash-  
ington.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

## THE MILWAUKEE NEWS

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

and other papers in Iowa and Illi-  
nois. He founded the Fairfield  
Journal and the Ottumwa Demo-  
crat.

LLEWELLYN E. KILBURN, a  
newspaper man, died Saturday of  
cerebral hemorrhage at Spring  
Lake, N. J. He was forty-five years  
old and lived at East Orange.

MRS. MARY STUART ARM-  
STRONG, formerly editor of the  
Elite Magazine, died in Roswell, N.  
M., Saturday, aged sixty-six years.

GEORGE REES, a veteran news-  
paper man of Iowa and Kansas,  
died recently at St. Joe. He was  
one of the proprietors of the St. Joe  
Gazette, and for many years edited  
the Keokuk Post.

J. P. BEATTIE, publisher of the  
Crystal Lake (Ill.) Herald for fif-  
teen years, is dead after a long ill-  
ness.

CHARLES M. ABBOTT, for-  
merly editor of the Western Stock  
Journal of Oregon City, Ore., is  
dead. He was at various times con-  
nected with newspapers in San  
Francisco, Oakland, Boston and  
other Eastern cities.

PAUL R. BENJAMIN, a former  
Milwaukee newspaper man, passed  
away last week in Liverpool, Eng-  
land. His body is being brought  
home for burial.

OLIVER P. WHARTON, a pio-  
neer editor of Rock Island County,  
Ill., is dead. He was one of the two

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

surviving editors who called the  
first Republican state convention in  
Illinois.

C. A. SMITH, since 1885 pub-  
lisher of the Dyersville (Ia.) Com-  
mercial, is dead of a complication  
of diseases. He was sixty-nine  
years old and a native of Germany.

J. D. OLMSTEAD, for a number  
of years editor of the Gallipolis  
(O.) Tribune, is dead in Spring-  
field at the age of seventy-nine  
years.

JAMES GOLDEN, proprietor of  
the South Norwalk (Conn.) Even-  
ing Sentinel since 1887, died last  
Thursday. He was sixty-seven  
years old.

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

M MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of  
*MERCHANT'S Linotype Metal.*

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark  
M & E  
Registered  
MERCHANT & EVANS CO.  
Smelters-Refiners  
PHILADELPHIA  
NEW YORK CHICAGO  
BROOKLYN KANSAS CITY  
BALTIMORE DENVER  
Trade Mark  
M & E  
Registered



# THE WASHINGTON HERALD PAYS.

JOHN W. HUNTER, Publisher.

Ask our representative for net circulation rates.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.,  
213 Temple Court, NEW YORK CITY.

## THE MEN WHO DID THE WORK.

Continued from Second Page  
Charles M. Lincoln, managing editor of the New York World, handled the staff of the World and St. Louis Post-Dispatch. Others were Louis Schold, Charles Hand, H. A. Vivian, John Fay, Harry Dunlap, Guy Mason and H. F. Methers.

Men of the Evening World were Martin Green, special writer and convention habitue, and Maurice Ketten, cartoonist.

Don Martin, who has cast the political horoscope for the New York Herald throughout the preliminary campaign, was in charge of the Herald staff, which consisted of Robert H. Patchin, Washington correspondent, Roy K. Fuller, John J. Leary, George W. Daley, Willis A. Willis, George Van Slyke, John A. Fitzgerald, Arthur B. Dunn, George Daley, John Howard Todd, Chicago correspondent for a decade; J. Norman Lynd, E. V. Nadermy and Frederick Stefano.

Indianapolis was generously represented, James P. Hornaday of the News being the dean of the squad. Louis Ludlow, Washington man for the Star, is representing his paper, as is Carl Mote, editor of the Sun; Ernest I. Lewis, staff correspondent of the News, for their respective publications. Henry W. Palmer, city editor of the News; George S. Stout, political writer for the Star, were other prize prognosticators from the Hoosier State.

The St. Louis Republic had its managing editor, D. J. McAuliffe, at the helm. At his call were D. Hastings MacAdam, Washington correspondent, and James P. Whiteside, Sunday editor; Samuel Leigh Call, Springfield correspondent, and G. B. White.

Arthur Brisbane wrote for the Hearst newspapers.  
Raleigh C. Smith, J. C. Welliver, John Smure, Theodore Tiller and James C. White of the Boston Journal looked after the needs of the Munsey newspapers.  
Maurice Splain, Washington cor-

## THE SYRACUSE POST-STANDARD

s steadily increasing its circulation on its merits as a newspaper.

46,805 CIRCULATION  
Daily (Net Paid)  
FOR MAY, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual average circulation in Dec. 43,601

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

respondent; John R. Ball, Harrisburg correspondent and chief political writer, and Hal Lyle looked after the Pittsburgh Post and Sun.  
E. A. Dickson represented the Los Angeles Tribune.

Among other newspaper people on special assignment were George Fitch, J. N. Darling ("Ding"), Minor and H. T. Webster, cartoonists; Clark McAdams, humorist; George Fitch, Edna Ferber, Marguerite Martyn.

Charles W. Thompson, Washington correspondent, and his assistant W. S. Manning, with Axel Warn and Charles Hambridge did the work for the New York Times under the general direction of City Editor Arthur Greaves.

The press gallery at Washington has been almost denuded by the exodus to Chicago.

### PART OF THE ROSTER.

Among the other papers represented were:  
Cincinnati Enquirer—James Faulkner, J. V. Sullivan, Fred Stark and R. G. Tucker.

Kansas City Star—Fred Bullene, W. A. Evans, Roy V. Stout, H. J. Haskell, E. G. Pinkham and Roy Roberts.

Pittsburgh Dispatch—L. W. Strayer.

Pittsburgh Gazette-Times—W. J. Christy, A. C. Farr, M. E. Gable and R. M. Ginter.

Pittsburgh Leader—A. P. Moore, F. B. Warren and J. K. Emge.

Pittsburgh Chronicle-Telegraph—Henry Hall, W. A. White, and George Fitch.

Brooklyn Eagle—C. C. Brainerd, W. E. Wilson and Nelson Harding.

Detroit News—Sam Black, J. Fotz-gibbons, J. G. Hayden and George E. Miller.

Philadelphia Ledger—George H. Blake and C. G. Hamburger.

Philadelphia Record—M. Bacon.

Philadelphia Bulletin—F. L. Knight.

Philadelphia North American—Anous McSweeney, W. Darlington and Fred Forbes.

Philadelphia Inquirer—C. H. Hus-

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bldg., New York, Tribune Bldg., Chi.  
Frisko Building, ST. LOUIS.

## THE DEMOCRAT Nashville, Tenn.

carries more local advertising than any other Nashville newspaper.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

tis and T. F. Logan.  
Boston Globe—M. E. Hennessey, Mr. Morgan and N. Robinson.  
New York Post—E. G. Lowry, H. C. McMillan, Foster Ware and Claude Perry.

Cleveland Plain Dealer—Ben F. Allen, L. W. Strayer and A. E. McKee.

Tacoma Ledger—H. J. Brown.  
Boston Herald—E. G. Walker, J. W. Farley, L. A. Coolidge.  
Boston Transcript—W. E. Brigham.  
Washington Post—F. J. Whitehead.  
St. Paul Pioneer Press—J. E. Monk and G. D. Mann.

Louisville Courier-Journal—C. W. Perry, A. B. Krock.  
St. Louis Globe-Democrat—W. A. Carr, William Flynn, A. C. A. Huston.

St. Louis Star—M. V. Brumby.  
Omaha Bee—C. E. Snyder.

Baltimore Sun—Fred Essary.  
Cleveland News—R. B. Bagley.

Toledo Blade—L. J. Beecher.  
London Mail—S. M. Bullock.

Los Angeles Express—E. A. Dickson.  
St. Louis Post Dispatch—C. Betts, George W. Eads.

Portland Oregonian—H. J. Brown.  
Baltimore News—P. F. Haywood.

Newark Evening News—E. S. Underhill.  
Louisville Herald—J. D. Clark.

St. Louis Times—J. S. Potts, B. H. Reese.

San Francisco Post—J. P. Ryan.  
Minneapolis Journal—C. B. Cheney.

Toledo News Blade—D. H. Coakley.  
San Francisco Chronicle—L. C. Chew, Winfield Jones.

Cincinnati Times-Star—Herbert Covey.  
Christian Science Daily, Boston—Alex Dodds.

Troy (N. Y.) Record—George W. Franklin.  
Baltimore American—Louis Garthe.

Des Moines Capital—Paul Roberts, W. H. Wiseman.

Des Moines Register and Leader—Walter Harrison, R. A. Wright, John Smure.

Waterloo (Iowa) Times—William Reed.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION	
Daily Germania.....	24,568
(Only German evening daily in Milwaukee)	
Daily Herald.....	17,000
(Only German morning daily in Milwaukee)	
Sonntag Post.....	45,000
(Only German Sunday daily in Milwaukee)	
Weekly Germania.....	107,413
Haus-und Bauernfreund	
(German Farm Journal) Weekly	103,333
Deutsche Warte, Weekly.....	22,000
Die Rundschau, Weekly.....	25,002
HENRY DE CLERQUE, U. S. Rep.	
702 Schiller Building, CHICAGO.	
LOUIS KLEBAHN, Eastern Manager,	
1 West 34th Street, NEW YORK.	
Telephone, 215 Murray Hill.	

The Only Daily Paper in Cuba  
Printed in English is  
THE

## HAVANA POST

GEORGE M. BRADT, Publisher

Published Every Day in the Year

San Francisco Post—J. F. Hogue.  
Rochester Times—R. C. Kates.  
New Orleans Times-Democrat—A. E. Hiss.  
Houston Post—W. S. Gard.  
Sioux City Journal—Fred Davis.

### LOCAL WORKERS.

Chicago newspapers turned nearly their entire staffs loose on the work. There were Summer Curtis, Washington correspondent; Hal-M. Little, Arthur W. Crawford, Arthur M. Evans, Ray H. Leek, John L. Spellman, Morrison Koerner, P. F. Lowder, F. E. Lee, B. H. Yarwood, George C. Bastian, Henry Barrett, Chamberlain, Clarence L. Speed for the Record-Herald.

For the Chicago Tribune John Callan O'Laughlin and Arthur Henning, Washington vigilantes, and E. O. Phillips headed the staff, with James Keeley and Edward F. Beck in headquarters directing the campaign. Lieutenants on the field were W. J. Cochrane, Robert Clark, John Lawson, Paul Williams, Percy Hammond and Ralph Ellis.

Charles N. Wheeler was head of the Chicago Inter-Ocean's news gathering staff. Co-operating with him was Oswald Schuette from Washington.

Frank E. Armstrong was at the head of the Chicago Daily News staff, collaborating with Junius Wood, Washington correspondent.

W. O. Chapman did the heavy work for the Chicago Evening Post, with Edward B. Clark as the man who paints the general picture of things actual and prospective.

Conspicuous among the Chicago visitors was William J. Conners, publisher of the Buffalo Courier and Enquirer and former chairman of the Democratic State Committee of New York.

Mr. Conners stayed aboard his yacht, anchored off the lake shore, and in honor of the Republican gathering he had the yacht brilliantly illuminated.

The meeting of the Western Idaho Press Association will take place early in August at Nampa.

## NATIONAL WEEKLY

We have for sale an old-established National Weekly, average gross business last three years \$125,000 per annum. Publication of large influence and highest standing and character. Can be bought at its fair value.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine properties that are not hawked.  
200 Fifth Avenue, NEW YORK.

### LONDON METHODS OF AD PROMOTION.

#### PUBLISHERS BEGINNING TO GET AFTER SMALL ADS AS IS DONE IN AMERICA.

F. E. Bussey of the London Daily Mail, who is in this country on a visit, told the advertising staff of the New York Times at its last meeting something about advertising promotion methods in vogue on London papers. He said in part:

"As far as the advertising is concerned, we don't view it from the same standpoint. Our trouble seems to be just the things that you get the easiest. We have specialized on display advertising, and sacrificed everything to it. This business of going out for 'small' stuff is practically unknown to us, or has been until the last couple of years. Ever since newspapers were newspapers we have not regarded the 'small'—that is what we call it.

"But I believe we have done one or two things in London that will be new to you over here. One of them is this: We have worked out two or three schemes for taking advantage of what we call the psychological moment in advertising. We believe when something is very vividly in the public mind—at that moment people can advertise successfully when they do not advertise during the whole year.

"Four years ago we prepared four whole pages for the year. One of them was devoted entirely to advertising of life saving apparatus for vessels at sea; another was of life saving apparatus for railway accidents; another one was of burglary stuff, like safes and revolvers and all that sort of thing; another one was protection with fire apparatus. We kept those pages standing in type. When the Berlin went down, we simply staggered London by showing that page in the paper.

"The very same issue containing the wreck of the Berlin contained a page of life-saving apparatus. You remember the wreck of the American boat train at Salisbury. We put our railway page in that, and burglary pages and fire pages on other appropriate occasions.

"Incidentally, I find that neither of us, neither the Americans nor ourselves, follow one another sufficiently close. I notice that you have seen every paper here in America this morning; but you do not see the London papers. I have experienced the benefit myself of looking up your newspapers.

"Some time ago the World, I think, was running a series of ad-

vertisements on 'Phoebe Snow.' I saw one of those pages—a whole page made up of the doings of 'Phoebe Snow'—and that gave us a brain wave. We didn't know 'Phoebe Snow.' So we got the biggest actress we could find. I took her around to various stores and took twenty pictures of her in those various places; and we took Seymour Hicks around and took pictures of him in the same way. We didn't have to pay them anything.

"A page is worth £300 (\$1,500) in the Mail, and the advertisers get value. A few little schemes like those I have mentioned are worth about £20,000 a year to us."

### NEWSPAPER MAN LANDS BIG ADVERTISING JOB.

W. S. Pettit has been appointed advertising director of the Studebaker Corporation, Detroit, following the resignation of E. LeRoy Pelletier.

Mr. Pettit is well known in the newspaper world, having served with the New York Mail as a reporter and the New York Post as an editorial writer. He was later connected with the Frank Seaman Advertising Agency, going from that concern to the Studebaker Corporation, with which he has been associated since last January. Mr. Pettit in assuming the advertising management of the Studebaker Corporation is well equipped with a wide experience in both the editorial and advertising departments.

### CLEAN JOURNALISM URGED.

"Clean Journalism" was the subject of discussion at a meeting held in Scottish Rite Hall, San Francisco, last week under the auspices of the Christian Science Monitor Committee of San Francisco.

Edward J. Dupuy presided and read a paper from Alexander C. Dodds, publisher of the Christian Science Monitor. Mrs. Newton Cleveland spoke upon the effects of newspapers in the home, while F. J. Cooper, the advertising agent, read a paper on the plain clean advertising is playing in producing clean journalism.

### NEW ILLINOIS OWNERS.

Frederick B. Everhart of Springfield, Ill., has purchased the Auburn Citizen, a weekly newspaper, from W. L. Gordon. Mr. Everhart is a traveling salesman, and the publication will be managed by Lyman E. Smith.

Mr. Smith has been employed as a compositor on the Springfield State Register, but will move to Auburn at once to assume charge of the plant. Mr. Gordon, the former owner, is seeking a paper in some other Illinois city.

### HOODOO BEAT THEM?

The "13" hoodoo (being the 13th of June) proved too much for the scribes of the Jersey Journal, and they were beaten at baseball by the newsgatherers of the Hoboken Observer at the West Side Baseball Park.

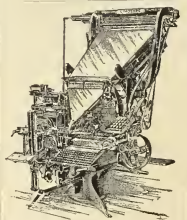
The score was 21 to 16—and that tells the story of the game.

## FULLY 95 PER CENT.

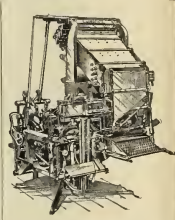
of all newspaper composition, including heads and ads, can be produced on

## THE LINOTYPE

more rapidly, more economically, and more efficiently than by hand or any other method of mechanical composition.



Quick-Change Model 8  
Three-Magazine Linotype



Quick-Change Model 9  
Four-Magazine Linotype

Multiple  
Magazine  
Linotypes

Enable you to set practically all of your department store advertising on the machines, and thus hold your forms open to the very last minute.

## The Linotype Way Is the Only Way

MERGENTHAUER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

### EDITOR APOLOGIZES.

W. H. Richardson, editor of the Sweetwater (Tex.) Reporter, was honorably discharged by the Supreme Court after he made oral and written apology and disclaimer to the court for contempt. He disclaimed any intention of reflecting upon the court.

Messrs. Richardson and Wade, publishers of the Sweetwater paper, had been cited for contempt for printing an item relative to the action of the court in deciding in favor of the Orient Railroad in its fight to remove its shops and offices from Sweetwater to San Angelo. The court construed the item to mean that an advance "tip" had gone out of what the court was going to hold in the case and what day it would be decided.

### MEADOR GETS ANOTHER.

Ex-State Senator J. M. Grimes has sold the Boonville (Mo.) Republican to E. N. Meador of the Cassville Republican. Meador took possession at once. His brother,

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

### BARNES-CROSBY COMPANY

E. W. HOUSER, President.  
ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

Our "Ipsco" Hemp Stereo tissue at 10c. less per ream is much better than thin "Cigarette" tissue at 10c. more.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

Fred Meador, a graduate of the University of Missouri this year, will take charge of the Cassville paper.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

No. 957

NEW YORK, SATURDAY, JUNE 29, 1912

'EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



WILLIAM R. HEARST.

WHO HAS BEEN A PROMINENT FACTOR IN THE DEMOCRATIC NATIONAL  
CONVENTION, PHOTOGRAPHED AT BALTIMORE ESPECIALLY  
FOR THE FOURTH ESTATE.

See Fifth and Eighth Pages.

## CONSOLIDATION IN BOSTON.

### TRAVELER COMBINED WITH EVENING EDITION OF HERALD.

The publishers of the Boston Herald on Wednesday completed negotiations for the purchase of the Boston Traveler and on July 1 will take over that paper and will issue it as the Traveler and the Evening Herald. Both the Traveler and the Herald are one-cent papers and the amalgamation reduces the number of one-cent evening papers in Boston to three.

On and after July 1 the combined papers will be issued from the Herald plant at 171 South Tremont street. The present quarters of the Traveler, at 76 Summer street, will be given up as soon as some disposition can be made of the machinery. The Traveler and Evening Herald will be issued in an enlarged form, eight columns to the page.

It was at first rumored that the officials of the United Shoe Machinery Company, who held an interest in the Traveler, would have an interest in the Herald. This, however, is denied by a man prominent in the Herald's management.

The Andrews estate, the Haskells and Morton F. Plant, of New London and New York, hold the controlling interest in the Herald Company, the other stockholders having but small amounts of stock. The Haskell estate amounts to 2,200 shares. The Plant stock is cut up among five trustees appointed by him.

#### NO HERALD STOCK SALE.

"I assure you upon my honor that none of these people has disposed of a share of his or her stock to the United Shoe Machinery Company, President Winslow or anyone else," said the official.

"The facts are these: Mr. Plant has purchased the interests of Winslow and A. F. Holden in the Traveler. The two papers will be published as one under the title the Boston Traveler and the Evening Herald. The staff of editors and reporters will consist of the best we can get from the combined forces.

"The Evening Herald had a very small circulation when the present management took hold of it, about 7,500 I should say. It is now in the vicinity of 58,000. We felt that we could strengthen ourselves by purchasing the Traveler and bring about the desired result of an increased circulation more quickly than by the gradual method we have pursued.

"The Traveler has during the last six months or so been a much better newspaper than before. It has reached the limit of its mechanical capacity. The management was ready to sell at favorable terms. We therefore acted and now the Traveler is part of the Herald property.

"Although the morning Herald and the new paper will be published under one management, the two will be distinct in almost every particular. The morning Herald and the Traveler will have distinct editorial, reportorial and advertising forces.

"Advertising contracts now pending with the Herald providing for all-day insertion will be carried out, the advertisements being published in the morning Herald and Evening Traveler. Contracts now held by the Traveler will be carried out by the new afternoon paper solely. New contracts will be made on the basis of two distinct publications. The morning Herald will have its rate and the Traveler

its rate. An advertiser may use either or both.

"In spite of the fact that the Evening Herald has grown with almost extraordinary rapidity since the new management assumed charge, and the Traveler also of late has made much improvement and great progress, it was perfectly clear that the good will of the two papers together would be stronger than either alone and that by combining the two publications better and more prompt results could be gained.

#### TRAVELER ONE OF CITY'S OLDEST.

Frank S. Baker, general manager of the Traveler under the former ownership, will retain his connection with the new management.

The Traveler is one of the oldest papers in Boston, having been established in 1825. It was published for many years by Roland Worthington on State street. Eighteen years ago, however, it changed hands and the plant was removed to Newspaper Row. Again, eleven years ago it made a move to 76 Summer street, where it is at present. Its circulation at the present time is given at 90,000 daily, as against less than 50,000 some months ago. In March, 1910, a committee of stockholders of the Traveler reported that increased competition "of the past few years" had resulted in a deficit of \$144,561 and that new financing was imperative.

About that time A. F. Holden and E. H. Baker, general manager of the Cleveland Plain Dealer, purchased from John H. Fahey 4464 shares out of the total of 8504 shares, together with \$650,000 of indebtedness, at approximately forty cents on the dollar. The total indebtedness of the company was then placed at \$722,951. The assets, consisting of machinery, accounts receivable, plant and franchises, were said to aggregate \$225,000.

Shortly after this statement was made at the State House, the Evening Traveler Company of Boston was incorporated under Massachusetts laws with a capital of \$200,000, divided into 8000 shares at \$25 par value. The officers of the Evening Traveler Company are: President, E. H. Baker; treasurer, Frank S. Baker; secretary, Guy E. Healey; directors, the officers and N. S. Myrick and E. H. Baker.

#### HISTORY OF THE HERALD.

The Evening Herald, which is the evening edition of the Morning Herald and published by the same management, has passed through numerous vicissitudes. Although it was, in fact, the parent edition of the paper, it was, owing to a year's suspension, the infant edition as well.

The Boston Herald was established in 1848 by E. C. Bailey, as an evening paper. Twenty years later, Mr. Bailey purchased the Morning Times, edited by John H. Holmes, recently deceased, merging it with his own paper, publishing morning and evening Heralds.

R. M. Pulsifer followed Mr. Bailey as publisher, and later Edwin B. Haskell became the owner. Mr. Holmes, who had been Sunday editor and later editor-in-chief, since the purchase of the Times, resigned several years ago, selling out his interest in the paper, and Colonel W. E. Haskell became editor-in-chief. The paper was moved from Washington street to its

present location on Tremont street.

In May, 1909, it became apparent to the publishers that the evening edition was not paying its way. As a result its publication was suspended.

The Herald published only the morning edition until February, 1910, when the evening edition was again started. The Herald Company went into the hands of receivers in 1910, and after some months was reorganized with its present officers, who are: President, Robert Lincoln O'Brien; treasurer, J. W. Farley; secretary, Charles F. Choate, Jr.; directors, the officers, with R. M. Burnett, F. de C. Sullivan and Frederick E. Whiting.

## NATIONAL ASS'N OF AD AGENTS.

### ORGANIZATION FORMALLY COMPLETED AT PITTSBURGH MEETING.

An organization to be known as the National Association of General Advertising Agents was formed Wednesday at the Hotel Schenley, Pittsburgh, at a meeting of the committee of twelve appointed at the Associated Advertising Clubs of America convention in Dallas. The first annual meeting of the organization will be held in Pittsburgh, September 10.

An executive committee consisting of Frank Presbrey, of New York, chairman; David L. Taylor, of Chicago, vice president; A. W. Ellis, of Boston, treasurer; W. C. D'Arcy, of St. Louis; Allen Collier, of Cincinnati; A. R. Lydiatt, of Toronto, Can.; and E. M. West, of New York, secretary, was elected, and a membership committee of nine named to elect members through the country.

The advertising agency firms represented were Frank Presbrey Company, New York, by Frank Presbrey; Taylor Critchfield Company, Chicago, by A. W. Palmer; D'Arcy Advertising Agency, St. Louis, by William D'Arcy; Lesan Advertising Company, New York, by E. M. West; George Batten Company, New York, by William Jones; J. J. Gibbons, Ltd., Toronto, Can., by W. A. Lydiatt; Massena Advertising Agency, Atlanta, Ga., by St. Elmo Massena; Proctor & Collier, Cincinnati, by Allen Collier; Clague Advertising Agency, Chicago, by Stanley Clague; A. W. Ellis Advertising Agency, Boston, by A. W. Ellis. T. J. Cooper, of San Francisco, was unable to attend and Lord & Thomas, Chicago, were represented by Stanley Clague.

An automobile ride and a dinner at the Pittsburgh Athletic association, where the advertising men were guests of the Pittsburgh Publishers' Association, followed the session of the committee.

#### AN ARKANSAS SALE.

B. W. Harlow of Burton has purchased the Beebe (Ark.) White County News from T. M. Woods. The latter retires after eighteen years' newspaper work in Beebe.

## BRINGING A PAPER TO THE NEWS.

### REMARKABLE FEAT OF THE CHRISTIAN SCIENCE MONITOR IN CHICAGO.

When the Christian Science Monitor established a plant in Chicago for a one-week convention edition it marked an epoch in clean and progressive journalism as the convention marked an epoch in political affairs. In seventeen days a newspaper office of metropolitan standard and equipment was established at 1413 Michigan avenue, a plant from which a sixteen-page newspaper came every day.

Every day the editions were crowded with advertising—both local and national. The edition was under the general supervision of Alexander Dodds, the managing editor, who brought his editorial and business staff from Boston, and gave readers one of the most complete accounts of the great convention printed by any newspaper. The Chicago publication was for the sole purpose of enabling visitors from every part of the country to become acquainted with the paper.

The edition is not to be continued, for it is authoritatively understood that on the close of the meeting the plant was sold outright. It is rumored that the purchasers are the men who for some time have been contemplating the founding of a new Chicago daily paper outside the loop district, to be called the Press.

As many as eight editions were issued in a day from the two long rooms in which were the press, composing, editorial, stereotyping, mailing, circulation and advertising departments. The building had not been altered to provide a setting for this daring newspaper enterprise in bringing a newspaper to the news, in bridging distance and in reporting the event under the very eaves of the event.

Before the first piece of machinery was installed the premises at 1413 Michigan avenue were two lofty ceilinged rooms, separated by double doors and distinguished for their dearth of power facilities and their nearness to the Coliseum, where the convention was held.

An order was given to the Goss Printing Press Company to set up a newspaper plant, and this was done with remarkable expedition and thoroughness.

The rented store space measured 190 by 35 feet, and for the purposes of a condensed plant for a full-size newspaper it was admirable in almost every particular. The press, a three-deck, straight-line Goss, capable of 24,000 copies an hour, was built up in the front store space, just a few feet back from the bulk windows, facing on Michigan avenue. It was necessary to place brick piers to serve as a foundation for the twenty-five-ton press. These piers, on which the press rested directly, were set without cutting the heavy floor joists.

At one end of the back room a flooring of iron was laid and there was established the furnace and melting pot, a casting box, matrix

Continued on Nineteenth Page.



## RELATIONS WITH THE I. T. U.

### ARBITRATION BOARD DECIDES A CASE—SOME NEW CONTRACTS.

The National Board of Arbitration has decided in favor of the union printers in their contentions as to the width measurement of type on the Chicago American and Examiner, which caused the strike of members of Typographical Union No. 16 on February 27, 1911. Back pay amounting to between \$40 and \$50 for each operator employed is one of the stipulations of the award.

The original cause of dispute was the claim of the Hearst management that measurement of type should be on the basis of twelve ems and ten points, the width of columns of the American and Examiner, instead of the standard of thirteen and one-half ems in vogue on the other daily papers of Chicago.

Since February, 1911, under the semi-piece or bonus system prevailing in Chicago for linotype composition, the American and Examiner had figured the payroll on the short-slug basis, holding the difference between that and the thirteen and one-half em measurement in escrow, until the matter could take the regular course under the arbitration agreement in effect between the publishers and the union. The dispute failed of settlement through local arbitration and finally reached the national board.

A number of new agreements have been signed between newspaper publishers and the International Typographical Union.

The newspaper scale of Hamilton, Ont., has been readjusted, with an increase in wages each year of the five-year period the agreement is to run. The pay of foremen is advanced to \$23.50 from \$20 at once, and graduates up to \$26 per week the last year; assistant foremen to \$19, and graduating up to \$24; machine operators from \$16 to \$20.50, and graduating up to \$23; hand and floor men and proofreaders from \$17 to \$19, and graduating up to \$22 the last year. The pay on morning newspapers is based on figures \$3 per week higher than those for evening papers.

The newspaper publishers of Fresno, Cal., and the Typographical Union have reached an agreement as to a new scale of wages, foremen and assistants receiving an increase of fifty cents a day, and operators, ad and floor men an advance of twenty-five cents a day. On May 1, 1913 another twenty-five cents a day will be added to the wages. This will make the final scale for foremen and assistants \$6.25 and \$5.75, respectively, and the other employees \$5 night, \$4.50 day, seven and one-half hours. Book and job men also receive an increase of twenty-five cents a day, making the wage \$4.25 for eight hours.

In Hagerstown, Md., new contracts have been negotiated. The agreement is for one year and provides for an increase of \$1.50 a week for all hand and floor men, making



MAJOR E. J. HALE.

PUBLISHER OF THE FAYETTEVILLE DAILY OBSERVER, AND ONE OF SOUTH CAROLINA'S FOREMOST DEMOCRATS.

the wage \$15 for day work and \$16 for night work. The scale for operators and foremen remains at \$16.50 and \$20.50, respectively.

The St. Louis union has signed a contract with the publishers of the Evening Sun, a new daily for East St. Louis, Ill.

New contracts have been signed by the two newspapers of Sault Ste. Marie, Mich., to run for five years. A raise of \$1 a week all around went into effect May 1, and on September 1 another dollar is added to the weekly pay.

The German Typographia of Pittsburgh has received an increase in its newspaper scale of \$1.50 per week, making the wage \$25.50 for night work and \$23.50 for day work.

The Council Bluffs (Ia.) Freie Presse, a German publication, has signed an agreement from April 25, 1912, to October 1, 1913.

The newspaper publishers of Cleveland, O., have agreed to an increase in the wage scale of the Malters' Union. An advance of \$1.50 a week was granted and provision made for a six-day week.

The old scale was \$18 for a seven-day week.

New agreements have been signed at Bozeman, Mont. An increase of \$7.50 per week over the old scale was granted by the employers, the figures being as follows: Day foreman, \$28.50 per week; night, \$30; machinist-operators, day, \$27; night, \$30; operators, ad and floor men and book and job men, day, \$25.50; night, \$28.50.

Negotiations with the publishers of Albany, N. Y., resulted in an increase in the newspaper scale, at the same time signing the new arbitration agreement. An increase of \$1.50 a week for floor and ad men and fifty cents a week for operators was effective May 1, and a further increase of \$1.50 for floor and ad men and fifty cents for operators is to take place May 1, 1913, making the final scale \$22 and \$23 for day work and \$25 and \$26 for night work.

The scale at Martins Ferry, O., has been increased \$3 per week for newspaper employees and \$2 per week for book and job men. The following are the figures for the new

scale: Newspaper foremen, \$19 per week; newspaper hand and floor men and machine operators, \$17; job foremen, \$18; job compositors, \$16. An advance in the overtime rate was also included in the agreement.

Detroit newspaper publishers and the union scale committee have reached an agreement. The minimum scale for day and night work is increased from fifty and fifty-five cents an hour to fifty-five and sixty cents, respectively. Machine composition will be paid for at the rate of twenty-four and twenty-six cents a hundred lines for day and night work, respectively, an increase of one cent. The pay of proofreaders is advanced from \$17 and \$18 to \$23 and \$24 a week, and correcting bank men from the same figures to \$21 and \$22. The fifty-hour week has been eliminated, and the question of one long day a week without overtime pay has been placed before the National Arbitration Board for settlement by mutual consent.

Under the new wage scale agreed to by the publishers of Toledo, O., the pay of all employees in the composing rooms of the daily newspapers is increased \$2.25 a week. This makes the night scale \$26.75 and the day scale \$23.75. Regulations regarding apprentices are also stipulated in the agreement, and hereafter the boys will be given a thorough training in the different departments of the composing room.

At Bay City, Mich., a new scale has been signed for three years. An increase of four cents an hour was given machine operators, four and one-half cents an hour for floormen and \$2 a week for book and job men.

### A LEADER IN THE SOUTH.

Major Edward Joseph Hale, publisher of the Fayetteville (N. C.) Observer, was born at Haymount, near Fayetteville, December 25, 1839. He is widely known throughout the South as a citizen, a soldier, newspaper editor and statesman.

On leaving College he was taken by his father into the firm of E. J. Hale & Sons as one of the editors and proprietors of the Fayetteville Observer, one of the leading Whig papers of the South, and was carried on its roll as such until the destruction of the Observer office by General Sherman in 1865.

He entered as a private in the Fayetteville Light Infantry and served with distinction throughout the Civil War, after which he entered the wholesale business in New York, but failing health sent him back to the mountains of North Carolina and he later re-established the Observer in Fayetteville.

He was author of the tariff plank of the North Carolina Democratic Party in 1884 and since then has been prominent in party and public movements in the South. He was a delegate to the Democratic National Convention this week.

### EDITOR SHOT DEAD.

L. R. Jones, editor of the Paisley (Ore.) Press, was shot and killed last week by Frank Cannon, a sheepman of Lake County. Cannon alleges that he found Jones in his home on his return from work.

## CONVENTION MEN STILL AT IT.

DEMOCRATIC MEETING  
GIVES NO TIME FOR  
REST—MUST GO TO  
CHICAGO AGAIN.

There was no let-up during the past week in the arduous work of the newspaper men who are covering the political conventions. The Democratic convention in Baltimore has developed a state of affairs that has required their concentrated attention at every stage and moment.

The Baltimore convention is being covered principally by the men who so admirably covered the happenings of last week in Chicago. The close of the Democratic convention will not end the busy times of these men as was expected before the developments of the Chicago gathering. The break in the Republican ranks will necessitate their going to Chicago again in the last week of August to the nomination proceedings of Theodore Roosevelt's "progressive" Republican party, which is now being organized.

Twelve big Pullman cars brought the newspaper correspondents from Chicago to Baltimore by way of the Baltimore & Ohio.

One of the features of the special, which was one of magnificent equipment, was an hourly newspaper, called the Press Special Spectacle, supplied with full service from wireless, and printed on board on a duplicating machine. Big bundles of press messages were put off at various places to be handled through local telegraph offices.

The train was, the railroad officials say, the most handsomely appointed that ever ran over the road. It included two dining cars. W. E. Lowes, assistant general passenger agent; J. Hampton Baumgartner, publicity agent, and E. V. Baugh, superintendent of dining car service, were in charge of the train.

James D. Preston, superintendent of the United States Senate press gallery, was the sergeant-at-arms of the press section in the Democratic convention.

The work of receiving applications for and allotting the press seats was looked after by National Committeeman Josephus Daniels, proprietor of the Raleigh News and Observer, in conjunction, as in the Republican convention, with the standing committee of Washington correspondents, composed of Chas. S. Albert, New York World chairman; John T. Suter, the Chicago Record-Herald, secretary; John E. Monk, the St. Paul Pioneer-Press and St. Paul Dispatch; Robert M. Gates, the Memphis Commercial-Appeal, and George E. Miller, the Detroit News.

This committee not only had charge of the press sections of the two big conventions, but will have supervision over the press arrangements of the inauguration of the next President. All of the members of this committee have long



CLARK HOWELL,

PROPRIETOR OF THE ATLANTA CONSTITUTION, AND DEAN OF THE  
DEMOCRATIC NATIONAL COMMITTEE.

been Washington correspondents of their respective papers.

They were elected by the 200 members of the National Congressional Press Galleries at the beginning of the present Congress, and are all veteran newspaper men.

### PRESS COMMITTEE.

Mr. Albert has been connected with the New York World for sixteen years, and for the greater part of that time has written news of the Senate. He is looked upon as an authority regarding legislative matters of the Upper House. He is serving his third term as a member of the standing committee, having been elected its chairman at the beginning of this Congress.

Mr. Suter of the Chicago Record-Herald has been associated with one newspaper twenty-three years, serving his apprenticeship under the distinguished journalist William E. Curtis. He is vice-presi-

dent of the National Press Club.

Mr. Miller is a member of that famous organization of newspaper men, the Gridiron Club, and has long been writing the proceedings of Congress of special interest to readers of Michigan papers.

Mr. Gates has been interpreting Democratic moves in the political game for Southern papers for many years, and is greeted by his first name, "Bob," by most of the Southern Democrats in the House and the Senate.

John E. Monk, while a younger member of the corps of correspondents, is known through the Northwest, where articles printed under his name are eagerly watched for by many readers.

The distribution of the press tickets for the convention was in charge of James D. Preston, superintendent of the Senate Press Gallery, assisted by Col. Edwin A. Halsey, assistant superintendent.

## DIRECTING THE MEETING.

RESPONSIBILITY FOR PARTY  
SUCCESS BORNE BY  
NEWSPAPER MEN.

The influence of newspaper men in Baltimore during the past week has been even more marked than in Chicago. The most important work done has been directed by men engaged in the newspaper business and on their backs has fallen much of the responsibility of carrying the Democratic party through the coming campaign.

Most prominent among the names of men who have been directing the work of the convention are to be found Norman E. Mack, proprietor of the Buffalo Times, chairman of the National Democratic Committee; William Jennings Bryan, editor of the Lincoln Commoner; Henry Watterson, editor of the Louisville Courier-Journal; Herman Ridder, publisher of the New York Staats-Zeitung, treasurer of the Democratic National Committee; Clark Howell, proprietor of the Atlanta Constitution, dean of the committee and leader of the Georgia delegation.

Urey Woodson, publisher of the Paducah (Ky.) Messenger, was until Wednesday secretary of the committee, but was defeated for reelection to the office by E. E. Britton, of Raleigh, N. C., another newspaper man.

Thomas Taggart of Indiana up to a few years ago was actively engaged in newspaper publishing, and Josephus Daniels of North Carolina is publisher of the Raleigh News and Observer.

Many men allied with the newspaper business were to be found sitting in the convention as delegates. These included Anton C. Weiss, publisher of the Duluth Herald; Frank L. Mayes, editor of the Pensacola (Fla.) Journal; Colonel E. L. Markey of Battle Creek, Mich., who is sales manager of the Duplex Printing Press Company, and widely known in newspaper circles; Major E. J. Hale, publisher of the Fayetteville (S. C.) Observer.

In the spotlight of the convention are also to be found Major J. C. Hemphill of the New York Times, until recently editor of the Charlotte Observer; R. M. Johnston, of the Houston Post and Robert Ewing, publisher of the New Orleans States, three of the South's most noted newspaper men.

Among the most ardent adherents of Mayor Gaynor of New York for the Presidential nomination were Charles Barsotti, editor of Il Progresso, and Giovanni Vicario, editor of the Italian Herald of New York. They led eighty Italians of their city to the convention and played a prominent part in the ovations. They were entertained by the Italian-American Club of Maryland.

Clark Howell, proprietor of the Atlanta Constitution and dean of the Democratic National Committee, received a loving cup from the Georgia delegation in Baltimore Monday in token of esteem and in



regard for his long and efficient party service.

Charles R. Pendleton of Macon, chairman of the delegation, made the speech of presentation. Mr. Howell has served on the committee for twenty years.

Herman Ridder, publisher of the New York Staats-Zeitung and treasurer of the Democratic National Committee, gave a dinner in Baltimore Monday evening at the Maryland Club to Rear Admiral Cameron McR. Winslow and the officers of the American squadron at the port.

The guests included Governor John A. Dix, Senator James A. O'Gorman, Morgan J. O'Brien, John D. Crimmins and Borough President George McAneny, all of New York, and Senator W. J. Stone of Missouri.

### HEARST PROMINENT IN BALTIMORE.

William R. Hearst has been one of the most important factors in the Democratic National Convention, and is the strongest backer of Clark. Mr. Hearst has spent the entire week at Baltimore and attended practically every conference of importance.

Of the women who are in Baltimore for the convention, none is more interested in politics than Mrs. Hearst, who, with her husband, is occupying a suite of rooms on the fifteenth floor of the Emerson Hotel.

Mrs. Hearst is for "Champ" Clark first, last and all the time. She admits that Wilson is intellectual, and that the other candidates have virtues of their own, but Clark, she says, can win, and that is the real essential in a candidate at this time.

"I'm a newspaper woman, just like you," said she to the reporter. "We have three magazines and I am especially interested in them. I do some editing and occasionally write something for one of them. Besides the three magazines, I have three sons, so that my life is rather full."

"Which are the more troublesome, magazines or sons?" she was asked.

"My sons are no trouble at all," she answered. "All of them—George, William and John—are with their grandmother in California now. The last one left New York at the same time that I started down here. You know I did a little campaigning for Mr. Hearst the year that he was a gubernatorial candidate, and I took the boy who was then the baby with me on my trips over the state. We had great sport."

### THE NEW YORK PAPERS STRICTLY "ON THE JOB."

Before the clocks of Baltimore struck the hour of 6.30 in the morning the streets were ringing with the shouts of newboys, who carried in great bundles under their arms the New York papers.

When the delegates to the National Convention there assembling went down to breakfast they not only found the Times waiting for



DEANS WALTER AND TALCOTT WILLIAMS,

WHO TOOK A LEADING PART IN THE CONVENTION OF THE NATIONAL PRESS ASSOCIATION IN CHICAGO.

them, but the same edition of the Times that was folded beside the breakfast plate of the man in Harlem or anywhere else in Manhattan.

This was made possible by the use of a special train which pulled out of the Pennsylvania Station in Seventh avenue at 3.25 o'clock, carrying copies of the Times, and delivering nearly all of them in Baltimore at 7.10, covering the distance of 186.9 miles in three and three-quarter hours.

By the same train the same edition was distributed in Trenton, Philadelphia, Wilmington and Washington.

Business Manager Louis Wiley of the Times spent the week in Baltimore and looked after the handling of his paper in the city as well as the news end of the assignment.

### KILLED IN AUTO CRASH.

Montelle R. Fletcher, formerly night editor in Indianapolis for the Associated Press, was killed in an automobile collision near San Francisco on Monday. After leaving Indianapolis Fletcher was connected with several Ohio newspapers and lately had been publicity manager for a Western railroad.

## NATIONAL PRESS MEETING.

### CHICAGO ANNUAL MEETING BRINGS BIG TURNOUT OF COUNTRY EDITORS.

The publishers of rural newspapers of the country had their inning at holding a convention this week. The occasion was the twenty-seventh annual meeting of the National Press Association of the United States and many topics and matters concerning their business were treated through discussion and by well-known men in the rural newspaper field and by others in the bigger circle of metropolitan journalism.

Country editors were asked to prevent a repetition of such a national Republican convention as just ended. President Robert E. Dowdell asked his fellow members "to make impossible the holding of a national convention of the character of the one just closed."

He expressed the hope that independent and intelligent presentation of public questions in the country journals would supplant purchased oratory and paid editorials.

"We must not permit publications supported by special privilege to

name men to govern our subscribers and ourselves. But we should not leave our party unless that party refuses to stand for the principles which we believe redound to the great mass of the citizens."

Dr. Talbot Williams, dean of the Public School of Journalism, declared that popular government under modern methods cannot succeed without trained journalists. He said that the press would make practicable a different kind of national convention and ~~demanded~~ the newspaper "the only preacher whose church is always full."

Urging trained newspaper men, he said: "The imposing stone is the corner stone of American liberties, and the journalist should be prepared to defend and uphold them."

Ovid Bell, Fulton, Mo., was in charge of the weekly newspaper section of the convention; Frederick P. Hall, Jamestown, N. Y., dailies; Dean Walter Williams, Missouri, journalistic education, and John Clyde Oswald, printer, publisher and cost systems.

E. P. Wade, assistant corporation counsel, representing Mayor Harrison; E. C. Ferguson of the Chicago Association of Commerce; George C. Sikes of the City Club and Douglas Malloch of the Press Club delivered addresses of welcome.

Among the speakers were: Thomas Rees of the Springfield (Ill.) Register; Julius Schneider of the Chicago Tribune; Joe Mitchell Chapple, editor of the National Magazine.

W. L. Nelson, editor of the Bunce-ton (Mo.) Eagle, advised against country editors airing their grievances through the news columns.

Frank L. Blanchard of New York spoke on the "Professional Journal as a Teacher."

The teachers of journalism held their regular second annual convention in connection with the meeting. Dean Walter Williams of the University of Missouri College of Journalism presided. Besides those already mentioned, there were present F. W. Scott of the University of Illinois; F. W. Beckman of Iowa State College, N. W. Barnes of De Pauw University, E. T. Sheridan of the University of Washington, J. W. Piercy of the University of Indiana.

Monday night the printers' supply men of the city entertained the visitors at the Garrick Theater and Tuesday there was a luncheon at College Inn and a visit to the stock yards, followed by a party at the White Sox park. The evening was devoted to a moonlight excursion on the lake, the members being the guests of the Association of Commerce. The remainder of the entertainment was divided into scores of side trips and entertainments of various sorts.

The convention closed Wednesday with a reception and musicale at the Press Club, after which the visitors started on a trip through South Dakota.

The Inland Daily Press Association also held its mid-summer convention in conjunction with the National Association.

The Weekly Reporter has appeared in Monroe, Ind.

## CHURCHES BUYING ADVERTISING.

RECOMMENDATIONS FOR  
BETTER CHURCH AND  
PRESS RELATIONS.

It is reported that three separate religious projects are planning to spend \$50,000 apiece this year in advertising. The churches of several cities have united to buy space in the daily papers, a page at a time, and while most of these projects will go into active operation in the fall, they have already been settled and the favorite mediums picked out. This has been done quietly to avoid the scrambling of the papers for the contract, inasmuch as the experiment is being

## LEWIS BUYS BACK HIS PUBLICATIONS.

WITH MRS. LEWIS AND M. J.  
LOWENSTEIN HE PAYS  
MORE THAN  
\$1,000,000.

The ownership of the magazine properties of the Lewis Publishing Company, St. Louis, was acquired, at the auction sale to satisfy creditors, on Thursday by a syndicate composed of Mrs. E. G. Lewis, E. G. Lewis and M. J. Lowenstein, until recently general manager of the St. Louis Star, and for a number of years closely associated with the enterprises of Mr. Lewis. The amount of money involved in the transaction is more than a million dollars.

The purchase includes all the Lewis Publishing Company's buildings and equipment. The publications acquired are the Women's National Weekly, Women's Magazine, Women's Farm Journal and Beautiful Homes.

The purchasers have formed the Women's National Publishing Company, with Lewis as president and Lowenstein secretary and treasurer. The Regents Publishing Company and the Women's National Republic are also interested in the new company.

"We shall now push ahead under full steam," is the statement given out by Messrs. Lewis and Lowenstein.

## PURDY AGAIN EDITING THE INDIANAPOLIS SUN.

Fred L. Purdy has returned to the Indianapolis Sun as editor-in-chief. Mr. Purdy was with the Sun when it was first established. A for many years previous was connected with the Scripps-McRae newspapers. He was editor of the Indianapolis Sun for nineteen years, but retired five years ago when the paper changed hands. Since then he has been president of the Central City Publishing Company, which owns a daily financial realty and court paper. While he gives up active work in connection with the latter, he still retains his financial interests.

## ILLINOIS EDITORS MEET.

Officers were elected at a meeting of the Illinois Press Association at the Hotel Sherman, Chicago, on Wednesday. Those chosen were: President, George W. Hughes, of the Clinton Register; vice president, Charles B. Mead, Geneva Republican; secretary, Joseph M. Page, of the Jerseyville Democrat; treasurer, S. J. Porterfield, of the Callum Chronicle. J. M. Sheets, of the Oblong Orator; G. A. Crowden, of the Ottawa Fair-dealer, and Charles W. Warren, of the Hoopeson Chronicle, were chosen members of the executive committee.

## WHITE TAKES MANAGE- MENT.

John D. White, president of the White Advertising Bureau, Spokane, has assumed the active management of the business.

## MEDICAL EDITOR "BROKE IN" WITH THE DAILY PRESS.

Dr. H. Sheridan Baketel, editor of the Medical Times, New York, whose appointment by President Taft as a first lieutenant in the Medical Reserve Corps of the United States Army was recently mentioned in these columns, is a newspaper man by training. Before taking up distinctly professional



DR. H. SHERIDAN BAKETEL

literary work he was well known in Boston and New York journalistic circles.

The son of Rev. Oliver S. Baketel, D. D., of New York, editor of the Methodist Year Book, and of the general minutes and prominent in Methodism as a clergyman and author, he commenced his newspaper career on the Portsmouth (N. H.) Times at the age of fourteen, gathering local items while attending high school. From that time his name was on a newspaper or news gathering agency's pay roll continuously for more than twenty years. He fitted for college at Phillips Exeter Academy, took a special course at Boston University and was graduated from Dartmouth College with the degree of M. D. in 1895. During his student days he was connected with the Manchester Union and Mirror, the Boston Globe and Herald and the Associated Press.

After postgraduate work in Harvard medical school Dr. Baketel practiced in New Hampshire for five years, at the same time representing the Boston Globe and Associated Press.

The lure of newspaper life won him from medicine and he became exchange editor of the Boston Journal, coming to New York after several years as an editor of the Associated Press. His work in con-

nection with the Chadwick case is still remembered. In 1905 Dr. Baketel took up more remunerative work in the medico-literary and advertising field and has devoted his attention most successfully to that line since.

The Medical Times, under Dr. Baketel's editorship, has assumed a front rank in medical journalism. Aside from membership in county and state medical societies the doctor belongs among others to the Greater New York Medical Association, American Medical Editors' Association, Society of Medical Jurisprudence, the Army Surgeons and the Academy of Science.

He belongs to several New York clubs, is a member of Beta Theta Pi and Alpha Kappa Kappa fraternities, is a Thirty-second Degree Mason and a noble of the Mystic Shrine.

## TIMES FLAG RAISED ON NEW ANNEX.

The flag of the New York Times was raised Monday on the top of the new Times Annex building in West 43d street, just west of Times Square. The new building is expected to be ready for occupancy by September 1. The walls are up to the tenth floor, two floors below the roof.

The Times Annex occupies a plot of ground 200 feet west of Times Square, with a street frontage of 143 feet and a depth of 100 feet. It will house the editorial and mechanical departments of the Times. The paper will retain its counting room in the present Times Building.

In order to accommodate the presses a special foundation has been laid within the new building. For this foundation it was necessary to build as though for a building, and on a solid base are erected the steel columns, some thirty in number, which will support the presses.

## WOMAN SELLS PAPER.

Mrs. M. A. Wood has sold the plant of the Bonestell (S. D.) Herald to a company of local people. The Herald will remain Democratic and for the present Mrs. Wood will continue as editor.

## PAPER DOUBLES SIZE.

The publishers of the Montgomery (Pa.) Mirror have doubled the size of their paper. From now on the Mirror will appear in sixteen page form.

## Advertisers who investigate the MILWAUKEE field always select the EVENING WISCONSIN

Lowest rate per thousand of any daily in Milwaukee.

## CIRCULATION:

Daily Average for  
the year 1911 **44,766**  
A GAIN of 3000 copies per day  
over the year 1910.

JOHN W. CAMPBELL, Business Manager.  
Foreign Representatives,  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



WILLIAM T. ELLIS.

worked out only with one paper in a city for the present.

Since there is very much more involved than fifty-two entire pages of space, the contract is a most desirable one. It practically gives the seal of approval of the church people to the paper getting the order, and it inevitably means a lot of new circulation. Here is where the papers that have paid special consideration to the church people, in the way of intelligent treatment of their news and the provision of first-class features, are reaping a tangible reward.

In addition to these definite advertising plans, there are rumors afoot of denominational advertising. The Baltimore Quakers have a committee to consider the presentation of their special principles to the public through means of paid advertising space. Various local religious enterprises are likewise going in for advertising on display lines. Most of this development in religious advertising is the result of the work of the publicity commission of the Men and Religion Congress in New York.

A really revolutionary report up on the relation between press and

Continued on Seventeenth Page.



## FOUR GREAT Home Premiums

The HOLY BIBLE.  
The American Library  
Atlas of the World.  
The World's Standard  
Dictionary.  
The New Home Library  
Census Wall Chart.

S. BLAKE WILLSDEN  
CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO.

### SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.  
Expert Comment—Best illustrations.  
**YOU NEED IT!**  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

## THE SPECIAL SERVICE CO.

Reliable Contest Operators  
Write for terms, etc.  
Room 33, 23 Park Row, New York

## BUILDING UP THE CIRCULATION.

Readers of the West Brighton (N. Y.) Advance are furnishing some good competition in writing missing chapters to the story of "Ol'". Five dollars are given weekly for the best chapter. There are still seven to be furnished.

The Boston Globe on July 1 will launch a booklovers' contest to run seventy-seven days. A picture will be printed every day depicting the title of a book of which the contestants are required to furnish the name. To the person having the largest number of correct answers a cash prize of \$2,000 will be given. The second prize is \$1,500 and the third \$1,000. There will be also 632 other cash prizes which will amount to \$5,500.

A novel inducement is made by the Phoenix (Ariz.) Gazette to attract interest in a "Swat-the-Fly" campaign. An arrangement has been made between the Gazette and the Coliseum and Empress Theaters whereby all who take fifty flies to the theater are admitted free of charge.

A hop and a supper were the attractive influences that brought 450 Boston newsboys, members of the Boston Newsboys' Protective Union, to Commonwealth Hall, East Boston, Wednesday. It was an annual night.

### CIRCULATORS CHANGE.

C. F. Genske, city circulator of the Minneapolis Daily News, has gone to Chicago. Al B. Knutson, for several years his assistant, has been promoted to the head of the department.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed red under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



The most experienced writer of Real Estate advertising in America will supply one newspaper in a town with copy for advertisers or classified department, six months, \$3. Address "R. E." care The Fourth Estate.

### N. Y. AD GOLFERS PLAY.

Advertising golfers of New York played Tuesday over the links of the Apawamis Club, taking part in various competitions. Don M. Parker W. M. Ostrander had the best ball, with 32—33—65, while in the four-somes W. C. Freeman and James McCutcheon were the winners with 66 net.

There was a tie for individual gross honors between Al Ashforth and W. E. Conklyn, each with 79. The deadlock will be settled at a subsequent date.

In addition to all these competitions there was a handicap in three classes, W. C. Freeman being the first division leader with 81—10—71, C. A. Speakman the Class B pacemaker with 86—17—69, and H. G. Halstead topping the third set with 112—40—72.

### DARROW TRIAL MAY END.

District-Attorney Fredericks of Los Angeles, Wednesday conferred with lawyers and business men of Los Angeles on the advisability of dropping the prosecution of Clarence Darrow, who is on trial charged with having bribed a witness in the case against the McNamara brothers, confessed dynamiters of the Los Angeles Times Building.

It is asserted by the district attorney that many errors have crept into the records, owing in some cases to the alleged indulgence of the court in having allowed disorderly disturbances upon the part of Socialists and labor men, spectators at the trial.

### LYDDON & HANFORD BOYS ON AN OUTING.

The checking department of the Lyddon & Hanford Company, New York, found enjoyment last Sunday in the shape of a boating and fishing trip on Long Island Sound. The launch which the party used is owned by one of the picknickers, and was soon filled with sea animals of all descriptions, which the "ad measurers" vow they did not buy.

## A NEWSPAPER WITH NO STREET SALES.

A Pennsylvania paper that commands much attention because of its progress in business is the York (Pa.) Dispatch. At the recent circulation managers' convention in Baltimore Charles K. Blasser, circulation manager of the Dispatch, told something of the methods and



C. K. BLASSER.

plans used successfully by his paper. Briefly stated he gave three reasons:

First: The production of a paper which exactly suits the tastes of the people for whom it is made. The Dispatch is largely local, but contains the Associated Press dispatches.

Second: The giving of prizes to carriers and the successful handling of the carrier boys as a soliciting corps.

Third: Absolutely no papers are allowed to be sold on the streets. People in York who desire to read the Dispatch are compelled to subscribe for it or borrow.

### THE SUN SHOWS ENTER- PRISE IN CHICAGO.

The newspapers of the country paid particular attention to having their publications available for home people attending the Republican convention in Chicago.

The New York Sun, through its circulation department, worked up considerable enthusiasm. Newsboys dressed in natty white duck suits were conspicuous at all the hotels and at the convention building. A special convention supplement was distributed among the delegates and thousands of Japanese fans with appropriate advertising matter were placed on the seats in the convention hall.

A novel idea by the Sun was a ballot blank containing the lists of states and names of likely candidates, both for the Presidency and Vice-Presidency.

Although The Leader at Johnstown, Pa., is less than one year old, it is claiming the largest circulation in that city.

The Leader just concluded a voting contest in which more than \$25,000 was taken in and 5,318 new subscribers were added to its list.

Five automobiles were given away as prizes and the interest in The Leader's circulation campaign was almost equal to that between the Taft and Roosevelt forces.

The contest was operated by the UNITED CONTEST COMPANY, Inc. of CLEVELAND, Ohio.

For Washington Correspondence  
WRITE

## AMERICAN TELEGRAPH PRESS

District National Bank Building,  
WASHINGTON, D. C.

## GET TO-DAY'S NEWS TO-DAY "By UNITED PRESS"

General offices, World Bldg., NEW YORK.



Small Features



Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimkie," Rann's "Sidewalk Sketches," The Horrorscope. Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

## FISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year—Weekly.

Write for Samples.

FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

## THE Hoteling News Vendor.

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTELING BROS.  
Tribune Building, NEW YORK.

### A BURRELLE WILL?

Surrogate Cohalan of New York has directed that a hearing be held on July 9 on the new tangle in the estate of Nellie Burrelle, formerly owner of the Burrelle Press Clipping Bureau, brought about by the alleged finding of the long lost will, which is said by Charles Hemstreet to be in the possession of Dr. Jesse Amey.

On the strength of affidavits sworn to by Hemstreet and Frederick J. Wynne, alleging that Amey had told them he had a mutilated will in his possession, a citation has been issued by the surrogate ordering Amey and his lawyer, to produce the supposed will on the above date or show cause why they should not.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of *The Fourth Estate* addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY.  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 957 FOR THE WEEK ENDING SATURDAY, JUNE 29, 1912

## JOURNALISM IN TWO EUROPEAN CITIES.

Twice since the present year began London publishers have had it impressed upon their minds that the city is over-newspapered. They have found that their city, quite regardless of its size, will nourish just so many daily newspapers and no more. It cost the publishers of the *Evening Times* close to half a million dollars to learn this lesson, \$300,000 of this loss being accumulated in a single year. Recently the *Daily News* was consolidated with the *Morning Leader*, as told in *THE FOURTH ESTATE*.

There are now twelve morning papers in London and six afternoon journals. These range in price from the *Harmsworth Times* at six cents to the *Evening News* at one cent, the only one cent afternoon paper in the world's largest city. There are five morning papers selling at a penny. Of the morning papers the status of one as yet to be determined. The *Daily Herald* was started recently as a labor daily. Owing to chaotic labor conditions in England the *Herald* would seem to be assured of circulation at the outset. Whether it will attract advertising in profitable quantities remains to be seen.

By the consolidation of the *Leader* and *News* the Liberal Party loses a morning newspaper advocate. Henceforth it will be represented by two morning journals, the *Daily Chronicle* and the *Daily News* and *Leader*, one cent dailies.

The Conservative party has the more formidable array of the *Times*, the *Morning Post*, the *Daily Telegram* and the *Standard* at a penny; and the *Daily Mail* and the *Daily Express* at a half penny as well as the *Daily Graphic*, the *Daily Mirror* and the *Sketch*, which depend for their circulation upon their illustrations rather than upon their letterpress. In the evening press the *Liberals* have the *Westminster Gazette* at a penny and the *Star* at a half penny; while the *Conservatives* can count on the support of the *Pall*

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as *Help Wanted*, *For Sale*, *To Let*, *Instruction*, *Writers*, *Correspondents*, 25 cents a line (about 7 words) each insertion without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

*Mall Gazette*, the *Globe* and the *Evening Standard* at a penny and the *Evening News* at a half penny.

The modernizing process in Paris is nowhere so evident as in the press, writes the correspondent of the *New York Tribune*.

What has become of the political journalist, the old war horse of the type whereof *Henri Rochefort* is one of the few survivors?—the writer who daily filled a column or so in his newspaper with brilliant comment and polemics on domestic affairs, entirely impervious to the doings and progress of other nations save in so far as they affected France. The pamphleteer is swamped in the advancing tide of progress.

Ten years ago a newly established newspaper forged its way to the very front rank of the Paris press because it organized a service to follow foreign events from day to day—a complete foreign news service in effect.

Today that same journal has fallen to second rank, for there are a host of other newspapers in the field with special wires to the great European capitals, private arrangements for exchanging news with the principal foreign newspapers, and elaborate photographic services.

It was only ten years ago that the first special wire between a French newspaper and its London office was started, yet today the submarine Channel cables nightly transmit the Channel cables nightly transmit the whole of the news pages of the *Daily Mail* to the offices of the *Continental* edition for simultaneous publication with the London and Manchester editions.

The smudgy, badly printed broadside type of newspaper is rapidly disappearing, and even the smudgiest of those that survive make an occasional effort to publish photographs. The modern generation of Englishmen who can buy French morning newspapers on the London bookstalls at dinner time accept quite as a matter of course the "journaux d'information," as those papers having their own telegraphic service are called, but in point of

fact these journals are very recent and very remarkable symptoms of twentieth century Paris.

## ANOTHER PLEA FOR THE TABLOID SIZE.

In the Boston Common, Livy S. Richard, the editor, follows the lead of *THE FOURTH ESTATE* in advocating a smaller size for daily newspapers.

This movement is rapidly gaining converts among editors and publishers. While no changes have been made from the standard seven-column size the economic practicality of the tabloid is becoming recognized generally.

The Boston Common's comment follows:

"There is a renewed discussion in upper newspaper circles as to ways and means that meet the approval of the business minds for producing daily newspapers of smaller sized pages. Readers of the papers have wondered about it so long that they have come to accept the present size to be as inevitable a phase of modern existence as strap hanging in street cars.

"The present tendency by many newspapers to produce special sections, Sundays and week days, with three and four columns to the page may lead to the same convenient size for the main sheets. There are a few daily papers in this form, but the larger papers stick to the bigger size for reasons of business economy, they say.

"With the modern presses this is not the forceful argument it used to be. The difficulty now is with the make-up. That would perhaps cost a bit more because the new form would entail double the number of pages to be made up, new chases and furniture and a general shake-up in the manufacturing departments of the great dailies.

"But the trouble and cost are worth while. And then while making the change, perhaps the papers could give us less padding, which would help to make up the extra expense."

## NOTE AND COMMENT.

That accomplished journalist, the late John H. Holmes, former editor and part owner of the *Boston Herald*, introduced one original and unique idea for facilitating the handling of the immense quantities of matter, manuscripts, "letters to the editor," reports of organizations of public character, editorials, pamphlets, magazines—the grist that is in the day's work of any editor-in-chief of a great daily, and which he has to glance through himself, before assigning to some assistant or consigning to the basket.

In most chief editors' offices such daily accumulations reach topping heights, leaving scant room for themselves on their own desks. Holmes solved this problem by having a large room to himself, with a long table, big enough for a public dinner. On this were laid out, one piece deep, the contents of the day's mails, and he had merely to walk down its length and up the other side, to see the whole at a glance and cull what was "available," since

no article, or pamphlet, or letter covered up another.

Most editors are always in a fever of hurry and worry; Holmes was always as calm and chatty when one called as if it were between acts in the stage-box of the theater where he spent so many of the nights of every week in the season, and always in full evening dress.

William H. Hotchkiss, former superintendent of insurance in the state of New York, to the annual conference of the Insurance Institute of America advocated a broad general advertising campaign of education in the daily newspapers to offset public prejudice and ignorance of insurance.

This appeal from behind the walls of the State Prison at Lansing appears in the classified columns of an *Iola* newspaper.

WANTED—Justice; I am a friendless man inclosed in the Kansas penitentiary; I am innocent, the convicting authorities having publicly said so. JOHN HEALY.

It is printed, the author says, only after he has tried all other means of obtaining fair play.

The only Pacific Northwest newspaper, long a supporter of President Taft, to turn to Roosevelt and the new party is W. H. Cowles' *Spokane Spokesman-Review*.

Following charges of mismanagement made by the county attorney through the *Minneapolis Daily News*, the police department of that city has been thoroughly shaken up and rearranged.

The *Lockport (N.Y.) Journal* has just celebrated with a special enlarged edition its sixtieth anniversary. The *Journal* was never more active and more vigorous than at the present time. The paper now occupies a new home recently built for it and equipped all the way through with the very latest newspaper making machinery.

The editorial management is in the hands of Frederic E. Foster, formerly of Lyons.

The Press Printing Company has been incorporated in Dawson, N. D., with \$3,000 capital. J. E. Safford, M. K. Safford and H. M. Hanson are the directors.

## THE HEARST POWER.

From the Washington Post.

The vote upon the temporary chairmanship of the Baltimore convention demonstrates in a remarkable manner the power and influence of William Randolph Hearst in the political affairs of his party and the country.

An analysis of the votes by states shows that Alton B. Parker owes his election to the states in which the control of Mr. Hearst is undoubted.

The organization formed by the leading members of the National Committee would have gone down to defeat in the convention if it had not been for the help extended to Messrs. Murphy, Sullivan, Taggart and Mack by the friends of Mr. Hearst in the various delegations in the convention.



## THE "TROUBLE" COMMISSIONER OF OMAHA.

John J. Ryder, the new superintendent of the department of police, sanitation and public safety in Omaha, is a newspaper man of many years' experience in St. Paul and Omaha. He is a native of Kentucky, and his father, who was a Union soldier, moved to Minne-



J. J. RYDER.

sota in the early '70s. He was raised on the farm, but when some one had to leave in the hard times John was sent to learn the printer's trade.

In St. Paul he went from the case to the proofroom, then to reporting, then to telegraph editor, political editor and city editor on the old St. Paul Globe. He bought a country newspaper, went "broke" in the dry years, later went back to the rural paper; and was elected to the state senate, where he served through two regular and one special session.

Ten years ago he went to Nebraska as a reporter and later Sunday editor of the Bee. He was for one term state statistician and labor commissioner, and was elected one of the seven commissioners of the city of Omaha on May 7 last, drawing the assignment in the "trouble department."

### ROOSEVELT ALLIES.

E. A. Van Valkenburg, editor of the Philadelphia North American, and Colonel William R. Nelson, proprietor of the Kansas City (Mo.) Star and Times, are members of the committee on organization of Colonel Roosevelt's new Progressive Republican Party, which will convene in Chicago the last week of August.

Frank A. Munsey retains his association with Colonel Roosevelt in his former capacity of an adviser. It was Mr. Munsey who wrote the Roosevelt platform for the Chicago convention.

## PURELY PERSONAL.

HARVEY INGHAM, editor of the Des Moines Register, and Leader, is receiving the sympathy of his many friends over the death of his mother.

GEORGE H. REYNOLDS, circulation manager of the New Bedford (Mass.) Standard, had charge of the flower show held last week in the public library.

A. M. BURBANK, president of the International Paper Company, is receiving the sympathy of his many friends in the newspaper field on the death of his wife yesterday morning.

HUGH B. SUTHERLAND, managing editor of the Philadelphia North American, has gone abroad for the benefit of his health, which has been poor of late.

FRANCIS P. DAILEY, city editor of the Washington Herald, has returned to his desk after a brief absence owing to the death of his mother.

ALBERT H. HOECKLY, formerly telegraph editor of the Brooklyn Daily Eagle, was injured in a trolley accident last week. Mr. Hoeckly is at present connected with the Society for the Prevention of Cruelty to Children.

CLARENCE CHEADLE, managing editor of the Springfield (Ill.) News, spent last week in Ottumwa, Ia., visiting friends and relatives.

"JIMMY" AUSTIN of the Omaha Daily News advertising staff has returned from his wedding journey.

SAMUEL HAMIL WOOD, formerly a newspaper man in Denver, Colo., has been ordained as a minister of the Episcopal Church in New York.

ROBERT A. BROWN, who formerly published the Frankfort (Ind.) News, is now engaged in the banking business at Franklin.

"BUCK" MYRICK, chief editorial writer on the Seattle Post-Intelligencer, has returned to his desk duties after a week's illness.

JOSEPH A. RICHARDS, the New York advertising agent, has been honored by Wellesley University with the degree of Master of Arts.

W. A. FRISBIE, editor of the Minneapolis Daily News, is acting as secretary of the Thomas Lowry Memorial Association, which is erecting a \$60,000 memorial in Minneapolis.

BENJAMIN F. TRIEXLER, editor of the Allentown (Pa.) Friedens-Bote, has retired from newspaper work at the age of eighty-five years. He started to learn newspaper work as a printer when he was eleven years old and has been continuously at it since.

H. A. BEREMAN, editor of the Farm Magazine, Omaha, Neb., is spending his vacation on his ranch near Valier, Mont. He expects to return to work in about two weeks.

JOHN H. TAYLOR, editor of the Farmington (Ia.) News-Republican, is a Republican nominee for State senator.

FRED B. HORNICK, son of the general manager of the San Fran-

cisco Call, has just graduated from the University of California and will spend the next few weeks in the East on a combined business and pleasure trip.

FREDERICK I. THOMPSON, publisher of the Mobile (Ala.) Register, will spend the summer at his country home in Allenhurst, N. J. Mr. Thompson has been a delegate to the Democratic Convention in Baltimore during the past week.

W. G. BLEYER, director of the course of journalism at the University of Wisconsin, is spending the summer in Europe studying newspaper conditions on the Continent.

BERT COX, foreman of the Omaha Daily News composing department, is developing a farm in South Dakota, where he hopes to make his home at some time.

SAM DUBOIS of the J. C. Wilberding Company, New York, has returned to his desk after spending a few days in New England on business.

ROGER KOEPEL, editor of the Cleveland Volksfreund and Arbeiter Zeitung, delivered a lecture in Milwaukee last week.

TIM BEACOM, foreman of the stereotyping department of the Omaha Daily News, will leave soon for a vacation in the Black Hills of South Dakota.

## WEDDING BELLS.

HOMER W. WOOD, editor and manager of the Salinas (Cal.) Morning Democrat, and Cora M. Sundberg have been married. As a honeymoon trip the couple are now visiting in Nevada.

JAMES L. GARTLAND, editor of the Motor Field, Denver, was married last week to Miss Nora Jennings.

HERBERT M. GEORGE, city editor of the Calumet (Mich.) News, has been married to Miss Agnes L. Murray of Blue Jacket.

## KEEPING UP THE FAMILY NAME.

Walter Mahoney has been made foreman of the Minneapolis Daily News composing room. He is the second generation of Mahoneys to occupy this position; his father, Dan Mahoney, having been first foreman of that paper.

## OMAHA MAN WRITES A BOOK.

F. P. Harper of the Minneapolis Daily News is the author of "The Conquering of the Wilderness," an historical narrative of early exploration in the West, which is to be published by Putnam's Sons, New York.

## WORLD'S AD. MANAGER ILL.

Thomas Y. Crafts, advertising manager of the New York World, was taken ill while at work in his office on Thursday. At the time of going to press it was said that the trouble was a slight nervous breakdown and that no serious complications are looked for.

## PROCURING CONVENTIONS FOR BUFFALO.

In selecting Henry B. Saunders as its commissioner of conventions the Buffalo Chamber of Commerce for the second time within a year attests its faith in the business ability of newspaper men to handle its affairs. Mr. Saunders succeeded George C. Lehmann, another Buffalo newspaper man, who has been advanced by the chamber to industrial commissioner.

Mr. Saunders has had wide experience in the newspaper field. He was on the editorial staff of the



HENRY B. SAUNDERS.

Buffalo Evening News when chosen to take charge of convention work in Buffalo. As a member of the News staff he was one of the "star" men for big stories.

The Buffalo Chamber of Commerce believes that conventions are good things for cities and spares no expense in inducing organizations of all kinds to meet in Buffalo.

Although Mr. Saunders has just assumed his new position he already has succeeded in landing a number of convention events. He is carrying on his operations under a broad policy. Mr. Saunders deems the money spending qualities of convention visitors as of secondary importance when compared to indirect benefits, such as advertising, increase of population and opportunities for industrial development of the city, through bringing its advantages to the attention of strangers while assembling there.

## NO BETTER INVESTMENT.

H. H. Knickerbocker, manager of the Middletown (N. Y.) Times-Press, writes:

"I do not know how \$2 could be better invested by a newspaper man than in a subscription to THE FOURTH ESTATE."

## MAKING CAPPER CIRCULATION.

### THE BUILDING OF THE KIND OF STAFF TO PROCURE NEW READERS.

L. J. Van Laeys, circulation manager of the Capper publications, Topeka, in the current issue of the Capper Bulletin contributes an article on "Capper Plans and Policies and the something about the men and the methods responsible for 1,350,000 paid-in-advance circulation." A part of Mr. Van Laeys' article is as follows:

"A great deal of very favorable comment has been made about the plans and methods employed by Arthur Capper in building circulation. A great deal has been said about the distribution of the circulation of the Capper publications. A great deal has been said about the excellent quality of the circulation. Still there remains a great deal that has not been said—the facts and figures.

As to the amount of circulation on any of the Capper papers, this much is beyond dispute—that they have the circulation they claim. As a matter of fact the circulation of none of the Capper publications is disclosed. Every known method of furnishing information about the amount and the quality of circulation is available. The circulation records, reports, correspondence, postoffice receipts, galleys, stencils, all books and records are always open for careful examination by advertisers or their representatives.

"The circulation of the Capper publications in the aggregate is the result of the circulation is solicited direct by the use of original and successful mail-order plans, and also by a force of men and women in the field, working in every state in the Union with but one or two exceptions.

"They are high-grade, experienced circulation men. They are picked from the best circulation men throughout the country. They are employed on a salary and commission basis—one on a flat commission basis with a guarantee, some on salary and commission. These men are gentlemen and salesmen, doing business in a businesslike manner with a high-class business proposition.

"In other words, we employ only the better class of subscription solicitors, and treat them as such. We require them in turn to do business in a business-like way and strictly in accordance with the policy of the house. We do not permit the cutting of prices. They are newspaper and magazine salesmen, selling newspaper and magazine subscriptions. They are held strictly accountable for their actions.

"When a man applies for work in the field in the circulation department, he is required to give at least two references as to his character and business responsibility, one of these references being from a bank. It is true that this is a new policy, in every way different from the old-time circulation methods still employed by some publishers, who frankly confess it is difficult to get men who are not good men, understand me, but any kind of men.

"Such is not the case with us. It is not a difficult matter for the circulation department of the Capper publications to get men of the better class who can do the work and who are able to do the work to do a high grade of work. Why? Simply because the Capper publications sell. Because our subscription solicitors have experience from for one to five years from the better class of people in their territory. Also, because our subscribers renew their subscriptions.

"The renewal business alone pays a nice salary. In the fullest season of the year the income of our solicitors is much larger than that of the ordinary solicitors in the business season. The renewal business of our solicitors in Kansas and Oklahoma on the Farmers Mail and Breeze and the Daily Capital during the year 1911 amounted to more than \$50,000. The total amount secured by our solicitors on the Farmers Mail and Breeze and the Daily Capital in Kansas and Oklahoma in the year 1911 was more than \$80,000. Commissions and salaries paid to solicitors on these two papers alone in the year 1911 in Kansas and Oklahoma amounted to more than \$30,000.

"It is surprising when we say that we have little trouble in securing the very best

class of men? Our solicitors are paid big salaries. Many have beautiful homes. The larger percentage have been in Mr. Capper's employ for years. They are not the floating, drifting class of subscription solicitors. All which goes to make up the class of circulation which pays the advertiser.

"The total circulation receipts on the Daily Capital and the Farmers Mail and Breeze during the year 1911 in the states of Kansas and Oklahoma were \$186,424.86. The total circulation receipts on the Daily Capital and Mail and Breeze during the year 1910 in Kansas and Oklahoma were about \$176,000.

"We do not conduct a 'popular voting contest' or any other contest during the years of 1910 and 1911. We do not offer premiums as a special inducement to secure subscriptions to the Daily Capital on set circulation. Our circulation is paid in advance.

"Just about forty-three per cent. of the business secured on the Farmers Mail and Breeze and Daily Capital in the states of Kansas and Oklahoma was sent in by solicitors. Over 8,000 new subscribers were secured by solicitors in Kansas on the Daily Capital in 1911, and about nineteen thousand new subscriptions were secured on the Farmers Mail and Breeze by solicitors in Kansas and Oklahoma during 1911.

"More than \$18,000 was collected on the 8,000 new subscriptions secured by our solicitors for the Daily Capital. These collections were in payment for three months, six months and yearly subscriptions at our regular advertised rate.

"More than \$16,000 was collected on the nineteen thousand new subscriptions secured by our solicitors for the Farmers Mail and Breeze. These collections were in payment for six months, yearly, two year and three year subscriptions at our regular advertised rate.

"The business secured by our solicitors for the Daily Capital cost its publisher about forty-two per cent., and the business secured by the solicitors for the Farmers Mail and Breeze cost about sixty-one per cent.

"About 30,000 new and renewal subscriptions were secured by the solicitors in Kansas and Oklahoma for the Farmers Mail and Breeze during 1911, and more than \$28,000 was collected in payment of these subscriptions. About 20,000 new and renewal subscriptions were secured by the solicitors in Kansas for the Daily Capital during 1911, on which more than \$30,000 was collected. The increase in business secured by solicitors in Kansas and Oklahoma during 1911 over 1910 amounted to about twenty-one per cent.

"Agents employed on the other Capper publications in other states are on a par with the agents employed in Kansas and Oklahoma on the Daily Capital and Farmers Mail and Breeze.

"They may be representing the Missouri Valley Farmer or the Household. They may be in Nebraska representing the Nebraska Farm Journal. They may be in Missouri representing the Missouri Ruralist, but in either case you will always find them to be the same successful, square-dealing sort, who make good money for themselves and who co-operate with the home office in securing the sort of circulation that insures results and profits for our advertisers."

### INVITED TO VISIT 'FRISCO.

Newspaper editors throughout the country have been invited by the city of San Francisco and the directors of the Panama-Pacific Exposition to pay a visit there in the week beginning August 4. It is planned to have the newspaper men spend at least ten days in the city in order to let them get acquainted with conditions concerning the work of arranging for the exposition of 1915.

### EDITOR ACQUITTED.

D. C. Baker, editor of the East St. Louis Municipal News, a weekly publication devoted to the interests of the city administration, has been acquitted by a jury of a charge of obtaining money under false pretenses. It was alleged that he issued checks when he had no funds on deposit. Baker claims the charges were framed up by political enemies.

### CLOVER LEAF PUBLICATIONS' NEW EDITOR.

W. B. Colver, new editor-in-chief of the Clover Leaf League, began his newspaper career on the Cleveland Leader twenty-one years ago as a reporter. His promotion to state editor was followed by his engagement on the Plain Dealer as telegraph editor, from which he went to the Scripps-McRae organization in the same position for the Cleveland Press.

Mr. Colver was acting managing editor of the Press during the Spanish War and had charge of the wire when the Scripps people founded



W. B. COLVER.

the Scripps-McRae Association, which later became the United Press Associations. He served a term as New York manager of the Scripps-McRae League, as Washington correspondent and Chicago bureau manager. He was the first editor of the Newspaper Enterprise Association, and worked out its syndicate plan of sending matrices of mail to local offices of metal stereotype or electrotypes.

Mr. Colver was associated with Mayor Johnson of Cleveland in the establishment of the three cent street railway and has long been identified with progressive national leaders in the newspaper and political worlds. During his regime the Newspaper Enterprise Association covered the Japanese-Russian war with Mr. Colver in Tokio in charge of its correspondents. Under his administration the service grew from a simple exchanging of favors between Scripps papers to the great syndicate it is today.

Mr. Colver resigned the presidency and general management of the Newspaper Enterprise Association May 1 to become editor-in-chief of the Clover Leaf publications, comprising the Minneapolis Daily News, Omaha Daily News, St. Paul Daily News, Woman's Home Weekly of Minneapolis, St.

Paul Rural Weekly, Omaha Rural Weekly, American Home of St. Paul, and the Farm Magazine of Omaha. His headquarters will be in the Daily News Building, St. Paul.

### REPORTER'S LUCK.

"When I interviewed Congressman Dalzell many years ago," said the veteran reporter, "he little knew that on that interview depended my reputation for veracity and probably my job. I was sent to see him on a telephone tip, found the place but not the man, and so reported. Another reporter was assigned to 'cover' him at the hour he was expected home, as I was to be otherwise engaged then. The other reporter came back to the office and announced that Mr. Dalzell was not at the address given.

"They tackled me when I came back to the office and all but called me a liar, and I was ordered to find Mr. Dalzell and get the story. I did, turning in copy of a lively talk. 'Where did you find him?' I was asked.

"This was my chance. I had been given an address, found no one, and as there was no street signboard, had concluded I was in the wrong street. Therefore, I had gone to the next street, found the right number. Still no street signboard, and found that Mr. Dalzell was out. Then I had reported to the office.

"When sent the second time I had gone directly to the house, found my man and got the story. Knowing I would have to 'prove up' on the case, I hunted around and found that while the number was right the street was wrong, and I had unwittingly blundered to the right place, while the other reporter had not. After that I not only had the reputation of being truthful, but of a 'sixth sense,' which would lead me to the right place regardless of the address given.

"But I had a mighty close shave to being proven a liar, and I never tried to give the city editor 'bunk' after that."

### NO MORE "FREE" RIDES

Connecticut newspapers have received notification from the press department of the New York, New Haven and Hartford Railroad that complimentary books of trolley tickets will not be re-issued. It is not known whether this action is temporary and for re-adjusting matters or permanent. Also there is ignorance as to whether the action relates to the railroad press mileage.

It is considered that the abuse of the privileges may be the cause although other rumors are to the effect that the road officials are peeved regarding the stand taken by the press in support of a public utilities commission and other matters. Meanwhile many of the newspaper men are inspecting bicycle supplies with a view of attending to their own transportation. This action by the road is not entirely unexpected, although in the past the policy of the road regarding press transportation has been exceedingly liberal.



## NEW YORK AD MEN GET-TOGETHER.

### UNIQUE MEETING OF THE COMBINED CLUBS OF CITY BRINGS BIG TURNOUT.

An "After-Dallas" meeting and dinner of representatives of New York advertising clubs was held Monday night in the rooms of the Adine Club in the Fifth Avenue Building. The organizations represented at the meeting included the Advertising Men's League, the Association of Advertising Agents, the Daily Newspaper Club, the Representatives' Club, the Quoin Club and the Six-Point League.

Although it is only a few weeks since the national convention, plans for next year's convention at Baltimore are already under consideration. The advertising men of the East expect to make it the biggest convention of its kind that has ever been held in this country.

About two hundred men, including several of the fifty-two who composed the New York delegation at the Dallas convention, were present.

The toastmaster was William H. Johns, chairman of the Association of New York Advertising Agents. The speakers were J. D. Kenyon, vice-president of the Sheldon School; Gerald B. Wadsworth, president of the Eastern Division of the Associated Advertising Clubs of America; George C. Hubbs, advertising manager of the United States Tire Company; Herbert S. Houston, vice-president of Doubleday, Page & Co.; L. E. Pratt, of the Associated Advertising Clubs; S. E. Leith, William C. Freeman, Richard Waldo, Henry D. Wilson and Frank C. Hoyt.

The platform of the gathering was "to advertise advertising in the East."

It was 8:30 o'clock when Mr. Johns called the gathering to order and he made an immediate hit by pledging his word that the proceedings should be closed at 10:30; and it is worth noting that he accomplished that feat to the entire satisfaction of everybody and with two minutes to spare.

All phases of the Dallas event—not only in respect to what took place there but also relative to the trip down and back—were given adequate treatment. The serious elements were treated with becoming gravity, while there was no lack of the jocose.

A communication was received from London, England, expressing full appreciation by the advertising men of that city of the Dallas convention, and one of the speakers of the evening suggested that an effort be made to hold an international convention in London, 1916.

The announcement was made that the A. A. C. A.'s membership now exceeds 10,000, that mark having been passed by the accession of the New Haven (Conn.) Advertising Club.

Another suggestion was that there be a merger of all the New York advertising organizations into one to be called the New York Advertising Men's Club.

President Coleman, of the A. A.



THE HOME OF THE NEW BEDFORD STANDARD.

C. A., who stopped over on his way home from the Republican Convention at Chicago, spoke most entertainingly, not only of Dallas but also of certain phases of the great political struggle of which he had just formed a part.

At the close Toastmaster Johns paid a deserved tribute to President W. H. Ingersoll of the Advertising Men's League of New York, to whose initiative the holding of the dinner was due.

S. E. Leith and David D. Lee were also highly commended for their part in making the Dallas trip a success.

### NEW MEN FOR THE HOYT ADVERTISING AGENCY.

Charles C. Stewart, who for the last fifteen years has had practical advertising experience in New York, Philadelphia, Chicago and Milwaukee, has recently joined the agency staff of Charles W. Hoyt, New York and New Haven.

Mr. Stewart comes from Cramer-Krasselt Company, Milwaukee, where he was chief of the copy staff. He will specialize on agricultural advertising.

Carl Christiansen, formerly with the Apothecary of Boston, has joined the Hoyt organization. He will make his headquarters in Boston covering territory in Rhode Island and eastern Massachusetts.

The Arlington (Ia.) News, which has long been the property of W. F. Lake, has been purchased by M. F. Gordan of Auburn, Ill., a Roosevelt Republican, who will take possession in a short time. Mr. Lake is a deputy oil inspector and will devote all his time to this work.

### IMPROVEMENTS FOR THE TERRE HAUTE POST.

The capital stock of the Terre Haute (Ind.) Post was increased from \$71,000 to \$100,000 at the annual meeting of the stockholders and directors. It is understood this means that extensive improvements are to be made on the paper. W. C. Mayborn of Denver was elected president; J. C. Harper of Cincinnati, secretary-treasurer; F. R. Peters, editor-in-chief, and Fred R. Waldron, general manager, were made directors.

Mr. Waldron, up to a short time ago when he succeeded J. E. Dailey, was advertising manager for three years. Upon graduating from Wittenberg College, Springfield, O., he became advertising solicitor for the Springfield Democrat and later was made advertising manager of that paper. When Congressman Cox, who has just received the Democratic nomination for governor of Ohio, bought the Democrat and consolidated it with the News, Mr. Waldron was made advertising manager, a position he held until he went to Terre Haute three years ago.

The Terre Haute Post is now three years old and is one of the fastest growing members of the Scripps League of newspapers.

### CREDIT CO-OPERATIVE PRESS.

The cut of Congressman James M. Cox used in THE FOURTH ESTATE last week in connection with the notice of his being nominated for governor of Ohio by the Democratic party was printed by courtesy of the Co-operative Press, New York. Through an error the credit was omitted.

### A FINE BIRTHDAY GIFT.

The New Bedford (Mass.) Standard had the pleasure of recently celebrating its sixty-second birthday by finishing its handsome new home. Work was started in the building in 1894 and a five story addition has just been added.

The arrangements are on the latest ideas of newspaper building construction. In the basement are the press, mailing, paper supply and engine rooms; the first or street floor contains the business offices, mezzanine galleries, bookkeeping and file rooms; the second, the commercial printing department; third, the editorial, library, recreation and lunch rooms; fourth, the composing rooms and machinery, lockers, lavatories and machine shop, and fifth, the art and engraving departments, supply and storage rooms.

The Standard was established in 1850 by Edmund Anthony, grandfather of Benjamin H. Anthony, the present publisher. The latter is also the founder of the Springfield Union and Taunton Gazette. The Standard belongs to the Associated Press and the American Newspaper Publishers' Association. George A. Hough is secretary of the company, and William L. Sayer is editor.

### "BILLIE" BEAN GIVES ODDS.

The city of Chattanooga has a safe and sane way of celebrating the Fourth of July, a feature being field day contests. In these events the one which promises the most sport this year is a fat men's race, for a quarter of a mile or less, each contestant to run as far as he wishes. "Billie" Bean, associate city editor of the Chattanooga News, who tips the scales at 215 pounds, has offered odds of two to one that he will make the entire course and come under the wire first. Bean is one of the popular newspaper boys of the South, known by years of service with papers in Asheville, N. C., and Knoxville, Tenn., before going to Chattanooga.

Charles A. Walters has sold the Elizabeth (Ill.) News to Sherman Gold after sixteen years' ownership.

YOUR  
"WRAPPED"  
ATTENTION \*  
is invited to our perfectea

**Nibroc Kraft**  
WRAPPING PAPER  
—the banasome "quality"  
kind which gives—

**BEST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY**

Let us send you proof samples,  
also name of nearest dealer.

**BERLIN MILLS CO.**  
PORTLAND, MAINE.  
New York Office, 256 Broadway

## BUSINESS OPPORTUNITIES

\$35,000 buys leading daily newspaper property in city of 17,000. No job department. Annual volume of business over \$28,000. Cash necessary \$12,000. Owner, having located elsewhere, is interested to sell. Equipment includes 3 linotypes. After paying salary to owner would probably pay 10 per cent. profit first year on price asked. Proposition E. B.

C. M. PALMER.

NEWSPAPER BROKER.

277 Broadway, New York

## BUSINESS OPPORTUNITY.

FOR SALE. Half interest in weekly newspaper and job office, "Park Record," Park City, Utah, established 1880, prosperous silver-lead mining town thirty miles southeast Salt Lake City, shipping weekly 4,000,000 pounds ore. New properties coming up. "RECORD" all home print, eight pages, nets owners \$250 monthly above wages. Good equipment, Miehle press, folder, Junior Linotype, jobbers, own lot and building. Requires \$1,500 cash; balance easy installments. Purchaser must take charge mechanical department. Address W. A. Raddon, Park City, Utah.

## DO YOU WANT TO SELL OR BUY

## A NEWSPAPER PROPERTY?

Perhaps, instead of selling, you merely need help in financing your business. Write fully, stating just what you are trying to accomplish, and I will write FREE letter of advice.

Hollis Corbin, Metropolitan Bldg., New York City

## TO PUBLISHERS:

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonably rates.

Address PLYMOUTH, care The Fourth Estate.

## MACHINERY FOR SALE.

FOR SALE.—New No. 4 Model Linotype, complete with motor, four magazines; 6, 8, 10 and 12-p. matrices, Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

FOR SALE.—One Model No. 1 Linotype, No. 1112, and one Canadian Linotype No. M3204. Both in good condition. Sydney Post Publishing Co., Sydney, N. S., Canada.

FOR SALE: One Model No. 3 Linotype, Serial No. 1242, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W Main St., Louisville, Ky.

FOR SALE. Brown & Carver, 34 inch, automatic cutting machine, year old, \$450.00; 7/8 inch Morrison wire stitcher, year old, \$225.00; one Latham, automatic punching machine, nine dies, 4 years old, \$200.00; one Cottrell cylinder, 38 x 30, in use number of years, but still in good condition, \$800.00. JOURNAL PRINTING CO., Racine, Wis.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment of two-letter matrices. Crestone Pub. Co., 809-13 N. 19th St., Philadelphia, Pa.

## SITUATIONS WANTED.

CIRCULATION MANAGER.  
CHANGE, SEPTEMBER, 1912.

Young, aggressive, temperate, ten years' experience on morning, afternoon, and Sunday papers—both North and South. Now employed as Business Manager on weekly publication circulating in several states, desires to return to the daily field as Circulation Manager. Will be open for engagements September 1. Will go anywhere. Can organize department or put on special campaigns of all kinds. Address O. K., care The Fourth Estate.

WANTED: A MAN'S JOB, as owner or advertising manager of progressive newspaper, by a man thirty-four years old. EXPERIENCE—sixteen years' newspaper work, circulation, advertising manager, business manager, and nearly four years in foreign field. Can handle men. Straight salary or salary and percentage on increased business. Address "AGGRESSIVE," care The Fourth Estate.

Energetic young man of good address, age 33, university graduate, seven years' experience equally divided between editorial, business and advertising department, seeks responsible connection with live progressive newspaper. Best reference. Address B. Z. B., care The Fourth Estate.

## Magazine Manager open for engagement.

The magazine of which I have been the general manager for nine years has been sold to a concern having its own complete organization. I am, therefore, open for another engagement—now, or in the fall.

Having had twenty odd years of experience in the periodical publishing business, I can bring to a concern a thorough knowledge of all departments together with a high reputation for integrity and trustworthiness.

I have a reputation as an economist, but not the sort of economy that is dangerous to efficiency or progress.

I am a high price man but would prefer a position at less than my usual salary per cent of the savings I effect without menace to the business.

I would be particularly valuable to an owner who is not an experienced publisher and who needs a competent, trustworthy man to guard his interests. Am not a newspaper man. Address "SNOW" care The Fourth Estate.

## MACHINERY FOR SALE.

## MATS FOR SALE CHEAP.

One set 30 point Gothic caps (head letter); one half set Gothic caps (head letter); (new, never used) distributor in pi channel; one set 5 1/2 point No. 1 with extra set 3 point figures. One set 5 1/2 point boldface) one letter; one 5 1/2 head letter magazine. One set 10 point italics with small caps; set 9 point German; set point English with boldface. Also dozen steel lockers, never used. Three linotype motors, 220 volts direct, not suited to Syracuse current, splendid condition. Good reason given why above is for sale.

Also three model three linotype machines, all in splendid condition. Address The Herald, Syracuse, N. Y.

FOR SALE.—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE.—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE.—One Model No. 4 Linotype, No. 1127, complete with motor & Bell, Wilmington, North Carolina.

The Frankfort (Ind.) Caller is now being issued by T. W. Raida-baugh and Fred Warner.

## SITUATIONS WANTED.

## WRITE HIM TODAY.

An expert newspaper man wishes to get into touch with a paper needing gingerbreading up. As managing editor or editor in a live field, in which positions he has had experience, he would get out the sort of paper that can fail to please. Old enough for mature judgment; young enough for quick, efficient work. At present doing departmental work and telegraph (four direct wires) on one of the leading newspapers in America, a guarantee of skill. Good reasons for wanting to take charge of and make a record with a paper in a good city, though it may be comparatively small one. Reasonable. Communicate now, even if you do not need it. Address Agate, care The Fourth Estate.

## DO YOU WANT A MAN

to take charge of your newspaper property? I have had good experience and successful success in editorial, circulation and advertising departments and as general manager of a live daily in the 100,000 class. Can furnish A-1 references and documentary evidence as to my work, character, etc. Correspondence confidential. Address Capable, care The Fourth Estate.

## REPORTER.

Capable, reliable man, experienced in all reportorial departments. Prefer West or Middle West. Address B, care The Fourth Estate.

## NEWSPAPER MAN.

All around newspaper man, 16 years experience, energetic, temperate, age 36, seeks position as city editor on live daily in city of 25,000 to 50,000 population. Salary not less than \$200 weekly. Address "Egbert," care The Fourth Estate.

I want to connect as Circulation Manager of large paper or Business Manager in smaller field. Employed extra with change for personal reasons. Thoroughly capable and wide experience. Middle West or Pacific Coast preferred. Interview solicited. Address, C. V., care THE FOURTH ESTATE.

## RECENT INCORPORATIONS.

NEW YORK.—Norman L. Munro Publishing Company; capital, \$100,000; incorporators, Henry Munro, Benjamin F. Goodspeed and Henry B. Clark.

DAYTON, O.—The Biff Publishing Company; capital, \$10,000; incorporators, John Schantz, Jr., M. S. Dunkelbreger, Andrew J. Haag and Carl J. Weinmer.

JERSEY CITY, N. J.—The Associated Newspaper School, Inc.; capital, \$5,000; incorporators, Lester D. Gardner, R. M. Donaldson and William M. Sanford.

WHEN YOU WANT

PRESS CLIPPINGS

COMMUNICATE WITH

BURRELLE

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

Special Service to Advertisers, Agents and their Customers.

ESTABLISHED A QUARTER OF A CENTURY

## HELP WANTED.

High-grade morning paper in important city wants a first-class circulation manager. Will pay good price for the right man. Address at once with details of experience, salary desired, etc.,

CIRCO,

care The Fourth Estate.

Special Advertising Agency, now being formed, with fine future, wants man for manager of New York, and one for Chicago office, who will become interested with organizer. Prefer men who could bring one or two high-class dailies or weeklies into agency. Great opening for newspaper man to break into agency field where there is chance for big money and big future. Already several high-class publications ready to be listed. Address C. E. M., care THE FOURTH ESTATE.

## MISCELLANEOUS.

UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET.

Branches:  
73d STREET AND BROADWAY,  
145th STREET AND EIGHTH AVE.,  
NEW YORK.

## AMUSEMENTS.

ALHAMBRA, 7th avenue and 126th street. Vaudeville.  
CASINO, Broadway and 39th street. "The Pirates of Penzance."  
COLONIAL, Broadway and 63d street. Vaudeville.  
COLUMBIA, Broadway and 47th street. Burlesque.  
COMEDY, 41st street, east of Broadway. "The Pulls the Strings."  
FIFTH AVENUE, Broadway and 28th Street. Vaudeville.  
GAITEY, Broadway and 46th street. "The Rose Maid."  
GLOBE, Broadway and 46th street. "The Rose Maid."  
KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.  
LIBERTY, 42d street, near Broadway. "The Rainbow."  
LUNA PARK, Coney Island. "Nothing like it under the sun."  
LYRIC, 42d street, west of Broadway. "The Little Bride."  
NEW AMSTERDAM, 42d street, near Broadway. "Robin Hood."  
NEW BRIGHTON, Brighton Beach. Vaudeville.  
PLAYHOUSE, 48th street, east of Broadway. "Bought and Paid For."  
STEPHEN HASE PARK, Coney Island. "Coney's funny place now."



## ADVERTISING MEN SHIFT.

Edward P. Ellis, for the past three years assistant advertising manager for Stromberg-Carlson Telephone Manufacturing Company, Rochester, N. Y., has become Western New York manager for the Boot and Shoe Recorder Publishing Company, of Boston. Mr. Ellis has had considerable experience in newspaper work, particularly in the advertising end and also as a roadmaster. He will make his headquarters at 636 Mercantile Building, Rochester.

He succeeds Wellington D. Potter, who resigned to represent the W. F. Powers Company, lithographers and printers, of New York City. His territory will be that of Western New York, with offices also at 636 Mercantile Building, Rochester.

Mr. Potter has been connected with the Root Newspaper Association, of which the Boot and Shoe Recorder is a member, for nearly six years, having begun trade paper work with the Drygoodsman in St. Louis in 1907. He went to St. Louis late the previous year from San Francisco, having been advertising manager for one of San Francisco's department stores at the time of the earthquake and fire.

CASHMAN AND SCHARPS  
BEST AT GOLF.

Members of the New York Newspaper Golf Club took part in a best ball competition over the links of the Great Neck Golf Club Monday by invitation of the latter organization.

H. D. Cashman and C. E. T. Sharps were the winners, with a score of 79.

The leading scores follow:

Cashman and Sharps.....	79
Lucas and Haines.....	83
Wright and Laux.....	83
Johnson and Hawthorne.....	84
Laverty and Haywood.....	85
Owens and Martin.....	85
Rice and Hedley.....	85
Johnson and Williams.....	85

SHEBOYGAN MORNING  
PAPER.

The Sheboygan (Wis.) Morning Press, the only morning newspaper in the city, has made its appearance. This paper is being published by the Press Publishing Company, which also issues the Evening Press. Roland B. Rathbone, a former Milwaukee newspaper man, is president of the company.

## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the **Illustrated Weekly** "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions. Represented by Williams, Lawrence & Cresmer Co. NEW YORK CHICAGO

THE COURIER-JOURNAL'S  
NEW CITY EDITOR.

Alwin Seekamp, youngest city editor the Louisville Courier-Journal ever had, is a modest young man. Of slight build, with boyish, bluish-gray eyes and a thatch of hair almost golden in hue, few take him for the pilot of the city room destinies of a great Southern daily, but his superiors, know that he measures up to the job every inch.

Mr. Seekamp recently became city editor of the Courier-Journal through the resignation of M. L. Staadecker. Despite his youth, his



ALWIN SEEKAMP.

appointment was based not wholly upon his ability but upon a wide newspaper experience, although he is but twenty-three.

He entered the field as a reporter following his graduation from the Louisville High School in 1905, obtaining a place on the Courier-Journal. He left in October, 1907, publishing a weekly newspaper until March, 1908. After a year devoted to travel and study he re-entered newspaper work in Pennsylvania as a "feature" writer and in March, 1910 became a reporter for the Louisville Herald.

Afterward he became assistant city editor of the Cincinnati Commercial-Tribune, but returned to the Louisville Herald as assistant city editor in March, 1911. In July of that year he returned to the Courier-Journal, becoming assistant city editor after a short time.

Mr. Seekamp is also secretary and one of the moving spirits of the Louisville Press Club, of which President Taft and the late Major Archibald Butt, also formerly a Louisville newspaper-man were the first honorary members.

## NEW A. N. P. A. MEMBER.

The Los Angeles Evening Herald has been elected to membership in the American Newspaper Publishers' Association.

AFRICAN EDITOR WAS A  
VISITOR IN NEW YORK.

Among the visitors of the past few days in New York was William Brown of Pietersburg, North Transvaal, South Africa, one of the leading newspaper men of that district. Mr. Brown is owner and editor of the Zoutpansberg Review and the Waterberg Advertiser, and has been connected with the newspaper game in South Africa for more than thirty years, in fact, since the first English paper was established there.

He has been making a tour of England, Ireland and Scotland, and was here on a ten days' visit, ending on Tuesday, when he sailed for England and South Africa.

In addition to his newspaper activities Mr. Brown finds time to take an important part in the political affairs of Pietersburg and the Transvaal, and he has also had an eventful career as a soldier in the British army in Africa.

While in America he was eager to acquaint himself with the methods of the large metropolitan dailies.

POSTUM-HAYS SUIT AGAIN  
TRANSFERRED.

The suit instituted more than a year ago in the federal court at Indianapolis, and afterwards transferred to the Marion county circuit court, by the Postum Cereal Company, of Battle Creek, Mich., against Secretary-Treasurer Hays and the International Typographical Union, for \$50,000 damages for alleged libel, has again been transferred, this time to the Hendricks county circuit court at the request of the complainant company.

The suit, which had been set for trial at Indianapolis for May 30, grows out of the publication of an article in the Journal which was based on a story carried by one of the regular press associations and printed by many newspapers of the country.

## THOSE DENVER SUITS.

Three motions have been filed before Judge Shattuck in the libel case of the owners of the Denver Post against William G. Evans and Robert Speer, owners of the Denver Times, by attorneys for the defendants, asking for a severance of the trial, and one motion in behalf of Mr. Speer asking that the information be quashed.

Evans and Speer were arrested on a charge of libel by Fred G. Bonifils and H. H. Tammen, proprietors of the Denver Post. Both have pleaded not guilty.

The trial of Bonifils and Tammen, charged with criminal libel in connection with a publication in the Post in regard to Evans and Speer, began on Monday. No date has been set for the other trials arising from the matter.

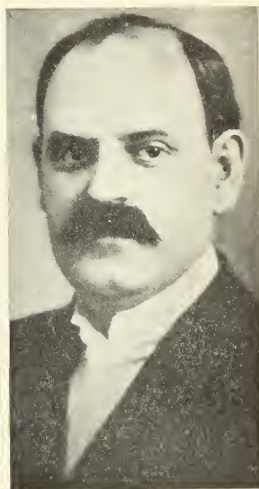
## BENNETT OFF AGAIN.

James Gordon Bennett, proprietor of the New York Herald, who arrived here last week on the Kaiser Wilhelm II, was a passenger Tuesday on the return voyage of that vessel.

MCGINLEY OF NORRIS-  
TOWN.

Since 1892 Joseph J. McGinley has been connected with the Norristown (Pa.) News. Since 1895 he has been business manager, reaching the latter important office as a reward for his zest and show of ability in helping establish the Times as a third newspaper in the city. It has since advanced under his direction to a point where it has been able to install the full day leased wire news service of the National News Association.

Mr. McGinley has also just put on a late full results sporting edi-



JOSEPH J. MCGINLEY.

tion and is otherwise taking advantage of every opportunity to increase his circulation and otherwise make his enterprise a paying proposition. The Times has a printing plant valued by its publishers at \$100,000, entirely paid for. One of the latest additions to the mechanical equipment is a complete stereotyping outfit, and a new fast press is one of the visions for the near future. Mr. McGinley's start with the Times was as a book-keeper.

## PART OWNER RETIRES.

Edwin F. Ferris has retired from the ownership of the Scranton (Pa.) Truth, being succeeded by George A. Somarindych, recently of the Newark Star, who, it was told in THE FOURTH ESTATE last week, has secured a financial interest in the Truth and assumes the general management.

Colonel L. A. Watres and the other stockholders in the paper retain their interests.

## ASSEMBLYMAN AN EDITOR.

Since the death of W. H. M. Smith, publisher of the Truckee (Cal.) Republican, the editorship and management is in the hands of Assemblyman F. M. Rutherford.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

FROM THE AD FIELD  
SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

DIRECT.—Walter Baker Company, Ltd., 45 Broad street, Boston, Baker's Cocoa; orders will be placed shortly with the same list of papers used last year.

John K. Baker, asthma remedy, 137 East 72d street, New York; orders for two inches four times being placed with a selected list of Pacific Coast papers.

O. J. & J. A. Bryan, Rochester, N. Y.; placing fourteen lines 2 ft with Southern dailies.

SEAMAN, 30 West 33d street, New York.—The American Tobacco Company, New York; orders being placed with a selected list of New England papers.

The Bauer Chemical Company, "Sanatogen," New York; placing some additional copy.

FREEMAN, Richmond, Va.—The Medical College of Virginia, Richmond; orders for one inch seventy-eight times being placed with a selected list of Southern papers.

MASSENGALE, Candler Building, Atlanta, Ga.—Cox College, College Park, Ga.; placing some

THE  
**NEW YORK WORLD**  
Sells (morning edition)

MORE copies than  
any other two papers

Print.

## The Remarkable Advertising Growth of the WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want ADS.  
GREATEST IN THE SOUTH.

two-inch eight-time orders with a selected list of Southern dailies.

The Alabama Polytechnic Institute, Auburn, Ala.; orders for four inches six times being placed with a selected list of Southern papers.

The Wesleyan College, Macon, Ga.; four inches ten times orders being placed with a selected list of papers.

ARMSTRONG, North American Building, Philadelphia; The American Tobacco Company, New York; it is reported that this agency will soon place some of this advertising.

DUNLAP - WARD, Hartford Building, Chicago.—The Norgaard Soap Company, Winona, Minn.; contracts for 10,000 lines being made with a selected list of papers.

STRANG & PROSSER, Northern Bank Building, Seattle, Wash.—The C. M. C. Stewart Sulphur Company, Seattle; will shortly place orders with a selected list of Middle West papers.

VAN CLEVE, 250 Fifth avenue, New York.—The American Locomotive Company, "Alco Car," 30 Church street, New York; will shortly place orders with a selected list of papers throughout the country.

The Minnisink Realty Company, 30 Church street, New York; some six-inch d c ten-time orders being placed with some New York State papers.

ROWLAND, 215 West 76th street, New York.—Locke & Co., 218 West 84th street, New York; placing orders with a few New Jersey papers.

STAPLES & STAPLES, Richmond, Va.—Cool Heights, Buena Vista, Va.; some six-inch nine-time orders being placed with a selected list of dailies.

MCCLAY & MULLALLY, 60 Broadway, New York.—The Medical College of South Carolina; orders for thirty-seven lines twenty-six times being placed with Southern dailies.

DECKER, Fuller Building, New York.—Stollwerk Brothers, "Stollwerk Gold Brand" Chocolate and Cocoa, New York and Chicago; to

People who have money to spend  
and spend it in Buffalo, take the

## BUFFALO TIMES

They respond to good advertising.  
Are we receiving your copy?

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous PITTSBURGH district the DISPATCH reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

place advertising in Eastern papers through this agency.

In the Western papers through the Charles H. Touzalin Agency, Chicago.

HOYT, New Haven, Conn., and New York.—A. F. Pierce, corn plasters, Springfield, Mass.; placing orders with large city papers.

SEEDS, Lacypool Building, Indianapolis.—The Pinex Company, Fort Wayne, Ind.; renewing contracts for the fall campaign.

FULLER & SMITH, Engineers Building, Cleveland.—Berry Brothers, Ltd., "Spar Luxeberry" Varnish, Detroit; orders being placed with a selected list of papers throughout the country.

FRANK, 26 Beaver street, New York.—J. W. Wupperman, 1600 Broadway, New York; placing readers with a selected list of Pennsylvania papers.

McMULLEN, Cambridge Building, New York.—Belding Brothers & Co., "Belding" Silks, 526 Broadway, New York; placing orders in Western cities where salesmen will call.

O'KEEFE, 43 Tremont street, Boston.—Winchester Arms; contracts for 3,000 lines being placed with a selected list of papers throughout the country.

PRESBREY, 456 Fourth avenue, New York.—The Hamburg American Lines, New York; renewal orders being placed with a selected list of papers.

DOREMUS & MORSE, 50 Pine street, New York.—N. W. Halsey; advertising will be placed with the special list.

CLARKE, 42 West 39th street, New York.—The Weed Chain & Tire Company; advertising will be placed with papers that will use accident notices in advertisements.

MANUFACTURERS PUB. BUREAU, 30 Church street, New York.—A campaign being conducted in mail order publications and magazines on Rademaker's Hoppies, a Dutch confection.

LORD & THOMAS, 132 North Wabash avenue, Chicago.—The Smith-Scott Tobacco Company;

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO,  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

some 11,000-line contracts being made with a selected list of Middle West papers.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The Honeywell Heating Company, Wabash, Ind.; orders being placed with a selected list of Middle West papers.

PEARSALL, 203 Broadway, New York.—The American Aluminum Manufacturing Company, Lemont, Ill.; advertising in standard magazines and weeklies.

The Franklin Society for Home Buildings and Savings, 38 Park Row, New York; advertising being placed in New York City dailies.

### SPECIAL AGENCY CHANGE.

The St. Louis Star (foreign representation) the John M. Brannan Company to the Robert MacQuoid Company, New York, in the East, and Carroll & Blosser, Chicago, in the West.

### NEW APPOINTMENT.

The Niagara Falls (N. Y.) Journal has appointed A. R. Keator, Hartford Building, Chicago, as its Western representative.

Newspaper day has been set aside by the North Dakota State Fair to be celebrated on July 26.

## OVER THREE GENERATIONS OF confidence building has brought THE SUN OF BALTIMORE

very close to the hearts of Marylanders. These every day, lifelong readers believe in THE SUN, and advertisers share this confidence in the "Sunpaper."

CIRCULATION,  
116,000 NET PAID.  
W. S. BIRD, GUY S. OSBORN,  
1 Madison Ave., Tribune Building,  
NEW YORK. CHICAGO.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND, C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

THE GROWING PAPER OF  
IS THE  
(EVG)

Average Circulation April 1912

86,812

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
JOHN GLASS, People's Gas Bldg., CHICAGO

## STAFF CHANGES.

PHILIP A. FOWLER is now on the copy desk of the Philadelphia Public Ledger.

HOOD MACFARLAND, formerly city editor of Frank A. Munsey's Philadelphia Evening Times is now on the copy desk of the Public Ledger.

JULIAN HARRIS is now in charge of the advertising department of Uncle Remus' Magazine, of Atlanta, with headquarters in New York.

DAVID E. SMILEY, at one time city editor of the Philadelphia Public Ledger, is now on the desk staff of the Evening Bulletin.

J. H. EDMONDSON, formerly with the Birmingham (Ala.) News, has been appointed advertising manager of the Tampa (Fla.) Tribune.

F. S. KELLY is the new Western representative of the American Motorist, being located in Chicago and Detroit. Mr. Kelly was for-

The MONTH of MAY for the

## ST. PAUL DAILY NEWS

St. Paul's Greatest Newspaper

was most satisfactory, showing large increases in both circulation and advertising.

MAY CIRCULATION.

Daily Average, . . . . . 70,684  
May, 1911, daily average . . . 59,223  
Increase, daily average . . . 11,461

May local display advertising increased 38,346 lines over May, 1911.

And during May the Daily News printed 15,134 lines more local display advertising than any other St. Paul evening newspaper

92,008 lines more local display advertising than any St. Paul morning newspaper.

The ST. PAUL DAILY NEWS has a larger circulation and a larger local advertising patronage than any other St. Paul newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago, J. F. ANTISELL.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg, Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of May, 1912, was as follows:

Daily, 108,866. Sunday, 132,655

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg, Chicago

merly with Lord & Thomas, Chicago.

HARRY ARNEY has resigned as circulation manager of the Woman's World, Chicago, in order to enter business for himself in that city.

ROBERT B. LEFFINGWALL has left the staff of the Woman's World to become connected with the Household Guest.

"CAP" SEARLES is now at the head of the copy desk of the Philadelphia Public Ledger, succeeding Frank Sparks.

DANIEL E. O'CONNELL has resigned as telegraph editor of the Washington Herald, and is now with the Evening Star.

STOWE E. ELLIOTT, late night editor of the Sioux Falls (S. D.) Press, has joined the staff of the Sioux City (Ia.) Tribune as assistant managing editor.

FRANK PRICE has been made editor of the Treverton (Pa.) Times. For some time past he had been connected with the Bangor (Pa.) News.

WILLIAM E. HEIM, space buyer of the Lyndon & Hanford Company, New York, has resigned to take a rest in White Plains, after which he will resume duties with another agency.

MALCOLM C. AUERBACH, formerly with Hampton's Magazine, is now sales manager of the Merchants & Manufacturers Cooperative Advertising Company, of Chicago.

J. A. THORSON, advertising manager of the Lion Motor Car Company, Adrian, Mich., has resigned and is now with the J. Walter Thompson Advertising Company.

## COLLEGE EDITORS.

G. W. Follin of Fort Worth, Tex., will be editor-in-chief, and Fred R. Chenault of Richmond, Va., managing editor, respectively, of the Vanderbilt College Observer, published in Nashville, Tenn., for the ensuing year.

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The NEW ORLEANS ITEM

has made New Orleans a "one paper city"

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picaune and Times-Democrat COMBINED, and from 100 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps., NEW YORK. CHICAGO. ST. LOUIS.

## PUNISHMENT FOR BOY WHO STOLE PAPERS.

A ten-year-old boy was sentenced to three months in the Maryland School for Boys Tuesday by Judge Williams, in the Juvenile Court, for stealing copies of the Baltimore Sun from doorways in which they had been placed by carriers.

The boy was charged with stealing fifty-five copies of the Sun from subscribers on North Calvert street. He was caught in the act of taking one of the papers by a policeman. It was not the boy's first offense, as it was the third time he had been before the court. His mother thought that the confinement would do him good.

## NOW ISSUED MORNINGS.

The Coshocton (O.) Times has changed from the evening field but retains its former political and editorial policies. It is still Democratic and caters largely to local news. The reason for the change is that farmers demanded a morning newspaper and as the Times has thirty-two rural routes it now reaches all its readers the same day.

## OPENS IN DETROIT.

The J. F. Singleton Company of Cleveland has opened a Detroit office to conduct a general advertising agency business. The head of the firm is J. F. Singleton, recently with the Taylor-Critchfield Company, Chicago, and previously advertising manager of the Firestone Tire & Rubber Company, Akron, O.

## FOR THE DEMOCRATS.

A new Democratic weekly newspaper has made appearance in Kansas City, Kan. It is known as the Wyandotte Chief and published by Grant W. Harrington, who recently took over the Kansas Progressive from E. M. Stockton. Mr. Harrington formerly conducted a paper at Hiawatha and for fourteen years has been active in Democratic politics of the state. He managed both of Mayor Porter's campaigns.

# J. WALTER THOMPSON COMPANY.

Est. 1864



The experience of forty-eight successful years  
Guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES.  
Fifth Avenue Building, NEW YORK.  
730 Marquette Bldg., CHICAGO.

## NEW ENGLAND AD MEN ON AN "AIRING."

Members of the publicity clubs of New England, nearly 400 strong, invaded Providence Tuesday in a manoeuvre preliminary to taking an afternoon's airing in the salted breezes at Rocky Point.

Delegations from Boston, Worcester, Springfield, New York and New Haven joined with the Providence Town Criers in the day's doings. They were in distinguished headgears of color, and carried banners.

The outing or airing included a sail down the bay to Rocky Point, a "fete de bivalves," ball games and a program of athletic sports.

## HELD FOR ASSAULT.

Alexander Hickey, a striking newspaper driver, was held for grand jury Tuesday for an alleged assault with intent to kill made on Max Annenberg, circulation manager of the Chicago Tribune, at the Wilson avenue station of the Northwestern Elevated Railroad May 6.

Anneberg during his struggle with Hickey had drawn a revolver, and after his release on bond Hickey swore out a warrant for his arrest for assault with a deadly weapon. Judge Caverly held that Annenberg was justified in drawing his revolver and dismissed the case against him.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

## NEW YORK MAIL EVENING

to believe in you, and you will get rich.

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

### JERSEY EDITORS ELECT.

The New Jersey Editorial Association, which held its annual banquet at Atlantic City Saturday night, elected these officers:

President, A. S. Crane, Elizabeth; vice-president, A. C. Studer, Montclair; secretary, J. W. Clift, Summit; treasurer, W. B. Mason, Bound Brook; executive committee, W. M. Dear, Jersey City; J. D. Carpenter, Woodbury; J. D. Armsted, Perth Amboy; C. L. Edwards, Perth Branch; J. Z. Demarest, Tenafly; J. L. Kimmouth, Asbury Park, and John Toole, Paterson.

### OVATION TO CAMPBELL.

William H. Campbell was given an ovation by his associate members of the Rochester Ad Club last week to celebrate his election as president of the Advertising Affiliation of Rochester, Buffalo, Detroit and Cleveland. At the same meeting Clarence W. Campbell, chairman of the "On to Detroit" committee, was presented with a gold watch. George B. Van Cleve, president of the Sphinx Club, New York, was present as a guest and addressed the meeting.

### ST. LAWRENCE PUBLISHERS' ORGANIZATION.

The St. Lawrence River Press Association is an offshoot of the Canadian Press Association, and is designed to get the newspaper men

## THE BEST FINANCIAL DEPARTMENT

published  
is in the

# NEW YORK TRIBUNE

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

### LARGEST CIRCULATION.

There are in BALTIMORE 100,000 homes  
The combined circulation of the  
AMERICAN and the STAR  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES, CHICAGO.  
Marquette Building,  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

of the frontier of Eastern Ontario into closer touch and harmony in order to place the newspaper business upon a sounder and more profitable basis.

The C. P. A. has inaugurated a cost system campaign and an adver-



A. T. WILGRESS.

tising advertising crusade and the St. Lawrence River Press Association aims to help these good causes along. The maintenance of reasonable rates for job printing and newspaper advertising, and the improvement of the editorial standard are the principal objects of the new association.

A. T. Wilgress of the Brockville (Ont.) Times is president. He is a native of Kent, England, and was educated at Upper Canada College, Toronto. He joined the Ontario Law Society in 1885 and engaged in banking for ten years. In 1895 he acquired the Brockville Times and has since been its owner and editor. The Times is now in a building of its own with a modern equipment.

# THE BOSTON POST

MAY, 1912. AVERAGES

The Daily Post 403,500

The Sunday Post 336,001

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## The JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN

## DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
Boyce Building, CHICAGO.

### OTHER CLUB NOTES.

Prominent city and county officials, visiting celebrities, attorneys, business men and capitalists, were guests of 100 Los Angeles newspaper men at their semi-annual festivities last week. The feature of the evening was a burlesque on the Republican national convention.

President Horace McClure, of the Seattle Press Club, and his corps of twenty trained assistants spread themselves over a large portion of the map of Portland during Rose Carnival week. They arrived as ad men in attendance on the Coast convention; they laid claim to special notice during the parade of the Tili-kums of Elitae and they departed as Press Club men, leaving behind them a record of having started many things in the name of Seattle and the Golden Potalatch, and of having missed nothing whatever.

The Syracuse Ad Men's Club has moved its quarters in the Vanderbilt Hotel. The new rooms will be entirely redecorated and have an entrance on Warren street as well as through the hotel.

The members of the East Tennessee Press Association will hold their meeting at Bristol on August 8.

At its annual meeting the Campaign County (Ill.) Editorial Association elected officers as follows: President, C. W. Dale, the St. Joseph Record; vice-president, J. F. Moffitt, the Sydney Times; secretary-treasurer, R. J. Murphy, the De Land Tribune.

The newspaper men of Covington, Newport and Latonia, Ky., have organized the Northern Kentucky Press Club at Covington.

The Houston (Tex.) Press Club has been organized with a membership of sixty. Harry T. Warner is president, and his associate officers are: Vice-presidents, C. B. Gillespie and Paul C. Edwards; secretary, Everett Lloyd; treasurer, J. R. Montgomery.

New officers of the Illinois Women's Press Association are: President, Mary E. O'Donnell; vice-presidents, Hattie Summerfield,

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average  
Circulation  
for 1911 - - -

94,724

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

Gene Stratton Porter and Roselle M. Dean; recording secretary, Maude S. Evans; corresponding secretary, Florence A. Gilbhardt; treasurer, Mary K. Holmes; historian, May Henson; librarian, Emma P. Seabury.

The Dallas Press Club held its annual outing at Lake Cliff Park last week. The grounds were tendered free to the club by Manager Charles A. Mangold and a very fine day's program was arranged by the committee, consisting of R. L. Sanders, George A. Collon and H. W. Blakeslee.

The Adcraft Club of Detroit has elected the following officers for the ensuing year: President, Charles A. Hughes; vice-presidents, James Strasburg and Harry A. Jones; secretary, C. K. MacEdward; treasurer, James R. Cordon; directors, J. W. Knox and Henry T. Ewald; auditor, Louis A. Pratt. All are new officers with the exception of Treasurer Cordon and Auditor Pratt.

### NEW MAGAZINE APPEARS.

The Manning Publishing Company has started publication in Wilkes-Barre, Pa., of a new seven by ten inch periodical of 100 pages called the Wyoming Valley Magazine. It will combine local with national issues and appear monthly. Publication offices are at 19 North Main street.

### ELECTED VICE-PRESIDENT.

C. H. Whitaker has been elected vice-president of the New York advertising agency of H. H. Walker, Inc. Mr. Whitaker was formerly with the Cheltenham Advertising Service, New York.

### IN PITTSBURGH

our competitors are amazed at the growth in circulation and advertising being made by

**The POST and The SUN**

Already they are talking about our extravagance, heavy expenses, etc.

### WHY?

Because The Pittsburgh Post and The Sun are today the best newspapers in Pittsburgh. He most wide-awake, up-to-date daily papers ever published in that city, and the great public is finding this fact out more and more every day. Just watch The Post and Sun grow, don't forget this is a Democratic year and The Post is the only Democratic paper in Pittsburgh.

EMIL M. SCHOLZ, General Manager.  
Special Representatives:  
CONE, LORENZEN & WOODMAN,  
NEW YORK. ATLANTA. CHICAGO.



## A GAIN of 168 Columns

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

## THE CHICAGO RECORD-HERALD

New York Office, 710 Times Building.

## CHURCHES BUYING ADVERTISING.

Continued from Sixth Page

churches was made to the congress by a commission composed of practical newspaper men, who based their findings upon answers to something like a thousand questionnaires, as well as upon their own judgment.

The national company of religious leaders who gathered for the congress were agreed in declaring that this report was the most far-reaching result of the congress. It will be put into permanent form and made the basis for future discussions in all kinds of religious gatherings. It is also to be put into the hands of the newspaper editors of the country.

The report shows a surprising lack of real co-operation and mutual understanding between the newspapers and the churches, and it makes strong recommendations for the bridging of this gulf. It deals vigorously with the preachers who try to use the press for self-exploitation, and with the organizations which are constantly trying to slip over their propaganda as general religious intelligence.

It also shows that the church people want more general religious news in the daily press and that they decidedly are not interested in the petty paragraphs which so often pass for religious news. As to general features, the report says the church folk want Sunday school lessons, social service articles and good abstracts of the right sort of sermons. Most of all, though, they want news, the real news and the big news.

FOR BETTER RELATIONS.

The report winds up with a series of recommendations as follows:  
To the daily newspapers of North

The Sixth City is very ably represented by the stalwart

## CLEVELAND LEADER

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

America the commission on publicity would suggest:

That every daily newspaper maintain an organized religious department in charge of a member of its staff; even as it maintains an organized theatrical, sporting, financial or society department. Only thus, in our judgment, can regular, systematic, proportionate and thorough attention be given to the wide field of religious interests. We anticipate the day when every newspaper will have a religious editor, as expert and as high-salaried as its sporting editor.

"That within this department—the word 'department' being used to designate organization, rather than space—local religious news will be covered as promptly and adequately as any other form of news.

"That provision be made for the publication from all parts of the world. Our correspondents point out this as one of the notable deficiencies of the daily press. General news of all faiths and in all lands. General news of any taint of sectarian bias or special propaganda, and fully interpreted for the average readers is appreciated by intelligent persons outside of the church as well as in.

"That some good religious feature readable to anybody, but especially prized by all interested in Christianity, be run regularly. Whether this take the form of a general homily, of a religious interpretation of the day's news, of a Sunday school lesson, of a column for young people's societies, of a course of Bible studies, or of a social service feature, for the editor to determine. Suitable material may be secured from local writers or from the syndicates. Features have come and go in the modern newspaper; and if to stay in the modern straight news, are justifiable, those dealing with humanity's oldest and deepest interest are surely admissible. We would caution editors against the possibility of doctrinal or organization bias in all such features.

"That a fair and intelligent and respectful treatment of the really important expressions of religious thought and activity be afforded on the editorial page."

TO CHURCHMEN.

To the ministers and laymen of the churches, the commission would recommend:

"That they seek by proper means to co-operate with the newspapers in promoting the public welfare. Both the church and the press are servants of the world. They should endeavor to help each other in this ministry.

"That they encourage publicity for the work rather than for the workers. To inform the public upon the activities and messages of religion in order to create greater interest therein, and to honor Christ and his church are the justifiable grounds for employing publicity. The newspapers can help turn men's minds toward higher things.

"That they seek close relationship with the makers of newspapers, affording them all help possible in the gathering proper news and in keeping them informed upon the true state of Christian sentiment.

"That they bear witness of whatever things are of good report in the daily press; and that they frankly testify against any publication which dishonors religion or injures the people.

"That the business announcements of the churches—their location, hours of service, topics, etc.—be made public through the newspapers as paid advertisements. We would also commend all discreet efforts for presenting the claims of the

## The TOLEDO BLADE'S Tremendous GAINS.

In five months of 1912 it carried:

In Local Display Advertising 2,208,230 lines  
In Toledo merchants 2,208,230 lines

In Foreign Advertising... 501,000 lines

In Classified Advertising 436,303 lines

A total of..... 3,325,533 lines

This is a gain, compared with the same five months of 1911, of 345,279 lines.

An average of nearly 86 columns per day.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE News Scimitar of MEMPHIS, Tennessee,

is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

gospel to a community through display advertising in the newspapers, etc."

### CENTRAL PUBLICITY BUREAU.

To the Federal Council of the churches of Christ in America, or to the International Young Men's Christian Association, the Interbrotherhood Council, or other appropriate representative Christian organization, the commission on publicity would recommend:

"That a central publicity bureau be maintained to which news agencies and newspapers may apply by day or by night for latest information upon news events of all religious organizations, news events in North America or abroad. The purpose is to further the accuracy and interest of religious news. The fact that such a publicity bureau would represent equally all the denominations would insure its freedom from sectarian bias. Obviously, it would be improper to utilize such a bureau to exploit the particular organization maintaining it. Its statistics of all religious organizations, the names and home addresses of all foreign missionaries, the essential data concerning important religious developments, all would be on file with this bureau, and accessible to all purveyors of news without cost. If photographs are supplied, this could be at the price of production.

"Occasional bulletins of information could be issued to the press if necessary. Merely as the church's recognition of the unique mission of the press and as her guaranty of willingness to co-operate in all proper ways with the press, we believe such a publicity bureau if intelligently and responsibly conducted would justify itself."

William T. Ellis, the well known newspaper correspondent and writer, of Strathmore, Pa., was a leading factor in the work of the publicity commission and the success of the Men and Religion Forward Congress. He is widely known in newspaper circles of this country and abroad through his activity in forging the connecting links for better relations between the press and the church.

The Elgin (Ore.) Recorder for the second time in a year has been sold. Its latest owner is Fred Curry, formerly of the LaGrande Observer.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 7c per inch per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct. WRITE FOR INFORMATION.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
The S. C. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS. Chicago

## CUBAN PRESIDENT AFTER THE NEWSPAPERS.

President Gomez of Cuba has directed the prosecution of Dr. Carlos E. Garrido, editor of La Prensa, for an interview given in New York, of El Dia for charges against him, and of La Tuca for publishing an intimation that the president fomented the revolution.

The publication by El Dia of specific charges against President Gomez of fomenting the revolution in collusion with General Estenoz, one of the rebel leaders, created a profound sensation.

The editor of El Dia, Major Armando Andre, is immune from prosecution under the constitutional rights accorded him as a member of the House of Representatives without the consent of Congress but it is said that the government will attempt to secure the passage of a bill permitting of his prosecution and the suspension of the publication of his newspaper.

The probability is, it is said, that Congress will not give its consent to such a law.

The Brownsburg (Ind.) Record has changed hands for the third time in six months. Virgil Watson is the latest owner.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK.

## IN HALF YEAR OF 1912 THE NEW YORK TIMES

PUBLISHED

Four and a Half Million Lines of Advertisements.

Greater Growth Than Any Other Newspaper.

Honest advertising only, excluding all doubtful announcements.

"A Daily Newspaper for the Home"

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing.

Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago.

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

### OBITUARY NOTES.

CAPTAIN M. B. DAVIS, Sr., for many years a newspaper man in Texas, died last week in Waco, aged sixty-six years. He had held positions on newspapers of San Antonio, Austin, Fort Worth, Dallas and Waco, and lately was correspondent in the latter city for the Galveston-Dallas News.

FRANKLIN L. ALMY, one of the publishers of the Fall River (Mass.) News, died last week of heart disease at the age of seventy-five years.

FREDERICK MASON PURDY, treasurer of the Pittsburgh Post Company and a member of the paper's staff for forty-four years, died last week. He was sixty-four years old and a native of Utica, N. Y.

JOHN C. SHEA, for many years a member of the editorial staff of the Buffalo News, is dead at the age of seventy-four years.

THOMAS P. SHEEHAN, formerly a Boston newspaper man and more recently of New York, died in Bridgeton, Mass., Monday, aged thirty-one years.

ROLLIN K. GODDING, editor of the Kane (Pa.) Daily Republican, died Monday after a week's illness. He was also postmaster of Kane and served as a member of

Largest proved high-class evening circulation.

## The NEW YORK GLOBE

nolds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

**SEATTLE "P-I"**  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

the borough council and school board.

WALTER S. HILL, head of the Hill Advertising Company, Pittsburgh, jumped from a window of the St. Francis Hospital, Thursday and was killed. He was recently taken to the institution suffering from nervous breakdown.

ARTHUR WELLESLEY TEN BROECK, a writer for magazines, died in New York Wednesday at the age of sixty years.

WILLIAM H. VAN ALLEN, a member of the firm of Van Allen & Broughton, of New York, printing press manufacturers, died Tuesday, aged seventy-five years.

### EX-AMATEURS GIVE DINNER.

The Fossils, the New York society of amateur journalists, gave a dinner on Tuesday evening. The affair was in honor of Charles L. Elgutter, attorney and formerly editorial writer on the Omaha Bee, who came East to attend the twenty-fifth anniversary of his alumni at Harvard; James W. Beck, the Standard Oil lawyer, who is a member of the Fossils; Arthur Seitz of Hoboken, N. J., who with his family sailed for a three months' trip abroad yesterday; and Frederick E. Ives, scientist and inventor of a half-tone process of illustration, and at one time head of the photographic department of Cornell University.

### ELECTRIC WIRE BLAZE.

Defective insulation of electric wires caused a fire in the building of the Montgomery (Ala.) Journal one night last week. Smoke was discovered issuing from one of the windows after the last edition was out, and an alarm was turned in soon enough to prevent much damage from being done.

### A BUSINESS NECESSITY.

Charles H. Touzalin, the Chicago advertising agent, writes: "Of course we want THE FOURTH ESTATE. How can we do business without it?"

## THE SEATTLE TIMES

DAILY AND SUNDAY  
is repeating in the City of Seattle the great success as an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

THE MILWAUKEE NEWS has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

### OUTDOOR MAGAZINES MERGE.

Recreation, a New York magazine will be incorporated with the August issue with the Illustrated Outdoor World. The Illustrated Outdoor World, which had its first issue under this title, in April is an enlargement of the old Amateur Sportsman, which had been in existence for twenty-four years.

The officers of the company are Charles Willis Ward, president; A. T. De La Mare, treasurer; P. C. Long, managing editor and business manager. The advertising department will be in charge of P. M. Raymond, who is advertising manager of the Illustrated Outdoor World, and will be assisted by M. B. Hayes, formerly advertising manager of Recreation.

George R. Knapp, who for nine years has been secretary and general manager of the Outdoor News Company, publisher of Recreation, plans to take a much needed rest. He will make new business connections in the fall.

### BARRED WRITER HOME.

Herman Bernstein, the correspondent of the New York Sun, who recently went abroad on an interviewing mission and was barred from Russia, returned home Wednesday. He was stopped on the Russian frontier, because of being a Jew, regardless of the fact that he is an American citizen and carried a passport from the Czar's ambassador in Paris.

Two years ago Mr. Bernstein visited his native land and was entertained by the nobility. He returned to this country and delivered a series of lectures that were objectionable to the Russian government.

### MAXWELL WINS.

Lee Maxwell won the first flight honors in the second tournament of the season of the Western Advertisers' Golf Association at the Beverly Country Club, Chicago, defeating Gilbert T. Hodges in the final, 2 to 1. Hodges had low score in the qualifying round.

## THE BOSTON AMERICAN

*Largest Circulation*  
IN NEW ENGLAND  
DAILY AND SUNDAY  
*Over 400,000*

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

### PUBLICISTS AT SOCIOLOGICAL CONFERENCE.

A number of prominent newspaper and advertising men attended the Sagamore Sociological Conference at Sagamore Beach, Mass., this week. George W. Coleman, president of the A. A. C. A., is also president of the conference, and George A. French of Boston is secretary.

A section of the program was devoted to the discussion of "Publicity and Public Welfare." Speakers under this head were George French, "As It Relates to Magazines," Livy S. Richard, editor the Boston Common, "As It Relates to Journalism," William C. Freeman, "As It Relates to Advertising," and Alfred W. McCann, New York, "As It Relates to Products."

### NEW WASHINGTON EDITOR.

Frank T. Codrington has been appointed managing editor of the Washington Herald. He recently finished a service of twenty-five years with the Detroit Free Press in various positions and for a short time was managing editor of the Grand Rapids News.

### THE CREIGHTON COURIER.

During the summer months Creighton University, Nebraska, will issue a new publication, the Creighton Courier, which will be devoted to interests of the university. The initial number was published June 1, and subsequent issues will come out the first and fifteenth of July and August.

### NEW MAGAZINE.

A magazine called Business America has appeared in New York, published by Albert W. Atwood, formerly financial editor of the New York Press. Associated with him are J. R. Gilbert as manager; W. F. Long advertising manager; and A. A. Dole managing editor. The publication takes the place of the magazine formerly known as the Banker and Investor.



## THE WASHINGTON HERALD

31021  
NET CIRCULATION

JOHN W. HUNTER, Publisher.  
Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 748 Marquette Bldg.,  
NEW YORK. CHICAGO.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER  
OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.,  
213 Temple Court, NEW YORK CITY.

## BRINGING A PAPER TO THE NEWS.

Continued from Second Page

roller, double-headed steam tables and the other tools.

To establish a gas pipe of the proper dimensions a special permit was obtained from the city. While this machinery was being put in place a thirty-horsepower motor was installed. Four linotypes were set in place and racks of type for advertising display flanked one side.

Then came the refinements. A carpeted space was roped off at the entrance with thick green cables attached to standards. In this space were palms and cut flowers, with chairs for visitors. During the week of the Monitor's Chicago existence hundreds stood at the barrier of green cables and, fascinatedly watched the making of the sixteen-page newspaper.

Beyond the press was the mailing room, not a spacious department as newspaper mailing rooms go, but adequate when record speed was maintained. At the right was the office of the circulator, economical as to dimensions, but big enough to hold a desk and the circulating manager at one and the same time.

On the other side of the double doors were established the editorial rooms. First came the desk of the city editor. For the convention

## THE SYRACUSE POST-STANDARD

s steadily increasing its circulation on its merits as a newspaper.

46,805 CIRCULATION  
Daily (Net Paid)  
FOR MAY, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual  
average circulation in Dec. 43,601

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

period the Monitor had the services of a hundred reporters and correspondents, mostly volunteers, highly representative of the enthusiasm that started the movement in Chicago for wholesome journalism. The work of these subscribers was received largely over the telephone or through the mails.

Beyond the city editor's desk was the table used by the copy editors. Here was received the convention and general news reports of the United Press and the reports of the Monitor's staff of political writers. A foot or two further on were the desks of the day, and night proof-readers.

Ten men came from the Boston office of the Christian Science Monitor. When the majority of these men arrived they found the tools to work with. At first some of the composing room work was done outside, but when a start was gained twenty-two printers, working night and day, were able to keep up with the editors without getting in one another's way.

### KNIGHT OF AK-SAR-BEN.

John W. Kurtz, business manager of the Omaha Daily News, and several members of his advertising staff, went through the gauntlet of the initiation at the den of the Knights of Ak-Sar-Ben, last week. Mr. Kurtz has been appointed a member of the "Know Omaha" committee of the publicity department of the Omaha Commercial Club.

### A PREMONITION.

H. L. Farley, city editor of the Minneapolis Daily News, is in Wisconsin hunting fish and looking for some good place to lose indigestion. With both objects in view, he has chosen a town named Luck.

### LIQUOR PAPER NO MORE.

The Truckee (Cal.) Independent, launched last December by the Liquor Dealers' Association in opposition to the Republican, has been discontinued.

In considering circulation remember that the

## BOSTON HERALD

has both

Quality and Quantity.

No other newspaper in New England can give advertisers such returns.

Foreign Advertising Representatives.  
The  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Bg., New York, Tribune Bg., Chi.  
Frisco Building, ST. LOUIS.

## THE DEMOCRAT Nashville, Tenn.

carries more local advertising than any other Nashville newspaper.  
The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

### TO ADVERTISE UNIVERSITY.

Herbert M. Harwood, advertising manager of the Wilkins Store, Des Moines, Ia., has resigned to become advertising and publicity director of the State University of Iowa at Iowa City. He has also resigned as secretary of the Des Moines Admen's Club, but he retains his position as secretary of the Associated Advertising Clubs of Iowa.

Before entering the advertising field with the Des Moines division office of the Mitchell Advertising Agency, Mr. Harwood was with the Register and Leader, first as commercial reporter and later as special writer.

### THE SLAVIE MOVES.

The Chicago Slavie, a Bohemian newspaper, has moved to new quarters at 2544 South Millard avenue. The paper is owned by the Slavie Publishing Company and was established as the first Bohemian newspaper in America fifty-one years ago.

### ANOTHER AD AGENCY.

The Kuhlen-Hawkins Company has been incorporated in Chicago to conduct a general advertising business. The firm is capitalized at \$2,500 and the incorporators are Daniel G. Kuhlen, Percy E. Hawkins and Josiah C. Bartlett.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly....22,000  
Die Rundschau, Weekly....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The LARGEST and MOST MODERN newspaper plant, in any Latin-American country is owned by the

## HAVANA POST

which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba  
GEORGE M. BRADT, Publisher

Published Every Day in the Year

### CHURCH PAPER IN TROUBLE.

A petition in bankruptcy has been filed against the New York Observer Corporation, of 156 Fifth avenue, publisher of the New York Observer, a religious journal, by Sackett, Chapman & Stevens, attorneys for creditors, which includes the estate of John Bancroft Devins, \$8,000, of which \$3,000 is for money loaned to the corporation and \$5,000 for services from January 1, 1905, to Aug. 26, 1911, as editor of the paper. The paper was started in 1823.

It is alleged that the corporation was insolvent, and made preferential payments. It is stated that the liabilities were \$40,000 and assets \$4,000, exclusive of the good will and subscription list.

The paper was published many years ago by Sidney E. Morse & Co., who in 1873 were succeeded by S. I. Prime & Co., who were succeeded by the corporation in 1877, when it was incorporated with capital stock \$6,000.

In October last there was a change of management, and Andrew Stevenson of Chicago became president.

### ONLY PAPER QUILTS.

Since being burned out the Bennington (Kan.) Democrat has decided not to resume publication. This leaves the town without a newspaper.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**M**  
MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark **M & E** Trade Mark  
MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA  
NEW YORK CHICAGO  
BROOKLYN KANSAS CITY BALTIMORE  
Registered DENVER Registered

## \$50,000 CASH

Immediately available for the purchase of a half or controlling interest in a DAILY newspaper property carrying with it the Business Management. Location not important if other conditions are favorable

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine properties that are not hawked.  
200 Fifth Avenue, NEW YORK.

## NIGHT OF "HIGH JINKS" IN LOS ANGELES.

NEWSPAPER MEN IN VIVID MOCK NATIONAL REPUBLICAN CONVENTION.

Newspaper men of Los Angeles, on the eve of the recent Republican convention had their merriest night in a decade. Seventy-five editors, reporters, artists and others of the craft indulged in a "high jinks" spread at Brink's restaurant.

Barring a few stellar vaudeville specialties the show was given by talent from the ranks. It was a burlesque of the big convention. A feature was the swooping down on the gathering of "T. R." in the person of Bobbie Yost. His make-up was complete from a brace of "4's to an exact duplicate of the "Big Stick."

Yost was astride a toy broncho on a small truck. He was hauled from the Examiner office three blocks to the scene of action, by a score of fellow members of the staff. The delegation was headed by a brass band. Included were Joe Timmons and John Gray, tagged as the "Common People"; Dan Green as "Boss" Dixon, George Reuter as "Uncle Trusty," Edgar Coe as "Joy," Paul Braud as "Gloom," Earl Weight as "Bat Masterson," Bill McStay as "Jim Flinn," John Brown as editor of the Lookout. There was also a lusty-lunged following of "Rough Riders" and "Muckrakers."

"Gloom" shadowed Bill Dolby of the Tribune who was Taft. "Joy" clung to "T. R." and, in conspiracy with "Bosses" Dixon and Flinn, aided and abetted by Barney Barnard of the Express, forced the nomination of thunderous Lou Guernsey of the Times as chairman.

Spice was added by the vigorous opposition of Managing Editor Bob Rinehart of the new Municipal

News as "Vic." Rosewater. He had the co-operation of Wilbur Hall of the Tribune, Carl White of the Express and Dave Williamson of the Times, each of whom marshalled many votes. Much fun centered in Assistant City Editor R. T. Van Etsch of the Examiner, greatly in demand as the only un-instructed delegate on the convention floor.

"Bill" Tribit of the Times added a striking impersonation of Bryan, on hand to report the run-together for the Commoner. Chairman Guernsey meanwhile interspersed introductions with convulsive comment and sallies. He finally declared for free speech and gave the score of distinguished guests a chance.

They included City Editor H. E. Morton of the Examiner, Attorney Earl Rogers, chief of the Darrow defense; his opponent Assistant District-Attorney Joseph Ford; Superior Court Judge Paul J. McCormick, United States District-Attorney A. I. McCormick, Chief Trial Deputy G. Ray Horton of District-Attorney Fredericks' staff; Assistant United States Attorney John Regan, City Prosecutor Guy Eddy and Attorney Gesner Williams.

Factors in the success of the arrangements were Harry Strachan and Joseph Daley of the Express, Arthur Dunn and Will Seymour of the Herald and John Hill of the Record.

## BALTIMORE ALREADY PLANS FOR A. A. C. A. MEETING.

With the return to Baltimore of E. J. Shay, president of the Advertising Club of Baltimore, who has been touring the Central West since the Dallas Convention, work is now under way for the 1913 Convention of Associated Ad Clubs of America, which will be held in Baltimore.

From the plans now in process of formation the convention will be educational. It is not intended in the least that an entertainment or good time should be given up entirely—only that the valuable day time shall not be squandered on amusement.

The Monumental City won the convention on its need for it, and to prove that its argument along this line was sincere one of the strongest efforts that will be made in 1913 will be to bring about the attendance of Baltimore manufacturers and business men who ought to advertise and who do not.

A tentative plan is to hold every session of the convention in the

## Jenney Press-Controlling Systems WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE NOW USED BY MOST OF THE BEST KNOWN NEWSPAPERS. SAFETY. RELIABILITY. ECONOMY.

Specify JENNEY universal type motors  
all purposes and know you will get THE BEST.

AMERICAN ROTARY VALVE CO.

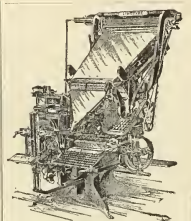
SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:  
156 N. Dearborn St., CHICAGO.

FACTORY:  
ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

## A Striking Endorsement of the QUICK CHANGE MODEL 8 THREE MAGAZINE LINOTYPE



Quick-Change Model 8  
Three-Magazine Linotype

### CRITTENDEN & HULSE,

Efficiency Experts in Printing Office Equipment,

wrote a general letter to about 120 users of the Quick Change Model 8 three magazine Linotype, making inquiry as to its adaptability to advertisement composition. More than 50 per cent of the letters were replied to immediately. Almost without exception they contained enthusiastic commendations of the Multiple Machine Idea.

In the light of such convincing evidence that

## The Linotype Way Is the Only Way

*Crittenden & Hulse have no hesitancy in recommending the Linotype for ad and display work.*

## MERGENTHAUER LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue.

SAN FRANCISCO: 618-646 Sacramento Street.

NEW ORLEANS: 549 Baronne Street.

TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

main hall of the Fifth Regiment Armory, where the Democratic National Convention was held. The entertainment feature of the convention is one largely of choice with Washington. Annapolis and an infinite number of points of interest in and about Baltimore, including automobile trips to the various country clubs and motor boat trips on the world famous Chesapeake Bay will be visited.

## NEW HOME FOR IOWA PAPER.

The new building of the Boone (Ia.) News-Republican is being erected just across the street from the present location at 812-814 Keeler street. Plans are for one of the handsomest and most convenient editorial and working plants in the state. This will include editorial and news rooms upstairs, a large business office on the first floor, daylight basement press room in the rear, and large machine, ad and job departments on the first floor above the press room.

The old press, which has been in service in the News-Republican for

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

Our "Insko" Hemp Stereo tissue at 10c less per ream is much better than an "Cigarette" tissue at 10c. more.

## INTERNATIONAL PUBLISHERS SUPPLY CO.,

LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

the past six years, will give way to a large press of the web style, permitting a speed of issue treble the present capacity.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR

# THE FOURTH ESTATE

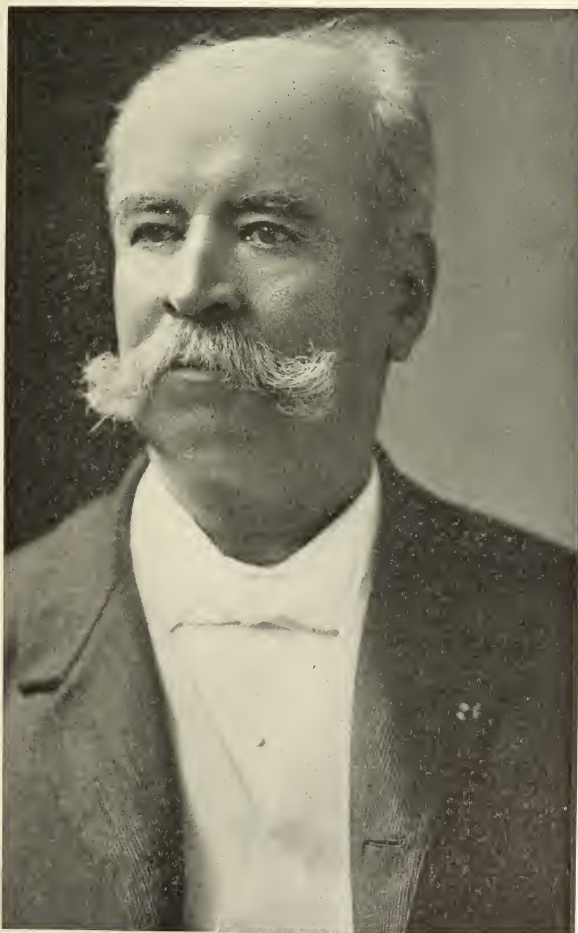
No. 958

NEW YORK, SATURDAY, JULY 6, 1912

'EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TEN CENTS A COPY



GENERAL FELIX AGNUS,

PROPRIETOR OF THE BALTIMORE AMERICAN AND BALTIMORE STAR.

See Eighth Page

## PRETORIUS BUYS OUT KERENS.

STOCK VALUED AT \$500,000  
IN ST. LOUIS PAPERS  
CHANGES HANDS.

Richard C. Kerens, ambassador to Austria-Hungary, has sold his holdings in the German-American Press Association, which publishes the St. Louis Times, Westliche Post and other publications, to Edward L. Pretorius and others. Mr. Kerens's stock was valued approximately at \$500,000.

It is understood that Mr. Kerens, now that he occupies a diplomatic position, does not wish to be personally interested in any newspaper.

The sale leaves Colonel Pretorius entirely unfettered in the conduct of his two powerful newspapers.

## AGREEMENT IN REGINA.

A new agreement has been concluded between the employing printers of Regina and the typographical union. The new agreement calls for a raise of \$2 all round the first year and another dollar on the beginning of the third year. The day scale now stands at \$22 for jobmen, floormen and proof-readers and \$24 for nights, the night shift to be reduced a half-hour each night, making a forty-five-hour week. The operators' scale calls for \$25 days and \$27 nights for a forty-five hour week.

## MAIL'S NEW CITY EDITOR.

Charles Sarver has become city editor of the New York Evening Mail, succeeding R. E. MacArney, who has been appointed for the faculty of the Pulitzer School of Journalism at Columbia University. Mr. Sarver was formerly city editor of the Globe and for a long time connected with the World.

## STAFF GIVES BANQUET TO COLONEL SLEICHER.

The advertising department of the Leslie-Judge Company, New York, on Monday evening gave a complimentary dinner in honor of Colonel John A. Sleicher, the president and associate publications.

The affair was held at the Hotel Cumberland and besides Colonel Sleicher the guests included Frank Presbrey, George L. Dyer, George B. Van Cleve, Frank Seaman, Charles Schweimler, O. H. Blackman, Fred D. Lewis, Lynn G. Wright, Grant Hamilton, W. Martin Johnson, R. D. Heintz, Theodore Williams, I. A. Waldron, E. Flohri, W. J. Meagher, E. W. Carscadden, H. A. Peterson, F. D. Rohrer, A. Edward Rollauer, R. H. Browne, A. B. Wendell, and the entire mail office force of the organization.

The dinner was unique in that the hosts were Frank Leslie and Judge, the parts being taken by Allan C. Hoffman, advertising director of the Leslie-Judge Company and Mr. Kibbe, respectively. The various departments of both publications were hurriedly, among them "The Girl Who Goes Wrong," "The Suffragette," "Sis Hopkins," "Judge's Favorite," etc.

## FOR INCREASE IN PAPER OUTPUT.

NUMEROUS BUSINESS DEALS  
IN THE NEWS PRINT  
FIELD.

The Berlin Mills Company, of Portland and Berlin, N. H., has, through its subsidiary corporation, the Quebec & St. Maurice Industrial Company, which does the Berlin Company's pulpwood and lumbering business in Canada, acquired from Benjamin C. Howard, of Sherbrooke, all of the timber land holdings on the Chaudiere River and its tributaries, thus becoming a leading figure in the wood operations on the Chaudiere and Gilbert rivers and removing a vast quantity of pulpwood from the general market.

The lands referred to consist of 22,000 acres of well timbered spruce lands. They are all freehold lands, and the wood is, therefore, freely exportable. The Berlin Mills Company thus gets possession of a vast supply of the very best exportable pulpwood in Canada.

The stockholders of the St. Regis Paper Company at their annual meeting re-elected the old board of directors for the ensuing year. The board consists of George C. Sherman, David M. Anderson, George W. Knowlton, Watertown; G. H. P. Gould, Lyons Falls; Alvah Miller, F. D. Henry Dick, J. A. Mollenhauer, F. D. Mollenhauer and Jonathan Bulkley, New York.

Owing to the fact that but few of the newly elected directors were in the city, no annual meeting of the directors was held for the purpose of electing officers and transacting other business. It is expected that the officers will be elected at the July meeting. They will be taken to the St. Lawrence River for a trip among the Thousand Islands by Treasurer George S. Sherman in his steam yacht.

The Ontario Pulp and Paper Company, which some months ago bought the Imperial Pulp and Paper Mills at Sturgeon Falls, Ont., is to be absorbed by the Spanish River Pulp and Paper Mills, of Espanola, whose big news print plant was put in operation a few days ago. The two concerns have for some time been officered and superintended by the same men and the stock of both is held principally by the same parties.

To make extensive enlargements and improvements to the mill of La Compagnie des Moulins du Nord, which they have recently acquired, is the announced intention of the Rolland Paper Company, Ltd., of Montreal. It is understood that the alterations intended, which include the installing of considerable new machinery, will cost in the neighborhood of \$200,000.

Incorporation has been secured by the Glenagarry Lumber Company, Ltd., with a capital of \$25,000, at Ottawa, Can.

The company will manufacture and deal in pulp, paper and similar products. The head office and mills will be at Berlin, Ont., and the directors are P. E. Hecney and C. McDermid, of Berlin, and G. C. Goodfellow, of Montreal.

## SUN MEN HONOR MALLON.

Men now on the New York Sun and many members of the Sun Alumni Association had luncheon Sunday at the Hotel Brevoort, with George Barry Mallon, retiring city editor, as guest of honor. Most of the 125 men who were at the luncheon had served under Mr. Mallon and a few had worked beside him for the full twenty-four years of his service on the Sun. They represented every department of the newspaper.

Mr. Mallon leaves newspaper work to enter the Butterick Publishing Company. He became a member of the Sun staff in 1888 and was made assistant city editor in 1895. Seven years later he was advanced to the city desk.

Collin Armstrong, District Attorney Charles S. Whitman, Dwight W. Morrow and Talcott Williams, director of the new Pulitzer school of journalism at Columbia, told what they thought of Mr. Mallon and his work on the Sun.

Mr. Armstrong is president of the Sun Alumni Association. He received Mr. Mallon into the association and then introduced Chester S. Lord, managing editor, as toastmaster.

Others at the luncheon were J. Arthur Seavey, manager of the Sun's news service, who spoke for the men still on the staff; F. T. Birchall, assistant managing editor of the Times; Paul Drane, assistant city editor of the Herald; Robert Frothingham, advertising manager of Everybody's Magazine, John H. O'Brien, former head of the fire department and the water department;

Ed Mott, the humorist; Robert Welles Ritchie of the Evening World; William A. Hoy, Royal E. T. Riggs, ex-Justice Willard H. Olmsted, George Barr Baker, editor of the Delinquent; Earl W. Mayo, Charles M. Fairbanks, Edward Hungerford of the Saturday Evening Post; Brainard Smith, the writer, and nearly every man of the present city staff of the Sun.

M. S. Mallon of Malone, N. Y., George Mallon's father, came down to New York for the luncheon. George Mallon did not know his father was in town until the guests began to gather. He had a seat at the head table next to Mr. Lord.

Mr. Mallon's successor on the Sun is Kenneth Lord, son of Managing Editor Chester S. Lord. Mr. Mallon enters on his new position September 1 and until then will enjoy a vacation.

## FIRM DISSOLVED.

The firm of J. C. & A. Flaharty, which publishes the Newman (Cal.) West Side Index, has been dissolved. The business will be continued by A. Flaharty.

## WITH THE STATE JOURNAL.

Roger Stafford has resigned from the reporting staff of the Springfield (O.) Sun to become connected with the Ohio State Journal in Columbus.

E. H. Hoyt is now issuing the Riverbank (Cal.) News from the Callender Building. The News is an eight page, six column paper.

## BAN ON CAR ADS IN CHICAGO.

NO SUCH PUBLICITY WILL  
BE ALLOWED IF MAYOR  
SIGNS ORDINANCE

The Chicago City Council on recommendation of the judiciary committee passed an ordinance Monday prohibiting street railway lines, both surface and elevated, from displaying advertising of any kind in the cars.

The ordinance is drastic, preventing even the advertisements of amusement parks. The council took the ground that the car companies' franchises allowed them to operate transportation lines only, and did not allow them to enter the advertising field.

The ordinance was passed by a practically unanimous vote, and now goes to the mayor for his signature. It was fought bitterly by the several companies. The proposed law also prohibits the display of advertising matter in stations and on station platforms.

## FIVE GOVERNORS TO EDIT THE BOSTON AMERICAN.

The governors of five of the New England States have agreed to edit the Boston Sunday American, one each week during July and the first Sunday in August. The governors will take their turns as editors in this order:

July 7, Governor Frederick W. Plaisted of Maine.

July 14, Governor Robert P. Bass of New Hampshire.

July 21, Governor Eugene N. Foss of Massachusetts.

July 28, Governor Aram J. Pothier of Rhode Island.

August 4, Governor John A. Mead of Vermont.

In inviting the governors of New England to supplant the regular editor on the five Sundays named, the American suggested that each prepare a leading editorial of vital interest to the state he represents, and to select as far as practicable the news to be presented on that day.

These five "governors' editions" will present to the people of the New England States the most important matters that concern the general welfare.

Publisher Russell R. Whitman of the American speaking of the governors' editions idea to THE FOURTH ESTATE, said:

"I regard it as one of the most notable achievements of any Sunday paper and one that is bound to attract attention not only in New England, but all over the country."

"It is the first time, so far as I know, that a newspaper has done anything of this sort on so large a scale, and it also shows somewhat the character of the American that five New England governors would consent to edit the paper in this cooperative way."

## SILVER JUBILEE.

The Moncton (Can.) Transcript is observing the twenty-fifth anniversary of its founding. It has been owned all that time by John T. Hawke.



# *A JUMPING JUNE.*

## THE NEW YORK WORLD

begs to announce to its local and general Advertisers that the past month was not only the

*Greatest June in its History*

but also the

*Greatest Month of 1912 (so far).*

Here are the interesting details of the WORLD'S wonderful growth and constantly increasing supremacy, as compiled by the Statistical Bureau of the Evening Post.

	LINES.		LINES.
World, June, 1912,	1,110,442	World, June, 1912,	1,110,442
World, May, 1912,	1,082,171	World, June, 1911,	959,971
<i>One Month's Gain</i>	28,271	<i>One Year's Gain</i>	150,471

WORLD, June, 1912, . 1,110,442 *lines.*

HERALD, June, 1912, . . . 823,969 *lines.*

WORLD'S *LEAD* 286,473 *lines.*

During the first half of 1912 the Herald has lost 163,752 lines over the corresponding half of 1911.

## FOR NEW ETHICS IN JOURNALISM.

A HIGHER PLANE NECESSARY  
FOR PRESS, SAYS A  
SOUTHERN EDITOR.

William E. Gonzales, editor of the Columbia (S. C.) State, read a paper entitled "Journalistic Ethics" before the recent meeting of the South Carolina Editorial Association. It was referred to the executive committee to prepare a plan for putting the suggestions into effect.

Mr. Gonzales holds, in the first place, that journalism has the distinction of being regarded as the one unselfish general agency for safeguarding the rights and liberties of the people. Or, putting it in another way, in his own words also, it largely assists in securing good government under constitutional rule.

Mr. Gonzales holds that to operate as a powerful factor for good government the newspaper man must stand on the watchtower and have the respect of the people with the primary essential in winning it that the newspaper man shall have self-respect.

Mr. Gonzales' argument is that one section of the press is in error when it assails another section. In a state with but a single party, like South Carolina, he remarks that the tendency is to personal comment because newspapers practically represent only one party. There is, then, no opportunity for discussion of principles or for differences over party policy. It involves every time a personality and a dispute over personality runs into a quarrel ultimately which may bring out the gun. He says:

### EDITORIAL STANDARDS LACKING.

"In other professions having ethical standards there are requirements for admission. Those who enter must have studied to prepare themselves and have passed examinations.

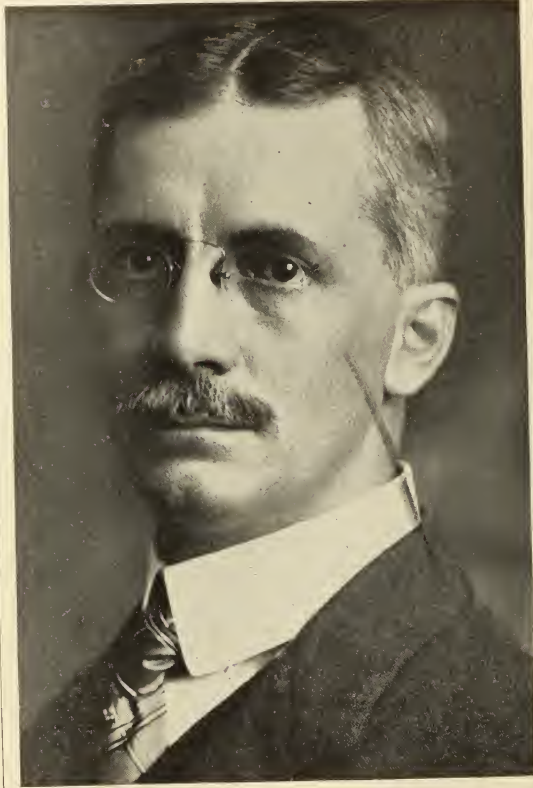
"Not so with journalism. The field is open. There is no requirement for the man entering to be master of much money, or of any art, science, or of himself. He is at free to hurl mud at his fellows of the profession as any gamin of the gutter.

"He may miss the real conception of journalism as far as the false misses truth, yet if his readers have no other source of information it is from him they obtain their mental view of the press. The bearer of false witness may become silent after a time, but the note he has infused lingers in the public mind.

"In South Carolina I estimate there are at least 40,000 voters who do not read daily papers and probably 30,000 who do daily papers not intelligently read any papers furnishing news of current events. But these non-readers are necessarily outside the influence of the press.

"Most of them have opinions about newspapers they have never read. Their neighbors pass on to them by word of mouth, fragments of 'what the papers say.' But if their minds have been in previous years poisoned with non-belief, the integrity of the press where is the hope of lifting them from bondage to the demagogue.

"If it is conceded to be desirable to effect a change in this condition, and if betterment is within power, what shall the change be and where the beginning?" "The standard of journalism would be elevated, the dignity of the profession maintained on a higher plane if state associations should decree that the personal honor or professional integrity of one member shall not be assailed by another until he is prepared to submit proof to a board representing the association; that if the allegation be not sustained the accused shall make conspicuous public retraction, or, failing, suf-



WILLIAM E. GONZALES,

EDITOR OF THE COLUMBIA STATE.

fer expulsion; if it is sustained, official announcement shall be made.

### JURY TRIAL TO ALL.

"That in the case of a non-member assailing a member, the non-member be requested to submit proof to the arbitration board; if his charge is not sustained he be requested to publish the findings with a retraction. If he fails to do so, all members be requested to disseminate the information and the non-member be debarred from membership while that paper remains under the offending management.

"These results may be expected from such stand by the press association:

"First, some of those writers without self-discipline and without sense of moral responsibility would become more careful; second, it would obviate much of that so-called controversy that is merely 'mud-slinging' and subversive of the dignity of journalism; third, there would be moral punishment for the transgressor and moral vindication for him in the right.

"But of far greater moment, the people who get their information by word of mouth would come in time to a clearer, truer understanding of the characters and purposes of the elements constituting the press.

"The most important feature would be selecting the personnel of the board of reference or arbitration—men capable, high in character and of impartial judgment. They need not be residents of the state.

"There is something more the press association, heartily supported by worthy newspapers, might do for the honor and

dignity of the profession, and therefore for the betterment of the commonwealth.

"It is a custom with those papers acting in the capacity of organs for candidates, and the habit of officials whose excellencies are observed chiefly by these organs, to refer in general terms to 'abuse' by the press and to 'lying, slandering newspapers.' It is a form of setting up flimsy men of straw to knock down, but in doing so a libel is perpetrated against the press in general, and to the extent of their influence, undermines public confidence in newspapers.

"Now, since the constitution plainly encourages the press to speak on public questions, and since discussion of the principles and the qualifications for public service of candidates for office is regarded by enlightened thought in every country where the people participate in government as essential to popular control, it is logical to suppose our law-making bodies would protect from libel the press serving the people as readily as they protect the seeker of personal benefits.

"The newspapers of the state may with propriety and reason demand that where any one publicly names a newspaper and alleges it has slandered him, that such charge be deemed libelous; however, that proof of the charge against the newspaper shall be full justification. And the law can not reach those guilty of a general libel, those referring to 'lying newspapers' without mentioning names, the press can make that policy unpopular.

"If a newspaper publishes an erroneous statement injuriously affecting the business of Jim Jones, dealer in junk, the paper is liable for damages; why should

not the press demand that the character and integrity of its members, in many cases their capital and stock in trade, be likewise guarded from evil tongues?

"If the paper is not the organ of an opposing candidate or interest, it represents and is speaking for the people, or a body of the people, and is exercising a right that the enlightenment of the world wishes exercised; until established otherwise the press is assumed to be unselfish, and working in the public interest, not for personal advantage.

"On the other hand, the office seeker, in all but exceptional cases, is self-seeking; he appeals to the people for honors and emoluments for himself.

"The press will not come into its own, it will not be close to the hearts of the people or impress them with its high mission, until the press sets high value upon itself, and self-respect is dominant in the profession.

"The official recognition and maintenance of an ethical standard would help to fortify the press for the full performance of the great part assigned it in human life, and for which its liberty is guaranteed.

Mr. Gonzales' belief is that conditions change in the different sections of the country. Prejudice and ignorance do not militate against the influence of newspapers in some states, but the conditions portrayed in his remarks are generally true of the South; and the need of a higher tone of journalism, especially of the weekly papers that reach many thousands who read no others, is pressing.

### COAST WOMEN'S PAPER.

The Women's Bulletin, of Los Angeles, Cal., is to be published by Mrs. George A. Barry, a prominent, suffragette. Clifford Howard, president of the Evening City Club, is to be editor. Miss Marthine Dietrichson of Pasadena is to conduct a special department, "All Around the World," which will tell women readers what their sex in accomplishing toward securing citizenship.

### NEW CHICAGO SPECIALS.

A new special agency has been established in Chicago by W. A. Carroll and Joseph Bloesser, both until recently of the Kastor Advertising Agency.

### NEW APPOINTMENT.

The Vaucouver (B. C.) Sun has appointed David J. Randall, 225 Fifth avenue, New York, and Horace M. Ford, People's Gas Building, Chicago, to represent it in the foreign field.

### CHANGES TO THE MORNING.

The Martinez (Cal.) Daily Standard, which has for the past year been issuing as an evening newspaper, has changed to the morning field.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 215 Hartford Bldg.,  
NEW YORK. CHICAGO.





EDWARD L. PREETORIUS,

PUBLISHER AND CHIEF OWNER OF THE ST. LOUIS TIMES AND ST. LOUIS WESTLICHE POST  
AND A STRONG FACTOR IN THE POLITICS OF MISSOURI.

By Courtesy of the St. Louis Mirror.

## HANDLING PAPERS IN THE SUBURBS.

### INDIANAPOLIS NEWS' MODEL SYSTEM OF GETTING TO THE COUNTRY.

Up-to-date ideas in the speedy handling of newspapers within a radius of fifty and seventy-five miles of the home office are used by J. M. Schmid, circulation manager of the Indianapolis News. This paper, located in the most highly developed interurban trolley section of the country, has what is conceded to be one of the finest and quickest systems of distribution.

Employees of the trolley companies, in addition to messengers who travel the lines in charge of papers destined for the many little stations,



J. M. SCHMID.

play a very important part in this work. Mr. Schmid gives the following outline of the News' distributing methods:

"Indianapolis is one of the greatest interurban centers in the world; eighteen traction lines and seventeen steam roads diverge from the city in all directions, like the spokes of a wheel, and the newspapers of Indianapolis have had unusual facilities for reaching towns within a radius of seventy-five miles of Indianapolis, with their various editions, and within a very short time after papers left the presses.

"The News in 1904 placed its own messengers on the heavy runs out of Indianapolis to handle the papers and look after distribution. The paper paid the messenger's salary, transportation both ways, a distance of forty miles, and fifty cents per hundred pounds for hauling.

"The arrangement was expensive, but it proved to be the nucleus of a service, which now extends into nearly every part of the state. High school students, eighteen years or over, are usually employed as messengers. They are found to be very reliable, and do their work well.

"The News now has messengers on ten interurban lines out of Indianapolis, who distribute approximately 1,500 copies to individuals en route, and about 15,000 copies in bundles for agents. The longest run is fifty-two miles. The messenger on this run looks after the distribution for a distance of twenty-six miles, from which point another messenger, who lives near the point where the change is made, takes up the work for twenty-six miles further, giving continuous service for fifty-two miles. The first messenger gets off the car to transfer bundles to a fast



THE NEW MONTREAL HERALD BUILDING.

mail train, which does not touch Indianapolis. He then returns to Indianapolis.

"All the News' messengers are in uniform. They sell copies to passengers on the train and to people at way stations. Each boy sells an average of ten copies daily.

"The state railroad commission recently issued an order forbidding any member of an interurban train crew from handling newspapers while cars are in motion, but the order did not affect the News, because it had safeguarded against an order of that kind by having established its own service.

"The News having made it possible for every farmer along an interurban line to get the News before 6 P. M., instead of waiting for the rural mail carrier the next day, he naturally becomes a 'booster' for our paper. He talks about the News and the service it gives him whenever the subject is brought up. When he goes to town he puts in a good word for us, and consequently it is much easier for our agents to get business.

"Every Saturday morning and during school vacations our interurban messengers go out on their respective lines and solicit for new business on a commission basis. All subscriptions are paid in advance, the same as mail subscriptions, and there are no losses and no expense for collecting.

"The interurban service in Indiana has enabled the News to establish agencies in towns never reached before by an afternoon paper, the people formerly reading morning papers received by mail, or none at all.

"About 550 agencies are maintained in Indiana. Premiums are not used and no popularity contests nor coupon schemes are resorted to, and in the face of all this, we have increased our circulation nearly 35,000 daily in six years, about one-half of which was in the country.

"Agents are expected to make their own canvasses, and solicitors are hardly ever employed for the purpose of 'boosting' an agent's business. If he cannot devote a certain proportion of his time to increasing our business, we soon get rid of him, and appoint some one who will.

"We have eight traveling men in the state assigned to certain districts, and they do no soliciting whatever, unless it is done in 'breaking in' a new agent. They devote their time exclusively to coaching our agents, helping them in circulation campaigns and in looking after our transportation.

"In the event of an agent's death, as all our agents are bound by contract to pay their bills between the first and tenth of each month, which rule we don't permit them to violate, under penalty of losing their agency.

"To make a long story short, we print a newspaper which is in demand and give the service at any cost, and with these two all-important factors of newspaper

circulation, there is absolutely no excuse for even a novice falling down.

"In the larger cities, too remote from Indianapolis for us to secure and maintain a big circulation, we have selected men in charge, who handle our business exclusively on the same basis as it is conducted in Indianapolis. These men are experienced circulation men and report daily. They look after the organization in their towns, and put it up to their carriers to increase the circulation. They can find all stops, investigate complaints, canvass and look after the welfare of the News in general. In most instances they handle all editions, and are always 'on the job.'

"It is no trouble to build up and maintain agencies anywhere if the fundamental principles of circulation-building are applied. Each case needs its own diagnosis and its own remedy, which every intelligent circulation manager should be able to apply."

### CANADIAN PAPER'S APPROPRIATE BIRTHDAY GIFT.

The Montreal Herald has celebrated the hundredth anniversary of its founding by moving into a new building, specially erected for its purposes, by James S. Brierley, president, and Frederick Abraham, vice-president, of the Herald Company, Limited. By the illustration published herewith it will be seen that the building is of exceptionally handsome design, its dignified lines giving the impression of strength and simplicity. It covers an area of 12,000 feet, and consists of seven stories and a twenty-foot basement. The material of construction is reinforced concrete, faced by Ohio brick of a grey-brown color, trimmed with white terra cotta.

The building is said to be the largest newspaper office of eastern Canada, and while it will not all be occupied by the Herald at the outset, it provides all the room which may be necessary for future development. It is thoroughly fireproof and of unusually substantial construction, it being the aim of its owners to prevent any repetition of

the catastrophe of June, 1910, when the Herald building collapsed, due to the weight of a water tank, and thirty-two employees lost their lives.

The exposed windows on the western side of the building are protected by wired glass and by a water curtain. In addition, the whole building is equipped with a sprinkler system, the water supply in connection with which is derived from a pressure tank on the roof. The wooden tank, which is in general use in Montreal, has been discarded, and the water is contained in an iron cylinder enclosed within a penthouse. By means of an air pump, which keeps a high pressure of water in this cylinder, one-third less water has to be carried than in an ordinary overhead tank.

Mechanically, the Herald is now one of the best equipped offices on the continent. The destruction of the company's plant two years ago necessitated the purchase of new machinery throughout, and every care has been taken and no expense spared to secure the last word in labor-saving machinery of every kind.

In the basement are two new Hoe "quads," operated by Kohler controllers. The whole of the top floor is occupied by the editorial and news rooms, the latter being lighted by a ten foot skylight as well as by large windows on either side. The large window space is a feature of the building, the instructions given to the architects being to make the building as light as possible. The illustration shows how thoroughly these instructions have been carried out.

The Herald Press, the job printing department of the Herald is one of the large printing businesses in Canada. About a year ago, C. C. Ronalds, formerly with the American Bank Note Company and J. J. Little & Co. of New York, took charge of this department. Every item of the plant is new and of the most approved design.

The engraving department is equipped for the finest three and four color work; the composing room has a battery of four Monotypes, and employs about forty hand compositors, mostly in the execution of the highest grades of work. All the racks, stones, and other furniture in this department are of the latest American designs.

Altogether, the Herald employs over a hundred people, and its proprietors take great pride in the fact that they now have one of the model printing establishments of the continent. Every facility for the convenience and comfort of the employees is provided. In the mechanical departments, forced ventilation keeps the air pure and fresh. Two passenger elevators and one freight hoist give rapid access to all parts of the building.

The Plenty (Can.) Planet has been launched by C. E. Sexton, who is in the job printing business in the town.

C. L. Willis, publisher of the Stettler (Can.) Independent, has installed a new plant at Gadsby.

W. H. Lee has started the News at Pelley, Can. The owner for some time past has been at Durban, Man.



# NEW YORK HERALD SYNDICATE

## Campaign Map Section for 1912.

Four pages. First page, map of political conditions today. Page 4, map of result of election for President in 1908. Pages 2 and 3, general story of political situation, past and present. We furnish full-page matrices—pages 1 and 4 in black alone or black and three colors; pages 3 and 4, black alone. Good for publication any date in near future. Wire for proofs and prices.

## Full-page Sunday Features

### SPECIAL CABLE AND TELEGRAPH SERVICE

Daily Features: News Matrices, Comic Matrices, Women's Matter and Photographs.

For particulars of any service apply to  
**NEW YORK HERALD SYNDICATE,**  
Herald Square, New York City.

Canadian Branch:  
Desbarats Building, Montreal, Canada.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment—Best illustrations.  
**YOU NEED IT!**  
Write for particulars to  
**INTERNATIONAL NEWS SERVICE**  
200 William St., New York City.

# THE SPECIAL SERVICE CO.

## Reliable Contest Operators

Write for terms, etc.

Room 33, 23 Park Row, New York

### THE

## Hotaling News Vendor.

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and re-filled with 60 papers in 30 seconds.

**HOTALING BROS.**

Tribune Building, NEW YORK.

## BUILDING UP THE CIRCULATION.

Twelve young women, the winners in a popularity contest conducted by the New Orleans Picayune, stopped in New York long enough for luncheon on the Rochambeau last Saturday. Mrs. C. C. Weir of Franklin, La., chaperoned the party.

The Coshocton (O.) Times, which has changed from the evening to the morning field, has just finished a contest among young women and will award trips to Bermuda and diamond rings to the six who secured the most new subscriptions. The paper was changed to a morning paper because of the growing demand among its rural subscribers.

Boston women shoppers are being photographed by the Boston

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy "wing."

Mailing cost 4c, fully equipped in cartons.

Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

**C. A. MEYERS**

6300 B Lexington Ave., CHICAGO.



**FISK INTERLOCKING  
ADVERTISING SERVICE  
FOR NEWSPAPERS.**

**\$5 Per Year—Weekly.**

Write for Samples.

**FISK PUBLISHING CO.**

Schiller Building, CHICAGO.

American and receive five dollars when they identify their picture published the next day.

## NEWSBOY LOSES CASE.

Israel Lunder, a newsboy who brought proceedings against the Lynn (Mass.) News Company and the North Shore News Company, under the anti-monopoly act of 1911, to compel the two concerns to sell him newspapers, has lost his case, according to a ruling handed down by Judge Jenney of the Superior Court.

This was the first case ever tried under this act. The statute says that the court shall hear the issues first and then, if the evidence warrants, the case shall go to a master. The master shall then, acting with the attorney general, decide whether action shall be brought of a criminal or civil nature.

According to the ruling of the court, the defendants have shown sufficient cause and have presented enough evidence to impel him to decide against the plaintiff, without sending the case to a master.

## PRIZE WINNER SUES.

A court action has been brought against the Fredericton (Can.) Mail Publishing Company by Mabel E. Murchie, following a circulation contest conducted by the Daily Mail. The complainant claims that she was entitled to select a chapman as the winner of the contest, but that another woman went on the prize tour instead.

She claims that the Mail did not keep its contract with her. The directors of the Mail claim that the contract was not broken, but that through Mrs. Murchie's fault a difference arose which resulted in the change in the selection of the chapman. Damages are asked by the plaintiff.

The town of Calva (Kan.) has its first newspaper, called the Record, a weekly sheet.

# FOUR GREAT Home Premiums

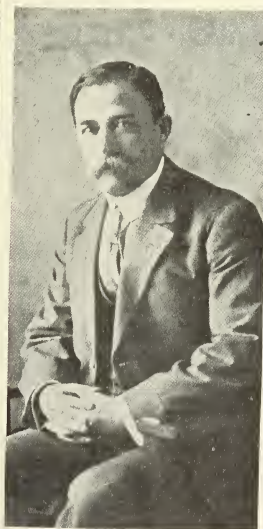
The HOLY BIBLE.  
The American Library  
Atlas of the World.  
The World's Standard  
Dictionary.  
The New Home Library  
Census Wall Chart.

**S. BLAKE WILLSDEN**  
CIRCULATION FEATURES  
32 S. Wabash Ave., CHICAGO

## CIRCULATOR OFF ON VISIT TO OLD HOME.

Circulation men can look for rewards the same as editors, as is proven in the case of Berthold Yokel, circulation manager of the New York American. Mr. Yokel, accompanied by his wife, sailed for his old home in Vienna, Austria, last Tuesday, where he goes to see his brothers and sisters, whom he has been separated from for thirty-three years. He will spend the better part of three months in and around his old home.

The opportunity of a leave of absence sufficient to make the trip and visit his family and boyhood friends comes at a time when Mr. Yokel is still full of vigor and ap-



BERTHOLD YOKEL.

preciation of a vacation well earned. For upwards of twenty years he has labored in newspaper circulation work for the last thirteen years in the service of Mr. Hearst in Chicago and New York.

The employees of the circulation department of the New York American went in a body to the

Although The Leader at Johns, town, Pa., is less than one year old it is claiming the largest circulation in that city.

The Leader just concluded a voting contest in which more than \$25,000 was taken in and 5,318 new subscribers were added to its list.

Five automobiles were given away as prizes and the interest in The Leader's circulation campaign was almost equal to that between the Taft and Roosevelt forces.

The contest was operated by the

**UNITED CONTEST  
COMPANY, Inc.**  
of CLEVELAND, Ohio.

For Washington Correspondence  
**WRITE**

**AMERICAN  
TELEGRAPH PRESS**  
District National Bank Building,  
WASHINGTON, D. C.

**GET TO-DAY'S  
NEWS TO-DAY  
"By UNITED  
PRESS"**

General offices, World Bldg., NEW YORK



**Small Features**



Use the famous "Adams Features," among which are Walt Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimble," Rann's Sidewalk Sketches, The Horoscope. Write for sample weekly sets—NOW.

**Adams Newspaper Service,**  
Peoples Gas Building, CHICAGO.

steamer Tuesday morning to see Mr. and Mrs. Yokel before they sailed and to wish them "bon voyage."

Their itinerary in part will permit of a brief stop at Rotterdam, Frankfurt and Berlin before going to Vienna. From the latter city they will visit several Austrian watering places.

Before leaving Mr. Yokel arranged an exclusive special train service for the New York American, to deliver the city edition of that newspaper in Baltimore.

The train, which he arranged for, carried the newspapers into Baltimore, a distance of 187 miles, in 172 minutes.

Fenton Dowling will be acting circulation manager of the New York American during Mr. Yokel's absence.

## ELECTED SECRETARY.

Rutherford B. Cox, a newspaper man of Cincinnati, has been appointed civic secretary of the Business Men's Club of that city.

## WANTS EVERY COPY.

Leon M. Green, editor of the Anderson (S. C.) Intelligencer, writes: "When one gets reading THE FOURTH ESTATE he wants to see every issue for he might 'miss something,' as they say, if he doesn't see all the copies of the paper."

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICES:

105 West 40th Street  
(Hilden Building) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

WESTERN OFFICE:

419 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 958 FOR THE WEEK ENDING SATURDAY, JULY 6, 1912.

## THE COSMOPOLITAN PRESS OF AMERICA.

The polyglot character of the permanent immigration to the United States is shown by the list of periodicals in foreign languages that are published in this country.

The student of languages can obtain without sending across the water for it all the reading matter he needs, generally in the form of daily newspapers in thirty different languages, not counting Esperanto or Icelandic, for which we must cross the border to Winnipeg, or Gaelic and Irish, which either have escaped the compiler's eye or are no longer printed in New York; or the tongues of our Philippine possessions, Visayan, Tagalog and the rest. Nearly all can be obtained here in New York, the most cosmopolitan of towns.

To begin with the languages that require special forms of type, there are thirteen publications in New York City in Hebrew or in Yiddish, four of them daily newspapers with a combined circulation of 275,000.

There are nine papers printed in Arabic, two in Chinese, one in Japanese, three in Armenian and four in Greek.

Three papers in Russian are published in New York and one in Rutenian; a Jersey City Rutenian newspaper has a circulation of 20,000.

For Bulgarian we must go to a small town in Illinois, and for Serbian to Chicago. The Southern Slavs are represented in New York by three Croat, one Slovene, and two Slovak periodicals.

The Poles have one paper in New York and one in Brooklyn; the Bohemian Czech, four in New York and sixteen in Chicago; the Lithuanians have two papers in New York and the Letts one in Fitchburg, Mass.

One Non-Aryan and two Magyar papers serve the New York Hungarians, while the Finns have one periodical in Brooklyn.

German comes next to English in

The advertising forms close on Thursdays. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writer Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

the circulation of publications printed in thirty-seven states of the Union. It is curious that while North Dakota has seven German newspapers, South Dakota has none. Stranger still is the fact that no publication in Dutch is issued in their colony of New Amsterdam, or of New Netherlands for that matter, while three newspapers in the language of Holland appear in Paterson, N. J.

Danish with one journal, Norwegian with two, Swedish with three, of which one is in Brooklyn, form New York's Scandinavian quota.

For the Celtic tongues we must turn to Utica, where the only two Welsh papers in the United States are published.

## CHICAGO SETTING A GOOD EXAMPLE.

A general newspaper view of the action of the Chicago aldermen in passing the ordinance prohibiting the display of advertising of any kind in public cars is furnished by the New York Times, which says:

"Commendation by a newspaper of the Chicago aldermen for prohibiting the display of advertisements in street cars cannot have, of course, the highly esteemed merit of entire disinterestedness.

"It is a plausible assumption, though not quite demonstrable, perhaps, that any advertising done outside of the papers is a diversion of money that otherwise would be spent in buying the sort of publicity which they have to sell.

"Be that as it may, there can be no doubt that, as a rule, limitation of outside advertising is advantageous to newspapers, and they do, therefore, have one more reason than other people for liking Chicago's new ordinance and for hoping that it will stand the severe tests to which it will unquestionably be subjected by the transportation companies, there and wherever it may be imitated.

"A financial interest in a thing, however, does not necessarily vitiate approval of it, and prohibition of

advertising of the whole class to which that in street cars belongs can be easily and well defended on general principles. The objection raised to it by the Chicago aldermen is that advertising is a business which the transportation companies have no charter rights to carry on.

"That is a sound objection, as far as it goes and whenever anybody chooses to raise it. A better one is to be found in the fact that it is wrong to compel the reading of advertisements—to demand and get for them attention that is in many instances reluctant or resentful.

"There is, too, a marked and potentially dangerous irresponsibility about advertisements that are subject to no censorship except that of the advertiser himself. Of the newspaper advertisement it can at least be said that it is likely to be as honest as the paper in which it appears, and even so much—or little—cannot be assumed with regard to advertising of the billboard order.

"That can be anything not overtly indecent, and that it tends strongly to offend aesthetic sensibilities either intrinsically or by position is a long-recognized characteristic. And not only is billboard advertising objectionable because it applies compulsion.

"It has invariably an element of dishonesty in that the advertiser does not pay for what he gets and uses public property for private purposes. He does, indeed, pay for his signs and for the right to put them up, but they are addressed, not to those whom he pays, but to others, occupying points of view for which he does not pay.

"To put it differently, his advantage comes, not from his rented site, but from the street or other open space in front of it."

## NOTE AND COMMENT.

Believing that better accuracy is needed in the newspapers' treatment of medical and surgical matters, the New York Herald has engaged Professor James J. Walsh, dean of the medical school at Fordham University, to become its medical advisor.

Professor Walsh is well known as a contributor to the New York Medical Journal and other scientific publications and as a medical historian. He will edit all news of operations, medical discoveries and the like appearing in the Herald, so that medical news will be as exact as that in other departments.

The medical profession is already congratulating the Herald on setting an example which it believes all other journals will be obliged to follow, besides setting a precedent of immense educational value to the reading public.

L. S. French, advertising manager of the new Henderson Motor Car Company of Indianapolis, says of newspaper advertising:

"Our past experience and our past success have taught us that the daily newspaper is more intimate with Mr. Buyer than any other obtainable advertising medium. We believe in the newspapers. We believe that every successful motor car of 1913 must be extensively ad-

vertised in the newspapers. We have found that there is no other advertising medium that will extend co-operation as much as the newspapers. We believe that the success of the motor car industry in the past can honestly be attributed to the wonderful amount of publicity extended by the newspapers."

Fighting is not a novelty to General Felix Agnus, editor and publisher of the Baltimore American and his evening newspaper, the Baltimore Star. Each new victory won means simply that the General can add another notch to the stick on which he keeps a record of his engagements.

In the Republican political engagement General Agnus was one of the sturdiest champions of the renomination of President Taft and to the widespread influence exerted by General Agnus and his two newspapers may be attributed much of the Taft sentiment that exists in the states where his two papers are potential factors.

Incidentally, a fact not generally known, is that General Agnus has a distinguished record as a soldier in a famous French regiment and a still later record as a Zouave in the American Civil War.

When young Agnus appeared in New York during a recruiting period of the Civil War, the uniform he wore was the picturesque sartorial equipment of a French zouave, and the uniforms worn by our Civil War Zouaves were modeled after the uniform of the young Frenchman, who has since become one of the moulders of opinion in the newspaper world.

Under his management and editorial direction the Baltimore American has been conspicuously successful and influential and the Baltimore Star, his afternoon newspaper, which is now several years old, is held in high esteem by a strong constituency.

The reaction against Paris sky signs is followed by a movement for the suppression of the advertising billboard which defaces France's fairest rural scenery.

An important deputation has waited on Finance Minister Klotz and pointed out that tourists and travelers through the most beautiful parts of the country are persecuted by the restricted publicity given big manufacturers.

Alike in the north and south of France along railway tracks and roads is now strung out, it was complained, an unending line of placards, notices, posters and pictures of all shapes and colors.

A suggestion for home decoration is furnished by H. R. Burghard of Bergenfield, N. J., who has just completed the decoration of a room in his home by covering the walls with a group of pictures taken from newspapers. He has been a newsdealer since 1899 and collected the pictures for many years.

The pictures are carefully trimmed and arranged in four and in some cases five rows, each one exactly meeting the next pictures.



Over the pictures Mr. Burghard has applied two coats of varnish. The pictures are arranged with similar subjects in one row as nearly as possible.

The cutting and trimming to make the pictures fit exactly involved an immense amount of labor and careful pasting. The entire work occupied three months. There are nearly 500 pictures in all.

Contrast with the pressmen's action that of the printers and the stereotypers, both of whom were importuned to strike in sympathy with the Chicago pressmen. President Lynch of the International Typographical Union, and President Freeland of the International Stereotypers insisted that Chicago locals should carry out their contracts. The Typographical Union did so. The stereotypers did not, and struck; and President Freeland promptly annulled the Chicago charter and cancelled all the traveling cards which had been issued. His action was endorsed at the San Francisco convention last week.

Advertisements of patent medicine of unproven qualities have been barred from the billboards of the 3,500 firms comprising the Poster Advertising Association of the United States. Objectionable theatrical bills will also be eliminated.

#### ANOTHER CHANGE FOR THE MODERNIZED TRIBUNE.

Within a few days the New York Tribune will be enlarged and will change its pages to the so-called "standard size." The change is to be a shortening of the column length to 21½ inches and a reduction of column width to the 13½ em size. The present column of the Tribune is 22½ inches and the width 14½ ems. It believes its readers will welcome the new form as being more compact and therefore more convenient.

This is in line with recent notable improvements in all departments of the paper which have gained wide and favorable comment.

Conde Hamlin, the business manager of the Tribune, says it is impossible at the present time to announce the exact date on which this change will be made, owing to the installation of new presses, stereotype machinery, etc., and the delays which unavoidably occur where new machinery is concerned.

The Tribune in making these improvements has the single aim of placing in the hands of the public a paper convenient in size, clean but not dull, progressive but not radical, and in all things accurate and complete.

The steadily increasing circulation of the Tribune, adding thousands of new readers to the famous following which so long has supported its policies, shows that the public appreciates a good paper, especially when available at the lowest price.

It is this growing demand which has necessitated an extension of the paper's mechanical equipment.

#### PURELY PERSONAL.

E. A. VAN VALKENBURG, editor of the Philadelphia North American, spent Wednesday in New York, conferring with leaders of the Progressive Republican party in regard to the coming campaign.

ROBERT HOE, head of the firm of R. Hoe & Co., the printing machinery manufacturers, with Mrs. Hoe, returned from their extended trip abroad last Saturday.

FRED A. MCGILL, editor of the Optical Journal-Review, of New York, last week was a visitor in Rochester, where he was formerly connected with newspapers.

A. E. FLOBACK, head accountant of the Minneapolis Daily News, has returned from a two weeks' fishing trip in Glacier National Park, Mont. He says the press agents' wildest dreams of trout fishing have been verified.

MAJOR J. F. A. STRONG, editor of the Ididerot (Alaska) Nugget, is on a visit to the United States. He was very much interested in the Democratic Convention in Baltimore.

H. T. CARLISLE, editor of the Poseyville News, has retired from newspaper service after a continuous service of more than fifty-four years. During the Civil War he acted as a war correspondent at the front.

JOSEPH DUNEY, editor of the Fairground (N. Y.) Long Island Herald, was severely injured in an automobile accident a few days ago, several of his ribs being broken.

DR. JOSE DAVILE, editor-in-chief of La Prensa, Buenos Ayres, has resigned from the Argentine Senate. He was elected several weeks ago, but decided that he prefers editorial work to political office as a means of public service.

W. G. BOHANNAN, editor of the Town and Country Journal, at San Francisco, has just returned home from a trip to New York, where he attended the convention of the Standard Farm Papers Association.

MORGAN E. GABLE of Pittsburgh has been appointed by Governor Tener a member of the state commission to the Panama-Pacific Exposition at San Francisco.

ALBERT CURTIN, editor of the Oakland (Cal.) Journal, is spending a month on a trip through the East.

FENNER WEBB, managing editor of the Los Angeles Tribune, last week visited friends and relatives in Syracuse, N. Y., where he was formerly with the Standard.

DR. GEORGE PAISH, editor of the London Statist, has been created a knight by King George of England. The honor came as a birthday gift.

J. B. THOMPSON, manager of the New York office of the La Cote & Maxwell Special Agency, is on his vacation.

ROLAND B. HUBBARD, telegraph editor of the Evansville (Ind.) Courier, has purchased a bungalow on Inwood avenue and moved there with his family on

July 1. The house is one of the most artistic of its type in the city.

GEORGE M. MCDADE, of the Montreal Star and formerly with the St. John Star and Newcastle Leader, is in charge of advertising the coming of old home week in Fredericton, N. B.

FRANK CHAPIN BRAY, managing editor of the Chautauqua Magazine, addressed the annual assembly of the Chautauqua Assembly at yesterday's session.

KARL M. ANDERSON of the San Francisco Chronicle editorial staff has been entertaining his father, who is on a visit to the city.

J. D. BLACK, city editor of the Fredericton (N. B.) Gleaner, has taken up desk work again after a month's visit in the West.

FRED GOODCELL, sporting editor of the Sacramento Bee, has recovered from his recent attack of pneumonia.

EDITOR SMITH of the Battleford (Can.) Press spent his vacation in the East.

A. C. OSTRUM, who recently sold his newspaper at Delta, Colo., has returned to his former home in Oakland, Cal.

G. I. BROOKS, proprietor of the Bear River (N. S.) News, has moved back to the United States with his family.

T. G. CARTMELL, formerly mayor of Wapakoneta, O., has decided to re-enter newspaper work.

JOHN EEDY, publisher of the St. Mary (Can.) Journal, and Mrs. Eedy have returned home from a visit to Los Angeles, Cal.

W. E. GONZALES, editor of the Columbia (S. C.) State, was one of the invited speakers at the Wolford Alumni banquet in Spartanburg.

SAMUEL R. HUTTON, a member of the copy writing staff of N. W. Ayer & Son, Philadelphia, is spending his vacation in Topeka, where he was formerly connected with the State Journal.

FRANK W. HENKLEY, a former newspaper man, has been appointed manager of the Hotel Statler.

#### CONNECTICUT PUBLISHER HEADS READING PAPERS.

Alexander Troup, publisher of the New Haven (Conn.) Union, has been elected president of the Reading (Pa.) Printing Company, publisher of the Reading Evening Telegram and Reading Morning Times. Walter F. Dumser, recently with the New Haven Union, has been made editor and general manager of both Reading papers.

#### COLLIER'S EDITOR ABROAD.

Norman Haggood, editor of Collier's Weekly, sailed for Europe with Mrs. Haggood on Monday. During his absence Mark Sullivan is sitting in as editor.

#### MANAGER OF CHURCHMAN.

W. B. Parker has been appointed manager of the Churchman, New York. He leaves the service of the Century Magazine to take up his new duties.

#### DIRECTS THE GATHERING ON PETOSKEY NEWS.

R. Ray Baker is the new city editor of the Petoskey (Mich.) Evening News and Daily Resorter. While his newspaper career has not been extensive he has taken to the work naturally and is giving Petoskey a live newsy paper. He is now only slightly over twenty-one years old.

To THE FOURTH ESTATE Mr. Baker related that writing has been his hobby since he was able to sign his name. He used to publish news-



R. RAY BAKER.

papers and magazines for his amusement on his own printing presses, but did not become actively engaged in newspaper work until 1908, when he began contributing high school news to the local columns as well as doing correspondence work for the metropolitan dailies.

In 1909 Baker became a suburban reporter on the News and Resorter, working only in the summer and going to school in the winter. The summer of 1910 saw Baker doing the same kind of work, but at the end of the season he took up reporting in the city, and up to March last worked in that capacity. He has written many special articles for larger papers, as well as a few short stories and as a side line has constructed motion picture plays.

"I love newspaper work and would not give it up for anything. I expect to make it a life vocation," Baker declares.

#### BRITON HERE ON VISIT.

Major G. Cecil Boulton, at one time war correspondent for London newspapers, is making a tour of the United States, writing for newspapers in London, Australia, South America and South Africa. He is preparing a series of short stories, one of which is to be devoted to each state and acting as traveling correspondent for four daily publications in the countries named.

## BUSINESS OPPORTUNITIES

\$35,000 buys leading daily newspaper property in city of 17,000. No job department. Annual volume of business over \$28,000. Cash necessary \$12,000. Owner, having located elsewhere, is interested to sell. Equipment includes 3 linotypes. After paying salary to owner would probably pay 10 per cent. profit first year on price asked. Proposition E. B.

**C. M. PALMER.**  
NEWSPAPER BROKER,  
277 Broadway, New York

## TO PUBLISHERS:

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonably rates.

Address PLYMOUTH, care the Fourth Estate.

## MISCELLANEOUS.

**UNITED STATES  
SAFE DEPOSIT CO.,**  
32 LIBERTY STREET,

Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## REGINA PUBLICITY.

The advertising committee of the Regina (Can.) Board of Trade has decided to spend \$5,000 in newspaper and magazine advertising during the remainder of the year.

## CHANGE ON LA PATRIE.

Omer Chapput, late of the Montreal Star and with French and English papers of Quebec, has been appointed city editor of La Patrie, Quebec.

## EDITOR ON A TOUR.

Edward Insley, managing editor of the Sacramento (Cal.) Union, is making a six weeks' tour through the Eastern states. He attended both the Republican and Democratic National Conventions.

## IN THE BUILDING FIELD.

R. L. Werry, for many years with the Montreal Witness and later with the McLean publications, has been appointed secretary and treasurer of the Quebec Builders' Exchange.

## BUSY LIBERAL WORKER.

Samuel Moore of the Swift Current (Can.) Sun is busy these days on the approaching provincial elections. He has been offered the Liberal nomination for several offices.

## CANADIAN NEWCOMER.

The Review is a new paper for Vulcan, Canada. For the present it is being issued from the office of the Okotoks Advance.

## HEADS THE NEWS DESK.

G. F. Gearhart of the Bucyrus is now at the head of the news department of the Shelby (O.) Citizen.

## MACHINERY FOR SALE.

## MATS FOR SALE CHEAP.

One set 30 point Gothic caps (head letter); one half set Gothic caps (head letter); (new never used) distributor in pl channel; one set 5½ point No. 1 with extra set 5 point figures. One set 5½ point (boldface) one letter; one No. 1 head letter magazine. One set 10 point italics with small caps; set 9 point German; set 6 point English with boldface. Also dozen steel lockers, never used. Three linotype motors, 220 volts direct, not suited to Syracuse current, splendid condition. Good reason given why above is for sale.

Also three model three linotype machines, all in splendid condition.  
Address The Herald, Syracuse, N. Y.

**FOR SALE.**—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

**FOR SALE.**—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

**FOR SALE.**—One Model No. 4 Linotype, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

**FOR SALE.**—New No. 4 Model Linotype, complete with 12 motor, four magazines; 6, 8, 10 and 12 pt. matrices. Rogers' Tabular Attachment. Address, Model, Care The Fourth Estate.

**FOR SALE.**—One Canadian Linotype, No. M 3204, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada.

**FOR SALE.**—One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

**FOR SALE.** Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazine, liners, blades, etc. and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

## LIBRARY GETS OLD FILES.

The Carnegie library of Nashville, Tenn., has received two bound editions of the Washington Union. The volumes are from November 1, 1851, to April 15, 1852. This newspaper is of four pages, and was edited by Major Andrew Jackson Donelson.

Two editions were his personal property, and are presented by his daughter-in-law, Mrs. Bettie M. Donelson.

General Robert Armstrong and Major Donelson were the proprietors and publishers. Both of these were confidential friends of General Andrew Jackson, and both men were bequeathed a sword by "Old Hickory" at his death.

## FROM KENTUCKY FIELD.

Woodson May and Roger L. Brown have purchased the Somerset (Ky.) Journal, said to be the oldest newspaper in the eastern part of the state. The last owner was F. J. Campbell.

The Somerset Leader has been sold at public auction to a Mr. Candiff for \$400.

## MOVES UP THE LADDER.

George F. Gilbert, formerly city editor of the Dayton (O.) Herald, has been appointed editor of the Leipsic Free Press, succeeding the late W. F. Smith.

## SITUATIONS WANTED.

Energetic young man of good address, age 33, university graduate, seven years' experience, equally divided between editorial, business and advertising departments, seeks responsible connection with live progressive newspaper. Best reference. Address B. Z. B., care The Fourth Estate.

## CIRCULATION MANAGER.

CHANGE, SEPTEMBER, 1912.

Young, aggressive, temperate, ten years' experience on morning, afternoon, and Sunday papers—both North and South. Now employed as Business Manager on weekly publication circulating in several states, desires to return to the daily field as Circulation Manager. Will be open for engagement September 1st. Will go anywhere. Can organize department or put on special campaigns of all kinds. Address O. R., care The Fourth Estate.

I want to connect as Circulation Manager of large paper or Business Manager in smaller field. Employed now, but wish change for personal reasons. Thoroughly capable and wide experience. Middle West or Pacific Coast preferred. Interview solicited. Address, C. V., care THE FOURTH ESTATE.

## To Publishers.

One of the most competent and best known newspaper managers in the country, fully equipped to manage advertising and business departments or as general manager, would be pleased to correspond for immediate engagement. Age, 38. Position that demands hard, persistent effort preferred. Record that of best results. Has also had complete "up-stairs" education. This is a man who actually produces and does big things. Address K. B. C., 416 Walnut street, Philadelphia.

## I AM

Twenty-seven years of age, have had several years newspaper, magazine, and special advertising experience, am now business manager on New York publication of 33,000 and want to connect with a newspaper, magazine, agency, or advertising department of good firm. I have gray matter and use it. I can write hard-hitting copy and correspondence that gets under the skin. I can sell space, have ideas and the ability to carry them out. If you can use an ambitious, wide-awake man, address, "OPEN," 1553 Broadway, New York City.

## Circulation Manager and Worker.

wants opening. Ten years' experience on Metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum results at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

## LATEST LOUISIANA VENTURE.

The Ponchatoula Headlight is the latest journalistic venture in Louisiana. J. B. Adams, editor of the Southern Vindicator of Hammond, is the owner and editor of the new

## HELP WANTED.

## City Editor Wanted.

High-grade independent afternoon paper in small city. Must be live, with ideas, energy and initiative, but absolutely safe and reliable—a man who will make no blunders and take no chances. Box 33, care The Fourth Estate.

## Classified Advertising Manager Wanted.

for the Pacific Coast; one who can take entire charge of department and details; morning paper; good field; state age; references; married or single; salary expected; etc., in first letter; all letters will be confidential. Address Pacific Coast, care The Fourth Estate.

Special Advertising Agency, now being formed, with fine future, wants man for manager of New York, and one for Chicago office, who will become interested with organizer. Prefer men who could bring one or two high-class dailies or weeklies into agency. Great opening for newspaper man to break into agency field where there is chance for big money and big future. Already several high-class publications ready to be listed. Address C. E. M., care THE FOURTH ESTATE.

## OUR LETTER BOX.

Advertisers and all other friends of The Fourth Estate are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for  
W. S. Kirkpatrick     A. B. Coderington  
J. W. Allen     Dick Collins  
Thomas F. Murry     P. C. Sherman  
F. M. Turner     W. H. Frip  
Raymond Ball     L. R. Hahn  
Eugene Van Zandt

paper. Mr. Adams is a pioneer newspaper man of the parish, having gone there twenty-four years ago, when he began publication of the Hammond Leader. He sold the Leader and the name of the paper was changed to the Louisiana Sun. Mr. Adams formerly was in the newspaper business in Iowa and Mississippi.

## CHANGES IN INTEREST.

ULYSSES, NEB.—Thomas S. Greer has taken over the Dispatch, succeeding the late Charles H. Challis. DOUGLAS, WYO.—The current issue of the Budget is issued by L. Merton Prill, who will continue it as a Republican paper.

## WHEN YOU WANT

## PRESS CLIPPINGS

COMMUNICATE WITH

**BURRELLE**

45 Lafayette Street, Telephone Frarlin 4735 NEW YORK

Special Service to Advertisers,  
Agents and their Customers.

ESTABLISHED A QUARTER OF A CENTURY





By courtesy of the Pittsburgh Sun.

#### ORGANIZERS OF THE NATIONAL ASSOCIATION OF GENERAL ADVERTISING AGENTS.

Top row, left to right—A. W. Palmer, Taylor-Critchfield Company, Chicago; W. A. Lydiatt, J. J. Gibbons, Ltd., Toronto, Canada; St. Elmo Massengale, Massengale Advertising Agency, Atlanta; Allen Collier, Proctor & Collier, Cincinnati; Stanley Clague, Clague Advertising Agency, Chicago; A. W. Ellis, Ellis Advertising Agency, Boston.

Bottom row—William C. D'Arcy, D'Arcy Advertising Agency, St. Louis; Frank Presbrey, Frank Presbrey Company, New York; E. M. West, Lesan Advertising Company, New York; William H. Johns, George Batten Company, New York.

#### NATIONAL AD MANAGERS HOLD ELECTION.

L. C. McChesney, advertising manager of the Thomas A. Edison Company, Orange, N. J., has been elected president of the Association of National Advertising Managers. He succeeds O. C. Harn of the National Lead Company, New York, who had served two successive terms.

L. C. Covell of the Macey Company, Grand Rapids, Mich., is the new vice-president; G. B. Sharpe of the DeLavel Separator Company, New York, is treasurer, and W. C. Martin is secretary.

New members of the board of directors for three-year terms are: O. C. Harn, the National Lead Company, New York; L. B. Jones, the Eastman Kodak Company, Rochester, N. Y.; G. H. E. Hawkins, the N. K. Fairbank Company, Chicago, and G. C. Hubbs, the United States Tire Company, New York.

L. C. Olwell of the National Cash Register Company, Dayton, O., was elected a member of the board of directors for a one-year term.

The Berkeley (Cal.) Independent has installed a new press.

#### AUTO BUILDERS WANT NEWSPAPER MEN.

Bruce Daniels, for the past year automobile editor of the Indianapolis Star, is now with the advertising department of the Motor Car Manufacturing Company, builders of the Pathfinder "40." When Waldo W. Edens left the automobile department of the Star for the Remy publicity management, Mr. Daniels was his successor.

This is the fifth member of the Star staff to graduate into the automobile field, owing to the predilection of Hoosier automobile companies for men with newspaper experience. Other former automobile editors of the Star were C. E. Stuart of the Speedway, P. P. Willis of the National Motor Vehicle Company, H. G. assistants sales manager of the Remy Company; and Mr. Edens.

#### BELLEVILLE PAPER SOLD.

S. H. Rodgers has purchased H. N. Boyd's interest in the Belleville (Kan.) Democrat and now has complete control of the plant. Rodgers formerly was associated with the Topeka Capital.

#### "CO-OPERATIVE" AD SCHEME PROMOTERS IN TROUBLE.

Herman Levy, one of two men who have been conducting a concern called the "International Profit Sharing Advertising Company, branches everywhere," is under arrest in New York charged with grand larceny. The police are looking for Ludwig Lahnstein, said to be Levy's associate.

Complainants say that they answered an advertisement of the agency for canvassers. The advertisement said that \$100 could be made at the work and that \$16 a week would be paid besides twenty per cent. commission. They were told, however, that \$100 must be paid as security. They paid it and allege they were set to work going around among laundrymen to arrange for the insertion of advertising cards in the bosoms of freshly laundered shirts. There was trouble of some sort and the men wanted their security back. They didn't get it and went to the police.

The Victor (Colo.) News is a new daily appearing afternoons and Sunday mornings.

#### FOR ORGANIZED LABOR.

James Simpson of Toronto is touring Ontario in an effort to secure support for the establishment of a new labor paper.

#### NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

*Berlin Mills Company,*

PORTLAND, MAINE.  
New York office, 256 Broadway

## HEDLEY AND MURRAY REACH GOLF FINALS.

The championship of the New York Newspaper Golf Club stands between Al Hedley and Andrew Murray, both of the Herald. These players have worked their way to the final round. The pair met in the regular monthly handicap for June and Murray won at the twenty-third hole.

On Monday the qualifying round for July was held at Van Cortlandt Park. Edgar R. Laverty led the field with 102-40-62. The summaries follow:

Edgar R. Laverty, 102-40, 62; J. H. Williams, 87-24, 63; Frank T. Pope, 93-30, 65; H. Grantham Rice, 78-14, 67; E. Beacher, 112-45, 67; Ralph J. Groff, 56-29, 66; W. H. Johnson, 90-22, 68; A. J. Gifford, 92-24, 68; Frederic Benninger, 89-20, 69; C. F. Le Gendre, 89-20, 69; E. E. Johnson, 89-20, 69; A. C. Murray, 79-10, 69; Arthur S. Draper, 100-30, 70; H. B. Martin, 80-10, 70; P. B. Lucas, 80-10, 70; H. A. Haines, 85-14, 71; J. L. Dorgan, 95-24, 72; G. E. Westcott, 88-16, 72; J. Hayward, 104-32, 72; J. G. Langan, 90-18, 72; A. Hedley, 87-14, 73; J. E. B. Hawthorne, 97-24, 73; P. L. Campbell, 119-45, 74; F. L. Hawthorne, 94-18, 76; C. E. Ralston, 97-20, 77; C. F. Laux, 103-25, 78; E. C. Carter, 124-45, 79; Thomas Field, 104-24, 80; A. E. Owens, 99-16, 83; Fred M. Hall, 110-26, 84; W. W. Barge, 102-16, 86.

## GETS NEW TRIAL.

Allison M. MacFarland, an advertising man of Newark, N. J., who was convicted of murdering his wife, will get a new trial, the court of errors and appeals having set his conviction aside. MacFarland, it was declared, gave his wife cyanide of potassium. At the time of his arrest last October he was advertising manager of the Crocker-Wheeler Electrical Company.

## TO MUZZLE NEWSBOYS.

Following a complaint that religious services at the Centenary Methodist church were disturbed by newsboys crying the newspapers for sale, County Judge J. Percy Scott has issued an edict that hereafter the newsboys shall not cry or sell their papers within half a block of any of the churches of the city.

## REMEMBERED IN WILL.

Miss Inez Coleman, a newspaper woman of Bayonne, N. J., has been notified that she will receive \$10,000 from the will of Miss Lucy W. Drexell, who died last spring. Miss Coleman was not related to Miss Drexell, but they had long been friends.

## WOMEN START A PAPER.

The Amite City (La.) Sun has appeared. Mrs. L. E. Bernard of Hammond is the editor and proprietor, and Mrs. Thomas H. Bankston is local editor. The first issue was published at Hammond, but at an early date Mrs. Bernard will install a plant in Amite City.

## AT TRADE WORK.

John R. Branner has been appointed editor of the woman's garment section of the Drygoodsman. Until recently he was advertising manager of the Starr Department Store, Zanesville, O.

# THE BOSTON HERALD *Buys the Boston Traveler.*

The Boston Herald has taken over the Boston Traveler and merged it with the Evening Herald. The combined newspaper will be known as the

## BOSTON TRAVELER

AND EVENING HERALD

This consolidation takes effect July 1.

The consolidation marks another step in the progress of the Boston Herald, whose combined morning and evening circulation passed the 150,000 mark almost two months ago.

The Herald has made in the past year greater strides in circulation and in advertising than any other newspaper in the United States, and now is in a position to give advertisers more for their money than any other newspaper in Boston, since the added circulation that comes with the Traveler will give the advertiser who buys space for all-day publication a

## Circulation Well Over 200,000.

All existing contracts for space in the Traveler will be carried out by the combined evening papers at existing Traveler rates.

The Herald will continue to solicit business for all-day publication, morning and evening editions combined, at its present rates.

Both papers will be published from the present offices of the Boston Herald, 171 Tremont Street, Boston.

The Herald will be represented in the foreign field by the  
**S. C. BECKWITH SPECIAL AGENCY,**  
NEW YORK. ST. LOUIS. CHICAGO.

## WEST VIRGINIA INTERESTS.

J. M. Light, one of the owners of the Springfield (O.) Times, has purchased the South Charleston (W. Va.) Sentinel, a weekly paper. He will, however, retain his financial connections in Springfield, where he has been in the newspaper business for the past two years.

## PAST THE HALF CENTURY.

George L. Gleason of the Weedsport (N. Y.) Cayuga Chief recently celebrated the fiftieth anniversary of his entrance into the printing business. Mr. Gleason first worked in the office of the Olean Advertiser and since he was twelve years old has been continuously at the "case."

## TO THE FAR NORTHWEST.

George A. Dew, formerly editor of the Watson (O.) Expositor, has gone to Chehalis, Wash., to become connected with a paper in that city.

## CHANGE IN NAME.

The New York publication known as Aero, with its issue of July 6, will become known as Aero and Hydro. The change is made in order to indicate that the scope of the publication takes in air and water pastimes.

## NOW RANCHING.

Arthur Dutton, for many years connected with San Francisco newspapers, is now spending his time ranching in Mendocino County.

## WORKING AT THE CAPITAL.

E. W. Williams, court reporter on the Springfield (O.) Daily News, has been appointed assistant editor of the Columbus Citizen.

## COVERS THREE COUNTIES.

The Tri-County Gazette has made its appearance at Quincy, O. Halle Ellwood is the editor.

## LOCKPORT JOURNAL IN AN IMPORTANT MOVE.

With removal to its new quarters at 36 Market street, the Lockport (N. Y.) Journal also appears in a new dress of type and as the product of a entirely new mechanical equipment.

After a location of approximately seven years in its former quarters at Pine and Race streets the change is made to the center of population of the city, within a half block of the post office and two blocks of the New York Central railroad station.

The Journal's new home is a three story, brick structure with a large addition extending in the rear especially constructed for the use of the press room. The new quarters are large and airy, particularly well lighted and admirably arranged, having been laid out with the sole aim of the needs of the newspaper plant in view.

The total amount of available floor space is 4,800 square feet with an additional 1,200 square feet in the basement which is used as a stock room for paper.

## CLUB ISSUES A PAPER.

The members of the South St. Paul Commercial Club took charge of the South St. Paul Daily Reporter one day last week and issued a booster edition. J. C. Fitzgerald was managing editor for the day and was assisted by officers and members. The special issue was sent to Commercial Clubs through the middle West with a view of interesting capitalists in South St. Paul investments.

## SUED BY ATTORNEY.

The publishers of the Birmingham (Ala.) Ledger are defendants in a libel suit for \$50,000 damages, instituted by Peyton G. Bowman, an attorney. The complainant declares that the Ledger published an account of his removal from the office of tax commissioner of Jefferson County last November in a way that proved injurious.

## GUESTS OF RAILROAD.

About fifty newspaper men were the guests of the Grand Truck Railroad on the first run of its new train between Montreal and New London, Conn. The scribes represented the cities of Toronto, Detroit, Chicago, Lansing, Battle Creek, Montreal, Ottawa and intermediate points along the line of the Grand Truck.

## NEW COLLEGE DAILY.

The constitution of the University of Southern California at Los Angeles is to be amended to provide for the issue of a daily paper to replace the present weekly publication of the university. The new issue will probably begin next September.

## COVERED I. W. W. TROUBLES.

Miss Bessie Beatty of the San Francisco Bulletin staff did some very creditable writing on her assignment on the recent troubles of the Industrial Workers of the World in San Diego. She covered her work in a series of special articles.



## ADVERTISING GOLFERS OFF FOR BRETTON WOODS.

Members of the American Golf Association of Advertising Interests are all ready for their annual tournament at Bretton Woods, N. H., next week. On Monday play will begin. The start was made yesterday from New York on a special train. Those in charge say they would not be surprised to see the muster reach the 150 mark.

When the clans gather on Monday they will indulge in nothing more serious than four-ball foursomes. That will give all hands a chance to become familiar with the course. The championship proper will begin on Tuesday with an eighteen-hole medal round. The golfers will qualify in as many sixteens as return cards. In the first division the players will fight it out on a scratch basis, but handicap conditions will prevail in the other sets.

Only one match round is carded for Wednesday. On the following day there will be the second and semi-final rounds, thus paving the way for a thirty-six-hole final on Friday.

A handicap and a four-ball affair will bring the tournament to a close on Saturday.

During the week the women will also have a chance to compete for prizes. Apropos of the latter, the total number of trophies already secured is seventy-two.

Donald J. Ross of the Essex County Club in Massachusetts and of the Pinehurst Country Club has consented to devote the week to the association, and will act for the tournament committee in the management of the tournament. The tournament committee comprises R. M. Purvis, chairman, Boston; W. E. Conklyn, New York; F. A. Sperry, Chicago; A. K. Oliver, Pittsburgh, and R. R. Mamlok, New York.

## WANT DISSOLUTION.

Mrs. M. M. Helfrich and her daughter, Pearl, chief stockholders in the Bowling Green (O.) Free Press Publishing Company, have filed a petition in common pleas court asking for the dissolution of the company for the best interest of the stockholders. Edward Veler was appointed referee by the court.

The Free Press is a semi-weekly published for thirteen years. It was started as an independent, changed in 1904 to a Republican paper and for the past six years has been Democratic. Its editor is Earl D. Bloom, chairman of the Wood County Executive Committee and leader of the progressive Democratic movement in that county. Its president is J. W. Stiger of Bradner and the vice-president is B. J. Leathers, Democratic representative in the general assembly.

## LEAVES 'FRISCO.

Roy Bayley has left the News staff of the San Francisco Chronicle to become connected with a Watsonville paper.

J. Scott Taylor will soon start a newspaper at Klamath Falls, Ore.

## TAKES CARE OF CLEVELAND NEWS' ADVERTISING.

A. B. Chivers, advertising manager of the Cleveland News, entered the newspaper advertising field by way of the trade paper ranks. Mr. Chivers is a graduate of Yale and for a time some years ago was advertising manager of THE FOURTH ESTATE.

Since then he has been connected with the service department of the Washington Star, did special adver-



A. B. CHIVERS.

tising work for the Chicago Daily News and went from there in 1897 or 1898 to New Orleans to become advertising manager of the Daily Item.

Barring three years spent in Europe Mr. Chivers continued in charge of the advertising department of the Item until he resigned in September, 1908, to go to Cleveland as advertising manager of the News. He has been retained in that capacity by Dan R. Hanna, the new owner of the paper.

## SERVES TWO PURPOSES.

E. Benjamin Yale, publisher of the Waynesfield (O.) Chronicle, who recently bought the old school building and grounds in that village, has remodelled the entire building, arranging the lower floor for use as a printing office and the second story for residential purposes.

## NOW EDITOR-MANAGER.

Rae L. King, formerly of the Tillsonburg (Ont.) Observer, is now in charge of the Treherne (Can.) Times as editor and manager.

## AN OHIO NEWBORN.

David L. Melick has started a new paper called the Citizen at Roseville, O. He has associated with him W. E. Leas, formerly with the Crooksville advance.

## IN THE PUBLIC EYE.

FRANK T. ROCHE, editor of the Georgetown (Tex.) Commercial, is a candidate for the nomination of Congressman-at-large.

CHARLES EDWARD RUSSELL, the widely known newspaper and magazine writer, has been nominated by the Socialists for governor of New York State.

COLONEL FRANK L. GREENE, editor of the St. Albans (Vt.) Messenger, has been nominated for Congressman by the Republicans of the First District.

GEORGE PALMER PUTNAM, proprietor of the Bend (Ore.) Bulletin, has been elected mayor of his city. He is a son of the head of the New York publishing firm of G. P. Putnam's Sons.

E. BENJAMIN YALE, publisher of the Waynesfield (O.) Chronicle, has been appointed town clerk.

CHARLES E. YOST, editor of the Fayette (O.) Review, is a candidate for the nomination of representative in the state legislature from Fulton County on the Democratic ticket.

OLIVER HARTLEY of the Portsmouth (O.) Tribune-Telegraph has begun an active campaign for the Republican nomination of legislator.

FRANK REIGHARD of the Wauseon (O.) Tribune is a candidate for nomination as a member of the legislature.

J. M. SHAW, formerly editor of the Kamiah (Ida.) Progress, is a candidate for the Democratic nomination of senator from the Twenty-fourth District.

J. F. BAIRD, editor of the Meridian (Ida.) Times, has filed notice of his candidacy for the Republican nomination as member of the legislature.

## WEDDING BELLS.

JAMES A. MCGOWAN, editor of the Nokomis (Can.) Times, has been married to Miss Mildred Bailey of Orangeville, Ont.

CHARLES J. HENNIGER, editor of the Wellston (Mo.) Herald, has been married to Miss Cecilia A. Terveer.

D. J. WALLACE, publisher of the Cartwright (Can.) Review, has been married. His bride is Miss Heatherington of Saskatoon.

ROGER WINTER, city hall reporter for the Atlanta Journal, and Miss Mary R. Carter of the Constitution staff, have been married.

LOUIS LEMIEUX of the Pembroke (Can.) Standard and Miss M. A. Neville of the same city have been married.

## NEW NEVADA WEEKLY.

W. T. McNeil is editor and proprietor of a new paper at Reno, called the Nevada Bugle. It is a weekly.

## THE BUNTING WILL.

I. N. Bunting, owner of the Grand Junction (Colo.) Sentinel who died several months ago, left an estate valued at \$32,667.

## MEETING OF THE NEW YORK STATE EDITORS.

The fifty-ninth convention of the New York State Press Association opens on Wednesday at Garden City, L. I., for a three days' session and round of business and fun. President Edgar L. Adams of the Marathon Independent will wield the gavel.

The members will discuss many matters concerning newspapers and their part in the life of the community. Some of the questions raised will be:

"Shall editors accept appointive offices? Does the political editor as



EDGAR L. ADAMS.

a rule fairly present the other side? Do the billboards, street car and electric light advertising signs interfere with the legitimate advertising business of the papers?"

The editors were to witness aeroplane flights on Mincola field by Miss Harriet Quimby, a member of the association by virtue of her position as dramatic critic of Leslie's Weekly. The tragic death of Miss Quimby in Boston on Monday will cause her name to appear instead in the list of the memorials to be read for members who have died during the past year.

There has been no meeting of the association in that part of the state for a number of years, and the Long Island members have promised a pleasant time to those who attend.

## NEW COMPANY BUYS.

The M-D-S Printing Company has purchased the Owen Sound (Can.) Advertiser from James H. Little. H. R. Moffat is business manager, D. Russell Darby is editor and H. Percy Smithson is general manager of the firm. The company also issues the Woman's Weekly as a free paper.

## OHIOAN GETS A PAPER.

H. D. Meister has purchased the Wauson (O.) Expositor. He was at one time proprietor of the Swanton Enterprise.

## TRIBUTE PAID TO NEWSPAPER ADVERTISING.

### WHY GAS MEN DECIDED TO TURN DOWN MAGAZINE PUBLICITY CAMPAIGN.

Many of the leading gas companies in the Eastern States have decided not to join the National Commercial Gas Association in a country-wide advertising campaign. Their reason is that they are advocates of daily newspaper advertising, which, they maintain, gives the best results, and that advertising in magazines or trade papers on the part of corporations whose interests are mainly local represents that much waste.

The National Commercial Gas Association, made up of many of the large gas companies, had a convention in Denver last October, at which it was decided to begin a nation-wide advertising campaign, in which it was proposed to expend \$260,000, the money to be contributed on the basis of one mill for every dollar of gross earnings of its members. Offices were opened in New York to push the campaign.

It was purposed to spend most of the money in advertising in the magazines and trade papers. Sixty-five per cent. of the amount was to go to the magazines, twenty-five per cent. to the trade papers and ten per cent. for local advertising in the daily newspapers. The January issue of the monthly bulletin of the association had a full outline of the scheme, declaring the magazine lasts for a month, while a newspaper exists only a day.

Among the first of the larger companies which refused to enter upon this campaign was the Consolidated Gas Company of New York, which decided that its interests were mostly local, and that advertising in the daily newspapers was of more value than magazine advertising. Other gas companies in Boston, Baltimore and Chicago assumed the same attitude.

Robert E. Livingston, advertising representative of the Consolidated Gas Company, said:

"I am a great believer in newspaper advertising, and I always have been. Any argument that a magazine lasts for a month, while the newspaper lasts but for a day, is entirely erroneous. The daily newspaper does not die at the end of twenty-four hours."

On the contrary, I have known of instances where an advertisement in the daily newspaper lasted for six weeks, and even after a longer time an announcement in newspapers has been productive of substantial results.

"I have had occasion in the last few months to observe the peculiar value of daily newspaper advertising, because I was called upon to restrict the company's announcements to one particular feature. Even in a portion of the time the results and to estimate the value that resulted from the individual newspapers that ran the advertisements. These results showed how many persons responded to each individual advertisement, and returns from such papers as the Herald and others were significant."

The definite knowledge that I gained in this matter was in a measure remarkable, because, as a general rule, you can't put your hand on particular results in general advertising. But as in this in-

stance, where you are advertising a particular feature, you can learn just what the results are."

It is understood also that E. N. Wrightington, vice-president and general manager of the Boston Consolidated Gas Company, is not in favor of the National Association's advertising campaign, on account of the waste circulation that would be involved in advertising in magazines. The interests of the Boston company being entirely local, the officers of the company could not understand why they should expend about \$12,000 a year in advertising throughout the country, while they are large users of advertising space in the daily papers of Boston and are obtaining excellent results.

Neither is Charles N. Cohn, vice-president and general manager of the Consolidated Gas Company, of Baltimore, convinced that an expenditure by his company of from \$10,000 to \$12,000 in magazine advertising would be a paying investment when he could so quickly estimate the amount of waste circulation.

The People's Gas Light and Coke Company of Chicago, represented by E. G. Cowdery, vice-president and general manager, also considers that the interests of the company in advertising lie in the local field. This company's contribution to the national campaign would be between \$15,000 and \$18,000. Its advertising in the Chicago daily newspapers has resulted in splendid returns.

Percy S. Young, of the Public Service Gas Corporation, of Newark, N. J., is a member of the advertising committee of the national association, but at least until recently he was not convinced that any such general campaign of advertising in the magazines would be of benefit to his company.

### LIBEL SUIT SETTLED.

A libel suit brought by E. Winchester Pennypacker, one of the owners of the Asbury Park (N. J.) Journal, against J. Lyle Kinmouth of the Asbury Park Press for \$25,000 damages, has been settled out of court. The trouble was caused by the publication of an advertisement in the Press, which Pennypacker claimed insinuatingly referred to him in an ugly manner.

It is understood that by the terms of the settlement Kinmouth will pay Pennypacker a sum of money and publish a retraction. Kinmouth's only responsibility was as publisher of the paper accepting the advertisement.

### HADLEY MAY SUE.

Gov. Hadley of Missouri has announced that suits would be begun in the state and federal courts against the publisher of the Sporting American because of the publication of an alleged interview with Theodore Roosevelt, attacking Hadley.

"The interview purported to have been written by William Allen White. Both Colonel Roosevelt and Mr. White have assured me that the story was a 'fake,'" says the Governor.

### THE MEMPHIS AD MEN'S NEW PRESIDENT.

D. C. Harmon, the newly elected president of the Memphis Advertising Club is a strong believer in advertising of the honest, clean cut, plain and educational kind; strongly opposed to sensational "circus" copy, misleading statements, and other alluring schemes. As vice-president and advertising manager of the O. K. Houck Piano Company he declares he has found that this is the only kind of advertising that pays.

At the recent National Piano Merchants' Association meeting in



D. C. HARMON.

Atlantic City Mr. Harmon read a paper on "The Special Sale Artists" denouncing trick advertising in a way that augers well toward helping turn the piano merchants against such business methods. His remarks were published in all the music trade papers, printed in pamphlet form and distributed to every piano merchant in America, regardless of whether a member of the association or not.

Mr. Harmon was also in a great degree responsible for the passing of a motion providing that any member of the association indulging in misleading advertising be summarily dropped from membership.

### TO HANDLE OZARK NEWS.

The Ozark Press Association at its meeting in Springfield, Mo., decided to organize the Ozark Press Syndicate to handle news of the Ozark section. The bureau will be conducted under the direction of President Means Ray of the Cassville (Mo.) Democrat.

### PROBLEM OF CHECKING DISHONEST ADVERTISING.

C. H. Brockhagen, business manager of the Seattle Post-Intelligencer, and former United States Senator John L. Wilson, owner of that paper, spoke before the recent convention of the Pacific Coast Advertising Men's Association on "Dishonest Advertising and Its Cure."

Mr. Brockhagen analyzed the question from the viewpoint of a publisher, advertiser and advertising man, coming to the conclusion that the only way to stop the evil lies with the owners and publishers, and expressed the opinion that it would disappear when publishers flay set their feet down and refuse to print "fake" advertisements.

Senator Wilson, who followed Brockhagen, took issue with the latter and declared that the publisher himself was the victim of a condition. Wilson said that the publisher, perhaps more than anyone, deplored dishonest advertising, but declared that it was next to impossible for him in many cases to distinguish between bad and good.

### ARTISTS EXHIBITED.

The members of the Newspaper Artists' Society of New Orleans gave an exhibition of their work last week at the St. Charles Hotel. L. A. Winterhalter is president of the society, Harry Osborn is treasurer, and E. S. Monell secretary. Trist Wood was chairman of the hanging committee.

Each of the newspaper artists of New Orleans was represented in a large collection of oils, pastels, water colors and pen-and-ink sketches. These were interspersed with cartoons.

### WANTS TO GO BACK.

The deportation of Miss Sylvia Smith, editor of the Marble (Colo.) Times, on March 6 for her attacks on the Colorado-Yule Marble Company, has grown to a national issue with the National Woman's Suffrage Association, the Colorado State Federation of Women's Clubs and the Colorado State Editorial Association. These organizations have been asked by her friends to lend their support to an attempt to return Miss Smith to Marble.

### CONVICTED OF LIBEL.

Nick Chiles, editor of the Topeka (Kan.) Plain Dealer, a negro paper, was found guilty of criminal libel by a jury in the second division of the Wyandotte County district court. The charge was brought by a negro fraternal insurance association, which he is said to have characterized in his paper as "a skin game."

The maximum penalty for the charge in Kansas is a fine of \$1,000 or a year in jail.

### ADDITION IN LOS ANGELES.

The Suburban Publishing Company of Los Angeles has filed application for incorporation. Its purpose is to establish a newspaper called the Northwest Enterprise. The application is made through Charles M. Ackerman, a local attorney.



## INLAND EDITORS ORGANIZE.

### AT ENTHUSIASTIC MEETING IN SPOKANE—ASSOCIATION IS PERFECTED.

Inland Empire editors had their inning in Spokane last week when the country scribes met in response to a call from the chamber of commerce to form an Inland Empire press association. The editors did this and more. From the time the first session was called to order by E. F. Vaggoner, chairman of the entertainment committee, until the banquet at the Spokane hotel closed they worked with enthusiasm.

The keynote of the meeting, sounded by Governor Hay, E. C. Hote, publisher of the American Lumberman, Chicago, and W. G. Hollis of Minneapolis, head of the National Retail Merchants' Association, was "There's no place like home."

A permanent organization was perfected. Another meeting will be held in Spokane either during the National Apple show or the interstate fair, on invitation of T. G. Griffith of the chamber of commerce.

A report from the committee on organization, composed of G. Orr McMinimy, Ilo, Idaho; J. C. Round, Oakesdale Tribune; C. K. Kennedy, Fairfield Tribune; Scott Henderson, Pasco Express, and H. C. Benbow, Dayton Dispatch. They recommended that the temporary officers be made permanent.

These are: George H. Fields of Moscow, president of the North Idaho Press Association, president; and N. Russell Hill, editor of the Lincoln County Times, Davenport, as secretary. Lee C. Henderson, editor of the Pasco Express, was elected vice-president and Mr. Hill will also act as treasurer.

Among those present were:

Lee C. Henderson, Pasco Express; Fred L. Wolf, Newport Miner; George M. Allen, Review, Toppenish; J. C. Round, Oakesdale; J. F. Norvell, Farmington Independent.

E. A. Walker, Reardan Gazette; E. R. Edgerton, Sandpoint, Idaho; C. W. King, Bonners Ferry Herald; H. A. Miller, Spokane Valley Outlook; John H. Crow, Tribune, Orofino.

W. J. Taylor, Rockford Register; H. S. Bassett, Harrington Citizen; J. B. Price, Laurel, Idaho; Lamont, J. H. Johnson, Deer Park Union; L. F. Sears, Pullman, W. S. C.; E. P. Murphy, Mansfield News.

M. D. O'Connell, Richland Advocate; H. C. Benbow, Dayton Dispatch; E. A. Jones, merchant, representing Calispel Valley Times, Lake; E. S. Hill, Quincy Quill.

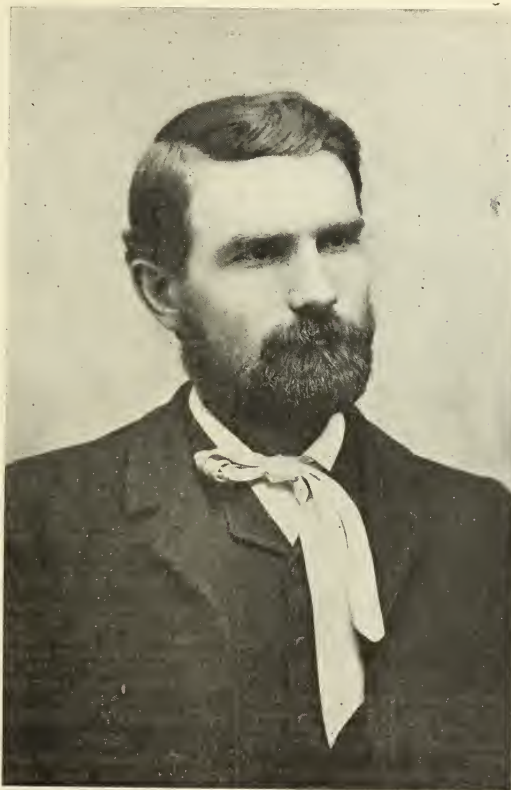
Barney Martin, Endicott Index; P. S. Pease, A. T. F. Co., Spokane; A. C. Schrader, Sprague Advocate; L. F. Olney, S. P. S. Co., Spokane; George Grant, Jr., Opportunity, Vera; C. B. Sawyer, Greenacres.

H. Gill, Waukena, Wash.; E. E. Drake, Krupp Signal; J. H. Taylor, Wilton Creek World; George M. Cornwall, the Finborman, Portland; G. Orr McMinimy, Idaho Register; Howard Bramwell, Colfax Gazette.

Henry Mickels, Cheney Free Press; J. C. Higgin, Colville Examiner; R. S. Crowell, Odessa Record; S. G. Shaw, Gazette, Wilbur, Wash.; N. Russell Hill, Times, Davenport, Wash.; Fred H. Gilman, American Lumberman, Seattle.

Chester L. Wynn, Spokane Chronicle; Herbert P. Moody, Loon Lake; C. K. Kennedy, Fairfield; L. O'Day, Malden Register; J. Long, Opportunity; Vera Commercial club; Charles H. Bass, Colfax Examiner, and E. E. Alexander, Orchard Park.

The executive committee was authorized to send out invitations to



D. W. RAVENSCROFT,  
PUBLISHER OF THE PETALUMA DAILY COURIER.

all editors in the Inland Empire, calling on them to join the association and pay the dues, set at \$1.

### FEATURE FOR INSURGENT NEWSPAPERS.

A chain of insurgent newspapers beginning Monday, July 15, will publish a thrice-a-week serial by Frederic Blount Warren of New York, entitled, "The Political Education of the American Plain People." This is in effect a history of the insurgent movement in the United States and deals in detail with the "Let the People Rule" demand, which has become widespread. All of the important personalities that have been prominent in the insurgent movement will figure in this series.

### IN HARNESS AGAIN.

E. B. Christiansen has purchased the Pembroke (Can.) Standard. The new owner was for a number of years publisher of the German Post of Pembroke and assumes full charge of his new property. The latter is now an all home print publication.

## AGAIN ISSUING PETALUMA

### DAILY COURIER.

D. W. Ravenscroft, who has just returned to the publication of the Petaluma (Cal.) Daily Courier, has worked at the newspaper business nearly all over the United States; for the past thirty years on the Pacific coast. He has done work as editor, proprietor or publisher at Healdsburg, Fresno, Berkeley, Petaluma, and for six years on the San Francisco dailies in California; had the first paper in Spokane Falls, Wash., worked in Idaho, Kansas, Texas, Nebraska, Minnesota, Tennessee and Illinois.

He went to Petaluma in 1888, and bought the Courier in conjunction with A. K. Woodbury, now manager of the American Appraisal Association, New York, and has made his home there ever since, conducting the paper all the time excepting a few years, when it was leased out. The last lessee of the paper, Mrs. Mary O. Avery, took charge January 1 of this year, but her husband, E. A. Avery, who was the editor, became sick. Mr. Ravenscroft had retired, and was farming, but again assumed editorial and business management. He has published three or four books, pamphlets, etc., and written numerous stories, poems, sketches, essays and discussions, and is now working on a book on civil government, not probably to be finished for at least a year yet.

### PAPER TAX AGITATORS STILL AT IT.

Evidence of the intention which exists in the Senate to attach the repeal of Canadian reciprocity and the duty on print paper as amendments to the tariff bill still pending in the Senate was afforded Tuesday when Senator McCumber offered an amendment to the wool bill and one to the cotton bill, reading:

"Section 4. That the act entitled, 'An act to promote reciprocal trade relations with the Dominion of Canada, and for other purposes,' approved July 26, 1911, be, and the same is hereby, repealed: Provided, That from and after the passage of this act there shall be a duty of two dollars per ton paid on the paper described in section 2 of said act."

The cotton bill has not yet been passed by the House of Representatives.

### MAGAZINE FOR ENGLISHMEN

The British Gazette is the newest periodical in the New York field. Its first number appeared Saturday. Under the guidance of Herbert J. Laughton the publication will present a review of matters interesting to English residents of America. It is published at the Maritime Exchange Building, 78 Broad street.

### FOR A NEW PAPER.

Application has been made for the incorporation of the Miramichi Publishing Company, Ltd., to publish a newspaper in Newcastle, N. B. The capital is to be \$10,000, and R. A. Murdoch, John Ferguson, W. H. Belyea, John McCole and Donald Morrison are the applicants.

### NEWSPAPER MEN'S BANQUET.

There was a gay time Monday evening when the newspaper men of the St. Lawrence River section gathered about the festive board at the Crossman in Alexandria Bay, N. Y., for their second annual banquet. The correspondents, forgetting all about scoops and double crosses, made merry until the clock struck midnight.

Among the papers represented were the Syracuse Post Standard, Brooklyn Eagle, New York Herald, Albany Knickerbocker Press, Binghamton News, Utica Press, Philadelphia Record, New York World, Polo Monthly, Town and Country, and Watertown Times.

Telegrams of regret were received from Charles Kallet of the Syracuse Post Standard and Arnold B. Kauffman of the Syracuse Daily Orange.

### FOR TOLEDO METHODISTS.

The Methodist Herald is the name of a new publication in Toledo, O. Dr. E. O. Crist is the editor.

## FEAT OF THE CHRISTIAN SCIENCE MONITOR.

Alexander Dodds, managing editor of the Christian Science Monitor, Boston, who had charge of that paper's Republican Convention edition in Chicago, returned from the West last Saturday. In speaking of his paper's great feat in the convention city Mr. Dodds said:

"The convention edition of the Monitor was a great success all round. We expected that if we disposed of 15,000 copies a day we would be doing very well, but it was necessary from the start to keep our press going from ten in the morning until six o'clock in the evening to handle the average daily edition of between 50,000 and 60,000 papers which we sold, and to take care of the sixteen-page daily issue, which frequently ran into as many as eight editions.

"The Chicago edition was entered in the post office as second class matter. We had an average of from 1,000 to 1,200 visitors daily, who were keenly interested in the attractive quarters provided for the convention edition, and in the character of the paper itself.

"The advertisers responded to the opportunity in a way that far exceeded our most sanguine expectations, so that from every point of view this bit of enterprise on the Monitor's part met with quick response from both the public and the Chicago advertiser."

## REALTY MAN TO PUBLISH.

The Perdue (Can.) Witness has been purchased by A. W. Reader, a real estate agent. The retiring owner, H. J. Kirby, has gone to Saskatoon where he has purchased a half interest in the printing plant of G. W. Norman.

## FINISHES A BOOK.

Peter B. Kine, who gave up newspaper work some time ago to become a litterateur and writer of fiction, has just completed a novel called "Heart's Desire." Mr. Kine is shortly to build a bungalow in the Berkeley Hills.

## GIVING LEGAL ADVICE.

Frank E. Becker, formerly a San Francisco newspaper man and later editor of a paper at Fairbanks, Alaska, has become legal advisor to an Oakland (Cal.) realty syndicate.

## MADE CITY EDITOR.

P. Fitter has left the Fort William (Can.) Herald to become city editor of the Winnipeg Tribune. Mr. Fitter was formerly with the Newark (N. J.) Advertiser.

## CHANGE IN MIDDLEBURGH.

Paul B. Mattice has purchased the Middleburgh (N. Y.) Gazette. J. E. Young, the former proprietor, died a few weeks ago. The new owner is a local man.

## ADDING EQUIPMENT.

The Troy (N. Y.) Journal has added considerable new machinery, including a press to its job department.

## TOLEDO BLADE EDITOR HEADS THE AD CLUB.

Blaque Wilson, managing editor of the Toledo Blade, was elected president of the Toledo Advertising Club at its annual meeting last Thursday evening. This club recently entertained the convention of the central division in splendid



BLAQUE WILSON.

fashion and the meeting, held in the grill room of the Toledo Yacht club, was in the nature of a jollification over the success of that event.

Other officers chosen were: E. A. Machen, vice-president; H. B. Van Sickle, secretary; Robert Coleman, treasurer; directors, Roy Buell, L. H. Clement, Harry Irwin, M. R. Cohn, F. H. Aldrich.

Secretary Van Sickle, who was re-elected, was also presented with a gold watch for his good work during the convention.

## JOINS HIS FATHER.

Allen G. Savery, a former employee in the De Kalb (Ill.) Chronicle, has become a partner of his father in the publication of the Kirkland (Ill.) Enterprise. The firm hereafter will be known as G. W. Savery & Son.

## LOCATES IN SYDNEY.

W. Headley, formerly with the Montreal Witness and Star, has been appointed editor of the Sydney (N. S.) Herald.

## A ROAMING VACATION.

M. E. Shrout, night editor of the Sacramento Union, spent his vacation visiting the various towns of the Sacramento Valley.

## CIRCLED THE GLOBE.

George Hamlin Fitch, news editor of the San Francisco Chronicle, has returned to work again after a six months' trip around the world.

## A BUCKEYE MERGER.

The Antwerp (O.) Bee and Argus have consolidated, North G. Osborn of the Bee buying out O. R. Monroe of the Argus. Mr. Osborn will in the future publish both papers under one name. Mr. Monroe expects to move to Chicago and enter the printing business.

## RETIREES FOR HEALTH.

T. C. Wall, editor of the Savanna (N. Y.) Review, has been obliged to give up his business temporarily owing to poor health. His daughter Edith will continue the publication during his absence.

## WEST VIRGINIAN SELLS.

A. Selders of Columbus, O., has purchased the Alderson (W. Va.) Advertiser from Alonzo C. Nelson, who has been its owner for a number of years. Mr. Nelson will locate temporarily in Washington, D. C., but has not yet decided on his future plans.

## NEW YORK STATE SALE.

The Franklinville (N. Y.) Chronicle and Journal has been sold by C. A. Perley to J. H. Crain. The new owner formerly published the Afton Enterprise and has had a considerable experience.

## AT PROMOTION WORK.

Frank H. Rowe has resigned the office of advertising manager of Canada Cycle & Motor Company, Toronto, to take charge of the promotion department of the E. L. Ruddy Company, the same city.

## SACRAMENTO APPOINTMENT.

H. M. Standerwick has been appointed assistant night editor of the Sacramento Union, succeeding A. E. Dunning, who has resigned to become editor of the Hanford Journal.

## BOARD OF TRADE PAPER.

A new paper, the Bulletin, has made its appearance at Barborton, O. It is a weekly and the official organ of the Chamber of Commerce and edited by George Pinard of the South Cleveland Improvement Club.

## NEW GEORGIA MANAGER.

D. B. Gasson, formerly with the Delphos (O.) Herald and the Van Wert Times, has been appointed business manager of the Rome (Ga.) Herald.

## ITALIAN SUNDAY PAPER.

The Resveglio Coloniale, or Italian Journal, of Syracuse, N. Y., has made improvements in its plant and now issues a Sunday edition. James Lanzetta is the publisher.

## GLENBORO GAZETTE SOLD.

G. J. Oleson has purchased the Glenboro (Can.) Gazette from R. M. West. The editorial charge of the paper will remain with F. C. Beach, formerly of London, England, who has been handling the inside work for some time past.

## WAS NEAR EXECUTION.

Homer Scott, photographer for the New York Herald in the field with the Mexican rebels, has arrived in El Paso, Tex., from Mexico City. He had been arrested as a rebel spy and sentenced to be shot. He was paroled within an hour of the time of the execution of sentence, after his companions had been executed.

When the rebels evacuated Jimenez, Scott had some war films there. When he learned in Chihuahua that Jimenez had been abandoned he started on horseback for that town to recover the films.

When he arrived in Santa Rosalia the federals were occupying the town, and he was arrested by Emilio Madero, uncle of the President, who was in command of the volunteers.

Scott had a telegram asking for a release on a picture of General Salazar. This the federal commander believed was evidence that Scott was an officer of the rebel army and had control of Salazar's actions.

The intervention of Gerald Bradon, an American newspaper man, procured Scott a pardon and later his release.

## THE WRONG WILSON.

The libel suit brought by J. W. Wilson against the Stockton (Cal.) Mail for \$20,000 damages has been dismissed on the motion of the plaintiff. Wilson said he suffered \$20,000 worth of grief concerning possible damage to his reputation by an article in the Mail warning people not to pay him any money on accounts of subscriptions, as he was not connected with that paper.

The Mail asserted that J. W. Wilson, newspaper solicitor, under arrest on a charge of procuring money under false pretenses in Tuolumne is not the J. W. Wilson, newspaper solicitor, who brought the suit.

## RECEIVER IN MARIETTA.

The Marietta (O.) Journal Publishing Company has gone into the hands of a receiver, the court appointing B. B. Putnam to conduct business. A. Dean Alderman, for several years postmaster of Marietta, and one of the largest stockholders in the paper, has also filed a petition in bankruptcy, giving his liabilities as \$12,223 and assets as \$3,250.

## A SUFFRAGE ALLY.

The first issue of the Los Angeles Standard has appeared, published by Mrs. George L. Seese, wife of a well-known newspaper man there. The paper will be progressive and entirely independent of any party. The style of the new journal is that of a daily paper and the first number is fully illustrated, containing leading articles on the suffrage situation.

## LONDON OFFICE.

La Presse, of Montreal, has established London offices at 19 Sicilian avenue, Southampton Row. W. C. Alex. Clement is in charge, and a special correspondence and cable service is kept up for the benefit of the readers of the paper on English matters affecting Canada.



## \$50,000 CASH

Immediately available for the purchase of a half or controlling interest in a DAILY newspaper property carrying with it the Business Management. Location not important if other conditions are favorable

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine properties that are not hawked.

200 Fifth Avenue, NEW YORK.

### ENGLISH PRESS FAIR.

The National Union of Journalists held their annual dinner in Manchester, England, recently.

In his address the president of the union said that public men recognized their indebtedness to the press. The press, as a rule, when it was considered that newspapers took sides in politics, very rarely allowed unfair statements to appear in the front about public men, it was free from attempts to blacken men's characters or to pervert men's meanings, and because of this character of fairness, it was generally realized that the British press was a valuable national possession.

### FOR PRINTING EDUCATION.

A publication known as the School Print Shop will be issued in July at Cleveland by John A. Webster, of 1412 East 84th street. The editorial and review contents will be devoted almost exclusively to furthering an interest in technical education along the lines of printing in schools. Mr. Webster has had an experience of more than four years in charge of the department of printing in the Technical High School of Cleveland.

### NEW JOURNALISTIC DEGREE.

No more degrees of Bachelor of Science in Journalism—B. S. in J.—will be conferred by the school of journalism of the University of Missouri. Beginning with next university commencement the degree conferred will be Bachelor of Journalism—B. J. The simplified form was adopted because it is believed that it more nearly represented the work done.

### EDITOR ARRESTED.

Rev. A. P. Ridgeway, a former editor of the Overt (Miss.) Courier, and a minister of the gospel, was arrested at Laurel on a charge of obtaining money under false pretenses on two checks drawn on a Corinth, banking institution. The complainant is J. C. Landrum Jr., cashier of the bank of Overt, at which place he cashed the checks. Ridgeway's defense is that the money obtained was intended as a loan from Mr. Landrum, with whom he had had some business transactions involving the equipment of the Overt Observer.

### WORKING IN GENEVA.

Roy Gee, formerly with the Elyria (O.) Telegram, has assumed charge of the news department of the Geneva Daily Free Press.

### RECEIVER FOR VETERAN RELIGIOUS WEEKLY.

Judge Hand on Tuesday appointed Arthur F. Gottheld receiver for the New York Observer Corporation under a bond of \$2,000. The court issued an order restraining the officers and employees from disposing of the subscription or advertisers' lists.

Mrs. John B. Devins and her son, Thornton B. Penfield, who are executors of the estate of the late editor of the Observer, deny the allegations in the suit brought against them by Andrew Stevenson, who bought the Observer, that false representations were made to him to induce him to buy the paper.

In answer to Mr. Stevenson's allegations that he had no opportunity to make a thorough examination of the books and that he relied on the word of Dr. Devins because he was an old friend and upon that of Mr. Penfield because he was a member of the international committee of the Young Men's Christian Association, the executors say that before Mr. Stevenson bought the paper he had the books of the concern audited by his own accountants and a schedule of the debts of the paper was made a part of the contract under which the paper was purchased. All the charges of fraud and deceit are denied in their entirety by the executors.

### CONSERVATIVES GET OPTION.

It is said that O. E. Fleming, an attorney, has secured an option on the Windsor (Can.) Record for certain prominent Conservatives. For some time past these parties have been reported as looking for an opportunity to purchase or establish a paper in Ontario and it is understood they have hit upon the Record as the most likely paper for their use. The Record is at present owned by J. A. McKay.

### MONTREAL MEN SHIFT.

R. L. Sommerville has left the Montreal Star, where he was assistant managing editor to become connected with the Vancouver (B. C.) News Advertiser.

Murray Williams, for some years the financial editor of the Star, has retired to go into the brokerage business for himself. The latter's successor is J. Miller McConnell, a well known newspaper man and son of the late Robert McConnell, formerly editor of the Halifax Chronicle.

### NEW CINCINNATI DAILY?

Otto Lightner, president of the Associated Trade Press, Cincinnati, is reported to be working on a plan to start a new daily paper about October. It is stated that the paper will be independent in politics and Lightner is said to have the backing of a number of influential men of the city.

### WILL HAVE HIS OWN.

B. J. O'Donnell has left the Monterey (Cal.) American, with the intention of starting a new paper in that town.

### YOUNGSTER HEADS DAILY'S CITY DESK.

Alex. G. Donald, whose picture appears herewith, recently assumed the position of city editor of the Woodstock (Ont.) Daily Express. Mr. Donald was born in Toronto and received his education in the



ALEX. G. DONALD.

public schools, the Collegiate Institute of Lindsay, Ont., and at Woodstock Baptist College.

He is twenty-two years of age and has been in the newspaper business four years. His first work was on the Lindsay Evening Post, where he was a reporter for one year. Later he went to Woodstock and joined the staff of the Express, remaining in that city for over two years.

Early in the spring of 1912 Donald went to the Brandon (Manitoba) Times, but after a few months in the Canadian West returned to Woodstock to become city editor of the Express.

### C. P. A. SECRETARY ON TRIP.

John M. Imrie, secretary of the Canadian Press Association, is making a seven weeks' trip through Western Canada. He will deliver addresses before the meetings of the Eastern British Columbia Press Association at Nelson on July 26 and 27, and the Western Canada Press Association at Port Arthur and Fort William on August 1.

### DARING WOMAN EDITOR KILLED WHILE FLYING.

Falling from a height of 1,000 feet into Dorchester Bay, Boston, Monday evening, Miss Harriet Quimby of New York, dramatic editor Leslie's Weekly, the first woman to gain an aviator's license in America and the first woman to cross the English Channel in an aeroplane which she operated herself, met instant death. With her was killed her passenger, William A. P. Willard.

Miss Quimby fell to her death exactly eleven months after she had gained her air pilot's license. On August 1 last she demonstrated her mastery of flying so thoroughly that she overcame the reluctance of the Aero Club to recognize a woman as an aviator, and thus achieved the honor of being the first of her sex to receive the license in this country and the second in the world.

Miss Gertrude Stevenson of the Boston Herald staff was to have been the next passenger with Miss Quimby on the fateful evening. It was while Miss Stevenson was dressing for the trip that the accident occurred. When she arrived on the scene where Miss Quimby had promised to be back to get her in twenty minutes, she was met by the body of her dear friend being brought ashore.

### WILL HAVE A MONTHLY.

Instead of publishing a quarterly magazine, the Alumni Association of the Ohio State University will hereafter have a monthly publication. The first number will appear about July 15 with Professor H. F. Harrington as editor. He succeeds Professor Joseph R. Taylor, who had looked after the editorial work on the old quarterly.

**STANDARD LINOTYPE METAL and S FIRST-CLASS STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.**

### BARNES-CROSBY COMPANY E. W. HOUSER, President. ENGRAVERS

ARTISTS. ELECTROTYPERS.  
NEW YORK. CHICAGO. ST. LOUIS

Our "Ipsco" Hemp Stereo tissue at 10c. less per ream is much better than this "Cigarette" tissue at 10c. more.

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

WYCKOFF, 14 Ellicott street, Buffalo.—The Plastagon Wall Board Company; making 200-inch contracts with Vermont papers.

DOREMUS-MORSE, 50 Pine street, New York.—Ford, Bacon & Davis, New York; account transferred from the Ewing & Miles Company.

GOULD, 31 East 22d street, New York.—Daggett & Ramsdell, "Perfect" Cold Cream, 314 West 14th street, New York; orders being placed with New York City papers for the present. Will expand later.

DIRECT.—Hall & Ruckel, "Sozodant" and "Sulphosol," 215 Washington street, New York; placing orders with a selected list of Southern papers.

SUFFOLK, Boston.—Bloodine Corporation; will make contracts where publishers can secure dealers.

THOMPSON, 44 East 23d street, New York.—The Republic Rubber Company, "Republic Tires," New York; orders being placed with

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

## The Remarkable Advertising Growth of the WASHINGTON TIMES

Is Built on the Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the

Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Middle West and Texas papers.  
Dr. H. Sanche & Co., 489 Fifth  
avenue, New York; Oxydonor Sales  
Company, Detroit; making some  
2,000-line contracts with Canadian  
weekly papers.

BEERS, Havana, Cuba.—Adver-  
tising for the Hotel Wawonda,  
Liberty, N. Y., and for the Climatic  
Raincoat Company, New York, be-  
ing placed in Cuban newspapers.

COWEN, 50 Union Square, New  
York.—Turkish Trophies Ciga-  
rettes; placing orders generally.

IRELAND, 925 Chestnut street,  
Philadelphia.—The Fels-Naptha  
Company; orders will be placed  
shortly with Indiana papers. Other  
territories will be taken up later.

McMULLEN, Cambridge Build-  
ing, New York.—Belding Brothers  
& Co., silks; orders being placed in  
sections now being covered by sales-  
men.

MAHIN, 76 West Monroe street,  
Chicago.—The Selix Specialties  
Company, Chicago; orders being  
placed with a few large city papers.

MATOS-MENZ, Bulletin Build-  
ing, Philadelphia.—Dr. D. Jayne &  
Son, Philadelphia; placing some  
four-inch two times a week for  
twenty-six weeks with a selected list  
of Pacific Coast papers.

LORD & THOMAS, Mallers  
Building, Chicago.—The Smith &  
Scott Tobacco Company, Paducah,  
Ky.; making contracts with a se-  
lected list of Middle West papers.

MASSENGALE, Candler Build-  
ing, Atlanta.—The Shorter College,  
Rome, Ga.; some four-inch twenty-  
time orders being placed with a  
selected list of papers throughout  
the country.

SEEDS, 9 Illinois street, Indian-  
apolis.—The Pinex Company; con-  
tracts for 5,000 lines being made  
with a selected list of Eastern pa-  
pers.

FELTON, 38 South Dearborn  
street, Chicago.—The Wavellcock  
Company; contracts for 10,000 lines  
being made with a selected list of  
Middle West dailies.

TAYLOR CRITCHFIELD,  
Brooks Building, Chicago.—The

Columns and pages of  
advertising in other Buffalo  
newspapers will not reach  
the readers of the

## BUFFALO TIMES

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper,  
in the center of the great and populous  
PITTSBURGH district the

DISPATCH reaches more  
homes than  
any other newspaper. The best classified  
medium between New York and Chicago,  
first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

Penoyer Sanitarium, Kenosha,  
Wis.; orders for twenty-one lines  
thirty times being placed with a se-  
lected list of Southern papers.

CERTIFIED ADVERTISING IS  
TO COME.

Certified advertisements are com-  
ing, said Alfred W. McCann of  
New York to the sociologists assem-  
bled at Sagamore. Mr. McCann  
scored dishonest advertisements,  
saying:

"Advertising to attain its noblest  
possibilities must begin with a conscience.  
Happily, advertising men are beginning  
to realize the abuses to which their pro-  
fession has been subjected and are be-  
ginning the reform from the inside, but  
the reform will be successful only to the  
extent to which the manufacturer lends  
his co-operation."

Other speakers were George  
French of Boston and William C.  
Freeman of New York. Mr. French  
pointed out that advertising might  
be employed more generally and  
more wisely in promoting all of the  
forward movements that are mak-  
ing for the amelioration and uplift  
of humanity.

Mr. Freeman said:

"It is just as important that a  
publication which goes into the  
homes shall print clean, reliable ad-  
vertising as it is that it shall print  
clean, reliable news. Our friends  
who own the big department stores,  
who are mostly men of the highest  
grade of personal integrity, have not  
yet learned that their advertising  
would have a far greater pulling  
power if they entirely abandoned  
the idea that it is necessary to make  
their statements read as though they  
were offering a ten-dollar gold piece  
for \$5 in order to attract trade.  
When people respond to these an-  
nouncements they undoubtedly get  
their money's worth, but that is all."

GIVES UP TEACHING.

Miss Leola B. Leonard, head of  
the department in English of the  
Watertown (N. Y.) High School,  
has joined the staff of the New  
York Morning Telegraph as a special  
writer.

## THE LOUISVILLE TIMES

has a concentrated home circulation  
that is unequalled as a result pro-  
ducer in Louisville or in the State  
of Kentucky.

49,622

is our circulation for 1910—Ayer's  
Directory, 1911. This is 13,000 in  
excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

CALIFORNIANS ELECT C. E.  
JONES PRESIDENT.

The Southern California Educa-  
tional Association concluded the busi-  
ness of the convention with the elec-  
tion of officers for the coming year,  
as follows:

President, C. E. Jones of Antelope  
Valley, re-elected; first vice pre-  
sident, Katherine Tingley; second vice  
president, E. J. Wickizer; third vice  
president, H. Kinney; secretary, W.  
A. Rennie; treasurer, C. H. Randall,  
re-elected; executive committee, J.  
P. Baumgartner, re-elected, J. E.  
Randall, J. R. Gabbert, H. G. Tins-  
ley.

Only one contest developed—that  
for the office of secretary. Edgar  
Johnson, the previous incumbent, in  
attendance at the Chicago conven-  
tion, was renominated. Mr. Rennie  
received forty-four votes to Mr.  
Johnson's nine.

A banquet by the chamber of com-  
merce, directors of the Panama-Cal-  
ifornia exposition and James Holmes  
of the U. S. Grant hotel was tend-  
ered the visitors on the closing  
night. Former Governor D. S.  
Dickerson of Nevada, F. C. Spald-  
ing, president of the chamber of  
commerce, and others responded to  
toasts.

NEW OHIO MANAGER.

F. B. Houseworth, recently of the  
Lebanon Daily Times, has been ap-  
pointed manager of the Middletown  
(O.) Journal.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, Pres.

Mystic Building, CHICAGO

Newspaper, Magazine and Outdoor  
Advertising. Campaigns planned  
and placed everywhere.

Complete and efficient personal  
service—"The Leven Service"

Correspondence invited.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation Statement upon Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## STAFF CHANGES.

G. M. McDADE, formerly editor of the Newcastle (N. B.) Leader, is now connected with the Montreal Star.

G. SCHMIDT has resigned the editorship of the Alma (Wis.) Republican and gone to Regina, Can. Martin Volbrecht is his successor.

E. J. GUY has been appointed Toronto representative of the Vancouver (B. C.) Sun.

FRANK T. HICKOX has been appointed advertising manager of the department store of the Stone-Fischer Company, Seattle. He resigns as instructor in the commercial department of the Tacoma High School to take his new position.

BERNARD C. WILSON has been appointed correspondent of the Associated Press in Detroit. He succeeds William Charles, Jr.

VICTOR E. ERLEMEYER has resigned the editorship of the Hershey (Ill.) Press and has gone to Chicago. L. B. Harnish is his successor.

EDGAR KELLEY, city editor of the Montclair (N. B.) Transcript, has resigned and gone to Halifax.

B. W. JARVIS has resigned the editorship of the Highland (Ill.) Call, and is now manager of the Collinsville Herald.

H. R. NELSON has been appointed editor of the Kansas City (Mo.) Ruralist.

S. P. LEACH has left the

The MONTH of MAY for the

## ST. PAUL DAILY NEWS

St. Paul's Greatest Newspaper was most satisfactory, showing large increases in both circulation and advertising.

MAY CIRCULATION.  
Daily Average, . . . 70,684  
May, 1911, daily average . . . 59,223  
Increase, daily average . . . 11,461

May local display advertising increased 38,446 lines over May, 1911.

And during May the Daily News printed 15,134 lines more local display advertising than any other St. Paul evening newspaper  
92,008 lines more local display advertising than any St. Paul morning newspaper.

The St. Paul DAILY NEWS has a larger circulation and a larger local advertising patronage than any other St. Paul newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago. J. F. ANTISDEL.

# THE PITTSBURGH PRESS

HAS THE Largest

DAILY AND SUNDAY

CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## CLEVELAND PLAIN DEALER

is the metropolis of Ohio. The leading newspaper. The average circulation of the Plain Dealer for the month of June, 1912, was as follows:

Daily, 110,084. Sunday, 132,771

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

Rouleau Enterprise to take charge of the Sedley (Can.) News and Advertiser.

GEORGE BUNN, Jr., of Springfield, Mass., is a new addition to the New York Sun's reporting staff.

GERALD P. BEAUMONT has left the staff of the Sacramento (Cal.) Union to return to his old home at Rio Vista.

A. W. MOTTE of Sarnia, Ont., is a new addition to the staff of the Weyburn (Can.) Herald.

J. W. TAYLOR, formerly of the Beaver Falls (Pa.) Tribune, is now with the Cambridge Springs Enterprise.

F. C. DICKINSON, formerly editor of the Oshawa (Can.) Reformer, is now connected with the Moose Jaw Times.

ARTHUR THOMPSON has resigned from the Los Angeles staff of the Associated Press and has left for a trip to Tahiti.

C. F. ADELSPERGER, formerly of the Douglas (Ariz.) Dispatch, is a new addition to the staff of the Sacramento Union.

ARTHUR JOHNSON, formerly of the San Francisco Daily News, has joined the staff of the Sacramento Star.

DONALD JAMES is the new sporting editor of the Lorain (O.) Herald.

HARRY EDWARDS has resigned the editorship of the Milltown (O.) Review.

## SALE OF MARION MIRROR.

The Marion (O.) Daily Mirror has changed hands, being purchased by Thomas Brooks Fletcher and L. L. Lamborn of Cleveland.

Mr. Lamborn, who is an experienced newspaper man, will assume the duties of business manager, while Mr. Fletcher, who for several years has been traveling, delivering lectures for a lyceum bureau, will look after its editorial requirements.

H. R. Snyder, the retiring owner and editor will go to Gary, Ind., where he owns the Post with his sons.

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## THE NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 200 to 300 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adv. Reps., NEW YORK. CHICAGO. ST. LOUIS.

## CENTRAL WEST EDITORS MEET IN CHICAGO.

The Inland Daily Press Association met on call of the president in Chicago last week, one week later than the date provided in the by-laws, so as to avoid other conventions and to meet in conjunction with the National Press Association and the Illinois Press Association. President A. M. Snook of the Aurora (Ill.) Beacon presided.

The amendment proposed at the February meeting by George T. Campbell of the Owosso (Mich.) Argus, was again postponed to the October meeting. It is intended to provide for two stated instead of three meetings a year in the months of March and September instead of February and October as at present. It is maintained by the sponsor of the amendment that the proposed months are at a time when advertising contracts are being placed and members in visiting the convention city can make the trip profitable to their papers as well as to themselves.

Frank D. Throop of the Muscatine (Ia.) Journal spoke on the death of C. L. Miller of the Cedar Rapids Gazette, and was appointed a committee to draft resolutions for presentation at the October meeting.

Secretary Will V. Tufford spoke of the election of Past President George T. Campbell to the office of Grand Commander of the Knights Templar of Michigan, which brought words of compliment from the members.

A motion prevailed that the executive committee, of which Stuart H. Perry, of the Adrian (Mich.) Telegram, is chairman, should prepare an early report on the print paper situation. One member reported that he had made a contract for a year at \$2.19½ at the mill.

The members present at the meeting were:

J. K. Groom, the Aurora (Ill.) Beacon News; R. S. Russell, Monmouth (Ill.) Review; C. E. Warwick, Keokuk (Ia.) Constitution-Democrat; C. W. Armstrong, Springfield, Ill.; Thomas Rees, Springfield (Ill.) State Register.  
Frank D. Throop, Muscatine (Ia.) Journal; A. M. Snook, Aurora (Ill.) Bea-

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience of forty-eight successful years Guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experience.

Nos. 44-60 East 23rd Street, NEW YORK CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Commercial Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES.

Fifth Avenue Building, NEW YORK.  
730 Marquette Bldg., CHICAGO.

con; H. E. Baldwin, Joliet (Ill.) News; W. T. Bedford, La Salle (Ill.) Tribune; Frank P. Haahn, Elgin (Ill.) Courier; P. E. Roberts, Fort Macon (Ia.) Democrat; A. S. Miller, Cedar Rapids (Ia.) Gazette; A. L. Miller, Battle Creek (Mich.) Enquirer; Charles J. Robb, Michigan City (Ind.) News; and S. E. Carrell, Iowa City (Ia.) Press.

The Inland members also held a joint discussion with the Illinois Association on the employers' liability law of Illinois. It was fully explained and discussed and found to be far-reaching in effect and susceptible of different construction by a lawyer to a jury.

## PUBLISHERS DISCUSS PLANS.

The executive committee of the National Publishers' Bureau at a meeting in Scranton, Pa., discussed plans for the extension of newspaper advertising into the rural counties where there are no dailies and the advisability of using weekly papers as a medium instead of magazines.

A. M. Thatcher of Scranton and Dr. George Wood Anderson of the same place delivered addresses. The members of the executive committee present were Mrs. J. F. Callen of Pittsburgh, Kan.; John Marshall Mulford, Lebanon, O.; Harry V. Walters, Middletown, O.; Robert B. Cass, Aurora, Ind.; C. B. Unger, Canton, O., and James T. Caskey of Greensburg, Ind.

The Portland (Me.) Daily Press is celebrating its fiftieth anniversary.

The newspaper that knocks and boasts at the same time is never a safe adviser.

## NEW YORK MAIL EVENING

neither knocks nor boasts, but tries to be of assistance to advertisers.

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN 110,000

### RURAL EDITORS ORGANIZE.

Preliminary steps toward forming a country newspaper association were taken at a meeting in Montgomery, Ala., last week by representatives of country newspapers of nine states. The purpose of the organization was declared to promote the country newspapers as an advertising medium. An executive committee was appointed with instructions to arrange for a meeting to be held in September.

### APPOINTED ARBITRATORS.

Dr. Albert Shaw, editor of the American Review of Reviews, and Frederick N. Judson, chairman of the board of directors of the Pulitzer Publishing Company, owner of the St. Louis Post-Dispatch, have been appointed by Chief Justice White of the Supreme Court members of the National Board of Arbitration to settle the differences between the Eastern railroads and their engineers.

### AGAIN WITH THE A. P.

Thornton S. Hardy, formerly with the New York office of the Associated Press and for the last six months with the Los Angeles Examiner, is again connected with the A. P. forces. He will work with the Sacramento corps.

Charles Henry Brennan has left the San Francisco Call staff and has returned to his old duties with the Associated Press.

## THE BEST REAL ESTATE DEPARTMENT

published  
is in the

# NEW YORK TRIBUNE

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

### LARGEST CIRCULATION

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN** and **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

### DULUTH AD MEN ELECT.

Charles H. Mackintosh is the new president of the Duluth Advertising Club. For some years past he has been active in the advertising business.



C. H. MACKINTOSH.

ness of the city and is the organizer of the Duluth Advertisers' Protective Association.

### OTHER CLUB NOTES.

One of the most successful outings of the Northern Minnesota Editorial Association was held Sunday at Cohasset. The day was spent on a steamboat and lunch trip up the Mississippi River to Pokegama Lake, the party being taken back to Grand Rapids by automobile in

# THE BOSTON POST

JUNE, 1912. AVERAGES

The Daily Post 408,007  
The Sunday Post 328,529

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

time for supper.

Members of the Minnesota Editorial Association will be entertained by Duluth newspaper people under the auspices of the Commercial Club, beginning July 12 and continuing for a period of seven days. During this time the writers will tour the range and neighboring territory, and visit the many points of interest.

The Mason County Press Club, including the owners and editors of all the newspapers in Mason County, Mo., was entertained last week by the Alton Board of Trade and Alton newspaper men.

A movement has been started at Beaumont, Tex., toward the organizing of an ad club. At a preliminary meeting just held M. T. Walker was elected temporary chairman and Sam S. Solinsky secretary. A committee was also appointed on permanent organization, which consists of Joe Rosenthal, A. E. Hager, L. T. Rick, Frank Weber and Sam S. Solinsky.

The election of the officers of the Advertising Club of Baltimore will be held on Wednesday. This election will be an important one, as the men voted into office will practically have charge of the big A. A. C. A. convention next year.

### BOARD OF TRADE PAPER.

The Visalia (Cal.) Board of Trade is planning to publish a paper. If published, it will be a monthly with a complete record of what the board of trade has done, prospects for future business, a list of membership, etc. The contemplated size is four pages of four columns each.

### IOWAN SELLS OUT.

W. F. Lake has sold the Arlington (Ia.) News to M. L. Gordon of the Auburn (Ill.) Citizen. The Arlington News is a weekly established in 1874 and is Republican in politics. Mr. Lake has not announced his plans for the future.

### TO RAISE FRUIT.

R. F. Williams of the Regina (Can.) Leader is going to take up his residence near Cranbrook next spring. Mr. Williams has acquired considerable orchard land in the section and may devote his entire time to fruit raising.

The Lebanon (O.) Daily Times has reverted back to a weekly.

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any two other Buffalo dailies combined.

Daily Average  
Circulation 94,724  
for 1911 - - -

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## The JOURNAL

IS THE ONLY MORNING AND SUNDAY PAPER PUBLISHED IN  
DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. CHICAGO.

### AD FIRM INCORPORATES.

The Sudrow System Company has been incorporated at Dayton, O., with capital of \$50,000. J. C. P. Sudrow, L. M. Berry, B. B. Geyer, F. G. W. Sudrow and D. Sudrow are the incorporators. The concern will conduct a general printing, publishing and advertising business.

### CONTROL CHANGES HANDS.

J. T. Kennedy, former editor of the Alliance (O.) Leader, has purchased an interest in the Lisbon Patriot, and becomes business manager of the paper. He purchased the larger portion of the holdings of T. S. Arnold and C. E. Oliver, business manager and editor respectively.

### WANTS A LABOR PAPER.

F. Ayer, publisher of the Eastern Labor News, recently appeared before the Trades and Labor Council in St. John, N. B., with a proposition to establish a labor paper in that city. The matter is now being considered.

### BACK TO OLD LOVE.

Dr. W. T. Allison, professor of English literature at Wesley College, Winnipeg, has been appointed literary editor of the Winnipeg Telegram. Dr. Allison was formerly a newspaper man in Toronto.

## IN PITTSBURGH

our competitors are amazed at the growth in circulation and advertising made by **The POST and The SUN**. Already they are talking about our extravagant, heavy expenses. -tc-

### WHY?

Because The Pittsburgh Post and The Sun are today the best newspapers in Pittsburgh. The most wide-awake, up-to-date daily papers ever published in that city, and the great public is finding this fact out more and more every day. Just watch The Post and Sun grow. don't forget this is a Democratic year and The Post is the only Democratic paper in Pittsburgh.

EMIL M. SCHOLZ, General Manager.  
Special Representatives:  
CONE, LORENZEN & WOODMAN.  
NEW YORK. ATLANTA. CHICAGO.



**A GAIN of 168 Columns**  
The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during his period.

**THE CHICAGO RECORD-HERALD**  
New York Office, 710 Times Building.

**THE News Scimitar**  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Seger Building, CHICAGO.  
Tremont Building, BOSTON.

**WITH THE ATHENS TRIBUNE.**

E. E. Baker, who has spent the past ten years in the Philippine Islands, has returned to his former home in Athens, O., and has become associated with the management of the Athens Daily Tribune, started last April as an afternoon paper.

E. C. Woodworth, at present a member of the legislature and candidate for re-election, is also associated with the Tribune management.

**EX-TEACHER AN EDITOR.**

Charles Odell has purchased the Clyde (N. Y.) Times. Odell has always been a resident of the locality and for many years was a teacher in the public schools. For the last four years he has been assistant postmaster at Clyde.

**SOLD TO A "NATIVE SON."**

The Arcanum (O.) Times, which for over a year has been conducted by R. B. Markwith, has been sold to Russell Harris, who took immediate charge. Harris was born, reared and educated in Arcanum. Markwith is yet undecided as to what he will do.

Jacob Friessan has launched the Advance at Groux, Can.

**IN JUNE THE NEW YORK TIMES**

published 768,050 lines of advertisements compared with 654,025 lines in June 1911, a gain of 113,425 lines.

Misleading announcements excluded.

The Sixth City is very ably represented by the stalwart

**CLEVELAND LEADER**

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Seger Building, CHICAGO.  
Tremont Building, BOSTON.

*The News League of Ohio.*

**The Dayton News**

**The Springfield News**  
Combined circulation MORE THAN 42,000

Combination Rate: Display, 8c. per inch  
Classified, 2c. per word  
Delivered to 7c. per cent of the homes of Dayton and Springfield on paid subscriptions.

L. A. Coste & Maxwell, Monolith Bldg., N. Y.  
John Gliss, Peoples Gas Bldg., Chicago

**FRENCH OWNERS CHANGE.**

Morriset & Morriset, Ltd., have purchased L'Imprimere of Ottawa, Canada. The deal also includes the building at 459 Sussex street. The firm of Dallaire & Auburn was the former owner. It is understood that no changes of importance will be made in the staff.

**FOREMAN MAKES CHANGE.**

George L. Aumock, who has been foreman of the Ithaca (N. Y.) Journal for the past six years, has resigned and gone to Rockaway Beach, L. I., to take charge of the plant of the Wave Publishing Company.

**CREDIT HARRIS & EWING.**

The photograph of Major E. J. Hale, publisher of the Fayetteville (S. C.) Observer, used in the THE FOURTH ESTATE last week, is copyrighted by Harris & Ewing, Washington, D. C. Through an error the credit was omitted.

**ALASKAN ON A VISIT.**

S. H. Stevens, formerly publisher of the Nome (Alaska) Daily Gold Nugget, has been visiting in Coal- inga, Cal., with his old friend Walter E. Dean.

**WILL REVIVE PAPER.**

J. H. Hines, formerly with the Toronto Telegram, is about to enter the newspaper business for himself at Bowmanville, Can. He plans to revive the old Review.

**ALSO AN OIL MAGNATE.**

A. R. Hoffman, who is connected with the St. Louis Post-Dispatch, has considerable oil land interest in California. He is president of the Mocal Oil Company.

**CALIFORNIA SALE.**

I. N. Foss has disposed of his interest in the Richmond (Cal) Independent to John F. Galvin of Martinez.

**The TOLEDO BLADE'S**

*Tremendous GAINS.*

In five months of 1912 it carried:

In Local Display Advertising from Toledo merchants 2,298,230 lines  
In Foreign Advertising.. 591,000 lines  
In Classified Advertising 436,303 lines

A total of..... 3,325,533 lines

This is a gain, compared with the same five months of 1911, of 345,270 lines.

An average of nearly 85 columns per day.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Seger Building, CHICAGO.  
Tremont Building, BOSTON.

**Results are obtained in the SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

**CATHOLIC PRESS ASS'N TO HOLD BIG MEETING.**

The second annual convention of the Catholic Press Association, Inc., formed last year in Columbus, O., will be held August 16 and 17 at



E. J. COONEY.

Louisville, Ky., the two days prior to the convention of the American Federation of Catholic Societies.

There are now nearly fifty publications in the organization and it is expected that this number will be more than tripled at the coming meeting. All three boards—advertising, news and literature—will have reports to make to the convention. The Rt. Rev. James Hartley, Bishop of Columbus and honorary president, will be in attendance.

Edward J. Cooney, manager of the Providence (R. I.) Visitor, is the president of the Catholic Press Association.

At the Federation meeting the Catholic Press Association will be

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

**7200** per day.  
**7c** per inch usual discounts

Twice the circulation of any other daily paper in the Valley of Virginia

**All business placed direct.**

WRITE FOR INFORMATION

**THE MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS. Chicago

represented by delegates. Rev. John J. Burke, C. S. P., of the Catholic World, New York, and John Paul Chew, editor of Church Progress, St. Louis, will read papers before the Federation convention on "The Catholic Press, from the Standpoint of the Priest and the Layman."

**COLONY FREE PRESS SOLD.**

W. E. Payton of Marion, Kan., has bought the Colony Free Press. He will equip the plant with power presses and otherwise improve the paper. Mrs. Payton is also a newspaper worker and will assist in the work of publication.

**MADE AD MANAGER.**

W. B. Foster has been appointed advertising manager of the Saskatoon (Can.) Saturday Press. He was formerly editor and business manager of the Lunenburg (N. S.) News.

**NEWARK GETS CONVENTION**

The next meeting place of the annual convention of the International Stereotypers and Electrotypers' Union will be Newark, N. J.

The Journal has been started at Young, Can., by William Schierholtz.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK.

"A Daily Newspaper for the Home"  
THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago.

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,

IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

OTTO LUEDICKE, chief editorial writer of the Milwaukee Herald, died suddenly last week in his sixty-eighth year. Mr. Luedicke was born in Berlin, Germany, and after coming to the United States in 1876 he became editor of the Pittsburgh Freiheitfreund and later of the Volksblatt. He then took up magazine work and in 1886 went to Milwaukee as editor of the Herald. He was to have celebrated his fiftieth anniversary in newspaper work next year.

R. R. HARKNESS, at one time publisher of the Iroquois (Can.) News, died recently at Sault St. Marie, aged fifty-two years. He founded the first daily paper in Vancouver, B. C., now the News-Advertiser.

P. W. BARTLETT, who was assistant editor of the Washington (D. C.) New Era when that magazine published the first installments of "Uncle Tom's Cabin," died last week. From 1872 to 1887 he was secretary of the Chinese legation at Washington. He was also a newspaper correspondent of note, and had written much for the Springfield (Mass.) Republican and the New York Evening Post.

W. H. RIDDELL, at one time part owner of the Toronto Tribune, died recently at Waterloo. He had been out of the newspaper business

Largest proved high-class  
evening circulation.

# The NEW YORK GLOBE

nolds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

SEATTLE "P-I"  
THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

for many years and at the time of  
his death was assistant manager of  
the Waterloo Mutual Assurance  
Company.

R. E. DORSEY, a cartoonist employed by the Pettigill-Flowers Advertising Agency, of New Orleans, was found dead last week with a bullet hole in his head. While the police have decided the case one of suicide, they are investigating the cause for the act. Dorsey formerly resided at Providence.

WILLIAM QUINN, a newspaper cartoonist of Montreal, passed away a few days ago in St. Andrews, N. B. He was twenty-five years old.

C. DELL SMITH, a member of the Victoria (B. C.) Times staff and formerly with the Toronto Globe and the Toronto Empire, died recently. Since going West he also spent some years in Rossland and Nelson.

## HERALD'S CAMPAIGN MAP.

A campaign map section of four pages has been completed by the New York Herald Syndicate and is now ready for publication. The section is composed of page maps of political conditions of the country today, and of the result of the Presidential campaign of 1908, and two pages of a general story of the political situation past and present. The matrices are for printing in black alone and in three colors. The feature is designed for publication at any date in the near future.

## SOUTH AMERICA PROSPERS.

W. W. Razor, editor of the Pan-American Magazine, New Orleans, has just returned from a trip to South and Central America. He says that it has been many years since anything like such an era of prosperity prevailed in South America. Much foreign capital is coming in, he said, and the agricultural possibilities are being rapidly developed. With the completion of the Panama canal he looks for a trade revival which will make those countries rich.

Mr. Razor's father is ill at Gonzales and he also paid him a visit.

# "As Much as the Times"

The advertising patronage of the  
SEATTLE TIMES  
DAILY AND SUNDAY

for ten months of 1911 shows a continuance of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried Paid Advertising to the amount of 622,230 inches, or 8,712,620 lines, being an average of 62,233 inches, or 871,262 lines, per month.

This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,074,688 lines, being an average excess for each month of 14,819 inches, or 207,468 lines.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

THE  
MILWAUKEE  
NEWS  
has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## RUMORED CANADIAN SALE.

It is reported that the Calgary (Can.) News-Telegram has changed owners. The new proprietors are said to be George Thompson and George Tryon, who recently controlled the Saskatoon Daily Capital.

## SECOND FOR McLEOD.

L. S. Gowe, formerly of the Lethbridge (Can.) Daily News, is reported as about to start a new weekly paper at McLeod. It will make the second paper for the town, the other being the Advertiser, published since 1899.

## A KANSAS SUSPENSION.

Lee R. Cummins has suspended publication of his Menlo (Kan.) Enterprise. For several months past the paper had been in charge of Mrs. Bertha Cheney. The subscription list has been turned over to the Colby Free Press.

## GIVES UP NEWS WORK.

Charles F. Spillman of Bakersfield, Cal., has left the staff of the California Oil World to become more directly connected with the oil business in Kern County.

## RETURNS FROM ALASKA.

R. H. Becker has returned to the San Francisco Chronicle after spending some time practising law in Alaska. Mr. Becker was also at one time with the Call.

## EDITING IN UNIONTOWN.

George B. Pendell, at one time publisher of the Waverly (N. Y.) Free Press, and more recently of the Sun of the same town, has become managing editor of the People's Tribune of Uniontown, Pa.

## AN ACTIVE SUFFRAGETTE.

Mrs. Hart Deming of the Warren (O.) Tribune is taking a very active part in the Ohio women's suffrage campaign. She is a member of the executive committee of the state organization.

# THE BOSTON AMERICAN

Largest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000

# THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

## LAW PAPER SOLD.

The controlling interest in the Lawyer and Banker, a monthly magazine of San Francisco, edited by Charles E. George in the Phelan Building, has been sold to Fred O. Farnsworth, secretary of the American Bankers' Association, New York, and others.

## FOLLOWING POLITICS.

William T. Haley, for several years past connected with the Sacramento Union and Star, has left the newspaper field temporarily and is now giving his entire time to politics.

## MADE CITY EDITOR.

William Ritzell has been assigned the desk of city editor on the Warren (O.) Chronicle, succeeding J. M. Gledhill. The latter is now devoting his entire time to politics.

## CITY BOOSTERS.

George P. Smith, editor of the Camrose Canadian, recently conducted a tour of Camrose business men through the middle Western provinces.

## DUAL BUSINESSES.

Sydney R. Polley, editor of the Herbert (Can.) Herald, is to establish a paper at Swift Current, Sask. He also plans to open a real estate office at that place.

## HELPING GOOD CAUSE.

E. D. Butterfield of Chicago has taken charge of the publicity work for the Spokane Tuberculosis Hospital campaign.

## ON HIS OWN ACCOUNT.

Andrew F. Smith, late foreman of the State Printing office at Sacramento, Cal., intends to start another labor paper in Sacramento.

## IN NEW QUARTERS.

The Fort Plain (N. Y.) Standard, published by the O'Conner Brothers, is now housed in its new up-to-date building.



THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

M

MASSENGALE

ADVERTISING AGENCY

ATLANTA, GA.

ALABAMA EDITORS DISCUSS MANY TOPICS.

REORGANIZATION MEETING IN BIRMINGHAM WAS A BIG SUCCESS.

The convention of the Alabama Press Association was held in Birmingham, with an attendance of about seventy-five editors in the auditorium of the Chamber of Commerce. An address of welcome was delivered by James J. Smith of the Birmingham Ledger, in which the speaker mentioned the progress being made by the papers of the state and touched upon the good time promised for the editors at the banquet in the evening.

One of the most important features of the session yesterday morning was the passing of a motion favoring the control of advertising as well as the reading matter which goes in the papers.

J. R. Ross, editor of the Cullman Democrat, presented a resolution to the effect that it be the sense of the association that ready print pages be abandoned.

S. J. Darby of the Rockford Chronicle and Thomas Smith of the Fort Payne Journal were opposed to the resolution, but after a great deal of discussion the resolution was passed.

A. B. Tucker, chairman of the committee on the question of the exchange of advertising space for railroad transportation, said that he had been advised by an agent of the Southern Railway and also by state officials that it was perfectly legal for the newspapers to make the exchange with the railroads.

F. W. Barnett of the Alabama Baptist talked for some time on the matter of the editors controlling their own prices for advertisements.

LOS ANGELES

In the Eye of the World.

The TIMES, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions.

Represented by Williams, Lawrence & Cresmer Co. NEW YORK CHICAGO

THE SYRACUSE POST-STANDARD

s steadily increasing its circulation on its merits as a newspaper.

48,667 CIRCULATION Daily (Net Paid)

FOR JUNE, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.

250 Fifth Avenue, NEW YORK.

Steger Building, CHICAGO.

Tremont Building, BOSTON.

THE Indianapolis Sun

daily and Sunday actual 43,601

average circulation in Dec.

The fastest growing newspaper in America

PAYNE & YOUNG Rep., East and West

ROOSEVELT NEWSPAPERS STANDING BY HIM.

The newspapers throughout the country which supported Colonel Roosevelt in his pre-convention campaign have, with few exceptions, remained steadfast in their allegiance, even to the extent of indorsing the action of the "Progressives" at Chicago in forming a third party. Notable among these newspapers are those owned by Frank A. Munsey, or controlled by him—the Washington Times, Boston Journal, Philadelphia Times, and Baltimore News.

The Philadelphia North American reiterates its allegiance to the Colonel. The North American is an old line Republican newspaper, owned by the North American Company, of which E. A. Van Valkenburg, a strong Roosevelt man, is the president and editor.

The Chicago Tribune, of which Medill McCormick, who led the Roosevelt fight in Illinois, is an owner, remains loyal to the Rough Rider in his repudiation of the action of the Chicago convention.

The Sacramento (Cal.) Bee, which is a nominally independent paper and supported Mr. Bryan in his last two campaigns, was one of the foremost Roosevelt organs on the Pacific Coast prior to the Chicago Convention and is supporting the third party movement enthusiastically.

The New York Mail has remained steadfast to the Roosevelt cause, even to the extent of accepting the third party movement.

The New York Globe, which supported Colonel Roosevelt in his anti-convention fight, has refused to join or bolt, but declares that "it is evident that the Progressive movement is to go on."

The Balgonic (Can.) Observer, published by J. W. Bailey, has gone out of business.

The Izard-Jacobson Company has just been organized in Seattle to conduct a general advertising business.

Greater than ever!

THE BOSTON HERALD

NOW OVER 100,000

THE Boston Traveler

AND Evening Herald

consolidated July first, over 120,000

A Quality and Quantity Combination

that cannot be excelled.

Sole Foreign Representatives:

THE S. C. BECKWITH Special Agency, NEW YORK. CHICAGO. ST. LOUIS.

PULITZER SCHOOL CORNERSTONE IS LAID.

The cornerstone of Columbia University's school of journalism building was laid Tuesday by Mrs. Pulitzer, widow of Joseph Pulitzer, whose gift of an endowment fund of \$2,000,000 made possible the project. Mrs. Pulitzer acted in the absence of her son, Ralph Pulitzer, who had originally planned to perform this office.

A number of trustees and members of the faculty witnessed the ceremony.

President Nicholas Murray Butler briefly explained the objects of the school and told how it had been Mr. Pulitzer. He said that never before in the history of universities had such a school been founded exclusively for the fourth estate and declared that journalism now takes its rank with law, medicine, science and the arts.

Dr. Talcott Williams, director of the school, made the only other address.

In the copper box within the stone were deposited among other things an article on the School of Journalism in Columbia University, a report of the university council on the organization and academic relations of the school, agreements between Mr. Pulitzer and the heads of the university concerning the school, extracts from Mr. Pulitzer's will concerning the endowment, the curriculum of the school, Columbia's latest catalogue, an article by Dr. Williams printed in the Columbia

1937 Pages. 6300 Galleys. 120 MILLION EMS

A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark M&E Registered

MERCHANT & EVANS CO.

Smelters—Refiners

PHILADELPHIA

NEW YORK BROOKLYN CHICAGO KANSAS CITY BALTIMORE DENVER

Trade Mark M&E Registered

A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,568

(Only German evening daily in Milwaukee)

Daily Herald.....17,000

(Only German morning daily in Milwaukee)

Sonnstags Post.....45,300

(Only German Sunday daily in Milwaukee)

Weekly Germania.....107,413

Haus-und Bauernfreund

(German Farm Journal) Weekly 103,333

Deutsche Warte, Weekly.....22,000

Die Rundschau, Weekly.....25,002

HENRY DE CLERQUE, U. S. Rep.

732 Schiller Building, CHICAGO.

LOUIS KLEBAHN, Eastern Manager,

1 West 34th Street, NEW YORK.

Telephone, 215 Murray Hill.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

HAVANA POST

the only English newspaper printed in Cuba and read by all who read English—Americans, Cubans and Spaniards.

GEORGE M. BRADT, Publisher

Published Every Day in the Year

THE DEMOCRAT

Nashville, Tenn.

carries more local advertising than any other Nashville newspaper.

The JOHN BUDD CO., Representative

New York Chicago. St. Louis

University. Quarterly and copies of the World, the Times, the Brooklyn Eagle and the Sun. Editors of these papers are members of the advisory board of the school.

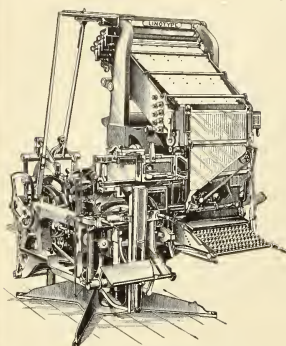
The journalism building is not expected to be completed till the fall of 1913, but the school will open with a full four-year course September 25, classes being conducted temporarily in some of the other campus buildings.

A CLOSE CALL.

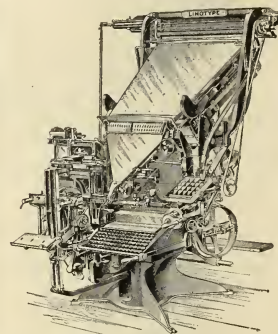
"Sandy" Griswold, sporting editor of the Omaha World-Herald, and F. C. Hurley, an Omaha sport enthusiast, and Hurley's chauffeur, while en route in an automobile to Las Vegas, N. M., to attend the Johnson-Flynn fight, plunged into Stanley lake, near Brighton, last Friday, when the chauffeur dozed and failed to take a turn in the road. The car plunged into fifteen feet of water. All three men swam ashore and walked eighteen miles to Denver.

# THE TITANIC DISASTER

Convinced  
the  
**BOSTON  
GLOBE**  
of the  
Efficiency of the



Quick-Change Model 9 Four-Magazine Linotype



Quick-Change Mod 18 Three-Magazine Linotype

## *MULTIPLE MACHINE IDEA*

It had just installed

Two 4-Magazine Quick Change Model 9's

Six 3-Magazine Quick Change Model 8's

When the ship struck the iceberg.

For days the text matter of the "Extras" that were issued was composed on the six Model 8's. The operators swung from 7 point to 8 point body matter without loss of time, thus enabling the forms to be closed early enough to beat all competitors to the street.

*The Multiple Linotype Way Is the Only Way.*

**MERGENTHALER LINOTYPE COMPANY,**  
Tribune Building, NEW YORK.

CHICAGO:  
1100 S. Wabash Avenue.

SAN FRANCISCO:  
638-646 Sacramento Street.  
TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard Street.

NEW ORLEANS:  
549 Baronne Street.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

# THE FOURTH ESTATE

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship."  
Lecture V.

TWO DOLLARS A YEAR

No. 959

NEW YORK, SATURDAY, JULY 13, 1912

TEN CENTS A COPY



WILLIAM P. GOODSPEED,  
BUSINESS MANAGER OF THE BUFFALO NEWS.

See Ninth Page.

## QUEER LAW IN MINNESOTA.

PAPERS ARE AFFECTED BY THE NEW CORRUPT PRACTISE ACT.

No newspaper can comply with the provisions of the corrupt practices act passed by the Minnesota legislature, according to Julius A. Schmah, secretary of state. Some technical questions must be settled, too, before its mandatory provisions can be followed.

The law provides that no political matter of any kind may be inserted in a newspaper "unless the publisher thereof shall file in the office of secretary of state within six months before the holding of any primary or general election a sworn statement which shall contain the names of the owners of such paper, and if such paper is published by a corporation, the names and addresses of the owners of the shares of stock of such corporation."

Six months will not elapse before the primary and general elections will be held.

It has been argued that any newspaper which files its statement one day before the general election will have complied with the law. One day, it is urged, is "within six months."

## MAY HAVE CHOICE OF 2D CLASS TRANSIT.

Publishers will have the option between sending second-class mail matter through the regular mail at two cents a pound or by fast freight at one cent, if a provision incorporated into a tentative draft of the Post Office Appropriation bill, now before the Senate Post Office Committee, is adopted.

The bill probably will provide for an eight-hour day for postal employees with a possible extension to ten, but not to fourteen hours.

## EDITORIAL APPOINTMENT.

D. D. Martin has been appointed managing editor of the Lansing (Mich.) State Journal. He was formerly city editor of the St. Joseph (Mo.) News-Press, and more recently with the Detroit News.

## TOWN'S FIRST DAILY.

The Manchester (Ia.) Delaware County News is about to be enlarged to a daily publication. It is the plan of Roy Hilton, the publisher, to make it an afternoon paper. The News will be Manchester's first daily.

## NEW EDITOR IN TORONTO.

C. F. Crandall has been appointed managing editor of the Toronto Star. For the past two years he has been filling a similar position for the Montreal Herald.

## HERALD SUNDAY EDITOR.

John Harrington is acting as Sunday editor of the New York Herald in the place of M. G. Scheitlin, who is on a two months' leave of absence. At present Mr. Scheitlin is on the Pacific Coast.

## EDITORS OF NEW YORK STATE IN SESSION.

Newspaper men from all over the state are attending the fifty-ninth meeting of the New York Press Association, in convention for three days at Garden City, L. I. The summer meeting of the New York Associated Dailies was also held, but its meeting was separate from the former association, although all its members are members of the larger body.

The Associated Dailies held an executive session Wednesday, their meeting, it is understood, being for the betterment of business conditions. The meeting was presided over by J. K. Walbridge of Saratoga, and dailies from cities of the third class all over the state were represented.

Wednesday afternoon the members of both associations went the rounds of the different points of interest in the section and in the evening the first business session will be held.

On Thursday afternoon the members inspected the publishing plant of Doubleday, Page & Co. A number of prominent speakers are expected to be present. The papers read included:

"Newspaperdom in the Sunrise Country of the State," Lemuel B. Green, Patchogue Argus.

"Something for Nothing," Arthur MacArthur, Troy Budget.

"Experience in the Circulation of a Country Weekly," Paul Nichols, Walton Reporter.

"Free Publicity," Don Seitz, New York World.

"The National Press Convention," Frederick P. Hall, Jamestown Journal.

The convention will close with a banquet at which Dr. J. G. Schurman, president of Cornell University; Will Carlton, the poet, and State Excise Commissioner Farley; Calvin J. Huson, State Commissioner of Agriculture; Charles H. Betts, William J. Kline and Arthur McArthur will be the principal speakers.

## MORE ROOSEVELT PAPERS?

A person close to the Roosevelt forces in west Tennessee has stated that in order to increase the third party vote in the South four daily papers will be bought or leased.

The central points for the spreading of the progressive Republican propaganda lie between Chattanooga or Knoxville, Tenn., for number one, Atlanta for number two, Birmingham for number three, and number four will be either Houston or Dallas.

There seems to be an impression that men who hoped for Underwood's nomination will be carried to Roosevelt by the Birmingham editorials and that Col. Cecil Lyon has many Democratic friends who wished for Clark and who will fall into the third party column if the campaign is sufficiently aggressive in Texas and Louisiana.

## PRESS DENOUNCED.

President Charles C. Shav, in an address to delegates to the International Alliance of Stage Employees in Peoria, Ill., Monday, denounced the "subsidized press" for denying organized labor a square deal simply because two men (the McNamara brothers) went wrong.

## THEST LOUISTIMES OWNERSHIP.

PREETORIUS AND ASSOCIATES NOW HAVE 95 PER CENT OF STOCK.

The purchase by Edward L. Preetorius of the stock of Richard C. Keren, ambassador to Austria-Hungary, in the St. Louis Times and other papers of the German-American Press Association, told of in THE FOURTH ESTATE last week, gives Mr. Preetorius and his associates control of ninety-five per cent of the stock. An option, which expired on July 1, was exercised by Mr. Preetorius and the stockholders who joined him in the bid for the Keren interests.

Mr. Preetorius' associates are Carl L. Schurz, G. A. Buder, George A. Meyer, William R. Donaldson, R. H. Stockton, D. G. Cook, S. W. Fordyce, Jr., Philip B. Fouke and Homer Bassford.

"Mr. Keren's only reason for disposing of his stock, so far as I know, was that his diplomatic duties kept him so far away from St. Louis that he could not conveniently look after his interests here," says Mr. Preetorius.

"There has been no friction, and the stock was practically taken at its par value. As a matter of fact, I have held Mr. Keren's proxy and voted his stock since he acquired his interest in the property. It is purely a private business transaction, and will involve no change in editorial or business policy."

Mr. Keren acquired his interest in the Times and in the New York Evening Mail several years ago, when he was still active in Missouri politics.

After his defeat at the senatorial primaries of 1908, in which he sought the Republican nomination for the United States Senate, Mr. Keren was appointed to the diplomatic post at Vienna.

## NEW RECORD FOR MONTH'S PAPER PRODUCTION.

Increases of 9,328 tons in production, 4,827 tons in shipments and of 988 tons in stocks on hand, are reported for May by the American Paper and Pulp Association to the commissioner of corporations at Washington.

The May figures constitute a new record and show that the association's mills were operated to full capacity. The total production, 116,460 tons, is a new record. The previous high production was 110,390 tons in June, 1911.

## TWO FOR MURPHY.

Wilmot R. Evans, Jr., has sold the Everett (Mass.) Republican to George W. Murphy, who is also publisher of the Everett Herald. Mr. Evans is a former State Senator.

## ELECTED TO A. N. P. A.

The Erie (Pa.) Daily Times has been elected to membership in the American Newspaper Publishers' Association.

## AD GOLFERS AT BRETTON WOODS.

SHERMAN AND PURVES WORK THEIR WAY TO CHAMPIONSHIP FINALS.

The annual tournament of the American Golf Association of Advertising Interests is being held all this week at Bretton Woods, N. H. The tournament, which is the eighth to be held by the organization, began on Monday. The gathering is the largest in history. Automobiles brought many parties. Very few absentees are noted in present and former officers and champions.

Metropolitan golfers were much in evidence. Forty of the seventy-two participants hail from New York. Boston sent eleven, Pittsburgh eight, Chicago four and Montgomery, Ala., two.

In the field are four former champions, T. M. Sherman, the title holder and winner in 1910-11; G. L. Fordyce, winner in 1909; J. J. Hazen in 1906, and W. E. Conklyn, winner in 1905.

## OPENING DAY.

The four ball best ball handicap play of Monday served a dual purpose, first to give the golfers an opportunity to familiarize themselves with the course and secondly to furnish the committee with a basis for handicaps. Pairs were permitted to play morning or afternoon or both, best score of either round counting, with prizes for the best gross and the first and second best net.

Interest in the day's play centered in a tie for the best gross trophies between T. M. Sherman of Utica and Charles Presbrey of New York, who played from scratch, and Marshall Whitlatch of New York and A. K. Oliver of Pittsburgh, whose allowance was a single stroke.

In the morning the former pair led by a margin of three strokes, with a card of 72. Their score in the afternoon was 70, which their opponents tied. It was a pretty race for the net score trophy. E. M. Hoopes of Wilmington and J. L. Given of New York (12) leading with a card of 64, while a tie resulted for second between C. A. Speakman and H. E. Crall, both of New York (13), and W. B. Lashar of New York and G. A. Schofield of Chicago (16) at 65.

The former pair were content with their morning score, the latter recording a tie by reducing their morning round three strokes in the afternoon.

D. McK. Lloyd and W. J. Jones, both of Pittsburgh (16), landed in third position with a card of 67, while an afternoon round of 68 and a reduction of three strokes placed R. C. Wilson and F. H. Smith (13), both of New York, in fourth position. The best individual scores of the days were, 73 and a 75 for Mr. Sherman, while Mr. Whitlatch recorded 78 and 75.

## SHERMAN STARTS WELL.

Tuesday's eighteen-hole qualification round for the championship attracted a field of seventy-four. T. M. Sherman led with a card of 76, and was the only player to get un-

Continued on Nineteenth Page



# *The* BOSTON GLOBE'S *BEST SIX MONTHS*

During the six months ending June 30, 1912, the Boston Globe printed  
**4,325,616 lines of Advertising**

This was the largest number of lines ever printed by the Globe in the first six months of any year, and was 918,661 more lines of advertising than appeared in any other Boston newspaper.

*The Cash Receipts of the Globe from Circulation during the six months ending June 30 exceeded those of any similar period in its history.*

## SIX MONTHS' TOTALS

Total lines of advertising in the four Boston newspapers having Daily and Sunday editions for the six months ending June 30, 1912:

BOSTON GLOBE . . . . .	4,325,616 lines
BOSTON POST . . . . .	3,406,955 lines
BOSTON AMERICAN . . . . .	3,109,470 lines
BOSTON HERALD . . . . .	2,209,350 lines

The above totals include all kinds of advertising, from the smallest want advertisements to the business of the big department stores.

## WANT ADVERTISEMENTS IN BOSTON PAPERS

Total want advertisements printed in Boston during the six months ending June 30, 1912:

Boston Globe . . . . .	258,479 advts
2nd Paper . . . . .	81,675 advts
GLOBE'S LEAD . . . . .	176,804 advts

Want Advertisers know what they get in return for the money they expend in advertising. *In Boston They Use the Globe.*

TOTAL WANT ADS MONTH OF JUNE:

Boston Globe . . . . .	47,470 advts
2nd Paper . . . . .	16,049 advts
GLOBE'S LEAD . . . . .	31,421 advts

The Boston Daily Globe has a larger circulation than any other two-cent newspaper published in the United States. It brings splendid results to advertisers.

The Boston Sunday Globe, with its tremendous clientele in the substantial homes of Boston and New England, is one of the best advertising mediums in the world.

## AUTOMOBILE ADVERTISING IN BOSTON PAPERS

Total lines of Automobile Advertising printed during the six months ending June 30, 1912:

Boston Globe	
Display . . . . .	214,947 lines
Classified* . . . . .	109,615 lines
Total . . . . .	324,562 lines

Boston Post	
Display . . . . .	225,850 lines
Classified . . . . .	19,320 lines
Total . . . . .	245,170 lines

\*A large part of the Auto Advertising printed on the Globe's classified pages is display and is paid for at the regular Automobile rate.

## QUALITY—QUANTITY—RESULTS

YOU GET THEM ALL When You Advertise in the Boston Daily and Sunday Globe

## THE UNITED PRESS ELECTS NEW OFFICERS.

At the annual meeting of the board of directors of the United Press Associations at Cleveland the following officers were elected for the ensuing year:

Roy W. Howard, chairman of the board of directors; Clayton D. Lee, president and general business manager; W. W. Hawkins, first vice-president and general newsman-



W. W. HAWKINS.

ger; L. V. Ashbaugh, St. Paul, second vice-president; C. S. Jackson, Portland, Ore., third vice-president; J. C. Harper, Dallas, Tex., secretary, and C. F. Mosher, Cincinnati, treasurer.

W. W. Hawkins, who becomes news head of the United Press, succeeds Roy W. Howard, who since the death of John Vandercook has been the general news manager of the Association and now will devote all his attention to his duties as chairman of the board of directors. Mr. Howard has been acting in the position since the resignation several months ago of H. B. Clark to establish the Philadelphia News-Post for the Scripps-McRae League.

Mr. Hawkins' promotion is the culmination of years of steady and consistent work in the United Press organization. Following a general newspaper experience in the middle West, Mr. Hawkins left the assistant city editor's desk of the Louisville Courier-Journal to join the New York staff of the old Publishers' Press. When that organization was taken over by the United Press he was handling the Western and Southern wires.

In 1907 he was placed in charge of the Albany bureau and served there during two sessions of the legislature. The following year he was sent to San Francisco as manager of the Pacific Coast division. After about two years in this position he was made Washington manager, and a year ago returned to New York and he has since been in

charge of the New York office. Mr. Hawkins is thirty years old.

Mr. Hawkins has not yet named his successor and for the time being will continue to give a part of his personal attention to the management of the New York office.

## BILLING RECUPERATING.

Word comes from C. Arthur Billing, one of the assistant business managers of the New York World, who has been in Colorado for some months past, that he is regaining his health slowly but surely. During his absence the duties of his position are being attended to by Henry Varian, formerly Sunday editor of the World. Report was current on Park Row that Mr. Varian had taken the position of Frank D. Caruthers as assistant business manager of the World. There are and for some time past have been two assistant business managers, and the change does not affect Mr. Caruthers in any way.

## GREEK EDITORS INVOLVED IN LIBEL SUITS.

A controversy between Atlantis and Panhellenic two of New York's Greek newspapers, has brought the publishers before the courts. The trouble started when Socrates A. Xanthaky, now editor of Panhellenic left the employ of Atlantis and, it is claimed, began to say things against Solon J. Vlasto and Demetrius Vlasto, his former employers.

Eventually the wordy warfare got into the police court, and now into the Supreme Court, where Demetrius Vlasto has brought a suit for libel against Xanthaky and had him arrested. Xanthaky was again arrested Wednesday in a suit for \$10,000 damages brought by Solon J. Vlasto, also based on alleged libel.

## RIVERSIDE ENTERPRISE SOLD.

A. R. Pelton of Riverside, Cal., has sold his interest in the Mission Publishing Company, owner of the Enterprise, to P. S. Castleman. Mr. Castleman will not take active part in the publication, but will continue his own enterprises as before. The stock of the paper is now held by James Mill, P. S. Castleman and Frederick O'Brien. The latter is editor and manager of the Enterprise.

## HONORED BY CLUBMATES.

William C. Radcliffe was presented with a gold watch and chain by his associate members of the Detroit Adcraft Club on his departure for Birmingham, Ala., where he is to become secretary of the Chamber of Commerce. A dinner was given in Mr. Radcliffe's honor and President Homer Warren made the presentation.

## SALE OF GERMAN PAPER.

The Tell City (Ind.) Anzeiger, a pioneer paper of southwestern Indiana, has been sold to Fred Lauenstein, who also owns the Evansville Democrat. The Anzeiger was founded in 1868 by the late George Ferdinand Bott. Since the latter's death the business has been conducted by his widow.

## AN EXHIBIT OF UP-TO-DATE PRINTERS' EQUIPMENT.

The exhibit of printing office machinery, material and specialties, given at the Sherman House, Chicago, during the meeting of the National Press Association, June 24 to 27, was one of the most complete that printers have had the opportunity to inspect. The first floor of the Sherman House was occupied by thirty-five energetic exponents of the allied trades, and every foot of the space was full of interest. The exhibits made a point of labor-saving, time-saving and space-saving equipment, being thus in line with the tendency of the times in the printing trade.

One of the most complete exhibits was in the Gray Room, where Barnhart Brothers & Spindler had a line of steel composing room furniture, covering practically all the requirements of an up-to-date office—foreman's desk (all steel), steel cabinet, steel bank (reversible), linotype matrix and copy holders.

Large space has been taken in the same place for an exhibit along similar lines for the members of the National Typothetae, who are to hold their annual convention in Chicago, September 3 to 6.

## GOVERNORS' EDITIONS TO START TOMORROW.

The plan of the Boston American to have the five governors of the New England states take turns at editing the Sunday American has been postponed one week. Governor Plaisted of Maine, who is the owner of the Augusta, New Age, will begin the series tomorrow. He will be followed by Governors Bass of New Hampshire, Foss of Massachusetts, Pothier of Rhode Island and Mead of Vermont in the order named.

The postponement was due last week to the detention of Governor Plaisted at the Democratic convention in Baltimore.

## ON ROOSEVELT COMMITTEE.

There are nine newspaper men on the national committee of Colonel Roosevelt's new party, which is to convene for nominations in Chicago on August 5. The representatives of the journalistic profession are:

Chester F. Rowell, proprietor the Fresno (Cal.) Republican.

Julian Harris, of Uncle Remus' Magazine, Atlanta, a son of the founder of the publication.

Medill McCormick, former publisher of the Chicago Tribune.

Henry L. Stoddard, proprietor of the Wichita (Kan.) Beacon.

Charles J. Bonaparte, former attorney-general of the United States and now connected with the Baltimore Sun.

Colonel William R. Nelson, proprietor of the Kansas City (Mo.) Star.

Henry L. Stoddard, publisher the New York Evening Mail.

L. H. McMahon, a newspaper man of Salem, Ore.

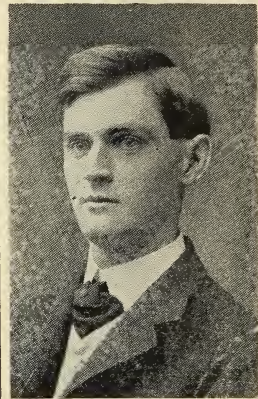
E. A. Van Valkenburg, Philadelphia North American.

## LEAVES AUTO FIELD.

Thomas L. Briggs has resigned as assistant advertising manager of the Franklin Automobile Company to become connected with the advertising department of the Remington Arms and Union Metallic Cartridge Company in New York.

## CONTROL IS SOLD.

A controlling interest in the Washington (Pa.) Observer Publishing Company has been purchased by John L. Stewart, a local man. The stock passing to his



JOHN L. STEWART.

ownership was formerly held by Ernest F. Acheson, who retires. The Observer Company publishes the Evening Reporter, established in 1808 and said to be the second oldest paper in western Pennsylvania.

Mr. Stewart has been connected with newspaper work since his boyhood. He was active in the formation of the Western Pennsylvania Associated Dailies and was their first secretary. He is also owner of the Beaver (Pa.) Morning Times, which he acquired about a year ago.

## SPECIAL AGENCY CHANGES.

Farm Stock and Home, Minneapolis (Eastern representation)—the Hopkins Special Agency to A. H. Billingslea, Metropolitan Building, New York.

The Sioux City (Ia.) Daily News (foreign representation)—from the Benjamin & Kentnor Company to James F. Antisdell, 366 Fifth Avenue, New York, and C. D. Bertolet, Boyce Building, Chicago.

## NEW APPOINTMENT.

Randolph J. Mohr, People's Gas Building, Chicago, has been appointed Western representative of the Sample Case, a traveling man's magazine of Columbus, Ohio.

## MINER BACK ON DUTY.

George R. Miner is the new Sunday editor of the New York Sun. He was formerly Sunday editor of the Herald and later with the London bureau of the same paper. More recently he has been connected with Charles M. Schwab's Bethlehem Steel Company.

## McMANUS WITH HEARST.

George McManus, cartoonist and comic artist, leaves the New York world to go to the Evening Journal this week.



# THE ALBANY KNICKERBOCKER PRESS

## *Holding The Record.*

It is KNOWN to all well informed MEN, WOMEN and CHILDREN that the Knickerbocker Press is the METROPOLITAN NEWSPAPER of a METROPOLITAN DISTRICT, to wit: the Capitol District, which includes all territory within a hundred miles of Albany, Troy and Schenectady.

One of the LEADING AUTHORITIES on newspapers and newspaper advertising in the United States wrote to the Knickerbocker Press on June 27, 1912, as follows:

*"I know of no paper in the United States that has made such remarkable progress in the same length of time, and especially in a city that is supposed to be as conservative as Albany. This is an added testimonial as to the editorial character of your paper."*

## *More Truths.*

We give below the ACTUAL FIGURES showing that the advertisers and the readers of advertising are beginning to know JUST HOW GOOD the Knickerbocker Press is. The figures show the number of inches of advertising published by EACH OF THE NEWSPAPERS NAMED in the months of MAY and JUNE, 1912, and the number of inches GAINED and LOST in the month of June as compared with the month of May. The Knickerbocker Press is the ONLY NEWS-PAPER THAT GAINS. The others LOSE.

	MAY	JUNE	
Knickerbocker Press	22,679	in. 28,203	Gain 5,524
Times-Union	35,760	" 30,454	Loss 5,306
Journal	25,950	" 21,557	Loss 4,393
Argus	11,493	" 10,020	Loss 1,473

Advertising READERS will kindly NOTICE that they get the ADVERTISING NEWS in the Knickerbocker Press. Advertisers will kindly NOTICE that the average daily sworn circulation of the Knickerbocker Press last week was 31,680.

PUBLICATION OFFICE, 18 Beaver Street, Albany;

TROY office, 382 River Street;

SCHENECTADY office, 406 State Street.

JOHN M. BRANHAM COMPANY, Foreign Representatives,

225 Fifth Avenue, NEW YORK CITY.

Mallers Building, CHICAGO,

Chemical Building, ST. LOUIS.

## GREELEY GRANDCHILDREN GET OLD FARM.

After litigation lasting twenty-one years the three surviving grandchildren of Horace Greeley, Dr. Horace Greeley, Nikola Greeley Smith, the writer, and Ida Greeley Smith of East Orange, N. J., have been reinstated in possession of a farm consisting of 500 acres at Buckingham Court House, Va.

The farm, which is worth about \$12,000, has been held by the Rev. Frank M. Clendenin of Westchester, who got title to it by paying \$12 in back taxes when the three grandchildren of the distinguished journalist were infants. The Rev. Mr. Clendenin married a daughter of Horace Greeley.

Judge Hundley held that the tax title was invalid and that the grandchildren were the rightful heirs.

## HAMPTON'S NEW WORK

Ben B. Hampton, formerly publisher of Hampton's Magazine, is now connected in an advisory capacity with the American Tobacco Company, New York. Since retiring from the publishing field Mr. Hampton has been connected with the Riker-Hegeman Drug Corporation.

## IMPROVING FACILITIES.

Th Decatur (Ind.) Daily Herald is now installed in its new quarters. Everything up to date in the way of building facilities and equipment has been provided by Thad Butler and Morton Stults, the publishers.

## EDITOR BUYS A PAPER.

John C. Bell has bought the Alta (La.) Advertiser. He was formerly for a number of years editor of the Asheville Press.

## PROMOTION FOR WITHAM.

Charles L. Witham has been made advertising manager of the Taunton (Mass.) Herald-News. For some time past Mr. Witham has been connected with the paper as a reporter. Mr. Witham began his newspaper work in Maine, where he was with the Lewiston Journal and Waterville Mail. For several years he served with the United States Volunteers in the Philippine insurrection and as correspondent for the Associated Press, Boston Herald and Springfield (Mass.) Union. He also did circulation work in Boston for the American Journal and Traveler.

## WIND DESTROYS PLANT.

The Regina (Can.) Capital lost its building and plant in the recent cyclone which swept Saskatchewan.

## NEWSIES ON THE WATER.

More than 500 newsboys of Seattle were given an outing on Puget Sound last week by the management of the Seattle Post-Intelligencer. The affair was in charge of Circulation Manager Harrison Green and Frank Garrison. The program consisted of a sail on Puget Sound and a visit and picnic at Fort Casey.

## BUYS OUT PARTNER.

R. D. Gifford is now the sole owner of the Eaton Rapids (Mich.) Review. He recently bought out his partner, H. B. Outwater.

## PASSED AWAY.

The Montrose (Colo.) Daily Enterprise ceased publication recently when it passed into the hands of the Montrose Daily Press.

# PIONEER PAPER MAKER PASSES AWAY.

Hugh J. Chisholm, a pioneer in the wood-pulp business and former president of the International Paper Company and president of the Oxford Paper Company, died in New York Monday in his sixty-fifth year.

Mr. Chisholm was born in Niagara-on-the-Lake, Canada, and began his career at the age of



THE LATE HUGH J. CHISHOLM.

thirteen as a newsboy on the Grand Trunk Railway, and later had control of the news business of the entire road. With his accrued capital he went into the wood-pulp business.

Among his early successful enterprises were the formation of the Otis Falls Pulp Company and the Rumford Falls Pulp Company.

At the time of his death Mr. Chisholm was president of the Portland & Rumford Falls Railway and the Rumford Falls & Rangeley Lakes Railway, and was also interested in a great many other commercial enterprises, including the Cambridge University Press, which publishes the Encyclopaedia Britannica.

## OTHER OBITUARY NOTES.

DR. LUDWIG F. THOMA, formerly connected with German newspapers of New York City, died a few days ago at Bremen, Germany. After giving up newspaper work Dr. Thoma was for a time clerk of the Essex Market Police Court in New York.

B. F. VOGLE, for many years part owner of the Greensburg (Pa.) Democrat, is dead. He was

Continued on Eighteenth Page

# The Ideal Tabloid Supplement for Sunday newspapers.

## Why not put it on with YOUR paper?

*Joe Chapple's News-Letter* is supplied as a Sunday and Saturday Supplement with more newspapers than any other tabloid magazine in America.

As a feature, fiction and "Today" fact magazine it meets every editor's demand for a magazine supplement supplying entertainment and art perfection.

*The extraordinary demand for Joe Chapple's News-Letter is easily accounted for because of its demonstrated value as a circulation builder. A glance at the contributors tells the story. Thousands of boys all over the country are now selling the NEWS-LETTER as an independent publication at 2 cents a copy, giving it an established value and intrinsic periodical worth.*

CHAPPLE PUBLISHING COMPANY  
BOSTON, MASS.

## NEWSPAPER OFFICE WRECKED.

The McAlester (Okla.) Jeffersonian was issued the other day under difficulties. During the night some one entered the Jeffersonian office and "piled" the forms and scattered type over the floor, burned all the books and otherwise damaged the plant.

## ENTERS COUNTER CLAIM.

The Reflex Publishing Company, of Kaysville, Utah, defendant in a \$10,000 libel suit filed by B. F. Cummings, has entered a counter claim, asking \$50,000 damages from Cummings.

## WOMAN STARTS A DAILY.

The Creston (Ia.) Plain Dealer is a new daily. It is issued under the management of Miss Berthe Bowers, who has been conducting the paper as a semi-weekly.

## YOUNGSTER'S HARD LUCK.

The plant of the Niwott (Colo.) News was wiped out by fire a few days ago with a loss of \$2,000. The paper started business several months ago under the direction of Glen S. Conkling, who is only nineteen years old.

## FARM PAPER MANAGER.

W. O. Gundlach has been appointed advertising manager of the Nebraska Farmer, of Lincoln. Mr. Gundlach was formerly with the Woman's World and the Nichols-Finn Advertising Company, of Chicago.

## BACK WITH COLLIER'S.

C. B. Kirkland, who for the past three years has been representing the Home Pattern Company in the East, is again with Collier's doing special creative work in the advertising department.

## AD MANAGERS' ASSOCIATION STILL GROWING.

The membership in the Association of National Advertising Managers has reached the mark of 185. The following are the newest members:

Edward Baker, advertising manager the Corn Products Refining Company, New York; Stephen H. Barrett, advertising manager Best & Co., New York; M. H. Chamberlain, Jr., advertising manager the K-R-I-T Motor Car Company, Detroit; C. L. Meade, advertising manager the Lovell-McConnell Manufacturing Company, Newark, N. J.

W. S. Pettit, advertising manager the Studebaker Corporation, Detroit (succeeding C. LeRoy Pelletier resigned); Berry Rockwell, general advertising manager the United States Motor Company, New York (succeeding Gridley Adams, resigned); William S. Stone, advertising manager the Gorham Company, New York.

## WISCONSIN UNIVERSITY'S NEW DAILY.

Articles of incorporation for a new student daily paper at the University of Wisconsin have been filed under the name of the Wisconsin Daily News. The incorporators are C. F. G. Wernicke, Grand Rapids, Mich.; J. A. Dorney, Stevens Point; and John Wattawa, Madison. The capital is \$500.

The control of the new daily will be wholly by the students, and the shares have been distributed throughout the undergraduates and alumni.

The staff of the new paper will not be selected until next fall, when all the positions will be open to a general competition among the students. The new paper is to be a university news medium.

## KILLED IN AUTO CRASH.

John Charles Stevenson, son of the publisher of the Skaneateles (N. Y.) Free Press, was killed a few nights ago in an automobile accident near Auburn. The machine in which Stevenson with a friend was riding ran into a telegraph pole and Stevenson's neck was broken. He was thirty years old and was associated with his father in the publication of the Free Press as editor.

Advertisers who investigate the  
**MILWAUKEE**  
field always select the EVENING

**WISCONSIN**  
Lowest rate per thousand of any  
aily in Milwaukee.

## CIRCULATION:

Daily Average for  
the year 1911 **44,766**  
A GAIN of 3000 copies per day  
over the year 1910.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



## GET TO-DAY'S NEWS TO-DAY

# "By UNITED PRESS"

General offices, World Bldg., NEW YORK

## THE SPECIAL SERVICE CO.

Reliable Contest Operators

Write for terms, etc.

Room 33, 23 Park Row, New York

### THE

## Hotaling News Vendor.

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

## BUILDING UP THE CIRCULATION.

The Pittsburgh Post acquainted the city with the first news of William H. Taft's and Woodrow Wilson's nominations for the Presidency by setting off giant mortar bombs from the roof of the Post Building. The news through this means was given out instantaneously with the wire flash from the convention cities to hearers within a wide radius of the Post.

The Pittsburgh Sun celebrated the Fourth of July by setting off five hundred balloons carrying coupons which entitled the finders to one month's free subscription to the Sun.

The Boston Traveler has just concluded a twelve-week European trip contest, in which it secured several thousand new paid-in-advance subscribers. The Traveler sent the twenty winners on a fifty-two-day trip from Boston to England, France, Germany, Holland and Belgium, leaving New York last Saturday on the steamship Pcmisylvania. The contest was conducted by the William Betts Company, New York, under the personal management of William L. Betts.

The Philadelphia Public Ledger entertained music lovers of the city last week with public concerts in the City Hall plaza. The program was arranged for the benefit of those who could not attend the Saengerfest being held at the time in the city.

## WON'T HANDLE THE JOURNAL.

The union newsboys of Buffalo are refusing to handle the New York Evening Journal in that city. Their objections are based on a recent increase in the price of the Journal in Buffalo to three cents.

### WITH THE SHUBERTS.

Sam P. Gerson, formerly a newspaper man in Chicago, is now manager of the Shubert interests in Chicago and is in active charge of the Garrick Theater.

## THE SCHEME OF "GOOD WILL" OFFERINGS TO READERS.

A "circulation scheme" that is not intended to get circulation, but merely to please some of the readers, is being held by the Meriden (Conn.) Morning Record. Readers may procure fifty four-day excursions to Block Island, R. I., entirely at the expense of the Record and without any outlay whatever on their part or on contestants, each trip to include all transportation and hotel expenses, at one of the best hotels on the island, at a total cost of about \$15 per trip.

The first ten were given to those who brought in the best and most complete lists of present subscribers to the Record with their addresses; the next block of ten to members of the Meriden fire department, each company to name the one to enjoy the benefit of the Record gift; another block will be given to the Meriden police department on the same plan.

Another lot of ten will be given to the persons who bring in the most correct and best prepared list of new ads appearing on the Record's want ad page, on the six mornings of the present week. This merely makes it necessary for contestants to carefully compare the want ads on that page each day and by attentive reading ascertain just how many actually new ads appear there each morning.

Other trips will be given readers on similar plans, none of which will require any cash outlay on the part of the Record reader, and on none of which will the Record receive any financial returns.

The entire gift of fifty \$15 trips are given purely as "good-will offerings" to Record readers.

### FUN FOR THE BOYS.

Twenty street car loads of carriers and street sellers of the Indianapolis News matched their lung power with the Indian yells and other things of Pain's "Pioneer Days in Indiana" at the state fair grounds last Tuesday night. It was a show by the News in numerical strength of the human energy that is required six days of the week to deliver the News to its readers in Indianapolis.

The boys had a royal time although it was necessary to trim the performance because of a heavy rain which came up. All the carnival shows of the state fair week were in operation for the boys.

On the morning of July 4 the News entertained its 1,500 boys and carriers at the baseball game between Indianapolis and Toledo.

### A GEORGIA NEW-BORN.

A new weekly newspaper, called the Record, has made its appearance at Dalton, Ga. It is owned by Walter Clark and starts life as an eight-page, five-column sheet.

### NEW U. P. CLIENT.

The Marshall (Mich.) Evening Chronicle has installed a full leased wire service of the United Press. J. M. Moses & Sons are the publishers.

## CIRCULATION MANAGER 21 YEARS WITH HIS PAPER.

George H. Reynolds, circulation manager of the New Bedford (Mass.) Standard, has been connected with the Standard for twenty-one years. He has trod the path from the printer's "devil"



GEORGE H. REYNOLDS.

to the head of the circulation in this time and learned enough of the newspaper business to be regarded as one of the country's most expert exponents of the art of getting readers.

Mr. Reynolds is one of the early members of the International Association of Circulation Managers, having joined it ten years ago. The circulation methods in vogue on the New Bedford Standard are models for efficiency and attaining results. The wholesale delivery service is by automobiles.

## CURFEW LAW FOR BOYS WHO SELL PAPERS.

The Indianapolis Humane Society has decided to make exceptions to the provisions of the curfew law to boys who sell papers on the streets at night, and it has issued cards to be carried by the newsboys. The cards are in the form of a pass and must be shown policemen before the boys will be permitted to remain on the streets after 9 o'clock in the evening.

The cards will be issued by D. O. Hibbard of the boys' department of the Y. M. C. A., and will be signed by H. G. Hawkkotte for the humane society. Members of the society met early this week with Superintendent Hyland of the police department, Police Judge Collins and one or two others interested in the curfew law enforcement and decided to try the scheme of issuing the passes. This plan will be in force during the summer months only.

The LaGrange (Ga.) Reporter has installed a new linotype.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booter. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy "swing."

Mailing cost 4c, fully equipped in cartons.

Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



## FISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year—Weekly.

Write for Samples.

FISK PUBLISHING CO.

Schiller Building, CHICAGO.

## We conduct all kinds of Circulation Contests UNITED CONTEST COMPANY, CLEVELAND, OHIO.

NOT THE CHEAPEST  
BUT THE BEST

For Washington Correspondence  
WRITE

## AMERICAN TELEGRAPH PRESS

District National Bank Building,  
WASHINGTON, D. C.



Small Features



Use the famous "Adams Features," among which are: Maltman, Abe Martin, Ruth Cameron, George Fitch, "Zim�ie," Rann's "Sidewalk Sketches" The Horrorscope Write for sample weekly sets—NOW.

Adams Newspaper Service,  
Peoples Gas Building, CHICAGO.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic games, football, all sports. Expert Comment—Best Illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

### A NEWSBOYS' UNION.

The Chicago Newsboys' Union No. 1 has been organized with 500 members. Samuel Weber was unanimously elected president; Max Brennan is vice-president; Harry Hieffner is secretary and John T. Kinkela is treasurer.

### CAN'T DO WITHOUT IT.

Homer Croy, of New York, head of the Homer Croy Feature Service for daily newspapers, writes:

"There's no use trying it any longer—I've just got to have THE FOURTH ESTATE."

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company: E. F. Birmingham, Press and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04.

Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 959 FOR THE WEEK ENDING SATURDAY, JULY 13, 1912.

## ADVERTISE THE PRESIDENTIAL NOMINEES.

At both conventions of the great national political parties that have just closed the principal plank of the contending candidates has been "progressiveness." On the literal translation of this one word Colonel Roosevelt upset the Republican convention in Chicago, and will run with a third party, and Governor Woodrow Wilson of New Jersey won the Democratic Presidential nomination in Baltimore.

But how big a part of the voters who will elect the next President in November know the meaning of the word "progressiveness" as taken by the nominees? The business methods used at the conventions were far removed from the meaning taken by ordinary citizens, particularly so in the advertising of the candidates.

The publicity end of the campaign could have been made a very strong point for any of the candidates. Instead of the foolish advertising badges, banners, circulars and anonymous literature that were distributed as souvenirs in the confines of the convention hall, the money they cost could have been used with better advantage in enlightening the general public on the platform of each of the men involved.

The only business-like way this could have been accomplished was through paid advertising in the daily papers, which would be taken voluntarily and read by the very persons with whom the election of the next President lies.

In this regard both parties gave poor interpretation of the keynote of their planks in the simplest rules of business. The time to mend the fault will now pass quickly and the nominee who makes the best use of opportunity will be the victor.

The greatest opportunity is the power of the newspaper, in which the nominee can appeal personally to every voter. Modernism has done away with the effective-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch, 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

ness of "stumping" and good, honest newspaper advertising has plainly asserted itself as its only successor.

Publicity will play an important part in the coming election, and the victor will be the man who makes the best use of it. The newspapers have proven in many instances that they can win elections and this case should prove no exception.

## NOTE AND COMMENT.

The Men and Religion Movement has quite generally stirred up an interest among church people on the subject of the social evil, and various remedial measures are under way. Now the Atlanta committee has bought 6,000 inches of space in the three daily papers, and is presenting display broadsides on the subject in an endeavor to stir the conscience of that city.

There are three journalists occupying seats in the United States Senate, and seventeen representatives of the newspaper profession in the House of Representatives.

Two Berlin newspapers employ physicians who attend readers whenever ill. The newspapers have carried out the practice for several years, and the experiment is claimed to be a beneficial one. These two newspapers also employ a corps of lawyers, all of the latter having offices in the newspaper buildings.

The Sacramento (Cal.) Union, since its birth in 1851 until recently has been considered one of the staunchest Republican newspapers in the state. It now declares its advocacy of the candidacy of Woodrow Wilson.

The Advertising World Hand Book's third edition, just issued by the Advertising World, of 4 and 5 Norfolk street, Strand, W. C., England, is a practical book of reference on publicity. It covers in a

comprehensive way the law up to date in relation to advertising in England, directory of advertising agents of the United Kingdom, selected press directory, directory of the advertising business, directory of general press advertisers and those who handle the business, advertising clubs, societies and institutions.

Henry Watterson in an interview in Washington praised the American journalist of the old school. "The journalist of the old school," said Mr. Watterson, with his hearty laugh, "was remarkable above all things for versatility. He, unlike your college-bred journalist of today, never knew, when he turned up at the office whether he'd be handed a mop, an opera ticket or a pair of shears—and he was equally at home with all three."

Expressing his appreciation of the newspaper support he received, Woodrow Wilson, Democratic Presidential nominee, said:

"The support of the great Democratic and independent newspapers, volunteered at almost the same stage in the campaign and spoken with splendid energy and conviction, has played no small part in the result."

The Jacksonville (Fla.) Metropolis is twenty-five years old. The owners of the Metropolis may well feel proud of the achievements of the paper. It has always been the policy of the Metropolis to stand for the upbuilding and uplift of Florida and Jacksonville first, last and always, regardless of political strife or other happenings. The aim of the Metropolis has always been toward the development of the city and state, rather than the development of private schemes and ambitions.

The efforts of the New York Globe resulted in wholesale raids by the district attorney upon alleged "loan sharks" in New York on Monday. For a long time the Globe has maintained a crusade against law-breaking money lenders, which is now bearing fruit.

The publishers of the Philadelphia German Daily Gazette are to be congratulated on the fine edition they printed on June 30 in connection with the Saengerfest celebration in the city. For size, workmanship and business carried, the number takes a place in the front rank of special edition accomplishments. The amount of advertising carried was one of its brightest features and has brought many compliments to Publisher Gustav Mayer and Advertising Manager H. S. Story.

## YEARLY NEWSPAPERS.

There exist several journals that make their appearance only once a year. These are published within the confines of the north polar circle. The Eskimo Bulletin, for example, is edited near Cape Prince of Wales, on Bering Strait.

There, in a village inhabited by Eskimos, the English missionaries have established a school, and as

only one steamer lands at the place, and that only once a year, the news that it brings is consigned to a sheet of paper printed with the mimeograph. Its size is eight by twelve inches. The paper is very thick, and only one surface is used.

This Eskimo Bulletin in a sub-head claims to be the "only yearly paper." This, however, is an error, for there is an annual sheet published in Godthaab, Greenland, where a small printing office was established in 1862, whence news sheets and lithographic prints have been issued.

The journal in question is entitled Atmagadlinit, nalingnarmik Tusarumiasassumik, that is, "Something for reading; accounts of all sorts of entertaining subjects." The language is that of Greenland, a dialect of the Eskimos.

## AN EDITOR'S GOOD WEEK.

The Times was presented this week with a sample of dried prunes from the twenty-acre orchard of C. J. Lawson, near Shedd, which are the finest we have ever seen.

The Times was presented this week with a number of heads of cauliflower from the Goble farm east of town. Never have we seen so large and splendidly developed cauliflower as these.

The Times acknowledges with thanks a liberal supply of delicious cake from the Carlson-Loudon wedding.—Brownsville Times.

## A NEW WAY OF ADVERTISING.

The Cleveland Leader is about to inaugurate in its pages a campaign for the advertising of advertising. It will have as its keynote the fact that advertising is a commodity for sale, and is amenable to the same methods of publicity as is any trade mark brand of goods sold over the counter.

The Leader is proceeding on the theory that advertising is not generally read by the public to the extent which the enormous annual output of money warrants, and therefore it is using matter prepared in the form of articles having a timely news interest and dwelling on advertising as an economic force which, if used intelligently by the consuming public, will tend materially to decrease the present high cost of living.

The campaign will boost impartially all lines of advertised products, and will also call attention to the advertisements printed in the Leader on the days when these articles appear. This will be three times a week.

They will be hitched up with a clever scheme of solicitation, and, while it is expected they will increase the efficiency of every advertisement printed in the Leader, they will also strengthen considerably the solicitation of every representative of the Leader's display advertising force.

The articles will appear on the front page of the Leader, commencing July 14, and will be in charge of Clarence R. Lindner, manager of publicity.



## PURELY PERSONAL.

**WILLIAM P. GOODSPEED**, business manager of the Buffalo Evening News, occupies one of the most important positions in the newspaper world, having charge of the great property which Edward H. Butler has built up to such an important height. There are mighty few newspapers in the United States credited with a larger steady earning capacity than the Buffalo Evening News, and so well have all the details of editorial and business management been adjusted that Mr. Butler can direct its policy from any part of the country or the world in which he may happen to be and be sure of responsiveness and reliability in the execution of his desires.

**THOMAS P. PHILIP**, of the staff of the Detroit News, is doing the advance work for the Willys-Overland Band, which is giving concerts on the Pacific Coast.

**WILLARD R. JILLSON, JR.**, editor-in-chief of the Daily Orange of Syracuse University, is now connected with the A. E. Nettleton Company, of Syracuse. Mr. Jillson was also at one time with the Syracuse Herald.

**C. F. KELLY** of the Kelly-Smith Company, New York, has returned from a business trip through the New England States.

**A. E. CLAYDEN**, the New York special representative, has returned to his desk after spending a week in the West in the interest of his papers.

**KENDALL BANNING**, managing editor of System, suffered the bereavement of the death of his wife on Monday after an illness of nearly two months.

**W. H. McEWEN**, publisher of the Albion (Ind.) Democrat, has put a pay in advance policy in effect with the Democrat.

**H. W. MORLEY**, publisher of the Angola (Ind.) Herald, is making general improvements in his plant and newspaper.

**W. F. POTTER** looked after the editorial news of the Bradford (Pa.) Era during the vacation of Editor Dennison in the West.

**GEORGE W. BAXTER**, publisher of the Dowagiac (Mich.) Daily Herald, has decided to retire from active newspaper work.

**C. R. P. WALTZ**, publisher of the Delta (O.) Atlas, has prepared a 100-page annual for the city high school.

**S. O. LANDRY**, office manager of the Street & Finney Agency, New York, is confined in St. Luke's Hospital with erysipelas.

**LOUIS ZELTNER**, a New York newspaper man, has been studying the public market system in Cleveland for the New York Pushcart Men's Association, which is planning a pushcart market in this city.

## NEW ART EDITOR ON SUN.

Edward N. Dodd has been appointed art editor of the New York Sun, succeeding F. Neydhardt, who leaves the paper. Mr. Dodd was for twelve years connected with the New York Herald, and later was with the Times and Tribune.

## CIRCULATOR AN AIR MAN.

David B. G. Rose, circulation manager of the Louisville Evening Post, has tried his hand at a new line of endeavor, only temporarily, however. While en route to Baltimore Mr. Rose stopped over in Lexington, Ky., where an aviation meet was being held. Not content with merely watching he volun-



D. B. G. ROSE.

teered to make a trip and ascended to a height of nearly 1,000 feet with Aviator Eugene Heth.

Mr. Rose didn't lose his nerve when he saw the city rapidly receding, but, on the contrary, says he enjoyed every moment of his stay aloft. However, he had to confess to just one little, tiny thrill of relief when the aeroplane again came to earth.

## MADE NEWS EDITOR.

Louis Heymann has been appointed news editor of the New York Abendpost. Mr. Heymann was formerly connected with the New York Handels Zeitung and the Staats-Zeitung. After serving with the latter paper for eighteen years he left newspaper work to become cashier in the office of the deputy receiver of taxes in Richmond Borough, but two months ago he became city editor of the Staats-Zeitung, morning edition of the Abendpost.

## IN THE PUBLIC EYE.

**A. R. MAXWELL**, of the Lawton (Okla.) Daily News and Guthrie Daily Star and a personal friend of Colonel Roosevelt, has entered the race for Congressman-at-large from Oklahoma.

**J. S. SOULE**, owner of the Indianoma (Okla.) Champion, is out to represent his district at the next session of the state legislature.

**S. D. BOMPSEY**, publisher of the Jansenville (Ind.) Leader, was recently elected mayor of that city.

**A. B. ADAMSON**, editor of the Beloit (Kan.) Daily Call, is a candidate for the nomination for state senator from Mitchell and Jewell Counties.

## VACATION NOTES.

**WILLIAM R. HEARST** and Mrs. Hearst sailed Tuesday for a six weeks' trip abroad.

**JAMES RASCOVER**, president of the New York News Bureau, has returned from a two months' combination pleasure and business trip to Europe. Mr. Rascover is also interested financially in the Central News Service of England.

**F. D. CARUTHERS**, assistant business manager of the New York World, with Mrs. Caruthers, has returned from a vacation spent in Halifax.

**EUGENE McCLAREN**, editor of the Warren (Pa.) Mirror, is spending a much needed rest at Cambridge Springs, in Crawford County.

**CHRISTIAN A. LUHNOW**, publisher of Trust Companies, a New York financial monthly, has gone abroad.

**MR. HARMON**, formerly of the Street & Finney Agency, New York, has returned from a trip to South America.

**V. H. P. YOUNG**, of the Chicago staff of the W. V. Perry Company, is spending a two weeks' vacation with his brother in Indianapolis, where the latter is connected with the News.

**REV. HERBERT POWELL** of California, a former newspaper man, has been visiting friends and relatives in Nanticoke, Pa., where he was at one time city editor of the News. He gave up newspaper work fifteen years ago.

**JOHN FOX**, assistant foreman of the mailing department of the Fort Worth (Tex.) Star-Telegram, is spending his two weeks' vacation on a fishing trip.

**COLONEL L. MacSELLERS**, editor of the Cedar Springs (Mich.) Clipper, is visiting scenes of his youth in St. Thomas and Fayetteville, Pa.

**S. BLAKE WILSDEN**, the newspaper circulation specialist, is enjoying a trip to the Mediterranean. He passed the time on the way over helping edit the Saxonia Breeze, a gazette of gossip among the passengers.

**MISS ELIZABETH MACAULEY**, assistant advertising manager of the Atlanta Journal, sailed this week for Marseilles, France, on a vacation trip and will be away for an indefinite period.

**MONROE H. LONG** of the John M. Branham Special Agency, New York, is spending his vacation in New Jersey. He will probably be away for two weeks.

**J. M. NORTH**, managing editor of the Fort Worth (Tex.) Star-Telegram, is very popular with his staff. The editorial department is now camping nights on the banks of Lake Como and Mr. North has assumed the duties of a committee of one to attend to the police protection of the camp. On account of the way the national conventions have been acting lately, Mr. North has forgotten how to sleep, consequently does the patrolling personal-

ly, thereby saving the boys' the expense of hiring a guard or the responsibility of attending to themselves.

## THE ITALIAN NEWSPAPERS OF NEW YORK.

EDITOR THE FOURTH ESTATE.

SIR: I am greatly surprised to read the article on page eight of last week's issue of THE FOURTH ESTATE entitled "The Cosmopolitan Press of America," where not a word about Italian newspapers was said.

There are in New York five daily Italian newspapers and about twenty weekly and monthly papers with a circulation of about 200,000, of which almost one half is due to the Bollettino Della Sera.

FRANK L. FRUGONE,  
Publisher New York Bollettino Della Sera.

## WEDDING BELLS.

**FRED E. LOGAN**, editor of the Morris (Okla.) Transcript, has been married to Miss M. Hillman of Salisaw.

**ELMER ADAMS**, a Boston newspaper man, and Miss Edith Ann Taylor, of Ann Arbor, Mich., have been married. The bride is the daughter of Professor Frederick Taylor of the University of Michigan.

**C. N. WRENSHALL**, editor and proprietor of the Chester (N. C.) Lantern, was married at Hendersonville last week to Miss Byrte Grouse of Lincolnton.

**I. H. MASTERS**, editor of the Bingham (Utah) Press-Bulletin and one of the owners of the Provo Herald, has deserted bachelorhood and has married Mrs. Corrine Harris Hammer, of Salt Lake. The wedding ceremony took place in Evanston, Wyo.

**F. B. METCALF** of the Newburyport (Mass.) Herald, has joined the ranks of the benedicts and was presented by his fellow employees on the occasion with a set of silver table ware.

**WILLIAM H. UKERS**, president of the Grocery and Allied Trade Press of America, has been married to Mrs. Helen De Graff Morehouse. Mr. Ukers is located in Philadelphia, where the ceremony was performed.

**WALTER D. SCHMITT**, editor of the Belleville (Mo.) News-Democrat, and Miss Ida D. Klein, are recent newweds.

**C. HAROLD LEVY**, a member of the staff of the Trenton (N. J.) Times, was married last Saturday to Miss Margaret Titus Rochelle. The bridegroom is a son of Charles H. Levy, one of the owners of the Trenton Sunday Advertiser.

**FRANCIS X. RESCH**, until recently editor of the Wanette (Okla.) Messenger, and Miss Christine A. Dienhart were recently married. Resch sold his paper a short time ago to E. F. Little.

The Rockland (Me.) Opinion has installed a cost system.

## IN VERMONT POLITICS.

Vermont newspaper men have been much in evidence of late in politics in the Green Mountain State.

J. L. Southwick, editor of the Burlington Free Press, was one of the delegates to the Republican National Convention at Chicago.

F. L. Greene, editor of the St. Albans Messenger, has been nominated by the Republicans for the unexpired term of the late Congressman D. J. Foster, and also for the full term of two years beginning March 4 next.

F. L. Howe, editor of the Bennington Banner, has been nominated by the Republicans for lieutenant-governor over two other candidates. Mr. Howe is the present speaker of the Vermont house of representatives.

L. B. Johnson, editor of the Randolph Herald and News, as chairman of the committee on resolutions, wrote the platform which was adopted at the recent Republican state convention.

W. H. Crockett, editor of the Montpelier Journal, has been nominated as one of the Republican Presidential electors from Vermont.

The nominations of Messrs. Greene and Howe are said to be equivalent to election.

## OHIOAN RETIRES.

W. A. Pittenger, for the past thirty-two years owner and editor of the Dennison (O.) Paragaph, has sold his plant to G. C. Haverstack and retires from the newspaper field.

Mr. Pittenger was born in Harrison County, O., in 1842 and began his apprenticeship with the Cadiz Republican. He served in the Civil War with an Ohio regiment and at the close became connected with the New Philadelphia Advocate. In 1866 he became one of the owners of the paper and remained as such until 1868, when he established the Uhrichville and Dennison Chronicle. He retired from that paper in 1877 to become connected with the government printing office, but returned two years later and established the Dennison Paragaph, which he published as a weekly until 1899 and then enlarged it to a daily publication.

## SINGLETON SELLS HIS PAPER.

Harry J. Martin of Seymour has purchased the Martinsville (Ind.) Daily Reporter and the Weekly Republican from F. T. Singleton, who has owned the paper since 1892. Mr. Martin is now in possession of the plant. Until a short time ago he was one of the owners of the Seymour Republican, but sold his interest to his partner, Jay C. Smith. Mr. Singleton is the present postmaster of Martinsville.

## GERMAN MEETING COMING.

The annual convention of the German Editors of the Northwest will be held at Clinton, Ia., August 22, 23 and 24. One hundred delegates are expected to represent the states of Iowa, Illinois, Nebraska, South Dakota, Minnesota and Missouri.

*What Would This Mean To You?*

What would it mean to you:  
Never to be "out of sorts"  
Never to have your type wear out—  
To give no thought to stereotyping wear and tear or injury to type—  
To be able to give an advertiser any style of type he wanted—  
To reduce type cost, composition cost, and eliminate distribution cost—  
To insure the highest degree of typographical excellence in every issue—but at decreased production cost?  
You can best say what this would mean in clear gain and peace of mind. But we'll tell you what many publishers have learned it means in fact. It means merely

GETTING A  
MONOTYPE*Details for the Asking—Figures and Facts*Lanston Monotype Machine Company  
Philadelphia

Canadian Representatives, MILLER &amp; RICHARD, Toronto and Winnipeg

A BIG HALF YEAR RECORD  
FOR THE BOSTON POST.

The growth of the Boston Post during the past six months has been one of the most noteworthy features of American journalism. In its advertising pages a most remarkable growth has been shown month after month and the Post closed the half year with a June average circulation of 408,007 daily and 328,529 Sunday, a gain over June, 1911, of 66,521 and 40,131 copies respectively.

The foreign advertising representation of the Boston Post is in the hands of C. George Krogness, Chicago, for the west, and the Kelly-Smith Company, New York, for the east.

FORSAKES NEWSPAPER  
FIELD.

Frank H. Greer, founder and for twenty-one years editor of the Guthrie (Okla.) State Capital, who recently moved to Tulsa, has embarked in the loan, investment and insurance business in that city. Mr. Greer is a candidate for appointment by President Taft as United States marshal for the Eastern Oklahoma district.

## TO DIRECT NEW PROPERTY.

A. S. Crabb, who has published the Aurelia (Ia.) Sentinel for the past three years, has sold the paper to E. C. Leiser of Marathon. Mr. Crabb has moved to Cherokee, Ia., to take charge of the Times of that place, which he recently purchased.

## STUDENTS' PAPER STOPPED.

The latest number of the Cornhusker, the official organ of the students at Nebraska State University, has been excluded from the mails for being "too hot" for Uncle Sam.

Chancellor Avoys has ordered the students to return their copies to the university secretary so that the objectionable features may be removed, but less than fifty of the 2,000 copies distributed have been handed in. Three students have been publicly censured by the chancellor for their part in getting up the booklet, and their case is to be taken up by the faculty.

## WILMINGTON MAN INJURED.

George T. Maxwell, a member of the Wilmington (Del.) News staff, had the misfortune a few days ago to fall down stairs at his home with his infant daughter in his arms. Mrs. Maxwell heard the commotion and ran to the stairway and she, too, fell down. Mr. Maxwell and his wife were both hurt, the former so badly that he is still unable to use his right foot, but the baby was uninjured.

## HUMORISTS' MEETING.

The Association of American Press Humorists will hold its annual meeting in Detroit the first week in September. After the serious part of the session is over the members will spend a day in Battle Creek for inspiration for their next year's work. There they will be entertained by C. W. Post.

TO LOOK AFTER FULL-  
ERS' PRESS IN WEST.

The Publishers' Press has placed John R. Robinson in charge of its Chicago office, with jurisdiction over the entire middle Western territory. The new manager assumed charge on Monday.

Mr. Robinson, although but thirty-three years of age, is a veteran newspaper man, having occupied editorial positions on a number of big daily papers from coast to coast. His newspaper career started on the Worcester (Mass.) Gazette twelve years ago, and since that time he has been on the staffs of the New York American, New York Morning Telegraph, Philadelphia North American, Press, Ledger, Times, Boston Traveler, Chicago Examiner, Detroit Journal and others.

In addition to handling the affairs of the Publishers' Press Chicago office, Mr. Robinson will inaugurate an aggressive campaign for new business in his territory.

## A SOUTHERN CHANGE.

A new syndicate, headed by J. F. McCubbins, Jr., and composed of prominent business men of the city, has purchased the Salisbury (N. C.) Post. Under the new ownership J. F. Hurley, for many years editor of the Concord Tribune, will be editor and business manager. The new owners have already started to improve the paper by placing orders for a new press and two new linotype machines.

## AD MAN A PUBLISHER.

George S. Brumback, for several years in charge of the Minneapolis Tribune school and resort advertising departments, has resigned to take the management of School Education, a monthly publication devoted to educational work.

School Education is the organ of the Northwestern teachers and is regarded as authority on matters pertaining to secondary and primary institutions of learning.

YOUR  
"WRAPPED"  
ATTENTION*is invited to our perfectea***Nibroc Kraft**  
WRAPPING PAPER*—the bananase "quality"  
kind which gives—***MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY**Let us send you proof samples,  
also name of nearest dealer.**BERLIN MILLS CO.**  
PORTLAND, MAINE.

New York Office, 256 Broadway



**\$100,000** We have a customer with that amount of cash and more if necessary to pay down on the purchase price of a good Net Earning Daily in a city of not less than 100,000 population

**\$50,000** Also a customer with Fifty Thousand Dollars who will buy a good Daily property in a city of from 25,000 population upward.

We want a buyer for a HIGH CLASS WEEKLY of National reputation which can be purchased at the right price and terms.

**HARWELL, CANNON & MCCARTHY,**  
Brokers in newspaper and magazine properties that are not hawked.  
200 Fifth Avenue, NEW YORK.

**NEW FICTION MAGAZINE.**

The New Fiction Publishing Company has been incorporated in New York with capital of \$25,000, to publish a magazine called **Snappy Stories**. W. M. Clayton is president and treasurer, and Louis Barker is secretary, with offices at 16 East 33d street.

Mr. Clayton was for ten years connected with the **Smart Set Magazine** as traveling representative, sales, advertising and circulation manager. After the purchase of **Smart Set** by John Adams Thayer, Mr. Clayton founded the **Monthly Book Review**, sold in imprinted editions to booksellers for use as house organs. It was ultimately sold to the **Publishers Weekly**.

Louis Barker is advertising manager of **Town Topics**, having started as an office boy and worked up to advertising manager.

A prize of \$500 in gold is being offered by the publishers of the new magazine for the best short story, between 4,000 and 7,000 words, submitted up to August 15.

**AD MEN ON THE DIAMOND.**

Teams representing the Chicago advertising agents and publishers' representatives and the Chicago advertising Association will play their annual baseball game this afternoon at Comiskey Park for the benefit of the **Off-the-Street Club**. Jack Hurst, the former University of Iowa pitcher, will twirl for the agents and representatives, and others to take part include Lee Maxwell, Guy Pierce, E. C. Patterson, John Williams, Bennett, King and others.

**VETERAN RETIRES.**

Thomas H. Cave of Barre, Vt., for many years engaged in the newspaper and printing business of the state, has retired. Mr. Cave is sixty-seven years old and learned the newspaper business as a printer's apprentice in the office of the old **Vermont Patriot** in 1853. Later he was connected with the **Vermont Watchman** and owned the **Old Colony Sentinel**, of Plymouth, Mass. Many years ago Mr. Cave retired from the newspaper business and has since been devoting his entire attention to printing at Barre.

**WORKINGMEN'S PAPER.**

Articles of incorporation have been filed by the **Union Publishing Company of Muskogee, Okla.**, which intends to take over the **Labor Herald** of that city. The capital stock is \$1,000 and the incorporators are W. H. Johnston, Robert H. Selby and C. G. Young. It is the plan of the directors to dispose of the stock among fifty representatives of the various crafts of working men in Muskogee.

**LEAVES THE FIELD.**

Walter W. Miller, business manager of the **Quincy (Ill.) Whig**, has retired from the newspaper field to engage in the hotel business. His successor is W. C. Pringle, who for the past year has been managing editor of the **Whig**, who will combine the responsibilities of both positions.

**WOMAN MADE MANAGER.**

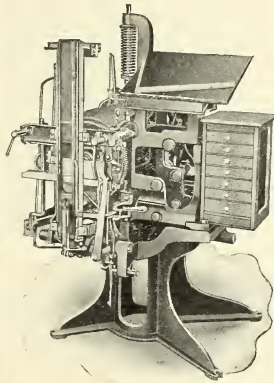
George S. Stafford has established the **Monitor** as a weekly paper at Mingo, Ia. The management of the business has been placed in the hands of Miss **Maurine Osborne of Elmer, Mo.**, who was associated with her father at Elmer for a number of years in the publication of a newspaper at that place.

**BROKE HIS NECK.**

Nebinger Crist, son of Edward Crist, publisher of the **Columbia (Pa.) Daily News**, was killed recently when in the darkness his automobile ran into a closed toll gate near Mount Joy. His three companions escaped with only slight injuries.

The **Columbia (Pa.) Daily News**, the pioneer penny paper of Lancaster County, has entered upon its twenty-fifth year.

**Buy No More Brass Rule**



Price \$800 F. O. B. New York

The following wide awake newspapers make their own 2-point leads, low slugs, type high rules, borders, dashes, etc. on our

*Improved Lead and Rule Caster*

and save money and distribution.

- New York American and Journal (2).
- New York Globe.
- New York Herald (2).
- New York Times.
- New York World (2).
- Washington Star.
- Baltimore American.
- Baltimore News.
- Baltimore Sun.
- Chicago Tribune.
- Peoria Herald-Transcript.
- Brooklyn Standard-Union.
- Philadelphia Bulletin.
- Philadelphia North American.
- Pittsburgh Press.
- Milwaukee Sentinel.
- Milwaukee Leader.
- Vancouver World.
- Toronto Telegram.
- Montreal Star.
- Winnipeg Free Press.

- Portland Oregonian.
- Seattle Times.
- Spokane Review.
- Providence Journal.
- Boston Transcript.
- Boston Christian Science Monitor.
- Jersey City Journal.
- Albany Knickerbocker Press.
- Brooklyn Eagle.

It works automatically and pays for itself out of the savings.

**MERGENTHALER LINOTYPE COMPANY,**  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 100 S. Wabash Avenue. SAN FRANCISCO: 618-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

**HOME FROM WASHINGTON.**

Wallace E. Smith, who has been representing the **Chicago Daily News** at Washington during the absence of **Junius Woods**, has returned to Chicago. Mr. Smith, who is an artist as well as a newspaper man, has been making a name for himself as a first-class feature writer.

**AN OHIO ADVANCE.**

The **Oak Harbor (O.) Press** has been enlarged from a five-column to a six-column, eight-page paper. The publisher is **George Gosline**. The subscription price of the **Press** has also been raised in keeping with the paper's other advances.

**NARROW ESCAPE.**

The plant of the **Malden (Mass.) Evening News** was recently damaged to the extent of \$1,000 by a fire in the building in which it has its quarters.

**STANDARD LINOTYPE METAL** and first-class **STEREOTYPE METAL** now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the **NASSAU SMELTING AND REFINING WORKS**. B. Lowenstein, Proprietor. 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

**BARNES-CROSBY COMPANY**

E. W. HOUSER, President.

**ENGRAVERS**

**ARTISTS, ELECTROTYPERS**  
NEW YORK, CHICAGO, ST. LOUIS

Our "Ipsco" Hemp Stereo tissue at 10c. less per ream is much better than thin "Cigarette" tissue at 10c. more.

**INTERNATIONAL PUBLISHERS SUPPLY CO.,**  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

**Jenney Press-Controlling Systems**  
WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
**MOST OF THE BEST KNOWN NEWSPAPERS.**  
**SAFETY. RELIABILITY. ECONOMY.**

Specify **JENNEY** universal type motors all purposes and know you will get **THE BEST.**

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO **JENNEY ELECTRIC MFG. CO.**

GENERAL OFFICES:  
156 N. Dearborn St., CHICAGO.

FACTORY:  
ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

Let the American Ink Co. of New York City be your 4-cent inkmen.

## BUSINESS OPPORTUNITIES

Only daily newspaper in city of 5,000. Job department Annual gross income about \$16,000. Volume will increase rapidly. Prosperous and growing manufacturing community surrounded by rich agricultural district. Price \$24.00 for nine-tenths. \$15,000 cash necessary. May 1912 receipts \$1758.39; profits \$413.50. Proposition E. D.

**C. M. PALMER.**  
**NEWSPAPER BROKER.**  
277 Broadway, New York

Experienced business and editorial manager will buy a daily newspaper or control of paper that shows return on investment. Eastern, middle or middle western states. Address S. S., care The Fourth Estate.

## Daily For Sale

Well established daily Republican newspaper in middle West, showing 40 per cent. on \$12,000 investment. All cash not required of right party. Address X, care The Fourth Estate.

## MISCELLANEOUS.

**UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET.  
Branches:  
732 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## FARM PAPERS' UNION.

An association of farm papers has been formed under the title of "Foremost Farm Papers," which consists of the following members:

Successful Farming, Des Moines; Farm, Stock and Home, Minneapolis; Southern Ruralist, Atlanta; Kimball's Dairy Farmer, Waterloo, Iowa; the Fruit Grower, St. Joseph, Mo.; the Gleaner, Detroit, Mich.; Green's Fruit Grower, Rochester, N. Y.; Inland Farmer, Louisville, Ky., and Western Farmer, Spokane, Wash.

The association is represented in New York by A. H. Billingslea; Chicago, J. C. Billingslea; St. Louis, A. D. McKinney; Minneapolis, R. R. Ring.

Lew E. Worster, publisher of the Montpelier (Ind.) Rural Tribune, has enlarged his paper to six pages.

Please discontinue my advertisement for a new press and stereotyping outfit.

The advertisement has brought such a flood of replies that I feel sure I shall be able to make a good bargain. This is just to let you know that I feel sure it pays to advertise in

THE FOURTH ESTATE.  
SAM EVANS, Publisher,  
Klamath Falls Northwestern.

## SITUATIONS WANTED.

## To Publishers

One of the most competent and best known newspaper managers in the country, fully equipped to manage advertising and business departments or as general manager, would be pleased to correspond for immediate engagement. Age, 38. Position that demands hard, persistent effort preferred. Record that of best results. Has also had complete "upstairs" education. This is a man who actually produces and does big things. Address K. B. C., 416 Walnut street, Philadelphia.

Circulation Manager  
and Worker.

wants opening. Ten years' experience on Metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum results at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

## Cartoonist

Cartoonist—Open for engagement. Ten years' experience. Specimens submitted on request. Address Gossett Studio, 20 State and Ohio streets, Chicago, Ill.

CIRCULATION MANAGER.  
CHANGE, SEPTEMBER, 1912.

Young, aggressive, temperate, ten years' experience on morning, afternoon, and Sunday papers—both North and South. Now employed as Business Manager on weekly publication circulating in several states, desires to return to the daily field as Circulation Manager. Will be open for engagement September 1st. Will go anywhere. Can organize department or put on special campaigns of all kinds. Address O. R., care The Fourth Estate.

Energetic young man of good address, age 33, university graduate, seven years' experience equally divided between editorial, business and advertising departments, seeks responsible connection with live progressive newspaper. Best reference. Address B. Z. B., care The Fourth Estate.

A practical newspaper man is open for first class position, 25 years experience in mechanical and editorial departments. R. F. Manning Publishing Co., Wilkes-Barre, Pa.

## Artist

ARTIST. Young man experienced in all branches of newspaper art and cartoon work, commercial, etc., desires position. Write to me so I can send you samples. Fifteen years' experience. Address Artist, care C. P. Elliott, 116 West 39th street, New York City.

## MACHINERY FOR SALE.

FOR SALE.—Three No. 2 Linotype machines equipped with German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE.—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE.—One Model No. 4 Linotype, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

FOR SALE.—One Canadian Linotype, No. M 3204, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada.

FOR SALE.—One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

FOR SALE.—Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

## SITUATIONS WANTED.

Magazine Manager open  
for engagement

The magazine of which I have been the general manager for nine years has been sold to a concern having its own complete organization. I am, therefore, open for another engagement—now, or in the fall. Having had twenty odd years of experience in the periodic publishing business, I can bring to a concern a thorough knowledge of all departments together with a high reputation for integrity and trustworthiness. I have a reputation as an economist, but not the sort of economy that is dangerous to efficiency or progress. I am not a high price man but would prefer a position at less than my usual salary plus a per cent of the savings I effect, without menace to the business.

I would be particularly valuable to an owner who is not an experienced publisher and who needs a competent, trustworthy man to guard his interests. Am not a newspaper man. Address "SNOW," care The Fourth Estate.

## Circulation Manager

Over seven years' experience on metropolitan dailies. Thoroughly competent. Member International Circulation Managers' Association. Would start with modest salary on live growing paper. Address "Enthusiast," care The Fourth Estate.

## Newspaper Manager

with a successful record in developing advertising and circulation solicits correspondence for immediate engagement. Competent to operate all departments on economical lines. References will show marked ability in building up propositions. Hustler and will "make-good." Preference for small hustling up-to-date city. Address D. B., care The Fourth Estate.

## Circulation Manager

with over 10 years experience in the newspaper business, 5 years as a circulation manager and now employed as a business manager on a weekly publication, desires to return to the daily field as a circulation manager. Will go north or south. Address L. O., care The Fourth Estate.

Circulation Manager  
Wants Position.

Through the consolidation of the Cleveland Leader and the Cleveland News the circulation manager of the Cleveland News is open for an engagement. He is a thoroughly efficient man; is seeking a position only because in the combination one circulation manager is required instead of two. He will be highly recommended by his present employers. For further particulars address H. S. Thalheimer, Business Manager the Cleveland Leader and News, Cleveland.

When Your Customers Want  
PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

"BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK  
ESTABLISHED A QUARTER OF A CENTURY

## HELP WANTED.

## City Editor Wanted

High-grade independent afternoon paper in small city. Must be live, with ideas, energy and initiative, but absolutely safe and reliable—a man who will make no blunders and take no chances. Box 33, care The Fourth Estate.

Classified Advertising  
Manager Wanted.

for the Pacific Coast; one who can take entire charge of department and details; morning paper; good field; state age; references; married or single; salary expected, etc., in first letter; all letters will be confidential. Address Pacific Coast, care The Fourth Estate.

## Circulation Manager

Experienced Circulation Manager, by small eastern daily newspaper. Good position for energetic young man, who has made good. S. D., care The Fourth Estate.

## First Class Opening

for live Republican newspaper editor, with money to invest in daily local county newspaper, in middle West, well established, paying 40 per cent. on \$12,000.00. Not all cash needed. Address XTRA, care The Fourth Estate.

## RECENT INCORPORATIONS.

NEW YORK.—The C. V. Boller Company, advertising; capital, \$50,000; incorporators, Claude V. Boller, William G. Bushnell and Pauline A. Thomas.

CHICAGO.—The Commercial-National Advertising Company; capital, \$15,000; incorporators, H. M. Mills, A. L. Epstein and Nicholas J. Fritsker.

BOSTON.—The Boston Hebrew Publishing Company; capital, \$10,000; incorporators, Hyman A. Shaw, Joseph J. Shaw and Morris Maybush.

CAMDEN, N. J.—The Forecast Publishing Company; capital, \$100,000; incorporators, J. L. Boyd, C. H. Goudess and H. S. Beckett.

ALBANY, N. Y.—The Motordom Publishing Company; capital, \$50,000; incorporators, A. J. Deer, R. S. Ross and H. Martin.

## NEW ENTERPRISES.

MODIE, IA.—Don G. Crinklaw and Lloyd Jeep have established the Independent in this town.

CLENTENIN, W. VA.—The News is a newspaper started by Frank E. Philpott.



## THE NEWEST TABLOID NEWSPAPER SECTION.

JOE CHAPPLE'S NEWS-LETTER MAKES  
BID FOR PUBLIC FAVOR—

SKETCH OF ITS FOUNDER.

Joe Mitchell Chapple of Boston hardly needs an introduction to readers of THE FOURTH ESTATE; through his literary and newspaper work and as editor of the National



JOE MITCHELL CHAPPLE.

Magazine his name is familiar in every place reached by American literature. His latest bid for favor is in the inauguration of a tabloid supplement for Sunday newspapers called Joe Chapple's News-Letter, which has already appeared as a part of some of the largest Sunday newspapers of the country.

Mr. Chapple is giving the newspapers through his new magazine supplement the benefit of his all around literary experience as a circulation builder. He is conducting it along his own original ideas and has in association with him as contributors many of the best known story writers of the world. One of its present features is the story of E. Phillips Oppenheim, "The Venom of Singhien."

A somewhat unique figure in America today is Mr. Chapple through his countless accomplishments. His brothers William H., John C., and Bennett Chapple are associated with him as the Chapple Publishing Company, Limited, of Boston.

Joe Mitchell Chapple is the eldest, having been born at La Porte City, Ia., July 18, 1867, and at a very early age evinced an interest in the preservative of all arts, the field of his earliest labors being Doctor Watson's La Porte Progress. He bought the Grand Rapids Journal in 1885. An editorial trip to Ashland, Wis., led to his establishment there as the manager and eventual publisher of the Ashland Daily Press, which paper he still owns.

In 1897 he went to Boston and associated himself with William N. Potter, then publishing a monthly magazine, the Bostonian. This name was changed to the National Magazine. It passed wholly into



THE LESLIE-JUDGE ADVERTISING STAFF'S DINNER TO  
PUBLISHER JOHN A. SLEICHER.

the hands of Joe Chapple and his associates in 1901, and is now located at 952-6 Dorchester avenue, Boston. Here also Joe Chapple's News-Letter is issued weekly.

As a young newspaper man Chapple went to Europe and interviewed John Ruskin and became the fast friend of the sage of Brantwood. He met Gladstone, Bismarck, Sir Humphrey Sullivan and many other prominent Europeans, and was intimately acquainted with President McKinley and Senator Mark Hanna. If Mr. Chapple has a penchant, it is for making friends, and during his lifework he has become intimate with many celebrated men.

Although he has never taken up rostrum work or entered his name in a lecture bureau, Mr. Chapple has always been much in demand as an after-dinner speaker, and requests for lectures on his travels are numerous. These addresses deal with prominent national topics and Mr. Chapple has been called upon to fill many important engagements.

His writings include, besides his editorial and magazine work, "The Minor Chord," a novel, published in 1896; "Boss Bart: Politician," 1895; "Mark Hanna, His Book," 1903; the "Heart Throbs" book, 1905; "Happy Habit" book, 1907; "Heart Songs," 1909; "Little Helps," 1910; "History Making," 1910; and "Heart Throbs," volume two, 1911.

### RETURNS TO MINNESOTA.

John F. King, formerly state librarian of Minnesota under Governor John A. Johnson, and until recently associated with Frank A. Day in the Missoula (Mont.) Sentinel, has returned to St. Paul.

He remained with the new publishers of the paper at Missoula for a time after the transfer, but intends to locate again in Minnesota, perhaps returning to the weekly newspaper field. He has published papers at Adrian and at Red Lake Falls.

### DRAWING ATTENTION.

George V. Bacon, formerly of the Gary (Ind.) Tribune, has been coming rapidly to the front as a magazine writer. His poem, "Jew," recently attracted much attention, and he has had several stories accepted by Eastern magazines.

### FOR OHIO DEMOCRATS.

The city of Lima, O., is to have a new Democratic daily paper, to be published by the Allen County Jeffersonian Company. It is to be run in opposition to the Times-Democrat, which, those interested in the new paper declare, is reactionary and has antagonized Bryan Democrats.

Former Prosecuting Attorney B. F. Welty of Lima and other politicians and business men of that city held a conference in Columbus Thursday, at which it was decided to organize a company and issue the paper.

### BID FOR ST. LOUIS PRINTING.

The St. Louis Star's bid for the city printing was found to be the lowest when bids were opened recently at the city register's office. The price offered is four cents a line. The Westliche Post bid the lowest of the German papers, five cents a line. The Post-Dispatch bid was eighteen cents a line on every day except Thursday, Friday and Sunday, when the rate would be twenty cents. The Globe-Democrat bid was seven and one-half cents a line. The Republic submitted no bid. The bids will be submitted to the city council.

### ANSWERS A CALL.

John S. Hamilton, who some years ago was connected with the news staff of the Wilmington (Del.) Morning News, but who since that time has been conducting the coal business of his late father, has given up the latter and re-entered the journalistic field. He joins the staff of the Wilmington Sunday Star, for which he has done a great deal of special writing in the past few years.

### INDIANA PAPER'S BUILDING.

The Gary (Ind.) Tribune is erecting a handsome \$40,000 building, which will soon house the first paper in the "steel city." Homer Carr, formerly of Chicago, is the editor and proprietor. The new building, which is fast nearing completion, will be equipped with modern presses and will have a first-class stereotyping plant and other up-to-the-minute features.

### DENIES RESPONSIBILITY.

George J. Ghio, publisher of the St. Louis Sunday Sporting American, has disclaimed responsibility for an article which appeared in that publication quoting Colonel Roosevelt as denouncing Governor Hadley.

Ghio said he knew nothing of the article until it appeared in print. It was written by a sporting writer of an afternoon newspaper, Ghio claims.

At the request of Governor Hadley the United States district attorney and circuit attorney have begun an investigation with the view of ascertaining if the author of the article could be prosecuted.

### REPUBLICANS BUY A PAPER.

C. William Beales, J. Donald Swoope, Donald P. McPherson and several other prominent local business men have purchased the Gettysburg (Pa.) Star and Sentinel. The management has been placed in the hands of Robert C. Miller.

The Star and Sentinel for many years has been the principal Republican organ of Adams County, and the new owners are all men prominent in Republican politics. Mr. Beales is postmaster of Gettysburg. Mr. Swoope is chairman of the Republican county committee, and Mr. McPherson is a former state senator.

### BOSTON GLOBE SETS NEW HIGH WATER MARK.

The Boston Globe with the close of June ended the best six months in its history. In this time it printed 4,325,616 lines of advertising, the largest amount ever printed by the Globe in the first six months of any year. This total includes all kinds of advertising from the smallest want advertisements to the business of the big department stores. The circulation of the Globe kept pace with its new advertising record, the cash receipts from the circulation during the same six months exceeding those of any similar period in the paper's history.

The foreign advertising of the Globe is looked after in the East by John B. Woodward, New York, and in the West by Guy S. Osborn, Chicago.

### ANOTHER MICHIGAN DAILY.

The Coldwater (Mich.) Tri-Weekly Courier has expanded into a morning daily paper. It is owned by the Gardiner Brothers, who purchased the property last fall from C. H. Newell. The Morning Courier is the second daily for Coldwater, which is a town of about 6,000 population. The other daily paper is the Evening Reporter.

### MADE THE JOB THOROUGH.

The Wilmington (Del.) Evening in order to cover the Democratic National Convention at Baltimore had two staff men in constant attendance, in addition to the Associated Press service. The staff men were William E. Hayes and Clarence C. Killen. The paper also had a special wire for its correspondence in addition to the Associated Press wire.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

FROM THE AD FIELD  
SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

GOULD, 31 East 22d street, New York.—J. T. Robertson & Co., Manchester, N. H.; orders for two inches of advertising being placed with a selected list of papers.

McCANN, 11 Broadway, New York.—James Pyle & Sons, "Soapade," 426 Greenwich street, New York; placing additional copy with papers that had previous orders.

SEAMAN, 30 West 33d street, New York.—The Vanderbilt Hotel, New York; orders being placed with a selected list of papers on a trade deal.

WOOD, PUTNAM & WOOD, 161 Devonshire street, Boston.—The Johnson Educator Food Company, Boston; reported about to use newspapers.

DOREMUS, 44 Broad street, New York.—The Pennsylvania Textile Company, bonds; advertising to be placed shortly.

DORLAND, Atlantic City and New York.—Coates & Co., "Coates Plymouth" Dry Gin, Plymouth, England; some 100-line, sixteen-time orders being placed with a se-

THE  
**NEW YORK WORLD**  
Sells (morning edition)  
MORE copies than  
any other two papers  
Print.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

lected list of papers throughout the country.

CHESMAN, 225 Fifth avenue, New York.—The Pacific Coast Borax Company, "Twenty-Mule Team" Borax, 100 William street, New York; placing orders with a small selected list.

ALLEN, 141 West 36th street, New York.—"Fatima" Cigarettes; making up list for fall advertising.

AYER, 300 Chestnut street, Philadelphia.—Maul Brothers; will make up list this month.

GREEN, Washington, D. C.—The Merz preparations, "Orrine;" will place advertising where publishers secure dealers.

O'KEEFE, 43 Tremont street, Boston.—The Winchester Arms Company; placing copy throughout the country.

FULLER, 629 South Wabash avenue, Chicago.—The Warner instrument account has been transferred from Lord & Thomas to the Fuller Agency.

LORD & THOMAS, Trade Building, Chicago.—The Smith-Scott Tobacco Company; making contracts with Central States papers.

VAN CLEVE, 250 Fifth avenue, New York.—The Bobbs-Merrill Company, Indianapolis; about to place additional copy throughout the country.

DIRECT.—The Douglas Shoe Company, Brockton, Mass.—Making up list for the coming season.

Fred. T. Hopkins, "Gourand Oriental" Cream, 37 Great Jones street, New York; making new contracts at this time.

The C. I. Hood Company, Lowell, Mass.—Making up list for the season's advertising on Hood's Sarsaparilla.

Munroe Rosenfeld, 317 Eighth avenue, New York.—Placing advertising of a political song in newspapers backing Roosevelt.

Scott & Bowne, Bloomfield, N. J., Scott's Emulsion; advertising to be taken up this month.

BLUMENSTOCK BROTHERS, 7th and Olive streets, St. Louis.—

When you buy space in  
THE  
**BUFFALO TIMES**

you get full value  
for your money.

NORMAN E. MACK, Proprietor.

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous DISTRICT OF COLUMBIA, the **PITTSBURGH DISPATCH** reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

The Citrolax Company, Chicago; some 10,000-line contracts being made with a selected list of Middle West papers.

SNITZLER, Hearst Building, Chicago.—The Dearborn Supply Company, Chicago; contracts for 5,000 lines being made with a selected list of Western dailies.

MASSENGALE, Candler Building, Atlanta.—The Southern College of Pharmacy, Atlanta; some eighteen-time orders being placed with a selected list of papers.

CHESMAN, 8th and Cherry streets, Chattanooga.—The F. V. Lippman Company; some five-inch fifty-two-time orders being placed with a selected list of weekly papers.

VREELAND, 350 West 38th street, New York.—C. S. Welsh, "Bathasweet," New York; some thirteen-time orders being placed with a selected list.

THOMPSON, 44 East 23d street, New York.—Madame Elizabeth Gillis, New York; some two-inch four-time orders being placed with a selected list of Southern papers.

DARLOW, City National Bank Building, Omaha, Neb.—The Kearney Military Academy, Kearney, Neb.; some thirty-time orders being placed with a list of Western papers.

J. W. MORTON, 23 Irving place, New York.—Making contracts for the Nemo Corset advertising for next season with a clause providing for the privilege of cancelling the contract, without short rate charge, in case Section 32 of the Oldfield Patent Bill, or its equivalent, shall pass the House of Representatives during the term of the contract. The essential purpose of Section 32 is to take from patentees and manufacturers of patented articles the legal power to fix and control the retail price of their goods.

NEWCOMER IN IOWA.

The Hartley (Ia.) Sentinel has been started by C. A. Charles. The founder is a newspaper man of twenty years' experience in that section of Iowa.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, CHICAGO.  
NEW YORK, Tribune Building, ST. LOUIS.

THE MINNEAPOLIS JOURNAL  
EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

AFTER THE MOTORBOAT  
RECORD.

Thomas Fleming Day, editor of Rudder, of New York, is to attempt to cross the Atlantic Ocean in a thirty-five foot power launch. Mr. Day declares his voyage will be a pioneer venture in power boating. He will follow the regular steamship track, keeping as far north as possible to shorten the distance. He expects to make the journey in twenty days, but has fuel for twenty-five and provisions for ninety days.

OUT FOR THEMSELVES.

The Izard-Jacobsen Company has opened offices at 1426 Fourth avenue, Seattle, to conduct a general advertising agency. A. J. Izard, president of the company, was for four years connected with the White Advertising Bureau, Seattle, and for the last ten months had been general manager of that firm. His associates in the new enterprise are M. C. Chandler and H. Jacobsen, who were, respectively, superintendent and sales manager of the White Bureau.

MICHIGAN PAPER SOLD.

The Middleville (Mich.) Sun has been sold by Charles P. Smith to William G. Barnes of Cedar Springs. Mr. Barnes is a veteran newspaper man of Michigan, and will devote his entire time to the enterprise.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 715 Hartford Bldg.,  
NEW YORK, CHICAGO.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIAN OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:

A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## STAFF CHANGES.

BYRON W. ORR of Toledo has been appointed manager of the ad copy bureau of the Pittsburgh Post and Sun.

H. JENKINS, advertising manager of the West Disinfecting Company, New York, has resigned. He will take a trip to Europe and locate in Chicago, his former home, when he returns.

WALTER M. EBEL has resigned the editorship of the Hot Springs (Ark.) New Era, and returns to the Daily News of the same city.

W. E. MAYES, city editor of the Crowley (La.) Daily Signal, has resigned and is now with the Lake Charles Daily Times.

HARRY L. MARSHALL has resigned the management of the Eddy Advertising Service, Buffalo, N. Y.

Rev. C. HUBERT SHUTT has been appointed editor of the Colorado Churchman, of Fort Collins.

JOHN GERLISEN has been appointed manager of the Alamosa (Colo.) Independent.

H. ELWOOD is now in charge of the Quincy (O.) Gazette.

EZRA D. SARGEANT, formerly publisher of the Berry (Ky.) Citizen, has joined the staff of the Jackson (Ky.) Times.

P. O. CAINS is the new addition to the staff of the Jackson (Ky.) Times.

THOMAS EDWARD HANNIGAN, associate editor of the Schenectady (N. Y.) Union-Star, has resigned to enter another line of work.

C. A. GAMANON has taken charge of the mechanical department of the Caribou (Me.)

THE MONTH OF MAY for the ST. PAUL DAILY NEWS (St. Paul's Greatest Newspaper) was most satisfactory, showing large increases in both circulation and advertising.

May Average Circulation.....70,684  
May, 1911, average.....59,225  
Increase, daily average.....11,459  
May local display advertising increased 38,346 lines over May, 1911.

And during May the Daily News printed 15,134 lines more local display advertising than any other St. Paul evening newspaper, 92,008 lines more local display advertising than any St. Paul morning newspaper. The St. Paul DAILY NEWS has a larger circulation and a larger local advertising patronage than any other St. Paul newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago, J. F. ARTISDEL.

# THE PITTSBURG PRESS HAS THE Largest CIRCULATION IN PITTSBURG.

DAILY AND SUNDAY

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## CLEVELAND is the metropolis of Ohio. The PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of June, 1912, was as follows:

Daily, 110,840. Sunday, 132,771

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

Aroostook Republican. He was formerly with the MacMullen Printing Company, in St. Louis.

E. RALPH ESTEP has resigned as advertising manager of the Packard Motor Car Company, Detroit.

GEORGE H. DAUGHTERTY has been made advertising manager of the Michigan Buggy Company, Kalamazoo. Mr. Daughterty was formerly with Lord & Thomas and the Taylor-Critchfield Company, Chicago.

VERNON D. FELT, formerly connected with the Farmington (Utah) Reflex and later the Kaysville Reflex, has again taken up newspaper work with the Murray (Utah) American Eagle as advertising manager.

EDWARD HUNGERFORD has been appointed advertising manager of the Wells-Fargo Express Company, with headquarters in New York. He was formerly advertising manager of the Brooklyn Rapid Transit Company.

## BURRELLE WILL FILED, BUT WORTH IS DOUBTED.

In response to an order of Surrogate Cohanlan, Dr. Jesse W. Amey filed for probate Tuesday the will of Nelle M. Burrelle, the widow of Frank Burrelle, owner of the Burrelle Press Clipping Bureau, New York. The will was produced on the application of Charles Hemstreet, manager of the press clipping bureau, and one of the beneficiaries. No petition was filed with the document or any other papers or affidavits which vouch for the legality or genuineness of the will.

The will itself is typewritten on a single sheet of paper, which is torn and mutilated. The signature at the bottom is barely visible. Only the top of the letter "N." the greater portion of the letters "ll" in one word and "lie" in another are visible where the sheet is torn. The names of the witnesses also are

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT CIRCULATION in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than five times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## THE NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,338, daily of 47,897.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Repts., NEW YORK. CHICAGO. ST. LOUIS.

missing, due to the tear. The will is as follows:

I hereby will and bequeath to Charles Hemstreet sixteen shares of the Burrelle Press Clipping Company stock, to "Mr." Wynne, ten shares; to Kerstein, ten shares; to Douglas Burrelle, who will get ten shares of above stock under his father's will, four additional shares; Hazel Burrelle will get the twenty shares willed to her by her father; to Mrs. Marie Hemstreet I give the sum of \$2,000; to Alice Merrill I give all my opals; to my sisters I give fifteen shares of the Burrelle Press Clipping Company stock, to be divided equally between them. After all my debts and funeral expenses are paid I give to Jesse W. Amey all the rest of my estate. I hereby appoint Charles Hemstreet and Jesse W. Amey executors of this, my last will and testament. In witness thereof I sign my name this — day of November, 1911.

The day of the month is obliterated by a square hole cut in the paper.

Frederick J. Wynne, who is assistant manager of the clipping bureau, was informed by Dr. Amey, who was an old friend of the testator, that he had found the last will of Mrs. Burrelle, and that he and Hemstreet were among the list of beneficiaries. Wynne then informed Hemstreet, who asked that the will be filed for probate. This was not done, and Mr. Hemstreet applied to the court to compel counsel for Dr. Amey to produce the instrument.

Attorney for Mr. Hemstreet said he would apply to the surrogate to have the will thrown out altogether. He added that the will could not be probated, and was not valid because the names of the witnesses were absent and the date and the signature incomplete. He pointed out that no first name was given to the person designated in the will as Kerstein.

## "BILLIE" BEAN CHAMPION OF FAT MEN.

Three entries were in the Fat Men's race in Chattanooga's Fourth of July celebration. They started brisk enough, all right, but one of the heavyweights stepped in a soft place and stuck in the mud up to his knee. By a series of athletic contortions he broke loose, however, and made a heroic and successful struggle for the place occupied by

# J. WALTER THOMPSON COMPANY.

Est. 1864



The experience of forty-eight successful years  
Guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experience.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK.  
750 Marquette Bldg., CHICAGO.

the blue-shirted fellow in the lead.

Mud flew in the air, but the trio of heavy-feeders minded it not, and the cheers from thousands of well-entertained spectators made their Jordan even a harder road to travel. The race was won by "Billie" Bean, more sedately known as W. W. Bean, the 215-pound associate city editor of the Chattanooga News, who got the fold bill book offered for the event. The winner will now make a strong pull to get something to put in the book.

## A JACKSONVILLE AD CLUB.

The advertising men of Jacksonville, Fla., have perfected a permanent ad club with William H. Beers, editor of the Automobile and Good Roads Advocate, as president. Frank T. Montgomery is vice-president; F. W. R. Himman, publisher of the Jacksonville Times-Union, and C. I. Thompson, secretary. The executive committee consists of the officers, W. R. Carter of the Jacksonville Metropolis, Marcus Stearns, Jr., D. E. Root, E. M. Knox and R. B. Harrison.

## AD COMPANY FORMED.

The Sales Service Company is a new advertising concern in the People's Gas Building, Chicago. A. G. Reisman is president and treasurer. He was for several years with the Rock Island Railroad as editor of the Rock Island Employees' Magazine.

## THE NEW YORK MAIL EVENING

regards the advertising it prints as real news of interest to all the community, and makes up its pages accordingly.

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
LOS ANGELES  
EXAMINER  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

## SYRACUSE ELECTION.

Lincoln J. Cleaves, advertising manager of the Bell Telephone Company, has been elected president of the Syracuse Ad Men's Club. His associate officers are: Vice-presidents, George H. Bryant and F. Ware Cleary; secretary, Ray Von Benschoten; treasurer, E. R. Peck. At the last meeting a diamond stickpin was presented to the retiring president, R. H. Eggleston. The club is now holding its meetings at new quarters at 215 South Warren street.

## WOMEN ELECT OFFICERS.

The Tennessee Women's Press and Authors' Club, in session at Bloomington Springs, elected officers as follows: Miss Zella Armstrong, Chattanooga, president; Miss Laura Thornburg, Knoxville, secretary; Mrs. Emma Lock Scott, Nashville, treasurer.

## ELECTION IN PORTLAND.

The Portland (Me.) Ad Men's League has elected new officers for the ensuing year as follows: President, W. H. Allen; vice-president, O. P. T. Wish; secretary, John A. Peterson; treasurer, Fred H. Drinkwater; executive committee, Charles W. Billings, E. H. McDonald and Louis M. Kamber.

## IN MISSISSIPPI.

J. Will Donovan, formerly a newspaper man of Birmingham, has purchased an interest in the Pascagoula (Miss.) Democrat-Star.

## THE BEST SPORTING DEPARTMENT

published  
in the

# NEW YORK TRIBUNE

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

## LARGEST CIRCULATION

There are in BALTIMORE 100,000 homes  
The combined circulation of the  
AMERICAN and the STAR

is from 130,000 to 140,000  
daily. These two papers reach practically  
every person in Baltimore whose  
patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

## HAS HIS CLUB WORKING FOR A PURPOSE.

L. H. Rodebaugh, the new president  
of the Stockton (Cal.) Ad  
Club, hasn't had any newspaper experience,  
his interest in advertising  
having come to him along with his



L. H. RODEBAUGH.

other duties as head of the traffic department of the Central California Traction Company.

But under Rodebaugh the Stockton Ad Club is taking hold of advertising work in earnest fashion with a purpose of helping the members to a more thorough understanding and a better appreciation of the value of advertising. As a practical illustration the club is putting on a mock advertising campaign of eight weeks' duration, the object of which is the marketing and distribution of San Joaquin County grape juice in all phases of advertising and selling.

# THE BOSTON POST

JUNE, 1912. AVERAGES

The Daily Post 408,007

The Sunday Post 328,529

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# THE DEMOCRAT Nashville, Tenn.

carries more local advertising than  
any other Nashville newspaper.  
The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## NEWSPAPER WOMEN GUESTS.

Newspaper women from all parts  
of the United States in San Francisco  
in connection with the meeting  
of the Federation of Women's  
Clubs were the guests of Mrs. Marie  
L. Walton at a reception and musical.  
The guests of honor were  
Mrs. Don Coray of the Salt Lake  
Tribune, Miss Louise Graham of  
the Cleveland Leader and Miss  
Helen Bennett of the Chicago Record-Herald.

## OTHER CLUB NOTES.

The Cherokee County (Kan.)  
Press Association has been organized.  
W. B. Lowry, of the Columbus  
Modern Light, is president, and  
Arthur McNeely, of the Galena  
Republican, is secretary.

An advertising club has been organized  
at Wheeling, W. Va., with  
twenty-five members. The officers  
are: President, J. H. Rennard;  
vice-presidents H. F. Carter and H.  
U. Tibbins; secretary, H. F. Gordon;  
and treasurer, S. D. Clag.

Several new members were  
elected to the Houston Press Club  
at its meeting last week. The next  
regular meeting will be held on  
Sunday, July 28.

The members of the Ad-Sell  
League of South Bend, Ind., had  
their first annual pilgrimage last  
week to Hudson Lake. The party  
spent the afternoon taking part in  
a program of athletic sports and  
baseball game. Joe Mitchell Chap-  
pell, editor of the National Maga-  
zines, addressed the members on the  
occasion.

The members of the Massachusetts  
Press Association with their  
guests, numbering about 125, held  
an outing at Nantucket last week.  
The party was taken from Boston  
to Nantucket in two special cars  
and remained there from Saturday  
until Tuesday. The festivities in-  
cluded the annual banquet of the  
association.

The members of the Milwaukee  
Press Club on Sunday held their  
annual outing at Racine.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation for 1911 - - - 94,724

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# The JOURNAL

IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN

## DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. CHICAGO.

## TO START FARM PAPER.

B. F. Peltz, proprietor of the  
Clinton (Ill.) Daily Journal, is  
about to launch an agricultural  
publication to be called the Central  
Illinois Farmer. The initial num-  
ber will appear about August 1.

## DYNAMITE USED.

The office of the Spanish paper,  
Paso Del Norte, published in El  
Paso, Tex., was dynamited the other  
night. A bomb was thrown in the  
front window, but luckily it only  
damaged the front of the building.

## MINISTER SELLS OUT.

F. W. Severer has purchased the  
Fowler (Colo.) Advertiser from  
Rev. W. B. Hopkins, who estab-  
lished the paper on the first of the  
year.

## LEAVES MICHIGAN.

An interest in the Linton (Ind.)  
Daily Citizen has been acquired by  
DeWitt Wassell, formerly of the  
Adrian (Mich.) Daily Times.

## SUCCESSOR APPEARS.

The Peabody (Mass.) Daily Press  
has been succeeded by the Peabody  
Enterprise. The publisher is Frank  
Penman.

The San Francisco Democrat has  
arranged to erect a new five-story  
home.

# IN PITTSBURGH

our competitors are amazed at the growth  
in circulation and advertising being made by  
*The POST and The SUN*

Already they are talking about WHY?  
extravagance, heavy expenses, etc.

Because The Pittsburgh Post and The Sun  
are today the best newspapers in Pitts-  
burgh. They move wide-awake, up-to-date  
papers ever published in that city, and  
the great public is finding this fact out more  
and more every day. Just watch The  
Post and Sun grow. Don't forget this is a  
Democratic year and The Post is the only  
Democratic paper in Pittsburgh.

EMIL M. SCHÖLZ, General Manager.  
Special Representatives:  
CONE, LORENZEN & WOODMAN,  
NEW YORK. ATLANTA. CHICAGO.



**A GAIN of 168 Columns**  
The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,044 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**  
New York Office, 710 Times Building.

**THE News Scimitar**  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**HARMON BACKERS ISSUED A NEWSPAPER.**

Unique methods of boosting were used in Baltimore by the backers of Governor Harmon of Ohio for the Democratic Presidential nomination. The entire force organized itself into a newspaper staff for collection and dissemination of news regarding the "prospects."

Inasmuch as practically every member of the committee was an ex-newspaper man, the "stunt" worked smoothly.

Jay Cairns of Midvale, Mont., who has worked on Chicago newspapers, officiated as managing editor. Guy W. Finney, a former reporter of the Washington Times, acted as city editor. William Saffel as assistant city editor. Assignments were distributed among Charles A. Cotterill, A. W. Abernathy, Hal P. Denton, J. C. Hammond and J. J. Purcell.

The "reporters" turned in all the pro-Harmon talk they could gather at the hotels and on their rounds.

**REMODELING PRESS.**

The Wilmington (Del.) Evening Journal is having its Goss press remodeled so as to make it possible to print thirty-two pages at a time.

**SIX MONTHS**  
In six months of 1912, the  
**NEW YORK TIMES**

published 4,487,359 lines of advertisements, compared with 4,164,186 lines in the corresponding period of 1911, a gain of 323,173 lines—a greater growth by over 140,000 lines than the combined gains of three other New York morning newspapers ranking with the Times in quality of circulation.

The Sixth City is very ably represented by the stalwart

**CLEVELAND LEADER**

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**PUBLISHER SUES MORSE.**

Clarence W. Barron, publisher of the Boston News Bureau, has sued Charles W. Morse, the financier, in the Superior Court at Camden.

The suit is for \$75,000 and in connection with the purchase of 2,000 shares of stock in the Mallory Steamship Company, which the former banker had much to do with prior to the crash which ultimately landed him in the penitentiary at Atlanta. An attachment covering the amount of the suit has been filed by counsel for Barron against Samuel W. Carver of Brookline, who is one of the receivers of Morse's affairs.

The allegations are that Barron sent the necessary money to make the purchase over to New York, but that it was improperly handled so that a loss resulted to the plaintiff.

**NEW JEWISH PAPER.**

The first issue of the Jewish Weekly, a twin city magazine, edited by Dr. S. N. Deinard of Minneapolis, has made its appearance. It aims to help further the work of the pulpit, the Associated Charities, financing charity work, church activity among Christians and Jewish workmen, Jewish unity and pathology of the Jews.

In addition there is news of special interest to Jewish people in the twin cities and the Northwest, quotations from the authorities of the Talmud and reports on relief work.

**MAY BECOME A PEER.**

A report is current in London that Harold Harmsworth, who is associated with Lord Northcliffe, his brother, in the newspaper and periodical publishing business in London, has retired and will shortly be made a peer. It is said that Pomeroy Burton, formerly of the New York World and Brooklyn Eagle, has purchased Harold Harmsworth's interests in the Northcliffe publications.

**PUBLISHERS INCORPORATE.**

The Routt County Sentinel Publishing Company of Steamboat Springs, Colo., owner of the Steamboat Springs Sentinel, has been incorporated with \$25,000 capital. The directors are C. E. Bivens, O. E. Mallory and John Weiskopf.

The Earlsboro (Okla.) Messenger has appeared with Francis Resch as owner.

**THE TOLEDO BLADE**

has the  
**FIFTH LARGEST** two-cent evening circulation in the United States, regardless of size of city.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**Results are obtained in the SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

**SUIT OVER PICTURE ENDS.**

The case of Charles W. Morse, of Binghamton, N. Y., against the Brooklyn Daily Times, which was to have been tried at this term of the Supreme Court, has been discontinued.

Mr. Morse, who formerly lived in Brooklyn, brought an action the newspaper to recover damages for the publication of his picture as a likeness of Charles W. Morse, the "Ice King," who, at the time, was on trial in the United States Court.

**WOMEN'S CLUBS WILL CONTINUE PAPER.**

The General Federation of Women's Clubs, at convention in San Francisco, decided to continue the Federation Bulletin with Mrs. Harriet Bishop Waters of Troy, N. Y., as editor. Mrs. Waters reported that 260,000 free copies of the Bulletin have been circulated among members of the federation at the cost of \$18,000, at the same time maintaining the magazine on a self-supporting basis.

**OIL MAN BUYS A PAPER.**

The Meadville (Pa.) Messenger has been sold by Receiver James R. Andrews by order of court to Arthur G. Phillips, a local oil producer, for \$11,000. The purchase carries obligations amounting to several thousand dollars. Mr. Phillips announces that he buys the plant for himself and will operate it, with Clarence Putnam as manager.

**NEWS BUREAU CHANGE.**

E. M. Scoville has resigned as manager of the New York office of the Boston News Bureau to give his entire time to work with the Doremus Advertising Agency. His successor is John T. Harman, Jr.

**TO OWN A BUSINESS.**

Edward I. Miller, for twenty-four years manager of the Fort Richmond (N. Y.) Star, has resigned to go into the printing business for himself.

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of  
For a short time advertising will be accepted at flat rate of

**7200 7c** per inch usual discounts.  
per day.

Twice the circulation of any other daily paper in the Valley of Virginia

**All business placed direct.**  
WRITE FOR INFORMATION.

**THE MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
NEW YORK ST. LOUIS, CHICAGO

**ADVERTISING COMPANY RAISES CAPITAL.**

An increase has been made in the capital stock of the MacManus Company, of Detroit, Mich., and Toledo, O., from \$25,000 to \$75,000.

The personnel of the company remains the same as at present, with the addition of Detroit and Michigan interests upon the directorate and among the stockholders.

Those actively associated in the business are Theodore F. MacManus, Kirkland B. Alexander, E. A. MacManus, D. Minard Shaw, William S. Power, C. Arden Yinkley, Charles F. Remington, William H. Porter, Louis C. Ling, A. D. Pierce, George Fletcher and Robert E. Cummings.

Detroit and Michigan capital interested is represented by Frank W. Fletcher, Fred L. Smith, James H. Flinn, Fred M. Alger, Willard Pope and William A. Comstock.

**ENTERS HEARST SERVICE.**

George Young has been appointed advertising manager of Das Morgen Journal, the Hearst New York German paper. Mr. Young was formerly a member of the advertising agency of Biggs, Young, Shone & Co., New York, and later was editor of Hampton's Magazine.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK.

"A Daily Newspaper for the Home"

## THE CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing.  
Dependable, honest advertising. Undoubtedly the most closely read newspaper published.  
For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago.

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

### OTHER OBITUARY NOTES.

Continued from Sixth Page

born in Greensburg in 1854, and besides the many years spent with the Democrat, he was at various times connected with the Edinboro Oil Times and the Bradford Daily Breeze and Era.

**COLONEL W. C. CONNELLY, JR.**, for thirty-four years Associated Press correspondent for Western Pennsylvania, West Virginia, and Eastern Ohio, died Wednesday after an illness of more than a year. Colonel Connelly had been under treatment for liver trouble since last January, and an operation six weeks ago disclosed cancer of the intestines. He was born on July 4, 1856. In 1878 he was appointed correspondent of the Associated Press in Pittsburgh, succeeding Charles W. Fairbanks, former Vice-President of the United States. His title of Colonel was received in 1889, when he was appointed aid de camp on the staff of Governor Patton.

**JOHN W. WILLIAMS**, known throughout Ohio as a political writer, is dead. Mr. Williams was employed as exchange editor on the Toledo Times. For years he was Columbus correspondent of the Cincinnati Enquirer.

**JAMES H. BARNES**, a well-known London journalist, is dead at Surrey, England, after an illness

Largest proved high-class evening circulation.

## The NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
Indianapolis Sun  
daily and Sunday actual 43,601  
average circulation in Dec.

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

lasting ten months during which he underwent three operations. He was an authority on theatrical matters and on all outdoor sports. Mr. Barnes was news and night editor of the London Daily Mirror for eight years and at the time he was taken ill.

**CLARENCE L. MILLER**, business manager and owner of the Cedar Rapids (Ia.) Evening Gazette, died suddenly of apoplexy. He was sixty-three years old and connected with various business enterprises.

**ROBERT E. FOSTER**, for many years editor of the Sussex (N. J.) Register, died in Newton, N. J., on July 6. Mr. Foster began working on the paper when a youth at the time the journal was founded by the late Judge Hall, and had been employed by it ever since.

**FRANK JENKS**, city editor of the Pittsburgh Gazette-Times, is dead of paralysis. Mr. Jenks was connected with Pittsburgh newspapers for a period of thirty-one years, and before that was with New York publications. He was a native of London, England, and fifty-two years old.

**CHARLES L. DANIEL**, of the Canadian staff of Collier's Weekly, died a few days ago in Grace Hospital, Toronto. Mr. Daniel, up to six years ago, was connected with the Buffalo Sunday Courier and Express. He went to Canada as editor of the pictorial section of the Toronto Sunday World.

**P. P. HILTON**, president of the Inland Printer Company, Chicago, died a few days ago.

**WILLIAM A. WILKINS**, for many years a traveling correspondent for Indianapolis newspapers, died recently in the State Soldiers' Home at Lafayette. He was sixty-six years old and a veteran of the Civil War. Most of his work was done on the old Indianapolis Journal.

**WALTER LAMB**, associate editor of the Marshfield (Mo.) Mail, passed away recently. Spinal meningitis was the cause. Mr. Lamb

To carry as much news "as the Times" is the ambition of all newspapers in the Pacific Northwest. To carry as many photographs "as the Times" to print as good cartoons "as the Times" to possess as good franchise, and have as large a circulation "as the Times" is the dream of Northwest publishers.

To be as loyal to the common people year in and year out as the

SEATTLE TIMES

DAILY AND SUNDAY

is a performance not to be surpassed.

The reward of all this is a splendid, clean circulation to readers who do not have to be coaxed by gifts of merchandise, by "bargain days," voting contests, or other bargain counter methods; and a quantity of paid advertising unsurpassed in the Pacific Northwest.

Foreign Representative:  
The S. C. BECKWITH Special Agency  
NEW YORK CHICAGO ST. LOUIS

THE  
MILWAUKEE  
NEWS has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

was thirty-three years old, a graduate of Drury College at Springfield, where he held the position of editor of the Mirror, the college paper, for two years, and president of the Drury Oratorical Association. He also at one time served on the staff of the Springfield Republican.

**E. H. ROCKWELL**, former editor of the Farmington (Ia.) Herald, died at Ottumwa as a result of a stroke of paralysis.

**C. H. CHALLIS**, editor of the Ulysses (Neb.) Dispatch, is dead as the result of a brief illness with erysipelas.

**JOHN J. PRENDERGAST**, a newspaper man of Philadelphia, died last week after a year's illness. He was twenty-five years old.

**WILLIAM F. ROSS**, who is said to have edited the first newspaper published in Minnesota — the Brownsville Herald, is dead at Davenport, Ia., aged eighty years. He was also one of the pioneer insurance men of Davenport.

**E. F. MCGOWAN**, foreman of the Decatur (Ala.) Twin City Telegram composing room, died last week at the age of thirty-eight years. He was a native of Union Springs, Ala., and was at one time with the Decatur Weekly News.

**H. M. HERR**, advertising manager of John S. Huyler & Co., New York, died a few days ago. He was thirty-five years old and formerly was with the H. J. Heinz Company, Pittsburgh; the Sherwin-Williams Company, Cleveland; the American Multigraph Sales Company, Cleveland; and the Oakland Chemical Company, New York.

**M. S. FOLEY**, founder and editor of the Montreal Journal of Commerce, is dead after an illness of several weeks. Mr. Foley was one of the pioneer publishers of Montreal. Born near Youghal, Ireland, in 1842, he went early in life to Canada, first making his home at Quebec. Later he became private secretary to William McDougall, commissioner of crown lands. That position he held for eleven years,

## THE BOSTON AMERICAN

Largest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

when he went to Montreal and founded the Journal of Commerce.

**RICHARD KELLY**, for many years connected with newspapers at Greeley, Colo., died recently in a Denver hospital.

### THIRTY YEARS ENOUGH.

After nearly thirty years' service as editor, William E. Hill on the Fourth of July retired from the staff of the Wilmington (Del.) Morning News. He will spend most of his time in travel. He is succeeded by Albert W. Cummins, who recently retired from the editorial staff of the Wilmington Evening Journal.

### EDITING SCHOOL PAPER.

L. M. Stevenson, who was principal of the Cherokee County High School, Center, Ala., for the past three years, has resigned to become editor of the Progressive School Journal of Birmingham.

### GETS AN INTEREST.

M. F. Stansell, formerly connected with the Hawkeye Telephone Company, of Ocala, Ia., has bought an interest in the Ocala Democrat. He will devote his whole attention to the advertising department of the paper.

### NO ARIZONA UNION YET.

The organization of Arizona publishers projected last April has not yet been completed. It is reported that the matter has fallen through.

### FARM PAPER DEAL.

The publishers of Farm and Ranch, of Dallas, Tex., have purchased the name, good will and subscription list of the Southwestern Farmer, of Houston.

### STARTS AS AN AGENT.

The Syer Advertising Company has been started in Battle Creek, Mich., by C. Syer, formerly with the Postum Cereal Company.



# LOS ANGELES

In the Eye of the World.  
The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensual South-west."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
**Williams, Lawrence & Cresmer Co.**  
NEW YORK CHICAGO

## AD GOLFERS AT BRETTON WOODS.

Continued from Second Page  
der 80. Marshall Whitlatch and  
W. L. Crocker had the next best  
cards, with their total of 80. Whit-  
latch had a great opportunity for  
a score, but required a 10 on the  
sixth hole.

The women played their qualifica-  
tion round in the afternoon, and  
Mrs. W. S. Bird, Dunwoodie, the  
present woman champion of the as-  
sociation, won the low gross with  
95, 5, 90. Mrs. W. H. L. Johnson  
took first net with a 93 and Mrs.  
J. B. Munroe took second net with  
97.

Winners of prizes in Class A,  
composed of players under 10 handi-  
cap, were: Low gross, T. M. Sher-  
man, Yahowah, 76; low net,  
W. L. Crocker, Braeburn, 80, 7, 73;  
second net, C. A. Speakman, Si-  
wanoy, 85, 10, 75.

Class B, handicap 11 to 18: Low  
gross, W. J. Jones, Oakmont, 88;  
low net, A. S. Higgins, St. An-  
drew's, 89, 16, 73; second net, F. S.  
Smith, Baltusrol, 90, 14, 76.

Class C: Low gross, W. H.  
Johnson, Great Neck, 91, 0, 91; low  
net, F. L. Wurzburg, Scarsdale, 92,  
18, 74; second net, F. L. Rogan, Up-  
per Montclair, 99, 24, 75.

The play-off of the foursome time  
between T. M. Sherman and Charles  
Presbrey and M. W. Whitlatch and  
A. K. Oliver resulted in a win for  
the former pair, with their best-ball  
total of 71, against 72 for their op-  
ponents.

Fine golf and close matches were  
the feature of the first round of  
match play on Wednesday. Sher-  
man, the winner of the title the past  
two years, proved his supremacy by  
winning over Whitlatch at the twen-

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

**M**  
**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

## THE SYRACUSE POST-STANDARD

s steadily increasing its circulation  
on its merits as a newspaper.

**48,667** CIRCULATION  
Daily (Net Paid)  
FOR JUNE, 1912.

No wonder it carries more adver-  
tising, and at higher rates, than any  
other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK CHICAGO

tieth hole. Both players were at the  
top of their game, scoring 75s with  
all putts holed out.

W. L. Crocker and R. M. Purves  
had hard uphill fights, both being  
two down after the turn had been  
reached, but pulling their matches  
out of the fire on the last green.

Play in the women's champion-  
ship went through the first round,  
and the matches were close. The  
championship matches are played at  
scratch, and all other divisions are  
at handicap for the men, while all  
the women's matches are handicap.

Sherman by winning two good  
matches from W. E. Conklyn and  
L. A. Hamilton on Thursday  
earned his right to play in the finals  
for the 1912 championship in which  
he will be pitted against R. M.  
Purves of Boston, who defeated W.  
L. Crocker and J. J. Hazen in two  
extremely close matches. Purves  
had to score 77 in each round for  
his place in the finals.

The match between Mrs. C. B.  
Smith and Mrs. W. D. Wright in  
the women's championship on  
Thursday furnished lots of excite-  
ment, being won by Mrs. Smith at  
the nineteenth hole.

In the approaching contest for  
men and women Don M. Parker  
pulled down the men's prize, and  
Mrs. W. S. Bird, the women's.

In the morning's round of the  
championship consolation G. L. For-  
dove of Youngstown and J. P. Gar-  
diner of Chicago fought it out to  
the twentieth green, where Fordove  
won. In the third division A. W.  
Manning of New York played  
twenty-four holes before he shelved  
C. H. French of Boston.

The afternoon's play centered in  
the championship consolation semi-  
final between Marshall Whitlatch of  
New York and W. J. MacDonald of  
Chicago, which was carried to the  
thirty-sixth hole, which was played  
in gathering darkness. Whitlatch  
made a brilliant fourteen foot put  
for a win.

The medal scores were the best of  
the week, Whitlatch recording a 73,

## Greater than ever!

THE  
**Boston Herald**

now over 100,000

THE  
**Boston Traveler**

AND EVENING HERALD

consolidated July first,  
over 120,000.

*A Quality and Quantity  
Combination that can-  
not be excelled.*

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK. CHICAGO. ST. LOUIS.

to a 74 for MacDonald.  
In the women's event Mrs. W. S.  
Bird of New York meets Miss  
Eleanor Freeman of Montclair in  
the final for the chief trophy.

## TWENTY-FIVE YEARS AT HEAD OF A CITY DESK.

Max Cohen of Detroit, Mich., has  
been a city editor for twenty-five  
years. And Max forgot all  
about it.

But his friends, and he has a  
host of them, did not forget. Mem-  
bers of the editorial staff of the  
Detroit Abend-Post, with some in-  
timate friends of Mr. and Mrs.  
Cohen, took the editor by surprise  
by walking into their pretty home  
at 1224 Sheridan avenue Wednes-  
day evening and taking possession.

Mr. Cohen, who is one of the  
best known and most popular news-  
paper men in the city, came to this  
country from Bavaria, Germany, in  
1884. For three years he worked  
in Detroit as a cub reporter, but  
soon became city editor of the Sun-  
day Herald, which has long since  
ceased to exist.

For twenty-four years of the  
twenty-five he was city editor of  
the famous Michigan Volksblatt,  
which ceased publication last fall.  
He then became a member of the  
editorial force of the Abend-Post.

## NAME CHANGED.

Underhill & Son, publishers of  
the Falls Creek (Pa.) Herald, have  
changed the name of the paper to  
the Advocate.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
102 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Let us know what you have to adver-  
tise. We will tell you if there is a  
market for you in Cuba. If "Yes" we  
will accept your advertisement for the

## HAVANA POST

Cuba's only English Daily, and if "no"  
we will refuse it. We accept no adver-  
tisement unless we know it will pay the  
advertiser. All inquiries cheerfully an-  
swered.

## THAT "BOILER PLATE" SUIT.

Negotiations for the friendly set-  
tlement of the question whether the  
Western Newspaper Union of  
Omaha, Neb., is violating the Sher-  
man anti-trust law were resumed in  
Washington Tuesday at a confer-  
ence between James A. Fowler, as-  
sistant to the attorney-general, and  
counsel for the company which fur-  
nishes the "ready print" and "boiler  
plate."

The case presents a unique issue.  
Should the attorney-general file a  
suit, it probably would be directed  
against both the Western News-  
paper Union and the American  
Press Association, engaged in the  
same class of work, to prevent them  
from indulging in alleged unfair  
competitive methods that would kill  
one or the other and that would re-  
sult in a probable monopoly of the  
business for the survivor. The De-  
partment of Justice has investigated  
the operations of both companies.

## STEAD MEMORIAL.

An influential committee which  
includes Lord Northcliffe and Baron  
Burnham, the well known English  
newspaper proprietors, has issued a  
public appeal for funds for the  
erection of a memorial to the late  
W. T. Stead, who was lost on the  
Titanic. It is suggested that the  
memorial take the shape of a bust,  
medallion or tablet.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

**M&E** **MERCHANT & EVANS CO.** **M&E**  
Smelters—Refiners  
**PHILADELPHIA**

NEW YORK BROOKLYN CHICAGO KANSAS CITY BALTIMORE DENVER  
Registered

# BOSTON POST LED IN DISPLAY ADVERTISING

*During First Six Months of 1912.*

## THE BOSTON POST

LED the Display Advertising Procession  
23 WEEKS OUT OF THE 26

## THE BOSTON POST

LED ITS NEAREST COMPETITOR BY  
263,401 LINES

## THE BOSTON POST

LED in Local Display by 95,646 Lines  
LED in Foreign Display by 167,755 Lines

## THE BOSTON POST

LED in Automobile Display Advertising  
Carrying a Total of 228,129 Lines

*Post Led Globe by . . . 263,401 lines of Display*  
*Post Led American by . . 423,323 lines of Display*  
*Post Led Herald by . . 1,277,869 lines of Display*

## THE REASON WHY:

AVERAGE JUNE, 1912, CIRCULATIONS

*(No Voting Schemes. No Coupon Contests. Just BonaFide Legitimate Circulation.)*

BOSTON DAILY POST

408,007

A Gain of 66,551 Copies per day  
over June, 1911

BOSTON SUNDAY POST

328,529

A Gain of 40,131 Copies per Sunday  
over June, 1911

Western Representative:

C. GEO. KROGNESS, Marquette Bldg., Chicago.

Eastern Representative:

KELLY-SMITH CO., 220 Fifth Ave., New York.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street  
New York City.

# THE FOURTH ESTATE

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's Heroes  
and Hero Worship—  
Lecture V

TWO DOLLARS A YEAR.

No. 960

NEW YORK, SATURDAY, JULY 20, 1912

TEN CENTS A COPY.

## 6 MORE QUICK CHANGE THREE-MAGAZINE LINOTYPES MODEL 8

INSTALLED BY THE  
NEW YORK AMERICAN  
AND  
NEW YORK JOURNAL.

This marks the discontinuance of every other method of machine composition in the composing rooms of those great newspapers.

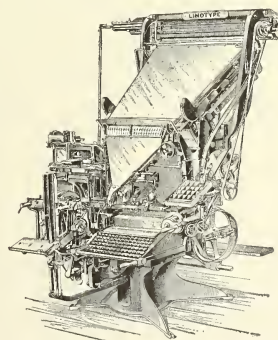
Every other method of machine composition was also discontinued in the composing rooms of the

### CHICAGO AMERICAN AND EXAMINER

when they moved into their new building last fall.

Here is indisputable evidence of the growing popularity and belief in the effectiveness of *the Multiple Machine Idea*.

QUICK-CHANGE MODEL 8



THREE MAGAZINE LINOTYPE

*The Multiple Linotype Way Is the Only Way*

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

SAN FRANCISCO

638-646 Sacramento Street

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard Street

CHICAGO

1100 S. Wabash Avenue

NEW ORLEANS

549 Baronne Street

## ASHBAUGH ENTERS CHICAGO FIELD.

NEW EVENING PAPER TO BE ISSUED EARLY IN AUGUST.

The proposed new daily newspaper for Chicago, which for some time past has been the cause of much speculation as to who was behind it, is to be an addition to the Clover Leaf List, of which Lawrence V. Ashbaugh of St. Paul is the head. It is expected that the publication, which will be called the Daily Press, will make its appearance early in August.

The company to publish the Press has been incorporated in Minnesota. Mr. Ashbaugh is the president. W. B. Colver, editor-in-chief of the Clover Leaf publications, is vice-president, and N. W. Reay, general manager of the list, is treasurer. The secretary is Walter S. Rodgers of Chicago.

The Press, the ninth of the Clover Leaf publications, will be published on West North avenue, near Robey street. It will have the full leased wire service of the United Press, and an adequate pictorial service.

The paper will be printed on the Goss press and other equipment used by the Christian Science Monitor in getting out its recent Chicago Republican Convention editions. The equipment was purchased in its entirety by the publishers of the Press when the Monitor finished with it.

F. E. Brown, late of the advertising staff of the St. Paul Daily News, will be advertising manager and he says he has already signed up a large number of substantial contracts. C. F. Genske, formerly of the Minneapolis Daily News, will be the circulation manager.

The editor of the paper will be George H. Gordon, formerly of the New York Sun and the Hearst Boston staff. Mr. Gordon is selecting his own force and will be prepared to cover Chicago in metropolitan style.

The Press will be under the same general management as all of the Clover Leaf papers. The officers of the Clover Leaf are: L. V. Ashbaugh, president; W. B. Colver, editor-in-chief; N. W. Reay, general manager, and John Burgess, assistant general manager.

The Press will be conducted along the original and successful Clover Leaf lines. The paper will not be larger than is necessary to accommodate the day's advertising and still give sufficient space for a condensed review of the day's news. The paper will be independent in politics and it is announced that it has entered the field in complete harmony with the union labor interests, arrangements having been made for printing, stereotyping and circulating the sheet under federation contracts.

The representatives in the foreign field will be the Clover Leaf's own foreign department with C. D. Bertolt, 1110 Boyce Building, Chicago, in the West, and J. F. Antisdel, 366 Fifth avenue, New York, in the East. Oscar Davies, Gumbel Build-

ing, Kansas City, represents the Clover Leaf in Kansas City.

The Clover Leaf List was started in 1899, when the Omaha Daily News was launched by the firm of Scripps & Kellogg. There were interested in it George H. Scripps, who died in 1900; F. W. Kellogg, Burrigide D. Butler and Lawrence V. Ashbaugh. Up to the that time Mr. Ashbaugh had been business manager of the St. Louis Chronicle.

All foreign advertising for the paper was returned with the statement that it could not be accepted until the paper could guarantee a statement of 10,000 daily. The St. Paul News was started a year later on the same lines, and refused thirteen columns of advertising for the first issue in accordance with the same plan. This has been continued as a feature of all subsequent new papers started by Messrs. Ashbaugh, Kellogg and Butler.

The Minneapolis News was added to the list in 1903. The St. Joseph (Mo.) Star was bought in 1903 and the Duluth Star added in 1907, with the supplemental weekly editions from time to time.

In 1909 Mr. Ashbaugh became sole owner of the list, through his purchase of the interests of Messrs. Kellogg and Butler. He immediately discontinued publication of the St. Joseph Star and shortly afterwards the Duluth Star. The most recent addition to the list is the American Home Magazine, of St. Paul, which is only a few months old.

All the Clover Leaf papers are similar in style. They usually start small in size and with news condensed in a particularly crisp manner. All are evening papers, independent in politics, and publish no Sunday editions.

The complete list of the publications is: The Omaha Daily News, St. Paul Daily News, Minneapolis Daily News, Woman's Home Weekly, Minneapolis; St. Paul Rural Weekly, Omaha Rural Weekly, American Home Magazine, St. Paul, and the Farm Magazine, Omaha.

## NEW PRESSES IN PORTLAND.

With the installation of the very latest improved Hoe high-speed sextuple perfecting press, the Portland Oregonian has added another unit to its up-to-date mechanical department. The purchase of the new press provides an equipment of three sextuple presses for the Oregonian. The new press is of the straight-line type with color equipment.

## MADE CITY EDITOR.

Daniel McConnelloug, formerly of New York and Philadelphia, has been made city editor of the Washington Times, succeeding William R. MacDonald, who has come to New York as a member of the staff of Popular Mechanics.

## WILL START NEW WEEKLY.

E. M. Dewey, formerly of Kingsville, O., has moved his plant to Madison and will soon begin the issue of a weekly paper called the Echo.

## NEW BALTIMORE DAILY PLANNED.

PROPOSED NEWCOMER TO BE THE BULLETIN—DEMOCRATS BEHIND IT.

Another daily newspaper will soon make its appearance in Baltimore if the plans of the Baltimore Daily Bulletin Publishing Company do not go astray.

This company, headed by Richard Respass, has been incorporated with a capital stock of \$10,000 divided into 10,000 shares, and it proposes to publish a daily newspaper.

As a matter of fact, the paper had a try-out during convention week. It was devoted largely to eulogies of Mayor Preston and dwelt at length on his fitness and the popular demand for his nomination as vice-president on the Democratic ticket.

The paper will be called the Baltimore Daily Bulletin, and will be a supporter of the Democratic ticket and the present municipal government.

Besides Mr. Respass the incorporators are Roderick McNeil and Howard Price Glanville.

## DUAL RATE POSTAGE PLAN VOTED DOWN.

The plan to establish two rates for second class mail matter has been abandoned for this session of Congress. It was proposed to charge one cent a pound for newspapers and periodicals transported by freight and two cents a pound when sent by fast mail trains. Publishers could use either rate at their own option. It was intended to incorporate this provision in the pending Post-Office Appropriation Bill.

Discussion before the Senate Post-Office Committee developed the fact that there was entire agreement upon the position that where publishers pay the same rate they should be entitled to the same service.

The proposed amendment was voted down for the reason that the legislation is of too great importance to be acted upon without more consideration than can be given it at this session.

## SPECIAL AGENCY CHANGES.

The Mobile Item (foreign representation), the John Budd Company to Albert Hanson, traveling representative.

The New Haven (Conn.) Times-Leader (foreign representation), from the Robert MacQuid Company to the S. C. Beckwith Special Agency, New York and Chicago.

## WORLD CARTOONING.

Robert Minor, Jr., of the St. Louis Post-Dispatch is drawing the cartoons for the New York World's editorial page in the absence of Robert Macaulay, who is on his vacation.

Mr. Minor is in New York only temporarily.

A. J. Shaw has begun the publication of the Ripon (Cal.) Record, a weekly of four pages.

## SOME ARBITRATION RULINGS.

SETTLEMENT OF CONTENTIONS BETWEEN PUBLISHERS AND I. T. U.

The National Board of Arbitration at meetings in Indianapolis has settled several disputes between publishers and locals of the International Typographical Union.

One case to come before the board was that of the construction of the contract between the St. Louis Republic and the St. Louis Typographical Union. Considerable discussion occurred over the contentions of both parties, after which the following decision was rendered:

"This case relates to the employment of assistant machine tenders in the office of the St. Louis Republic. The board finds that section 57 of the local contract, which was dated in February, 1912, permits assistant machine tenders to take charge of plants in the absence of the regular machinists, and that the provisions of this section are continued in full force and effect by virtue of section 13 of the amendatory contract between the interested parties executed June 6, 1911. Therefore, the contention of the publishers is sustained and assistant machine tenders may be employed in accordance with the provisions of section 57, referred to above."

Another case was the question of the use of mats which had arisen between Vancouver Typographical Union and the Vancouver local of the American Newspaper Publishers' Association. This question was given extended consideration, and the following decision was rendered:

"This case was referred to the National Arbitration Board in October, 1911. At that time the local parties were operating under a national board decision, which expired December 31, 1911, and a new agreement was not in effect. Under the circumstances a decision at this time would not apply to present conditions, as local parties are bound by the terms of the new agreement, section 35 of which covers the matter in controversy. This section is clear and should be interpreted in accordance with any mutual understanding had when the new agreement was made."

The board then took up a question that had arisen between New Orleans Typographical Union and the New Orleans local of the American Newspaper Publishers' Association regarding the reproduction of certain railroad ads in the office of the New Orleans Daily States. Decision thereon was made as follows:

"This case relates to the reproduction of Illinois Central and Frisco railroad ads in the office of the Daily States. Section 31 of the local contract, which relates to the reproduction of matter not mentioning railroad advertising. The board, therefore, after considering the case at a previous meeting, sent inquiries to New Orleans to ascertain the custom that had prevailed there with respect to such advertisements. In reply the statement was made that four of the five newspapers in New Orleans have always reproduced such ads. The board, therefore, decides that the Daily States reproduce the advertisements in question."

A decision was rendered in the dispute over the rate to be paid machine operators in the composing rooms of the Chicago Examiner and American. This case had been before the board at previous meetings. The following ruling was agreed on:

"This case relates to the rate to be paid machine operators in the composing room. Continued on Twenty-third Page."



Having installed new presses, the fastest running that are built, and the latest electrical and other mechanical devices, made desirable by its growth in circulation, the

# NEW YORK TRIBUNE

is today prepared to give to advertisers better service than ever before in its history.

The advertising page of the Tribune has been "standardized" to 296 lines length and 13 ems width of column; seven columns to the page.

THE TRIBUNE'S single aim is to place in the hands of the public a paper convenient in size, clean but not dull, progressive but not radical, and in all things ACCURATE and COMPLETE.

The steadily increasing circulation of THE TRIBUNE, adding thousands of new readers to the famous following which so long has supported its policies, shows that the public appreciates the BEST, especially when available at the lowest price.

---

Advertisers who have always used THE TRIBUNE because of its Quality Circulation well know that its Increase in Quantity involves no sacrifice of Character, and that its readers can be reached through no other paper.



# The Knickerbocker Press

Publication office Albany N. Y.  
Business office 18 Beaver St., Albany, N. Y.  
Troy office 382 River Street  
Schenectady office 406 State Street

Foreign Representatives,

JOHN M. BRANHAM COMPANY,

225 Fifth Avenue, Mellers Bldg., Chemical Bldg.,  
New York City Chicago, Ill. St. Louis, Mo.

# The Knickerbocker Press

## BULLETIN NO. 22.

### STAGES OF GROWTH.

The Knickerbocker Press since May 21, 1910, has passed through several stages of development. They are as follows:

FIRST—ON MAY 21, 1910, it was about the POOREST paper published anywhere.

SECOND—According to public opinion it had become on the 21ST DAY OF MAY, 1911, the BEST NEWSPAPER published in Albany.

THIRD—IN NOVEMBER, 1911, it was said by people generally that The Knickerbocker Press was the BEST PAPER published in the Capitol District.

FOURTH—When JANUARY, 1912, was reached you often heard the expression that The Knickerbocker Press was the BEST NEWSPAPER PUBLISHED between New York and Buffalo.

FIFTH—When the ice of winter began to disappear and navigation was resumed on the Hudson river, every one was saying that The Knickerbocker Press WAS THE BEST NEWSPAPER between New York and Chicago.

SIXTH—BUT WHEN MALCOLM GOT through reporting the Republican convention at Chicago and the Democratic convention at Baltimore it was the universal opinion that THE KNICKERBOCKER PRESS WAS THE BEST PAPER PUBLISHED ANYWHERE.

LOCAL ADVERTISERS recognize the progress which the paper WAS and IS making, as is shown by the following statement of LOCAL ADVERTISING in the Albany papers for the MONTH OF JUNE, 1912.

The Knickerbocker Press LEADS all the rest.

THE KNICKERBOCKER PRESS.....	237,508 Agate Lines
Times-Union .....	226,982 Agate Lines
Journal.....	160,818 Agate Lines
Argus .....	67,874 Agate Lines

### PAPER CARRYING RATE ABUSES ALLEGED.

Discrimination against Atlanta, Ga., in the freight rates on print paper was alleged Friday before the Inter-State Commerce Commission by the Atlanta Journal Company.

From Berlin, N. H., to Atlanta the all-rail rate is forty-three cents a hundred pounds, while from Berlin to Chattanooga, Tenn., the rate is thirty-eight cents.

The Journal Company maintains that the difference of five cents is unduly preferential to Chattanooga and unreasonably discriminatory against Atlanta.

It is urged that the two cities be placed on a parity at the thirty-eight cent rate, and that reparation be awarded to the Journal Company on all shipments at the higher rate.

### HOW TO WRITE FOR PRESS.

A textbook on journalism, which is also intended to serve as a handbook for newspaper reporters and correspondents, is among this year's output of books by University of Wisconsin men. The book is called "Newspaper Reporting and Correspondence" and was written by Grant M. Hyde, instructor in the course in journalism.

The author has made the book a practical first aid to struggling newspaper cubs who want to learn how to write. A collection of "don'ts and dos" and workaday instructions for the newspaper beginner makes up the larger share of the book.

### "GANG" EXCITES AN OFFICE.

When the police chief of Orange, N. J., answered a telephone call

Monday evening an agitated voice at the other end of the wire bade him forthwith dispatch all his reserves to the branch office in Orange of the Newark Evening News, where a gang of burglars was trying to break in.

Patrolmen swooped down on the rear of the building and captured a fourteen-year-old boy armed with a potato knife. The youngster had cut out a wire screen, and was busy removing the putty from a pane of frosted glass.

### A WISEACRE.

W. F. Chapman, circulation manager of the Minneapolis Daily News and Woman's Home Weekly, is spending his vacation among the newspaper offices of New York studying methods.

### RECENT INCORPORATIONS.

MOSS POINT, MISS.—Advertiser Publishing Company; capital, \$10,000; incorporators, J. Bonds, J. J. McIntosh and George W. O'Neill.

ROCK ISLAND, ILL.—Review Publishing Company; capital, \$20,000; incorporators, J. W. Fuller, Richard A. Evans, Albert W. Long, E. J. Aspengren and F. W. White.

### NEW ENTERPRISES.

MONROE, IND.—H. I. Drollinger has launched the Reporter in this town.

RIVERTON, UTAH.—The Salt Lake Daily Examiner is a new eight page weekly started by Dr. Alfred T. Faerber.

BINGHAM, UTAH.—A new paper called the Review has appeared here under the ownership of Lester G. Baker.



## BIG POSTAL REVENUES.

The largest three months' business in the history of the postal service is shown by the latest financial statement of Auditor Kram of the Post Office Department.

Audited revenues for the quarter ended with March reached \$4,368,854.45, an increase of \$2,396,301.11 over the same period last year. The total expenses amounted to \$4,878,633.78, a daily average of \$712,952.05. Expenses exceeded revenues in this quarter, but a net profit of \$845,835.16 is shown for the first nine months of the fiscal year.

There was a marked falling off in the volume of money sent abroad in the nine months, while the number of domestic money orders issued increased more than five and one-half per cent.

Money sent out of the country through international money orders decreased \$10,483,531.30, compared with the same period of last year. This change is attributed by the department to the establishment of the postal savings system.

PATRIOTIC NUMBER OF THE  
LINO TYPE BULLETIN.

Dressed in the national colors—red, white, and blue—the July issue of the Linotype Bulletin, the monthly house organ of the Mergenthaler Linotype Company, presents a unique and striking appearance. The borders are made up of the stars and stripes, the various dashes are composed of rows of cannon, clusters of stars or miniature cannon balls, while the initials are ornamented with outline stars. In addition there are borders cast from matrix slides showing white stars in a blue field, miniature flags, etc., so that as a whole it is an appropriately patriotic number for the fourth of July.

The fact that all of this ornamental material, as well as the text matter, was produced on the linotype, illustrates admirably the diverse uses which can be made of the product of this extremely versatile machine.

## CONVENTION NUMBER.

A special convention issue giving a history of the doings of the Connecticut delegation was issued by the Bridgeport (Conn.) Sunday Worker. The work was by Thomas P. Morton, who accompanied the party with A. V. Barber, known as "Dad" Barber, the staff artist.

## POST PRINTING COMPANY.

The Chicago Evening Post's publishers have incorporated the Post Printing Company. The directors are Carroll Shaffer, Arthur Bird Haven and Richard H. Hollen.

## ILLINOIS DAILY SOLD.

J. P. Gill and J. M. Herbert have sold the Murphysboro (Ill.) Independent to Fred M. Rotens. The Independent is a daily paper, but also issues a weekly edition.

## CO-OPERATIVE OWNERSHIP.

The firm of Kipela & Meyers is now publishing the Wakefield (Kan.) Pointer. The former owner was J. M. Squier.

## The Evening Star

July 16, 1912, Washington, D. C.

## Record 2d Quarter 1912

## Sworn Average Circulation

## Daily

April, May, June, 1912 ..... 65,798

April, May, June, 1911 ..... 58,265

Gain, 7,533

## Sunday

April, May, June, 1912 ..... 51,615

April, May, June, 1911 ..... 46,996

Gain, 4,619

## Advertising in the Washington Newspapers

The Star ..... 3,003,767 lines

2d paper ..... 1,591,109 lines

3d paper ..... 1,514,447 lines

4th paper ..... 1,051,175 lines

## First in Everything:

## Total Circulation

## City Circulation

## Home Circulation

## Quality Circulation

## Total Advertising

## Local Store Advertising

## Classified Advertising

## Foreign Advertising

NEWPORTERS SAY CAMERA  
MEN ANNOY THEM.

Some of the summer residents of Newport, R. I., are so annoyed by the alleged persistent presence of camera men that they have complained to the police department. Chief Crowley advised the men that it would be better for them to conduct their operations singly rather than en masse.

According to a recent decision of the Supreme Court of Rhode Island it is not unlawful to take a snapshot even though the subject may object. On the other hand it is held that any one molesting a man with a camera is guilty of assault and is therefore liable for damages.

## HIS POETRY MAKING A HIT.

Bond P. Geddes, a reporter on the Omaha Daily News, has had poems accepted recently by the Forum, the Twentieth Century and the International Magazines. Geddes covers courts when not writing poetry.

## NEW PRESS INSTALLED.

F. H. Guthneek & Sons, proprietors of the Fithian (Ill.) Herald and the Westville (Ill.) Record, have installed a new press at their Fithian plant.

## CHANGES NAME.

The Currier Publishing Company, Chicago, has changed its name to the Woman's World Publishing Company.

ASKS RECEIVER BECAUSE OF  
OWNERS' QUARREL.

Disagreement among the owners of the Trinidad (Colo.) Advertiser has caused Daniel W. Stone, former owner and editor and at present holder of one-third of the stock in the company to file suit in the United States district court, charging that several of his associates have entered into a conspiracy to wreck the paper in order to break its political influence.

One of the methods adopted, says the complaint, was to change the policy from Democratic to Republican. Stone asks that a receiver be appointed and for an injunction preventing the officers from further selling stock which, it is charged, has been illegally issued.

## MUST STAND TRIAL.

Acting Governor Wagner of New York State has decided that William Gippert of New York, editor of the Musical Courier Extra, who is wanted in Will County, Ill., for alleged conspiracy and libel must be taken back there to stand trial.

## CHANGE OF WORK.

T. A. Kirby, for some time manager of Poli's Theater at Bridgeport, Conn., has resigned and entered the publicity department of Sea Breeze Island, a Bridgeport amusement resort. At the close of the season he intends entering newspaper work.

CLAIMS RARE POWER TO  
"WORK" THE NEWS-  
PAPERS.

A flagrant claim of a New York press agent to ability to work the newspapers of the country for free advertising under the guise of news matter is brought to light in the current number of the free publicity bulletin of the A. N. P. A.

According to the bulletin, the Pan-Press Bureau, 1 West 34th street, New York, is a trade name used by Percy G. Moeller. The bureau makes an offer to secure free publicity for various summer resort hotels through "articles of not less than 500 words on every Sunday for fifteen weeks with twenty-five leading newspapers in fifteen first class cities east of the Mississippi for \$300.

"The twenty-five newspapers are:

"The New York Herald, Times, World, Tribune, Press, Brooklyn Eagle; Boston Globe and Post; Springfield (Mass.) Republican; Hartford Courant; Buffalo Courier; Rochester Democrat and Chronicle; Philadelphia Inquirer, North American, Press, Public Ledger; Pittsburgh Dispatch; Baltimore American; Washington, (D. C.) Times and Post; Cleveland Plain Dealer; Cincinnati Enquirer; Chicago Tribune and Record-Herald; Detroit Free-Press."

The free publicity committee of the A. N. P. A. says it has made inquiries of several of the papers mentioned and is informed that the offer is without authority. The New York Times on July 9 published the following statement:

"Mr. Moeller has no connection with the Times and his offer to place advertising matter as news is fraudulent so far as it refers to the Times."

MOONLIGHT TRIP UP THE  
HUDSON IS PLANNED.

Newspaper, political and theatrical folk of New York will take a "moonlight jungle" excursion up the Hudson River to Point Pleasant Park on the evening of Tuesday, July 30, the boat leaving at 5 p. m.

The trip will be under the direction of Louis J. Beck, newspaper man, who for many years was associated with Frank C. Bostock, animal trainer, and with the New York Hippodrome. Point Pleasant Park is thirty-five miles up the Hudson, near Croton.

Although the Isabel has a capacity of 800, only 500 tickets will be issued for the excursion. A "cabaret a la carte" will be one of the specialties of the occasion, among the artists whose services already have been engaged being Matthew Thomas McMahon, organist; John Nestor, ragtime singer, and John Pritchard, tenor of the Hippodrome. In the park there will be dancing and a piano competition.

John A. J. Fenton, circulation manager of the New York Press, is chairman of the committee on arrangements.

## HEAT TOO MUCH.

Thomas A. Dorgan ("Dad"), the cartoonist for the Hearst papers, and John Boden of the New York Press were victims of last week's hot spell. Dorgan succumbed while at work in the American office on Friday and had to be removed to the hospital. Boden was overcome on Nassau street. Neither are seriously ill.

# The Ideal Tabloid Supplement for Sunday newspapers.

## Why not put it on with YOUR paper?

*Joe Chapple's News-Letter* is supplied as a Sunday and Saturday Supplement with more newspapers than any other tabloid magazine in America.

As a feature, fiction and "Today" fact magazine it meets every editor's demand for a magazine supplement supplying entertainment and art perfection.

*The extraordinary demand for Joe Chapple's News-Letter is easily accounted for because of its demonstrated value as a circulation builder. A glance at the contributors tells the story. Thousands of boys all over the country are now selling the NEWS-LETTER as an independent publication at 2 cents a copy, giving it an established value and intrinsic periodical worth.*

CHAPPLE PUBLISHING COMPANY  
BOSTON, MASS.

### CHURCH PUBLICITY FOR ALL CITIES.

EDITOR THE FOURTH ESTATE.

SIR: I note your editorial comment in the issue of July 13 with reference to the advertising being purchased in Atlanta through the Men and Religion Forward Movement Committee.

I am sure that you will be interested to know that during the past winter in the Men and Religion campaign I recommended in every city in which meetings were held that the churches engage in a systematic and continuous publicity campaign. This was one of a series of recommendations made in the name of the Social Service Department, of which I was dean. The same recommendation was made in the other cities. We merely changed the name of the city in each case. As a result of our recommenda-

tions many of the cities appointed committees of prominent business men who have this whole matter under advisement, and I am confident that in the coming year some very practical results will come out of these recommendations.

CHARLES STELZLE.

### POLICE MAGAZINE.

The National Police Magazine is a new Chicago publication. Its first number is that of July, issued by the Municipal Publishing Company. A number of men prominent in the Chicago police department contribute articles to the current number.

### CANADIAN SPECIALIST.

H. Thornton Bolt, late of Calgary, has opened offices in Edmonton, Can., to conduct business as an advertising specialist and counselor.

### LAW COMPELS A PAPER.

Various things have contributed from time to time to cause new entries into the newspaper field. The latest journalistic venture in the vicinity of Little Rock and Arkansas is the Pulaski Heights (Ark.) News which has just appeared.

This paper was launched because the law says that it must. According to the News the Arkansas statutes being peculiar in many respects, especially regarding the formation of improvement districts, requires that the ordinances creating the district must be published in some paper for at least one insertion, said paper to be published within the boundaries of the town or city in which the district is located. Mrs. Bernie Babcock is the editor.

In the organization of the original improvement districts in Pulaski Heights R. O. Paul began the publication of a newspaper called the Bulletin. It was issued for some time, and the ordinances were published, after which the paper died.

### DIDN'T LIKE CRITICISM.

Because of fisticuffs with C. D. Ambrose, editor of the Fayetteville (Ark.) Evening News, Judge John H. Tillman, former president of the University of Arkansas, was fined \$1 and costs.

Ambrose, it appears, had published a criticism of Judge Tillman's son, who was fined for playing poker. Young Tillman is assistant prosecuting attorney for the county. Tillman took the matter as an insult to his family.

### ARRESTS BRUTAL DRIVER.

Mrs. Frances Ettan, editor of Humane Society, a New York magazine, caused the arrest of a driver in Columbus Circle because he beat his horse with a whip. The man wouldn't stop beating the animal until Mrs. Ettan wrested the whip from him. She held on to the driver and the whip until a patrolman arrested him.

### PUBLISHER GOES BLIND.

Colonel E. E. Stahl, for many years publisher of the Trenton (N. J.) State Journal, has been stricken blind. Paralysis of the optic nerve is the cause. Colonel Stahl, who is the father of Rose Stahl, the actress, was stricken while attending the theater.

### NOT DEAD YET.

Frank Letto, St. Paul News correspondent, was in Regina at the time of the cyclone and was thought to have been one of the dead. He bobbed up in St. Paul a few days later, however, refuting the rumor.

### GUESTS OF COMMERCE CLUB.

Over 100 Nebraska newspaper editors were the guests of the Omaha Commercial Club on July 8, and visited the plant of the Omaha Daily News.

### PREFERS PRINTING.

A. T. Mitchel, editor of the Caledonia (Can.) Advertiser, has sold the paper and moved to Yorktown, where he will engage in the printing business.

### HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the finger ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a try. Prices the lowest in quantities. Address

C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



FISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year—Weekly.

Write for Samples.

FISK PUBLISHING CO.

Schiller Building, CHICAGO.

We conduct all kinds of Circulation Contests UNITED CONTEST COMPANY, CLEVELAND, OHIO.

NOT THE CHEAPEST BUT THE BEST

For Washington Correspondence WRITE

AMERICAN TELEGRAPH PRESS

District National Bank Building, WASHINGTON, D. C.

WILMINGTON MAY PASS ANTI-CAR AD ORDINANCE.

Like in Chicago, some members of city council of Wilmington, Del., have discovered that the traction companies doing business in that city are carrying on an advertising agency to which they are not entitled in their charter and for which they have never received a charter or license from the city or state.

It is claimed the trolley companies by using a portion of the interior of their cars for the placarding of cards bearing all kinds of advertisements are doing so contrary to law.

The councilmen have been considering this subject for some time although it has not yet come before an open meeting. The action of the city council of Chicago in passing an ordinance prohibiting the trolley companies from using the interior of their cars for advertising space has renewed interest in Wilmington, and the members of the council are said to have under consideration a similar ordinance to introduce legislation to regulate or to stop it.

### A FLOUR CITY FEAT.

In the first six months of 1912 the Minneapolis Daily News gained 303,274 lines of advertising as compared with the corresponding period in 1911.





# GET TO-DAY'S NEWS TO-DAY "By UNITED PRESS"

General offices, World Bldg., NEW YORK

THE  
HOTELING *NEWS* Vendor.  
A slot machine for newspapers.  
Sells 8 to 40-page papers at 1, 2, 3  
or 5 cents. Can be emptied and re-  
filled with 60 papers in 30 seconds.  
HOTELING BROS.  
Tribune Building, NEW YORK.

## THE SPECIAL SERVICE CO.

Reliable Contest Operators  
Write for terms, etc.  
Room 33, 23 Park Row, New York

 Small Features   
Use the famous "Adams Features," among  
which are Walt Mason, Abe Martin, Ruth  
Cameron, George Fitch, "Zimkie," Kann's  
"Sidekick Sketches," The Horoscope  
Write for sample weekly sets—NOW.  
*Adams Newspaper Service,*  
Peoples Gas Building, CHICAGO.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon  
editions, in the form of typewritten copy  
and matrices, covering baseball, boxing,  
Olympic Games, football—all sports.  
Expert Comment.—Best illustrations.  
YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

## BUILDING UP THE CIRCULATION.

The Indianapolis News News-  
boys' Band gave a series of con-  
certs last week at Winona Lake.

The Berlin (N. H.) Reporter  
closed a successful voting contest  
on June 29. The total amount of  
cash taken in amounted to \$5,556  
and 2,851 new subscribers were  
added. The campaign was con-  
ducted by the Intensive Circulation  
Promoters, John H. and T. F.  
Houlihan, of Binghamton, N. Y.

The Omaha Farm Magazine has  
issued a sworn statement showing  
the circulation in each town and  
village in its territory.

The Honolulu (T. H.) Evening  
Bulletin has just finished a popu-  
larity voting contest for young  
women, which proved highly suc-  
cessful and resulted in a large gain  
in circulation. An automobile was  
used as a capital prize, with trips  
to San Francisco, player-pianos,  
diamond rings, gold watches and  
trips to the other islands as other  
prizes.

Intense interest was shown by the  
people of the Territory throughout  
the campaign. Many difficulties  
were encountered by the candidates  
on the outside islands, because of  
the wide extent of territory to cover  
and the inadequacy of travel ac-

commodations, but these were suc-  
cessfully surmounted.

The contest was conducted by the  
Northeastern Circulation Company,  
Davenport, Ia.

The Omaha Daily News is carry-  
ing a strong daily feature under the  
head of "Facts you should know  
about Nebraska." The Daily News' Kid  
Baseball League has over 100  
boys' teams entered. The paper of-  
fers medals for championship in the  
senior and junior divisions.

### "EXTRA" FAKER FINED.

John J. Coffey, a Philadelphia  
newsboy, had to pay a fine of \$7.50  
last Friday for causing a small-  
sized riot of numerous business  
men when he went along Sixteenth  
street shouting "Special extra,  
Roosevelt dead; next President as-  
sassinated."

A policeman purchased one of the  
papers and when he failed to find  
the account of the assassination he  
placed Coffey under arrest.

### SHOT OUT OF TOWN.

James Creel, editor of the Rip-  
saw, a socialist paper, published in  
St. Louis, has arrived at Lake  
Charles, La., from Oakdale, where,  
he said, he was set upon by "gun  
men," who shot at him and forced  
him to leave the town. Creel said  
he went to Oakdale to make a  
speech in the interest of the Broth-  
erhood of Timber Workers.

### A SYRACUSE RECORD.

A gain of nearly 7,000 circulation  
in five months is a record made by  
the Syracuse Post-Standard, of  
which Edward J. Waldron is cir-  
culation manager. For the month  
of June the daily average figures  
were 48,667. Mr. Waldron took  
charge of the Post-Standard's cir-  
culation forces last February.

### COMBINATION RATE.

The Clover Leaf League has put  
into effect a new combination ad-  
vertising rate covering publication  
in the Woman's Home Weekly,  
Minneapolis; the American Home,  
St. Paul; the St. Paul Rural  
Weekly, and the Farm Magazine  
and Rural Weekly, of Omaha.

### RECEIVER'S SALE.

Homor E. Shaw of Bement has  
bought the Monticello (Ill.) Bul-  
letin at a receiver's sale. The price  
paid is \$2,210. It is reported that  
Mr. Shaw acted in the purchase for  
several of the stockholders the  
former publishing company.

### FINED FOR CONTEMPT.

For criticizing the ruling of Judge  
Porter, Frank M. Hartman and  
Stephen Flanagan, publishers of the  
New Castle (Pa.) Free Press, a So-  
cialistic newspaper, were sentenced  
to pay a fine of \$100 each for con-  
tempt of court.

### LEAVES TRADE WORK.

Richard W. Ledwith, former  
editor of the Chicago Paper Trade,  
is now engaged for himself in news-  
paper service work in Chicago. His  
offices are at 186 North La Salle  
street.

# Here is THE PREMIUM Fountain Pen CATALOG

that  
offers you  
**PREMIUM  
PENS**  
that  
*must and do*  
Please  
**YOUR**  
prospects



Paste the coupon at the bottom of this page, checked,  
to a post-card and mail it to us to-day.

Buy good guaranteed high-grade fountain pens at  
lower prices than you have ever purchased them before.

*We make more GOOD fountain pens  
than any other firm in the world—bar none.*

Quality for quality—style for style—service for service  
—we absolutely guarantee that Diamond Point  
Fountain Pens are equal to the best and—by our  
guarantee, which accompanies every gold pen, you  
can guarantee these pens to your customers without  
reserve.

## DIAMOND POINT PEN CO.

Manufacturers of more good Fountain  
Pens than any other firm in the world.

39-41-43-45-47-49 West 19th St., New York City

Tear this out, paste it on a Postal or Letterhead and mail it now!

DIAMOND POINT PEN CO.

39 W. 19 St., NEW YORK

*Premium Catalog Request*

We are interested in the line of Premium Foun-  
tain Pens indicated by cross mark below (check  
which), imprinted or plain:

1. Special line 14 karat gold at 40c each in 100 lots.
2. General line 14 karat gold, mounted at 55c to \$2 each in lots of 100.
3. Security—can't leak, guaranteed fountain pen at \$1.50 to \$7.50 each.
4. Ladies' fountain pen, plain and mounted, 14 karat gold at 60c each in 100 lots to \$5.00 each.
5. Self fillers (no rubber sack) at 75c each in 100 lots.
6. Press-to self-fillers at 50c each in 100 lots.
7. Special new idea pens such as the "Pen Pencil," fitted with 14 karat gold nib at one end and automatic lead pencil at the other, mounted, unmounted at \$1.00 each in 100 lots and up.

Requesting this catalog puts us under no obligation to buy your mdse.

FE Signed.....

Firm.....Buyer

Street Address.....City.....State

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, L. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICES:

105 West 40th Street  
(Hilden Building.) NEAR BROADWAY.  
NEW YORK.  
PHONE 5200 BRYANT

WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 960

FOR THE WEEK ENDING SATURDAY, JULY 20, 1912.

## WHY PRINT NAMES OF ALL NEWSPAPER OWNERS?

Newspapers throughout the country are protesting vigorously against the proposed amendment to the post office bill now in Congress providing that every newspaper, magazine or other periodical carried in the mails must publish, at least once in each week, the name, or names, not only of the editor and publisher, but as well of the owner, or owners, including the names of the owners of all stock, bonds or other securities to the amount of \$500 or more. The penalty for violation is fixed at a fine of not less than \$100, nor more than \$1,000, for any offense.

The stand they take is instanced in an editorial in the Ithaca Press, which says:

So far as most papers are concerned there is no special objection to having it known who are the owners either of stock or bonds, but, on the other hand, there is no reason why it should be known. As well ask that the stockholders in a manufacturing company or department store should be published on the billheads, or put in a paid advertisement in some official publication once a week.

The names of the officers of all newspapers are published now every day in this state and that fixes personal responsibility so far as in any sense is necessary.

Some of the statesmen who have been criticized in print are very sore and sensitive and they are improving the opportunity to do something which they think the publications will dislike and which will cause them inconvenience. It is simply a bit of petty spite.

The same amendment also has a provision to the effect that all matter "published in any such circulating periodical for which money, or other consideration, is accepted by the publisher, or publishers, shall be plainly marked advertisement, or shall be signed by name, or names, of the person, or persons, in whose

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; acute measure (14 lines to the inch: 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$480.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advance payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

interest, or interests, such article is published."

This is unobjectionable from the publishers' point of view. Advertising matter in most papers is printed in type and style which carries the information that it is paid for and some papers require all contributors to sign their names for publication.

It is altogether probable that the amendment will not pass and the only purpose it will show is the sensitiveness of some of the lawmakers at Washington.

## SYSTEMATIC PUBLICITY BY UNITED CHURCHES.

The same advertising principles which apply to great business enterprises may be as effectively employed in advertising a church.

This is simply another method of preaching the gospel.

The manufacturers and dealers in the great staple articles, which are so familiar to the readers of newspapers and magazines, have spent years in the task of creating an atmosphere favorable to their particular business. The church should make it its business to compel men to think well of it. A study of the churches of Atlanta has brought out the fact that very few of them have adopted an adequate advertising program.

We recommend an advertising campaign which will really do justice to the combined Protestantism of Atlanta. It should be in the hands of an expert advertising manager, possibly a man who is familiar both with the principles of advertising and who understands and is sympathetic toward the work of the church. He should have back of him a sufficient amount of money to conduct a campaign covering a period of at least six months or possibly a year.

There should be a liberal use of the columns of the daily press. Each of the daily newspapers should contain on Saturday at least half a page of advertising matter, presenting in the most intelligent manner

possible the claims of the church upon the people.

In connection with this general statement there should be notices of the meetings of the churches to be held on the following day, either according to denominations or to the different localities in the city.

The newspaper is unquestionably the most effective advertising medium for general advertising. It has the advantage of being read by practically every man and woman in town. It already has the entrance into the homes of the people. It is not looked upon with suspicion; therefore, it is not necessary in using the newspaper to overcome the prejudice of the reader, as might be the case with some other form of publicity.

The newspapers reach more people than can be reached in any other way. Such an advertising campaign will attract the attention of the people as no other method can. The fact that advertising costs real money will grip them. They will understand at once that an enterprise that goes into this sort of thing is worth while.

Continued, so that their attention is frequently called to it, such a publicity campaign is sure to lead to action. Newspaper advertising by the church will attract more attention than if the same story were told in the reading columns. It would be more striking. It would be more concisely and more forcefully told.

One hundred words in bold-face type will be ten times as effective as a thousand words in a news story. Newspaper advertising by the churches of Atlanta will interest the newspaper editors and managers in the church enterprises. Such advertising would appeal to them because of the fact that they are being paid for services rendered.

The church expects large slices of free advertising in the news columns and receives it. An advertising campaign engaged in by all of the churches will convince the people outside the church that there is a real unity of spirit among them.

It will make a profound impression upon the entire city such as no other kind of a campaign can possibly make. It will revolutionize the attitude of the outsider toward the church.

## NOTE AND COMMENT.

Nowhere else in the United States, it is said, are the conferences of a big city's administration open to representatives of the press as they are in Milwaukee.

Every Friday afternoon Mayor Bading and his cabinet meet in the mayor's office to discuss plans. The newspaper men who "cover" the city hall are members ex-officio.

Matters intimately connected with the city's policies and problems are discussed with the utmost frankness. Nothing is held back and the newspaper men are only asked in a few instances to "hold" stories until the plans are matured.

"In this age you can't muzzle the press in the trial of lawsuits. Courts don't believe that to be proper," has ruled Common Pleas

Judge W. A. Babcock of Cleveland.

In so doing he overruled a motion to take from the jury and continue until next term a damage suit, because of articles which had appeared in the newspapers in reference to the case. It was claimed the jury had been unduly influenced. Judge Babcock held not.

To prove that the concrete wall of the new municipal baths was improperly constructed a reporter for the Minneapolis Daily News is said to have dug a hole in it with a doughnut.

Assessments on personal property as affecting the Chicago daily newspapers this year are based on the following valuations:

Daily News, \$610,801; Tribune, \$432,000; American, \$175,000; Record-Herald, \$107,864; Inter-Ocean, \$55,000; Illinois Publishing and Printing Company, \$45,000; Journal, \$35,000; Abendpost, \$32,500; Evening Post, \$10,500.

During the second quarter of 1912 the business of the Washington (D. C.) Star made a fine record. As compared with the months of April, May and June of 1911, the Star gained in circulation on its daily edition 7,433, and on the Sunday issue 4,619. The average daily figures for the quarter were 65,798, and Sunday, 61,615. In this period advertising printed in the Star amounted to 3,003,767 lines.

The Newspaper Press Directory for 1912, published by C. Mitchell & Co., Ltd., London, England, is the sixty-seventh annual issue of this work. The new edition will be found by those interested in any phase of newspaper or advertising work in any part of the world to be one of the most valuable works of its kind ever published.

It is in concise form of 615 pages, conveniently indexed and otherwise arranged in every particular for handy and rapid use. The contents, while gathered particularly for use at home, is also valuable to foreigners. Its introductory section contains a composite review of the legal year in its relation to the English press and an obituary section with photographs of leading English journalists who passed away since the last edition.

The main body of contents is information on every publication of the United Kingdom and British Isles, newspaper map of Great Britain, statistics of Continental, American, Indian and Colonial papers and a directory of class papers and periodicals. The price of the directory is one florin. C. Mitchell & Co., Ltd., are located at 1 and 2 Snow Hill, Holborn Viaduct, London, E. C.

From business reports of General Manager E. E. Hull of the Muskogee Times-Democrat, it appears that this Oklahoma paper is enjoying an era of plenty of prosperity. An increased advertising rate was put into effect recently in keeping with the paper's strides in circulation.



## PURELY PERSONAL.

WILLIAM WINTER, the veteran dramatic critic, poet, and writer on the drama, celebrated his seventy-sixth birthday Saturday at the home of his son, Jefferson Winter, Tompkinsville, Staten Island. Mr. Winter is at present engaged on a new book which is to be ready for the publisher by fall.

W. LEONARD PALMER of the London Financial News is on a tour of Canada with a delegation of British financiers and manufacturers.

ROBERT E. DOUGLAS, the Chicago special representative, is making an extended trip through the East, taking in New York, Boston, Philadelphia, Atlantic City, etc.

THOMAS LEAVETT, editor of the Dorchester (Mass.) Beacon, was presented with a handsome gift by members of the Massachusetts Press Club at its Nantasket banquet. Mr. Leavett is president of the club.

J. A. MARTIN of the Progressive Farmer is on a visit in New York.

E. B. ALLEN, well known to the newspaper fraternity of Oklahoma as former editor of the Purcell Republic, a Republican paper, will re-enter the field in the near future.

WILLIAM S. DILLON, an office boy in the employ of the New York World, has written a ballad, entitled "The Dearest Old Lady," of which critics are saying many nice things.

HARRY M. BIGELOW, editor of the Portland (Me.) Press, has been called to Fargo, N. D., by the serious illness of his mother, who recently underwent an operation.

CLARENCE M. AGARD of the staff of the Bridgeport (Conn.) Standard and Associated Press correspondent in that city, is receiving felicitations on the fact that Mrs. Agard is recovering from a serious surgical operation, which for a time caused her life to be despaired of.

LLOYD LONERGAN of the New York World, who recently broke his leg, still has several weeks facing him before he will be able to get around.

ALBERT A. McLAUGHLIN, formerly sporting editor of the Bridgeport (Conn.) Farmer, is now studying medicine. During the summer he is covering county work for the Farmer.

EDWARD CONE of the Cone, Lorenzen & Woodman Special Agency, New York, has returned from a business trip through the West.

D. I. McNAMARA very capably filled in as city editor of the Bridgeport (Conn.) Farmer during the absence of James L. McGovern at the Baltimore convention.

LEE MOON, who has been connected with the typographical departments of several of the Sacramento newspapers, is back in that city again after spending a year in Nevada.

Dr. J. H. FINNEGAN, well known to Providence (R. I.) news-

paper men, is now house surgeon at St. Vincent's Hospital, Bridgeport, Conn.

R. W. LARDNER of the Chicago American's sporting staff is proclaiming the arrival of one John Abbott Lardner in his household.

W. F. SAILOR, commercial editor of the St. Paul Daily News, who has been taking an enforced vacation due to a near-broken leg, is back on the job with a cane.

RUSSELL LOCKWOOD, formerly on the reporting staff of the Omaha Daily News, will make the swing through the West with President Taft this fall. He will represent the United Press.

Dr. W. H. CURLEY, who while on the staff of Bellevue Hospital became known to many New York newspaper men, has been appointed day surgeon at the Bridgeport (Conn.) Emergency Hospital.

HENRY BEREMAN, editor of the Omaha Farm Magazine, is on the Bereman ranch, near Valier, Mont., where Mrs. Bereman is seriously ill.

JOHN W. FLENNER, Washington correspondent of the Muskogee (Okla.) Times-Democrat, has undergone a successful operation for appendicitis.

H. C. SMITH, editor of the Rockville (Conn.) Leader, has been elected president of the business men's association of that city.

FRANK RILEY, formerly of the New York Sun, is recovering from an operation in St. Vincent's Hospital.

JOHN DAY, sporting editor of the Chicago Inter-Ocean, is being congratulated on a fifth addition to his family. It's the third boy. He also has two daughters.

ERNEST FAIRBANKS, superintendent of the agents of the Fort Worth (Tex.) Star-Telegram, is ill at Frederick, Okla. At this writing he is improving.

VICTOR BENDER, editor of the Springfield (Ill.) News, addressed the Ad Men's Club at its last luncheon.

AUGUST WOLF, who furnished the press of the country with live news of the Northwestern states from Spokane, is now located in Edmonton, Can., where he is writing from the Tegner Building.

WELLS F. HARVEY, Washington correspondent of the Grand Rapids (Mich.) Press, is the proud father of another son, whom he has christened Robert.

E. B. EDDY, president, and J. E. Plant, manager, of the Eddy Advertising Service, are making an automobile trip from Montreal to Cleveland.

CONRAD J. LECOQ, editor of the New Roads (La.) Banner, has been selected to handle the flood relief work in his parish. He is in direct charge of the distribution of supplies.

ROBERT H. FULLER, for many years a newspaper man in Albany, N. Y., and former private secretary to Governor Hughes, is now publicity manager of the Merchants' Association of New York City.

EMERSON DePUY, editor of the Northwestern Banker, Des

Moines, has undergone an operation in the Methodist Hospital, Des Moines.

## CONDUCTS "A JOURNAL OF CIVILIZATION."

William Marion Reedy owns and edits the Mirror, "a journal of civilization," in St. Louis and keeps his fingers on the public pulse in things political as well as social.

The New York Times' St. Louis correspondent says:

Time was and not so long ago when Reedy was a Democrat, and he is still inclined to that faith, call-



W. M. REEDY.

ing himself a Progressive Democrat. When asked what a Progressive Democrat is he frankly acknowledged that he did not know exactly, except that he is radical in his views on public questions, believing with all his heart in the Constitution, the Declaration of Independence, the rights of the States, the inerrancy of the Democratic Party, Christian Science, bridge whist, pound parties, and all the other fads of the times. Just now he feels it in his bones that the Democratic ticket will be elected in November.

## IN THE PUBLIC EYE.

FRED R. JOHNSON, who, as a member of the Kansas City (Mo.) charities department, became well known as a newspaper and magazine writer on social questions and was the author of the report of the vice commission in that city, is the new superintendent of public charities at Bridgeport, Conn.

BERT E. BARNES, city hall reporter of the Bridgeport (Conn.) Farmer, a Democratic publication, is prominent in the campaign of the newly organized "Bull Moose" party in Bridgeport and is serving as chairman of the publicity committee.

Mrs. HELEN RING ROBINSO, a Denver newspaper woman, is campaigning for the Democratic nomination of state senator. She is one of the state's prominent suffragettes.

The Rhode Tribune is a new arrival at Vinton, Ia. H. J. Reger is the editor.

## WEDDING BELLS.

PHILIP E. FOX, a member of the staff of the Dallas (Tex.) Times-Herald, has been married to Miss Gladys M. Scroggins of Fort Worth.

THOMAS F. MORTON of the Bridgeport (Conn.) Sunday Herald, has embarked on the sea of matrimonial life with Miss Olive S. Lownds as his bride.

H. W. SCHAFFNER, assistant circulation manager of the St. Paul News, will be married to Emma May of St. Paul on July 24.

EDWARD CANNADY, editor of the Portland (Ore.) Advocate, has deserted the ranks of bachelorhood. The cause is the charm of Miss Beatrice Morrow of Austin, Tex.

FRANK E. HARROLD, city editor of the Muncie (Ind.) Morning Star, has been married to Miss Hazel McCrillen of the same city.

IRVING H. AGARD, a former New England newspaper man and now sub-master and director of athletics at the Keene (N. H.) high school, was recently married at Dover, N. H.

THOMAS F. MORTON, known in newspaper circles of southern New England and now special writer for the Bridgeport (Conn.) Sunday Herald, was recently married to Miss Olive S. Lownds of that city.

L. P. BEACH, suburban correspondent for the Bridgeport (Conn.) Post and formerly editor of its suburban page, has joined the ranks of the benedicts. His headquarters are at Fairfield.

## SELLING AGENT FOR THE TRACT SOCIETY.

W. G. Bowdoin has been appointed selling agent for the American Tract Society at 150 Nassau street, New York. His personal attention will be given to orders for the society's publications.

Mr. Bowdoin is well known in the newspaper and literary fields through his connection with the New York Independent and various other publications. He is also the author of several works of literature.

## BANQUET TO MACALARNEY.

Robert MacAlarney, who recently retired as city editor of the New York Evening Mail to become a member of the faculty of the Pulitzer School of Journalism, was tendered a good will banquet by members of the Mail city staff on his departure. He was presented with a gold watch.

## BRESSLER IN MEMPHIS.

R. R. Bressler has succeeded Phil Conley as superintendent of newspapers in the Memphis News Scimitar. Mr. Bressler goes from the St. Louis Star where he has served under Mr. Gans and Mr. Beckham for several years. He is a young man and a hard worker. He will work under the general direction of E. C. White, circulation manager of the News Scimitar.

## THE MEN WHO DIRECT THE UNITED PRESS.

The pictures of Roy W. Howard and Clayton D. Lee on these pages show the executive heads of the United Press—the former is chairman of the board of directors and Mr. Lee is president.

A short time ago when C. B. Clark resigned as chairman of the board of directors to take charge of the new Scripps-McRae paper in Philadelphia—the News-Post—Mr. Howard, who was the first vice-president and general news manager, was chosen as the man to succeed him. Mr. Howard did so since in such a successful degree that at the annual meeting he was elected to retain the office. As general news manager he handled every big news happening that the United Press covered during his regime, his last being the national conventions.

Mr. Lee has devoted most of his attention to the business end of the association's work. He worked his way up through the various executive positions and was elected president last year. At the annual meeting of the stockholders and directors last week he was re-elected to the office.

As already told in THE FOURTH ESTATE, the news management of the United Press has passed to W. W. Hawkins, who has been made general news manager, succeeding Mr. Howard.

## COL. ROOSEVELT'S AFRICAN STORY FOR USE BY THE NEWSPAPERS.

Newspapers are soon to be given the opportunity of providing their readers with the much-talked-of story of Colonel Theodore Roosevelt, "My African Trip." The matter is being handled for newspaper feature service by the McClure Newspaper Syndicate, 45 West 34th street, New York, and arrangements have been made to release it for publication on August 18.

The work has been arranged especially for newspaper use in fourteen-page stories, illustrated with all the photographs taken on the trip. Every page will bear the signature of Theodore Roosevelt. The work, which has heretofore been restricted in publication, has been declared to be most fascinating and thrilling. Options for territory are now being received by the McClure Syndicate. The installments of the story are for weekly publication.

Largest proved high-class evening circulation.

The  
**NEW YORK  
GLOBE**

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.



ROY W. HOWARD,

CHAIRMAN OF BOARD OF DIRECTORS OF THE UNITED PRESS.

## POST OFFICES TO BE KNOWN BY NUMBER.

Every post office in the United States will lose its identity as a name in the auditing branch of the post office department at Washington, according to an order just issued by the postmaster-general. Instead of being recognized by name they will be numbered.

The order follows the installation of a newly patented labor-saving machine which does away with sixty clerks in the department and mechanically audits the reports of every postmaster in the country with accuracy.

The new machine auditors, according to the advance instruction sent out by the department, will mean a net saving every year to the government of \$500,000.

By the old system each report was

handled from seven to nine times, as was every money order voucher issued in every post office of the entire country. This created an endless chain of work, making it impossible to get an accurate checking of accounts for at least nine months after the closing of the books. The new system will reduce this time to less than three months.

The new mechanical auditors also will do away with the formal statements hitherto made on each report. Reports now will contain no lettering, every impression being figures.

The change was made necessary by the rapid growth of the money order system, which is increasing at the rate of \$13,000,000 a year.

Herbert Montgomery is about to start a paper at Piedmont, W. Va.

## NEW MANAGING EDITOR OF ARKANSAS DEMOCRAT.

Forrest A. Garrett is the new managing editor of the Little Rock (Ark.) Democrat. To THE FOURTH ESTATE Mr. Garrett related that he started in the risky field of Indian Territory journalism eight years ago with little means and less experience. There he established the Ardmore Courier, a little daily fo-



F. A. GARRETT.

lio, which lasted as long as the transportation facilities stayed with Noah of old—forty days. That was his first experience.

He stuck to the trail, though, and a few months later (July, 1905) landed the city editor's job on the morning paper at Texarkana, the Courier, now the Four States Press. He remained with Colonel Stewart for a year and then went to the Fort Worth (Tex.) Record as general assignment man, and six months later went to the Arkansas Democrat.

In his nearly six years with the Democrat Mr. Garrett has handled every department in the news end of the paper, putting in three years at the statehouse as political writer. Six months ago some changes in the staff resulted in his appointment as city editor, and through the resignation of Tom Akers the editorial management fell to his lot.

As to his plans Mr. Garrett declared: "We shall endeavor to meet the two cardinal demands of an afternoon newspaper—get all the legitimate news and get out on time. We believe that Little Rock and Arkansas furnish a most inviting field, and the aim will be to give the public a well-balanced paper as to news service and features, with an editorial page sufficiently positive and virile to keep it from being mistaken for the market section or mixed up with the woman's page."



# J. B. STOLL LAYS ASIDE THE EDITORIAL PEN.

One of the best-known figures in Democratic political and newspaper circles of Indiana for the last forty years has been John B. Stoll. For twenty-nine years, and up to a few days ago, Mr. Stoll was editor of the South Bend Times. He has now retired, he says, from active newspaper work, and for the present will devote his time to the preparation of "The Political History of Indiana," which is to be



J. B. STOLL.

completed for the Indiana Centennial in 1916. The work will be published through the Bobbs-Merrill Company, Indianapolis. Up to last year Mr. Stoll was the proprietor as well as the editor of the South Bend Times, but he sold the paper then to Gbriel R. Summers and associates, retaining his connection as editor.

Mr. Stoll's birthplace was in the Black Forest, Wurtemberg, Germany. After the death of his father he was brought to America and the family settled in Pennsylvania. Tiring of work on the farm, young Stoll set out to learn the printers' trade on the Harrisburg Telegraph. When the Civil War came he enlisted in a Harrisburg regiment. He went to Indiana in 1866, and successfully established the Ligonier Banner, Laporte Argus, South Bend Courier, Elkhart Democrat (renamed the Monitor), and in 1883 the South Bend Times. He is the father of Elmer H. Stoll, the recently appointed secretary of the Pittsburgh Newspaper Publishers Association. Mr. Stoll is now sixty-nine years old.

## SOCIALISTS WANT PAPERS.

The Socialist party in Iowa has under consideration plans to establish a string of newspapers through the state to help out in the coming campaign. At the state convention in Des Moines a committee was appointed to look into the matter and ascertain the cost of establishing such a chain. The cities said to be booked for the invasion are Des Moines, Davenport, Sioux City, Ottumwa, Dubuque, Burlington and Council Bluffs.



CLAYTON D. LEE,

RE-ELECTED PRESIDENT OF THE UNITED PRESS.

## AMATEURS MET.

At the Boston convention of the National Amateur Press Association last week Edward H. Cole, of Somerville, Mass., was elected president. His associate officers are: Vice-presidents, Ralph McGraw, Mt. Pulaski, Ill., and Max James, Joplin, Mo.; recording secretary, Miss Grace Davidson, Memphis, Tenn.; corresponding secretary, Eugene Morrison, Detroit; treasurer, Robert C. Kelley, Dorchester; official editor, George Kilpatrick, Memphis; executive judges, Walter F. Zahn, Milwaukee; Lester M. Ayres, Milltown, N. J.; and Paul C. Oliphant, Warren, O.

Grand Rapids won the close contest for the next convention. President Cole's appointments are:

B. Edward Sawyer, Roxbury, secretary of credentials; George A. Thompson, West Medford, secretary of publicity; J. Edson Briggs,

Washington alumni, secretary; Maurice W. Moe, Appleton, Wis., historian; James F. Morton, Jr., New York, chairman of bureau of cities.

The life membership fee was raised from \$5 to \$10.

## SHAY RE-ELECTED IN BALTIMORE.

The Advertising Club of Baltimore held its fourth annual election of officers and board of governors at the Hotel Emerson. Mr. Edward J. Shay was re-elected president.

The other officers, all elected unanimously, are:

First vice-president, W. W. Cloud; second vice-president, Henry Morton; secretary, Leslie H. Peard; treasurer, Paul G. L. Hilken; counsel, Rignal W. Baldwin.

The governors elected are: Daniel E. Derr, Charles E. Ellis, E. L.

Gunts, Alfred I. Hart, Omar F. Hershey, Joseph M. Mann, John R. Moore, H. H. Owens, Edwin L. Quarles, H. S. Saunders, Herbert Sheridan, E. B. Sonneborn, J. William Strobel and W. E. Thomsen.

John E. Raine was held over to serve two more years on the board



EDWARD J. SHAY.

and Frank D. Webb and W. Stran McCurley were held over for one year more.

A revised constitution was adopted, the principal change being the creation of the office of second vice-president.

President Shay immediately after his election sailed for Europe.

## STAFF ON OUTING.

The third annual picnic of the St. Paul Daily News was held Sunday, June 16, at Wildwood. Over 300 attended.

# NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

*Berlin Mills Company,*

PORTLAND, MAINE.

New York office, 256 Broadway

## PLATFORM OF THE A. N. A. M.

### AGAINST HIGHER 2D CLASS POSTAL RATES AND AGENTS' COMMISSIONS.

At the annual meeting of the Association of National Advertising Managers in Cleveland several matters of particular importance to newspaper and general advertising rein s were considered.

Harland J. Wright of William Whitman & Co., New York, chairman of the committee on agency relations, submitted a report, and offered the following resolution, which was adopted.

"This organization is firmly of the opinion that the free basis of relationship between advertisers and agents is more business-like, logical and potentially honest than the commission system.

"At the same time we realize that radical reforms of this nature may result in destructive chaos if prematurely adopted. We believe, however, that conditions would be greatly improved for publishers, advertisers and agents if the publisher would remove the present restrictions which prevent the latter from dealing freely with their clients.

"We therefore urge upon the publisher the desirability of eliminating this restriction which prevents the agents from making any financial arrangements with their advertisers which may be agreeable to both parties."

Another matter acted upon was the proposition to increase the rates of second class postage. A resolution presented by the postal committee, of which E. L. Shuey of Lowe Brothers, Dayton, O., was chairman, was adopted, the association placing itself on record as follows:

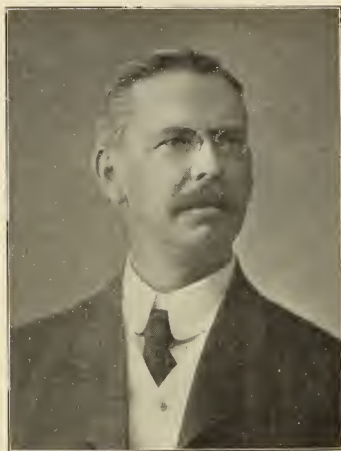
"It is the belief of this association that thus far no inquiry has been undertaken of sufficient scope to warrant a change in second class postal rates; that no change should be made in present rates until a broader investigation has been made and the real cost has been more accurately ascertained, and that if any change is to be made it should be based upon a proper and comprehensive revision of all postal rates and laws."

Unusually interesting and valuable data was compiled by the committee on co-operation with dealers on the subject of "Manufacturer and Dealer Co-operation," as the result of a comprehensive investigation among retailers and wholesalers, publishers, the members of the association and others vitally interested.

#### NEW HEAD OF A. N. A. M.

L. C. McChesney, the new president of the Association of National Advertising Managers, is the advertising manager of Thomas A. Edison, Inc., of Orange, N. J., a position he has held for nearly ten years. Previously he was the business manager of the Orange Chronicle. He was with the Chronicle over twenty years, filling all positions except those in the mechanical departments and getting the varied experience that one acquires on a suburban weekly, with a job printing plant—an experience invaluable to the advertising manager of a manufacturing company.

While on the Chronicle he also covered the Oranges for the Newark Evening News for the first three years of the latter's existence. For about fifteen years he contributed a monthly letter on the hatching industry of the Oranges to the Hat-



L. C. MCCHESNEY,

NEW PRESIDENT OF THE ASSOCIATION OF  
NATIONAL ADVERTISING MANAGERS.

ter and Furrier, now the American Hatter.

"My election as president will make no material change in the plans of the Association of National Advertising Managers," said Mr. McChesney to THE FOURTH ESTATE. "We are definitely committed to a number of important movements and I shall be satisfied if I can carry them on with the same success as the two previous presidents."

"During my administration there will be no let up in our efforts to get newspapers and other publications to clean up their columns and carry only such advertising as they can vouch for. We shall be just as aggressive in our efforts to promote greater honesty in all forms of advertising. The fakir and the dishonest will get no sympathy or encouragement."

"We have found that a frank discussion among ourselves is the best safeguard of our employers' interests and we are going to continue such exchanges of confidence until the need for them no longer exists."

"We have approached the matter of getting circulations of newspapers from a new angle. In some circles it has been popular to regard all publishers as dishonest or tricky until they proved that they were not. We are assuming that publishers are honest and entitled to our consideration as such until we prove they are not."

"We are going to give publishers a square deal and we expect them to be equally square with us. When a publisher gives us his word that the circulation figures he sends are correct we are going to accept them at their face value."

"Our members will check them up, however, and if we find that we have been imposed upon we will not hesitate to let our 186 members—handlers of at least half of the national advertising of the country—know of the fact and we believe that no publisher can afford to risk such a penalty."

"We are going to take a part in the further consideration of the manner of compensating agents. Many of our members have pronounced opinions on this subject and they will not permit publishers and agencies to frown it down."

"But the best work we have done and shall do for our members is that which the public knows nothing about. It is the exchange of information about things and people we are all interested in."

President McChesney's associate officers are:

L. C. Covell of the Macey Company, Grand Rapids, Mich., vice-president; G. B. Sharpe of the De-

laval Separator Company, New York, treasurer, and W. C. Martin secretary.

New members of the board of directors for three-year terms are: O. C. Harn, the National Lead Company, New York; L. B. Jones, the Eastman Kodak Company, Rochester, N. Y.; G. H. E. Hawkins, the N. K. Fairbank Company, Chicago, and G. C. Hubbs, the United States Tire Company, New York.

L. C. Olwell of the National Cash Register Company, Dayton, O., was elected a member of the board of directors for a one-year term.

The most recent new members of the A. N. A. M. are:

J. T. Conkey, general manager and treasurer the G. E. Conkey Company, Cleveland, O.;

Franklin W. Doliber, president and treasurer Mellin's Food Company of North America, Boston;

L. W. Ellis, publicity manager M. Rumely Company, LaPorte, Ind.;

Sidney R. Feil, president the S. R. Feil Company, Cleveland;

Adam Haskell, Valentine & Co., New York;

R. E. Tweed, advertising manager Weisbach Company, Gloucester, N. J.;

Robert E. Updegraff, advertising manager Daniel E. Low & Co., Salem, Mass.

#### BOSTON TRAVELER LINO- TYPES ON SALE.

The battery of nine No. 1 linotypes of the Boston Traveler has been sold to Rich & McLean, 51 Cliff street, New York, because of the merger of the plant with that of the Herald. The machines were modernized last February. They are now on exhibition in Boston for prospective purchasers, before their removal to New York.

Besides the above, Rich & McLean have on hand at their New York headquarters a large assortment of high-class printing machinery of every description.

#### CANADIAN NEWSPAPER WILL MOVE THIS SUMMER.

The new quarters of the Edmonton (Can.) Journal will be ready for occupancy before the end of the summer. When completed the structure will be eight stories, but only the two floors to be occupied by the Journal will be finished this year. These floors will be each eighty by 100 feet, with pressroom in the basement.

The entire building will be 150 by 150 feet, fronting on First, Elizabeth and Howard streets. Its construction will be of reinforced concrete and it will cost \$450,000. The present two-story Journal plant is not being disturbed in any way, the new structure being built around it and over it.

The Journal is owned by the Canadian Newspapers, Ltd. M. R. Jennings is editor and managing director and John MacLaren is business manager. Mr. Jennings was formerly connected with new papers in Buffalo, N. Y., and several of the large cities of the Dominion.

#### TO MEET IN HANNIBAL.

An inspection of the great power dam near completion at Keokuk, Ia., will be a part of the program of the Missouri Press Association, which will convene at Hannibal, August 20, for a four-day session.

The delegates will be the guests of the Commercial Club of Hannibal. The first plans were for a meeting in Kansas City, but arrangements were not perfected. Arrangements are in charge of E. L. Purcell of Fredericktown, president of the organization, and J. Kelly Pool, secretary.

#### TRADE PAPERS SALE.

Warren R. Anderson of the Milwaukee Journal, has acquired the entire stock of the Packages Publishing Company, Milwaukee, publisher of Packages and Flour and Feed, and has been elected president. M. T. Anderson is vice-president; and E. H. Hickey, also a former member of the Journal staff is secretary-treasurer.

#### MERGER IN BINGHAMTON.

The Southern Tier Publishing Company, of Binghamton, N. Y., has consolidated the Evening Herald and the Morning Republican, both of which it owns. The action leaves Binghamton with only one evening paper—the Herald.

#### AT AGENCY WORK.

Thornton Woodbury, for many years in charge of the financial advertising department of the New York Sun, has become associated with the Metropolitan Advertising Company.

#### AGENT MOVES.

Newton Royce Marvin, for many years located at 448 Communipaw avenue, Jersey City, N. J., has moved to Mount Carmel, Pa., from which place he will continue his agency business.



## N. Y. EDITORS END MEETING.

CONDEMN SIGNED EDITORIALS AND LAX SUBSCRIPTION PAYMENTS.

The fifty-ninth annual meeting of the New York Press Association at Garden City, L. I., ended with the annual dinner. A majority of the editors of the newspapers of the state and a hundred or more invited guests were at the tables. The principal speech of the evening was by Dr. Jacob Gould Schurman, president of Cornell University, who spoke on the right of the people to rule their country.

Others who spoke at the dinner were Will Carleton, Calvin J. Hudson, state commissioner of agriculture; Charles H. Betts, editor of the Lyons Republican; William J. Kline, editor of the Amsterdam Recorder; Colonel Arthur MacArthur, editor of the Troy Northern Budget, and W. W. Farley, state commissioner of excise.

In the three days that they were in session the editors discussed such questions as "Shall Editorials Be Signed?" "Care that Should Be Exercised in the Acceptance of Advertising," and "Should Editors Accept Appointive Offices?"

President Edgar L. Adams, editor of the Marathon Independent, presided at all of the meetings, and was the toastmaster at the dinner.

Paul Nichols, proprietor and editor of the Walton Reporter, a weekly, which, in a town of less than four thousand population in Delaware County, has attained a circulation of eight thousand, interested the convention for three-quarters of an hour by telling how he did it.

"We have gradually come to see the value of having correspondents in each locality to send us a letter each week. Some of them are so anxious to see their lines in print that they ask nothing more than a copy of the paper and their postage.

"Like most of the country weeklies, our subscription price is \$1 a year on the pay-when-you-get-ready plan. I have figured that the paper and printing cost us sixty-five cents a year for each subscriber, and the cost of collecting the subscription is about twenty-five cents, leaving a yearly profit of ten cents. This would not be so had it all paid up, but they don't.

"To be successful every newspaper should be in politics; not taking orders from a boss, but airing ideas of its own. And another thing—Don't be too modest if a reform you have advocated is adopted. See that the public is informed of your share in it. It always pays."

Speaking of the pay-when-you-get-ready system, L. William Hones of the Roscoe Review said he knew of subscribers who had not paid their subscriptions for twenty-four years.

"If I try to collect from them they'll stop their paper," the proprietor explained. "Last week one of my lifelong subscribers came in and laid down \$20. That isn't all I owe, he said, but it's all I can pay you just now." It was just like money found in the street."

The question box caused a long discussion over the question: "Is the publication of the session laws a newspaper graft?" W. D. McKinstry of the Watertown Times held that it was, and that nobody, not even the editor himself, ever read the session laws.

"These publications cost the state \$125,000 a year and it is a pure steal from the state treasury," he said.



LAWRENCE V. ASHBAUGH,

PROPRIETOR OF THREE DAILY NEWSPAPERS, WHO IS ABOUT TO  
FOUND A NEW ONE IN CHICAGO

See Second Page

He was assailed from four sides, but defended himself by saying that his opponents were mostly editors who had assignments to print the session laws.

Another question debated was whether editorials should be signed. "The call for signed editorials," said Mr. Nichols, "comes almost entirely from political demagogues or others who are smarting under a just criticism and are anxious to 'get back' at the man who wrote the offensive article. I think the newspapers should protect the men who write these editorials so long as they do not violate decorum and coincide with the policy of the newspaper."

Suffragettes, represented by Mrs. James Codogan Etz, of the publicity bureau of the New York State Federation, and Mrs. Lee Laidlaw, urged their cause to the editors, but the convention could take no action, as the rules of the association forbid any participation in matters political.

With a view to obtaining favorable legislation for the publication

of newspapers throughout the state, President Adams and Secretary O. L. Bunnell were appointed a legislative committee to take the matter up at Albany.

President Adams in his address dwelt on the project of having the children read newspapers instead of books, giving as his reason that the stories in newspapers are founded on fact, while the stories in books are fiction.

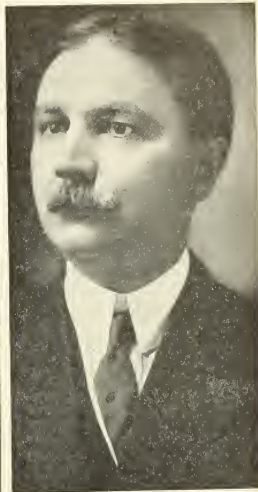
Mr. Adams said that fifty per cent. of newspaper readers voted and they carried to the polls the influence of what they had read. Women read newspapers to better purpose than many books that circulated through the libraries, he thought.

Memorials were read for Luke McHenry, Spencer Francis and Miss Harriet Quimby, who was recently killed at Boston by falling from her aeroplane.

Charles O. Trickett has suspended publication of his Greenville (Pa.) Ledger.

## PROMOTION FOR ALLEN.

Sherman P. Allen, assistant secretary to President Taft and a for-



SHERMAN P. ALLEN.

mer newspaper man, was nominated on Wednesday for assistant secretary of the treasury.

## BOSTON AMERICAN EDITED BY GOV. PLAISTED.

The first of the series of the Boston American's editions edited by the governors of the five New England states appeared last Sunday. Governor Frederick W. Plaisted of Maine was the first state executive to "sit in" as editor. He spent all of Saturday in the editorial rooms and besides contributing the leading editorial by his own pen commented in print on every piece of news of importance that appeared in the paper. To-morrow's edition will be edited by Governor Robert P. Bass of New Hampshire.

## A "MULLIGAN" STEW?

The Omaha Daily News composing force gave its annual "mulligan stew" in the walnut grove on the Iowa side of the Missouri river, near Council Bluffs, the other day.

## THE KNICKERBOCKER PRESS

*The Tri-City Daily and Sunday Newspaper of the Capitol District of New York State.*

ALBANY  
SCHENECTADY  
TROY

## SHERMAN AGAIN CHAMPION.

GOLF TOURNAMENT BEST  
THE ASSOCIATION EVER  
HELD.

For the third consecutive season T. M. Sherman of Utica, N. Y., the Vice-President's son, captured the championship of the American Golf Association of Advertising Interests tourney. His opponent, R



THOMAS M. SHERMAN.

M. Purves of Boston, put up a good battle. Sherman played Bretton Woods in 75 or better every round from the qualification, when he required a 76. His rounds in the finals were 72 and 73. He led by 4 up at the end of the morning half of the 36-hole final, and had a hard time gaining any further advantage in the second round. Sherman reached the turn in the afternoon in 35 to 36 for his opponent. The match ended on the fourteenth green in the afternoon in favor of the title holder.

The women's championship for the second time was won by Mrs. W. S. Bird. The summary shows the results in all the championship, consolation, and down and out divisions. Summary:

First Division—Finals—36 Holes—T. M. Sherman, Yahmandasis, defeated R. M. Purves, Woodland, 6 and 4.  
Second Division—Finals—18 Holes—J. M. Brame, Montgomery, defeated F. H. Smith, Baltusrol, 2 up.  
Third Division—Finals—R. R. Mamlok,



AUGUSTUS K. OLIVER.

OF THE PITTSBURGH GAZETTE-TIMES, AND CHRONICLE TELEGRAPH, ELECTED  
NEW PRESIDENT OF THE AMERICAN GOLF ASSOCIATION OF  
ADVERTISING INTERESTS.

Fox Hills, defeated G. E. Hall, Commonwealth, 2 and 1.

Fourth Division—Finals—C. R. Sutphen, Oakmont, defeated H. G. Milholland, Oakmont, 1 up.

Fifth Division—Finals—E. F. Clymer, Knollwood, defeated W. F. Simpson, Baltusrol, 5 and 4.

The tourney was finished Saturday with a handicap medal play event. The down and outs, those who had been unsuccessful in the flights and consolations, also went through their finals, and as a result many who had not captured cups during the week became joyful possessors of beautiful silver trophies as winners in the various eights of this event.

W. E. Conklyn of Dunwoodie was the winner of the first eight; Frank Presbrey of Garden City took the second eight cup; S. J. French of Woodland the third; W. A. Manning of Upper Montclair the fourth, and G. S. Oliver of Allegheny the fifth. The low net in the men's medal play was captured by W. L. Colt, of Scarsdale, with an 87—19—68. G. C. Dutton

had low gross of 75. The summaries:

Handicap—W. L. Colt, Scarsdale, 87—19—66; G. C. Dutton, Oakley, 75—6—69; E. Chickester, Brae Burn, 82—12—70; A. H. Johnson, Scarsdale, 76—6—70; W. W. Manning, Upper Montclair, 89—18—71; W. E. Conklyn, Dunwoodie, 79—3—76; D. P. Kingsley, St. Andrews, 82—5—77; R. R. Whitman, Woodland, 93—16—77; W. C. Freeman, Dyker Meadow, 86—7—79; F. H. Smith, Baltusrol, 91—12—79; C. B. Smith, Commonwealth, 101—22—79; W. M. Ostrander, Fox Hills, 97—17—80.

—W. E. Conklyn, Dunwoodie, beat J. P. Gardner, Midlothian, 4 and 3. Second eight—Frank Presbrey, Garden City, beat C. H. Pope, Fox Hills, 3 and 2. Third eight—G. H. French, St. Andrews, beat W. B. Lasher, Brooklawn, 3 and 2. Fourth eight—W. W. Manning, Upper Montclair, beat W. M. Ostrander, Fox Hills, 3 and 2. Fifth eight—G. S. Oliver, Allegheny, beat A. J. Karr, Concord, 2 and 1.

Women's Foursome.—Mrs. W. S. Bird, Dunwoodie, and Mrs. G. C. Dutton, Oakley, 100—2—98; Mrs. E. M. Hoopes, Wilmington, and Miss E. Freeman, Englewood, 110—10—100; Mrs. W. L. Crocker, Brae Burn, and Mrs. G. P. Gardner, Midlothian, 109—9—100; Mrs. C. B. Smith, Commonwealth, and Mrs. W. O. Wright, Commonwealth, 133—30—103.

Men's Putting Competition.—R. C. Willson, 96; F. H. Sisson, Dunwoodie, and F.

H. Smith, Baltusrol, tied at 97 for second place.

Women's Putting Competition.—Miss E. Freeman, 101; Mrs. W. L. Crocker, 103; Mrs. T. M. Sherman, 105.

The annual election of the association was held at the close of the tournament. Augustus K. Oliver of the Pittsburgh Gazette-Times was elected president, and Harry Milholland, business manager of the



HARRY C. MILHOLLAND.

Pittsburgh Press, secretary and treasurer. The first vice-president is Walter B. Lasher, Bridgeport, Conn., and second vice-president J. P. Gardner, Chicago.

The new men elected to serve four years on the board of directors were D. P. Kingsley, W. E. Conklyn, J. L. Given, C. A. Carlisle, J. S. Brame, G. L. Fordyce and R. M. Purves.

A committee was appointed to determine upon the next meeting place, the feeling being that Bretton Woods was too far away from the West to permit a sufficient number of Westerners to attend the tournament. Virginia Hot Springs was discussed for the next meeting.

There was some discussion about amalgamating the winter and summer tournaments. The winter tournament has operated under the name of the Pinehurst Golf Association, whereas the summer tournament has been conducted under the name of the American Golf Association of Advertising Interests. The intention is, if possible, to amalgamate the two.

The retiring officers of the association, R. R. Whitman, publisher of the Boston American, who was president; Walter L. Crocker of the John Hancock Life Insurance Company, Boston, secretary-treasurer; and R. M. Purves, chairman of the tournament committee, were each voted a gold medal in appreciation of their work during the past year.



## BUSINESS OPPORTUNITIES

**\$150,000 cash available for first payment on a daily newspaper property.** Locations in cities of more than 125,000 population preferred but full consideration given to propositions in cities of 25,000 or more. Proposition E. G.

**C. M. PALMER.**  
NEWSPAPER BROKER.  
277 Broadway, New York

PRESIDENT of successful New York publishing corporation will invest \$25,000 in new magazine enterprise for Eastern or Western coast. Will join him with equal amount. Highest references given and required. Secretary, 31 West Thirty-sixth street, New York.

**TO PUBLISHERS:**  
Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address **PLYMOUTH**, care The Fourth Estate.

Experienced business and editorial manager will buy a daily newspaper or control of paper that shows return on investment. Eastern, middle or middle western states. Address S. S., care The Fourth Estate.

## Daily For Sale

Well established daily Republican newspaper in middle West, paying 40 per cent. on \$12,000 investment. All cash not required of right party. Address X, care The Fourth Estate.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## HELP WANTED

## REPORTER

A young man as reporter on a weekly trade paper. One with experience preferred. Must come well recommended and be able to put a story in readable shape. Give full particulars in first letter to Report, care The Fourth Estate.

To the boy who is looking for a chance to advance himself there is a position open in an uptown office. Address in own handwriting. Careful, care The Fourth Estate.

## STENOGRAPHER

A stenographer, competent to take dictation correctly. One who has been employed in a newspaper or weekly trade publication preferred. Address with full particulars as to references salary expected, etc. Correct, care The Fourth Estate.

A young man to take charge of the printing department of a weekly newspaper. Must be able to layout ads and be good on makeup. Address Makeup, care The Fourth Estate.

## SITUATIONS WANTED.

I am 30 years old, and a bachelor; well-educated; capable and experienced; temperate in all things. I have been engaged in daily metropolitan newspaper work for 10 years. For 4 years I have been with my present employers, a big, metropolitan daily, in a big, metropolitan city, and for more than 3 years I have had my present assignment. I want to change to a live, up-to-date, morning or afternoon daily, in a small but live and growing city, where I would have general charge of the news end, and where I would have an opportunity to make my ability, experience, fidelity, character, hour and ambition pay me something like what I am worth. If you should become interested in me, let me know what you would require and what you would pay, and give me full information about your paper and its owners and managers, and about the town and county in which it is published, and send me a copy of the paper. Address Box No. 46, care The Fourth Estate.

Circulation Manager  
Wants Position.

Through the consolidation of the Cleveland Leader and the Cleveland News the circulation manager of the Cleveland News is open for an engagement. He is a thoroughly efficient man; is seeking a position only because in the combination one circulation manager is required instead of two. He will be highly recommended by his present employers. For further particulars address H. S. Thalheimer, Business Manager the Cleveland Leader and News, Cleveland.

Creative and Executive  
Circulation Manager

Having had the last seven years of my life divided between creative and executive circulation work on three large dailies in the west and middle west, it is my ambition to become one of the biggest and best circulation men in the United States.

I have never failed in any undertaking and being met with a marked degree of success in accomplishing a few things really worth while, I am possessed of self-confidence and can furnish references from men high up. I solicit the correspondence of any daily publisher in the west or middle west, who wants circulation or the safe and sane management of his department. Address S. S. and Sane, care The Fourth Estate.

Copy and Proof Reader  
and Ad Copy Writer

Several years' experience in daily newspaper work, as well as on regular and technical publications, desires permanent position in New York, New Jersey or adjacent States. Has always cultivated her notions and can prove by an uninterupted list of references that she has unqualifiedly made good. Post must be permanent and pay at least twenty dollars weekly. Write or wire E. Plain, 44 North street, Binghamton, N. Y.

CIRCULATION MANAGER.  
CHANGE, SEPTEMBER, 1912.

Young, aggressive, temperate, ten years' experience on morning, afternoon, and Sunday papers—both North and South. Now employed as Business Manager of weekly publication circulating in several states, desires to return to the daily field as Circulation Manager. Will be open for engagement September 1st. Will go anywhere. Can organize department or put on special campaigns of all kinds. Address O. R., care The Fourth Estate.

## SITUATIONS WANTED.

## Publishers, Attention!

Two young men with over fifteen years' experience in newspaper work desire to find a publisher of a daily newspaper or established magazine who would sell to them a reasonable interest in his business on easy terms and allow them to take hold and build up his property. Both can satisfy the most exacting owner that they have the ability to do this—that they have made good on everything they have attempted. They desire now to become interested in a property that they may make a future for themselves. Can furnish references from every one they were ever with and from some publishers who are the leading ones in America. If your paper is not getting the advertising patronage it deserves it is the very paper we want. We are looking for nothing easy. Both of us have had years of experience in advertising work and know thoroughly all the leading foreign advertisers in America. We are after a publication that needs work and if we find it we will make it our business to do as well as present owners. Address G. and W., care The Fourth Estate.

Managing editor of large Eastern P. M. paper (circulation over 100,000 daily) seeks opening on expiration of present contract in September. Wide experience on big papers of East. References from some of best known newspaper men of country. Increased circulation of present paper 30,000 within year besides making record for economy. Understands circulation and business ends and is qualified to act as publisher. Expert in publicity work and as ad writer. Address M. M., care The Fourth Estate.

## Newspaper Manager

With a successful record in developing advertising and circulation solicits correspondence for immediate engagement. Competent to operate all departments on economical lines. References will show marked ability in building up propositions. Honest and will "make good." Preference for small hustling up-to-date city. Address D. B., care The Fourth Estate.

## Circulation Manager

with over 10 years experience in the newspaper business, 5 years as a circulation manager and now employed as a business manager on a weekly publication, desires to return to the daily field as a circulation manager. Will go north or south. Address L. O. care The Fourth Estate.

Circulation Manager  
and Worker.

wants opening. Ten years' experience on Metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum results at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

## Circulation Manager

Over seven years' experience on metropolitan dailies. Thoroughly competent. Member International Circulation Managers' Association. Would accept modest salary on live growing paper. Address "Enthusiast," care The Fourth Estate.

## Good Editorial Writer

desires employment on conservative paper, of either party. J. T. Munson, 410 W. 20th St., New York.

## Cartoonist

Cartoonist—Open for engagement. Ten years' experience. Specimens submitted on request. Address Gossett Studio, 20 State and Ohio streets, Chicago, Ill.

Energetic young man of good address, age 33, university graduate, seven years' experience equally divided between editorial, business and advertising departments, seeks responsible connection with live progressive newspaper. Best reference. Address B. Z. B., care The Fourth Estate.

## MACHINERY FOR SALE.

By reason of the purchase of the Boston Traveler by the Boston Herald and its issuance from the Herald plant the presses and stereotyping outfit are offered for sale.

Three Goss, 4-deck, two-page wide, straight line presses, with individual motor.

One Junior Auto Plate Machine, Hoe matrix, rolling machine.

Hoe curved shaver, motor driven, Hoe finishing cylinder, Hoe jig-saw and drill, motor driven, saw and trimmer, motor driven, Scott curved casting box. All in good working condition.

For sale in whole or in part, satisfactory terms to responsible parties. Apply or address Boston Herald, Boston, Mass.

## 1 CAMPBELL MULTI PRESS.

Prints from type, either 4, 6 or 8 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

ONE GOSS HELIX ROTARY  
PERFECTING PRESS.

Prints either 4, 6, 8 or 12 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

GOSS THREE OR FOUR  
DECK STRAIGHTLINE.

overhauled and rebuilt, first-class condition—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

## POTTER 3-DECK PRESS.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20 or 24 pages, overhauled or rebuilt—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

Nine No. 1 two-letter LINOTYPES overhauled by the factory last February, at \$1500. F. O. B. cars Boston, Mass.

These machines were purchased by us from the Boston Herald which, as recently announced, purchased the Boston Traveler. Quick action required to purchase at the above figure, as price will be advanced after removal to New York.

Send for our latest machinery list. The largest assortment of high-class printing machinery of every description ever offered.

**RICH & McLEAN,**  
51 CH Street, NEW YORK.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete, with motor. Rogers attachment and mold; also three founts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE—Three No. 3 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE—One Model No. 4 Linotype, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

FOR SALE—One Canadian Linotype, No. M 3204, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada.

FOR SALE: One Model No. 3 Linotype, Serial No. 7442, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W Main St., Louisville, Ky.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

# ROCHESTER AGENCY IN- VADES NEW YORK.

The Lyddon & Hanford Company, Rochester, general advertising agency, has opened New York offices at 452 Fifth avenue. C. R.



C. R. LYDDON.

Lyddon is president and S. H. Hanford treasurer of the company. They formed a partnership in 1906 and three years later incorporated under the name of the Lyddon & Hanford Company.

The New York offices of the firm are those formerly occupied by the



S. H. HANFORD.

C. E. Sherin Company, which dissolved some months ago. A number of accounts that were formerly

handled by the Sherin Company have been taken over by Lyddon & Hanford, but Mr. Hanford denied to THE FOURTH ESTATE the report that his agency has bought out the Sherin Company, or that there has been a merger in any way. He stated that his company has positively no connection with the Sherin Company.

The main offices at Rochester will be under the supervision of Mr. Lyddon and the New York branch



F. A. HUGHES

will be under the direction of Mr. Hanford and F. A. Hughes, secretary of the company. The New York offices have been rearranged and the staff increased by the addition of several competent solicitors.

## KENTUCKY DAILY SOLD.

A deal has been closed with Steuben Boddy by Woodson May and Robert L. Brown whereby the latter two come into ownership of the Somerset (Ky.) Journal. The Journal plant is one of the best equipped newspaper offices in the mountain section and was formerly owned and edited by the late F. J. Campbell.

Mr. Brown is the Democratic chairman of Pulaski County, while Mr. May is the State Central Committeeman of the Eleventh District and is also a colonel on Governor McCreary's staff.

It is probable the Journal will be made the Democratic organ of the Eleventh District. Messrs. May and Brown will be the editors and announce they contemplate a number of improvements in the paper in the near future.

## TWENTY-THREE YEARS OWNER.

The Bevier (Mo.) Appeal, a weekly newspaper, has been sold by Francis D. Jones to L. E. Stephens of Brookfield. The Appeal was started twenty-three years ago by Mr. Jones.

## TWO DAYS' MEETING FOR WISCONSIN PUBLISHERS.

The Wisconsin Press Association will meet in Milwaukee August 5 and 6. The business sessions and the entertainment features promise to afford two days of profit and fun. The newspaper men of the state are going to Milwaukee at the invitation of the Milwaukee Publishers' Association, Citizens' Business League and Merchants and Manufacturers' Association.

Probably the most notable function will be a banquet tendered in the Hotel Pfister by the Publishers' Association on the closing day. Secretary Cannon of the Citizens' Business League will be toastmaster, and among the speakers will be Governor F. E. McGovern, former Governor W. Peck and W. D. Hord.

Tuesday afternoon will be spent in an automobile tour as guests of the Milwaukee Automobile Dealers' Association. Business sessions will be held in the club room of the Hotel Pfister, opening Monday morning and continuing until Tuesday noon.

## WALKING 'ROUND THE WORLD.

Jean Baptiste LeGuen, a correspondent of LeMatin, the Paris newspaper, who left Paris in February, 1902, on a walking trip around the world, has arrived in Buffalo. From the latter city Mr. LeGuen will walk to Cleveland, thence to Chicago and then down the Mississippi Valley to New Orleans. From New Orleans he will cross into Mexico.

LeGuen has twelve years from the time he started to complete the trip. He is one of twelve journalists who started out on the trip, which is backed by a syndicate of French and Italian newspapers. A sum of 1,000,000 francs is to be divided among those who finish the trip on scheduled time. Mr. LeGuen supports himself by writing articles for newspapers.

## REPORTERS CALLED IN DAR- ROW DEFENSE.

The defence in the bribery trial of Clarence S. Darrow is drawing on reporters for witnesses.

Witnesses from the press section, called to impeach evidence included D. M. Willard, Harry H. Jones and J. L. Bernard, who had been present at the preliminary examination of Franklin on the charge of bribing jurors. All testified that Franklin had made statements completely exonerating Mr. Darrow of any connection with the alleged offense.

## A BUCKEYE MERGER.

A deal has been made whereby the Antwerp (O.) Bee, a weekly newspaper, established in 1895 by

## TO PUBLISHERS OF DAILY PAPERS.

If \$150,000 looks good to you as full or for part payment of your Daily Newspaper property let us hear from you by mail or wire. We have a customer with that amount of genuine money ready to buy and pay for a property that has reasonable value for the investment.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine prop-  
erties that are not wanted.  
200 Fifth Avenue, NEW YORK.

North G. Osborn, the present publisher, has purchased the plant and good will of the Antwerp Argus from O. R. Monroe. The Argus was established in 1883 by W. E. Osborn, father of the publisher of the Bee.

Mr. Osborn, the publisher, is a native of Antwerp, having been born there in 1875, and is a newspaper man of experience. Mr. Monroe has been working in the cement business in Indiana the past few weeks, and does not know what line of business he will enter in the future. The deal was brought about by the fact that the Antwerp field is not large enough for two papers.

## EDITOR THRASHED.

A thrashing was administered the other day to J. L. Holbrook, editor of the Dresden (Tenn.) Enterprise, by Colonel L. E. Holladay, a lawyer and former colonel on Governor Patterson's staff.

Holladay claims that when he went to Chicago on business Holbrook, who is correspondent for a Nashville paper, gave it out that he had left the country, and attachments against his property resulted.

**S STANDARD LINOTYPE METAL and  
first-class STEREOTYPE METAL  
now being used and endorsed by the  
Leading Publications throughout the  
United States. Manufactured by the  
NASSAU SMELTING and REFINING  
WORKS. B. Lowenstein, Proprietor.  
603 West 29th Street, NEW YORK.  
Telephone, 476 Chelsea.**

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

Our "Ipsco" Hemp Stereo tissue at 10c. less per ream is much better than thin "Cigarette" tissue at 10c. more.

**INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.**

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.



## NEW AGREEMENTS WITH I. T. U.

### CONTRACTS FOR HIGHER WAGES SIGNED BY PUBLISHERS.

A number of new contracts between newspaper publishers and the International Typographical Union have recently been closed.

The newspaper and machine job scale of Butte, Mont., has been increased twenty-five cents a day. This makes the pay \$34.50 a week for night work and \$31.50 for day work. This scale will also be paid by the publishers of Anaconda.

A new scale has been negotiated in Ogden, Utah, based on the piece system. The most important differences in the new scale from the old is that the same rate per thousand ems is paid for minion as for brevier; ad and floor men get a raise of twenty-five cents a day and foremen fifty cents; price and one-half for matter which heretofore had been price and one-quarter; price and one-half for overtime instead of price and one-quarter as heretofore, and an increase for machinist-operators of from \$4.50 a week for six machines or less to \$9 a week for taking care of not more than six machines.

After a strike the Typographical Union of Vincennes, Ind., secured an increase of \$2 a week for journeymen and \$1 for foremen. The men were out only a few days.

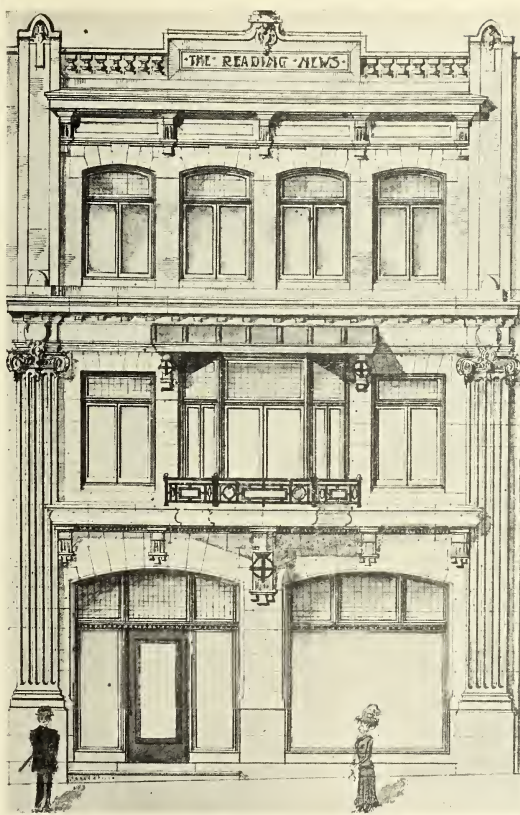
In Edmonton, Can., after October 1, next, until January 1, 1913, the pay of book, job, ad and floormen will be \$22 a week, an increase of \$1; from January 1, 1913, to October 31, 1913, \$23. Night work will be paid for on a basis of \$2 a week above these figures. The operators' scale remains at the old figures—\$25 a week for day work and \$27 night. Where no regular machinist is employed, operator-machinists are to receive \$2 above the scale.

A contract to run for eighteen months has been signed at Prince Rupert, B. C. A reduction of one-half hour in the working day was granted with an advance of twenty-five cents a day for floormen.

The Duluth Union has received an increase of \$1 a week all around in its newspaper scale. The agreement provides for a flat wage of \$25 for night work and \$22 for day work until June 21, 1913, when another dollar will be added. Proof-readers were raised to the full scale and price and a half for double shifts was agreed to.

The newspaper scale of New Orleans, which had been under consideration for some time, was finally adjusted. No change was made in the piece scale for machine composition, but the handmen will eventually receive an increase of three cents an hour. The agreement covers a period of five years.

The contracts with the publishers of Elmira, N. Y., expired on June 18 and a new three-year contract was agreed to by both sides. The terms call for a final minimum wage for machine operators on evening papers of \$20 a week and \$22 for



THE HOME OF THE READING NEWS.

morning papers, with price and one-half for overtime, double price for holidays and Sundays. The job printers receive an increase from \$16 to \$18 a week. Handmen will receive the same minimum wage as the machine operators at the end of two years.

A new scale for newspaper work and for book and job offices using machines has gone into effect at East Liverpool, O. The scale is on a graduated basis. The pay of operators begins at \$19.68 a week and admen at \$17.52 for day work, and at the beginning of the fourth year the pay will be \$21.60 flat. For night workers the pay starts at \$22.08 and \$19.20 for operators and admen, respectively, and at the beginning of the fourth year will be \$24 a week flat. The morning paper began immediately to pay the maximum scale to operators and head admen, with the other admen close up. The pay of foremen will be \$22.60 and \$25 a week for evening and morning papers, respectively.

A new scale, effective August 1, has been signed by practically every employer of New Westminster, B.

C., both newspaper and book and job, the seven-and-a-half-hour day to prevail for the former and eight hours for the latter, and the pay to be \$33 and \$30 a week for night and day work, respectively.

The Cleveland Typographical Union has signed a new scale of wages with the Waechter and Anzeiger and the German Press and Plate Company, which calls for a raise of \$2 (from \$18 to \$20) for all hand and stone men and of \$1 (from \$21 to \$22) for all machine operators.

The Mailers' Union of Los Angeles, Cal., has received an increase of twenty-five cents a day, making the wages \$3.75 a day. Foremen were granted an increase of fifty cents a day. A five-hour shift was also provided for at a rate of fifty cents an hour. The overtime rate is sixty-five cents an hour.

Thirteen firms of Aurora, Ill., have signed an agreement to run for five years. Book and job men and handmen and floormen on newspapers receive an advance from \$16 a week, the present rate, to \$20 the last year of the contract term. The present pay of machine operators is

\$18 a week, and this is gradually advanced to \$22 for the fourth year.

A new scale of the Bohemian Typographical Union of New York City for three years covers the job and newspaper offices—New York's Listy and Hlas Lidu—under that union's jurisdiction. Jobmen and stone hands are advanced \$2 a week, from \$16 to \$18; linotype operators and machinists, \$2, from \$18 to \$20. Handmen work eight hours, while operators work but seven.

The annual convention of the I. T. U. will be held at Cleveland August 12 to 17.

In consequence of a disagreement between the publishers of the Woodstock (Can.) Sentinel-Review and the local typographical union the compositors and machine operators went on strike after a little more than an hour's notice. A new staff is being organized, and the publishers report little trouble in getting out editions.

A deadlock has occurred between the newspaper owners and printers over a new wage scale at Toronto. Accordingly it was decided that the matter should be sent to a board of arbitration and whatever increase is decided upon by that body will be dated from July 1, 1912.

### READING PREPARING FOR ITS NEW DAILY PAPER.

The company being organized by Gilbert S. Jones and associates of Wilmington, Del., to establish the Daily News in Reading, Pa., is having a three-story fireproof building erected at 22 and 24 North 5th street, which property was recently purchased at a cost of \$30,000. A complete newspaper plant has been purchased, comprising a four-deck Goss straightline press, four Mergenthaler linotypes and one Lanson Monotype machine, with type equipment and stereotype plant.

An excellent arrangement of the building has been planned. The basement will be occupied by the press. The general business office, with a complement of private offices, will be located on the first floor. The city news room, library, news room and offices for the editor and society editor will be located on the second floor.

Mr. Jones is very enthusiastic over the venture. The building is located in the heart of the city, which has about 100,000 inhabitants, with a large suburban population, and it is proposed to cover the general field through a press association, as well as the local field.

J. P. McKinney, 334 Fifth avenue, New York, and 150 Michigan avenue, Chicago, has been appointed representative in the foreign field.

The News will be published by the News Corporation, chartered under Pennsylvania laws and edited by Albert W. Cummins, and Gilbert S. Jones, until recently general manager of the Wilmington (Del.) Journal, will be manager.

It is reported that supporters of the Roosevelt party will start a paper at Rhinecliff, Ill.

The Rhineland (Wis.) Herald, issued by Charles F. Barnes, has passed out of existence.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—The Western Military Academy; orders for two inches twenty times being placed with a selected list of Southern papers.

The Western Military Academy; orders for two inches twenty times being placed with Western papers.

The Little Creamery Company; 200-line and 300-line fifty-two-time orders being placed with a selected list of Western papers.

Hygienic Products Company; placing orders in territory where salesmen are at work.

BLUMENSTOCK, Chemical Building, St. Louis.—The Citrolux Company, Chicago; some 10,000-line contracts being made with a selected list of middle West papers.

PRESBRY, 456 Fourth avenue, New York.—The Baltimore & Ohio Railroad, New York; some four-inch four-time orders being placed with a selected list of papers throughout the country.

The Remington Arms Company, "U. M. C." New York; some large one-time orders being placed with a

The Remarkable Advertising  
Growth of the  
**WASHINGTON  
TIMES**

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

**Atlanta Georgian  
and News.**

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

selected list of papers throughout  
the country.

WALKER, 200 Fifth avenue,  
New York.—The Speakman Supply  
& Pipe Company, New York; some  
500-line three-time orders being  
placed with a selected list of West-  
ern papers.

GREENE, FARRINGTON, DE-  
VINEY, 530 Atlantic avenue, Bos-  
ton.—Leible & Johnson, Boston;  
orders being placed with a selected  
list of large Pennsylvania papers.

GEYER, Dayton, O.—The Day-  
ton Chemical Company, Day-  
ton; some 500-inch contracts being  
made with a selected list of West-  
ern papers.

GIBBONS, Ltd., Toronto.—The  
Hotel Grant, Burlington Beach,  
Toronto; some fourteen-line five-  
time orders being placed with a  
selected list of papers.

LORD & THOMAS, Malters  
Building, Chicago.—Bauer &  
Black, "Blue Jay" Corn Plasters;  
orders being placed with Central  
States papers.

JOHNSON - DALLIS, empire  
Building, Atlanta.—The Southern  
States Life Insurance Company,  
Atlanta; some 5,000-line contracts  
being placed with a selected list of  
papers.

McGUCKIN-McDEVITT, Mor-  
ris Building, Philadelphia.—Pratt  
Food Company; gathering informa-  
tion in anticipation of a fall cam-  
paign.

PEARSALL, 203 Broadway, New  
York.—Placing thirty to fifty-inch  
real estate copy for James Jay  
Smith in Connecticut dailies and  
weeklies.

The Goodyear Company, New  
York; three-inch copy advertising  
raincoats in mail order monthlies  
and weeklies.

FULLER, 629 South Wabash  
avenue, Chicago.—The Stroh Brew-  
ing Company, Chicago; some 5,000-  
line contracts being made with a  
selected list of Pacific Coast papers.

FEDERAL, 231 West 39th street,  
New York.—The United Cigar  
Manufacturing Company, New  
York; orders being placed with a

The special features in  
THE  
**BUFFALO  
TIMES**

have made it the most  
popular newspaper in  
Western New York.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in  
the center of the great and populous  
PITTSBURGH district  
DISPATCH reaches more  
any other newspaper. The best classified  
medium between New York and Chicago,  
first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

selected list of papers throughout  
the country.

NOLLEY, Piper Building, Balti-  
more.—Gibbs Preserves; copy being  
placed with a selected list of South-  
ern papers.

SNITZLER, Hunter Building,  
Chicago.—The Dearborn Supply  
Company; orders being placed with  
a selected list of papers in the Central  
States.

ALLEN, 141 West 36th street,  
New York.—The Liggett & Meyer  
Company, "Recruit Little Cigars";  
placing twelve-time orders with  
Iowa papers; other states to follow.

The I. S. Rubber Company; or-  
ders will be placed shortly with  
a selected list of weeklies throughout  
the country.

"Duke's Mixture" Tobacco; mak-  
ing up list of agricultural and week-  
ly papers for advertising that will  
start soon.

DOREMUS & CO., 44 Broad  
street, New York.—Ford, Bacon &  
Davis, surveyors; placing orders  
throughout the country.

THOMPSON, 44 East 23d street,  
New York.—Republic Tires; plac-  
ing orders in Central States papers.

CROCKETT, Maison Blanch  
Building, New Orleans, La.—The  
Behrens Drug Company, Waco,  
Tex.; twelve-inch seventeen-time  
orders being placed with a selected  
list of papers throughout the South.

DIRECT.—Bittner, "Viola  
Cream," 228 Summit street, Toledo,  
O.; orders for twenty-eight lines  
thirty-nine times being placed with  
a selected list of papers.

Scott & Bowne, Watessing Sta-  
tion, Bloomfield, N. J., are now  
making contracts for Scott's Emul-  
sion advertising. Publishers and  
their representatives can arrange for  
a hearing by writing or telephoning  
Miss Clarke, advertising manager.

The United Drug Company, 43  
Leon street, Boston; list for sea-  
son's advertising is usually made up  
about this time each year.

The one-story addition to St. Paul  
News plant is practically completed.

THE  
**LOUISVILLE  
TIMES**

has a concentrated home circulation  
that is unequalled as a result prod-  
ucer in Louisville or in the State  
of Kentucky.

49,622

is our circulation for 1910—Ayer's  
Directory, 1911. This is 13,000 in  
excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.  
Frisco Building. ST. LOUIS.

THE MINNEAPOLIS  
**JOURNAL**  
EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

TO ELIMINATE AD FAKER.

The Ad Men's Club of Atlanta  
has started a fight for the passage  
of a bill to rid the city of the  
advertising faker and grafter.

The ad men propose an act pro-  
hibiting untrue and misleading ad-  
vertisements in circulars, newspapers  
or other publications, and making  
any one who knowingly makes or  
disseminates any such statement  
guilty of a misdemeanor.

The club has approved this bill in  
a formal resolution and through its  
secretary will have it introduced in  
the legislature.

ESCAPED ASSASSINATION.

Dr. Arthur Talmadge Abernethy,  
a reporter on a Milwaukee paper  
and a brother of the famous "Cap-  
tain Jack" Abernethy, was the vic-  
tim Tuesday night of an attempted  
assassination by a man giving his  
name as John White.

Abernethy, who is working on a  
campaign to eliminate vice, was ac-  
cused by a well dressed man, who  
instantly struck him with a knife.  
Abernethy took the knife from the  
man and caused his arrest. He is  
not seriously injured.

GETS A HALF INTEREST.

A half interest in the Delta  
(Colo.) Tribune has been secured  
by Raymond McNally of Youngs-  
town, O. He becomes actively as-  
sociated with the paper in an  
editorial position.

THE  
**WASHINGTON  
HERALD**

31021  
NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 715 Hartford Bldg.,  
NEW YORK. CHICAGO.

THE  
**NEW YORK  
WORLD**

**Sells** (morning edition)

MORE copies than  
any other two papers

**Print.**



# The TRIBUNE of LOS ANGELES

1 ct. Daily and Sunday  
GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION OF LOS ANGELES

Detailed Sworn Circulation Statement upon Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## STAFF CHANGES.

FRANK B. WHITE, lately advertising manager of Park's Floral Magazine and at one time president of White's Class Advertising Company, is now connected with the Chicago office of the Charles H. Fuller Advertising Company.

FRANK S. SOULE, for the past five years connected with Lord & Thomas, has joined the Chicago staff of the Scripps-McRae League as an assistant to Manager H. F. Stone.

EDWARD GANS, who recently was circulation manager of the Nashville Democrat, joined the circulation staff of the New York Globe this week. He was at one time with the Louisville Herald.

ED. SCHLENZ is one of the latest additions to the ad alley force of the Omaha Daily News.

HARRY MCKANNA has left the Des Moines Capital for a place on the reporting staff of the Omaha Daily News.

RUTHERFORD CORBIN, formerly on the St. Paul Daily News editorial staff, is now on the Chicago World, the Socialist publication.

JOSEPH C. DRUM has left the Sunday staff of the Cleveland Leader to return to New York with the publicity department of Walker Whiteside's drama "The Typhoon."

J. J. FITZPATRICK, formerly engaged in theatrical publicity work in Bridgeport, has been made advertising manager of the Bridgeport Standard, a position made vacant through the death of Ray A. White.

FRED LARSON, for some time past sporting editor of the Bridgeport (Conn.) Sunday Herald, has resigned and intends to go to his

THE MONTH OF MAY for the ST. PAUL DAILY NEWS (St. Paul's Greatest Newspaper) was most satisfactory, showing large increases in both circulation and advertising.

May Average Circulation.....70,684  
May, 1911, average.....59,223  
Increase, daily average.....11,461  
May local display advertising increased 38,446 lines over May, 1911.

And during May the Daily News printed 15,134 lines more local display advertising than any other St. Paul evening newspaper, 92,008 lines more local display advertising than any St. Paul morning newspaper.

The St. Paul DAILY NEWS has a larger circulation and a larger local advertising patrons than any other St. Paul newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago, J. F. ANTSEL.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of June, 1912, was as follows:

Daily, 110,840. Sunday, 132,771

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

former home in St. Paul, Minn., where he plans to continue newspaper work.

R. L. BLAGG has left the staff of the Springfield (O.) Farm News to enter the book publishing business in Cincinnati.

A. V. ROCK, formerly of the Bridgeport (Conn.) Post's city staff, is now connected with the advertising department of the Locomobile Company in that city.

GEORGE T. CROMPTON has resigned the editorship of the Concord (Pa.) Transcript. He is owner of the Walnut Creek Courier and secretary of the county Chamber of Commerce.

L. V. ARMENTROUT, formerly of Paducah, has been made editor of the Frankfort (Ky.) State Journal.

W. J. QUINN of the St. Paul Daily News editorial staff has resigned to practice law.

JOHN MONTAGUE HANDLEY of the Chicago American staff has resigned and gone to Denver to enter the advertising field there.

CLYDE WEST of the copy desk of the New York American has resigned to go with the Herald.

ERNEST E. JOHNSON, formerly of the New York Times, is a new man on the Herald copy desk.

ARNOLD JOERNS, formerly with the Federal Advertising Company, which has just closed its Chicago office, has joined the staff of E. J. Thiele & Co., Chicago. Mr. Joerns was at one time with the St. Paul Dispatch and later with the Mahin Agency.

D. B. WILLIAMS, assistant sales and advertising manager of the American Motors Company, Indianapolis, has been made advertising and publicity manager of the company.

C. L. PANCOAST has been appointed advertising manager of the Calumet Baking Powder Company, of Chicago.

RUSSELL B. KINGMAN, for past five years New England manager of advertising for the Home

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

The NEW ORLEANS  
ITEM has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,918, daily of 47,367.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat. COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps., NEW YORK. CHICAGO. ST. LOUIS.

Pattern Company, has been appointed representative of the Semi-Monthly Magazine Section and the Canadian Monthly Magazine Section in Boston.

A. J. DENNE has left the McKim Agency, of Toronto, and is now on the staff of the Canadian office of the J. Walter Thompson Company.

## CLUB NOTES.

The Wisconsin Press Association will meet in Milwaukee on August 5 and 6. A dinner to the members by the Milwaukee Publishers' Association is one of the features of the program.

New officers of the Press Club of Dallas, Tex., are: President, Edward S. Eberly; vice-presidents, H. W. Blakeslee, R. L. Sanders; secretary-treasurer, Walter B. McAdams; directors, John H. Cullom, Ralph Millett, W. C. Barrickman, Harry C. Withers and T. C. Gooch.

The executive committee of the Minnesota Editorial Association has called off the proposed excursion of the members to Duluth, the Range cities and Isle Royale. This was done because of the small number who could make the trip.

The Federation of Trade Press Associations will hold its annual convention at Niagara Falls, N. Y. September 26-27.

The Wolverine Press Association of Michigan will have its outing in Monroe July 19, 20, 21. The members will meet in Detroit on Friday, July 19, and go to Monroe on special trolley cars as guests of the Detroit United Railways.

Kalamazoo, Mich., now has an advertising club. The following are the first officers: President, Charles H. Morath; vice-president, Newman H. Hirschfeld; secretary, Charles Perry; treasurer, Ray O. Brundage.

Officers of the Dallas Ad League for the ensuing year are: President, A. G. Chaney; vice-presidents, H. W. Kinnard and I. K. Lorch; secretary-treasurer, Richard Haughton;

# J. WALTER THOMPSON COMPANY.



The experience of forty-eight successful years Guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK.  
750 Marquette Bldg., CHICAGO.

directors, Gus W. Thomasson, H. D. McBride, M. E. Martin and Lawrence Miller.

At a meeting of the board of directors of the New Orleans Advertising Club Saturday afternoon the organization pledged itself to raise \$10,000 for the proposed Southern States fair. Committees of ad men have already begun the work of soliciting subscriptions in the territory allotted to them.

The St. Louis Advertising League has elected Frank Gannine of the Gannine Advertising Company president.

## BLAZE IN TIMES TOWER.

Fire, which started in a pile of rubbish in the tower of the New York Times Building last Friday afternoon, caused \$5,000 damage. The fire, itself, hardly did any more than draw a big crowd to Times Square to see the unique spectacle of volumes of smoke issuing from the top of the great tower—twenty-three stories in the air.

The greater part of the loss was caused by water leaking down through the elevator and wire shafts in a good imitation of Niagara Falls. In its long drop to the bottom the water carried with it nearly all the plaster and wall covering material it met on the way down. The plant of the Times was not inconvenienced at all by the trouble.

If both volume and character of advertising unite—as they do in the columns of the

# NEW YORK MAIL EVENING

is it not well for an advertiser to use such a medium?

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## THE PRINT PAPER FIELD.

### SOME RECENT EVENTS AND TRANSACTION OF IMPORTANCE.

Between 500 and 600 paper makers employed in four large plants in Kalamazoo, Mich., are on strike, and as a result nearly 3,000 persons are thrown out of employment.

The men have been working eleven and twelve-hour shifts and ask the same wages for an eight-hour day. The mill managers declare the demands of the men can not be granted, and say they will not put the plants in operation again until the employees are ready to return to work under existing conditions.

Unskilled employees of the Dexter Sulphite Pulp and Paper Company, Watertown, N. Y., have been granted an increase in wages. The men who had been receiving \$1.50 per day since the depression of 1907 had their wages increased to \$1.60, while those receiving \$1.65 were given \$1.75. The increase was practically a restoration of the wage scale in operation at the plant in 1907 before the appearance of the hard times period.

Donald Fraser & Son, of Cabano, Quebec, have bought the Murchie timber limits, consisting of about 150 square miles of freehold timber on the Madawaska River and Lake

## THE BEST SPORTING DEPARTMENT

published  
is in the

# NEW YORK TRIBUNE

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

LARGEST CIRCULATION.  
There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN STAR** and the  
is from 130,000 to 140,000  
daily. These two papers reach practically  
every person in Baltimore whose  
patronage is worth having.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

Temiscouata. The purchase includes all the Murchie property at Edmundston, N. B., including the big mills and water power on the Madawaska River about half a mile below Edmundston, where they propose to build a big paper and pulp mill. The purchase price is said to have been in the neighborhood of \$250,000.

Donald Fraser & Son are among the most important lumber manufacturers in the Temiscouata Lake section, owning large mills at Cabano and at Plaster Rock, N. B. They are said to be the largest owners of freehold timber land in that part of Canada and their advent in the paper and pulp industry in Canada will be an event of importance to the trade.

Canada's imports of paper and manufactures of paper in the twelve months ending March, 1912, totalled \$9,347,698, as compared with \$5,537,411 for the previous twelve months.

From United States the imports for the last twelve months recorded totalled \$4,214,183, and from Great Britain, \$1,515,674. Canada's exports of paper totalled \$3,881,063, as compared with \$3,924,375 the previous year. The exports to the United States amounted to \$2,057,610, and to the United Kingdom, \$609,505. Other figures compiled by the trade and commerce department in Ottawa show that the Dominion's exports of wood for pulp amounted to \$5,097,901, and of wood pulp to \$5,094,305. Practically all the exports in these lines went to the United States.

The Paper Pulp Manufacturing Company of St. Louis has been incorporated, with a capital stock of \$5,000. The incorporators are Geo. F. Tittmann, Eugene C. Tittmann and William F. Heideman.

In a report from consular agent Albert H. Elford, Oran, Algeria, particulars are given of a possible new source of paper fibre. It is the vegetable fibre, or crin vegetal, made from the leaves of a dwarf palm (*Chamaerops humilis*), which clings to the soil tenaciously. Its presence was a serious obstacle to the pioneers of Algerian coloniza-

# THE BOSTON POST

JUNE, 1912. AVERAGES

The Daily Post 408,007  
The Sunday Post 328,529

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# THE DEMOCRAT Nashville, Tenn.

has a circulation you can put your  
finger on the A. A. A. says so.  
The JOHN BUDD CO., Representative  
New York Chicago St. Louis

tion, and it had to be fought foot  
by foot.

It was not then known that the  
plant would become a source of  
wealth to the colony and that it  
would be more and more sought as  
a commercial product.

This palm grows abundantly  
throughout Algeria—in sandy coast  
soil, among rocky mountains, as  
well as in rich, deep soil. While the  
progress of colonization has greatly  
diminished the area covered, the  
plant remains practically inexhaust-  
ible on certain mountain slopes and  
sand dunes.

C. W. Tooke, of Saranac Lake  
and formerly of Malone, is one of  
the owners of the \$3,000,000 pulp  
mill at Murray Bay, Quebec, which  
was recently put into operation. This  
is one of the largest as well as  
one of the most modern pulp mills  
in the world and employs about 250  
men. During the past winter 45,000  
cords of pulp wood was cut from  
the company's forest preserve in  
Canada.

This preserve consists of 400  
miles of forest, which is awaiting  
transformation into pulp. The mill  
is operated by a power plant, which  
at the present time develops 10,000  
electric horse power, and the capacity  
of the mill is 100 tons of pulp per  
day. The operating cost will be  
much smaller than other mills of  
the kind having the same capacity,  
and the plant is considered the finest  
in the world.

One of the largest paper business  
transactions in the history of New  
Brunswick was closed when needs  
for the property of the Gibson Lum-  
ber Company were transferred to  
the Edward Partington Pulp & Paper  
Company, Limited. The amount  
involved is said to be over two million  
dollars. The property includes  
extensive lumber limits and licenses  
as well as mills, logs and lumber.

The Consolidated Pulp & Paper  
Company, through Senator N. M.  
Jones, of Bangor, Me., had been  
negotiating to take over both the  
Gibson and Partington properties,  
but this has been abandoned, and  
Mr. Jones will now be associated  
with the Partington Company as

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation  
for 1911 - - - **94,724**

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg  
NEW YORK. CHICAGO.

# The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Boston Building,  
NEW YORK. CHICAGO.

manager of its pulp interests.

The capacity of the St. John pulp  
mill will be enlarged, and the estab-  
lishment of another huge pulp mill  
on Nashwaak River, near Frederic-  
ton, will be considered.

Tenders will be received by W.  
H. Hearst, minister of lands, forests  
and mines of Ontario, up to and  
including August 15 for the right  
to cut pulpwood on a certain area  
situated on the Abitibi Lake and  
River, tributary to the Grand Trunk  
Pacific Railway, and the Temiskam-  
ing and Northern Ontario Railway,  
in the District of Temiskaming.

Tenders shall state the amount  
they are prepared to pay as a bonus  
in addition to dues of forty cents  
per cord for spruce, and twenty  
cents per cord for other pulpwoods,  
or such other rates as may from  
time to time be fixed by the lieuten-  
ant-governor-in-council, for the  
right to operate a pulp mill and a  
paper mill on or near the area.

All tenderers are required  
to erect a mill or mills on or near  
the territory and to manufacture the  
wood into pulp and paper in the  
province of Ontario—the paper  
mill to be erected when directed by  
the minister of lands, forests and  
mines.

## BURNED OUT.

The heaviest individual loser in  
the big fire which swept Tonopah,  
Nev., is W. W. Booth, publisher of  
the Daily Bonanza. The paper's  
entire plant was destroyed.

## IN PITTSBURGH

our competitors are amazed at the growth  
in circulation and advertising being made by  
**THE POST and The SUN**

Already they are talking about us WHY?  
extravagance, heavy expenses, etc.

Because The Pittsburgh Post and The Sun  
are today the best newspapers in Pitts-  
burgh. - he most wide-awake, up-to-date  
and daily papers ever published in that city,  
and the great public is finding this fact out more  
and more every day. Just watch The  
Post and Sun grow. Don't forget this is a  
Democratic year and The Post is the only  
Democratic paper in Pittsburgh.

EMIL M. SCHULZ, General Manager.  
Special Representatives:  
CONE, LORENZEN & WOODMAN.  
NEW YORK. ATLANTA. CHICAGO.



**A GAIN of 168 Columns**

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**

New York Office, 710 Times Building.

THE

**News Scimitar**

of MEMPHIS, Tennessee, is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

**THE MAN WHO HANDLES CAPPER CIRCULATION.**

The most successful circulation men are those who have come up from the ranks of the successful salesmen; men who had the ability and the capacity when they began and the determination to succeed in whatever line of endeavor they placed their energy.

There is a young circulation manager out at Topeka, Kan., in charge of the circulation of the big Capper publications, who is attracting much attention. The young man is L. J. Van Laeys, who, in 1906 just out of St. Mary's college, applied to the circulation department of the Capper papers and went to work, "jerk-ing door knobs" in Topeka at fifty cents an order.

A contest was started on the Daily Capital and someone was needed to boost the contestants. Mr. Van Laeys was assigned to this work. He made it a success, which resulted in the determination of the circulation department to go into the contest business in general and he was made the state circulator in charge. After conducting a number of other successful circulation campaigns Mr. Van Laeys was placed in charge of the circulation of the Capper publications. This was

**Six Months' Growth of the Sunday Edition of the****NEW YORK TIMES**

In six months of 1912 the Sunday edition of The New York Times published 1,480,318 lines of advertisements, compared with 1,394,624 lines in the corresponding period last year, a gain of 175,594 lines—a growth greatly surpassing the combined gains of the three other New York newspapers ranked with The Times as to quality of circulation.

The Sixth City is very ably represented by the stalwart

**CLEVELAND LEADER**

An independent paper, published for the people, exploiting nothing but the public welfare.

The success of this policy is well emphasized by the CLEVELAND LEADER'S popularity among the substantial conservative folk of the Sixth City.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

**The News League of Ohio.**

The Dayton News  
The Springfield News

Combined circulation MORE THAN 42,000  
Combination Rate: Display, 8c. per inch  
Classified, 2c. per word  
Delivered to 75 per cent of the homes of Dayton and Springfield on paid subscriptions.  
La Coste & Maxwell, Monolith Bg., N. Y.  
John Gliss, Peoples Gas Bldg., Chicago

shortly after these papers were moved into their splendid new home, which is considered one of the most beautiful and most com-



L. J. VAN LAEYS.

modious publishing houses in the United States.

When it is considered that the organization consisted of six large papers, the Topeka Daily Capital with over 30,000 circulation, the Kansas Weekly Capital with 100,000 circulation, the Farmer's Mail and Breeze with 100,000 circulation, the Missouri Valley Farmers with 325,000 circulation, the Household with 650,000 circulation and the Nebraska Farm Journal with over 100,000 circulation, a tremendous organization was required. During the busy season more than 300 persons were

**THE TOLEDO BLADE**

has the FIFTH LARGEST two-cent evening circulation in the United States, regardless of size of city.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

**Results are obtained in the SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

required to handle the incoming and outgoing mail.

It is a rule on the Capper publications that every complaint, no matter how trifling, must be promptly adjusted and to the entire satisfaction of the person complaining. On all of these papers, millions of transactions are consummated by mail every year and with this injunction by Mr. Capper the complaints had to be reduced to the minimum—and they were.

The chief element of Mr. Van Laeys' success is his optimism.

His office force runs with the smoothness of a well oiled machine. He has heaped up receipts and cut down expenses from year to year beating his own record of the year before until it seems he could make no further progress. He is alive to new ideas.

When asked by THE FOURTH ESTATE to what he laid his success, Mr. Van Laeys replied "My success is due to Mr. Capper's masterful management."

**N. Y. U. TO HAVE A 2-YEAR COURSE IN JOURNALISM.**

A two-year course in journalism is to be given next year at New York University. It has been designed to meet the needs of five classes of students:

Those who expect to go into magazine work; newspaper work; trade journalism and advertising; and circulation department.

The students will, with certain limitations, be allowed to select the studies that best prepare one for the work to be taken up after graduation. In addition to the technical courses each student will be required to take a certain number of courses in economics, history, sociology, commerce, finance, statistics, etc.

Besides the technical courses in journalism which have been given during the past three

The Augusta (Ga.) Chronicle will erect a new building soon.

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of 7200 per day. For a short time advertising will be accepted at flat rate of 7c per inch usual discounts

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct. WRITE FOR INFORMATION

THE

**MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS, Chicago

years at New York University, new courses will be offered in magazine and newspaper verse, magazine advertising, magazine circulation, newspaper advertising, newspaper circulation, trade journalism, religious journalism, newspaper law, etc.

**LOOKING FOR BISCOE.**

J. P. Dunn and friends and relatives near Macon, Ga., of R. E. Biscoe, a newspaper man, have begun a search to locate him. He was thought to be working in Columbia, S. C., but is not known to have been in that city lately. Mr. Biscoe is described as thirty-eight years old, dark, medium height and weight, and has done newspaper and advertising work.

**CHANGES IN INTEREST.**

SOLOMON, KAN.—M. F. Orr Miller, former county superintendent, has bought the Tribune from Editor Olson.

AURORA, IA.—George H. LaRabee has reassumed the ownership of the Times.

CIMARRON, N. M.—Byron L. Lonner has sold his interest in the News to Alfred E. Schroeder.

EXAMER, Ind.—S. A. Botz and Ralph Womack have purchased the Examiner from C. H. Martin.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channel and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK.

"A Daily Newspaper for the Home"  
THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## VACATION NOTES.

FRANK A. MUNSEY sailed for  
a trip abroad on Tuesday.

J. H. THRESHFER, publisher of  
the Jeanette (Pa.) Dispatch, is on  
a trip to South Dakota.

H. L. SAYLOR, president of the  
City Press Association of Chicago,  
and Charles Sayer of Indiana are  
exploring the Peace River country  
in Canada. They expect to be away  
until August.

MISS MARY GARDNER of the  
New York Press is spending her  
vacation at Sheepshed Bay, N. Y.

RANDOLPH C. LEWIS of the  
Evening World staff is spending the  
hot days at Staten Island and  
Jersey coast resorts.

FREDERICK STOKER of the  
New York Times and Shepard  
Friedman, city editor of the Morning  
Telegraph, are sojourning in  
Bermuda.

THOMAS HAYNES, Associated  
Press operator on the Bridgeport  
(Conn.) Morning Telegram, is  
"sulking" on A. P. papers in western  
Connecticut during the summer  
season.

FRANK FOGARTY, artist of  
the New York Evening World, has  
taken Bungalow 60 at South Beach,  
Staten Island, for the season.  
Bungalow 61 is occupied by Edward

THE  
LEADING PAPER  
IN THE  
NATION'S CAPITAL.  
THE  
WASHINGTON  
**POST**

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
**Indianapolis Sun**  
daily and Sunday actual  
average circulation in Dec. **43,601**

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

J. Hogan, assistant sporting editor  
of the Journal.

CHARLES MILLER of the  
Cone, Lorenzen & Woodman Special  
Agency, New York, has returned  
from a two weeks' vacation at  
Bloomfield, Conn.

JAMES E. KERRINS of the  
Bridgeport (Conn.) Standard has  
been passing his vacation at Win-  
sted.

A. E. BECKWITH, formerly of  
the Bridgeport (Conn.) Telegram  
and Brockton (Mass.) Times, is  
passing the summer at his home in  
Winsted.

GEORGE REICHARD, of the  
foreign advertising department of  
the Scripps-McRae newspapers in  
New York, is on a pleasure trip to  
the Great Lakes district.

JOHN WALLICK, foreman of  
the Omaha Daily News engraving  
department, is spending his off days  
at Kansas City.

ARTHUR F. WILLIAMS, night  
editor of the Bridgeport (Conn.)  
Morning Telegram, is in northern  
New England. Fred D. Bagley is  
substituting on the night desk and  
Frank P. Devine is temporarily in  
charge of the proof desk.

PAUL B. SISSON, city editor of  
the Omaha Daily News, is on his  
farm near Fremont, Neb., where he  
spent his boyhood days. He has  
mapped out a schedule which in-  
cludes all the "stunts" of those days,

*The Puget Sound Country has*  
THE HEALTH of a temperate  
climate.  
THE SCENERY of a combined  
Switzerland and Norway.  
THE WEALTH of forest and  
field, of mine and factory, of rails  
and sails.

SEATTLE IS ITS PRINCIPAL CITY  
AND ITS BIGGEST NEWSPAPER IS

THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

THE  
**MILWAUKEE  
NEWS** has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

with the swimmin' hole and green  
apples in the foreground.

Miss ANNA MARBLE, known  
in private life as Mrs. Channing  
Pollock, press representative of the  
New York Hippodrome, is in Paris.

E. E. IRVINE of the Phila-  
delphia Press and Philip A. Fowler  
of the Public Ledger, are spending  
a week together in Boston.

F. H. STEVENS, business man-  
ager of the Bridgeport (Conn.)  
Standard, has been passing a vacation  
at Narragansett Pier, R. I.

N. W. REAY, general manager  
of the Clover Leaf publications, and  
family, have returned to St. Paul  
from a week's outing at Deerwood,  
Minn.

JOHN McCURDY, a news edi-  
tor of the St. Paul News, will take  
a rest in August at Waconia, Minn.

BERT COX, composing room  
foreman of the Omaha Daily News,  
is spending his vacation on his  
South Dakota ranch.

CHARLES C. WILSON of the  
St. Paul News editorial staff plans  
to see the country this month from  
the "decks" or "blind baggage" be-  
tween St. Paul and Buffalo, N. Y.,  
and return.

JOHN COOLEY of the St. Paul  
News editorial staff has returned  
from a week spent at Grand Forks,  
N. D.

J. EDWARD ELLIOTT, city  
editor of the Bridgeport (Conn.)  
Standard, has taken a cottage at

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

# THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

Fairfield Beach, where he plans to  
pass the first part of August. C. M.  
Agard will have charge of the city  
desk during his absence.

E. E. WOLCOTT, who talks ad-  
vertising for the Daily News in  
Minneapolis and St. Paul, is view-  
ing the spouters in Yellowstone  
Park.

JOHN C. SMITH of the Omaha  
Daily News ad allys is spending his  
vacation in Iowa.

W. E. HUTCHINSON, circula-  
tion manager of the Farmers' Re-  
view, Chicago, is visiting old friends  
in Dayton, in which city he was  
formerly connected with the Daily  
News.

## PRESSMEN'S ASSESSMENTS.

At the annual convention of the  
International Printing Pressmen's  
Union at Hale Springs, Tenn., an  
assessment of twenty-five cents per  
member per month was levied, to  
continue until September, to prose-  
cute the fight for the universal  
eight-hour day.

The question of increasing the in-  
ternational per capita tax is to be  
submitted to a referendum vote. It  
was decided to make an additional  
expenditure of \$50,000 for improve-  
ments and additions to the Press-  
men's Home.

In addition a referendum vote  
will be taken on a proposition to  
levy a five per cent assessment to  
carry on the fight that was recently  
inaugurated in Chicago.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

**MERCHANT'S Linotype Metal.**

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark  
**M&E**  
Registered  
NEW YORK  
BROOKLYN  
CHICAGO  
KANSAS CITY  
BALTIMORE  
DENVER  
Trade Mark  
**M&E**  
Registered  
MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

**"BURRELLE"**

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY



## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

SOME ARBITRATION  
RULINGS.

Continued from Second Page

of the Chicago Examiner and Chicago American. The columns of these newspapers are 12 ems and 10 points wide. The columns of the other newspapers are 13½ ems wide. The union claims that machine operators in the Hearst composing rooms should be paid on the basis of a 13½ em column, which was the basis of measurement when the present local contract and scale were negotiated. The contention of the union is sustained.

"This question is one which grew out of the confusion caused by the change from the time to the bonus system of payment in the Hearst composing rooms, which change was made because the Chicago Examiner and American decided to take advantage of the option given them by the national board decision February 3, 1911, to adopt the bonus scale. Several other differences arose after the change in system was inaugurated and it was some time before the new system was thoroughly understood and operating smoothly. One of the questions involved the right of the publisher to operate the composing rooms of the two papers as one office. This question was decided by the national board on June 6, 1911.

"Under this present decision, operators will receive pay for 13½ ems, though settling the shorter lines referred to above, and this decision relates solely to conditions in the Hearst composing rooms under the present contract and scale. This decision is dated from and includes the financial week, ending February 18, 1911."

The board then took up a case between the Providence (R. I.) Journal and the local typographical union involving the payment of wages to Daniel O'Connor from the time he was alleged to have been illegally discharged to the time of his reinstatement. This following decision was reached.

"The National Arbitration Board finds that O'Connor technically held the position of extra, but that he had, before being laid off, been employed almost continuously for several years and was required when he took a day off to put on a sub to do his work. His status was therefore in this respect practically the same as a regular, the only difference being that his slip as an extra was put up each

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern customers. We are the oldest  
and largest agency in the  
South.

**M** MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## THE SYRACUSE

## POST-STANDARD

is steadily increasing its circulation  
on its merits as a newspaper.

48,667 CIRCULATION  
Daily (Net Paid)

FOR JUNE, 1912.

No wonder it carries more advertising,  
and at higher rates, than any  
other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER

Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. I. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK, CHICAGO.

day he worked. There were eleven other men besides O'Connor who were similarly employed.

"This system is contrary to International Typographical Union law. Shortly after the contract now in effect was signed in February, 1911, in compliance with a request of the union, and to correct the irregularity, ten or eleven regular situations were given out. Four of the new regulars had been in the employ of the Journal longer than O'Connor, the rest came after him.

"The board, by this decision, does not recognize the right of a man, whose position is clearly that of an extra, to any payment for time he would have been laid off. It is shown by the evidence there was work in the office which O'Connor was thoroughly competent to do when he was informed the office would have no more work for him, therefore he was not laid off to reduce the force.

"The management concedes O'Connor's character and his work were both above criticism, and the foreman as representative of the management declined to give O'Connor any reason for his displacement. O'Connor's claim for \$780.34 for wages lost between the date he was laid off and his reinstatement is allowed."

The scale dispute between the mailers' union of San Francisco and the local publishers' association was again taken up, but the board was unable to reach a decision. One or two other matters came before the board, but were referred to Chairman Henry N. Kellogg of the special Standing Committee of the A. P. A. and President Lynch of the International Typographical Union for adjustment.

A second case involving a dispute between Chicago Typographical Union and the Chicago publishers, in reference to the payment of wages to a man working part of time days and part of time nights, was given consideration, but no decision was reached, the case being postponed for the purpose of getting an argument from the publishers.

## FAVORS POLITICS.

L. L. Keine has resigned the position of managing editor of the Topeka (Kan.) State Journal to become a candidate for sheriff of the county. His successor is C. A. Cain, who has been with the paper for years as political and general reporter. Mr. Keine was connected with the State Journal for eighteen years.

## Greater than ever!

THE

## Boston Herald

now over 100,000

THE

## Boston Traveler

AND EVENING HERALD

consolidated July first,  
over 120,000.

## A Quality and Quantity

Combination that cannot  
be excelled.

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK, CHICAGO, ST. LOUIS.

## OBITUARY NOTES.

JAMES HANNAN, assistant circulation manager of the Chicago Daily News, is dead of tuberculosis in Somers, Wis., at the age of thirty-three years.

WILLIAM L. WATKINS, editor and owner of the Chillicothe (O.) Constitution, is dead at the age of forty-four years. He was at one time a cartoonist on Western papers and later state building and loan inspector.

CHARLES T. ROGERS, for several years one of the Louisville editors of the Associated Press, died Saturday of burns received at a fire which destroyed his home two weeks ago. The death of Mr. Rogers was the third resulting from the fire, and two other victims are now in hospitals, but will recover. For the past year Mr. Rogers had devoted his time to writing short stories and poetry.

PHILLIP WILLIS MCINTIRE, prominent in Maine newspaper circles, died recently at South Portland.

JOHN ELLSWORTH HARE, a photographer who worked on newspapers from coast to coast, is dead at St. Joseph, Mich. He spent a number of years with the Chicago Journal and San Francisco Examiner.

Miss GLADYS M. STIVERS, whose father, the late Lewis S. Stivers, was editor and proprietor of the Middletown (N. Y.) Daily Times-Press, died on Saturday of typhoid fever at Brooklyn. Miss Stivers was twenty years old, and a student in the art department of Adelphi College.

ADOLPHUS G. McVEY, one of the best known yachting editors in this country, died at his home in Dorchester, Saturday, at the age of sixty-nine. He had been in failing health since the death of his wife a short time ago. He was with the Boston Herald as yachting editor until six years ago. Not only did he write of yachts, but he designed them.

CAREY W. JOHNSON, a pioneer newspaper man of Oregon, is

## A Powerful List is the

MILWAUKEE  
GERMANIA LIST

CIRCULATION

Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The Only Daily Paper in Cuba  
Printed in English is the

## HAVANA POST

GEORGE M. BRADT, Publisher

Published Every Day in the Year.

dead at Portland at the age of eighty years. He was a native of England, and in 1849 went from Ohio to the Coast, where he did newspaper work and later conducted a law practice. Two of his four sons are engaged in newspaper work. B. B. Johnson is telegraph editor of the San Francisco Chronicle, and Herbert is a cartoonist on the Philadelphia North American.

MRS. MARY DUNLOP McLEAN, a member of the Sunday staff of the New York Times, died on Friday after a long illness of a complication of diseases. She was a native of Nassau, Bahama Islands, and besides her newspaper work did extensive magazine writing.

PAUL HULL, superintendent of second class mail in the Chicago post office, died recently at Brimfield, Ill., after an illness of nine months. He was at one time connected with Chicago newspapers.

EDWARD R. BRYAN, formerly connected with Boston newspapers, was killed in an accident in Boston last week. He was seventy-nine years old and before entering the theatrical field worked on the Boston Journal and Globe. He was a veteran of the Civil War.

FRANK J. SIMMONDS, acting night editor of the Boston Advertiser, died of apoplexy Wednesday. He was a newspaper man of wide experience, having been in the business more than forty years. He was born in Franklin, N. H., March 14, 1859. He served on many New England newspapers.

WILLIAM M. MARTIN, editor of the Solon (Ia.) Economy, died a few days ago at Cedar Rapids, aged seventy years.

## PARIS EDITOR PARDONED.

Professor Gustave Herve, the editor of the Guerre Sociale, of Paris, who was sentenced in March, 1911, because of the anarchistic editorials in the paper, has been pardoned on the recommendation of Attorney-General Briand.

*Released for Weekly Publication August 18.*

# The BIGGEST CIRCULATION-BUILDER Ever Known!

It increased the *circulation* of Scribner's Magazine 100,000 copies and its *advertising* revenue \$125,000 above normal. They paid \$50,000 for this story—when Roosevelt wasn't before the public. He is more before the people today than at any time in his career.

“MY AFRICAN TRIP”

By

THEODORE ROOSEVELT

Fourteen page stories, extra illustrated, with all the Kermit Roosevelt and Scribner photographs.

These fascinating human interest stories of the thrilling adventures of the MOST TALKED OF MAN IN AMERICA, if not the world, from his own pen and over his own signature, will be read now by everybody.

Every page story will bear the  
signature of Theodore Roosevelt.

*Wire for option for your territory to the*

MCCLURE NEWSPAPER SYNDICATE,

45 West 34th Street, NEW YORK.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 961

NEW YORK, SATURDAY, JULY 27, 1912

TEN CENTS A COPY.

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

## It PAYS to advertise in the ST. LOUIS TIMES

Now generally recognized as  
The Home Newspaper  
of St. Louis

This newspaper has enjoyed the most  
remarkable growth ever recorded in the  
Mississippi Valley.

EDWARD L. PREETORIUS,  
President and General Manager.

PAUL BLOCK, Inc., Foreign Representative,  
NEW YORK, 250 Fifth Ave. Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## BARNHART BILL MODIFIED.

SENATE WANTS NAMES ONLY ONCE A YEAR—ABOLISH "BLUE TAG" SYSTEM.

The Post Office Appropriation Bill, as reported by the Senate Committee on Post Offices and Post Roads on Tuesday carries several amendments to the various House measures affecting second-class mail to which publishers have been strenuously objecting for a long time past. Most important of its features in this respect concerns the proposed Barnhart amendment to the House bill for the regular publication of the names of stockholders of newspapers and periodicals.

This is now changed to provide for the publication once a year, when the lists of the stockholders are required to be filed with local postmasters.

The House bill also provided for the abolishment of the present system of carrying second class mail by fast freight, under what is known as the "blue tag" system. Under the Senate bill all second class mail would be put back into regular mail cars after August 31. The post office bill as passed by the House carried an appropriation of \$288,352,713. While the totals of the bill as amended by the Senate committee have not been definitely figured the increase is said to be in excess of \$4,000,000.

The Senate committee amendments are sweeping in their character, and carry the total appropriated by the measure far beyond the House limit. On a single item, that for transportation of mails by the railroads, the Senate amendment added \$2,500,000.

A parcels post patterned after the zone plan originated by Senator Bourne, more regular hours for postal employees and a commission to investigate the proposed improvement of highways in conjunction with the carrying of the mails are provided in the Senate bill. Many other changes are made in the House provisions.

Senator Bourne advocated the adoption of the House plan for a flat rate on parcels and the acquisition by the government of the express companies, either by purchase or condemnation.

The parcels post section is radically different from that incorporated in the House bill, which provided a flat rate of postage for all distances. The Senate provision is that of the Bourne bill, slightly modified. Senator Bourne recommended that third and fourth class mail matter be combined for the parcels post service, but the bill makes the parcels cost apply only to fourth class matter.

The Senate committee struck out the House provision permitting postal employees to organize into unions, but agreed to the provision allowing them a hearing before dismissal. The measure also stipulates that postal clerks and carriers shall not be required to work more than eight hours, which must fall within

a period of ten consecutive hours.

The Shackelford good roads feature of the House bill, which provided for federal improvement of highways, is stricken out, and the Senate committee recommends an investigation by a special commission of three House Representatives and three Senators, and provides for no highway improvements until his commission has reported.

A special commission is also proposed to investigate the subject of pneumatic tube service and whether the Government shall purchase that now in use in various cities. A \$10,000 appropriation is authorized for improved mechanical devices in the Chicago post office, which is now overcrowded.

Steel cars for railway mail service, which were required by the House bill to be in universal use by American railroads by 1917, are also required by the Senate bill. The House bill required the railroads to replace twenty per cent. of its wooden mail cars every year, while the Senate bill would give the roads one year of grace, and then require them to replace twenty-five per cent. of their cars each year for four years.

## ANOTHER DAILY PAPER FOR AUGUSTA, GA.

A new daily paper is to be established at Augusta, Ga., about September 1. It is understood that W. J. Vaughan, of the Waynesboro Banner will be the editor. The publication is to be owned by a stock company and the majority of stock is said to have been already subscribed.

The object of the paper will be "to present conditions as they exist." It is understood that while the movement is not backed by the Ministerial Association of Augusta, its individual members approve of it and will contribute towards it. It is stated that city affairs and conditions will be handled without gloves.

## SEITZ DEFENDS PRESS.

At the fortieth annual convention of the North Carolina Press Association in Morehead City Don C. Seitz of the New York World defended American newspapers. He declared that there was no foundation in fact for the charge, frequently made, that a great many newspapers were controlled by corrupt influence.

Joseph Daniels of the Raleigh News and Observer, W. H. Savory of New York and N. L. Bugg of the Norfolk & Southern Railway also spoke.

## VETERAN LONDON WRITER RETIRES.

Charles Edward Jennings, who for twenty-two years has written the column in London Truth called "Letters from the Linkman," and signed "Marmaduke," retired last week from journalism. In all the time he has been connected with the Truth he has never missed an issue with his gossip letters about people. He thinks it is no exaggeration to say that he knows more people than any other man in London.

## END OF LEWIS RECEIVER-SHIP.

Matt G. Reynolds, receiver of the Lewis Publishing Company, St. Louis, has been discharged as receiver of the company and the affairs turned over to him as trustee of the E. G. Lewis properties.

As receiver he got \$218.70 in fees from the publishing company and as trustee he may petition himself for additional compensation from money which may be derived from the properties delivered to himself when being discharged as receiver.

The order was made by Judge Smith McPherson in United States District Court on recommendation of Walter D. Coles, referee in bankruptcy.

Receiver Reynolds, in his report, says he received \$8,934.94 while receiver of the publishing company and disbursed \$6,353.04, leaving \$2,581.90 on hand. The order of the court gives him \$1,936.47, that he may meet the bills allowed.

## STAATS-ZEITUNG BUYS PROPERTY.

The New York Staats-Zeitung has purchased the property at 27-29 Frankfort street, just south of the Brooklyn Bridge, which adds to its present holdings. It was reported that the newspaper is shortly to build a new home for itself.

The Staats-Zeitung purchased its present site at William and Spruce streets in 1907 and since then has repeatedly added adjacent properties to its holdings, until it now owns a frontage on Frankfort street of seventy-three feet, on William street of 102 feet and on Spruce street of 119 feet.

A single lot breaks the William street frontage.

## RUSSIAN PAPER FINED.

The Pravda, of Odessa, has been fined \$250 for printing a mildly adverse article on the new Russian naval budget of \$250,000,000. The paper argued that in the present economic condition of the country such an outlay was unwarranted and that there was no pressing necessity for so enormously powerful a fleet.

## I. T. U. MEMBERSHIP.

The membership of the International Typographical Union at the close of the fiscal year numbered 59,703, with an average wage scale of \$992.04 and a pension roll of 1,038.

## NEW KENTUCKY DAILY.

The Banner is a daily paper that has just appeared at Whitley City, Ky. Circuit Court Justice J. S. Sampson is the publisher. The Banner is Republican in politics.

## NEW APPOINTMENTS.

A. R. Keator, Hartford Building, Chicago, has been appointed Western advertising manager of the Dixie Home, Birmingham, Ala.

The Rockford (Ill.) Morning and Sunday Star has appointed Harry Griffith, 225 Fifth avenue, New York, as its Eastern representative.

## CONFERENCE ON FREE PRESS.

UNIQUE MEETING OF NEWSPAPER MEN IN MADISON NEXT WEEK.

The final preparations have been made for the big newspaper conference which opens at the University of Wisconsin in Madison next Monday morning, and closes on the evening of August first with a monster banquet to the newspaper men in attendance.

The conference has been called for the purpose of discussing the question "Are Newspapers Truthful?" and some interesting discussions are promised. Many prominent newspaper men from every corner of the United States will attend.

The feature of the six general sessions will be the opportunity for every man to take part in the discussion. The university has extended a general invitation to every journalist in the country to attend the conference.

Among those who have signified their purpose to attend the conference are: Melville E. Stone, general manager of the Associated Press; William J. Bryan, William Allen White, Norman Hapgood, Charles H.asty of the Baltimore Sun and Fremont Older of the San Francisco Bulletin.

It is planned to have two prominent newspaper men speak at each of the six sessions of the conference.

The call for the conference asserts that three important things are taking place in modern journalism:

First—The amount of capital required to maintain a newspaper is constantly increasing, with the result that newspapers are frequently owned by men with money rather than with ideas.

Second—The returns from advertising are rapidly increasing, resulting in a greater dependence on the advertising for maintenance and a growing endeavor on the part of the advertiser to influence the news and editorial policies of the papers.

Third—The newspaper is coming to be an investment and not infrequently is run merely to serve the business, social or political interests of its owner.

The purpose of the conference is to face the question:

"Are newspaper and magazine writers free to tell the truth; if not why not, and what are we going to do about it?"

The various sides of this question will be discussed at the several meetings as follows:

Tuesday morning—"Is the Newspaper-Reading Public Getting All the Truth It Is Entitled To?"

Tuesday evening—"Can the Impartiality of the News-Gathering and News-Supplying Agencies Be Fairly Challenged?"

Wednesday morning—"How Is the News Affected by?"

a. The Constantly Increasing Cost of the Newspaper Plant?

b. The Increasing Proportion of Total Newspaper Revenue Derived from Advertisers?

c. The Non-Journalistic Interests of the Capitalist Owner?

Wednesday evening—"If the Newspaper Is to Play Its Due Part in Social Advance, Can It Be Run as Simply a Business Proposition?"

Thursday morning—"Can the Professional Spirit Be Protected Among Newspaper Men? If So, How?"

Thursday afternoon—"Can Commercial Journalism Make Good or Must We Look for the Endowed Newspaper or the Public Newspaper?"

The idea of such a gathering had its inception last year. At one of

Continued on Twenty-third Page.



The most intelligent advertiser is the one who uses mediums that appeal to the most intelligent people.

There is no medium closer to its constituency than the

# NATIONAL FOOD MAGAZINE

which tells people "What to Eat" and "How to Live." It tells them these things in such a nice way that they are more than mere readers—they are its friends. They believe in the information it contains, and the advice it gives; and they believe in what they find in its advertising pages, because they never saw there any except reliable advertising.

Don't fail to include it in your September advertising lists.

PIERCE PUBLISHING COMPANY,

Record-Herald Building, Chicago.

34 West 34th Street, New York.

## EDUCATION IN READING ADS.

### A CAMPAIGN UNDER WAY BY CLEVELAND NEWSPAPERS.

That Cleveland has more wide-awake retail advertisers to the business block than most of the cities standing higher than sixth in population in the United States, is the belief of the Cleveland Leader and News, and its publishers have set about to learn them how to properly use business publicity.

In the main their copy is productive of excellent results, but there is always a part of the population

give new light on the solving of the hot weather problem.

"Each article ends with the definite statement that in the advertisements in the Leader today are illustrations of the arguments put forth.

"These articles run three times a week, on Tuesday, Friday and Sunday. They are three columns wide, and from eight to twelve inches deep, placed on page three, top surrounded by reading. Each is announced in a front page box, thus, 'Don't heed that Myth about the "Good Old Times," see page three of this paper today,' this in large, bold type.

"All are signed, since the personal element is vital in this case.

"The campaign includes articles on all commodities advertised in newspapers, with special articles on what trade-marks mean to the public, the economic value of advertising to men and women generally, the importance of advertising as a guide to styles, what clearance sales are, the abuse of charge accounts, the importance of the neighborhood merchant who advertises, the importance to the consumer of retail competition, how musical instruments add to the enjoyment of an evening at home and how they may be bought on easy payments, the difference in dealing at a store that advertises and the store that does not, and every conceivable topic that will raise the efficiency of all advertisements printed in the Leader.

"The campaign is hatched up with solicitation, and on the day an article about a certain line of goods appears, the local dealers in that line are urged to use special copy—our talking point being that the article will focus the attention of readers directly on all advertisements of that particular line.

"The promotion department also asks merchants for their candid opinion of these articles and the value of them to retailers, and these letters will be used for publicity in the foreign field.

"The campaign began on July 14th. It will continue indefinitely. Its beneficial effects have already been felt. Undoubtedly it will be productive of great good, for it increases the pulling power of the Leader's advertising columns, and is much discussed by general readers for the new viewpoints it gives.

"The general public knows little about advertising other than that it is the announcement of commodities for sale—the Leader is showing that advertising is a powerful distributive force, an unrivaled innovator, a short cut to progress, and a partial solution of the 'high cost of living' problem."

### PUBLISHERS LOSE SUIT.

The case of Rebecca Morin, daughter of the ex-priest, Father Chiniquy, against the publishers of La Croix, of Montreal, was heard by Judge Greenhields in Montreal. Madame Morin claimed \$10,000 damages for statements made in the paper to the effect that her father could never be legally married, and that consequently her mother was a concubine. The plaintiff was allowed \$3,000 damages.

### FOREIGN PAPER SHORTAGE.

Italy is at present said to be short of print paper. The government has been requested by publishers to withdraw or reduce the duty on paper. A Milan daily, the Corriere della Sera, which uses thirty tons every day and appears in three editions, is only able to issue two editions although fourteen manufacturers of paper are supposed to supply its needs.

### JOINS THE C. P. R.

George Wight has succeeded F. E. Trautman as editor of the Fort-William (Can.) Times-Journal. He was formerly night editor of the Winnipeg Telegram. Mr. Trautman has joined the Canadian Pacific Railway in Winnipeg.

### SALES SERVICE COMPANY ELECTS SECRETARY.

Fred H. Gillespie has been elected secretary and treasurer of the Sales Service Company, an advertising agency in the People's Gas Building, Chicago.

Since leaving the Detroit Free Press Mr. Gillespie has, until his recent connection with the Sales Service Company, been in the service of the Santa Fe Railway Co. He is the son of the late William H. Gillespie, for many years circulation manager of the Detroit Free Press and one of the originators and first president of the National Association of Managers of Newspaper Circulation.

### HODGES LEADS AT GOLF.

Gilbert P. Hodges captured low gross honors in the nine-hole handicap tourney of the Western Advertising Golfers' Association at the Midlothian links, Chicago. Hodges, playing from scratch, returned a card of 44. Low net went to T. J. Forris, who turned in a 50, with a handicap of 10. Forris' victory gave him the Stanton cup. Summaries:

First Flight—G. P. Hodges (scratch) defeated E. W. Chandler (5), 4 and 2; G. H. Bent (5) defeated M. B. Hilley (2), 3 and 2; H. B. O'Brien (2) defeated A. G. Hammarshar (5), 3 and 2; W. R. Butler (3) defeated F. A. Sperry (4), 1 up. Semi-finals—Bent defeated Hodges, 2 and 1; Butler defeated O'Brien, 2 and 1. Final—Bent defeated Butler, 1 up in 10 holes.

### FASHION PAPERS MERGE.

The publication Toilettes, of New York, one of the oldest fashion papers in the United States, has been purchased by the Peerless Publishing Company. The paper is now in its thirty-fifth year.

For more than ten years the Peerless Publishing Company has published the Peerless Monthly Fashion Guide and the Peerless Fashion Quarterly. It now combines its three papers into the Peerless Trio, the advertising department of which will be in charge of F. B. Millar, a Chicago man, with headquarters at 221 Fourth Avenue, New York.

### FOR THE SMALL SHOPS.

J. L. Tonnele, Jr., and G. B. Lewis have organized an advertising service with offices in the Singer Building, New York, to deal especially with the small advertiser. Their idea is for newspapers to carry a "small shops" page for the publication of advertisements of a limited size for the small business people; each advertiser also to be given the use of a shopping notes reading column on the same page. It is the idea to have the newspapers that take up the idea agree on a combination rate. The page is designed to run every Saturday.

### MAY BE TAFT PRESS AGENT.

Richard V. Oulahan, formerly publisher of the New York Sun, is being mentioned prominently as the man to have charge of the press bureau of the Taft campaign. In the last Presidential campaign he occupied the same position with the Republican committee.

### DES MOINES PROTESTS HIGH PAPER CARRIAGE RATE.

E. G. Wylie, rate commissioner for the Greater Des Moines committee, has sent to the Interstate Commerce Commission at Washington, D. C., a brief to supplement the print paper rate complaint in behalf of Des Moines publishers.

Publishers of newspapers and periodicals in Des Moines who use a large amount of print paper are included in the complaint. The rate which paper takes from points where it is manufactured in Minnesota and Wisconsin to Des Moines is eighteen cents per hundred pounds. The complaint is that this rate, as well as the rate from Chicago, which is a distributing point, is excessive and discriminatory, and that other rates are radically less than the rates applicable to Des Moines.

In one brief it is shown that the rate from Munising, Mich., to Waterloo is fourteen and one-half cents for 662 miles. This is three and one-half cents less than for the Chicago to Des Moines service, although the Waterloo service is 304 miles greater than the distance from Chicago to Des Moines.

The brief shows that the rate from Chicago to Des Moines is 120 per cent. of the rate charged for the 575 miles service between St. Louis and St. Paul, which is a more expensive service to the carriers. Ignoring the rule that the rate per ton per mile should decrease as the length of the haul increases, upon the St. Louis-St. Paul basis, this rate would cover a service of 690 miles, or within twenty-six miles of twice the distance between Chicago and Des Moines.

### MADE GENERAL MANAGER.

James A. Moyer has been appointed general manager of the Kansas City (Mo.) Post. For some time past Mr. Moyer has been connected with the paper in an executive capacity and previously was with the Denver Post, also owned by H. H. Tammen and F. G. Bonfils.

### EDITED BY A WOMAN.

The Dallas (Tex.) View Point is a new weekly paper. It is published under the auspices of a number of prominent women of the city and edited by Laura Fitzhugh Lance.

Advertisers who investigate the

## MILWAUKEE WISCONSIN

Lowest rate per thousand of any daily in Milwaukee.

### CIRCULATION:

Daily Average for the year 1911 **44,766**  
A GAIN of 3000 copies per day over the year 1910.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



CLARENCE E. LINDNER.

of a city which does not respond to advertising, and the problem of direct appeal to this body is the subject the Leader and News has set out to teach the advertisers.

An educational campaign has been inaugurated under the direction of Clarence Lindner, publicity manager, who tells THE FOURTH ESTATE just what ways and means are expected to accomplish this object. He says:

"The primary need, in attempting solution of this problem, is the education of non-readers of advertising to the economic benefits they may derive from continued reading of retail publicity.

"First, however, their interest must be aroused, and their attention held long enough to get the message home. Working on the premise that they read their newspapers and skip the advertising, it would be vain to put an educational campaign of this kind in the form of illustrated advertisements.

"Hence the scheme adopted by the Cleveland Leader—a series of straight-from-the-shoulder articles on advertising in terse, newsy form, with bold type captions that arouse the curiosity even of those who merely skim the pages, viz: 'Don't heed that myth about the Good Old Times' and 'Every Man Can Dress Well' and 'Price has Least to do with it'.

"Each of these articles begins in anecdotal or newsy style, and tells a definite truth about the advertising of a single commodity. The article 'Every Man Can Dress Well' teaches that good clothes are less a matter of price than of knowledge of where, when and how to buy men's wear.

"An article on 'How to Make the Summer Cooler' points out the value of hot-weather clothing, foods and furnishings in a manner calculated to



HANDLES \$500,000 WORTH OF  
ADVERTISING A YEAR.

The Studebaker Corporation, of Detroit, recently appointed W. S. Pettit advertising manager of its automobile division, which builds the Studebaker E-M-F "30" and the Studebaker-Flanders "30" Motor Cars. Mr. Pettit has been in charge of the details of the Studebaker advertising since January, 1911. During the past six months he has managed the entire advertising campaign and has, as well, written nearly all of the copy. A large share of the credit for the remarkable successful selling campaign



W. S. PETTIT

now in progress by Studebaker dealers all over the country, has been attributed to Mr. Pettit's work. In his position as advertising manager of the Studebaker automobile interests Mr. Pettit will direct the expenditure of a sum annually over \$500,000.

Mr. Pettit is a comparatively young man for such responsibilities, but has had a thorough grounding of experience. Since his graduation from Williams College he has been a reporter, an editorial writer on the staff of the New York Evening Post and a member of the Frank Seaman Advertising Agency, New York.

He is thoroughly conversant with the Studebaker cars and policies. Mr. Pettit succeeds E. LeRoy Pelletier, former advertising director of the Studebaker interests.

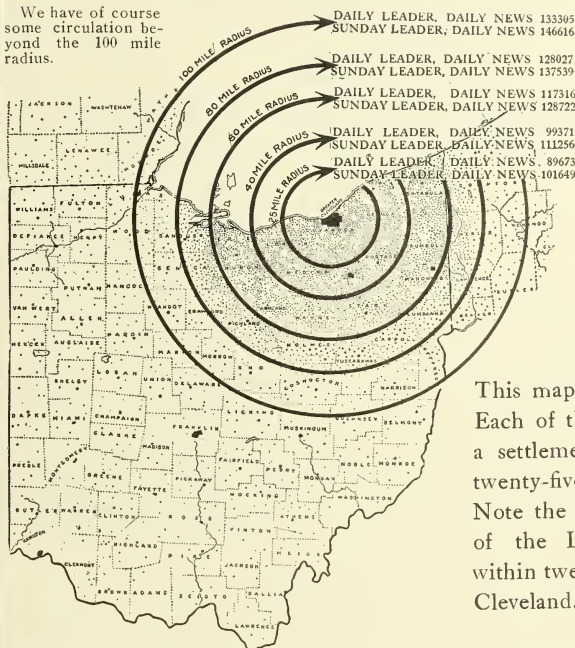
AD MADDENED STRIKERS.

Striking furriers attacked the business offices of the New York Jewish Morning Journal at 102 Bowery Sunday morning in revenge for the paper printing a classified advertisement for open-shop fur workers. They fired stones through the windows before they were dispersed by the police.

In fear that the strikers might raid the editorial rooms of the paper at 228 Madison street or the branch office at 189 East Broadway, those places were guarded all day.

# The CLEVELAND Daily LEADER and NEWS now has close to 140,000 circulation per day.

We have of course some circulation beyond the 100 mile radius.



Here is where your advertising goes, when using the columns of the **Cleveland Leader and News**

This map shows its distribution. Each of the black dots represents a settlement of homes receiving twenty-five or more copies per day. Note the concentrated circulation of the LEADER and NEWS within twenty-five miles of Greater Cleveland.

It includes MORE per thousand of QUALITY CIRCULATION THAN ANY OTHER CLEVELAND PAPER CAN SHOW.

And then, even to a distance of from 80 to 100 miles from Cleveland, THE LEADER and NEWS not only reach close to 140,000 homes each day, but our circulation is growing rapidly.

Cleveland is America's SIXTH CITY in point of population, and now you can reach more homes in Cleveland and its territory than could ever be reached before, IF you advertise in the

## CLEVELAND LEADER AND NEWS

Now  
First In  
Cleveland

*Lawrence* INC.

In Charge of Foreign Advertising.

NEW YORK

BOSTON

CHICAGO

### I. T. U. APPRENTICES.

At a meeting of the Typographical Union of St. John, N. B., the matter of apprenticeship was discussed and a report of progress made to the effect that the move to establish conditions of apprenticeship in St. John similar to those in other cities, was meeting with encouragement. A sum of money was voted to the striking pulp workers in St. George.

### A FAITHFUL PRESS.

The Twillingate (N. F.) Sun has just inaugurated a new press. The paper until now was printed on a Columbia press which had service for over sixty years.

### HOME BEING ENLARGED.

The home of the Washington (D. C.) Times, better known as the Munsey Building, is adding two additional stories. The front arrangement plan is also being materially changed so as to permit of more office room.

The front of the building is to conform in appearance with the District Building, across the street, which will give it the look of a government departmental building.

George S. Lawrence has been admitted to the firm publishing the Cadiz (Ky.) Record. His associates are his elder brothers Henry R. and John Lawrence.

### ADS GET HIM IN TROUBLE.

Advertisements of the Commonwealth Realty Company, operated by James C. Doyle, of Chicago, in which he claimed to possess 300,000 acres of valuable coal and timber lands in Virginia, has caused the arrest of Doyle by post office inspectors on a charge of using the mails to defraud.

### NEW SCHOOL PAPER.

The faculty of education of the University of Toronto is launching an educational magazine to be called the School. The first number will appear in September. Dr. O. J. Stevenson is editor and W. J. Dunlop business manager.



United States Circulation Co.,  
Waterloo, Iowa.

Gentlemen:

The Boys' and Girls' Pony Contest which you have conducted for the Washington Herald and just closed, has been thoroughly satisfactory to me in every way.

During the nine weeks in which the contest has been in operation, I find that you have added a total of 8,854 new subscribers for our Sunday paper exclusively, which I consider a remarkable record, in view of the fact that the total expense in securing the same was less than \$2,200.

It gives me a great deal of pleasure to testify to this success, and the satisfactory way in which you have conducted the details of the contest. The elimination of complaints in connection with your work is particularly commendable. Please feel at liberty to refer to me at any time.

Very truly yours,

*W. Hunter*  
PUBLISHER.

## WE CAN DO THE SAME FOR YOU.

Note that Mr. Hunter comments particularly on the manner in which we conducted the DETAILS of the contest, and also the elimination of all complaints. This letter is but one of scores we have received from publishers in all parts of the United States and Canada.

If you have not formulated your plans for a Fall Circulation Campaign communicate with us, and we will forward you all information about ourselves and different contests. We conduct campaigns of any kind. Six years experience.

United States Circulation Co., Waterloo, Iowa.  
THE COMPANY WITH AN UNEQUALLED RECORD.

## GET TO-DAY'S NEWS TO-DAY "By UNITED PRESS"

General offices, World Bldg., NEW YORK

### NEWSPAPER PLANT FIRE.

A blaze did considerable damage a few days ago to the building occupied by the New Westminster (B. C.) Daily News. Despite the handicap, however, the publishers issued their paper without missing an edition.

## The McCLURE NEWSPAPER SYNDICATE

Established 28 years.

The oldest and largest independent newspaper syndicate.

More than thirty regular feature services.

Eight pages of colored comics weekly.

The best big and little features, daily comics, etc.

The McClure Newspaper Syndicate  
45 West 34th Street, NEW YORK

## FISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year - Weekly.

Write for Samples.

FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

## EDITOR OF MONTREAL STAR.

C. F. Crandall, formerly managing editor of the Montreal Herald, has been appointed managing editor of the Montreal Star. It was recently erroneously stated that Mr. Crandall has joined the staff of the Toronto Star.

## BUILDING UP THE CIRCULATION.

Sepia duotone engravings of Woodrow Wilson, Democratic nominee for President, were issued as inserts, one with each copy of the Pittsburgh Post, the day after Wilson's nomination. The plates had been prepared in advance at considerable cost, and when the nomination was made on the afternoon of July 2, word was given the printers to go ahead. The engravings were ready before the Post's presses started to run off the regular early edition at 11 o'clock that night. Every purchaser of the Post received with a copy of the paper one of the engravings, suitable for framing. The promptness with which the pictures were given with the next issue after the nomination was made, caused much favorable comment.

The Cleveland Leader is arousing interest and securing subscriptions through a series of weekly puzzle contests. Five mission clocks and five sets of Rogers' silverware are the leading prizes given. Two hundred seats at a local vaudeville theater are also presented to winners. Six puzzle pictures are used each week, the awards being made for neatness as well as correctness of replies.

A collapsible sanitary drinking cup is reported by various newspapers to be getting good results as a premium. It is made of transparent celluloid and folds so as to fit into any shopping bag or pocket. The new sanitary law in New York and other cities abolishing the public drinking cup makes this an especially appropriate premium for use by publications of all kinds.

A guessing contest as to the exact number of people in Greater Edmonton is arousing considerable competition among the readers of the Edmonton (Can.) Capital. The Capital is also running a lively circulation contest, the first prize for which is a free deed to 160 acres of farm land. The second is an automobile, and there are twenty-five other prizes.

The Erie (Pa.) Herald is conducting a scholarship contest in which twenty-two young men and women in the district will receive aid in paying their college expenses in return for obtaining subscriptions for the Herald. General Manager Fred L. Weede of the Herald reports that their plan is proving very successful.

The Lancaster (N. H.) Democrat is conducting a popularity voting contest with a piano as the grand prize.

The Revelstroke (Can.) Mail-Herald has just closed a subscription contest. Prizes valued at \$1,800 were distributed.

The Kamloops (Can.) Inland Sentinel gave a first prize of \$1,000 in gold in a popularity voting contest just closed. There were also several other prizes of considerable value.

The Greater New York Star is giving a number of premiums on the coupon and cash basis. Among



the offerings are a manicure set, a cook book and a collapsible drinking cup.

A subscription plan that is reported to be proving effective is being used by the Kansas City Weekly Journal. A seven-piece berry set is given to every woman who secures twelve subscribers, and each new subscriber receives a set of ten post cards, consisting of birthday greeting and floral cards.

For the identification of finger prints reproduced in the Buffalo Courier, that paper last week awarded prizes of \$10. The names of the successful persons were printed in the Sunday edition.

The Edmonton (Can.) Journal has put on another subscription contest.

The Beloit (Wis.) Free Press is giving a hand-operated vacuum cleaner with yearly subscriptions. The machine is guaranteed for one year and kept in order during that period. Upon application a representative of the Free Press calls at any home and gives a demonstration of the cleaner.

The Regina (Can.) Standard is conducting a subscription contest with prizes aggregating \$10,000 in value. A commission of ten per cent. is allowed besides on all subscriptions.

A set of six sterling silver teaspoons is the premium that is said to be producing results for the Norwalk (Conn.) Hour. The set is given for six "Household coupons" and sixty cents.

The St. Paul's Valley (Okla.) Enterprise is offering a bicycle, either boys' or girls' model, for thirty-five yearly subscriptions, either new or renewals. The offer is limited to Garvin County.

The Moose Jaw (Can.) Times is conducting a voting contest to determine the eight most popular women of the district. The winners will be given a trip in August to Halifax.

"The next thing to a real automobile" is the premium which the Hartford (Conn.) Post is giving to the boys and girls of that city who help in getting subscriptions. The article is a pedalmobile, made by the Pedalmobile Manufacturing Company, Indianapolis, Ind.

The New Haven (Conn.) Times-Leader recently awarded one season pass and ten single admission tickets for baseball games in the Connecticut State League, as prizes in the baseball puzzle contest.

The Montreal Herald has closed a big circulation contest. The chief prizes are a trip to Europe, an automobile and a player-piano. The entire list is valued at \$35,000. Everyone who secured stated numbers of subscriptions in periods of the competition were given vacation trips to the seaside. The contest was in connection with the Centennial celebration of the Herald.

#### SOUTHERN DAILY SOLD.

The New Bern (N. C.) Daily Journal has been purchased by the E. J. Land Printing Company. Charles L. Stevens, for sixteen years editor and owner of the paper, retires.

#### CANADIAN CIRCULATOR 30 YEARS WITH PAPER.

W. J. Darby is the circulation manager of the Toronto Mail and Empire, which he first joined as a junior clerk in November, 1882, and has been associated with it ever since, passing up successively through all the grades of the business office to his present position.



W. J. DARBY.

While his training has been confined to the one newspaper with which he has been unbrokenly connected for thirty years, this unique experience has better enabled him to acquire a detailed as well as comprehensive grasp of the many difficult problems that are continuously evolved by a big metropolitan daily.

Mr. Darby has been singularly successful, as is evidenced by the much increased circulation of his paper since he assumed the management of that department in 1900. He has never missed attending the annual convention of the International Association of Newspaper Circulation Managers since he first became a member in 1901. He held the various offices of director, second vice, first vice and president, the latter in 1906-7. Mr. Darby was the first Canadian newspaper man received into the association, and at nearly every annual convention since, he has contributed an able paper on a live subject for the benefit of newspaper circulation.

Outside of his newspaper work Mr. Darby devoted much of his spare time to military pursuits as recreation, and for several years, until his increased duties eliminated most of his leisure, was a member of the Queen's Own Regiment, which is the crack corps of the Canadian Militia.

#### DATE FOR CHICAGO PRESS.

The Chicago Press, the new Clover Leaf newspaper, will make its appearance on August 8.

#### THE PREMIUM FOR USE BY THE NEWSPAPER.

Perhaps no other newspaper accessory has come into more popular use of late than the premium for circulation building. It has come to be recognized by many of the most prominent newspapers of the country as a ready means of approaching new readers, and after that it is a question of the worth of the paper to keep readers so obtained as steady customers.

An endless variety of premiums particularly applicable for use by newspapers have come on the market, as may be noted in the many mentions of their use each week in the Circulation Building columns of THE FOURTH ESTATE.

As a ready medium for introduction of premiums to newspaper managers there is none giving easier access or means of demonstration than the advertising columns of THE FOURTH ESTATE.

It goes each week to the newspaper men throughout the United States and Canada who have the circulation management under their care, and who are constantly on the lookout for worthy circulation building ideas.

Premium manufacturers and contest directors can find no better way to reach the newspapers than through THE FOURTH ESTATE.

#### RECENT COMPOSING MACHINE PATENTS.

Ejector blade.—H. Petersen, Minneapolis, assignor to Linograph Manufacturing Company, Minneapolis, No. 1,025,993.

Typesetting and composing machine.—E. B. Barber, Brooklyn, N. Y., assignor to International Typesetting Machine Company, New York City, No. 1,028,660.

Cancelling device for paper perforators.—H. Drewell, Charlottenburg, Germany, assignor to Schnellsetzmaschinen-gesellschaft M. B. H., Berlin, Germany, No. 1,026,243.

Slug mold.—A. W. LeBoeuf, Woonsocket, R. I., assignor to Electric Compositor Company, New York, No. 1,027,551.

Spaceband buffer.—W. M. Rapp, Philadelphia, assignor to Rapp-Wagman Manufacturing Company, Philadelphia, No. 1,027,566.

#### BIG CONTRACT FOR LEVEN.

The Leven Advertising Company, of Chicago, has received a contract from the United Cigar Stores Company for \$400,000 worth of advertising in newspapers and magazines, to begin in September.

This advertising is distinct from the regular campaign of the United Cigar Stores Company, and the space will be used for the purpose of informing the public in regard to the business and methods of the company.

This is one of the results of the Leven Advertising Company's recent advertising campaign of its own to secure corporation advertising; or, as Ben Leven expresses it, "to switch to the legitimate advertising columns of the newspapers the money which is now being spent for press agent work by the corporations."

#### HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed red under the finger's ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

#### C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



#### THE

#### Hotaling NEWS Vendor.

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

#### HOTALING BROS.

Tribune Building, NEW YORK.

#### THE SPECIAL SERVICE CO.

#### Reliable Contest Operators

Write for terms, etc.

Room 33, 23 Park Row, New York



#### Small Features



Use the famous "Adams Features," among which are Walk Mason, Abe Martin, Ruth Cameron, George Fitch, "Zimkie," Kean's "Sidewalk Sketches." The Horsepower Write for sample weekly sets—NOW.

#### Adams Newspaper Service,

Peoples Gas Building, CHICAGO.

#### SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment.—Best illustrations.

YOU NEED IT!

Write for particulars to

INTERNATIONAL NEW SERVICE

200 William St., New York City.

#### We conduct all kinds of Circulation Contests

Wire or Write



For Washington Correspondence

#### WRITE AMERICAN TELEGRAPH PRESS

Direct National Bank Building, WASHINGTON, D. C.

#### A PHILLIPINE CHANGE.

J. R. Flynn Anderson, editor and publisher of the Cebu (P. I.) Chronicle, a daily, has changed the name to the Advertiser, and appointed G. T. Patrick Liang to the position of business manager.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 961 FOR THE WEEK ENDING SATURDAY, JULY 27, 1912.

## THE FOLLOW-UP FRENZY.

A very large percentage of follow-up systems reveals absolute wastefulness. The best follow-up which has ever been devised is advertising in newspapers—since this form of advertising is constantly reaching new purchasers in addition to other purchasers who have already bought the article an advertiser has for sale.

No better example of follow-up wastefulness through the United States mails has ever been brought to our attention than the following experience of a Western magazine editor, which is quoted in full:

"There is a wide difference between 'follow-up' sense and follow-up frenzy. There is a happy medium which is good, practical and profitable. How many business concerns occupy this firm middle ground? When the follow-up system came into general use some years ago, it was installed on a large scale. Clever salesmen depicted in glowing colors the large amount of water which was going to waste and not grinding any grist.

"Departments were organized with abundance of card indexes in expensive hardwood cases, and a force of clerks were set at work to follow up to a finish any and every inquiry which found its way into the office. There was a bustle and activity to the proceeding that certainly had an appearance of wheels going round, which blinded many to the yards of red tape streaming through the air. Stationery was consumed by the armful, the postage bill doubled in a day and the office boy carried the follow ups in baskets to be mailed.

The theory then was that one had only to follow up long enough to force an order out of the most unlikely inquiry. While it is a fact that many advertisements fail to bring orders because the letter or printed matter sent in reply fails to carry the desired and necessary information, or in convincing language, to the inquirer, on the other

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure, 1/4 (lines to the inch; 140 lines to the column; 560 lines to the page). One page, \$280; Front page, \$340.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small "advertisements under" classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

hand there is a tremendous annual waste.

These comments are suggested by the 'follow-up' letters and circulars received daily in our own office. For instance: Seven years ago, we made a purchase for our office by mail, amounting to about twenty dollars. We have had no occasion since to repurchase and probably will not for seven years to come, if indeed ever. But each week, during all these years, there has come to us a large envelope containing from two to four pieces of expensively printed literature.

The postage required to send it is sometimes one cent but quite as often two cents. The cost of postage, envelopes, printing and addressing cannot possibly be less than \$2 per year (it is probably nearer three dollars). Twenty-five per cent, or \$5, is the maximum possible profit on the original \$20 sale—and the seller has already spent at least \$14, which is being 'followed up' by continued expense each week.

Here is a case where the profits on other and larger orders are being sacrificed year after year. Evidently the system does not follow up its own work, or the fact that no subsequent orders had been received for seven consecutive years would be known, and a personal letter of inquiry would disclose the reason, and whether or not there was any possible hope for the future.

How many of our readers, like ourselves, receive almost daily circular letters and printed matter addressed to former office associates or employees who have been dead or gone for months or even years?

It seems strange that a business system which in the shop guards small leaks, converting every bit of metal and other waste into by-products or scrap which is sold, will completely ignore a proportionately much larger waste right under the eyes of the manager himself.

"A follow-up system organized on sane and simple lines, operated economically and subject to monthly elimination, has undoubted value;

but the cumulative method, which goes on adding names year after year without commensurate sales, is a positive sapping of vitality, as expensive and unbusinesslike as a leaking steam or water pipe, or the turning of shafting to which no machine has been belted for years.

Even that saving clause 'general publicity' loses its efficiency in time; for the recipient, followed too long, tosses the envelopes unopened into the waste-basket, and eventually comes to think of you, not as the progressive, free-handed advertiser you imagine yourself to be, but as a mighty poor manager.

## JOURNALISM AN AID TO SEEKERS OF EDUCATION.

In a statement concerning the "self help" occupations during school term of the Johns Hopkins University students it is said that out of a total amount of \$6,500 earned during the session, \$2,225 came by means of special newspaper work, and \$300 more from magazine writing.

The lure of journalism is unfailing for the student, no matter for what special life work he may be preparing himself, and the Johns Hopkins exhibit is only one of many such proofs that journalism is ready to do its share toward putting the young man in the right path toward success.

The secret of this preponderant employment of Johns Hopkins students in newspaper work is not to be found in the ease of the work but in its adaptability to student needs. It encourages studious habits and an alert condition of the mind that finds valuable reflection in the chief work of securing an education.

Instead of being a soporific for idle student hours, practice in journalism becomes a spur to lagging minds, no matter in what direction those minds may be turned in search for life's occupation.

When rightly used the newspaper office is a sort of annex to the class rooms and the utility of this preliminary training extends to the advantage gained for future usefulness as well as furnishing a source of revenue for the struggling student.

## NOTE AND COMMENT.

The publishers of the Oklahoma City Daily Oklahoman have issued a booklet of pictorial views of Oklahoma City. Twenty-two handsome examples of color printing are used to draw favorable attention to the city, and incidentally to the Oklahoman and associate publications.

The Post Office Department of Switzerland has introduced a detail which will operate as a relief to newspaper offices. Instead of having answers to want advertisements addressed to some letter and number, in care of the paper in which it appears, these answers may be sent to and received at the post office.

In order that they may be delivered to none but an authorized person, the advertiser for a small consideration may procure from the post office a "Carte de poste restante No. ——" ("General

delivery card No. ——" ), which he must show when asking for replies that may come to the number assigned him for his advertisement.

This is beneficial, not only to the newspapers, but to the advertiser, who, should his "want" appear in several newspapers, can put the post restante number in each, and make one call at the post office, instead of calling at each newspaper office.

Marc M. Reynolds, financial editor of the New York Tribune, recently sent out to a list of some 500 leading bankers and business men in different parts of the country a series of questions regarding trade conditions and the trade outlook for the coming fall, and the answers are being published in the Tribune from day to day.

The general consensus of opinion seems to be that the line separating politics from business has at last been drawn, and that the Presidential campaign will not be allowed to interfere as it has in the past with commercial activities.

Two souls were saved as the direct result of a newspaper display advertisement, claims Rev. Dr. Benjamin Mickle Brown, pastor of the Onward Presbyterian Church, Chicago. The ad cost \$100, which for two souls, he says, was cheap. The ad was headed "God's Word" and contained St. Paul's epistle to the Thessalonians.

"I believe," said Dr. Brown, "that the churches will soon realize that newspaper advertising supplementary to their working plan is indispensable. It is economy. Through advertising I can reach 1,000,000 persons at one time.

Deputy Police Commissioner Dougherty of New York is quoted as saying that he first learned from the New York Herald the names of the men he now seeks as the murderers of Herman Rosenthal.

The Los Angeles Tribune in one year of life has attained a position among the great dailies of the country. A year ago—July 4, 1911—the Tribune was born and its first anniversary found it a complete realization of the fondest dreams of its publisher, Edwin T. Earl. The Tribune has a substantial business support and at a year old is almost full grown.

Calling in the governors of a territory to get out the Sunday paper in midsummer as the Boston American is doing, appears to be a glorious departure from the sort of journalistic enterprise which won for July and August the title of "silly season."

To meet the demand for accurate data concerning public men and those whose achievements have given them prominence, the Los Angeles Examiner has begun the compilation of a "Press Reference Library."

The Zvezda, of St. Petersburg, states that the Russian press had two hundred and sixty-six fines imposed on it in 1911, amounting to about \$40,000. On thirty-two occasions papers in the Russian capital were confiscated.



## PURELY PERSONAL.

HARRY S. THALHEIMER, business manager of the Cleveland Leader, is back on his desk again after a few days on the sick list.

DR. ST. CLAIR MCKELWAY, editor of the Brooklyn Eagle, was the principal speaker at the 200th anniversary ceremony of the First Presbyterian Church in Trenton, N. J.

R. F. PARKINSON, business manager of the Ottawa (Can.) Journal, recently addressed the Life Underwriters' Association of Ottawa on "The Application of the Services of Advertising to Life Insurance."

GEORGE HENRY PAINE of the New York Evening Mail suffered an attack of ptomaine poisoning in Rochester last week. Mr. Paine is a staff correspondent of the Mail.

NORMAN HAPGOOD, editor of Collier's Weekly, on Tuesday returned to his desk after a short trip abroad.

CHARLES T. MARSHALL, a member of the Indianapolis News staff, has been presented with a gold medal for bravery by the Indianapolis board of public safety as a reward for capturing a dangerous hold-up man and turning him over to the police.

WILLIAM V. BRUMBY, managing editor of the St. Louis Star, spoke on "Advertising from a Newspaper Standpoint" at the last luncheon of the Ad Men's League.

R. K. SCARLETT, formerly with the Vancouver (B. C.) Province, is in charge of the city ticket office opened by the Canadian Pacific Railway in Regina.

ASHER L. RICHMOND, publisher of the Sterling (Ill.) Standard, is visiting in Rochester.

E. S. TRAIN, a Sacramento newspaper man, is in charge of the exhibits of the California State Agricultural Society.

J. P. GORDON, editor of the Alameda (Cal.) Dispatch, has purchased an automobile.

CHARLES W. WARNER has completed thirty years as editor of the Hoopestown (Ill.) Daily Chronicle.

W. J. STANTON, for many years editor of the Detroit Legal News, has been appointed teacher of law and economics in the San Diego (Cal.) High School.

FRASER STEWART attended the Olympic athletic games in Stockholm as correspondent for the Regina (Can.) Standard.

JOHN E. KING, a former Illinois newspaper man, has taken up his residence at Hemet, Cal.

HERMAN FOOTE, editor of the Dayton (O.) Labor Journal, has been elected president of the Dayton Building Trades Council.

A. H. BATE of the London staff of the Canada Magazine is making an annual tour of the Dominion.

GRANT M. HYDE of the faculty of the school of journalism at the University of Wisconsin, will publish this fall through Appleton & Co., New York, a book called

"Newspaper Reporting and Correspondence."

HUGH SLOAN of the Kentville (Can.) Advertiser has returned home from a trip to Boston and other points in Massachusetts.

J. PERLEY BLACK, advertising manager of the Montreal Herald, does his traveling these days in an automobile.

FRANK J. TIERNEY, editor of the Spirit Lake (Iowa) Herald, has been elected a member of the executive board of the State Normal School at Lewiston.

JOHN LOONEY, publisher of the Rock Island (Ill.) News, is ill with apoplexy at Monroe, N. M.

JOHN N. BROCKWAY, a member of the staff of the Brooklyn Eagle, was injured in a Staten Island trolley accident last week.

OLIVER P. NEWMAN of the Newspaper Enterprise Association is spending the summer at Seagirt, N. J., as one of the newspaper men in touch with Woodrow Wilson.

HAROLD B. JOHNSON, city editor of the Watertown (N. Y.) Times, has resigned from the Republican County Committee to join the Roosevelt forces.

W. McMILLAN of the firm of McMillan & Co., publishers, of London, Eng., is on a business and pleasure trip through Canada and the United States.

J. VERNON MCKENZIE, formerly of the Toronto Star and lately taking a course at Harvard University, has gone to Europe in the pursuance of his studies.

R. C. LIEBRECHT, president of the Export Advertising Company, Chicago, has left on a business trip to Europe.

C. E. CROWELL of the staff of the Halifax (N. S.) Morning Sentinel has been working on the Dalhousie endowment raising campaign.

JOHN E. LATHROP, a well known Washington newspaper man, is seriously ill in that city. He was formerly correspondent for the Portland (Ore.) Journal and Newark News.

PHILLIP H. HERR, editor of the London Round Table, recently addressed the Canadian Club of Vancouver, B. C.

LEO SCHEFF, representing the Glasgow Herald, Manchester Guardian, Sheffield Telegraph and Graphic, is making a tour of Western Canada.

ROBERT PHILLIPS, for five years a reporter on the Spokane Chronicle, has been appointed cashier of the chamber of commerce.

BRUNTON L. BAKER, formerly of the Yarmouth (N. S.) Herald, has taken up his residence in Vancouver, B. C.

MATHEW F. TIGHE is in charge of the Washington headquarters of the Hearst papers in the absence of Than B. Ranck, who is on a trip to New York.

H. M. SCANLON of the Montreal Herald is gathering material in Western Canada for a series of special editions of his paper.

Miss JENNIE IRENE MIX, musical critic and literary reviewer of the Pittsburgh Post, has sailed

for Europe to attend the coming great musical festivals. She will cover them for the Post in a series of special articles.

MELVILLE E. STONE, general manager of the Associated Press, returned to his office Tuesday after an absence of several days due to illness.

Miss HENRIETTA D. GRAUEL of the Cleveland Leader staff is also an expert in all branches of cookery. She finds time outside of her newspaper writing to do quite some lecturing on the culinary art.

SAMUEL FREED of the New York office of the United Press is sitting in at the Pittsburgh bureau while Manager C. M. Bomberger is on his vacation.

T. W. NISBETT, advertising manager of the Milwaukee Evening Wisconsin, was in Chicago on a business trip last week.

JUSTIN H. FOREST, Chicago correspondent of the Los Angeles Express and Tribune, has gone to Washington temporarily to take the place of E. A. Dickson while the latter is on a Western trip.

Dr. C. POUPITIS, publisher of the London Hellenic, a Greek newspaper, is on a visit to the United States.

JOHN LEE MAHIN, the Chicago advertising agent, is home from his trip abroad.

## IN THE PUBLIC EYE.

GEORGE M. HALL, formerly a newspaper man in Rhode Island and other New England cities, and for the last six years with the industrial commission at Winnipeg, has been appointed industrial agent of the city of Edmonton, Can., at a salary of \$4,000 a year. He takes office August 1.

M. E. DITTMAR of Redding, Cal., has announced his candidacy for assemblyman on the Democratic ticket from District No. 2, comprising Shasta and Trinity Counties.

GEORGE E. LANGDEN of the Youngsville (Pa.) Enterprise is a candidate for election to the legislature.

H. Y. MOTT, formerly editor of the St. Johns (N. F.) Daily News, has been appointed clerk of the assembly. P. K. Devine of the Evening Telegram is assistant clerk of the same house.

CHARLES A. PAYNE, publisher of the Chinook (Wash.) Observer, is conducting a lively campaign for a legislative nomination.

WILLIAM W. NORTON, a well known newspaper man of Detroit, has been elected publicity secretary to the board of commerce. He resigns as financial editor of the Detroit News to take the new position.

W. H. GRAY, a Cleveland newspaper man, is to be the new secretary to Director Hogen, beginning August 1.

LESLIE G. NIBLACK, editor of the Guthrie Leader, is a likely candidate for the nomination for congressman-at-large from Oklahoma.

JAMES B. REYNOLDS, the new secretary of the Republican National Committee, is a former newspaper man. He was Washing-

ton correspondent for the Boston Advertiser and Record from 1891 to 1894.

J. D. MCNIVEN, formerly with the Victoria (B. C.) Times, has been appointed fair wage officer of the department of labor at Ottawa.

J. L. STEWART, editor of the Chatham (Can.) World, has been elected to the legislature.

R. B. BROWN, publisher of the Zanesville (O.) Courier, has been nominated by the Republicans for lieutenant-governor.

## WEDDING BELLS.

ROBERT HALSTEAD, son of the late Murat Halstead, the famous editor of the Cincinnati Commercial, was married Wednesday at Lake Geneva, Wis., to Mrs. Clara Lunkenheimer Halstead, a sister-in-law. The bride was the widow of Marshall Halstead, an elder brother of Robert and also a former newspaper man and at one time consul at Birmingham, England. He died three years ago. Robert Halstead is at present engaged in advertising work. He was at one time associate editor of THE FOURTH ESTATE.

EDWARD P. MITCHELL, editor of the New York Sun, was married on Monday to Miss Ada Burroughs of Brooklyn. The bride is a writer of literary reviews for the Sun. Mr. and Mrs. Mitchell left immediately on a tour of the West.

MISS ALICE E. BECKER, daughter of Wallace Becker, editor of the Kingston (N. Y.) Express, figured in a romantic marriage in Tarrytown last week with William S. Coffey. While out with an automobile party of friends Miss Becker and Mr. Coffey decided to get married immediately, after a courtship of eight days.

PORTUS BAXTER, sporting editor of the Seattle Post-Intelligencer, has been married to Mrs. Lora Hummer of the same city.

JAMES BUCKINGHAM of the staff of the Vancouver (B. C.) Morning Sun, has been married to Miss Elizabeth C. O'Donnell of the same city.

H. M. HUESTON, proprietor of the Prince Albert (Can.) Herald, is a recent newwyed. His bride is Miss Riley of Ottawa.

W. R. GORDON, one of the proprietors of the Fort George (B. C.) Tribune, was recently married in Vancouver. He spent his wedding trip in the northern interior country.

FREDERICK E. JORDAN, publisher of the Chatham (Can.) Gazette, and Miss Harriet L. Scovill have been married. Mr. Jordan was formerly with newspapers in St. John.

JAMES A. JOHNSON, editor of the Farragut (Ia.) Leader, was recently married to Susan Roberts, the town's postmistress.

WILLIAM J. MCSWENEY, assistant circulation manager of the Los Angeles Times, has been married to Miss Louise Hoogestraat.

JOHN J. O'NEILL, editor of the Islip (N. Y.) Record, has been married to Miss Marie Schetterback of Lindenhurst.

## BUSINESS OPPORTUNITIES

Prosperous central west weekly. Wealthy agricultural community. No competition. 1911 receipts \$10,349.00. Disbursements \$5,324.59. Balance of \$5,024.41 was owner's return for personal effort and investment. Property promises to do as well or better in present and future years. Mergenthaler, 4 presses, four motors, paper cutter, folder, etc., etc. Will be sold for \$17,000. Proposition E. J.

C. M. PALMER.

NEWSPAPER BROKER.

277 Broadway, New York

## TO PUBLISHERS:

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care the Fourth Estate.

Experienced business and editorial manager will buy a daily newspaper or control of paper that shows return on investment. Eastern, middle or middle western states. Address S. S., care The Fourth Estate.

## Daily For Sale

Well established daily Republican newspaper in middle West, paying 40 per cent. on \$12,000 investment. All cash not required of right party. Address X, care The Fourth Estate.

## SCIENTIFIC PUBLICATION TO EXPAND.

The Journal of the Franklin Institute, Philadelphia, which has been devoted to science and the mechanic devoted to science and the mechanical arts since its founding in 1825, will cater hereafter to a much wider field than heretofore and expects to greatly extend its usefulness as a scientific magazine.

Instead of relying upon the editorial work of the institute's committee on publications the magazine will have a staff of eighteen associate editors, all well known in science, who will join with Dr. R. B. Owens, secretary of Franklin Institute, in getting out the publication.

Among these editors are John J. McCarty, chief engineer of the American Telephone and Telegraph Company and the New York and New Jersey Telephone Company; Dr. Louis Duncan, New York, professor of applied electricity in Johns Hopkins University; Profes-

## MACHINERY FOR SALE.

By reason of the purchase of the Boston Traveler by the Boston Herald and its issuance from the Herald plant the presses and stereotyping outfit are offered for sale.

Three Goss, 4-dick, two-page wide, straight line presses, with individual motor.

One Junior Auto Plate Machine, Hoe matrix, rolling machine.

Hoe curved shaver, motor driven, Hoe finishing cylinder, Hoe jig-saw and drill, motor driven, saw and trimmer, motor driven, Scott curved casting box. All in good working condition.

For sale in whole or in part, satisfactory terms to responsible parties. Apply or address Boston Herald, Boston, Mass.

FOR SALE—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE—One Model No. 4 Linotype, No. 11237, complete. Jackson & Bell, Wilmington, North Carolina.

FOR SALE—One Canadian Linotype, No. M 324, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada.

FOR SALE: One Model No. 3 Linotype, Serial No. 7442, with motor, and assortment of two letter matrices. Franklin Printing Co., 416 W Main St., Louisville, Ky.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

For Charles P. Steinmetz, Union College, Schenectady, N. Y., one of the most widely known authorities on electricity, and Dr. Edward Weston, founder of the Western Electrical Instrument Company, of Newark.

## KILLED BY TRAIN.

Horlad Chamberlain, a son of Alonzo Chamberlain, editor of the Hasbrouck Heights (N. J.) News-letter, was found dead on the tracks of the New Jersey & New York Railroad, between Woodbridge and Carlstadt Sunday night.

## CONSUL CHARGES LIBEL.

F. R. Blockburger and Dr. D. G. Schumacher, editors of the Vancouver (B. C.) Western Canada Post, a German weekly, have been committed for trial on the charge of libeling Alois von Alvensleben and A. T. von Etlinger, the German consuls.

## MACHINERY FOR SALE.

Nine No. 1 two-letter LINOTYPES overhauled by the factory last February, at \$1500, F. O. B. cars Boston, Mass.

These machines were purchased by us from the Boston Herald which, as recently announced, purchased the Boston Traveler. Quick action required to purchase at the above figure, as price will be advanced after removal to New York.

Send for our latest machinery list. The largest assortment of high-class printing machinery of every description ever offered.

RICH &amp; McLEAN,

51 Cliff Street, NEW YORK.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

32 LIBERTY STREET.

Branches:  
732 STREET AND BROADWAY,  
125TH STREET AND EIGHTH AVE.,  
NEW YORK.

BREACH OF CONTRACT SUIT  
IN GERMANY.

The heaviest recorded newspaper fine for breach of contract has been inflicted, according to the Berlin Vorwaerts, on August Scherl, proprietor of the Lokalanzeiger. He had an agreement with his rival, Herr Ullstein, proprietor of the Morgen Post, not to start any new papers in Berlin.

Ullstein turned his morning paper into the famous Midday Gazette, and Scherl sued for breach of contract and started the Midday Lokalanzeiger.

Ullstein set up a counter-claim, and now wins, the court holding that the Midday Lokalanzeiger is a new paper, but the Midday Gazette is not. The new Midday Lokalanzeiger had to stop publication and pay a fine of \$75 a day since its appearance.

## NEARLY MISSED CHICKEN.

The special train bearing 220 members of the National Press Association, on their tour of North Dakota, stalled at Crocker, S. D., by a breakdown of the engine and the train did not reach Aberdeen until three hours late. There was no dinner on the train, and the visiting newspaper men and women having heard of the fried chicken dinner awaiting them in Aberdeen, refrained from foraging for a meal, but braved their hunger as best they could until the train reached there. Forty automobiles met them at the station and escorted them to the Commercial Club, where a banquet was served.

## CANADIAN PUBLISHERS.

Howard P. Robinson, Ansley S. Moore, Malcolm A. McLeod of St. John, and James D. McKenna and S. H. White of Sussex have incorporated the R. D. Robinson Publishing Company, Ltd., with a capital of \$49,000, carry on business in Moncton, N. B.

## HELP WANTED

## REPORTER

A young man as reporter on a weekly trade paper. One with experience preferred. Must come well recommended and be able to put a story in readable shape. Give full particulars in first letter to Report, care The Fourth Estate.

Circulation Manager  
Wanted

One who has had experience in cities of about 100,000 population. Must know how to handle office routes. Address Times, Muskegon, Mich.

To the boy who is looking for a chance to advance himself there is a position open in an up town office. Address in own handwriting. Careful, care The Fourth Estate.

## STENOGRAPHER

A stenographer, competent to take dictation correctly. One who has been employed in a newspaper or weekly trade publication preferred. Address with full particulars as to references, salary expected, etc. Correct, care The Fourth Estate.

A young man to take charge of the printing department of a weekly newspaper. Must be able to layout ads and be good on makeup. Address Makeup, care The Fourth Estate.

## A PLUMBERS' TRADE DAILY.

Every morning during the convention of the National Association of Master Plumbers in Salt Lake City last week an edition of the Plumbers' Trade Journal of New York was printed.

This magazine contained full reports of convention proceedings, with sketches and cuts. It has been published at each national convention of the association for sixteen years.

George W. Wood, head of the staff of the Plumbers' Trade Journal, was in charge and was assisted by James M. Heartherthorn, editor of the magazine, and three associate staff men, Peter M. Munn, Joseph J. Slater and C. G. Fundinger.

## OWNER AND EDITOR.

L. DeV. Chipman has purchased the Annapolis (N. S.) Spectator from Thomas M. Sheeley, and is acting as editor and manager. Mr. Chipman is a graduate of King's College, Windsor, filled the position of editor-in-chief of the College Record for two years, and for a year past has been assistant secretary of the Brotherhood of St. Andrew, with headquarters at Toronto.

## NEW FINANCIAL PAPER.

The Montreal Financial Times has made its appearance. T. K. Dickenson, formerly financial editor of the Herald, is editor, and B. K. Sandwell, also of the Herald, is associated with him.

## CHANGE IN CONTROL.

H. Bellamy has secured control of the Dunganon (Can.) News from L. S. Palmer. Mr. Bellamy was editor for some time past.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M&E  
Registered

MERCHANT &amp; EVANS CO.

Smelters—Refiners  
PHILADELPHIANEW YORK  
BROOKLYNCHICAGO  
KANSAS CITYBALTIMORE  
DENVERTrade Mark  
M&E  
Registered



## SITUATIONS WANTED.

I am 30 years old, and a bachelor; well-educated; capable and experienced; temperate in all things. I have been engaged in daily metropolitan newspaper work for 10 years. For 4 years I have been with my present employers, a big, metropolitan daily, in a big, metropolitan city, and for more than 3 years I have had my present assignment. I want to change to a live, up-to-date, morning or afternoon daily, in a small but live and growing city, where I would have general charge of the news end, and where I would have an opportunity to make my ability, experience, fidelity, character, honour and ambition pay me something like what I am worth. If you should become interested in me, let me know what you would require and what you would pay, and give me full information about your paper and its owners and managers, and about the town and county in which it is published, and send me a copy of the paper. Address Box No. 46, care The Fourth Estate.

## Circulation Manager Wants Position.

Through the consolidation of the Cleveland Leader and the Cleveland News the circulation manager of the Cleveland News is open for an engagement. He is a thoroughly efficient man; is seeking a position only because in the combination one circulation manager is required instead of two. He will be highly recommended by his present employers. For further particulars address H. S. Thalheimer, Business Manager of the Cleveland Leader and News, Cleveland.

Business Manager, at present employed, wants to make change. Twenty-five years' experience on daily newspapers; ten years as advertising manager; over five years as business manager in present position. Thoroughly understands mechanical, circulation, advertising, as well as managerial work. Never was connected with losing venture and can show steadily increasing business in present place against strong competition. Want position as general or business manager. If you have a plant that is now standing still or losing, will take charge at reasonable salary and take commission on increase as balance of compensation. Can furnish references from every place employed and can make good. Want to change Sept. 1, 1912. Address E. H., care The Fourth Estate.

## Good Editorial Writer

desires employment on conservative paper, of either party. J. T. Munson, 410 W. 20th St., New York.

## Cartoonist

Cartoonist—Open for engagement. Ten years' experience. Specimens submitted on request. Address Gossett, 20 State and Ohio streets, Chicago, Ill.

## ARKANSAN RETIRES.

J. C. Hennon has purchased the Bentonville (Ark.) Sun from H. L. Cross, who has been the owner for many years. Mr. Cross plans to retire from active business.

## NEW JOURNALISM SCHOOL.

A school of journalism has been installed at Fargo College, N. D. The course will be conducted by Mrs. Julia J. Hazeltine.

## SITUATIONS WANTED.

## Publishers, Attention!

Two young men with over fifteen years' experience in newspaper work desire to find a publisher of a daily newspaper or established magazine who would sell to them a reasonable interest in his business on easy terms and allow them to take hold and build up his property. Both can satisfy the most exacting owner that they have the ability to do this—they have made good on everything they have ever attempted. They desire now to become interested in a prospect which they may make a future for themselves. Can furnish references from every one they were ever with and from some publishers who are the leading ones in America. If your paper is not getting the advertising patronage it deserves it is the very paper we want. We are looking for nothing except Both of us have had years of experience in advertising work and know thoroughly all the leading foreign advertisers in America. We are after a publication that needs work and if we find it we will make money for ourselves as well as present owners. Address G. and W., care The Fourth Estate.

Managing editor of large Eastern P. M. paper (circulation over 100,000 daily) seeks opening on expiration of present contract in September. Wide experience on big papers of East. References from some of best known newspaper men of country. Increased circulation of present paper 30,000 within year besides making record for economy. Understands circulation and business ends and is qualified to act as publisher. Expert in publicity work and as ad writer. Address M. M., care The Fourth Estate.

## Circulation Manager

with over 10 years experience in the newspaper business, 5 years as a circulation manager and now employed as a business manager on a weekly publication, desires to return to the daily field as a circulation manager. Will go north or south. Address L. O. care The Fourth Estate.

## Circulation Manager and Worker.

wants opening. Ten years' experience on metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum circulation at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

## MONOPOLY FEARED.

Negotiations between the Department of Justice, the American Press Association, and the Western Newspaper Union for an agreement to bring those corporations into harmony with the Sherman law are approaching conclusion.

Representatives of both companies, which furnish boiler plate and ready print paper to the thousands of country newspapers, had conferences Wednesday with James A. Fowler, assistant to the Attorney General.

A peculiar feature of the case is that the Department of Justice is endeavoring to preserve competition between the companies and prevent one from crushing the other.

## CANADIAN EXPANSION.

The Western Star, published at Bay of Islands, N. F., is soon to add a new section to be known as Rod and Gun. The Star is installing a new press and other material as well as enlarging its building to meet the increasing requirements of business.

## SITUATIONS WANTED.

## Magazine Manager open for engagement

The magazine of which I have been the general manager for nine years has been sold to a concern having its own complete organization. I am, therefore, open for another engagement now, or in the fall.

Having had twenty odd years of experience in the periodical publishing business, I can bring to a concern a thorough knowledge of all departments together with a high reputation for integrity and trustworthiness.

I have a reputation as an economist, but not the sort of economy that is dangerous to efficiency or progress.

I am a high price man but would prefer a position at less than my usual salary plus a percent of the savings I effect, without menace to the business.

I would be particularly valuable to an owner who is not an experienced publisher and who needs a competent, trustworthy man to guard his interests. Am not a newspaper man. Address "SNOW" care The Fourth Estate.

## I WANT TO MEET THE PRESIDENT

OR GENERAL MANAGER OF A DAILY NEWSPAPER WHO REQUIRES THE SERVICES OF AN ADVERTISING MAN WHO HAS LEARNED THOROUGH EXPERIENCE, HARD WORK AND NATURAL ABILITY HOW TO CREATE AND DEVELOP BUSINESS. I AM IN NO HURRY TO CHANGE, BUT CAN ARRANGE TO COME IN TIME TO GET YOUR FALL BUSINESS IN HAND. MY REFERENCES SHOW A CLEAN SUCCESSFUL RECORD, TWELVE CONSECUTIVE YEARS' EXPERIENCE IN THE UNITED STATES AND CANADA, AGE 32 AND MARRIED. ADDRESS T. H. F., CARE THE FOURTH ESTATE.

## Editor Wants Charge of News End.

I would like to take charge of the news end of a good, live afternoon Middle West newspaper with honest, progressive policies. My eight years' experience qualifies me for that kind of a position or I would not be retained, with satisfaction to the publisher, in the managing editorship I now hold. I am 31 years old, married and eager to get located permanently. Address G. L., care The Fourth Estate.

## Circulation and Advertising Manager

with ten years' successful experience. Competent, wide-awake newspaper man, age 28, desires immediate connection. Ampe experience on metropolitan and small dailies. Capable of taking charge of both departments and operating them on economic lines. Well versed in the circulation and develop the advertising. Correspondence solicited. Address B. E. C., care The Fourth Estate.

## Circulation Manager

Over seven years' experience on metropolitan dailies. Thoroughly competent. Member International Circulation Managers Association. Would start with modest salary on live growing paper. Address "Enthusiast," care The Fourth Estate.

## Woman's Page Editor

Experienced newspaper woman, Domestic Science Lecturer and member of editorial staff of large city daily, wants editorship of woman's department. Will furnish special feature stories for women's pages. Address Cleveland, care The Fourth Estate.

## USES AMERICAN PRESSES.

The Parisian weekly, L'Illustration, a thirty-two page publication having a circulation of one hundred and forty thousand copies, has twenty-two presses, mostly of American design and make, including two Hoe rotaries.

## SITUATIONS WANTED.

## Position and Investment.

Young man, energetic and ambitious, is open for engagement. Wishes to form A-1 connection with reliable, sound paper where faithful work and originality, hustle and progressive ideas that have succeeded always, can take root and be appreciated.

Can furnish gilt edged references as to character, habits, integrity and experience. Situations and fly-by-nights need not reply. Answers should be accompanied by references. Only those desirous to consider the following proposition need apply in south or south-east, on sea coast or water way preferred. Population of 15,000 to 35,000—afternoon paper—will accept managing editorship or similar position for six months, at end of that time if conditions prove satisfactory will take limited amount of stock for cash or make cash payment with reasonable and easy terms. Address "Garcia" care The Fourth Estate.

## Creative and Executive C'ulation Manager

Having had the last seven years of my life divided between creative and executive circulation work on three large dailies in the west and middle west, it is my ambition to become one of the biggest, broadest and best circulation men in the United States.

I have never failed in any undertaking and being met with a marked degree of success in accomplishing a few things really worth while. I am possessed of self-confidence and can furnish references from men higher up. I solicit the correspondence of any daily publisher in the west or middle west, who wants circulation and the safe and sane management of that department. Address Safe and Sane, care The Fourth Estate.

## QUICK! I MUST BE LOCATED IMMEDIATELY!

Can handle any desk or street position. Experienced in every department of the news. Young, energetic, progressive, ambitious, sober. Gilt edged references. First class man whose work is high grade inventory. Must make connection AT ONCE. I MEAN BUSINESS! WIRE "Imme diate," care The Fourth Estate.

## Copy and Proof Reader and Ad Copy Writer

several years' experience in daily newspaper work, as well as on regular and technical publications, desires permanent position in New York, New Jersey or adjacent States. Has always outlived her positions and can prove by an uninterrupted list of references that she has unqualifiedly made good. Post must be permanent and pay at least twenty dollars weekly. Write or wire E. Plain, 44 North street, Binghamton, N. Y.

## Experienced Newspaper Man

with executive ability, now managing staff of large daily, desires to make change about September 1. Twenty years' active and successful work. All correspondence confidential. Address "Experience," care The Fourth Estate.

## NEW ENTERPRISES.

LOREBURN, CAN.—It is reported that W. L. Baker will shortly establish a weekly here.

VANCOUVER, B. C.—The Ferrett Weekly is a new paper in the east end section of the city.

# RICHMOND MAN NEW HEAD OF VIRGINIA EDITORS.

Charles B. Cooke of the Richmond Evening Journal was elected president of the Virginia Press Association at its meeting in Blue Ridge Springs.

George O. Green of the Clifton Forge Review was made vice-president by unanimous vote and by acclamation J. L. Hart, of the Farmville Herald, was made secretary for the eighteenth time. Colonel E. G. Moseley of the Danville Methodist was re-elected to the office of treasurer, and Miss Bertha Gray Robins succeeded herself as historian.

The association honored its retiring president, W. E. Addison of the Lynchburg News, by making him a member of the national executive committee, and named as delegate to the annual meeting of the National Editorial Association L. E. Lookabill of Roanoke; R. A. Jones of the Danville Register; C. B. Camper of the Marion News; W. C. Lauck of the Luray News-Courier and E. H. Whitten, of the Sandy Valley News.

President Cooke announced the following executive committee: A. P. Rowe of the Fredericksburg Free Lance; C. D. Dewitt of the Salem Times-Register; R. E. Byrd of the Worcester Star; Allen Potts of the Times-Dispatch, and A. E. Walton of the Hanover Herald.

At future annual meetings of the association, a period is to be set aside for reports from all the members as to the material advance that has been scored in their respective communities or counties during the preceding twelve months, and as to what extent, if any, the local newspaper has sought to contribute to the result. A resolution to this effect was unanimously adopted.

It is expected that this new feature of the association's program will prove stimulating to the general interest and usefulness of the annual press meetings. It will center attention upon a highly important phase of newspaper work, sharply remind of a newspaper's obligation concerning the industrial well-being and progress of its own locality, and stir the spirit of wholesome emulation among newspaper editors—all this in addition to the valuable information that will thus be assembled and collated.

## WISCONSIN PAPER SOLD.

The Hudson (Wis.) Star-Observer, owned and conducted by A. E. Roese since September, 1910, has been sold to F. and A. R. Van Weber, publishers of the New Richmond News and Voice. The plant and the real estate are included in the deal.

Mr. Roese, who will continue to reside in Hudson, was formerly connected with the Maiden Rock Press and the Oceola Sun, being the founder of the two latter publications.

Carl D. Sheppard of the Washington staff of the Associated Press has been admitted to the Bar in Ohio, his native state. His home is in Columbus. Mr. Sheppard for many years had the United States Supreme Court assignment for the A. P.



COLONEL FRANK L. MAYES,

EDITOR OF THE PENSACOLA JOURNAL AND MERIDIAN DISPATCH, WHO HAS BEEN ELECTED PRESIDENT OF THE FLORIDA PRESS ASSOCIATION.

## MORE HONOR FOR FRANK L. MAYES.

Colonel Frank L. Mayes, whose picture is printed herewith, is a most versatile newspaper man. He is editor of the Pensacola Journal and part owner of the Meridian (Miss.) Dispatch, and in those positions had led the causes of many reforms for the civic and political advancement of Florida and Mississippi.

He is known as one of Florida's foremost Democrats and makes his home in Pensacola. He was a delegate from Florida to the Democratic National Convention in Baltimore and is a member of the staff of the Governor with the rank of colonel. In his newspaper work Colonel Mayes has been particularly active in efforts to have an adequate libel law in effect in Florida. At the meeting of the Florida Press Association just held he was elected president.

Just held he was elected president.

## BARNES MAY BE TAFT'S CHIEF ADVISER.

It has practically been decided that William Barnes, Jr., proprietor of the Albany Journal, will be chairman of the advisory board of the Republican National Committee. The committee has not yet been appointed, but those who dominate the affairs of the national organization are said to have fixed upon him. It is expected that the committee will be named early next week and that Mr. Barnes will move his desk from Republican State Headquarters over to the national offices in New York.

The advisory board will be composed chiefly of men not identified with the National Committee. As head of it Mr. Barnes will play an important part in the management

of the Taft campaign. It has not yet been determined who will assume his responsibility in the state campaign.

## WASHINGTON STATE PRESS

ELECTS A. A. SMITH.

At the close of its three days' meeting in Mount Vernon, the Washington Press Association elected A. A. Smith of the Port Angeles Tribune-Times president, and decided to hold its next year's convention in South Bend. Governor Hay was elected an honorary member.

J. D. Dean of the Kent Ranch was elected first vice-president; Ben Spear, Waterville Press, second vice-president; Louis Jacobin, Concrete Enterprise, re-elected secretary; C. Alfred Haynes, Prosser Record, treasurer; Thomas Crawford, Centralia Chronicle, historian; Harry John Miller, Index, poet; and Albert Johnson, Hoquiam Washingtonian, orator.

The executive committee selected is as follows: Arthur A. Hay, Camas; Fred Ornes, Mount Vernon; Argus; Edwin M. Connor, South Bend Pilot; H. R. Cayton, the Seattle Republican, and I. C. Gregory, Bothell.

A committee on education, consisting of F. W. Panchot, F. A. Hazeltine, J. Clifford Kaynor, H. R. Cayton and W. B. Jessup was named to plan the midwinter session. This will be held at the University of Washington.

Olympia, Ellensburg and Prosser were the other contestants for the summer meet. South Bend received a majority of the votes cast.

Among those who addressed the convention were F. L. Carter, the La Conner Puget Sound Mail; Albert Johnson, Grays Harbor Washingtonian and a candidate for congressman-at-large; H. R. Clayton, Seattle Republican; Thomas Crawford, Centralia Chronicle; Berthe Knatvold Kittelsen, Tacoma News.

A. W. Smith, University of Washington; E. B. Brown, Auburn Republican; E. A. Stuart, University of Washington, and Edwin M. Connor, the South Bend Pilot. J. D. Dean, the Kent Ranch; A. A. Smith, Port Angeles Times; F. A. Hazeltine, South Bend Journal; Dan Bush, Chelalis Bee-Nugget; E. E. Beard, Vancouver Columbian.

## 'MARSE HENRY DONS WHITE.

Clad in a white flannel suit, white canvas shoes, a baby blue scarf and a new straw hat, Colonel Henry Watterson surprised Louisville Thursday by strolling through Fourth Avenue looking like the late Mark Twain.

When asked if he was as cool as he looked the veteran editor replied that no person could keep cool in such weather.

## HUMORIST ILL.

Frank T. Searight, formerly president of the American Press Humorists Association, is critically ill at Clara Barton Hospital, Los Angeles. Mr. Searight suffered severe injuries in an automobile accident several months ago.



# MORNING TELEGRAPH STOCK IN COURT.

Stock in the New York Morning Telegraph valued at \$400,000 is involved in a suit filed against Mrs. Linda Lee Thomas and Edward R. Thomas, who were divorced a week ago, by Edwin M. Post and Grove E. Warner, former members of the Stock Exchange firm of Post & Co.

The complaint states that in 1903 the plaintiffs loaned \$169,994 to Thomas, and as security he turned over a speculative account known as the Keokuk and Des Moines syndicate and 5,450 shares of railroad stock. Subsequently Thomas speculated until he had lost more than \$1,000,000, and the plaintiffs brought suit on the loan.

The plaintiffs say that as soon as they sued Thomas he transferred to his wife certain securities which they seek to get to insure the payment of the loan. The securities include 500 shares of Bowling Green Trust Company stock, \$264,000 worth of bonds of the Long Acre Square Theater Company and \$400,000 in stock of the Morning Telegraph Company. They ask for an injunction restraining Mrs. Thomas from disposing of any of the securities until their suit is determined.

# RETURNS TO WORK IN THE CIRCULATION FIELD.

W. A. Lydiatt, president of the Canadian Division of the Associated Ad Clubs, and for the past two years one of the executives of J. I. Gibbons Advertising Agency, Toronto, has been appointed manager of the subscription departments of the Butterick Trio and Everybody's Magazine.

Mr. Lydiatt was for over four years a member of the copy staff of the Hampton Advertising Agency and was director of circulation for Hampton's Magazine.

# BRITISH EDITOR MAY GET AMBASSADORSHIP.

It is reported that James Alfred Spender, editor of the London Westminster Gazette, is to succeed James Bryce as British Ambassador at Washington. The post has a salary of \$50,000.

Mr. Spender was editor of the Eastern Morning News at Hull from 1885 to 1890. He joined the staff of the Pall Mall Gazette in 1892, but left the year of its purchase by William Waldorf Astor. In 1893, when the Westminster Gazette was founded, he became its assistant editor and succeeded to the editorial control in 1896. It now ranks as one of the chief government organs.

# RENOUNCES SOLICITOR.

The Jacksonville (Fla.) Times-Union prints a warning against a man calling himself M. C. Simmons, who claims to be soliciting subscriptions throughout the state for that newspaper. The Times-Union says he is not authorized to solicit and is not in the employ of the paper.

The Sault St. Marie (Can.) Star has been started by James Curran. It is issued daily.



AUGUSTUS F. CRANE,

PUBLISHER OF THE ELIZABETH JOURNAL, AND NEW PRESIDENT OF THE NEW JERSEY EDITORIAL ASSOCIATION.

# WITH ONE NEWSPAPER FOR THIRTY-SEVEN YEARS.

The newly elected president of the New Jersey Editorial Association is Augustus S. Crane, publisher of the Elizabeth Daily Journal. Although not by any means an old man, Mr. Crane has been in the newspaper business for a time exceeded by very few men in the state.

As a boy of twelve he established a printing office in the attic of his father's residence and there published for two or three years an amateur monthly paper. Before he was seventeen he felt the necessity of leaving school and entered the office of the Elizabeth Journal at the foot of the ladder.

For over thirty-seven years he has been growing up with the paper until now he has acquired the personal ownership of the majority of the stock of the prosperous property.

The Journal has recently installed a press with a capacity of 24,000

twenty-four page papers per hour from single plates, and has added a No. 8 linotype machine, making eight in the battery needed for the setting of the paper. The Journal's entire plant is modern and of the best.

Mr. Crane succeeds Walter M. Dear as president of the State Editorial Association, the annual meeting having been held recently at Atlantic City.

# TRIAL FOR LIBEL.

General Harrison Grey Otis, publisher, Harry Chandler, manager, and Harry Andrews, managing editor, of the Los Angeles Times, have been on trial this week before Police Judge Chambers on the charge of criminal libel preferred by F. C. Henderson.

The Birmingham (Ala.) Times has given up. The Times was a Republican weekly, established in 1894. Julian H. Bingham was the publisher.

# KALAMAZOO PUBLISHER RETIRES FROM BUSINESS.

William J. Slater, manager of the Kalamazoo (Mich.) Telegraph-Press, has sold his interest in that paper and has retired from the newspaper field, at least temporarily.

Mr. Slater has had a remarkable career in the newspaper business, rising from street seller to publisher before he was thirty years old. He was one of the first three street sellers in the city of Kalamazoo, vending the same paper of which he on November 1, 1908, at the age of twenty-nine years, became part owner and manager. Last year the Telegraph and the Evening Press were consolidated, he continuing as manager of the organization.

His management of the consolidated paper continued along the same lines, resulting in the sale of his interests at a price said to be quadruple that of his original investment less than four years ago.

# TALK OF MORE PAPERS FOR COLONEL ROOSEVELT.

A friend of Theodore Roosevelt gave it out this week that a chain of progressive newspapers, dailies and weeklies, is to be started in towns of two or three hundred thousand population in doubtful states.

Money has been subscribed for establishing a weekly in a neighboring city, he asserted, and editors are being engaged to begin work at once. This led to a report that the third term candidate was going to withdraw from the Outlook.

"The statement is untrue," it was stated, however. "In the first place, his relations with the Outlook are closer than ever, and a delightful harmony exists between him and the editors and publishers of that publication."

# NEW COMPANY TO PUBLISH WACO NEWS.

A new corporation to publish the Waco Morning News has been chartered in Texas. It is the News Publishing Company, Waco, with paid-in capital stock of \$50,000. Edwin Hobby of Dallas, W. P. Hobby and C. H. Tupper of Waco, all well-known Texas newspaper men, are the incorporators and directors, the stock being divided equally among Messrs. Hobby, Mr. Tupper, who was formerly editor and an owner of the News, takes a nominal share for incorporation purposes. An Associated Press franchise is included in the property transferred to the corporation.

# AN ACTOR'S PAPER.

To stimulate the interest of the public and the theatrical profession in high class vaudeville throughout the United States, B. F. Keith, E. F. Albee, John J. Murdock and some of their associates in the United Booking Offices have made arrangements to publish a weekly periodical devoted to the variety stage. The first number will appear on the newsstands about Labor Day.

Mr. Murdock said that although a name had not been definitely selected for the periodical it probably would be called the Vaudeville Star.

## KIPLING AS A REPORTER.

### FAMOUS AUTHOR'S INTRODUCTION TO AMERICAN JOURNALISM.

"One day, back yonder in the discard of years—it was less than twenty years ago, if you're asking for exactness—when I got down to the city room of the Chronicle office in San Francisco—I was a reporter on the paper—I noticed sitting over in a corner with his hands thrust a bit gloomily into the pockets of his somewhat shabby sack coat a little, runty, bristly haired man, with a pair of large but weak-looking eyes masked by the lenses of an enormous pair of spectacles," said a newspaper man, now employed in Washington, who has labored in so many widely strewn vineyards that he can't remember the names of some of them.

"The runty man with the big spectacles looked just about as unhappy as a new reporter usually looks when he's sitting around a city room waiting for his first assignment.

"I'd tell you the name of the city editor, only I'm going to call him a grouch and a crab, and so I won't be personal. He was a fine city editor all proper enough, but he had one awful soreness on the world and everybody in it including himself. He was just an old-fashioned two-handed city editor with a kick in each hand, that's all; so let it go at that.

"The Chronicle had a pretty big city staff then, as it always has had. The city editor called the reporters up in turn and dished out their assignments. He had a growl for each of 'em about the stuff they had in the paper that morning. The stuff was inadequate, idiotic, incomplete or something—that city editor had a wallop for each of them as they lounged up to his desk; and one man, who had been beat on an inconsequential feature of the previous day's sizable story by one of the other papers, got a sure enough jolting from the crabbed city editor. But the jolting one only grinned. We were all used to the old man and his ravings didn't sear very deeply.

"The little new man with the large spectacles took it all in with mouth agape. He sat in his corner and twiddled his nervous hands in his shabby sackcoat pocket, and waited for his assignment. His turn came when all of the other men had been provided with stunts. Then the city editor looked up with his customary glare from his horribly heaped-up desk and glanced over at the new man.

"Kipperin'—er—Kapperin'—Kipsin'—oh, yes, Kipling—Kipling's right, isn't it?" the city editor growled at the new man.

"Yes, Kipling's right," said the new man, getting to his feet and walking over to the city editor's desk.

"Know anything about crooked financial stuff?" the city editor asked the new man.

"A bit," briefly replied the new man, "But maybe I don't know much about the American kind."

"Well, you can pick it up, can't



SAMUEL F. HUDSON,

PUBLISHER OF THE WOONSOCKET CALL-REPORTER, AND MEMBER OF THE PUBLIC UTILITIES COMMISSION OF RHODE ISLAND.

you?" demanded the city editor, aggressively. "This is America, you know. It's not—er—Australia or Samoa, or—where it is they tell me you've been working on the papers?"

"In India," replied the runty man, who didn't seem to have much of a gift for gab. But he smiled rather an engaging smile over the almost comic crustiness of the city editor.

"Oh, India, hey?" growled the city editor, "India. Huh! What kind of newspapers have they got in India. Pretty rotten, I suppose?"

"Oh, they're not so bad," replied the new man. "Different from the newspaper here, of course. But not so rotten bad, really."

"Huh!" commented the city editor. "Well, see here, Kipperin—I mean Kipling—how the deuce did you get a name like that—makes me think of herring, you know," and the city editor grinned sardonically at his witticism, or near-witticism, "see here, Kipling, there's a fake mining concern doing business—selling punk

mining stock, that is—down at this address," and he handed the scribbled address to the new man. "Trot down there and have a talk with the manager of the fake concern. Feel him out. See what he has to say. We're going to uncover him. Not yet, maybe, but when we've got him cinched. Size him up. Get his idea. Look him over. Then report back to me."

"The new man nodded. "Er—what's your full name?" inquired the city editor, producing the little book in which he inscribed the names of the always coming and going reporters.

"Rudyard Kipling," said the new man.

"Rud-Rud-what?" asked the city editor.

"Rudyard, R-u-d-y-a-r-d, Kipling," said the new man, spelling it and smiling his decidedly winning smile.

"Gosh, that's the peculiarest little name, so to speak, that I ever

did stack up against," mumbled the city editor as he wrote it down in his little book. "How can anybody be expected to remember a name like that?"

"Joke, wasn't it? Because you know there are such a lot of folks who do know and remember that name, eh?"

"Well, that was Kipling's first assignment on the Chronicle. He covered it fairly well, considering how dead new that sort of stuff was to him. If he'd covered the fake mining stock story with a crackerjack ability, of course I mean the ability of a crackerjack, news-nosey reporter—it would have been all the same to that city editor; he'd have growled any way. He did growl over the way Kipling covered his first story; he growled over the way everybody covered stories. Kipling took the growling in good part, like the rest of us. It was a part of the game—and Kipling always did know how to play the game, you've got to hand that to him."

### THREE MORE PAPERS ADDED.

William W. Loomis and Vernon Nickless of Lagrange, Ill., have purchased from K. G. Field the Melrose Park (Ill.) Leader, the River Grove Press and the Franklin Park Press News.

A complete plant is being installed at Melrose Park, from which place the three papers will be issued. This makes ten suburban newspapers owned by Messrs. Loomis and Nickless and three plants, one at Lagrange, one at Berwyn, and one at Melrose Park.

Ralph Clippinger, formerly of Norris City, Ill., is in charge of the Melrose Park office.

### A KANSAS MERGER.

Poor health has caused George P. Griffith to sell the Hays (Kan.) Republican to the owner of the Ellis County News. The two publications will be consolidated.

A group of Zanesville Socialists are planning to establish a campaign newspaper in Muskingum County.

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### AN ANTI-DRUG CRUSADE.

W. H. Blodgett, staff correspondent of the Indianapolis News, is on an investigating assignment in the crusade begun a few days ago by his newspaper for radical legislation to prohibit the sale of cocaine as an intoxicant. Mr. Blodgett has visited a number of Indiana cities and prepared articles covering local conditions of the sale and use of cocaine.

A bill will be presented to the next Indiana legislature making the sale of the drug for any but medicinal uses an offense punishable with a penitentiary term.

### LED A PILGRIMAGE.

Hubert F. Miller, business manager of the Chicago Association of Commerce and formerly with the editorial staff of the Chicago Tribune, piloted a party of eighteen Chicago business men, manufacturers and bankers last week on a tour of western Canada. Among the pilgrims was George Sutherland, publisher of the Canadian-American and Western British-American.

### CRIMINAL LIBEL CHARGED.

Frank E. Packard, a member of the state tax commission, and editor of the Bismarck (N. D.) Times, and L. E. Opydek, manager of the publication, are charged by E. G. Patterson with criminal libel. Mr. Patterson charges the newspaper with printing matter defaming him. The articles in question were published during the recent campaign in Burleigh County and concern local political issues.

### A SUSPENSION.

The Late Greenville (Pa.) Perkinson Ledger, founded by Charles O. F. Treichler twenty-two years ago, suspended publication with last week's issue.

## COLORADOANS WANT LEGAL ADS PUBLISHED.

A committee with F. S. Hoag, editor of the Pueblo Star-Journal, as chairman, was appointed by the Colorado Editorial Association at its convention in Steamboat Springs to confer with Secretary Leo Vincent of the Direct Legislation League to secure its indorsement of the plan to have all initiated and referred laws and constitutional amendments published in the papers.

The bill asked by the editorial association contemplates a pamphlet similar to that proposed by the Direct Legislation League to be inserted in one issue of a paper of each political faith in each county.

In less than ten minutes more than \$350 in dues and voluntary contributions were raised to help the association campaign for its bill. The association now has 200 members.

Mr. Hoag introduced a resolution indorsing the bill proposed by the citizens of Pueblo for the purchase of the state fair site for the state and an annual appropriation of \$30,000 to support it. The resolution was adopted unanimously.

The constitution of the association was changed permitting members who cared to, to pay three years in advance for \$5 and approximately fifty availed themselves of the opportunity.

### RECEIVER ASKED FOR.

At a meeting of the stockholders of the Cherokee Publishing Company, of Gaffney, S. C. it was decided to file a petition, for a receiver and to have him dispose of the plant. The company publishes the Gaffney News, a weekly.

The News was established by Frank Parrott and Junius Parrott. It was originally a semi-weekly paper, but later became a weekly. Finally the paper was conducted by Junius Parrott alone, later leased to Capt. J. B. Bell, who conducted it for two years, and for the last year it has been operated by Floyd L. Baker.

### DEMOCRATIC PAPER SOLD.

The Herkimer (N. Y.) Democrat is under new management. William H. Nolan and Charles H. Smith have purchased the newspaper and plant and will endeavor to make the Herkimer Democrat a lively, interesting and up-to-date weekly publication. Mr. Plummerfelt will still be connected with the business.

# NOTICE.

This Company is the originator and creator of the Linotype art, and all existing Linotype machines are built under its patents. All Two-Letter Linotype machines are covered by patents of this Company having a number of years to run.

*Any Linotype machine using Two-Letter Matrices, Multiple Magazines, or other improvements which place the present day Linotype far ahead of the earlier machines, cannot be used without the permission of this Company.*

*Any person or persons counterfeiting or imitating our machinery, or persons using such goods, will be held strictly accountable in the courts.*

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### DEMPSERS IN SIOUX CITY.

P. H. Dempers has gone from New York to Sioux City, Ia., as advertising manager of Farmer and Breeder. Mr. Dempers was formerly connected with the circulation department of the Christian Herald in New York, and the last eighteen months has conducted the Dempers Special Agency, representing agricultural papers. Allen & Ward, of Chicago, have taken over the papers represented by the Dempers Special Agency.

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### EDITOR OF ZION'S ENSIGN.

The board of publication of the Reorganized Latter Day Saints Church has appointed Charles Fry to be editor of Zion's Ensign, a church weekly published in Independence, Kan. He will succeed Elder Mark Seigfried, who has had charge the last year and now will work elsewhere for the church. Mr. Fry has been a missionary at Pittsburgh, Pa.

### A FILIPINO NEWBORN.

J. Hudson Curry, former editor of the Iloilo (P. I.) Enterprise, has started a weekly called the Free Lance.

### WOMAN DISAPPEARS.

Miss Geraldine Wingate, editor of the Historical Suffragette, a magazine published in the Monolith Building, New York, who has been staying at Asbury Park during the last three weeks, has disappeared and her friends are concerned for her safety.

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Let the American Ink Co. of New York City be your 4-cent inkmen.

## ENGLAND'S NEW COPYRIGHT.

### LAW JUST PUT INTO EFFECT CONCERNS ALL SORTS OF WRITERS.

The English copyright act which went into effect on July 1 is expected to clear up much of the haze that has enveloped copyright protection in that country. The new law is so framed that its sponsors claim it will mean a great deal to every one who makes a living by writing books or literature of any description.

The London correspondent of the New York Evening Post summarizes the new law and its benefits in a comprehensive manner. In his contribution to the Post he writes:

"In the first place, the act, whatever its intrinsic merits and defects, brings to an end the confusion that has hitherto afflicted the law on the subject. The fact that it repeals no less than twenty-one existing enactments, dating from 1714 to 1906, shows in what piecemeal fashion copyright legislation has hitherto been constructed. At last, this 'Serbian bog,' as Augustus Birrell has called it, has been 'drained, fenced, and rendered in some degree habitable and traversable by ordinary human beings.'"

"A hot battle was waged over the question of the term of copyright. By the old law, copyright lasted for either (1) the author's life plus seven years, or (2) forty-two years from the date of publication, according as the one period or the other turned out to be the longer.

"The lack of uniformity in this system caused no little trouble. In the case of the same author, some of his books might be protected for the first period, and others for the second. At this moment Tennyson's 'In Memoriam' is open for any one to reprint, whereas his later works have several years to run.

"It was proposed in the original draft to substitute the uniform period of the author's life after his death. To meet the case of an attempt to profit unduly by the opportunities of copyright—by charging excessive prices, for example—it was provided that after twenty-five years the controller of patents might issue licenses empowering other persons to issue the book.

"It has now been enacted that, while fifty years from the author's death is to be the normal term, any one who likes may reprint and republish a book at any time after the expiration of half this period, provided that he gives due notice and pays a royalty calculated at the rate of ten per cent. on the price at which he issues it. Further, if the owner of a copyright attempts to 'hold up' a book by either refusing to republish it himself or by refusing to allow its republication, his privileges may be curtailed even within the first twenty-five years.

"Application may be made to the judicial committee of the privy council, and if that body thinks it a fit case for action, it may compel the copyright owner to grant a license for republication.

#### JOINT AUTHORSHIP.

"In case of joint authorship, the framers of the new law have abandoned the principle of a uniform term. Copyright is to subsist either (1) during the life of the author who dies first plus fifty years, or (2) during the life of the author who dies last, whichever period is the longer.

"A work of joint authorship is defined as one 'produced by the collaboration of two or more authors, in which the contribution of one author is not distinct from the contribution of some other author or authors.' Posthumous works are protected for fifty years from the date of publication.

"Fifty years after publication is also the period for works prepared or published by or under the direction or control of his Majesty or any other person in authority. In such cases the copyright, subject to any agreement with the author, is to belong to the King.

"Journalists are especially interested in one of the sections determining the ownership of copyright. If a writer is in the employment of some other person under a contract of service or apprenticeship, and produces a work in the course of such

employment, the copyright of it is to belong to the employer. Thus, an editorial writer or a war correspondent, engaged at a salary, and a member of the staff of a newspaper's staff, cannot reprint his articles in a book without permission of the newspaper proprietor.

"An occasional contributor, on the other hand, does not similarly forfeit his rights to the owner of the journal in which his articles appear. And even the member of the regular staff can restrain the publication of his work 'otherwise than as part of a newspaper, magazine or similar periodical.'"

"In all such cases the provisions of the law are to apply only where they are not modified by 'special agreement' between the parties concerned.

"It was not easy to solve the problem of extracts and anthologies. It has been finally decided that copyright is not infringed by 'any fair dealing with any work for the purposes of private study, research, criticism, review, or newspaper summary.'"

"Compilers of 'elegant extracts,' however, will have to pay for what they take, with one rigidly defined exception. Authors of books bona-fide intended for the use of schools may copy short passages from copyright works, but the source must always be acknowledged, and no publisher may publish within five years more than two of such passages from works by the same author.

"Lectures—a term defined to include addresses, speeches, and sermons—may be protected from publication by a conspicuous written printed notice affixed before and maintained during the lecture at or about the main entrance of the building.

#### NO PROTECTION FOR SPELLBINDERS.

"During the discussion of the original bill, the fear was expressed that the protection of speeches might lead to sharp practice in electioneering. Speakers would be able to influence votes by means of misstatements which would be exposed and corrected if their utterances were liable to be recorded in the newspaper press.

"This danger has been provided against in a new clause, which declares it to be no infringement of copyright to publish in a newspaper a report of an address of a political nature delivered at a public meeting.

"In America publishers are required to send to the Library of Congress two free copies of every new issue. In Great Britain, British publishers have hitherto been liable to a heavier tax, for a copy could be claimed by the British Museum Library in London, the Bodleian Library at Oxford, the University Library at Cambridge, the Library of the Faculty of Advocates at Edinburgh, and the Library of Trinity College, Dublin.

"The bill proposed to add to this list the newly established National Library of Wales, at Aberystwith. Thereupon the publishers made a vehement and sustained protest. They admitted as quite reasonable the claims of the British Museum as a depository of national literature, but they complained of the burden of having to contribute to other libraries as well.

"The publishers, however, were consoled in some measure by the limitation of free books for the Welsh Library to certain classes to be specified in subsequent regulations, and by the exemption of books originally published abroad whose copyright they hold simply as the agents of foreign publishers or authors.

"Curiously enough, the specification of the classes of books to be claimed by the National Library of Wales is to be made, not by the board of education, but by the board of trade.

#### MACFADDEN RETIRES.

Bernard Macfadden has retired from active connection with the Physical Culture Magazine, of which he was the founder, and will devote his entire time to the lecture platform. John Brennan, for several years past managing editor, assumes charge of the publication.

## ILLINOIS PUBLISHER IS HIGHLY HONORED.

George W. Hughes, publisher of the Clinton Register, is the new president of the Illinois Press Association. He is a native of Claremont County, O. After receiving his education in the county



GEO. W. HUGHES.

schools and Wesleyan University he taught school for several years.

His newspaper work began in 1885, when, with his brother, he bought the Clinton Register, a Democratic organ of DeWitt County, and has since been connected with it. In 1904 his brother Perry retired and another brother Nelson R., became his partner and is still so. The firm name remained the same, Hughes Brothers.

The Register and its plant have been improved by the Messrs. Hughes until it has one of the best equipped newspapers and offices to be found in any city of 6,000 population. George W. Hughes has been a member of the Illinois Press Association for several years and was its vice-president for two terms. His election as president last month was unanimous. He has also been a member of the National Press Association for fifteen years.

## FRENCH PREMIER SPEAKS TO CORRESPONDENTS.

Raymond Poincaré, the French premier, delivered a notable address at the annual dinner of the Anglo-American Press Association, which includes the American and British newspaper correspondents in Paris. He declared that journalists could do much to develop the harmony and friendship which exists between France, the United States and Great Britain.

In closing, the premier proposed a toast to the solid friendship between France, England and the United States. Among those present were Myron T. Herrick, the United States ambassador; Captain Frank H. Mason, the United States consul general, and B. J. Shoninger, president of the American Chamber of Commerce at Paris.

## RECENT INCORPORATIONS.

ROCK ISLAND, ILL.—Tri-City Review Publishing Company; capital, \$20,000; incorporators, J. W. Fuller, R. A. Evans and others.

WACO, TEX.—News Publishing Company; capital \$50,000; incorporators, W. P. Hobby, C. H. Tupper and Edwin Hobbs.

INDIANAPOLIS, IND.—Indianapolis Weekly Publishing Company; capital, \$2,000; incorporators, B. Wikson, D. L. Reid, and others.

WILMINGTON, DEL.—American Press Publishing Company; capital, \$300,000; incorporators, R. b. Cooling, H. W. Davis, and others.

SPRINGFIELD, ILL.—Northeastern Circulation Company; capital, \$10,000; incorporators, C. D. Hollister, J. Emil Smith and Arthur Spead.

SAN ANTONIO, TEX.—Mills Engraving Company; capital, \$15,000; incorporators, A. T. Mills, E. C. Mills, P. H. Swearingen.

FRANKFORT, KY.—State Journal Company; capital, \$100,000; incorporators, Graham Vreeland, James L. Newman and P. H. Rodman.

AKRON, O.—Akron Advertising Company; capital, \$1,000; incorporators, Samuel J. Cole and others.

DAYTON, O.—Geyer-Dayton Advertising Company; capital, \$15,000; incorporators, Charles Geyer, W. H. Maxwell and others.

ITHACA, MICH.—Bridgeman Publishing Company; capital, \$9,300.

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or any kind of help?

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The quickest way we know of to bring about your desires is to use the small department of The Fourth Estate. An example:

Last Friday, as we were going to press, a advertiser wrote and asked us if we knew of an opening for a circulation manager and asked if we thought an ad would pay—and if so, to insert one. We did. The ad cost \$1. The Fourth Estate appeared Saturday.

Six offers were received by the advertiser and a fine position secured with a large daily.

During the past few days we have received letters from subscribers who want to accomplish the following:

Purchase a high-class paying daily. Secure a good feature service. Seeking a high-class advertising manager for a large daily.

Looking for a good Premium. Constant enquiries of this character prove that The Fourth Estate is recognized as the newspaper publishers' exchange.

Send us long your ad and the promptness of results will surprise you. Ads should be received by Thursday, although a few can be squeezed in Friday morning.

To save time we will insert a fifty-word night letter telegram for "help wanted" for \$2.00, or "situation wanted," 80 cents. Why not make or arrange copy for the next number and start the machinery?

Thinking of being able to set one of the strongest forces in the newspaper field to work for you for a few pennies!

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NEW YORK.



## EASTERN ACQUIRES A WISCONSIN DAILY.

Roland B. Rathbone, publisher of the Sheboygan (Wis.) Daily Press, is making a newspaperman who is making a success in the Western field. Mr. Rathbone was born in New York City and is twenty-seven years old. He is the son of R. Bleecker Rathbone, millionaire insurance man of New York, and grand nephew of Washington Frothingham, the famous journalist, who, now more than ninety years old, occupies the famous Jellis-Fonda mansion at Fonda, N. Y.



ROLAND B. RATHBONE.

Mr. Rathbone recently purchased the Press from former Congressman Charles H. Weiss of Sheboygan Falls. Mr. Rathbone is a Wilson Democrat, and a warm supporter of New Jersey's governor. He is well known as a political writer in Wisconsin and elsewhere, and is a frequent contributor to the magazines.

## GIRLS WIN THE PULITZER SCHOLARSHIPS.

The first awards of the recently established Joseph Pulitzer residence scholarships at Barnard College have been made. Miss Eleanor Hubbard of Sioux City, Ia., and Miss Louise Talbot of Baltimore, are the successful candidates. Miss Lillian A. Johnson of Atlanta has been named as alternate.

Two of these residence scholarships, of an annual value of \$600, were established last winter in memory of Mr. Pulitzer's daughter Lucille. They are awarded on the merits of entrance examinations taken under the college entrance examination board and on the candidate's general character, personality and power of leadership. Thirty-five students were candidates.

The Kingwood (W. Va.) Argus has moved into its new home, a four-story brick building.



EDITORS AT LINOTYPE FACTORY.

## EDITORS SEE LINOTYPES IN THE MAKING.

At the recent meeting of the New York Press Association at Garden City, Long Island, in response to an invitation extended by the Mergenthaler Linotype Company, a party of the editors paid a visit to its factory, at Park avenue and Ryerson street, Brooklyn, where they were given an opportunity to see the linotype in the making.

E. L. Roberts, New York State representative of the company, brought the visitors from Garden City in a large automobile, especially engaged for the occasion, thus giving the editors and their ladies an enjoyable ride across Long Island.

Inspection was made of the most important points in the factory, and at the completion of the tour light refreshments were served in the superintendent's offices, and appropriate souvenirs distributed.

Among the visitors were:

Edgar L. Adams, Marathon Independent; C. H. Grose, Ballston Spa Journal; H. B. Sykes, Clinton Courier; L. William Hones, Roscoe Review; William J. Kline, Amsterdam Recorder; C. I. Burch, Earlville Standard; E. A. Higgins, Elmira Advertiser; Lemuel E. Green, Patchogue Argus; James H. Potts, Troy Times; Paul Nichols, Walton Reporter; J. R. Manning, Marathon; Robert L. Forbes, New Rochelle Paragon; Miss Helen I. Parker, Gouverneur Free Press.

## CHANGE IN OWNERSHIP.

The Bevier (Mo.) Appeal, a weekly paper, has passed to the ownership of L. E. Stephens. The retiring owner, Francis D. Jones, started the Appeal twenty-three years ago.

## EDITOR RESIGNS.

J. E. B. McCready, editor of the Charlottesville (Can.) Guardian, has left that paper to become publicity agent for the Province of Prince Edward Island. He was editor of the Guardian for more than sixteen years.

## IN TOUCH WITH THE WORLD.

Fred L. Weede, general manager of the Erie (Pa.) Herald, writes: "I enjoy keeping in touch with the newspaper world through THE FOURTH ESTATE."

## NEWSPAPERS TO RAISE THE CAMPAIGN FUNDS.

Democratic national campaign managers have received word from newspaper editors and publishers in various sections of the country that through the columns of their newspapers they have appealed for small campaign contributions. One of the messages came from Norman E. Mack of Buffalo, and another was from Colonel Robert Ewing, editor of the New Orleans Daily States, a member of the Campaign Committee of Fourteen.

Four years ago Colonel Ewing raised a fund of \$25,000 in nickels, dimes and quarters for the Bryan campaign. He hopes this year to double the amount. The money will be used in the doubtful states of the East. Chairman McCombs will endeavor to have all Southern Democratic newspapers raise contributions for use in debatable states.

## MAGAZINE MAKER SOLD.

Homer Croy of New York has sold his publication, the Magazine Maker, which he established a year ago to the Hannis Jordan Publishing Company, a concern just organizing and to be located at 32 Union Square. Under the new owners Frank Fowler will be the editor. He was formerly with Gunn & Co., publishers of the Scientific American, and is also editor of the Rain bow, a fraternity magazine.

Mr. Croy is going back to Missouri for a month's vacation, and will return to New York in editorial charge of a publishing house in this city. Since founded by Mr. Croy the Magazine Maker has attracted much attention among the writing people of the country.

## KEYSTONE PAPER SOLD.

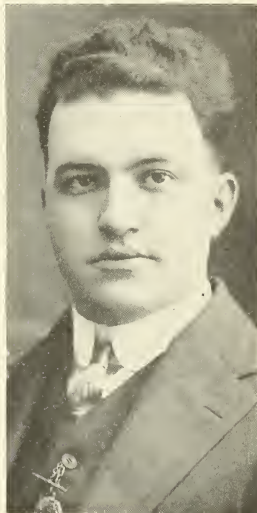
Thomas H. Higgins has bought the Potter (Pa.) Democrat. He plans to continue the paper along the same political lines as heretofore. Mr. Higgins comes from Chester, Pa.

## MOBILE STOCK SOLD.

The interests of W. P. Cothran in the Mobile (Ala.) Daily Item have been purchased by John A. O'Connell, the controlling owner, and other business associates.

## AN OHIO PUBLISHER WITH THE RIGHT IDEAS.

George F. Smith, editor and manager of the Leipsic (O.) Free Press, up to two years ago was engaged in professional baseball. At that time he decided to toss away his spangles, padded mitt and trusty bat to settle down and make his living as a newspaper publisher—and he



GEO. F. SMITH.

has done it since with remarkable success and through following good business principles.

Mr. Smith, who was born June 14, 1888, was brought up in the newspaper plant, but up to two years ago did not devote his time to the office. He conducts the Free Press as an all home print paper; has flat and net advertising rates; paid-for obituaries, and uses no free matter of any kind.

He believes that publishers are to be blamed for not getting advertising rates. Medicine contracts are only accepted by the Free Press at the same rate as merchants, reader ads pay at reader rates. He does not believe in long articles for country newspapers, and uses no political matter unless it is paid for.

The Free Press has been in the hands of the Smith family since its inception in 1878, and supports Democratic politics.

## COVERED CHINA TROUBLES.

Earl Hamilton Smith, city editor of the Manila Cablenews-American, returned to Manila in June after spending three months in Peking and Tientsin and the area which has been controlled by 13,000 foreign troops since the outbreak of trouble in north China last January. He went with the 15th U. S. infantry from Manila as representative of the Cablenews-American. When the rioting and looting subsided he returned home.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself, to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the highest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the

### Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

### FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—The Littleton Creamery Company; orders being placed with a selected list of papers throughout the country.

CORNING, Dispatch Building, St. Paul.—Kuhles & Stock, St. Paul; some twelve-line nine-time orders being placed with a selected list of Western papers.

CROCKETT, Mason Blanche Building, New Orleans, La.—The Behrens Drug Company, Waco, Tex.; some twelve-line seventeen-time orders being placed with Southern papers.

FULLER, 623 South Wabash avenue, Chicago.—The Strohs Brewing Company, Detroit; some 5,000-line contracts being made with a selected list of Pacific Coast papers.

VOGEL, 21 Park Row, New York.—The Nervoids Chemical Company, 1551 Broadway, Brooklyn, N. Y.; forty-two-line six-time orders being placed with a selected list of Michigan papers.

VOLKMAN, 5 Beckman street, New York.—The A. C. Glyso Sales

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

The Remarkable Advertising  
Growth of the

### WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Company, Lynbrook, L. I.; placing orders with large Sunday mail order papers.

LESAN, Fourth Avenue Building, New York.—The United States Motor Company, New York; orders being placed with a selected list of dailies.

McGUCKIN & McDEVITT, Morris Building, Philadelphia.—The Pratt Food Company, "Pratt's Veterinary Remedies," Philadelphia; placing orders with a selected list of papers.

McMULLIN, Cambridge Building, New York.—The American Sugar Refining Company, 117 Wall street, New York; reported that orders will be placed shortly with New York papers.

PENNSYLVANIA AGENCY, 33 South 16th street, Philadelphia.—The Philadelphia Smelting & Refining Company, Philadelphia; orders being placed generally.

RICKARD & SLOAN, 20 Vesey street, New York.—Clearing the advertising of Joseph Dixon Crucible Company, Monmouth street, Jersey City, N. J., with Eastern papers through Fred N. Sommer, Newark, N. J.

PEARSALL, 203 Broadway, New York.—Planning a campaign for the Goodyear Raincoat Company in the principal evening and Sunday papers in all cities where Goodyear stores are located. Contracts are to be for 10,000 to 30,000 lines.

BATTEN, Fourth Avenue Building, New York.—The Regal Shoe Company; this account will be placed by the above agency in the future; orders are expected to go out shortly to the usual list.

FULLER, 629 South Wabash avenue, Chicago.—The Perso Company, Chicago; contracts for 2,000 lines being made with a selected list of Eastern papers.

LORD & THOMAS, 11 North Wabash avenue, New York.—The Bauer & Black Company, Chicago; some 1,000-line contracts being placed with a selected list of papers.

CLAGUE-PAINTER-JONES, 38 South Dearborn street, Chicago.—

The merchants place the volume of  
their advertising in the

## BUFFALO TIMES

because they know their announcements will be read and that immediate sales of their merchandise will follow.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous district  
**PITTSBURGH DISPATCH** reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

The Gordon & Chemical Company; some 1,000-line contracts being made with a selected list of Western papers.

HAMBLIN, 200 Fifth avenue, New York.—Professor Roxsroy; making up list for fall advertising.  
BLISS, 1919 Broadway, New York.—F. Harvey Roof, New York; orders being placed with a selected list of papers throughout the country.

BLAINE-THOMPSON, 4th National Bank Building, Cincinnati.—The Evans Chemical Company, Cincinnati; renewals being made with the usual list of papers.

LEVIN, 22 West Monroe street, Chicago.—The American Conservatory of Music, Chicago; some twenty-four line thirteen-time orders being placed with a selected list of Western papers.

### IOWANS TO GIVE NO MORE FREE ADVERTISING.

The twenty-sixth annual convention of the Southern Iowa Editorial Association in Burlington was one of the best and largest meetings ever held by the association and was productive of much pleasure and profit to those who attended.

Officers were elected for the ensuing year as follows: President, A. T. Norton, Fremont Gazette; vice-president, Harry Keller, Russell Union; secretary-treasurer, O. E. Hull, Leon Reporter.

Knoxville was named as the next place of meeting. Resolutions were passed by the association condemning free advertising graft.

### AGENCY STARTS BUSINESS.

The Calumet Advertising Company is a new Chicago concern with offices in the Old Colony Building. It succeeds the Allen Agency and Paul H. McCalla is the head.

### NEW MONTCLAIR PAPER.

Harry J. Doyle, a New York publisher, is to establish in Montclair, N. J., a new weekly paper devoted to the interests of the Democratic party in Essex County.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH, SPECIAL AGENCY,  
Tribune Building, CHICAGO.  
NEW YORK, Tribune Bldg.,  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chi.

### CENTAUR COMPANY MOVES.

In anticipation of the tearing down of its building at 75-77 Murray street, the old home of the Centaur Company, the well known advertisers of Castoria, the company has leased the recently erected fire-proof building at 250 West Broadway, corner of Beach street, to which it moved this week.

Visiting publishers and New York special representatives will find the advertising department on the third floor.

### RURAL PUBLISHER SELLS.

H. C. Maley, former president of the Farmers Publishing Company, Bloomington, Ill., owner of the Farmer's Voice, has sold all his stock and interests in the company. There will be no other change in the personnel of this company except the election of a new president to the vacancy made by the resignation of Mr. Maley.

The new president will be elected at the next meeting of the directors. The advertising office in Chicago will be in charge of E. T. R. Murfey.

### WILL ADVERTISE AUTOS.

Walter C. Barnes of Springfield, Ill., has been appointed advertising and publicity manager of the Moon Motor Car Company, St. Louis. Formerly Mr. Barnes was with the Springfield State Journal, Boise (Ida.) Statesman and the Oregon Agriculturist, of Portland. For the last year he has been with Lord & Thomas, Chicago.

## THE WASHINGTON HERALD

31021

### NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. E. KEATOR,  
Brunswick Bldg., 715 Hartford Bldg.,  
NEW YORK, CHICAGO.



# The TRIBUNE of 1 ct. Daily and Sunday

GUARANTEES ALREADY THE  
LARGEST PAID CIRCULATION  
IN LOS ANGELES MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:

A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## STAFF CHANGES.

GEORGE S. PERRY has been appointed editor of Opportunities, a publication of Vancouver, B. C.

T. R. SMITH has resigned his position in charge of the publicity bureau of the largest magazines to join the subscription department of the Butterick publications.

THORNTON PURKIS has left the promotion department of the Cosmopolitan Magazine to join the staff of the J. J. Gibbons Advertising Agency, Toronto.

GEORGE PARTIN of Altus, Okla., has joined the traveling staff of the circulation department of the Fort Worth (Tex.) Star-Telegram.

HAROLD HAMPTON has been appointed advertising manager of the Champaign (Ill.) Gazette. He has recently been connected with the Decatur Review.

H. F. GUEST, for a number of years with the Toronto News, has gone over to the Witness.

GEORGE CLARKE, formerly with the Montreal Star and Herald, has gone into the real estate business.

EARL DORSEY has left the Washington (D. C.) Herald staff and is now with the Pittsburgh Gazette-Times.

STANLEY K. SMITH has left the St. John (Can.) Standard and is now in Ottawa as a member of the editorial staff of the Journal.

FRANK J. WHITELOW of Chicago is a new addition to the staff of the Newitt Advertising Agency, Los Angeles.

A. ENGLISH has been appointed to the editorial staff of the Newfoundland Fisherman's Advocate.

H. F. BIRD has left the staff of the Victoria (B. C.) Colonist and

THE MONTH OF MAY for the ST. PAUL DAILY NEWS (St. Paul's Greatest Newspaper) was most satisfactory, showing large increases in both circulation and advertising.

May Average Circulation.....76,684  
May 1911, average.....59,223  
Increase, daily average.....17,461  
May local display advertising increased 38,346 lines over May 1911.

And during May the Daily News printed 15,134 lines more local display advertising than any other St. Paul evening newspaper.

The ST. PAUL DAILY NEWS has a larger circulation and a larger local advertising patronage than any other St. Paul newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIS, Chicago, J. F. ANTISSEL.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY

CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of June, 1912, was as follows:

Daily, 110,840. Sunday, 132,771

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
JOHN GLASS, Peoples Gas Bldg., Chicago

is now with the Hutchcraft Advertising Company, Vancouver.

L. D. HICKS has resigned from the staff of the Massengale Advertising Agency, Atlanta, and has been appointed advertising manager of the Southern Ruralist.

W. A. MOYER, managing editor of the Kingston (Can.) Standard, has resigned and moved to St. Catharines.

C. W. KELLER, formerly of the Edwardsville (Ill.) Intelligencer, has been appointed circulation manager of the new St. Louis Daily Sun.

W. R. YOUNG has joined the reporting staff of the Cornwall (Can.) Freeholder. He is a son of C. W. Young, owner of the paper.

J. FERD. OBERWINDER of the Ladies Home Journal staff in Chicago has returned to his old home in St. Louis as a member of the staff of the D'Arcy Advertising Company. Mr. Oberwinder has spent ten years in the newspaper and magazine advertising field.

STANLEY J. DYER, formerly connected with the Baltimore Sun, and J. J. Schaefer, at various times connected with New York papers, have joined the staff of the New York bureau of the United Press.

GEORGE L. EAST has resigned as advertising manager of the Olds Motor Works, Lansing, Mich., and has gone to Mishawaka, Ind., to fill the same position for the Amplex Motor Company.

A. W. TREYBAL, formerly with the Frank Presbrey Company, New York, has joined the advertising staff of the Locomobile Company, Bridgeport, Conn.

LISTER R. ALWOOD has assumed charge of the advertising of the Detroit Steel Products Company. He was formerly with the J. Walter Thompson and the Trussed Concrete Steel Companies.

CHARLES R. FEELEY, advertising manager of the Everitt Motor Car Company, Detroit, has been appointed a district manager in Kansas City.

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

THE NEW ORLEANS  
ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

PRESIDENT OF CANADIAN  
PRESS ASSOCIATION.

John R. Bone, the new president of the Canadian Press Association, is also managing editor of the Toronto Star. He was born on February 25, 1877, in Huron County, Ontario, and received his education



JOHN R. BONE.

at Clinton and Collegiate Institute in London.

In 1900 Mr. Bone joined the staff of the Star as a reporter and later filled various other positions. He was made assistant managing editor in 1906 and managing editor a year later.

As a reporter Mr. Bone was famous for a remarkable memory, which enabled him to reproduce exact utterances without recourse to the reporters' proverbial notebook.

# J. WALTER THOMPSON COMPANY.



The experience of forty - eight successful years  
Guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Commercial Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES.  
Fifth Avenue Building NEW YORK.  
750 Marquette Bldg. CHICAGO.

## HAS ESTABLISHED MANY NEWSPAPERS.

James M. Light, who, as recently told in THE FOURTH ESTATE, purchased the South Charleston (O.) Sentinel, has moved the paper to a new building, completely remodelled and overhauled the plant and taken various other steps to improve the paper. Mr. Light is also proprietor of the Springfield (O.) Times, the official Republican paper of Springfield and Clark County, and as editor of the same is taking an active interest in politics, serving as secretary of the Republican County Committee at the present time.

Mr. Light has had an extensive experience in newspaper publishing. His hobby is to establish papers and after getting them going nicely to dispose of them. The papers he founded in this way include the Ansonia (O.) Herald, Lynn (Ind.) Herald and Hollansburg (O.) News, Sidney (O.) Republican. Two years ago he purchased the Springfield Times, which he is conducting with the South Charleston Sentinel. His newspaper work has occupied twenty-five of his forty years of life.

## A CANADIAN PARTNERSHIP.

W. E. Playfair and W. R. Gordon, two coast newspaper men, have purchased the Fort George (B. C.) Tribune.

Confidence back of advertising is advertising's biggest asset. The advertiser must have a business of character before he can advertise in the

## NEW YORK MAIL EVENING

Then he is sure of the confidence and support of Evening Mail Readers.

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN 110,000

## CINCINNATI GERMAN PAPER BUILDING NEW HOME.

The new building of the Cincinnati Freie Presse Company will be of four stories, concrete and steel, with all modern improvements, twenty-five feet wide, ninety feet deep. The press room will be in the basement, the ground floor will contain the general offices, the second floor the editorial rooms and the third floor the composing room.

The building have contracted with R. Hoe & Co., for a three deck press with color attachments, using a thirty horse power motor with direct connection and the Kohler system of control. The plant will make its own electricity for light and power. All machinery will be of the latest type, and everything in connection with the new building will be new and modern.

The total cost of the ground and building will be \$67,250, without any possible extras. The new press and other machinery will amount to \$21,000 and it is expected that the cost of the interior fixings and furniture will be in the neighborhood of \$5,000.

The building contract calls for delivery of the building, fully complete, on October 1. The location of the new building is on Vine and 9th streets, Vine street being the principal thoroughfare in Cincinnati.

## Advertisers who have always used the NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity  
involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

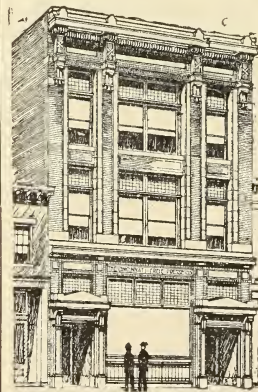
## LARGEST CIRCULATION. There are 100,000 homes in BALTIMORE.

The combined circulation of the  
AMERICAN and STAR  
is from 130,000 to 140,000  
daily. These two papers reach practically  
every person in Baltimore whose  
patronage is worth having.

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

nati, and it is right in the heart of  
the business district.

The present home of the Freie  
Presse is at the northwest corner  
of Vine and Canal streets. The  
Freie Presse Company publishes the  
Freie Presse (morning), the Abend  
Presse (evening) and the Sonntags-  
blatt der Freie Presse (Sunday).



CINCINNATI FREIE PRESSE HOME.

Max Burghelm is president and  
manager of the papers, I. V.  
Maescher is vice-president, and  
Otto H. Fritz is secretary-treasurer.  
The papers were formerly published  
by the late Leopold Markbreit, who  
a few years ago was mayor of Cincinnati.

## WANTS NEWSPAPER MEN IN CANADIAN SENATE.

The St. Thomas (Ont.) Times, a  
Conservative paper, editorially  
makes the claim that more newspaper  
men should be given recognition  
in the matter of nominations  
to the Senate. It suggests W. G.  
Burgoyne of the St. Catharines  
Standard, and W. S. Dingman of  
the Stratford Herald for senatorship.

# THE BOSTON POST

JUNE, 1912. AVERAGES

The Daily Post 408,007

The Sunday Post 328,529

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNESS, Western Rep.,  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

has a circulation you can put your  
finger on the A. A. A. says so.  
THE JOHN BUIDD CO., Representative  
New York. Chicago. St. Louis

## TO EDIT OTTAWA CITIZEN.

Rev. Charles W. Casson, a Unitarian  
minister of Boston, has decided  
to return to Canada in  
September after twenty years in  
New England and re-engage in  
newspaper work as managing editor  
of the Ottawa (Ont.) Citizen,  
to the editorial columns of which he  
has been a contributor for many  
years.

Mr. Casson is the author of a  
number of books and pamphlets  
dealing with social and economic  
questions and spent some time this  
month in Edmonton, studying the  
single tax and municipal owned public  
utilities systems in operation in  
that city.

## VACATION DAYS IN MANILA.

During the absence in Scotland of  
R. McCulloch Dick, editor and proprietor  
of the Philippines Free  
Press, of Manila, that publication is  
in charge of a board of four—F.  
Theodore Rogers, general manager;  
P. H. Stephens, editor; Irving Posner,  
advertising manager; and Alberto  
Campos, assistant editor. Mr. Dick  
will be away from the islands one  
year, and may return by way of  
the United States.

## BRITISHER RETURNS.

Philip H. Kerr, editor of the  
Round Table, a non-partisan publication  
devoted to politics in the  
British Empire, and published quarterly  
in London, Eng., has returned  
home from a tour of the Canadian  
Northwest. He was accompanied  
by Edward Kylie, associate professor  
of history in the University of  
Toronto, and spent some time in  
Edmonton, Alta.

## AMERICAN ENTERPRISE IN THE PHILIPPINES.

During the season just closed in  
Babuin, the summer capital of the  
Philippines, a weekly called the  
Baguio Herald was printed in English  
and Ilocano by E. J. Haberer,  
business manager of El Ideal, a  
Filipino daily of Manila, and editor  
and proprietor of the Pathfinder,  
a monthly publication in English  
and Tagalog.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation for 1911 - - - 94,724

EDWARD H. BUTLER, Editor and Pub.  
Representative of the foreign field by  
KELLY-SMITH CO.  
220 Fifth Avenue, Peoples Gas Bldg  
NEW YORK. CHICAGO.

## THE JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. CHICAGO.

## RETURNS TO THE STATES.

Jesse Dorman of his has disposed  
interest in the Calgary (Can.) News-  
Telegram to George M. Thompson  
and Charles Tryon and moved to  
San Francisco. Mr. Dorman is  
well known in the Pacific Coast  
states. His first business venture  
was the acquiring of a weekly paper  
in the state of Washington. This  
he sold and went to college, where  
he studied law, later practising in  
Spokane. Then he resumed journalism  
on the San Francisco Post. From  
San Francisco he went to the  
mining camps of Nevada, and then  
drifted to Calgary, where he joined  
the Herald. Leaving the Herald he  
established the Optimist, a weekly,  
which he sold to the Standard on  
assuming control of the old Daily  
News.

## CHANGE IN BOSTON GLOBE WASHINGTON BUREAU.

Norborne Robinson has been  
appointed Washington correspondent  
of the Boston Globe, succeeding  
A. Maurice Low. The Globe  
bureau has just moved to the  
new Riggs Building, which is closer  
to "Newspaper Row" than its old  
quarters.

The St. Ignace (Mich.) Enterprise  
has been sold to Clyde W.  
Hecox.

## PITTSBURGH

the workshop of the world, is entering upon  
an unprecedented era of prosperity. Its  
great mills and manufacturing plants are  
running at straining capacity. Positions  
are clamoring for takers, and skilled workmen  
from all over are finding employment here.

Keeping pace with this rebirth of vigor  
and prosperity are The Pittsburgh Post and  
The Pittsburgh Sun. No other papers in  
Pittsburgh have shown the enterprise,  
discussion and driving character of The Post  
and The Sun. They are the papers that the  
live people are reading—the creative people.  
Those who do things, those who stand for  
progress. Both papers are Democratic, and  
this is surely a Democratic year!

The Pittsburgh Post  
The Pittsburgh Sun  
EMIL M. SCHOLZ, General Manager.  
Special Representatives.  
CONE, LORENZEN & WOODMAN.  
NEW YORK. ATLANTA. CHICAGO.



**A GAIN of 168 Columns**

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,964 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**

New York Office, 710 Times Building.

THE

**News Scimitar**

of MEMPHIS, Tennessee, is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis, and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

**IOWA EDITORS AGAINST READY PRINT ADS.**

At the meeting of the Southern Iowa Editorial Association held at Burlington action was taken by the members toward eliminating foreign advertising except such ads as are inserted upon contracts made payable to the publisher or authorized agent.

This action was taken after a discussion on ad bearing ready prints and a spirited condemnation by John J. Sterling of the Cornish Democrat, F. K. Baldrige of the Bloomfield Democrat and other members.

The officers of the association elected the next year are: A. P. Norton of the Fremont Gazette, president; Harry Keller of the Russell Union vice-president, and Ollie Hull of the Leon (Ia.) Reporter re-elected secretary and treasurer.

The editors were the guests of the Burlington Commercial exchange and the Mississippi River Power Company of Keokuk.

**PRESS CLUB MEN ON LONG AUTO TRIP.**

A party of six members of the Press Club of Chicago are making an automobile trip of 1,700 miles to College Station, Texas, which will

Largest proved high-class evening circulation.

**The NEW YORK GLOBE**

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

**THE CLEVELAND LEADER and NEWS**

concentrates 100,000 circulation daily in Cleveland and within a radius of 40 miles, a fertile field for any advertiser. In Cleveland and within 100 miles of Cleveland the circulation is about 140,000 daily.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

**The News League of Ohio.**

The Dayton News

The Springfield News

Combined circulation 42,000

Combination Rate: Display, 8c. per inch

Classified, 2c. per word

Delivered to 75 per cent of the homes of Dayton and Springfield on paid subscriptions.

La Coste & Maxwell, Monolith Bg., N. Y.  
John Glass, Peoples Gas Bldg., Chicago

be reached in time for the farmer's congress, which convenes there on July 29. Headed by David B. Clarkson, in whose car the party is traveling, the members are William Lightfoot Vischer, Dr. Bonney Youngblood, special writer and lecturer, in charge of the twelve agricultural experiment stations in Texas; Kirk Towns, William Way and Arnold Chapman.

The car flies Press Club pennant and at Dallas and Houston, the press clubs will be visited.

**NEW IOWA OFFICERS.**

The Upper Des Moines Corn Belt Editorial Association of Iowa in semi-annual meeting at Des Moines elected officers as follows for the ensuing year: President, George C. Tucker, Webster City Journal; vice-president, A. F. Patton, Gowrie News; secretary-treasurer, A. M. Adams, Humboldt Independent. Resolutions endorsing woman suffrage were adopted.

**CLUB FOR ERIE AD MEN.**

The city of Erie, Pa. has just formed an ad club under the auspices of the Chamber of Commerce. Twenty-five men interested in advertising, recruited from the newspapers and the business men, attended the first meeting, but it is expected that at least one hundred will be on the rolls when the club is fully started.

A. C. MacCallum of the Erie Magazine, and Fred L. Weede, general manager of the Herald, formed the committee which got the organization under way. The officers are: President Frank Bond; vice-president, J. B. Arubuckle; secretary Jacob Umnitz.

**WOULD AFFILIATE AD CLUBS OF VIRGINIA.**

The formation of a state organization of Virginia Ad Club was considered at a meeting of advertising men from various points of the state in Richmond last Satur-

**THE TOLEDO BLADE**

has the

FIFTH LARGEST two-cent evening circulation in the United States, regardless of size of city.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

**Results are obtained in the SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

day. Ad clubs represented at the meeting were those of Roanoke, Danville, Lynchburg, Norfolk and Richmond. A delegation from Baltimore also attended.

The purposes of the proposed organization are to bring about closer association, to get good speakers for the Virginia circuit and to put through the next session of the Virginia Legislature an efficient fraudulent advertising law.

**OTHER CLUB NOTES.**

The Buffalo Ad Club, in line with its policy, has identified in any movement looking toward improvement in conditions for the city, has originated the idea of having a city song. Copies of the song and the conditions of the contest are being sent to all the musical societies of the city, and it is thought that the plan will result in a song which will be taken up by musicians and the people in general.

The members of the Cook County Press Association of Illinois will take an excursion this month over the McKinley Road to Starved Rock. B. A. Pratt of Chicago is in charge of the arrangements.

The Spokane Ad Club chartered a special sleeper on the Great Northern to Seattle to attend the Potlatch. Miss Spokane and her chaplain accompanied the party.

The members of the Indiana Republican Editorial Association held a meeting in Indianapolis on Tuesday to pledge their support to President Taft.

At the meeting of the St. Clair County Publishers' Association of Illinois Arthur Mollman of the Millstadt Enterprise was elected president. Adolph Suess of the East St. Louis Gazette is the new secretary.

The Wednesday luncheon-lectures of the Advertising Club of Baltimore are being continued during the Summer, and are well attended. This week William H. Maltbie, president of the Travelers' and

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 7c per inch  
per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.  
WRITE FOR INFORMATION.

THE

**MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL Chicago  
New York ST. LOUIS.

Merchants' Association of Baltimore, gave an interesting talk on "The Proposed Bureau of the State and Municipal Research." The club is now working on plans for the 1913 A. C. A. convention.

The Pennsylvania State Editorial Association began its annual excursion from Wilkes-Barre on Wednesday. About ten days will be spent among the cities of northeastern Pennsylvania, the Adirondack Mountains and New York.

The Ad Club of Columbus, O., had its annual outing Wednesday.

The annual meeting of the Alberta and Eastern British Columbia Press Association is being held at Nelson, B. C.

The annual summer outing of the Connecticut Editorial Association will be held Monday at Litchfield, with George C. Woodruff of the Litchfield Enquirer as host for the day.

**LEAVE OF ABSENCE.**

J. J. Rafter, the chief operator of the New York bureau of the United Press has been given a three months' vacation. Claude Irons, chief operator of the Chicago bureau, will sit in for him until he returns. Mr. Rafter will attempt to rid himself of the rheumatism from which he has suffered during the past year.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Avenue, NEW YORK.

"A Daily Newspaper for the Home"  
THE

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.  
For advertising rates address

CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

### OBITUARY NOTES.

WILLIAM ROSWELL MORGAN of Fredonia, N. Y., formerly a newspaper man, but retired from active business for several years, died suddenly of heart disease on Friday. Mr. Morgan was born in Fredonia in July, 1841, and had made that village his home all his life. He was engaged in the printing business for many years and for a long time was the firm of A. H. Hillon, C. F. White and W. R. Morgan, publishers of the Advertiser and Union at Dunkirk and the founders of the Dunkirk Daily Herald.

EDWIN J. PARK, for many years on the news staff of the Boston Globe, died of cancer of the throat last Friday. Mr. Park was formerly with the New York Sun and World and the Worcester Telegram. Part of his time with the Globe was as news editor, and he did extensive traveling to all parts of the world for the paper and as a free lance.

PROFESSOR JOHN A. PAINE, widely known as a journalist, archaeologist and linguist, died at Tarrytown, N. Y., on Wednesday after an illness of several years. He was seventy-two years old and in 1871 was made editor of the Independent; in 1882 he became editor of the Journal of Christian Philoso-

### THE KNICKERBOCKER PRESS

*The Tri-City Daily and  
Sunday Newspaper of the  
Capitol District of New  
York State.*

ALBANY  
SCHENECTADY  
TROY

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
Indianapolis Sun  
daily and Sunday actual  
average circulation in Dec. 43,601

The fastest growing newspaper in America  
PAYNE & YOUNG Rep., East and West

phy and later was a member of the editorial staff of the Century Dictionary. Late years he devoted almost entirely to work on archaeology.

CAPTAIN HENRY R. JONES, for a quarter of a century proprietor of the New Hartford (Conn.) Tribune, died Saturday in Hartford of a complication of diseases. He was seventy-five years old, a veteran of the Civil War and past commander of the Department of Connecticut G. A. R.

JAMES REED, proprietor of the Ashtabula (O.) Telegraph, died suddenly last week at the age of sixty-one years.

BENJAMIN G. WILSON, part owner of the Bristol (Vt.) Herald, is dead, aged fifty-four years.

WARREN E. BLANCHARD, one of the owners of the Altoona (Pa.) Tribune, is dead of acute indigestion and heart trouble.

MISS LUELIA K. WEBSTER, publisher of the Belding (Mich.) Record, is dead.

REV. CANON TEMPLE, for a number of years editor of the Diocesan Magazine, St. Johns, N. F., died recently. A son is editor of the Twillingate Sun.

ELI MCCONNELL, for more than fifty years editor of the Penn Yan (N. Y.) Democrat, died recently from injuries received in being struck with a baseball. He was eighty-one years old and a native of Barrington.

EDWARD F. CLARKE, for many years engaged in newspaper work in Iowa, is dead at Wilton. He was seventy-seven years old and up to a short time ago was publisher of the Wilton Advocate. He formerly worked in Davenport and Council Bluffs.

LAWRENCE T. PARRY, for fourteen years with the telegraph department of the New York World, died suddenly on Wednesday.

ANDREW LANG, a widely known Scotch writer and poet, died Sunday. He was a frequent contributor to periodical literature and

## THE FIELD OF CIRCULATION OF THE SEATTLE TIMES DAILY AND SUNDAY

comprehends the Pacific Northwest completely, as the circulation extends through the border counties of Oregon, all of Western Idaho and Western Montana, throughout the state of Washington and British Columbia.

In this field there are to-day about 1,600,000 inhabitants, of whom 1,000,000 reside in the state of Washington.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

THE  
MILWAUKEE  
NEWS has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

for a long time was connected with the London Daily News.

BISHOP HENRY W. WARREN of the Methodist Episcopal Church, who was born in 1896 to 1900 editor of the Study, died at Denver of pneumonia on Tuesday at the age of eighty-two years. He was the author of several books and of many reviews and newspaper articles.

### GEORGIA WEEKLY PRESS ENDS MEETING.

More than 150 members of the Georgia Weekly Press Association attended the annual meeting of the organization in Dublin. It was thirteen years since they had held a meeting in the city before and received a royal welcome. A very complete program of business and entertainment was on tap during the two days of the meeting.

E. H. Methvin of the Eastman Times-Journal was elected president, and LaGrange won the 1913 meeting. The other officers are: First vice-president, P. T. McCutchen, Franklin News and Banner; second vice-president, R. Y. Beckham, Dublin Herald; secretary, W. A. Shackelford, Lexington Echo; corresponding secretary, H. M. Stanley, Dublin Courier Dispatch; treasurer, Berry T. Mosely, Danielsville Monitor.

### BRITISH COLUMBIA EX- EMPTS PULP WOOD.

The State Department has been called on by the Treasury Department for a report as to whether there is objection to granting a request of the government authorities of British Columbia that a certain amount of print paper manufactured from wood pulp produced in that territory be admitted to the United States free of duty.

The governor and council of British Columbia have issued an order exempting wood cut on certain specific leases west of the Cascade Mountains. The notice was received at the treasury Tuesday and promptly referred to the State Department.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000

THE PEORIA  
JOURNAL  
is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.

### VENDING MACHINE IN N. Y.

A Houghtaling Vending Machine is having a tryout in New York at Broadway and 46th street. The innovation seems to be making a great hit and is doing a good business with the Broadway crowds. The machine is divided into six compartments, each holding sixty papers. All that is necessary to get a paper is to drop the price in the slot and wait for the machine to do the rest. Thus the middleman is eliminated.

### INDUSTRIAL PAPER FOR CLEVELAND.

As a result of the mediation conclave near Chardon, O., Cleveland may have a paper which will take up problems of arbitration between labor and capital.

The name proposed for the organ of mediation was the Industrial Digest. If plans are made to start the paper as suggested, it will be published weekly. It is possible that a company will be formed to publish it.

### NEW FRISCO AGENCY.

The firm of Alexander & Bent has succeeded the advertising agency of Alexander & Wood in the Commercial Building, San Francisco. The concern is composed of R. G. Bent, Jr., and Philip W. Alexander.

Supreme in Automobile Field.  
In the half year of 1912 the

## NEW YORK TIMES

printed a greater volume of motor advertising than any other New York newspaper.

AGATE LINES  
The New York Times 299,601  
Second Newspaper 278,927  
Third Newspaper 268,803  
Of the three morning newspapers which lead in automobile advertising the net paid daily city sale of the New York Times is double the combined daily city sales of the other two newspapers.



## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

## CONFERENCE ON FREE PRESS.

Continued from Second Page.

the sessions of the Conference on Civic and Social Center Development, held in Madison, Livy S. Richard, editor of the Boston Commonwealth, presented a news writer's confession under the title, "What the Newspapers Can't Do."

This paper started a discussion among the newspaper and magazine men who were present; among others, William Allen White, editor of the Emporia Gazette, Dante Barton of the Kansas City Star; Herbert Quick of Farm and Fireside; Louis F. Post of the Public; Frank Parker Stockbridge, formerly of the Cincinnati Times-Star; and Charles W. Holman of the Dallas Farm and Ranch.

It was agreed that it would be of practical benefit to news writers and to the public to have a frank examination of the question which Mr. Richard's paper raised; that the time was ripe for such a conference; and that it could be held under no more appropriate auspices than those of the extension division of the University of Wisconsin which in so many ways is broadening the conception of a university's service in a democracy.

The suggestion for a national conference of newspaper workers met at once with favor on the part of the university authorities. It received practically unanimous support from the press, irrespective of political lines. A committee of representative newspaper and magazine men co-operated with the extension division in working out plans for the conference.

Mr. Stone will take a negative

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**M** MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

**48,667** CIRCULATION  
Daily (Net Paid)

FOR JUNE, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

point of view in speaking on the topic, "Can the Impartiality of the News-Gathering and News-Supplying Agencies Be Fairly Challenged?"

In connection with the conference there will be a very complete historical exhibit of the evolution of the newspaper, in the collection and arrangement of which the curator of the State Museum is co-operating with the University Department of Journalism.

The meeting has been timed to fit into the average newspaper man's vacation and its recreational and entertainment features will be worthy the reputation Madison enjoys as a summer gathering place. Moreover, Wisconsin is a great park of woods, trout streams, and bass lakes and it is planned to work out convenient two-day, five-day, and ten-day outings for those who care to take them after the conference.

## VACATION NOTES.

**HARMON CAMPBELL**, business manager of the Chicago Examiner and Charles Fitzmaurice, formerly with the American, are camping at Indian Lake, near Dowagiac, Mich.

**JOHN H. HORGAN**, cashier of the New York Evening Sun, is one of the summer residents at South Beach's Bungalowtown on Staten Island.

**JAMES CROW** of the Washington Post's advertising staff is at his old home in Cedar Rapids, Ia., for his vacation.

**JAMES WARD** of the Allen & Ward Special Agency, Chicago, is out of town on his vacation.

**PHILIP LINDSLEY**, telegraph editor of the New York Evening Mail, is content to spend his vacation in and around New York.

Miss **IDA PENDLETON** of the Fort Worth (Tex.) Star-Telegram staff, is spending a two-weeks' vacation at the Mineral Springs, Tex.

**JOSEPH M. LEVY**, advertising manager of the Phoenix (Ariz.)

## Greater than ever!

THE

**Boston Herald**

now over 100,000

THE

**Boston Traveler**

AND EVENING HERALD

consolidated July first,  
over 120,000.

*A Quality and Quantity*

*Combination that cannot be excelled.*

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK. CHICAGO. ST. LOUIS.

Republican, is visiting his parents at Galveston, Tex.

**THOMAS M. ALEXANDER** of the New York Evening Mail's copy desk is at the Thousand Islands, in the St. Lawrence River.

**THEODORE W. NOYES**, editor of the Washington Star, sailed from New York on Wednesday for a three months' trip to New Zealand and Australia.

**WALTER BOYCE** of the Chicago Journal staff is spending his off-days at Rome, Ill.

**LOUIS V. URMY**, the New York advertising agent, is on a launch trip on the Shrewsbury river, N. J.

**SOLOMON S. J. VLASTO**, publisher of the New York Greek daily Atlantis, sailed for Europe on Tuesday.

**FRANK V. ELSER** of the New York office of the Associated Press is enjoying two weeks' vacation.

**WALTER STORY** of the staff of the I. A. Klein Special Agency, New York, is spending two weeks at Asbury Park, N. J.

**JOHN PETRIE**, secretary and treasurer of the John M. Branham Company's Chicago office, is spending his vacation in New York. He will remain in the city for two weeks.

**JESSE LEACH**, proprietor of the Bartlesville (Okla.) Enterprise, is at his summer cottage in Woodland Park, Colo. Mr. Leach, who is a former Topeka newspaper man,

## A Powerful List is the

**MILWAUKEE  
GERMANIA LIST**

**Daily Germania**.....**24,568**  
(Only German reading daily in Milwaukee)  
**Daily Herald**.....**17,000**  
(Only German reading daily in Milwaukee)  
**Sonnstags Post**.....**45,200**  
(Only German Sunday (ally in Milwaukee)  
**Weekly Germania**.....**107,413**  
**Haus-und Bauernfreund**  
(German Farm Journal) Weekly **103,333**  
**Deutsche Warte, Weekly**.....**22,000**  
**Die Rundschau, Weekly**.....**25,002**  
**HENRY DE CLERQUE, U. S. Rep.**  
702 Schiller Building, CHICAGO.  
**LOUIS KLEBAHN**, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

THE LARGEST AND MOST MODERN newspaper plant, in any Latin-American country is owned by the

## HAVANA POST

**GEORGE M. BRADT**, Publisher

which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba

Published Every Day in the Year.

is a Republican candidate for representative from Washington County.

**AMON G. CARTER**, business manager of the Fort Worth (Tex.) Star-Telegram, is at Colorado Springs for a few weeks.

**T. F. FLYNN** of the New York staff of the Beckwith Special Agency, New York, is spending his vacation with his family at Sullivan County, N. Y.

**THOMAS J. WALSH** of the New York office of the A. N. P. A. left to spend his vacation this week in New York State, the Thousand Islands, Canada and the sections bordering Lake Champlain. He is accompanied by his two brothers.

**B. F. MEYERS**, publisher of the Harrisburg (Pa.) Star-Independent, is at Somerset with his daughter.

**LA FAYETTE YOUNG**, publisher of the Des Moines Capital, sails for Europe today with his daughter. Mrs. John P. Herrick of Olean, N. Y. Mr. Young is a great traveler. He went around the world with President Taft in 1905.

**U. P. PHILADELPHIA OFFICE.**

The Philadelphia Staff week opened a bureau in the Times Building, Philadelphia, with John Mollett, formerly of the New York office, in charge.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

**"BURRELLE"**

CHARLES HEMSTREET, MANAGER.

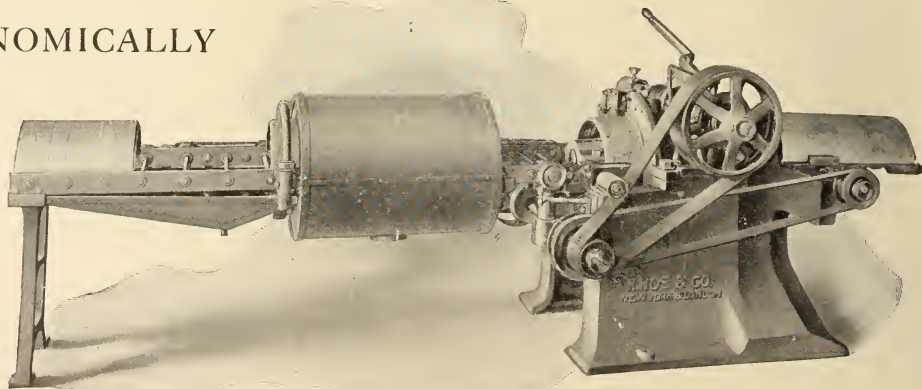
45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

NEWSPAPER PUBLISHERS when urged to buy "NEW IDEAS" in Stereotyping or Printing Machinery may safely assume that there is nothing doing in these lines which the old established house of R. HOE & CO. cannot do *a little better than any one else*, and at a cost no higher, for good materials and workmanship.

*When it comes to  
STEREOTYPING  
why pay rent when  
you can  
OWN A MACHINE  
for one-fifth the cost  
of rental?*

THE  
HOE AUTOMATIC PLATE FINISHER  
MAKES PERFECT PLATES  
QUICKLY  
AND  
ECONOMICALLY



Among the offices that have already ordered these improved machines are:

Albany Journal,  
Albany Times-Union,  
Atlanta Journal,  
Birmingham Ledger,  
Buffalo Courier and Enquirer,  
Buffalo Times,  
Buffalo Express,  
Cincinnati Enquirer, (2 machines)  
Cincinnati Post,  
Cleveland Press, (2 machines)  
Cleveland Plain Dealer,  
Columbus Dispatch,  
Denver Post,  
Detroit Free Press,  
Detroit Journal,  
Grand Rapids Press,  
Hamilton Herald,  
Hamilton Spectator,  
Hartford Times,  
Haverhill Gazette,  
Indianapolis News,  
Kansas City Post,  
Los Angeles Times-Mirror,  
Lynn Item,  
Memphis Commercial Appeal,  
Minneapolis Tribune,  
Montreal Gazette,  
Montreal Patrie,  
New Bedford Standard,  
New Orleans Picayune,  
Omaha Bee,  
Ottawa Citizen,  
Philadelphia North American,  
Philadelphia Record,  
Philadelphia Telegraph,  
Pittsburgh Press,  
Reading Eagle,  
Richmond Times-Dispatch,  
Regina Leader,  
Rochester Democrat and Chronicle,  
St. Louis Post-Dispatch,  
St. Paul Dispatch,  
Schenectady Gazette,  
Schenectady Union-Star,  
Seattle Post-Intelligencer,  
Syracuse Herald,  
Syracuse Post-Standard,  
Syracuse Journal,  
Toronto Globe,  
Toledo News-Bee,  
Winnipeg Telegram,  
Vancouver World,  
Winnipeg Free Press,  
Also several in Europe and South America.

R. HOE & CO., 504-520 Grand Street, NEW YORK.

7 Water Street BOSTON, MASS.

7 South Dearborn Street, CHICAGO, ILLS.

109-112 Borough Road, LONDON, S. E.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

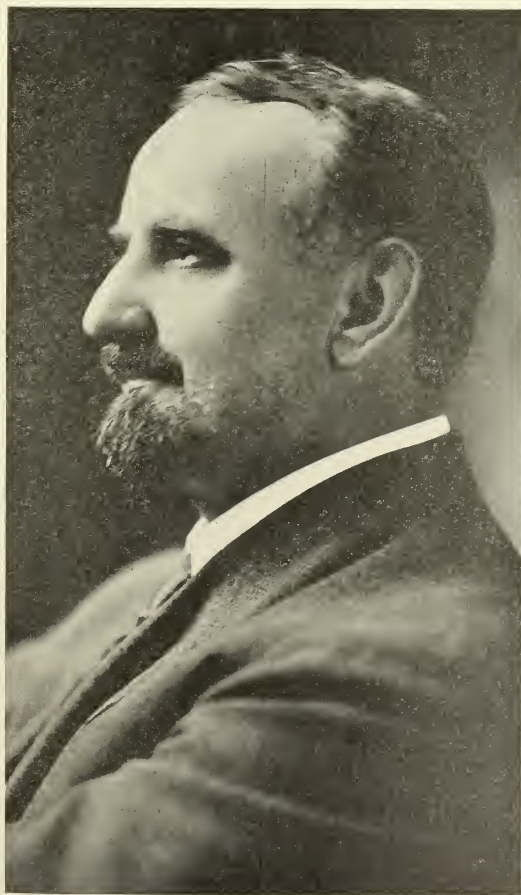
No. 962

NEW YORK, SATURDAY, AUGUST 3, 1912

TEN CENTS A COPY.

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V



LYNN J. ARNOLD,

PUBLISHER OF THE KNICKERBOCKER PRESS, THE MAN WHO  
"PUT ALBANY ON THE MAP."

See Twelfth Page.

# THE ETHICAL STANDARD OF AMERICAN PAPERS.

## LEADING JOURNALISTS GIVE THEIR OPINIONS AT CONFERENCE IN MADISON.

That the ethical standards of the press of the United States are as high as the society it serves, that outside interests cannot control a news paper, and that the services that control the avenues of news through the country are non-partisan in the best judgment of the most expert men to be secured, were the prevailing opinions after the three-day newspaper conference this week at Madison under the auspices of the extension department of the University of Wisconsin.

The conference is the first of its kind ever held. Scores of prominent writers and educators were present from all parts of the United States.

After the various expressions of opinion on the question of the ethics of journalism by the powerful newspapers of this country it came to be the general opinion that the news is prepared in accordance with the desires of readers, that the readers hold the newspapers in the hollow of their hands and their patronage is the guiding star of the publishers rather than the influence of advertisers.

The people have the rule of the newspapers, according to the various opinions, and the speakers almost unanimously declared that their greatest care is to satisfy the public in regard to reading, rather than the menace of the advertiser. A newspaper to be a newspaper must give the news without fear or favor or it cannot conduct business under such a name.

### ADDRESSES BY EDUCATORS.

The opening addresses were by Professor Louis E. Reber, dean of the extension department, University of Wisconsin; James T. Trotman of Milwaukee, president of the board of university regents; Governor F. E. McGovern, Colonel William J. Anderson of Madison, chairman of the arrangements committee; and Dr. George E. Vincent, president of the University of Minnesota.

Professor Reber said the suggestion of a newspaper conference came up at a gathering of sociologists there last year, and was readily approved by the regents of the university. A newspaper, like a university, should, he said, stand for a high ethical purpose, and have for its aim lasting humanitarian ends and the general welfare.

Colonel Anderson said the question was whether the press should be governed by laws which controlled the sale of merchandise or by the high ethical standards which would promote morals and welfare of society generally.

"To degrade the ethical standards of the press is to do more to poi-

son the spring," he said; "it is so to poison the system that pure water becomes repugnant to it."

President Trotman spoke on the university and press as co-ordinate tools for the promotion of social intelligence. Governor McGovern said the present conference had been called to minimize the press' temptation to do evil, and to enlarge its opportunities for doing good. He concluded that the people can be trusted to decide wisely whenever they have the facts upon which a fair judgment may be based, and that this work has been done in the past and will be done in the future principally by the public press.

Dr. Vincent, who spoke on "The Press and the People," traced the development of the public press in the United States and paid a warm tribute to it for promoting the general welfare and citizenship of the people. He predicted that despite discussion of endowed, municipal and public newspapers, the press would remain a privately owned public function for another generation or two at the least.

"The press too often yields to economic and social pressure," he said. "But in this it is not unique. It shares the responsibility with politics, with business, at times with education, and even with religion. Newspaper men have as keen a sense of social responsibility as the members of other professions. I believe the rank and file of the press writers of the country are in hearty sympathy with the changes which promise larger justice and fairer conditions of life. Any pressure exerted on the press is transmitted to these men from the managers who employ them."

"The shortcomings of the press are the products of our national life for which all of us must assume our share of responsibility. Whatever may be the final outcome, it is safe to predict that for another generation or two the press will remain a privately owned public function. Improvement will come through many forces all working toward the ideal of playing the game of our daily life on a higher plane of good sportsmanship."

"The American press reflects the life of all of us, and it affects the life of all of us. We must all share the common task of raising slowly, steadily, courageously this life to a higher level of truth, of justice, of good will. We, the people, make the press what it is. The press can help us to make it and all our national institutions more nearly what they should be."

### NEWS SERVICE.

Several of the men widely differed in their views on the questions of whether the newspaper reading public is getting all the truth to which it could be entitled and whether news gathering and news supplying agencies are impartial.

Among the papers read were those of Melville E. Stone of New York, general manager of the Associated Press; A. M. Simons, of the Kansas City Coming Nation; Livy S. Richard of the Boston Common; W. E. Ellis, Gray's Lake, Ill.; Theodore Schroeder, of New York,

and Lieutenant-Governor Emil Bachus of Wisconsin.

The newspaper-reading public is not getting all the truth it is entitled to, was the emphatic declaration of William H. Ellis, editor of the Searchlight, at Gray's Lake, Ill. He said that reporters who were assigned to a subject with which they were unfamiliar could not be expected to give an entirely accurate exposition, but, he added, that they did not intentionally deceive.

Mr. Ellis criticised the editorial custom of skillfully handling facts when a different wording would give a more illuminating and therefore more truthful interpretation.

"You've got to make a story or the people won't read it," he declared. He said that papers which filled their pages with entertainment features fell into the habit of overstating the case, and their news value inevitably fell in the public mind. Turning to the "headline artist" as a teller of the truth, Mr. Ellis found ground for criticism.

### FOR A PUBLIC NEWSPAPER.

Livy S. Richard, editor of the Boston Common, declared that "the whole basis of the present insurrection against the controlled press is a democratic impulse toward freedom." He cited instances which he said showed that some newspapers had been influenced by outside control and had not printed all the news. In conclusion he advocated a public newspaper.

"I believe we shall never get through the woods on this journey until we have the public newspaper," said Mr. Richard. "There are some private newspapers which measure high in public spirit and public service. There will be more tomorrow. Not until we have the public interest in publicity assured through public newspapers can we have a certainty of public control. The public newspaper is a logical and necessary complement of the public school."

"How is news service affected by the constantly increasing cost of the newspaper plant; the increasing proportion of total newspaper revenue derived from the advertisers, and the non-journalistic interests of the capitalist owner?" was answered in a paper prepared by Don C. Seitz of the New York World. The address is printed in full on the next page of THE FOURTH ESTATE.

### READERS THE POWER TO BE PLEASED.

Charles H. Grasty of the Baltimore Sun said he believed the newspapers could not afford to ignore their advertisers, and that the whole question of the relation of news service to the commercial element of the publishing business was a matter of economics. Mr. Grasty said:

"The pioneer period of independent journalism is nearing its end. What a few editors like Halliday and Richards of Indianapolis, Nelson of Kansas City, Stone and Lawson of Chicago, Samuel Bowles of the Springfield Republican, and others did a quarter of a century ago, in a fine spirit of heroism, all will do, as a matter of course, when the science of journalism, toward which we are working

Continued on Twenty-third Page.

### SPECIAL AGENCY CHANGE.

Salt Lake City Herald-Republican (foreign representation) from J. C. Wilmerding Company, New York, and C. R. Arries, Chicago, to Cone, Lorenzen & Woodman, New York and Chicago.

### CHICAGO DOES AWAY WITH THEATRE AD TICKETS.

Managers of the loop theatres in Chicago have agreed for the season of 1912-13 that they will not issue any form of tickets for advertising purpose and will discontinue the use of all "locations" and billboards for which payment in tickets is made.

This was done in the belief that in no other way could the traffic in the tickets issued to advertise be stopped.

Pasters, tacking cards, "snipes," window bills and every form of paper or cardboard smaller than the ordinary form of lithograph posted on the billboards were placed on the prohibited list.

The agreement was made to put a stop to the use of small and useless forms of printing, which entail great expense upon the business, deface the city and provide scalpers with their stock in trade.

### SENATE PLANS ADVERTISING PHOTO REGULATION.

The prevention of the use of photographs in advertising without the permission of the subjects and the suppression of the fake photograph business which has prospered at the expense of the President and other distinguished men, is aimed at in a bill introduced by Senator Lodge.

For either offence it provides for a fine of not more than \$1,000, or six months' imprisonment, or both.

The bill provides that any person fraudulently and untruthfully represented or whose name, portrait or picture has been used for advertising purposes or purposes of trade without his consent may bring an action in equity to restrain further injury or to recover damages.

### FIGHT WRITERS WOULD BE SENT TO JAIL.

Newspaper men working on prize fight stories would be affected by a new anti-prize fight measure that is proposed to make a law in Los Angeles. The law would make every one connected with a ring battle, from the most unimportant helper about the training quarters, guilty of a felony and liable to imprisonment in the penitentiary.

### ST. LOUIS POST-DISPATCH MAY BUY LAND.

The Pulitzer Publishing Company is said to be negotiating for the possession of the southwest corner of 7th and Market streets for a site for a new building for the St. Louis Post-Dispatch when the lease on the Broadway property expires, which will be in about two years.

The property has a front of 110 feet on Market street and 134 feet on 7th street.

### WITH CLASS JOURNALS

Francis L. Wurzburg, for four years with the Home Eastern Company as stockholder, director and advertising manager, has been appointed general manager of the Class Journal Company, publishers of Automobile and Motor Age. Mr. Wurzburg was for nine years with the Root Newspaper Association.



## AMERICAN PRESS IS REALLY FREE.

### THEORIES OF OUTSIDE CONTROL ARE UNFOUNDED

The following is a paper prepared by Don C. Seitz of the New York World this week for the University of Wisconsin, Madison. The subject is "The Physical Side of the Newspaper."

"The first question I am asked is: How is news service affected by the constantly increasing cost of the newspaper plant?"

"To begin with, this is a false premise. The cost of the newspaper plant is not constantly increasing, and the news value of a publication makes it necessary to expand.

"Newspaper machinery, while expensive, is very enduring. We have presses in the World office that are now twenty-five years old and still do an honest day's work. We have had linotype machines last successfully for twenty years, and the Lanston monotype machine, furnishing as it does fresh type every day for our advertising columns, does away with the old waste of renewal at the type foundry.

"Newspaper plants are expensive only relatively. When measured by efficiency, while costly in the initiative, they are extremely economical from a standpoint of production. Otherwise how could it be possible to produce the marvelous one cent newspapers of today, such as dominate the field in New York and Chicago?"

"The cheap newspaper is cheap only because its mechanical co-ordination is economical. If the great plants of the metropolitan dailies look expensive from the standpoint of dollars and cents, they are warranted by the results attendant.

"The news service was on the ground ahead of the printer and his device. It is the expansion of the news service that has made the expensive plant possible and profitable. There is no cheap and easy way left, of course, to start a great daily, but this is only because the field is so thoroughly well guarded by its present possessors.

"It is the cost of the news service, and not the cost of the plant, that makes the newspaper difficult. Three-fifths of the cost of operating a modern daily are what might be called overhead expenses, meaning the news service, editorial writers, pictures, cablegrams and the various bureaus. The mechanical side only represents the remaining two-fifths.

"I do not know a single progressive newspaper that is not constantly increasing its news outlay far more than it piles up its mechanical expenditure. The wise editor knows that it is the news that sells the paper and not the press that prints it.

"The second query:

How is the news service affected by the increasing proportion total newspaper revenue derived from the advertisers?"

"It is only affected to the extent to which the various revenues enable it to spend more for news and better editorial service. Only the common practice of sellings newspapers for one cent has had the effect of cutting down this proportion of the revenue. I should say that in a normal, energetic establishment the advertising would be about two-thirds of the revenue, leaving about one-third to come from the circulation.

The margin of profit on a one cent newspaper is of course very small, and the cost of white paper. This does not apply, however, to the Sunday paper, which is an important adjunct of all the large dailies, and where the circulation profit remains an extremely important factor.

But the advertising, it must be remembered, comes only with the newspaper's success as a newspaper. The theory that line hunters in the guise of advertising solicitors are in the habit of going out and impose upon the business public and thus secure the advertisement which appears in the newspaper. Advertising is about the closest kind of a business proposition. The large advertising stores sell their money in exact percentages laid against the value of their wares, usually about

three-and-one-half per cent. of their gross business.

"Experience has taught the good advertiser that he must create a current of interest, and he has learned that the only way to do this is by intelligently presenting his values and stock to the public in a convenient way. There is no greater convenience than in presenting his paper, which is widely read, and it is relied upon to furnish these daily bulletins of business, thereby saving research and sign-hunting by the busy public.

"Perhaps the framer of the question had in mind the thought that the increasing advertising in this is a proof of the opinions, news service or editorial energy of the paper.

"This is another foolish thought. If there is more in proportion—and I think there is—the more business a newspaper gets the stronger it becomes; more powerful and more independent. It is giving value received to the advertiser, and does not truckle to him or dispose of itself to secure his business. In short, it commands and does not obey.

"If the theorists would think logically for a few minutes they would see the correctness of this proposition. The strong newspaper acquires its power on a basis of public confidence. The advertiser finds a constituency which has faith in its newspaper much more productive of business results than a subsidized sheet could possibly be.

"Not only do advertisers not run the policy of newspapers, but they seldom or never try to. I have been for twenty years in the business office of the New York World, and I do not recall a half dozen attempts on the part of advertisers to influence it; and of these attempts only one was a matter of public concern, about which there were two very fair opinions. We did not accept the advertiser's view.

"It is some five years since I have had an advertiser ask me to do anything, even in his personal interests, unless perhaps to print a wedding notice, the mention of some social affair; and in this I rather think the editors treated him more shabbily than if it had been someone else.

"Good editors are not interfered with on great newspapers. If they were there would be neither good editors nor great newspapers.

"The third question asked:

How is news service affected by the non-journalistic interests of the capitalist owner?"

"This is one of the shibboleths that come piping regularly out of Wisconsin. In my wide range of newspaper acquaintance I do not know any capitalist owners, nor do I know any successful newspapers that are not owned by themselves. It is not possible for a newspaper to be successful if run by a capitalist. The newspaper is a public concern, and when it ceases to serve the public it ceases to be a successful newspaper.

"A good many people have tried to start newspapers or have bought newspapers with the idea that they could in some way manipulate them in a private interest. The result has always been disastrous. The very few capitalists I have known who went into the newspapers to help out a poor editor, have failed, and were sorry they ever played with the game.

"It ought to be clear to the average mind that a newspaper is the one thing in the world that is run in the open. It prints what it has to say where everybody has access to it. It cannot rig up as in that of making newspapers, and if the editor or capitalist proprietor should try to make something he would soon find it torn away and laid naked to the world.

"This Wisconsin cry about capitalist ownership interests me mildly because I would like to know what it is based upon.

"Who are the capitalists? Where are their interests? Who are the editors whose minds are perverted? Who are the editors who are compelled to write against their will?"

"It would be interesting to have a list made for a further analysis. The peculiarly of the newspaper lies in the fact that it more than any other is an unshakable article. I mean that it must conform to the news. It cannot remake it or remodel it. It can and does make mistakes, but that is the limit of its possibilities. The manufacturer can turn out an article of a peculiar pattern, while

the newspaper can only print what it finds; can only convey the result to its waiting public.

The editorial opinion it seeks to build must grow with fact and reason and not by mere assertion. In short, it is an advertising medium both in presenting news, issues and trade. The newspaper can have no other purpose and be a newspaper, and if it is not a newspaper it will die."

### BARBOUR TO LOS ANGELES.

William McK. Barbour, for a long time advertising manager of the Minneapolis Tribune, has become assistant publisher of the Los Angeles Tribune, owned by Edwin T. Earl. Mr. Barbour left for the



WILLIAM MCK. BARBOUR.

Pacific Coast this week. Mr. Barbour takes up his new duties after a training in newspaper work that has given him a thorough knowledge of the responsibilities of newspaper management.

### NEW YORK'S TEST OF NEWS-PAPER VENDING MACHINE.

Fine results are reported from the test of the Hoteling Newspaper Vending Machine at 40th street and Broadway, New York. The machine has been carrying all the city's morning and evening dailies and is kept busy morning and night. In the center of the city's "Bright Light" district it furnishes an apt example of its service capabilities. The machine is of a most convenient and simple nature and works with no more delay than the fastest human newsboy.

### NEW MANAGER IN MOBILE.

Clarence B. Hanson has been elected vice-president and general manager of the Mobile Item, and leaves Augusta, Ga., where he has been advertising manager of the Chronicle. He is a brother of Victor Hanson, publisher of the Birmingham News.

### NEW APPOINTMENT.

Robert J. Danby, New York, has been appointed Eastern representative of Opportunity Magazine, Chicago.

### MORE A. N. A. M. MEMBERS.

The membership of the Association of National Advertising Managers reaches the mark of 191 with the election of the following:

T. O. Asbury, advertising manager of the Southern Cotton Oil Company, New York; Rollin H. Babbitt, Jr., advertising manager Weir Stove Company, Taunton, Mass.; Alexander M. Candee, manager advertising National Enameling & Stamping Company, Milwaukee; S. M. Coley, assistant general manager of the Frost-O-Life Company, Indianapolis, vice Mrs. M. R. Burlingame, resigned;

Sherman Ford, advertising manager National Fire Proofing Company, Pittsburgh; E. H. Gane, chief chemist and advertising manager McKesson & Robbins, New York; George Mayer, Strouse, Adler & Co., New York; M. A. Pollock, advertising manager Taylor Instrument Companies, Rochester; Jack W. Speare, advertising manager G. W. Todd & Co., Rochester;

J. C. Woodley, manager sales promotion and advertising department General Roofing Manufacturing Company, East St. Louis, Ill.; H. A. Worman, advertising manager the Baker Motor Vehicle Company, Cleveland.

### HOT TIMES IN DENVER.

The war between the publishers of the Denver Post and Times has resulted in Frederick G. Bonfils, partner of H. H. Tamm in the ownership of the Post, being sentenced to sixty days in jail and fined \$5,000 for criminal contempt of court.

The charges were brought at the instance of William G. Evans, millionaire head of the street car company. It was alleged articles printed in the Post were intended to intimidate the court.

Evans, with Robert Speer, publisher of the Times, has been figuring in libel litigations with the owners of the Post for several months.

The alleged contempt occurred in the hearing of Bonfils after his arrest on a charge of criminal libel preferred by Evans, who has also instituted suits against Bonfils and Tamm for \$1,000,000 damages. The court was unable to serve a warrant for the arrest of Mr. Tamm on the libel charge owing to his departure for Hawaii. An appeal has been taken by Bonfils' attorney.

### NEW OHIO AGENCY.

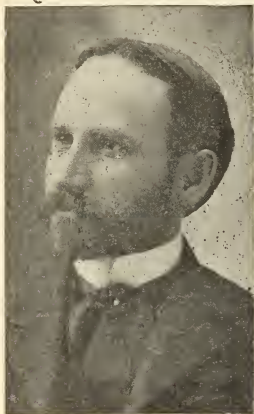
The Grimes-Peebles Company succeeds the Grimes-Duveneck agency of Portsmouth, O. It will do a general advertising business. Joseph B. Peebles of the new firm is a former vice-president of the Cross-Gilchrist Advertising Company, Cleveland.

### CHURCH PAPER MOVED.

Since the New York Observer was suspended the Stevenson Publishing Company has removed the Michigan Presbyterian from Detroit to New York and is publishing it under the title of the Presbyterian Examiner, with Philip I. Roberts as editor.

# DINGLEY RETURNS TO HIS OLD KALAMAZOO NEWSPAPER.

The Kalamazoo (Mich.) Telegraph-Press newspaper property, including the Press building and all other property owned by the company, has been sold by William J. Slater and associates to William Thomson of Battle Creek and Edward N. Dingley of Kalamazoo. All of the former stockholders of the paper have retired, and the



EDWARD N. DINGLEY

newspaper will be published and the property managed by Messrs. Thomson and Dingley. The Telegraph-Press will be operated as an independent newspaper.

Mr. Thomson is a publisher of long experience. He is also publisher of the Battle Creek Journal and head of the Associated Publishers' Syndicate.

Mr. Dingley has been a resident of Kalamazoo since 1888, and was for twenty years, or until 1908, editor and publisher of the old Telegraph. From 1909 to 1911 he was editor and publisher of the Kalamazoo Evening Press, and since May, 1911, has been managing editor of the Telegraph-Press.

The new publishers take hold with the following statement:

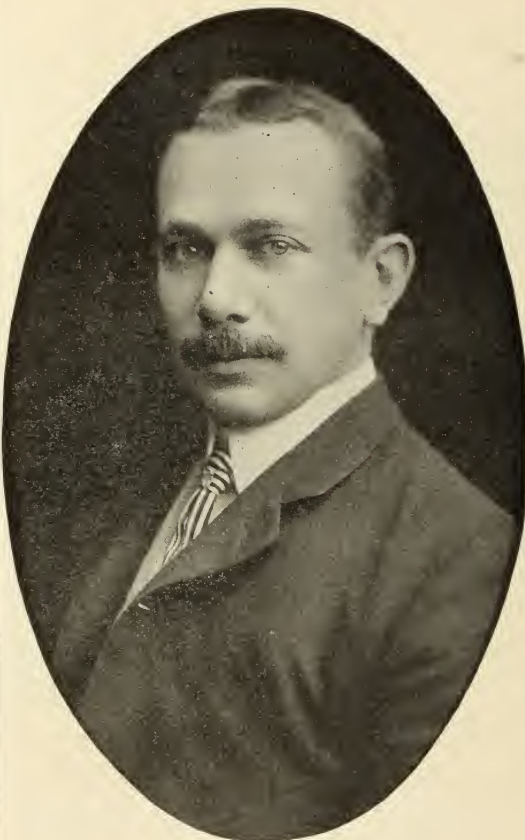
"Whatever differences may have existed in the past are all wiped out and the new management of this paper starts off with a clean slate, and with the one desire of promoting the interests and welfare of Kalamazoo and all her citizens."

Mr. Slater is succeeded as business manager of the Telegraph Press by Frank W. Wheeler, who formerly was connected with the Press in the same position, and since the consolidation of the two papers has been auditor.

It is understood that Mr. Slater will assume duties with the Michigan Buggy Company.

Fred H. Caldwell, who recently resigned from the city editor's chair, has gone to Detroit, where he becomes connected with the new industrial department of the Commonwealth Power Company.

It is not Mr. Thomson's plan to take active charge of the Kalamazoo paper as he will continue to de-



WILLIAM R. ROWE,

WELL KNOWN NEWSPAPER AND ADVERTISING MAN WHO HAS PURCHASED CONTROL OF A KANSAS CITY AGENCY.

vote most of his time to the Associated Publishers' Syndicate of Battle Creek, of which he is manager, and which serves over 1,000 papers in the United States. This is the third change in ownership of the paper in three years.

## BENEDICT TO RETIRE.

Deputy Postmaster James G. Benedict of Troy, N. Y., who is a former newspaper man, will soon retire from the federal service to devote himself entirely to private business interests. Mr. Benedict was one of the editors of the Troy Record when he went into the government's postal service five years ago.

## NEW MANAGING EDITOR.

D. D. Martin, formerly of South Bend, Ind., has been appointed managing editor of the Lansing (Mich.) State Journal. Lately Mr. Martin has been on the editorial staff of the Detroit News.

## W. R. ROWE IN CONTROL OF AGENCY.

L. Roy Curtiss, president of the Curtiss-Rowe-Pierce Advertising Company, Kansas City, has sold his entire interests to William R. Rowe, vice-president of the firm. Mr. Rowe will conduct the business in the name of the William R. Rowe Advertising Company.

Mr. Curtiss disposes of his interest in the agency business to devote his entire time and attention to several large manufacturing accounts. He will work with his clients solely in the capacity of a merchandising and advertising counsellor.

## VETERAN STARTS A PAPER.

The Hartley (Ia.) Sentinel has been launched by Charles A. (Dad) Charles, who for a number of years has been foreman of the Mason City Times, and has been identified with newspaper work in the section of the state for the past twenty years.

## AD MANAGER TO NEW YORK.

John P. Fallon, for the last three years advertising manager of the Adam, Meldrum & Anderson Company, Buffalo, has resigned to assume a similar position with the New York department store of Stern Brothers.

Mr. Fallon has become widely known on account of his support of newspaper advertising, a subject on which he has gathered a great deal of valuable data. He delivered a memorable address on the subject at the annual banquet of the Daily Newspaper Club. In Buffalo Mr. Fallon was a prominent member of the Ad Club and of the publicity committee of the Chamber of Commerce. He was formerly located at Newark, N. J., and Schenectady, N. Y.

## COX AGAINST DESECRATION OF THE FLAG.

A bill to penalize desecration of the flag and coat-of-arms of the United States and to prevent their use for advertising, patent or copyright purposes has been introduced to the House by Representative James M. Cox of Ohio, Democratic nominee for Governor.

His bill would make the Grand Army of the Republic the only organization allowed to use the flag as an emblem. Mr. Cox is proprietor of the News League of Ohio, publishing the Dayton News and Springfield News.

## GOING TO THE COAST.

S. M. Greene, editor and manager of the Chariton (Ia.) Herald-Patriot, has sold the majority of his stock in the paper to Will Junkin of Fairfield, who will move to Chariton in a few weeks and assume the management. Mr. Junkin owns most of the stock in the Albia Republican. He is a brother of Paul Junkin of Creston and Charles Junkin of Fairfield, who have owned an interest in the paper there for some time.

Mr. Greene and family expect to go to California to make their home.

## MAY RE-ELECT RIDDER.

Herman Ridder, publisher of the New York Staats-Zeitung, for the last four years treasurer of the Democratic National Committee, will serve in that capacity for four years more, according to information considered authentic.

According to Governor Wilson's friends there are a number of reasons why Mr. Ridder should handle the Democratic campaign funds, the principal one being the excellent showing he made before the committee that is investigating campaign contributions in Washington.

## A WESTERN SALE.

The Wilton (Ia.) Advocate Review has been purchased by William P. Pierrot of Muscatine. The new owner was formerly connected with Muscatine News-Tribune and the Moline (Ill.) Despatch. The Wilton Advocate now passes out of the hands of the Edward Clark estate by authorization of Charles S. Clark, of Chicago, a son of the late owner.



PUBLICITY FOR  
NEW PARTY

WILL PLAY IMPORTANT  
PART IN EDUCATION AS  
TO ITS DOCTRINES.

That publicity is to be the keynote of the coming campaign of Colonel Theodore Roosevelt's Progressive Republican party is apparent from the trend of action that has already been started by the Colonel's campaign managers.

Among the strongest factors and backers of the Colonel are to be found some of the most influential newspaper men in this country, and to attempt to make sure of doubtful states beyond the influence of the journals controlled by these men a string of newspapers is said to be booked for start or purchase.

A call to editors of daily newspapers that are supporting the Roosevelt third party movement was issued from headquarters of the National Progressive Party, requesting their attendance at a conference to be held in Chicago today. The call is signed by E. A. Van Valkenberg of the Philadelphia North American, E. T. Earl of the Los Angeles Tribune, W. R. Nelson of the Kansas City Star, and John C. Shaffer of the Chicago Evening Post.

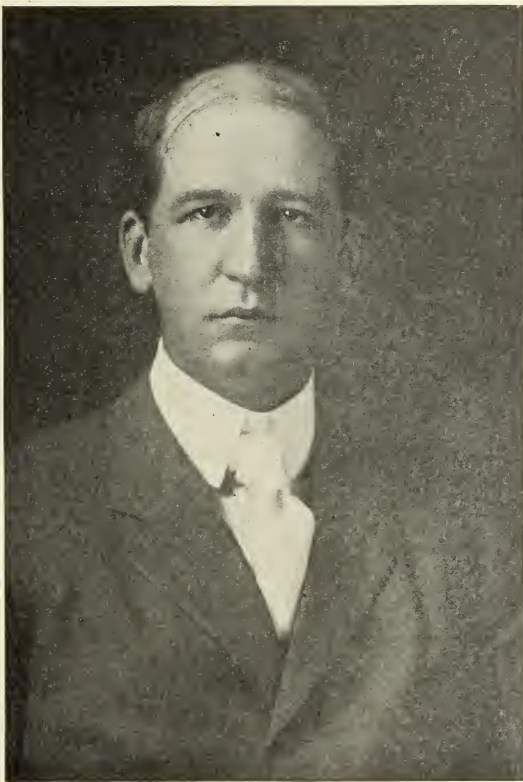
The conference is to be national in scope, and may continue for three or four days, practically concurrent with the Roosevelt convention. The editors will formulate plans to carry on the National Progressive Party campaign under the guidance of Colonel Roosevelt. They will endeavor to perfect an organization that will look after the publicity end of the campaign.

"I think this conference of editors will be an important feature of the convention," said Senator Dixon. "One of the big elements of our strength is the support of the newspapers. The editors undoubtedly will approve some system of campaigning which will bring to bear the harmonious action of all our newspaper friends."

This meeting will be attended by Nat C. Wright of the Cleveland Leader and News and the Toledo Blade; Henry L. Stoddard, New York Evening Mail; Edwin T. Earl, Los Angeles Tribune and Express; William Rockhill Nelson, Kansas City Star and Times; Edward A. Van Valkenberg, Philadelphia North American; John C. Shaffer, the Chicago Evening Post, St. Louis Herald and the three Indiana Star League newspapers;

Medill McCormick and R. R. McCormick of the Chicago Tribune; W. H. Cowles, Spokane Spokesman-Review; Chester Rowell, Fresno Republican; Alexander P. Moore, Pittsburgh Leader; Frederic B. Warren; Julian Harlan, Uncle Remus Magazine, Atlanta; representatives of the Frank A. Munsey newspapers; and Oscar King Davis, Progressive Party publicity director.

All the money necessary will be subscribed for purchasing or starting papers to support the party wherever they are needed and action may be expected in this respect in several important cities, according to intimations of persons in close touch with the plans of the



FREDERICK ROY MARTIN,  
WHO HAS BEEN APPOINTED ASSISTANT GENERAL MANAGER OF THE  
ASSOCIATED PRESS.

campaign managers.

As foretold in THE FOURTH ESTATE, the weekly paper promised for a city nearby to New York has made its appearance in New Haven. It is called the Progressive News, and is edited by ex-Senator Frank Butterworth. On the editorial staff are Theodore Roosevelt, Herbert Knox Smith and F. L. Luther, president of Trinity College. The paper will appear weekly in the interest of the third term movement.

The paper is issued, it declares: "Because so large a portion of the press which should be avenues of information, giving to the people facts, is and has long been publishing matter colored by prejudice or misleading by intent. The people are entitled to facts upon which to make up their minds, particularly in regard to the great questions and the issues confronting them, and it is a grave reflection that thinking people in growing numbers reach conclusions in spite of the press."

The National Progressive Daily put in its appearance in St. Louis Monday. It is published by E. B. Bernard, at 310 Market street. The paper is strongly pro-Roosevelt. It contains eight pages, is an afternoon publication and aside from Roosevelt news contains little in addition to an elaborate editorial page

and considerable "boiler plate" matter.

Barring the Star, St. Louis papers have not had much to do with the Roosevelt boom. The Star last week made a definite statement that it would devote considerable of its space to Roosevelt news, but did not declare definitely for Roosevelt editorially. It is evident the Star's position is not strong enough for the National Progressive people and the new daily is the result.

Publisher Bernard's son, who was in charge of the office on the first day of publication (Bernard being in Kansas City attending the National Progressive Convention), was not in a position to say if the daily would continue after the campaign.

JUDGE GETS INTO TROUBLE.

Judge Cobb of Seminole County has been bound over in the sum of \$1,000 to await the action of the district court in his alleged assault on L. E. Busenbark, editor the Wewoka (Okla.) Capital, a few days ago. Busenbark is said to have been seriously injured. The trouble grew out of the publication of a story about Cobb.

ASSOCIATED PRESS  
CHANGES.

AN ASSISTANT GENERAL  
MANAGER APPOINTED  
—OTHER SHIFTS.

Important changes were effected this week in the executive staff of the Associated Press. Frederick Roy Martin has been appointed assistant to General Manager Melville E. Stone, an office that has been vacant for the past year and



CHARLES E. KLOEBER.

a half. It was formerly filled by Charles S. Diehl, who retired at that time to become publisher of the San Antonio (Tex.) Light.

Mr. Martin leaves the position of publisher of the Providence Journal and Bulletin to take his new office. But in doing so he automatically passes from the directorate of the Associated Press. The vacancy will not be filled until the next election.

Mr. Martin's appointment is effective September 1. He will have his headquarters in New York. He has had a long training in journalism in connection with the Boston Journal and the New York Tribune, as well as the Providence papers.

Paul Cowles is transferred from the superintendency of the southern division to the same capacity in the Central division, to take the place of John T. Cavit, who retires to take charge of the Washington correspondence of the New York Evening Post.

Robert T. Small, assistant chief of the Washington bureau, has been appointed superintendent of the Southern division.

Charles E. Kloeber is made chief of the news department, with jurisdiction throughout the service.

Kent Cooper becomes chief of the traffic department with jurisdiction throughout the service.

## NEWSPAPER ADS FOR BELASCO.

CONVINCED THAT THEY  
CARRY STRONGER INFLU-  
ENCE AND BETTER  
RESULTS.

The latest theatrical magnate to decide to do no more billboard advertising is David Belasco of New York. After two years of study and careful consideration, Mr. Belasco says he is convinced that the newspapers will be more than able to counteract the loss of his billboard publicity, and he is sure the results will justify the change. Mr. Belasco, in his policy, follows the lead of the Wells-Floto circus and other such big enterprises whose recent experiments in the elimination of billboard and poster advertising have demonstrated the real practicability of the newspaper for their publicity.

"I have given the subject such careful consideration for two years," he says, "that I am convinced the results will justify the change. Understand that I am not discounting the value of billboard advertising; but I believe that, with the rapid increase of commercial displays on the billboards, this form of publicity has become of small value to theaters of the first class.

"On the other hand, the newspapers of the day are so vastly improved in interest and influence that not only are they the most effective, but the most direct means to reach the individual.

"There can be scarcely a family in Greater New York which does not read either a morning or an evening newspaper. Some take three or four. Many a business man makes a point of reading absolutely every New York paper, while there are others who even follow the several editions.

"How can any one, therefore, whether a resident New Yorker or a visitor, possibly escape the manager's announcement of his plays, his stars or his plans. If a man and his wife suddenly decide after dinner to attend the theater they do not rush out on the street and scan the billboards for half a mile; they refer to the amusement column of today's paper.

"If they cannot find it they hunt up yesterday's. So this column is a standing guide to the theater-goer; while, with the several editions each New York paper is now running off the press daily, it is an advertisement which pounds and pounds its facts into the mind of every individual.

"This reform does not signify that I am necessarily adopting it to save expense. I shall probably take the money I have hitherto expended on billboard advertising and add it to the newspaper accounts. There may come a time when I shall want to use the billboards again. But under present conditions I am convinced that the daily paper carries stronger influence and secures better results."

J. F. Streeter has sold the Cambria (Wis.) News to A. B. Stile.

## GRATUITIES UPHELD IN CONNECTICUT.

The Connecticut Supreme Court of Errors has upheld the Superior Court in refusing to find State Controller Bradstreet and State Treasurer Lippitt guilty of contempt for paying "gratuities" of \$300 each to eleven newspaper reporters who reported the Senate proceedings at the last legislature.

For years the Connecticut legislature has voted "gratuities" to the reporters. This year Clarence Deming, a newspaper writer, and four others, including Horace D. Taft, brother of President Taft, took steps to prevent payment. The Senate, however, amended its original resolution and provided for the payment on the grounds that the reporters did "special services."

Contempt proceedings were brought. The Superior Court decided in favor of the defendants, and the plaintiffs then appealed to the highest state court.

## PITTSBURGH DISPATCH IN PHILADELPHIA.

Recognizing Philadelphia as the headquarters of many national advertisers and because of the extensive business connection there, the Pittsburgh Dispatch has opened a branch office at 942 Real Estate Trust Building, corner of Chestnut and Broad streets.

This new department will be conducted by H. C. Rook, secretary of the Dispatch Publishing Company, who has for years been identified with the advertising branch of the paper in Pittsburgh and is familiar with all phases of the business. Mr. Rook is a son of the late Alexander W. Rook, one of the founders of the Dispatch, and a brother of Colonel C. A. Rook, president and editor of the Dispatch.

The Dispatch now maintains in addition to the new Philadelphia branch offices in New York, Chicago, Washington, Atlantic City and London.

## FOREIGN PUBLISHERS ARE FOR TAFT.

A committee of publishers representing 120 newspapers published in foreign languages, of which Frank L. Frugone, publisher of the New York Italian Evening Bulletin, is chairman, has issued a statement indorsing the candidacy of President Taft.

"President Taft," says the statement, "has shown himself to be a friend of the immigrant."

The declamation is signed by Frank L. Frugone, chairman, publisher of Bollettino della Sera; Leon Wazeter, publisher Tygodnik Polski; Charles K. Johansen, publisher Nordstjernen; L. C. Frank, publisher New Yorske Listy; Jacob Sapirstein, publisher Jewish Morning Journal, and N. A. Mokarzel, publisher Al-Hoda.

## BUYS IN TENNESSEE.

The Maryville (Tenn.) Enterprise has a new owner in James B. Hodge, Jr. The new publisher is a son of the proprietor of the Athens (Ga.) Athenian.

# Here is THE PREMIUM Fountain Pen CATALOG

that  
offers you  
**PREMIUM  
PENS**  
that  
*must and do*  
Please  
**YOUR**  
prospects



Paste the coupon at the bottom of this page, checked, to a post-card and mail it to us to-day.

Buy good guaranteed high-grade fountain pens at lower prices than you have ever purchased them before.

*We make more GOOD fountain pens  
than any other firm in the world—bar none.*

Quality for quality—style for style—service for service—we absolutely guarantee that Diamond Point Fountain Pens are equal to the best and—by our guarantee, which accompanies every gold pen, you can guarantee these pens to your customers without reserve.

## DIAMOND POINT PEN CO.

Manufacturers of more good Fountain  
Pens than any other firm in the world.

39-41-43-45-47-49 West 19th St., New York City

Tear this out, paste it on a Postal or Letterhead and mail it no

DIAMOND POINT PEN CO.  
39 W. 19th St., NEW YORK

*Premium Catalog Request*

We are interested in the line of Premium Fountain Pens indicated by cross mark below (check which), imprinted or plain:

1. Special line 14 karat gold at 40c each in 100 lots.
2. General line 14 karat gold, mounted at 55c to \$2 each in lots of 100.
3. Security—can't leak, guaranteed fountain pen at \$1.50 to \$7.50 each.
4. Ladies' fountain pen, plain and mounted, 14 karat gold at 60c each in 100 lots to \$5.00 each.
5. Self fillers (no rubber sack) at 75c each in 100 lots.
6. Press-to self-fillers at 50c each in 100 lots.
7. Special new idea pens such as the "Pen Pencil," fitted with 14 karat gold nib at one end and automatic lead pencil at the other, mounted, unmounted at \$1.00 each in 100 lots and up.

Requesting this catalog puts us under no obligation to buy your mdse.

FE Signed.....

Firm.....Buyer

Street Address .....City..... State



## The McCLURE NEWSPAPER SYNDICATE

Established 28 years.

The oldest and largest independent newspaper syndicate.

More than thirty regular feature services.

Eight pages of colored comics weekly.

The best big and little features, daily comics, etc.

The McClure Newspaper Syndicate  
45 West 34th Street, NEW YORK

### FISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year - Weekly.  
Write for Samples.

FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

### GET TO-DAY'S NEWS TO-DAY

## "By UNITED PRESS"

General Offices. World Bldg., NEW YORK

### BUILDING UP THE CIRCULATION.

The Richmond News Leader entered its colored newsboys at a picnic at Joseph Bryan Park last week. A few days before the white boys were the guests of the paper at the same kind of an affair. Athletic sports and games were on tap, and the boys competed for prizes and honors. The noon edition of the News Leader was sold on the streets by the white newsboys, just as the early edition sales were looked after by the dusky news vendors while the white boys were picnicking.

The New Haven (Conn.) Times-Leader is offering a gas iron for coupons from the daily issue and \$1.38. It is also disposing of numerous twin blade safety razors for six coupons and thirty-eight cents. The city is full of American flags recently distributed by the Times-Leader. Over 3,000 flags were sold by the Times-Leader for six coupons and seventy-nine cents.

The Nashville Banner has begun a test in its city of a newspaper vending machine. The experiment is being made on a Dupont "Twentieth Century Newsboy," made by the Dupont Automatic Machine Company, Nashville. The machine upon its initial week's trial has an attendant who, in addition to calling public attention to the machine, will instruct patrons as to its points of mechanism and general use.

The Weekly Star Farmer, of St. Louis, is extending its subscription lists by advertising in rural papers that it will give a thirty-three piece dinner set to any woman who will induce a few friends to subscribe to the Star Farmer under a

special twenty-five cent offer. When \$4 has been collected the woman securing the subscriptions is entitled to the set. As a means of inducing immediate action a needle case containing 100 needles and fifteen darning and bodkins is given to every woman answering the advertisement of the offer. Two additional prizes are given as a reward for promptness.

The Worcester (Mass.) Evening Gazette is conducting a pony contest, having divided the city into four parts and offering a pony cart and harness as chief prize in each district. Gold watches are the second, third, fourth and fifth prizes in each district. Over two hundred children are busy getting subscriptions in the contest, which closes August 14. The campaign is being conducted by W. G. Naylor, of Chicago.

The Masses, a Socialistic magazine, published in New York, is conducting an active premium campaign. Among the articles offered are Knickerbocker watches, boy scout suits, cutlery kitchen sets, the Myers sewing awl, foot scrapers, ornamental clocks, scissors sets, Diamond Point, fountain pens, vacuum cleaners, sets of books, etc.

A five-volume encyclopedia is being used as a premium by the Bridgeport (Conn.) Standard. It is a work treating over 35,000 subjects and profusely illustrated in colors and monotone.

A United States flag is one of the offers that is pulling subscriptions for the Norristown (Pa.) Register. It is given for three coupons and fifty cents. The Register is also offering an indexed dictionary and a meat chopper.

Clocks are offered by the House-keeping Review as a subscription inducement. One is a tourist or desk clock covered with leather for a year's subscription, and the two-year offer is an eight-day wall clock of mission design.

"Dolly Dimple" pasteboard cutouts are being made a children's feature of the Chicago Daily Journal. A set is given to any girl who presents six coupons from consecutive issues of the Journal and ten cents.

Six young women will sail from Boston today for a tour of Europe as the guests of the Portland (Me.) Press. They earned their trip in the recent popularity voting contest held by the newspaper.

The South Norwalk (Conn.) Evening Sentinel is building up its circulation by offering complete kitchen outfits for ten consecutive coupons clipped from the paper and ninety-eight cents. An ad with ten cents is worth a celluloid baseball scoring tablet.

The Delhi (N. Y.) Express is conducting a subscription campaign under the guidance of G. F. Houlihan. An automobile is the chief prize.

The Fitchburg (Mass.) News is running an automobile contest. F. W. Power is conducting it.

Five young women, third prize winners in a recent subscription contest held by the Beaumont (Tex.) Enterprise, have been in New York this week for a ten-day

## NEW YORK HERALD SYNDICATE

Just want to congratulate you on the "Editor Mouse" series and express the hope that it will run for many a day. We find it one of the best features we ever have used. Not only is it a mere "funny," but it has the effect of causing the "Dear peepul" to overlook the little errors that always are creeping into the best regulated newspapers.

Yours,

HERBERT HUNT  
Editor the Tacoma News.

### Full-page Sunday Features

#### SPECIAL CABLE AND TELEGRAPH SERVICE

Daily Features: News Matrices, Comic Matrices, Women's Matter and Photographs.

For particulars of any service apply to  
NEW YORK HERALD SYNDICATE,  
Herald Square, New York City.

Canadian Branch:  
Desbarats Building, Montreal, Canada.

sight seeing tour. The party is in charge of Miss Stella Pratt, chaperon. The party has been shown the various points of interest in the city by the members of the Beck with Special Agency staff, who represent the paper in the foreign field. All of the girls expressed a desire to see a newspaper plant, and on Thursday were taken through the World Building from cellar to dome.

The Waterbury (Conn.) Evening Republican is giving away twin blade safety razors for six coupons and forty-eight cents.

The Buffalo Express is entertaining a party of young men on a European tour. The tourists won their rights to the trip in a recent voting contest held by the Express.

The young women who won the prize contest of the St. Louis Times landed at Cherbourg on Sunday in good health. They are enjoying their trip.

### VENDING MACHINE PROBLEM.

The argument is advanced by makers of newspaper vending machines to the many statements that their use will eliminate the means of making a livelihood by the newsboys that there is no fear of anything of the sort happening. On the other hand, they say the success of the machine would open a wider field for business advancement and remuneration to the right character of boys, who would be able by supervising and charging machines to enjoy better earning powers, with increased responsibilities and greater opportunities for advancement.

The St. Landry (La.) Commoner and the Larion have been merged. J. W. Lewis was the owner of the Commoner.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



## The William L. Betts Company

SUITE 406, WORLD BUILDING

New York City.

## Newspaper Contest Experts

### THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

## THE SPECIAL SERVICE CO.

Reliable Contest Operators

Write for terms, etc.

Room 33, 23 Park Row, New York

### SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football, all sports. Expert Comment—Best illustrations.

YOU NEED IT!  
Write for particulars to  
INTERNATIONAL NEWS SERVICE  
200 William St., New York City.

We conduct all kinds of  
Circulation Contests



Wire Write  
For Washington Correspondence  
WRITE  
AMERICAN  
TELEGRAPH PRESS

District National Bank Building  
WASHINGTON, D. C.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year, postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 962 FOR THE WEEK ENDING SATURDAY, AUGUST 3, 1912.

## CHICAGO SETS EXAMPLES IN ADVERTISING REFORMS.

The theater managers of Chicago have just agreed on action regarding advertising, which it seems essential other big cities must follow very shortly.

They have decided to dispense with "sniping" and with window billing, confining themselves to the newspapers and other businesslike means.

While this concerns the theaters most of all, the public will be the gainer in one respect. The display of bills in windows has been effected by the issue of passes for the privilege. The passes, not infrequently found their way to brokers, who may have charged an inordinate price for them, but their sale at any price added to the feeling of suspicion.

"Sniping" has long been one of those minor ills of bill posting. It isn't so much of an affront to the eye as it has been a nuisance to those who promote it. "Snipes" are generally stuck up in a free field, and the industrious posting crew frequently has retired from one locality to be followed by another which covered its handiwork.

These successive visits led to some historic rows in the old days, when bill posters had to be as ready with their fists as with their paste brushes.

Another good advertising example is being set by Chicago in a publicity battle being conducted by the Commonwealth Edison Company and the Peoples Gas Company, considered to be the largest advertising competitors in the city. An advertising war is now being fought, between these two large public-utility corporations which furnishes an apt example of modern methods of meeting competition.

It is a clean, wholesome fight, in which the weapons used are excellence of copy and the most practical mediums. The mediums include newspapers and every known form of advertising.

Recently the Peoples Gas Com-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 500 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Insurance, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 12 lines in depth of column) double price.

pany started a vigorous publicity campaign on a new air light. The Commonwealth Edison Company closed in on this advance with a "houses wired" campaign. In the same newspapers carrying the gas advertising appeared an electric light advertisement and appealing phrases were used to impress the fact that luxury and comfort in lighting comes with the use of electric lights.

Day by day these two players of the game of publicity go at one another in the most businesslike way but never a word being mentioned of the other. Each company goes on the broad idea that the battle of furnishing light, heat and power can be won only by appealing to the intelligence of the Chicago public, and their steady growing business upholds their judgment.

## NEWSPAPER POWER IS FAST EXTENDING.

That the daily newspaper has become an indispensable factor in modern life is recognized so intimately that the observation has become trite. The facilities for gathering news are so complete and the mechanism for dispensing it so rapid that the entire world is acquainted with anything of consequence that happens within a very few hours or even minutes, and regulates its conduct accordingly.

The telegraph and cable conquered space between land points long ago, and the wireless has recently annihilated ocean spaces heretofore cut off for days from the rest of the world. The whole civilized world is now one great gossip family gathered around one huge fireside, and the daily newspaper is the mouthpiece of conversation.

It is not strange, says the Terre Haute Star, that the newspaper, being such, should be used by the man who has something to sell or barter, to tell his neighbors about it, but the length to which the advertiser is willing to go is becoming astonishing, as is well illustrated just now

in the case of the London Daily Mail.

The Mail has organized a stock exchange department, through whose operations it will be possible for its readers to buy and sell stocks and shares without the necessity of a broker—or, at least, such is the claim made for it.

The charge for the use of the Mail's exchange is nominal, only about 75 cents in American money.

The sort of confidence in a newspaper that makes possible the maintenance of such an exchange is not the growth of a day nor a month nor a year nor a decade.

It is the result of the steady increase of the power and the influence of the press in general, the world over—the recognition on the part of the public that the newspaper is an established institution of a substantial and indispensable variety.

This recognition is growing stronger and stronger as the years progress, and it is becoming more and more the duty of the newspaper to discriminate in its advertising as in its news matter in order that it may be relied upon implicitly.

## NOTE AND COMMENT.

According to the latest figures compiled there are exactly half a hundred daily newspapers in North America that have passed the century mark in their existence.

Only three are in Canada. The Quebec Chronicle, founded in 1764, is the oldest Dominion daily now in existence. The Montreal Gazette was established fourteen years later, and the Montreal Herald celebrated its centennial last year. The Arcadian Recorder, of Halifax, will enter the century-old ranks next year.

The only daily newspaper in the West Indies that can boast a life of over a hundred years is the Chronicle and Gazette, published at St. George, Grenada, which was launched in 1784.

The New York World is conducting a vigorous crusade to force the government to abandon the use of soft coal in federal buildings and property in and around New York City. Despite the law against its use the Government furnaces continue to garb the sections about which they are located in thick black smoke, and the World has taken up the objections of the citizens in a way that bids fair to end as successfully as many of its other crusades in the public's interest.

On the occasion of the 100th anniversary of the independence of that country, La Nacion, published at Buenos Aires, got out a special three hundred and twenty-five page number in two hundred thousand copies. The city of Buenos Aires boasts of some of the largest papers and periodicals in the world.

Except the working class, everybody reads a paper in the morning and two in the afternoon, not to mention the semi-monthly or weekly periodicals.

Like that of the United States, the French Post Office Department

has the legal monopoly of transmitting sealed letters. But private concertus share with it the business of transporting newspapers, and they do it at half the rate charged by the post office. It is safe to say that they do not lose money with it.

The Morning Star, a Catholic publication in New Orleans, this week has issued a Louisiana Centennial number, profusely illustrated with pictures of nearly every phase of New Orleans business. The issue contains several hundred pages. Religion, education, charity, finance, really, transportation and numerous other subjects are treated at length.

The Lockport (N. Y.) Journal has started a subscription contest which will continue until September 14. The contest is open to all residents of Lockport and neighboring towns. To the person having the largest number of subscriptions to his or her credit will be awarded the first prize, which is a \$350 player piano. Other prizes consist of diamond rings, gold watches and a talking machine.

One of the most novel uses of advertising ever attempted is that of a Philadelphia youth who, when forbidden to write to his sweetheart, published a sixty-inch love note in a local paper. When it didn't have the desired effect he threw love notes over her father's fence, and is now in a Philadelphia hospital, a prisoner, being held for mental examination.

A St. Louis pastor has established the fashion in his city of using newspaper advertisement to procure for himself weddings and other pastoral duties. This progressive minister is Rev. Stephen Taylor De Kins. He first started to advertise when located in Newark, N. J., thirty years ago and he declares it won for him the honor of marrying more couples in the state in one year than any other New Jersey minister.

The Petit Journal, of Paris, recently celebrated its fiftieth anniversary. It was the first paper to install the rotary presses invented by Marinoni, the noted press builder, and put him in the way of acquiring an immense fortune. His contract with the publishers was on a rental basis, figured according to the output of the presses, which grew year by year up to the present large circulation of the Petit Journal—1,300,000 copies daily.

This contract ended in 1910, and its termination enables the paper to declare an annual dividend of six and one-half per cent, as against the previous dividends of five per cent.—Inland Printer.

## PRESS SEATS AT CHICAGO.

The standing committee of Washington correspondents will not make assignments of the press seats for the new party's convention, which opens in Chicago on Monday. All applications for reservations in the press sections will be attended to by Medill McCormick at Chicago.



## PURELY PERSONAL.

LIVY S. RICHARD, editor of the Boston Common, addressed the City Club of St. Louis at its last meeting on "Publicity and Public Welfare as Related to Journalism."

JAMES C. WEBSTER, city editor of the New Haven (Conn.) Times-Leader, has been appointed resident manager of the John M. Chapman bicycle race track circuit.

EDWARD S. JUDD, the newly elected president of the National Association of Real Estate Exchanges, was at one time a reporter on the St. Louis Post-Dispatch. Later he was admitted to the bar in Chicago.

H. J. FORD, formerly editor of the Pittsburgh Gazette, is now a professor at Princeton University, and also an editorial writer on the Trenton True American.

PAUL HARVEY, publisher of the Elma (Wash.) Chronicle, was a recent visitor to Tacoma. He only recently took hold of that property and he is making a great success of it.

BERTHA K. KITTILSEN, a feature writer on the Tacoma News, read a paper before the recent convention of the Washington Press Association on "Woman in Journalism."

C. D. MORRIS, publisher of the St. Joseph (Mo.) Gazette, is assisting in a campaign for a one million dollar road bond issue in that county.

HENRY W. OWEN, Jr., editor of the Bath (Me.) Times, has been elected a first lieutenant in the Hyde Guards Regiment of the Coast Artillery.

DAVID MORRISSEY, ship news reporter of the New York Globe, during the vacation season is doing inside work on the paper.

CHARLES F. DEGELMAN of the Butte (Mont.) Miner staff, is planning to retire in September to take up farm life near San Diego, Cal.

FRED M. HINKLE, formerly with the Butte (Mont.) Standard and at present located at Vancouver, B. C., has been appointed publicity manager of the Northwestern Racing Association.

RALPH SMITH, Washington correspondent of the Atlanta Journal, has been detailed to the Woodrow Wilson assignment at Sea Girt, N. J., for the summer.

C. P. HUNT, a well known newspaper man, is ill at Washington, D. C.

JUNIUS B. WOOD, who has been temporarily assigned to Washington by Chicago News, has returned to his work in the home office.

JACK GAVIN is acting as city editor of the New York World during the vacation of Arthur I. Clark.

ALBRECHT KNEUE, publisher of the Morristown (Pa.) Register, has purchased a new residence at West Morristown.

LEROY T. VERNON, who has charge of the publicity for the Taft nomination campaign, has returned to his corresponding duties for the

Chicago Daily News, after an extended period of absence.

FRANCIS ALBERTANTI ("Francis"), who was the correspondent of the New York Evening Mail at the Olympic games in Stockholm, returned home on Thursday.

N. T. BLACKWELL, editor of the Ginner and Miller, of Dallas, represented the state of Texas at the conference of governors of cotton-growing states just held in Atlanta, Ga.

Mrs. W. J. CHRISTIE of the Butte (Mont.) Standard has decided not to move to Seattle as she planned some time ago.

W. B. KENNY, day editor of the Associated Press, is back at his desk again after a protracted illness.

ACTON DAVIES, dramatic editor of the New York Sun, is associated with Charles Nirdlinger in the authorship of a new novel entitled "The First Lady in the Land."

## IN THE PUBLIC EYE.

D. CLOUGH GATES of Superior, Wis., a former newspaper man, has been appointed a member of the board of normal regents by Governor McGovern.

A. M. LUMLEY, for many years the managing editor of the Porterville (Cal.) Enterprise, has announced his candidacy for the state assembly. Lumley served two terms at Sacramento, being a member of the assembly in 1903-05 and in the term of 1906. He is at present an orchardist.

S. A. PERKINS, owner of the Perkins string of papers in the northwest, has been appointed a member of the executive committee of the Republican national campaign committee and expects to spend a considerable part of the summer in the East.

COLONEL FRANK L. GREEN, editor of the St. Albans Messenger, was chosen to fill out the unexpired term of the late Congressman David J. Foster at a special election in the First Congressional District of Vermont on Wednesday. Colonel Green is a Republican.

C. F. ERIKSON, publisher of the Chicago Svenska Tribunen-Nyheter, has been appointed a member of the board of education by Mayor Harrison.

THEODORE E. THOMAS, editor of the Southern Shipper, of Houston, is a candidate for state railroad commissioner.

W. W. WALSWORTH, manager of the Butte (Mont.) Standard, is being mentioned as a possible candidate for the Democratic nomination for governor.

CHARLES A. STEVENS, formerly a newspaper man of Joliet, Ill., and Butte, Mont., is now assistant city clerk in the latter place.

## NOW OWNS HIS PLANT.

Michael Lawlor, publisher of the Catholic Tribune at St. Joseph, Mo., has installed a press of his own and no longer is dependent upon the job printing establishments.

## "HIGH JINKS" IN TULSA.

The second annual "high jinks" of the Tulsa Press Club will be a memorable event in journalistic annals of Oklahoma. There were present as guests of honor five pioneer newspaper editors of the territories. Sixty other newspaper men of Tulsa attended.

The pioneers were Clarence B. Douglas of Muskogee, former editor of the Muskogee Phoenix and secretary of the Muskogee Commercial Club; Frank Greer, founder



J. BURR GIBBONS.

and editor of the Guthrie State Capital; Omer Benedict, pioneer publisher of agricultural papers in the state; J. H. Dickinson and Colonel Sidney Suggs, editor of the Ardmore Ardmoreite and state highway commissioner of Oklahoma.

Among the invited guests were: President E. D. Mitchell, Secretary C. A. Sanderson and Publicity Chairman A. V. Davenport of the Commercial Club; Mayor F. M. Wooden; P. J. Hurley and Jesse Leach of Bartlesville.

President J. Burr Gibbons of the Tulsa Press Club opened the meeting and Mr. Hurley acted as toastmaster. Speeches were made by all the guests, and Glenn Condon, secretary of the club, was the gridiron demon.

## NEW HAVEN CHANGES.

Harry M. Robinson, for seven years sporting editor of the New Haven (Conn.) Palladium and later assistant on the Evening Register, is now sporting editor of the Times-Leader, following the promotion of James C. Webster to the city editor's desk.

## PUBLISHER BUYS LAND.

Abraham M. Liebling, publisher of Chicago Jewish Daily Press, has purchased property at 1236 South Halsted street, and will, it is said, erect a five story office building.

## WEDDING BELLS.

ARTHUR BRISBANE, editor of the New York Evening Journal, was married on Tuesday to Miss Phoebe Cary. They departed immediately on their wedding trip. The bride is a daughter of Seward Cary, a cousin of Mr. Brisbane, and a sister of Mrs. Courtland Smith, wife of the president of the American Press Association.

CHASE S. OSBORN, JR., circulation manager of the Grand Rapids News, was married on Wednesday to Miss Marjorie Stanton. Mr. Osborn is a son of the governor of Michigan. The wedding was a brilliant social event and was attended by Governor Osborn and various state officials.

LELAND D. TOWNSEND, city editor of the St. Joseph (Md.) News-Press, was married last week to Miss Ellen Lowry of Marcellus.

JOHN H. KELLY, vice-president of the Sioux City (Ia.) Tribune, has been married to Miss Edna Hanford.

GEORGE BERTRAND PARKER, city editor of the Oklahoma City News, and Miss Adelaide Loomis have been married. The bride is instructor in English at the University of Oklahoma.

BENJAMIN H. DEAN, city editor of the Grand Rapids (Mich.) Herald, was married last week to Miss Alba Buck of Monroe, Mich.

RENNOLD WOLF, dramatic editor of the New York Morning Telegraph, has announced his marriage to Miss Harriet Dennie of Ridgewood, N. J. The wedding took place on June 6.

CHARLES B. DODD of the Tacoma Ledger staff and Miss Anna Katharine Morck of Seattle were married last week.

WILLIAM J. WHEATLEY, a member of the Washington staff of the Associated Press, has been married to Hattie E. Lockwood.

TURNEY A. BROWN, classified advertising manager of the Harrisburg (Pa.) Telegraph, and Miss Florence Moulton of Brooklyn, N. Y., have been married.

RICHARD D. STEWART is spending his honeymoon in Canada. His bride is Lucy E. Humphreys, of Salisbury, Md.

## MAGAZINE FOR POETS.

To encourage the writing of poetry, more than a hundred citizens of Chicago have subscribed \$5,000 a year for five years to publish a magazine of verse, which will be a medium through which poets now unknown may be heard.

The editor will be Miss Harriet Monroe, assisted by Henry B. Fuller, Edith Wyatt and H. C. Chatfield-Taylor as a literary committee. The first number will appear in December or January.

## TAFT'S PUBLICITY CHIEF.

David S. Barry, Washington correspondent of the Providence (R. I.) Journal, has been appointed director of the literary bureau of the Taft National Committee with headquarters in New York.

## BUSINESS OPPORTUNITIES

**PROSPEROUS****Central West Weekly.**

Wealthy agricultural community. No competition. 1911 receipts \$10,349.00. Disbursements \$5,324.50. Balance of \$5,024.41 was owner's return for personal effort and investment. Property promises to do as well or better in present and future years. Mergenthaler, 4 presses, four motors, paper cutter, folder, etc., etc. Will be sold for \$17,000. Proposition E. J.

C. M. PALMER.

NEWSPAPER BROKER.

277 Broadway, New York

*Small Investment Required  
as Security for Position on  
Well Known Magazine*

Published continuously for about fourteen years. Magazine is firmly established and of national scope.

Most prosperous year since its first inception. Valuable contracts and good subscription list.

Lately appointed official organ for press association; advertising matter and weekly news syndicated to twelve periodicals commencing next month.

Associate with practical experience needed; knowledge of approaching national advertisers desirable. Small interest must be purchased at start. No "stock" for sale!

Please write fully your past connections and amount you will invest after making thorough inquiry. Address Box 37, care The Fourth Estate.

**TO PUBLISHERS:**

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care the Fourth Estate.

Experienced business and editorial manager will buy a daily newspaper or control of paper that shows return on investment. Eastern, middle or middle western states. Address S. S., care The Fourth Estate.

**CAROLINA PROGRESS.**

Two events of importance have occurred in the newspaper field of Darlington, S. C. A daily paper called the Observer has just appeared with T. E. Stokes as publisher and quarters in the Brasington Building on Pearl street. This is the first daily paper the city has had for the past twelve years, when the Daily Courier went out of business.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

# "BURELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

## MACHINERY FOR SALE.

By reason of the purchase of the Boston Traveler by the Boston Herald and its issuance from the Herald plant the presses and stereotyping outfit are offered for sale.

Three Goss, 4-deck, two-page wide, straight line presses, with individual motor.

One Junior Auto Plate Machine, Hoe matrix, rolling machine.

Hoe curved shaver, motor driven, Hoe finishing cylinder, Hoe jig-saw and drill, motor driven, saw and trimmer, motor driven, Scott curved casting box. All in good working condition.

For sale in whole or in part, satisfactory terms to responsible parties. Apply or address Boston Herald, Boston, Mass.

FOR SALE—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE—One Canadian Linotype, No. M 324, in good condition, Sydney Post Publishing Co., Sydney, Nova Scotia, Canada

FOR SALE: One Model No. 3 Linotype, Serial No. 7447, with motor and assortment of two-letter matrices. Franklin Printing Co., 416 W. Main St., Louisville, Ky.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

**OUR LETTER BOX**

Advertisers and all other friends of The Fourth Estate are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for  
W. S. Kirkpatrick A. B. Codrington  
J. W. Allen Dick Collins

Since then the business and population has increased one-third.

The Darlington News and Press, published by C. W. Hanlon as a weekly, has now begun to issue on Tuesday and Friday.

**MARYLAND REMOVAL.**

The Hagerstown (Md.) Globe moved last Saturday from the Hays Building to 26 North Potomac street. While the mechanical equipment was being installed the Globe was printed on the press of the Morning Herald through the courtesy of the publishers of that paper.

## MACHINERY FOR SALE.

1 CAMPBELL MULTI PRESS. Prints from type, either 4, 6 or 8 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

ONE GOSS HELIX ROTARY PERFECTING PRESS.

Prints either 4, 6, 8 or 12 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

GOSS THREE OR FOUR DECK STRAIGHTLINE.

overhauled and rebuilt, first-class condition—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

POTTER 3-DECK PRESS.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20 or 24 pages, overhauled or rebuilt, —very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

Nine No. 1 two-letter LINOTYPES overhauled by the factory last February, at \$1500. F. O. B. cars Boston, Mass.

These machines were purchased by us from the Boston Herald which, as recently announced, purchased the Boston Traveler.

Quick action required to purchase at the above figure, as price will be advanced after removal to New York.

Send for our latest machinery list. The largest assortment of high-class printing machinery of every description ever offered.

RICH & McLEAN,  
51 Cliff Street, NEW YORK.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE.—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

**EDITOR'S THRASHER PAYS THE PENALTY.**

O. R. Thraves, brother of W. V. Thraves county attorney, who is running for the office of county judge, was fined \$5 and costs in police court for assault and battery on Ernest P. Lasche, city editor of the Nowata (Okla.) Daily Advertiser. The trouble came up during an argument between Lasche and Thraves in regard to an article published in the Advertiser about O. R. Thraves defending an alleged boot-legger in the federal court. Thraves was accused of being unethical and he took exception to it. Lasche was knocked about a bit, but not seriously injured.

**STEPHENSON HOME SCORCHED.**

The handsome residence of Senator Isaac Stephenson, principal owner of the Milwaukee Free Press, at Marinette, Wis., was slightly damaged by fire which originated in the wood room on Monday, Senator and Mrs. Stephenson are in Washington.

**MILWAUKEE'S LATEST.**

The Catholic Youth has appeared as a new monthly publication in Milwaukee. The editor is John McLaughlin, who formerly was connected with the Milwaukee Sentinel.

## HELP WANTED

**REPORTER**

A young man as reporter on a weekly trade paper. One with experience preferred. Must come well recommended and be able to put a story in readable shape. Give full particulars in first letter to Report, care The Fourth Estate.

To the boy who is looking for a chance to advance himself there is a position open in an uptown office. Address in own handwriting. Careful, care The Fourth Estate.

**STENOGRAPHER**

A stenographer, competent to take dictation correctly. One who has been employed in a newspaper or weekly trade publication preferred. Address with full particulars as to references, salary expected, etc. Correct, care The Fourth Estate.

**Circulation Manager  
Wanted**

One who has had experience in cities of about 30,000 population. Must know how to handle office routes. Address Times, Muskegon, Mich.

## MISCELLANEOUS.

**UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET.

Branches:  
72d STREET AND BROADWAY,  
15th STREET AND EIGHTH AVE.,  
NEW YORK.

**TO EDUCATE READERS IN  
STEEL INDUSTRY.**

The Pittsburgh Post began the publication on Monday of a series of comprehensive and thorough articles covering the iron and steel industry, and will follow it with a similar review each weekday. The publishers of the Post believe that their plan will fill a long-felt want, as Pittsburgh is in the m.d.st of this great industry the people are naturally concerned and want to know the exact condition of affairs.

The Post intends to keep them posted, and at the same time to render itself a reliable authority on the iron and steel situation for the benefit of the country generally. This new department has been assigned to capable and skilled men, and will include in its daily review the latest quotations and conditions affecting every branch of the great factor in national prosperity.

**NOW A BANKER.**

Chase Garfield, a former newspaper man, has become associated with the First National Bank at Prineville, Ore. He was formerly with the Walla Walla Union and more recently assistant secretary of the Walla Walla Commercial Club.

**IOWAN BUYS INTEREST.**

Charles Phillips of Sioux City, formerly a publisher at Waltham, Neb., has purchased an interest in the Missouri Valley (Ia.) News, published for many years by A. N. Snider.



SITUATIONS WANTED.

I am 30 years old, and a bachelor; well-educated; capable and experienced; temperate in all things. I have been engaged in daily metropolitan newspaper work for 10 years. For 4 years I have been with my present employers, a big, metropolitan daily, in a big, metropolitan city, and for more than 3 years I have had my present assignment. I want to change to a live, up-to-date, morning or afternoon daily, in a small but live and growing city, where I would have general charge of the news end, and where I would have an opportunity to make my ability, experience, fidelity, character, honour and ambition pay me something like what I am worth. If you should become interested in me, let me know what you would require and what you would pay, and give me full information about your paper and its owners and managers, and about the town and county in which it is published, and send me a copy of the paper. Address Box No. 46, care The Fourth Estate.

Business Manager, at present employed, wants to make change. Twenty-five years' experience on daily newspapers; ten years as advertising manager; over five years as business manager in present position. Thoroughly understood mechanical, circulation, advertising, as well as managerial ends. Never was connected with losing venture and can show steady increasing business in present place against strong competition. Want position as general or business manager. If you have a plant that is now standing still or losing, will take charge at reasonable salary and take commission on increase as balance of compensation. Can show steady increasing business in present place and can make good. Want to change Sept. 1, 1912. Address E. H., care The Fourth Estate.

Cartoonist

Cartoonist—Open for engagement. Ten years' experience. Specimens submitted on request. Address Gossett Studio, 20 State and Ohio streets, Chicago, Ill.

SOME NEW BOOKS.

GERMAN FOR DAILY USE. by E. P. Prentys. William R. Jenkins Company, New York. This is one of the Language Series, like the "French for Daily Use," already noticed in THE FOURTH ESTATE. It is a revised edition by Alma Bucher, comprising conversations for persons traveling in German towns or cities. There are also lists of notes, places to be visited, hotels and prices and information on a multitude of points necessary to foreigners or natives. It is convenient for pocket use.

CHRONICLES OF AVONLEA, by L. M. Montgomery. L. C. Page & Co., Boston.

This is a collection of a dozen stories by the author of "Anne of Green Gables" and other works already noticed in these columns. "Anne" herself plays the main part. The stories are humorous, pathetic, and illustrate naturally and cleverly various characteristics.

THE BROKEN BELL, by Marie Van Vorst. Bobbs-Merrill Company, Indianapolis.

This is a romance depicting some phases of life and morals of Italy. It is founded on the marriage of an Italian nobleman to an American

SITUATIONS WANTED.

I WANT TO MEET THE PRESIDENT

OR GENERAL MANAGER OF A DAILY NEWSPAPER WHO REQUIRES THE SERVICES OF AN ADVERTISING MAN WHO HAS LEARNED THROUGH EXPERIENCE HARD WORK AND NATURAL ABILITY HOW TO CREATE AND DEVELOP BUSINESS. I AM IN NO HURRY TO CHANGE, BUT CAN ARRANGE TO COME IN TIME TO GET YOUR FALL BUSINESS. I HAVE A SUCCESSFUL RECORD, TWELVE CONSECUTIVE YEARS' EXPERIENCE IN THE UNITED STATES AND CANADA. AGE 32 AND MARRIED. ADDRESS T. H. F., CARE H FOURTH ESTATE.

Active Newspaper Man

Twenty years experience, always made good, now managing editor leading paper in city 40,000, wants a bigger job. Prior to coming to this position I now held was news editor two years leading daily in one largest cities in United States. Publishers who are seeking for man that deliver the goods are invited to write. Address C. T., care The Fourth Estate.

Managing Editor Seeks an Opening

Managing Editor of morning paper, 20,000 circulation, has had to give way to owner upon consolidation. Has spent six years in the business, and is thoroughly schooled in newspaper methods. Seeks like position or would take City Desk. Given the opportunity, he will make good. Address T. P., care The Fourth Estate.

Circulation Manager

with over 10 years experience in the newspaper business, 5 years as a circulation manager and now employed as a business manager on a weekly publication, desires to return to the daily field as a circulation manager. Will go north or south. Address L. O., care The Fourth Estate.

Circulation Manager and Worker.

wants opening. Ten years' experience on Metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum results at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

lady. The title is symbolic of a chapel bell, broken and later repaired, like the love of husband and wife, who were separated and afterward united, living harmoniously and happily together.

THE JUST AND THE UNJUST, by Vaughan Kester. Bobbs-Merrill Company, Indianapolis.

This novel was commenced before the issue of "The Prodigal Judge," heretofore noticed in these columns. It arouses the reader's interest immediately.

The plot is well conceived and skillfully handled, and the incidents presented carry the conviction of reality. The situations are at times dramatic. The characters are human, like those seen in everyday life, and influenced by similar motives.

THE MARRIAGE OF CAPTAIN KETTLE, by C. J. Cutcliffe Hync. Bobbs-Merrill Company, Indianapolis.

Mr. Hync is noted for his stories of the sea and this one is particularly lifelike and well written. A ship in mid-ocean, the chief engineer found insane, the supply of

SITUATIONS WANTED.

Magazine Manager open for engagement

The magazine of which I have been the general manager for nine years has been sold to a concern having its own complete organization. I am therefore open for another engagement—now, or in the fall. Having had twenty odd years of experience in the periodical publishing business, I can bring to a concern a thorough knowledge of all departments together with a high reputation for integrity and trustworthiness.

I have a reputation as an economist, but not the sort of economy that is dangerous to efficiency or progress. I am therefore open for a high price man but would prefer a position at less than my usual salary plus a percent of the savings I effect, without making the business.

I would be particularly valuable to an owner who is not an experienced publisher and who needs a competent, trustworthy man to guard his interests. Am not a newspaper man. Address "SNOW" care The Fourth Estate.

Editor Wants Charge of News End.

I would like to take charge of the news end of a good, live afternoon Middle West newspaper with honest, progressive policies. I have ten years experience qualifies me for that kind of a position or I would not be retained, with satisfaction to the publisher, in the managing editorship I now hold. I am 31 years old, married and eager to get located permanently. Address G. L., care The Fourth Estate.

Circulation and Advertising Manager

with ten years' successful experience, competent, wide-awake newspaper man, age 28, desires immediate connection. Ample experience on metropolitan and small dailies. Capable of taking charge of both departments and operating them on economical lines as well as to increase the circulation and develop the advertising. Correspondence invited. Address B. C., care The Fourth Estate.

Circulation Manager

Over seven years' experience on metropolitan dailies. Thoroughly competent. Member International Circulation Managers' Association. Would start with modest salary on live growing paper. Address "Enthusiast," care The Fourth Estate.

Woman's Page Editor

Experienced newspaper woman, Domestic Science Lecturer and member of editorial staff of large city daily, wants editorship of woman's department. Will furnish special feature stories for women's pages. Address Cleveland, care The Fourth Estate.

WANTED. Position in Woman's department. Two years experience with one of the largest papers in the state of Minnesota, and on full time. Address M. C. S., care The Fourth Estate.

coal short and the vessel far from the usual course traversed by seamen, make an exciting opening chapter of the book.

A German woman of high rank and an English barmaid are objects of Kettle's affections, and the story offers a study of the two women.

EVANSVILLE PAPERS SUED.

Libel suits asking damages aggregating \$10,000 have been filed against the Evansville (Ind.) Press Company and the Evansville Courier Publishing Company in the circuit court by T. Wade Stratton, a merchant of Cromwell, Ky.

Stratton alleges that both newspapers on March 14 last published stories that were false and his reputation has been damaged to the extent of \$10,000. He asks \$5,000 damages from each.

SITUATIONS WANTED.

Position and Investment.

*Young man, energetic and ambitious, is open for engagement. Wishes to form A-I connection with reliable, sound paper where faithful work and originality, hustle and progressive ideas that have succeeded always, can take root and be appreciated.*

Can furnish gilt edged references as to character, habits, integrity and experience. Speculators and fly-by-nighters need not reply. Answer should be accompanied by references. Only those desiring to consider the following proposition need write; city in south or south-east, on sea coast or water way preferred. Population of 15,000 to 30,000—afternoon paper will accept managing editorship or similar position for six months. At end of that time if conditions prove satisfactory will take limited amount of stock for cash or make cash payment with reasonable and easy terms. Address "Garcia" care The Fourth Estate.

Creative and Executive Circulation Manager

Having had the last seven years of my life divided between creative and executive circulation work on three large dailies in the west and middle west, it is my ambition to become one of the biggest, broadest and best circulation men in the United States.

I have never failed in any undertaking and being met with a marked degree of success in accomplishing a few things really worth while, I can furnish references from men higher up. I solicit the correspondence of any daily publisher in the west or middle west who wants to make a safe and sane management of that department. Address Safe and Sane, care The Fourth Estate.

EDITORIAL WRITER AND PARAGRAPHIER.

Vigorous and virile editorial writer and paragraphier, well known throughout the United States by reason of former associations, is at liberty, now that the pre-convention Presidential campaign is over, to take up active work with some daily newspaper that feels it is in need of a FIRST-CLASS MAN and is willing to pay a commensurate salary. No newspaper man in the country has wider personal acquaintance with public men of both the big political parties. Thoroughly trained in editorial department of a metropolitan daily newspaper. Was for a number of years well-known Washington correspondent. Familiar with the workings of the issue of the water cart in coming campaign. Gilt-edged references. No experiment. Goods delivered promptly and in full measure. Address D. P. H., care The Fourth Estate.

QUICK! I MUST BE LOCATED IMMEDIATELY!

Can handle any desk or street position. Experienced in every department of the news. Young, capable, energetic, ambitious, sober. Gilt edged references. First class man whose work is high grade in every respect. Must have connection AT ONCE with MEAN BUSINESS! WIRE "Imme diate," care The Fourth Estate.

Experienced Newspaper Man

with executive ability, now managing editor large daily, desires to make change about September 1. Twenty years' active and successful newspaper career. Water confidential. Address "Experience," care The Fourth Estate.



# PUTTING ALBANY ON THE MAP.

One of the daily newspapers of the country that is coming rapidly to the front of late is the Albany (N.Y.) Knickerbocker-Press. From an editorial and news standpoint the paper elicits the highest praise from critics, and the amount and the character of the advertising it carries is ample proof of the esteem in which it is held by home and out-of-town business people.

The Knickerbocker-Press publishes morning and Sunday editions, Lynn J. Arnold is its publisher and George J. Auer business manager.



GEORGE J. AUER.

The foreign representation is in the hands of the John M. Branham Company, New York, Chicago and St. Louis.

Lynn J. Arnold, is a man of a wide and extended business experience. He is especially well known in the legal circles, as he was actively engaged in the practise of law for many years as surrogate of Otsego County and as senior member of law firms in Watertown and Albany. He is perhaps best known as Judge Arnold.

Besides his newspaper connections, Judge Arnold is also president of the First National Bank of Cooperstown, vice-president of the Cooperstown Aqueduct Association and vice-president of the publishing firm of Arthur H. Crist & Co., Cooperstown.

He is prominent in club and fraternal circles, a member of the Albany Chamber of Commerce, and a vestryman of Christ Church, Cooperstown.

The policy of Judge Arnold and his associates from his taking charge two years ago has been to render service to readers and advertisers. Despite the fact that his business hitherto had been confined



GEORGE BRUNSON, JR.

PUBLISHER OF THE GREENVILLE DAILY NEWS AND TREASURER OF THE SOUTHERN NEWSPAPER PUBLISHERS ASSOCIATION.

to law, he took rapid hold of the principles of newspaper management, and used his professional training with much advantage to the Knickerbocker-Press.

The newspaper in April, 1911, installed a Hoe quadruple press, but increased circulation again last month necessitated an order for another Hoe press of the sextuple design with a capacity of 144,000 papers an hour.

Judge Arnold is a strong believer in publicity for newspaper circulation, and is demonstrating this in an advertising campaign he is at present conducting for the Knickerbocker-Press, as readers of THE FOURTH ESTATE have already had an opportunity to notice. In his opinion "Every advertiser is entitled to know all the facts about the circulation of a newspaper or any other circulating publication."

"The net paid circulation is of the greatest value to the advertiser; all of the different classes of circulation are of some value, and of different value to different classes of advertisers, varying according to the value of the goods sold, etc."

"When a publisher states to an advertiser that his newspaper has a certain net paid circulation the advertiser understands that he means by a net paid circulation, circulation paid for according to the subscrip-

tion rates of the publication. My point on net paid circulation is simply this: that nothing should be included in net paid circulation except subscriptions paid for at circulation rates published in the paper."

The latest circulation figures of the Knickerbocker-Press show a daily average close to 32,000. The total of advertising carried in the month of July was 29,035 inches.

Judge Arnold and Mr. Bauer are charter members of the Capitol District Ad Club organized in Albany on Wednesday. Mr. Bauer was elected president.

## OCHOA AGAIN IN TROUBLE.

Victor Ochoa, a former newspaper man and soldier of fortune, is under arrest in El Paso, Tex., by United States secret service agents charged with smuggling arms across the border to the Mexican rebels.

Ochoa is well remembered in New York through serving two terms in the penitentiary in 1895 for violating the United States neutrality laws. At present he has a libel suit pending in this city against Everybody's Magazine for \$100,000 damages, because of an article which described him last October as a two-handed gun man who had slain men and was a "roistering, roaring, bad-minded ruffian."

## A CAROLINA PUBLISHER WITH A THOROUGH TRAINING.

George W. Brunson, Jr., publisher of the Greenville (S. C.) Daily News, commenced his newspaper career after finishing his course at the University of Georgia as reporter on the Athens (Ga.) Banner. For six years he was connected with the reporting and editorial staffs of the Wilmington (N. C.) Messenger, Star and Dispatch and later was editor of the Charlotte (N. C.) News.

Afterwards he was a special staff reporter on the Norfolk (Va.) Dispatch, and also did work on the Norfolk Landmark. For the past seven years Mr. Brunson has been with the Greenville News as editor and publisher, recently becoming one of the chief owners of the publication. In 1911 he was elected secretary and treasurer of the Southern Newspaper Publishers' Association, and was re-elected to this office at the annual meeting of the association at Knoxville last month.

## MADE OIL INSPECTOR.

W. F. Lake, publisher and owner of the Arlington (Ia.) News for many years, has sold that newspaper to M. L. Gordon of Auburn, Ill., a Roosevelt Republican. Mr. Lake has been appointed as state oil inspector and will devote all of his time to the work of that office.

## BRAHANY MOVES UP.

Thomas W. Brahany of Wisconsin, a former newspaper man, and for the last year secretary to the tariff board, probably will be appointed by President Taft as assistant secretary to the president, succeeding Sherman P. Allen, who has been made assistant secretary of the treasury.

## BAN ON GIRL NEWSIES.

A city ordinance has gone into effect in Chicago prohibiting girls under eighteen peddling on the streets, selling newspapers or any merchandise.

The ordinance is designed to prevent the frequent attacks on young girls sent from their homes to sell papers, etc.

Cecil H. Alexander has launched the Montezuma (Kan.) News.

Advertisers who investigate the

**MILWAUKEE**  
field always select the **EVENING**  
**WISCONSIN**

Lowest rate per thousand of any daily in Milwaukee.

## CIRCULATION:

Daily Average for the year 1911 **44,766**  
A GAIN of 3000 copies per day over the year 1910.

JOHN W. CAMPBIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



## SPECIALIZATION IN THE LOCAL FIELD.

### THE PROBLEM OF SUBURBAN PAPERS COMPETING WITH BIG PUBLICATIONS.

The main point of the newspaper published in a suburban city should be to localize and not enter into competition with the larger metropolitan dailies in an effort to obtain country circulation, in the opinion of James B. Coulson, circulation manager of the Worcester, (Mass.) Evening Post, and a man of many



JAMES B. COULSON.

years' experience in circulation work. He comes to the conclusion after twelve years as circulation manager that the great field for the suburban daily is the home city.

During the recent convention in Baltimore of the International Circulation Managers' Association Mr. Coulson read a paper on "Building and Retaining Circulation" in which he expressed his views. He said in part:

"At the present time, throughout the country, a great deal of energy is being put into efforts by many large daily papers to increase their circulation in surrounding country. Country circulation is, indeed, a very valuable asset when it is secured in a way barring the spasmodic effort. Reaching out into the country for circulation, from cities adjacent to the large centers and which are, so to speak, but suburbs of those centers, is a work that requires much care to prevent a useless expenditure.

"As the leading papers of all large cities maintain capable correspondents who cover every town and hamlet within a fifty mile radius, supplementing the Associated Press service, it can be readily seen what is required of the smaller city dailies thus located to get any appreciable foothold in the country.

"A limited amount of circulation is possible in suburban districts of suburban cities, but let it be remembered, that there are the far-reaching metropolitan dailies as competitors in local news competition.

"The great field of activity for the daily newspaper of suburban cities is in the home city. To maintain circulation, the local news service must have the brain, brawn, energy, enterprise, capital and everything that progressive, up-to-date newspapers have ever possessed as their

great essential. Let the paper be made for the citizens who are expected to buy and read it.

"Let it be a case for a session with the 'old man' for omitting from the columns of your paper a single item of local news that might be of interest to local readers. Swell the local news columns to double their size to the exclusion of Associated Press matter—so commonplace with every publication claiming the name of a newspaper.

"Play up the local, social, society, personal and home features of your paper to the elimination of the stale, befogged, ancient literature, fished from the morgues of free public libraries by editorial highbrows who warm it over, spread it over the editorial pages to enhance the disgust of a long-suffering public.

"The editorial page must be maintained strong and unbiased but if circulation, which must, of necessity, be local, is to be the most important factor of a newspaper enterprise, the uninteresting and partisan editorials must go as the political organ has disappeared from the ranks of progressive newspaperdom. The editorial column must be, to a large extent, localized in papers having, almost exclusively, a local circulation."

Mr. Coulson is a native of Prince Edward Island, Can. He followed the profession of teaching for three years before he came to the United States in 1889. He is now a man in middle life. In this country he has had a wide experience in various lines of business. He began his newspaper work in 1890 with the Springfield (Mass.) Daily News and later was on the Worcester Gazette. In 1899 he became circulation manager of the Evening Post and has completed twelve consecutive years in that position.

The Post is a vigorous up-to-date paper and Mr. Coulson has seen the circulation doubled under his supervision, following the principles outlined in his remarks printed above.

He is an active member of the I. C. M. A. At the conventions he is to be found in the foreground in discussions and is a keen debater.

### OUTING FOR NEWSPAPER WORKERS.

The newspaper and mail deliverers of New York, comprising the Edward F. McCarthy Association, held their annual outing last Sunday at Oakwood Park, New Dorp, S. I. A program of athletic events has been arranged. Special interest attaches to the baseball games for solid silver loving cups between the Journal drivers and the Brooklyn News Company and the Harlem News Company and the Evening World teams. There will also be tugs of war between the Paper Handlers' Union and the Mailers' Union and between the Pressmen's Union and the Newspaper and Mail Deliverers' Union. Dancing is to follow in the evening.

### NEW CHURCH PAPER EDITOR.

T. Edward Conley, editor-in-chief of the Catholic Opinion, Lewiston, Me., has resigned to take charge of the advertising and circulation departments of the publication. His successor as editor is Herbert E. Holmes.

### FOR IOWA GERMANS.

The Iowa Biene is the name of a German newspaper which will be published weekly hereafter in Fort Dodge. Joseph Tagwerter, recently editor of a German weekly in Nebraska, is the editor and proprietor.

### NEW DIRECTORS OF A LIVE OHIO DAILY.

Thomas Brooks Fletcher and L. L. Lamborn are the new owners of the Marion (O.) Tribune. Since taking charge of the paper a short time ago they have demonstrated their ability to give their bustling Ohio city an up-to-date and live newspaper. Besides improving the



THOMAS B. FLETCHER.

paper and plant in various ways they have changed the original name from the Mirror to the Tribune.

Mr. Fletcher is in charge of the editorial end of the paper and Mr. Lamborn is the general manager. They have incorporated the Tribune Publishing Company with a capital of \$60,000. C. W. Leffler is



L. L. LAMBORN.

the president and Mr. Fletcher is vice-president and editor-in-chief. Mr. Lamborn is also treasurer, and S. S. Burgess is secretary and advertising manager. The members of their executive staff are T. A. Cooper managing editor, S. E. God-

den city editor, L. E. Adelman circulation manager, J. A. Schroeter and J. W. Jacoby.

Both Mr. Fletcher and Mr. Lamborn are Cleveland men. The former is well known as a lecturer and was formerly with the Canton (O.) News. They publish a strictly Democratic paper. They bought with the paper a well-equipped newspaper plant from H. K. Snyder, the former owner, who has gone to Gary, Ind., where he owns the Post.

### PUBLISHERS' TRIAL BEING HELD UP.

It is said to have been intimated by persons in close touch with the matter, that the cases of Herbert Myrick, president of the Orange Judd Company, with a principal office at Springfield, Mass., and James W. Cunningham, subscription manager of the company's publications, who have been under indictment since early last year, on the charge of conspiracy to defraud the government, may never be placed on trial.

In the indictment it is alleged that false statements were made before Postmaster Hyde of Springfield in connection with circulation of the Judd Northwest Farmstead, to secure a second-class postage rate.

### EL RENO TO THE FRONT.

Another newspaper change has taken place at El Reno, Okla. P. E. D. Underwood, who has been publishing the Purcell Republic, has taken the business management and editorial charge of the American. Recently N. H. Langenfelter, for many years connected with the Oklahoman, assumed management of the Democrat.

The American will remain a Republican paper under the management of Underwood. The paper has a well equipped plant.

Mr. Underwood has sold the plant of the Purcell Republic to Rex Jones, who was formerly foreman of the Purcell Register.

### POSTER AD MEN ELECT.

Thomas Cusack of Chicago was re-elected president of the Outdoor Advertisers' Association at its annual meeting. Other officers elected are: Vice-president, George J. Shearer, Minneapolis; secretary and treasurer, Charles F. Bryan, Cleveland.

The name of the association was changed from the Painted Display Advertising Association to the Outdoor Advertisers' Association. The annual convention will be held the third week in January instead of in July.

Beautification of billboards by uniformity of size, improved lithography and better decorations was discussed by the association.

### ELKS HONOR BROWN.

Robert W. Brown, managing editor of the Louisville Times, and retiring chief justice of the B. P. O. E. grand forum, was again appointed a member of that body by Grand Exalted Ruler John P. Sullivan. Mr. Brown served one term as grand exalted ruler of the Elks and is the only member of the forum who is not a lawyer.

## ELECTED LEADER OF TEXAS PUBLISHERS.

William Cunningham Edwards, the new president of the Texas Press Association, is a native of Alabama, who was brought to Texas in his early childhood. He has made Denton his home continuously since that time and was educated in the public schools and the University of Texas.



WILLIAM CUNNINGHAM EDWARDS.

He began his newspaper career as a reporter and solicitor for the Denton Chronicle at the age of seventeen, and was later appointed correspondent for the Dallas News and has served for sixteen years.

When only nineteen years old Edwards bought an interest in the Denton Record and Chronicle, a small weekly publication. In August 1903, he launched the Daily Record and Chronicle.

Mr Edwards has always taken an active interest in politics but never sought nor held office. Is at present secretary of the Democratic Committee of the county and one of the party leaders in the state.

### A BULGER PLAYLET.

Bozeman Bulger, of the New York World staff, and Miss May Tully are the authors of a one-act comedy entitled "The Late Mr. Allen" which is appearing at Keith's Union Square Theater, New York, this week. The act is featured by the return to the vaudeville stage of Miss Lida McMillan, formerly of the "The College Widow" and other Broadway successes. She is supported by a company of six other players. The story of the sketch, which is very interesting, is full of amusing situations.

### LAWYER AND CITY EDITOR.

Paul Laybourne, a young lawyer, has become city editor on the Springfield (O.) Morning Sun. He will practice law and look after the city desk at night. He was at one time managing editor of the paper.

## LICENSE EDITORS, ALABAMA LAWYER ADVISES

That editors should be educated within their sphere and licensed by an examining board before they are permitted to run newspapers is the view expressed by Lawrence Cooper, a lawyer of Huntsville, Ala., in a paper delivered before the Alabama State Bar Association in thirty-fifth annual convention at Montgomery.

On this subject, Mr. Cooper said: "The newspaper is a great influence in the moral and educational development of the country, and can be a potent factor in healing troubles. What greater force could it be if there were unanimity in creating patriotic ends?"

"A factional paper is an enemy to the community which tolerates its existence. The advocacy of policies should be for the advancement of the right, and for the instruction of the people.

"Lawyers are licensed to perform the work of their profession. Physicians are licensed, and they cause stringent measures to be taken to elevate their profession, and to destroy the faker. The editor seems content with his individual environment.

"The attorney may awkwardly handle his case, it is the client only who suffers. The surgeon may drop his appendix scissors into the cavity which he has made, and in his glee over the supposed successful operation, forget the fact—and the patient does not rebuke him.

"The mistakes of editors taint the public thought, and the injury is visited upon the generation in which they live. If editors were required to be educated within the sphere of their contemplated vocation, and licensed by proper examining committees, local conditions would be vastly improved.

"There are some astute editors who could preside with becoming fitness over the chair of the 'Bingville Bugle,' but they should not imagine that they could improve upon the editorial management of the metropolitan daily, and at the same time, control its financial departments, and pose as its musical critic.

"A coalition between editors and lawyers, for 'righteousness' sake, would not violate the Anti-Trust Act; and the country at large would instantly sweep into a higher moral plane."

### BINGHAMTON'S EVENING NEWSPAPER.

The Press is left as the only evening newspaper in Binghamton through the merger of the Evening Herald with the Morning Republican by the Southern Publishing Company. A typographical error recently caused it to be stated that the Herald now had the evening field to itself.

### FOR SOCIALISTS.

T. A. Swan, R. M. Kephart, W. Thompson, Francis Nottor and Edwin Firth have incorporated the Socialist Printing Company at Huntington, W. Va. It purposes to publish a weekly newspaper.

## YOUNG SOUTHERN EDITOR.

Charles P. Calvert, who was recently placed in editorial charge of the Spartanburg (S. C.) Journal, has the honor of being one of the youngest, if not the most youthful,



CHARLES P. CALVERT.

editor of a daily newspaper in the country.

Mr. Calvert is only twenty-two years old. He has been connected with the Journal for nearly four years—or since his graduation from college in 1908. He first worked as a reporter and later on the city and telegraph desks. His latest promotion has come as the result of hard work and because he made good in his other positions.

### PROGRESSIVE MOVE OF TRIBUNE FRESH AIR FUND.

The Middletown-Goshen fresh air fund home of the New York Tribune moved to new quarters on Monday. This is the second step in advance along the line of better and more commodious quarters which the Tribune fund has made this year.

In June a new home for undernourished children was opened at Mount Pleasant, N. Y., which took the place of the home at Shokan, which for many years had been used for this class of children.

The latest quarters to be improved is the home for convalescents. The new site is a farm of 128 acres midway between the towns of Middletown and Goshen, N. Y. The Middletown-Goshen Home is maintained by the churches of the two cities after which it is named, in co-operation with the Tribune Fresh Air Fund.

### A HARD ACCIDENT.

Frank Evans, one of the publishers of the Morningside (Ia.) Leader, slipped while crossing in front of a street car and was run over, losing one leg.

## STUDENTS SEE PAPER MADE.

The New York Times received a visit Monday night from a party of students of the Columbia University Summer School. Leonidas M. Crawford, professor of English at Emory and Henry College, Virginia, was in charge, and several members of the Times staff acted as guides. The students were from all parts of the country, and women predominated.

Every department of the paper was visited, beginning with the top of the building at the library and gradually working down to the basement under the subway, where the presses are located.

### MAIL SWINDLES.

One hundred and twenty million dollars was filched from the American people during the last fiscal year by swindlers who operated largely through the United States mails, according to a statement just made in a formal report to Postmaster-General Hitchcock.

This was an increase of approximately \$50,000,000 in the aggregate of the previous year. Of those who are alleged to have operated the fraudulent schemes, 1063 were arrested by post office inspectors.

During the year which ended June 30, last, 452 persons were convicted and sentenced and 571 cases are awaiting final disposition.

### NEW IOWA ENTERPRISE.

Eugene Baben of Dow City and Carl Motter of Arion are starting a newspaper at Arion, Ia., to be called the Times. Mr. Baben has had considerable experience in newspaper work.

### EDITORS FACETIOUS.

Publishers of newspapers in Minnesota, obliged under the corrupt practices act to file an affidavit of ownership with the secretary of state, continue to be facetious in their filings. Out of 700 papers in the state only about forty have filed.

Elmer Nordell has sold the Kiron (Ia.) News to R. G. Warrington of Odeolt.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

**Berlin Mills Company,**

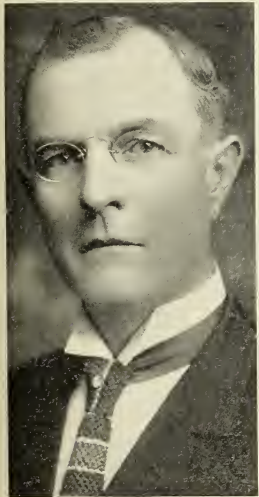
PORTLAND, MAINE.

New York office, 256 Broadway



## A CIRCULATOR WITH A WIDE EXPERIENCE.

John T. Toler, circulation manager of the Atlanta Constitution, commenced his newspaper career as a stenographer and general office assistant on the old Memphis Appeal. He liked the business so well, though, that he decided to go into it in more detail, which he did by



JOHN T. TOLER.

way of the circulation department. Since then he has come to be known as one of the country's foremost exponents of the magic power of making people read newspapers.

Mr. Toler's first step out of routine office work was in 1891 when the Memphis Appeal purchased the Avalanche and he became circulation manager of the combination. In 1894 the Commercial took over the Appeal-Avalanche, and Mr. Toler was retained in charge of the circulation department of the new combination known as the Commercial-Appeal.

In 1897 he resigned to take a special college course, and when he again returned to newspaper work it was as circulation manager of the Nashville American. In 1900 he joined the St. Louis Star in a similar position, and in addition to his work on the Daily and Sunday Star he built up the semi-weekly edition.

His next move was in 1905, when he went with the Chicago Examiner and then returned to the scene of his first successes in Memphis in charge of the circulation department of the News-Scimitar. He then went with the Birmingham News and eighteen months ago became associated with the Atlanta Constitution.

The circulation department of the Constitution has been thoroughly organized under his direction and the circulation has been substantially increased. Mr. Toler has a wide reputation as an organizer and for integrity.



NEW HOME OF THE NEW HAVEN JOURNAL-COURIER.

## CONNECTICUT DAILY TO LEAVE 50-YEAR HOME.

The accompanying cut shows the handsome new building to be erected for the New Haven (Conn.) Morning Journal-Courier on Temple and Center streets. Work on the building will be commenced next month, and it is planned to move in before the end of the year, abandoning the property at 400-404 State street, where the paper has been located for over fifty years. The present quarters have been outgrown, owing to increased business demanding a floor space about twice that available in the old location.

The new building will occupy a space of seventy feet on Center street and 108 feet on Temple street, and will be six stories high. Until the expiration of a lease covering part of this plot, which has four years to run, that part of the building required for the immediate occupancy of the Journal-Courier will be erected at once, covering the entire Center street frontage and half of that on Temple street.

The building will be of most modern fire-proof construction. The walls will be of golden brown tapestry brick in several

shades, making one of the handsomest office buildings in New Haven.

On the ground floor will be the business office of the paper, with a direct entrance from the street on the corner. On the upper floors will be the local and editorial rooms, the composing room and the stereotyping room. The basement will be occupied by the pressroom and mailing department. The Goss press in the basement will be visible from the street.

## A DROWNING RESCUE.

Through the heroism of George C. Bolden, son of the editor of the Charleston (W. Va.) Daily Mail, Miss Murie Browne of Barbourville, was saved from drowning last week in Little Coal River. Miss Browne had got beyond her depth from the swimming beach and was rescued by Mr. Bolden with considerable difficulty.

## ILL OF ERYSIPELAS.

E. F. Nelson, telegraph editor of the Tacoma News, returned from a two weeks' vacation in his orchards east of the mountains only to be stricken with erysipelas, which confined him three weeks.

## AUTO COMPANY APPOINTMENTS.

C. C. Perrin and D. B. Williams have been appointed sales manager and advertising and publicity manager, respectively, of the American Motors Company, Indianapolis. For the past three years Mr. Perrin was with the Regal Motor Car Company, Detroit, and Mr. Williams was assistant sales and advertising manager of the American Company.

## AGAIN A DAILY.

The Manchester (Ia.) Delaware County News is to be changed from a weekly to a daily publication. The publisher is Roy Hilton. When the News was first started by D. H. Young, in 1895, it was issued daily for a short time, but the business of the city was not large enough to support it.

## NARROW ESCAPE.

Harold Peck Gould, advertising manager of the Chicago firm of Joseph E. Ryerson & Son, narrowly escaped serious injury the other day when his automobile turned turtle near his home in Riverside. Mr. Gould was thrown clear of his machine and escaped without a scratch.

# A Solid Investment To Net 6 Per Cent

---

## COSMOPOLITAN MAGAZINE 6% GOLD BONDS

---

Now Open for Subscription in Denominations  
of \$500 and \$1,000 at Par

---

These ten-year bonds are issued by the International Magazine Company, which owns and publishes the *Cosmopolitan Magazine*, *Motor*, and *Motor Boating*, the three leading publications in their lines, on which this Million-Dollar Bond Issue is a first lien.

These *6 Per Cent Gold Bonds* are also guaranteed by *William R. Hearst*, and are protected by *Twenty Million Dollars* of assets.

The earnings of the *Cosmopolitan Magazine*, *Motor* and *Motor Boating* last year on which taxes were paid to the United States Government were over *five times* the *annual interest* on this bond issue.

*The Cosmopolitan* reserves the right, however, to reject any or all subscriptions.

These bonds offer as safe and solid an investment as can be found in the United States and at the same time pay 6 per cent interest. Address subscriptions to

S. S. CARVALHO, Treasurer  
238 William Street, NEW YORK CITY



**\$10,000**

will buy a half interest in a Daily newspaper property carrying with it the Business Management in a city of over 35,000 population located within easy distance of New York City.

HARWELL, CANNON & MCCARTHY.  
Brokers in newspaper and magazine properties that are not hawked.  
200 Fifth Avenue, NEW YORK.

### HOW LONDON REGULATES UGLY SIGNBOARDS.

A plan to preserve the neighborhood of public parks and gardens and the best views of the country round London has been devised by the London county council, with the approval of the home secretary.

Under the advertisements regulations act of 1907 the local government committee of the council has scheduled, after inspection, 108 public gardens in various parts of London, all the parks and open spaces, and most of the squares and playgrounds under the management of the council, the royal parks, cemeteries, churchyards and burial grounds open to the public for the purpose of applying a series of new bylaws.

One of these provides that no advertisement or boarding shall be erected within forty yards of any of these so that it can be seen by any person in them. The object of this new bylaw is that the views from the public open spaces shall not be spoiled by advertisements.

It is also provided that no illuminated or other advertisement erected within sight of these pleasure grounds shall be exhibited more than thirty feet from the ground. Foremost in the places where ad-

vertisements are to be barred are Trafalgar square and Parliament square.

These bylaws do not apply to any advertisement in the window of a shop or house, to any trade carried on there, or to any entertainment or religious service. Any advertisement already exhibited will be exempt for a period of five years from the date of the confirmation of the bylaws, which do not affect the city of London.

The second schedule deals with views from various parks, and is designed to prohibit large advertisements "exhibited more or less near to the point of view." The remarkable feature of this second schedule is the revelation of the fine positions occupied by all these public parks.

### NEW YORK PAPERS SUED BY POLICE COMMISSIONER.

Police Commissioner Rhinelander Waldo has brought suits for libel for \$250,000 damages in each case against the New York Herald, Tribune and Press on the ground that statements reflecting on the commissioner and printed in those newspapers as having been made by Lieutenant Costigan relative to the Rosenthal murder case before the grand jury, were false and libelous.

The substance of the statements of which the commissioner complains was that Lieutenant Costigan placed upon the commissioner himself the responsibility for the continuance of gambling.

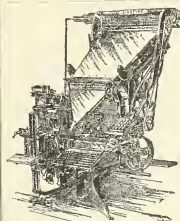
Costigan denies he said anything of the sort before the grand jury, and has made an affidavit containing a specific denial.

Police Inspector Edward P. Hughes, in charge of the detective bureau at headquarters; Winfield R. Sheehan, secretary to Commissioner Walsh; Inspector Cornelius F. Cohlane of the first inspection district, and Deputy Police Commissioner George S. Dougherty have announced that they intended to bring suit for libel against the New York American.

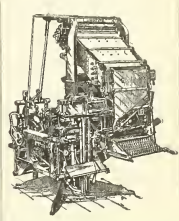
The suits will be based upon the publication of their pictures in connection with a story of graft in the police department embodied in the confession of Jack Rose, upon whose statement in conjunction with others obtained from Harry Vallon and "Bridge" Webber, the indictment of Lieutenant Becker for murder in the first degree was based.

Papers in the suits of Inspector Hughes and Mr. Sheehan were served on officers of The American

## The Multiple Machine Idea has passed the 500 mark.



Quick-Change Model 8  
Three-Magazine Linotype



Quick-Change Model 9  
Four-Magazine Linotype

In a little more than a year we have sold more than

**500**

*Quick-Change Model 8 Three-Magazine and  
Quick-Change Model 9 Four-Magazine*

## LINOTYPES,

thus demonstrating more forcibly than any abstract argument that progressive publishers have been quick to realize that

*The Multiple Linotype Way Is the Only Way*

### MERGENTHALER LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK.

CHICAGO:  
1100 S. Wabash Avenue.

SAN FRANCISCO:  
638-646 Sacramento Street.

NEW ORLEANS:  
549 Baronne Street.

TORONTO: CANADIAN LINOTYPE LIMITED, 15 Lombard Street.

Thursday. Each asks \$250,000 damages.

In connection with the Rosenthal case an order has been issued by the police department barring newspaper reporters from the detective bureau and the giving of any information to them. Commissioner Waldo has also ordered that the newspaper men be kept out of the halls of Police Headquarters.

### AGENCY CHANGE.

The Mott Advertising Agency has succeeded the Newspaper Advertising Agency, formerly conducted by J. Guy Mott, at 86 West Main street, Battle Creek, Mich.

### ARRESTED SECOND TIME.

Harry McGill, editor of the Sidney (O.) Journal, has been arrested a second time on a charge of criminally libeling Mayor John Duncan.

### GETS AGENCY INTEREST.

Morgan J. Edwards has purchased an interest in the Troy Advertising Company, of Waterloo, Ia. For the

**STANDARD LINOTYPE METAL** and **First-class STEREOTYPE METAL** now being used and endorsed by the **Leading Publications** throughout the **United States**. Manufactured by the **NASSAU SMELTING AND REFINING WORKS**. B. Lowenstein, Proprietor. 603 West 29th Street. NEW YORK. Telephone, 476 Chelsea.

### BARNES-CROSBY COMPANY

E. W. HOUSER, President.

### ENGRAVERS

ARTISTS. ELECTROTYPERS.  
NEW YORK, CHICAGO, ST. LOUIS

## "Ipsco" Tissue

INTERNATIONAL PUBLISHERS SUPPLY CO.,

LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

past two years Mr. Edwards has been in charge of the commercial work at the East Side High School of Waterloo.

Let the American Ink Co. of New York City be your 4-cent inkmen.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

**M&E**  
Registered

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
**PHILADELPHIA**

NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER

Trade Mark

**M&E**  
Registered

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

### Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

PENNSYLVANIA AGENCY, Philadelphia.—The French Waist Company, Philadelphia; some forty-time orders being placed with a selected list of papers throughout the country.

GUENTHER, 115 Broadway, New York.—The Robinson Sales Company, 1133 Broadway, New York; some one-time orders being placed with a selected list of leading Sunday papers.

POWNING, New Haven, Conn.—Henry A. Farrar, Hanover, Mass.; some one-time orders being placed with mail order papers throughout the country.

Henry A. Farrar; mail order advertising being placed throughout the country.

PRESBRY, 456 Fourth avenue, New York.—Additional copy being placed for the General Baking Company, 62 Cedar street, New York.

BLOOMINGDALE - WEILER, 1420 Chestnut street, Philadelphia.—The American Necklace Company, Philadelphia; some twenty-four-time two-time orders being placed with a

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

## LARGEST CIRCULATION

There are in BALTIMORE 100,000 homes

The combined circulation of the

AMERICAN and STAR

is from 130,000 to 140,000

daily. These two papers reach practically

every person in Baltimore whose

patronage is worth having.

C. GEORGE KROGGES, CHICAGO.

Marquette Building, VERREE & CONKLIN, Inc., NEW YORK.

225 Fifth Avenue, NEW YORK.

selected list of Canadian weekly papers.

DONOVAN & ARMSTRONG, Commonwealth Building, Philadelphia.—Asking rates on nine inches seven times, to be placed with Ohio, Pennsylvania and Michigan papers.

D'ARCY, Fullerton Building, St. Louis.—Placing some 3,000-line contracts in Western papers for the Missouri Pacific Railroad Company.

DORLAND, 303 Fifth avenue, New York.—The Manhattan Soap Company, New York; "Sweetheart Soap," 550 West 30th street, New York; placing some large one-time orders with a selected list of Western papers.

FOLEY, Bulletin Building, Philadelphia.—The Textile Company, Broad and Pine streets, Philadelphia; placing some three-inch four-time orders with a selected list of Pennsylvania papers.

ALLEN, 141 West 30th street, New York.—Drummond's Tobacco; placing twenty-six-time orders generally.

CHESMAN, 1127 Pine street, St. Louis.—The Tonsoline Company, Canton, O.; placing some three-inch seventy-two-time orders on new contracts.

DAUCHY, 9 Murray street, New York.—Whittemore Brothers & Co., shoe polish; some four-inch one-time-a-week orders to run for three months being placed with a selected list of papers in the West.

SHERMAN & BRYAN, 70 Fifth avenue, New York.—Henry Holmes & Sons, "H. & I." Collars; orders being placed in Southern cities where they have distributors.

MATOS-MENZ, Bulletin Building, Philadelphia.—Reported to have secured the account of J. S. Tyree, "Tyree's Antiseptic Powders," Washington, D. C.

RICHARDS, Tribune Building, New York.—The Southern Cotton Oil Company account, 24 Broad street, New York, has been secured by this agency.

LESAN, 381 Fourth avenue, New York.—The United States Motor

People who have money to spend  
and spend it in Buffalo, take the

## BUFFALO TIMES

They respond to good advertising.

Are we receiving your copy?

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the great and populous district  
**PITTSBURG** the  
**DISPATCH** reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

Company, New York; orders being placed with the usual list of papers.  
ALLEN, 141 West 30th street, New York.—The Peter Doelger Brewing Company; some 400-line two-time orders being placed with a selected list of New York State papers where there are dealers.

WETHERALD, 221 Columbus avenue, Boston.—Vinol; some 720-line contracts being made with a selected list of papers throughout the country.

THOMPSON, 209 La Salle street, Chicago.—Libby, McNeill & Libby; some fifty-six-line twenty-five-time orders being placed with a selected list of Southern papers.

COCHRANE, 30 North Dearborn street, Chicago.—The Kewanee Boiler Company, Kewanee, Ia.; some 5,000-line orders being placed with a selected list of Western papers.

WYCKOFF, 14 Ellicott street, Buffalo, N. Y.—The Stetson Shoe Company; contracts for 4,200 lines being made with a selected list of papers.

VAN CLEVE, 250 Fifth avenue, New York.—The Alco Car; placing copy with Pacific Coast papers.

DIRECT.—Albright Co., 3228 North Broad street, Philadelphia; orders will be placed shortly with a selected list of papers.

The United Mail Order House, 17 East 22d street, New York; asking rates throughout the country.

The Melrose Importing Company, 406 East 149th street, New York; classified advertising being placed throughout the country.

PARTNERSHIP ENDED.  
After nearly twelve years C. A. Payne and George Hibbert, publishers of the Raymond (Wash.) Chinook Observer, have dissolved partnership, the former buying Mr. Hibbert's interest in the paper.

DISABLED BY FALL.  
E. J. Pelky, connected with the Tacoma News, fell from a porch a few days ago and broke his kneecap. He will be unable to work for six weeks or more.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY, Tribune Building, CHICAGO.  
NEW YORK. Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives, Brunswick Bg., N. Y. Tribune Bg., Chi.

## FOR KANSAS SOCIALISTS.

The town of Munden, Kan., has a new Socialist newspaper, the only one published in Republic County. The paper is known as the People's Advocate and is edited by P. J. George in connection with his other paper, the Press. The new paper is a weekly issued every Saturday and is devoted entirely to the Socialist cause.

## POST OFFICE ACTS.

Because of too radical expressions of opinion on matters of marriage and religion Editor Reale of the Trenton (N. J.) Italo-Americano has been arrested by the postal authorities charged with sending obscene and libelous matter through the mails. The complaints were made by the American Federation of Catholic Societies and several local women of prominence.

## ANTI-SOCIALISTIC PAPER.

Albert Johnson, publisher of the Grays Harbor Washingtonian and a candidate for Congress, recently established an anti-Socialist paper, the Home Defender, which is meeting with great success. Many large employers are subscribing for it for the benefit of their employees.

## HEALTH BREAKS DOWN.

C. J. Zook, editor and proprietor of the Lime Springs (Ia.) Sun-Herald, has suffered a complete physical collapse and has abandoned his work for some time in hope of restoration.

## THE WASHINGTON HERALD

31021  
NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 715 Hartford Bldg.,  
NEW YORK. CHICAGO.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## STAFF CHANGES.

GEORGE L. RINKLIFF, formerly on the Chillicothe Gazette, has become city hall man on the Springfield (O.) Sun. He succeeded Delos Campbell, who has located at Butler, Pa.

GLENN WHITSELL, who has been identified with Gus Sun's theatrical circuit, and who formerly worked on Springfield (O.) newspapers, has joined the Springfield News editorial force.

VOLNEY H. BANTON, formerly of the Portsmouth Blade and lately telegraph editor of the Springfield (O.) Morning Sun, has resigned and returned to his home at Chillicothe.

E. CLAIRE HALL of Chillicothe, who has been court reporter on the Springfield (O.) Morning Sun, has joined the staff of the Cleveland Leader.

A. L. CORRIGAN of the Vancouver (B. C.) News-Advertiser has been transferred to the Victoria Colonist, published by the same owners.

NORMAN B. BEASLEY has left the sporting staff of the Detroit Journal to become advertising manager of the Warren Motor Car Company.

O. R. GREGORY, for the past year advertising manager of the Hot Springs (Ark.) News Era, has been appointed advertising manager of the Southern Construction News, of the same city.

JAMES A. HOGAN, once a newspaper man at Hobart, has returned from ranch life at Higgins, Tex., to newspaper work, as editor of the Gotebo (Okla.) Gazette.

WILLIAM C. LENGEL has been appointed editor of Building Man-

# THE PITTSBURGH PRESS HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives:  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average circulation of the Plain Dealer for the month of June, 1912, was as follows:

Daily, 110,840. Sunday, 132,771

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

agement, Chicago. For the past year Mr. Lengel has been on the editorial staff of Musical America, New York, and he was formerly located at Wichita and Kansas City.

CARL POINTER of Atlanta Ga., has been appointed manager and editor of the Lewes (Md.) Pilot.

IRA L. CUNNINGHAM of Manchester, Ia., has been appointed to a desk position on the New York Sun.

ROY A. JARNAGIN has resigned as court reporter of the Des Moines Capital to become city editor of the Mitchell (S. D.) Republican.

A. P. BAILEY, traveling correspondent for the Tacoma Ledger and News for about three years, has gone to Philadelphia to join the publicity staff of the Wanamaker stores.

O. W. CAROLUS, formerly city editor of the Delphos (O.) Herald, is now in charge of the telegraph desk on the Sandusky Register.

G. S. WRIGHT, formerly connected with Canadian papers, is now on the staff of the Tacoma Ledger.

OLIVER CROMWELL has left the staff of the Boston American for a place with the New York Evening Mail.

OSCAR S. STEIN has resigned as circulation manager of the Nashville Tennessean, effective next Monday.

HOWARD A. LITTLEDALE is the new city editor of the Newark (N. J.) Star. He was formerly with the New York Evening Mail.

ORR YOUNG has resigned from the copy staff of Lord & Thomas, Chicago, to join the advertising department of Proctor & Gamble Company, Cincinnati.

WALLER EDWARDS has been appointed publicity manager of the Busch-Sulzer Brothers-Diesel Engine Company, St. Louis, Mo. He succeeds A. O. Krieger.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT  
circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper. This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of \$1,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps., NEW YORK. CHICAGO. ST. LOUIS.

## CAINE HEADS EDITORS OF SOUTH CAROLINA.

The fortieth annual convention of the North Carolina Press Association at Morehead City closed with the election of the following officers: President, James H. Caine, Asheville Citizen; vice-presidents, W. C. Hammer, Asheville Courier, and A. J. Connor, Rich Square Times; secretary-treasurer, D. L. St. Clair, Sanford Express; executive committee, James H. Caine, J. B. Sherrill, Concord Tribune; R. B. Clark, Statesville Landmark; H. B. Varner, Lexington Southern Good Roads; R. M. Phillips, Greensboro, and D. T. Edwards, Kinston Free Press.

The association will meet for a mid-winter session at Salisbury, and the next annual meeting will be held at Asheville.

New members admitted were: W. L. Stamey, High Point Review; J. M. L. Lylerly, Albemarle Chronicle; A. H. Turner, Western Publisher; W. E. Dockery, Rockingham Post; L. J. Escott, Charlotte News; James L. Mogford, Raleigh Progressive Farmer; J. E. Clark, Raleigh Times; T. W. Chamblis, Charlotte Chronicle; D. C. Marrae, Thomasville Davidsonian; H. K. Land, New Bern Journal.

## MUST GO TO JAIL.

Almazon E. Lucas, editor of Our Happy Home of Dayton, Wash., must go to jail for ninety days and pay a fine of \$250, the state supreme court having denied his appeal on technical grounds from his conviction in the Superior Court of Columbia County.

Lucas in his paper had printed an article in which he had referred to F. T. Porter, pastor of the Christian Church, as a bad-hearted broken-down preacher and made other uncomplimentary allusions.

## NEW A. N. P. A. MEMBER.

The Perth Amboy (N. J.) Evening News has been elected to membership in the American Newspaper Publishers' Association.

# J. WALTER THOMPSON COMPANY.



The experience of forty - eight successful years  
Guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

No. 44-60 East 23d Street, New YORK CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES.

Fifth Avenue Building NEW YORK.  
730 Marquette Bldg., CHICAGO.

## WOULD STOP UNTRUE ADS OF CLOTHING DEALERS.

A bill providing for the manufacture of "pure clothes" and prohibiting the sale of "impure clothes" has been introduced in the House by Representative Victor Murdock of Kansas.

If the Murdock bill becomes law manufacturers of wearing apparel will have to advertise the precise class and quantity of material used in the goods they offer for sale.

For example, if a concern markets woolen goods it will have to specify just how much wool and of what grade and how much cotton or other interior fabric is contained in the cloth.

Mr. Murdock declares that many people are imposed upon in purchasing goods by the general statement that they are "pure wool" or "pure linen." He proposes that the word "pure," which is of great value to the seller, shall give way to a specific term.

The bill proposes only to regulate those clothes which are subject to interstate commerce laws.

## VETERAN RETIRES.

H. T. Carlisle, editor of the Poseyville (Ill.) News, after fifty-four years of active newspaper work, has retired. During the war of the rebellion he was a correspondent at the front.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

## NEW YORK MAIL EVENING

to believe in you, and you will get rich.

203 Broadway, NEW YORK.

THE MONTH OF MAY for the ST. PAUL DAILY NEWS (St. Paul's Greatest Newspaper) was most satisfactory, showing large increases in both circulation and advertising.

May Average Circulation.....70,684  
May, 1911, average.....59,223  
Increase, daily average.....11,461

May local display advertising increased \$8,246 over May, 1911.

And during May the Daily News printed 15,134 lines more local display advertising than any other St. Paul evening newspaper, 92,008 lines more local display advertising than any St. Paul morning newspaper, and the St. Paul DAILY NEWS has a larger circulation and a larger local advertising patronage than any other St. Paul newspaper.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIES, Chicago. J. F. ANTISDEL.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

### VIRGINIA CLUBS AFFILIATE.

The ad clubs of Richmond, Norfolk, Roanoke, Danville and Lynchburg have effected a permanent Virginia state organization. The following officers were elected: President, R. Winston Harvey of Lynchburg; first vice-president, J. K. Waterman of Norfolk; secretary, Norman H. Johnson of Lynchburg; treasurer, G. Edmond Massie of Richmond, and counsel, W. F. Clarke of Norfolk.

The object of the new association is to further the interests of the advertisers and to advance the advertising business, at the same time affording protection for the individual advertiser.

### AD CLUB IN ALBANY

The Capitol District Ad Club was organized in Albany, N. Y., on Wednesday night. George J. Bauer, business manager of the Albany Knickerbocker-Press, was elected president, and Frank D. Walter, secretary-treasurer. When organization is perfected it is planned to join the A. A. C. A. During the winter public meetings will be held at which leading advertising men will deliver addresses.

### OTHER CLUB NOTES.

A "grouch" meeting is the latest thing in the way of ad club inno-

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

It was tried out by the New Orleans Ad Club last week and pronounced a great success. All the grouches in town are said to have attended and through them the club found out many things about itself and advertising that otherwise might never have become known. One man's grouch consisted of the idea that New Orleans should have one cent newspapers instead of three and five. Business Manager Arthur G. Newmyer took this grouch in hand in an endeavor to show him where he was wrong and why, and is said to have made a complete success of his undertaking.

The latest stunt of the famous Chanty Tyces, or singing chiefs of the Seattle Press Club, who have rendered Chinook choruses for President Taft and other distinguished men, is to accompany Tyce George W. Allen in his official car on his tour of the city, and sing their songs in honor of the Potlatch chief. The Tyce, who has just become a life member of the Press Club, paid a further compliment by issuing instructions that the emblem "S. P. C." be inscribed on his official car, by the side of the symbols of the Tilkums and the Arctic Club.

Lewis M. Head won the silver cup prize offered to the members of the Portland (Ore.) Ad Club by L. Samuel of the Oregon Life Insurance Company to stimulate interest in all matters pertaining to advertising.

The proposed excursion of the Pennsylvania State Editorial Association has been called off.

The twenty-fourth Congressional District Editorial Association has been formed at Harrisburg, Ill. Editors from all over the district were in attendance, and these officers were elected: President, A. J. Spicy, Shawneetown; vice-president, J. J. Pickett, Harrisburg; secretary, Frank Coles, Jr., Albion; treasurer, E. H. Childress, Fairfield. The visiting editors were tendered a banquet at Hotel Salline.

The League of Memphis Advertisers has been reorganized and the name changed to the Memphis Advertisers Club. The officers are: President, D. C. Harman; vice-

# BOSTON POST

JULY, 1912. AVERAGES

The Daily Post 411,131

The Sunday Post 323,786

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNESS, Western Rep.  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

has a circulation you can put your  
finger on the A. A. A. says so.  
The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

presidents, T. B. Hilton and E. A. Moore; secretary-treasurer, Henry Nathan; directors, W. W. Dupree, J. H. Fisher, Judge A. C. Floyd, A. D. Gibson and H. C. Pinkerman. The sum of \$5,000 was realized by the advertising men of Chicago through their benefit baseball game for the Off-the-Street Club.

The Nebraska editors, their wives and friends to the number of 200 were guests of the South Omaha Live Stock Exchange at a banquet at the Exchange Building last week.

A number of newspaper men are among the founders of the new Raritan Roosevelt Club of Metuchen, N. J. William Dinwiddie, well known to the newspaper fraternity, is president.

### AN ITEM OF NEWS.

The following is a verbatim copy of a story sent to the Tacoma Daily News for publication:

Quite a convenient and social congregation was that of July 11 at 8:30 p. m. in the marriage of the only daughter of Mr. and Mrs. ——— of this city. The ceremony, at the home of the bride ——— South I Street, was performed by Rev. ——— in the presence of two score or more of relatives and intimate friends.

The bride was costumed in beautifully trimmed cream crepe meteor, trimmed in beautiful lace and pearl embroidery. A wreath of bridal blossoms, dicked her beautiful auburn hair, leaving an emblazing and lasting memory of her pictured personage.

After the ceremony and under the strains of organic and vocal music, congratulations and merriment were freely extended to the happy young couple and all were participants of the feast of delicacies the family decorated dining room contained.

Many costly presents consisting of Silver, China, linen and other useful articles were presented. The decorations for the occasion was very attractive and tastefully displayed under the emblem of liberty, as a token and memory of her father's esteem were the vows solemnized.

The proud mother and soldier's widow of the occasion seemed happy and mythical, and made merriment for the guests. The groom, Mr. ——— is a young man of fine physique and noble worth, and a son of prominent Wisconsin agriculturists. Since a recent of our city his integrity and accumulations and sterling qualities might cause one to envy the bride's future. However may health happiness prosperity and longevity be their portions and not one rude blast ever arise to hasten to extinguish the beautiful morning of their career, is the wishes of all. Kind remembrance are extended to Seattle, and Juneau friends.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation **94,724**  
for 1911 - - -

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## THE JOURNAL DAYTON, OHIO.

BARNARD & BRANHAM, Reps.  
Brunswick Building, Dayton, Ohio.  
NEW YORK. CHICAGO.

### CIRCUSES IN AN AD BATTLE.

An amusing advertising war has been on the past few days in Joliet, Ill., between the Buffalo Bill and Pawnee Bill Wild West exhibition and the Hagenback-Wallace circus. The former appeared Monday and the latter on the following day.

The advertising force of the circus was the first to arrive in the city and owing to the nearness of the exhibition dates contracted for the best advertising space in the city. They were particularly fortunate in being able to secure a practical corner on all of the window displays. The bill posters of the Wild West exhibition got even by securing the privilege of displaying a banner on the fender of each of the city street cars.

As is usually the case when there is a conflict of dates each exhibition made every effort to outdo the other in the quantity of advertising matter put out. It is seldom during a season that two shows cross the same territory as closely as the two in Joliet, but when they do the rivalry is most keen.

### STARTS AN AGENCY.

Arthur B. Freeman, a former Des Moines advertising man, has established an advertising agency in Chicago. The new concern is known as the Freeman Advertising Company. In Des Moines he was advertising manager for Younkier Brothers.

### SINCERITY

is the creator of confidence. It is the keystone of successful advertising.

Consistently, sincere advertising must be placed in papers that are clean, square, honest—in Pittsburgh—

*The Pittsburgh Post*  
*The Pittsburgh Sun*

EMIL M. SCHOLZ, General Manager.  
Special Representatives:  
CONE, LORENZEN & WOODMAN,  
NEW YORK. CHICAGO.



**A GAIN of 168 Columns**

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**

New York Office, 710 Times Building.

THE

**News Scimitar**

of MEMPHIS, Tennessee, is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**VACATION NOTES.**

OGDEN MILLS REID, president of the New York Tribune Association, has bought a thirty-foot yacht, which he has named "The Lena," and on it spends his "ekends."

LOUIS T. GOLDING, publisher of the St. Joseph (Mo.) News-Press, left St. Joseph Monday with his family for an outing on the Atlantic Coast.

H. E. STUPP of the Wheeling (W. Va.) Intelligencer, and Mrs. Stupp, are visiting relatives in Springfield, O. Mr. Stupp is an artist on the Intelligencer.

CHARLES DARTON, dramatic editor of the New York World, is enjoying the hot weather in the country.

FRANK HAGAN of the staff of the Sandusky (O.) Star spent his vacation with his parents, Judge and Mrs. F. M. Hagan, at Springfield, O.

DANIEL HANNA, proprietor of the Cleveland Leader and News, is cruising on his yacht "The Ingo-mar."

HOWARD BRATTON, manager and editor of the Springfield (O.) News, and family are spending their vacation in northern Indiana.

ELMER E. CONRATH, publisher of the Johnstown (O.) Leader, and Mrs. Conrath are spending their vacation at Mount Clemens, Mich.

MISS SOPHIE LOEB of the New York World staff is touring in Europe.

MR. SCOFIELD, assistant circulation manager of the Worcester (Mass.) Gazette, is on a vacation at Cleveland and Buffalo.

ARTHUR I. CLARK, city editor of the New York World, is out of town on his vacation.

R. G. STEWART, editor of the Cedar Rapids (Ia.) Tribune, has returned from a week's trip to Spirit Lake.

PORTER CARUTHERS of the New York staff of the Beekwith Special Agency has returned from a

**THE CLEVELAND LEADER and NEWS**

concentrates the bulk of their circulation within 40 miles of Cleveland. Advertisers can cover the Nation's Sixth City at a single-rate expenditure. In Cleveland and within 100 miles of Cleveland the circulation is about 140,000 daily.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**LEVEN** ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—"The Leven Service."  
Correspondence invited.

vacation spent with his family at Arverne, N. J.

ELLIOTT KELLY, general manager of the Perkins papers in the Northwest, is contemplating a hunting trip to Kodiak island late in August. It is reported from that island that the bears are becoming so numerous that they are giving the settlers great alarm and an appeal has been made to Governor Clark of Alaska, to lift the ban against killing them. Kodiak island is the home of the Kodiak bear—the largest variety known.

GEORGE T. HUGHES, city editor of the New York Globe, is away on his vacation. E. R. Caldwell, assistant city editor, is summing at Nassau-by-the-Sea, Long Island.

R. T. BUCHANAN, editor of the Tacoma Ledger, is taking his vacation in the far North. He and Mrs. Buchanan are visiting Alaskan points on the steamer Sampson.

WALTER FLETCHER of the New York Globe is visiting his parents at White Lake, Mich.

MRS. S. J. JOHNSTON, society editor of the Butte (Mont.) Miner, is visiting in Seattle with her son.

BURNS POE, formerly with the Tacoma News, and now secretary to Congressman Warburton, is at his home in Tacoma for the summer.

STACEY BENDER of the New York staff of the Paul Bloek Company has returned to his desk after spending his vacation on a fishing trip at Pine Beach Camp, Big Pond, Me., around the Belgrade Lake section.

PAUL BUTLER, assistant editor of the Lincoln (Neb.) State Journal, has been spending a few days at Council Bluffs, Ia.

**TEACHER BUYS PAPER.**

E. B. Bentley of the Clinton (Ill.) Public has sold his interest in that paper to Professor T. J. Wilson, principal of the Clinton high school. Mr. Bentley has been editor of the local paper for about eight years and a half. It is said he will remove with his family to Ohio.

With comparatively few exceptions the

**TOLEDO BLADE**

prints a greater volume of advertising, local display, foreign display and classified, than any other six-day evening newspaper in the United States.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**Results are obtained in the SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

**"ONLY A NEWSPAPER MAN"**

The San Marcos (Tex.) Daily Times and the San Marcos Daily Herald have been merged under the name of the Times-Herald, and their weekly editions, the Hays County Times and the San Marcos Leader, have been combined as the Times-Leader. G. A. McNaughton, who owned the Times and acquired the Herald from a stock company, has organized another company to publish the merged publications and is himself managing editor. Plans



G. A. McNAUGHTON.

have been made for the erection of a modern office building on the site of the old Hays County Times office.

Mr. McNaughton was born in the Lowlands of Scotland, and lived there until, when he was fifteen years old, his parents came to the United States, settling in Texas. Previously he had worked a few months on the Airdrie Advertiser at home as a "devil." He landed in New York in 1882 and passed six years on a ranch in the hills northwest of San Marcos, where he

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

**7200** per day.

For a short time advertising will be accepted at flat rate of **7c** per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

THE

**MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
NEW YORK ST. LOUIS CHICAGO

learned the gentle art of staying on a broncho and other tricks and duties of the rancher.

His father started the Hays County Times at Kyle in 1892 and then the young ranchman took up the stick and rule. His motto is: "Make saints, not sinners," and he adorns his stationery with the legend "Only a Newspaper Man." Mr. McNaughton considers town boosting the first principle of a true journalist, and has dubbed his city "Sunny San"; a name that has been taken up by various writers.

**A HEALTH PAPER.**

St. Louis has another newspaper, the Board of Health Bulletin, which made its first appearance Saturday. It is published by the Board of Health and is devoted to public health and sanitation.

There is no subscription price and the monthly issue of 1,500 copies will be distributed gratis.

**OUT OF DEATH HOUSE.**

Chief Justice Gummere signed an order in Newark Monday for the transfer of Allison MacFarland, the former advertising man, from the death house at Trenton to the county jail in Newark, where he will be kept while awaiting a retrial for the alleged murder of his wife.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channel and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK.

"A Daily Newspaper for the Home"  
THE

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago.

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Reps.,  
NEW YORK. CHICAGO.

### OBITUARY NOTES.

CHARLES W. CLARE, for thirty years editor of the Watertown (N. Y.) Dispatch and later the Watertown Reunion, died on Sunday. Mr. Clare was born in Utica in 1836 and the greater part of his life had been spent in the newspaper business. He started with the Utica Bee and was later with the Utica Sunday Tribune. Thirty-three years ago with D. T. Kelly he purchased the Watertown Dispatch. Mr. Kelly later retired and the paper changed to the Watertown Reunion, a semi-weekly edited by Mr. Clare at the time of his death. He served four years as postmaster under President Cleveland and was vice-president of the Jefferson County Savings Bank.

C. A. WOODMANSEE, at one time editor of the Evans (Colo.) Courier, is dead at Greeley, Colo., of tuberculosis.

WILLIAM M. MARTIN, for many years publisher of the Solon (Ia.) Economy, died a few days ago at Cedar Rapids, aged seventy years.

NOBLE G. ROGERS, son of Colonel W. B. Rogers, and with his father associated in the publication of the Trenton (Mo.) Tribune-Republican, is dead from a complication of ailments resulting in an affection of the brain and hardening

### THE KNICKERBOCKER PRESS

*The Tri-City Daily and  
Sunday Newspaper of the  
Capitol District of New  
York State.*

ALBANY  
SCHENECTADY  
TROY

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
**Indianapolis Sun**  
daily and Sunday actual  
average circulation in Dec. 43,601

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, CHICAGO.  
Marquette Building, CHICAGO.

of the veins. He was born in Trenton and was thirty-five years old.

WILLIAM LINDSAY SCRUGGS of the Columbus (Ga.) Sun is dead. He was at one time minister of the United States to Colombia and Venezuela and was a well known writer on diplomatic subjects.

CHARLES A. PEARSALL, for many years a New York advertising agent, died last week of heart disease. He was fifty-nine years old.

LUCIOUS WEBSTER, former editor of the Oberlin (O.) Exponent, is dead in Cleveland at the age of seventy-nine years.

EMERSON DEPUY, publisher of the Northwestern Banker, Des Moines, is dead after a short illness at the age of fifty-four years.

SYLVESTER CHASE, formerly with the New Haven (Conn.) Times-Leader is doing special work for the Saturday Chronicle.

Mrs. JEAN JEREMIAH PAGE, magazine contributor, author and poet, died Thursday at Pine Crest, Colo., of meningitis after a week's illness. She was forty-three years old.

### RECENT INCORPORATIONS.

CHICAGO.—Commercial - National Advertising Company; capital, \$15,000; incorporators, H. M. Mills, A. L. Epstein and Nicholas J. Pritzker.

Hinkle-Leadstone Company, advertising, merchandising, etc.; capital, \$10,000; incorporators, David M. Hinkle, John T. Leadstone and William J. Mirrieles.

TERRE HAUTE, IND.—Duddleston Publishing Company; capital, \$2,000; incorporators, A. C., J. H., and A. L. Huddleston.

According to the new Chicago school census there are only 157 children between the ages of twelve and twenty-one who are unable to read or write either English or some other language.

THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY  
is repeating in the City of Seattle the great success as an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

THE  
**MILWAUKEE NEWS**  
has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

### IN CHARGE OF MONTREAL STAR FINANCIAL PAGE.

J. Miller McConnell, for many years on the editorial staff of the Montreal Star, recently assumed the position of financial editor in place



J. MILLER MCCONNELL.

of M. Williams, who has resigned to enter the brokerage business. Mr. Williams' firm will be known as O'Brien & Williams, and succeeds that of W. P. O'Brien. Mr. Williams has been connected with the financial departments of the Herald and the Star practically all his life, and is well known through the financial district of Montreal.

Mr. McConnell has been familiar with the duties he is assuming for many years, having at one time or another filled practically every position in the editorial departments of

THE BOSTON  
AMERICAN  
*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

THE PEORIA  
JOURNAL  
is the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

the Montreal Star or other newspapers in Montreal.

After some experience on a country weekly at New Glasgow, N. S., Mr. McConnell joined the Montreal Herald in 1887 as junior reporter and served in various positions up to telegraph editor. He became connected with the Montreal Star in 1897 as assistant city editor and was later financial editor for several years. Later filled several positions, including that of city editor, and now becomes financial editor.

Mr. McConnell was brought up in a newspaper family, being the son of the late Robert McConnell, who was editor of such papers as the Halifax Chronicle, Moncton Transcript and Montreal Herald. He completed twenty-five years in Montreal journalism in May.

### ASKS POLICE PROTECTION.

W. P. W. Haff, Jr., editor of the East Rockaway (N. Y.) Times, has appealed to the police for protection from the gamblers of Lynbrook, Long Island, who, he says, have threatened to take his life. The chief has promised that all three members of the force will be kept on a constant watch for any untoward acts. It all comes about because of the persistent fight that the East Rockaway Times has instituted against gambling at Lynbrook.

### IN SUMMER

New York is visited by thousands from all parts of the country. The New York Times is the preferred morning newspaper of these visitors, inure at hotel newsstands. Best opportunity for retailers to present their goods to well-to-do money spending tourists eager to purchase in the world's great mart.

THE  
**NEW YORK  
TIMES**

"All The News That's Fit to Print"



LOS ANGELES

In the Eye of the World.

The TIMES, Daily,

and the Illustrated Weekly

"unique magazine of the

sensuous Southwest."

First in their field. The Times

is known as the great champion of

Industrial Freedom everywhere.

Advertising Subscriptions.

Represented by

Williams, Lawrence & Cresmer Co.

NEWYORK CHICAGO

ETHICS OF AMERI-

CAN PAPERS.

Continued from Second Page.

more and more each year, is thoroughly established.

"The power of capital and of the advertising interest may be a little inconvenient at times—it may even amount to a menace. But the greatest single trouble I have had is to meet the public demand for an interesting paper without going the full length of sensationalism. We need a change in our forms that will subject government to control by public opinion. Which is another way of saying that we should have rule by the people."

W. K. Lovett of Grand Rapids, Mich., said there were cases when news should be suppressed in the interest of both the public and the newspaper. He said a very generous restraint is exercised by editors and publishers of which the public knows little or nothing, but which, if generally known, would elevate the press in popular esteem.

George French of Boston told the conference that there are a few great papers, but thousands of smaller papers form the factor in newspaperdom that really molds public opinion and furnishes the news for the people.

"There are among them a very small proportion that are sent or dishonest in their presentation of the news," he said. "They are relatively of far more importance in their communities than are the papers in theirs. Their publishers have learned the lesson that for a publisher of a newspaper there is no policy equal to that which provides for the best good of the whole people, and the square deal."

FOR ENDOWED NEWSPAPER.

Two papers read on Thursday created a long discussion. Mr. Holt read a paper in which he made a plea for the endowed newspaper, and George H. Dunlop, of the Los Angeles Municipal News, read one in which he declared that soon every city in the country would have a publicly owned newspaper.

Mr. Holt, in his discussion of the

Largest proved high-class evening circulation.

The

NEW YORK

GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

THE SYRACUSE

POST-STANDARD

is steadily increasing its circulation

on its merits as a newspaper.

48,667 CIRCULATION

Daily (Net Paid)

FOR JUNE, 1912.

No wonder it carries more advertising

and at higher rates, than any

other Syracuse paper.

Represented by PAUL BLOCK, Inc.

250 Fifth Avenue, NEWYORK.

Steger Building, CHICAGO.

Tremont Building, BOSTON.

SEATTLE "P-I"

THE POST-INTELLIGENCER

Able, alert, always ahead.

LEADING NEWSPAPER OF

THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,

225 Fifth Avenue, 87 Washington St.

NEWYORK. CHICAGO.

endowed newspaper as he conceived it, said it was a possibility, provided sufficient funds were placed behind it to tide it over the period of trial.

"After that," he said, "when its unique character and value became generally recognized, there would be a large income from subscriptions."

"We may even look," he said, "for the municipal, national or international newspaper if present conditions are a correct guide to future action." The press at present, he said, was not as thorough and impartial as the ideal newspaper should be. It is not possible under the present system to present all sides of a question in a commercially owned paper.

He saw no danger of its becoming reactionary if manned by the right kind of men. There are many college presidents who could edit such a paper better than can many of the \$15,000 editors of commercial papers, he declared.

Such an endowed paper must be a weekly, he said. The staff would include eminent writers from home and abroad. It would have no politics of its own. He believed an endowment of \$5,000,000 would be sufficient to carry out the plan.

Professor E. A. Ross, of the University of Wisconsin, leading the discussion, inquired whether the newspapers were not coming more and more into the hands of wealthy men and commercial interests.

A. M. Simons, the Kansas Socialist editor, declared that not a single man was sent to the conference because his employer wanted him to become a better journalist. Most of those who came did so to defend their present course, he said.

Theodore Schroeder, of Boston, said: "We want controversy in our newspapers. These have made the progress of the world. The endowed newspaper is not going to solve the problem. We want irritation; we want stimulation. Ultimately, we will get the real solution."

Hamilton Holt explained that he, too, believed in controversy on those

Greater than ever!

THE

Boston Herald

now over 100,000

THE

Boston Traveler

AND EVENING HERALD

(Consolidated July first)

OVER 130,000

A Quality and Quantity

Combination that cannot be excelled.

Higher rates become effective Oct. 1st  
NOW is the time to get the benefit of present LOW prices.  
Biggest value in New England.

Sole Foreign Representatives:  
The BECKWITH Special Agency,  
NEW YORK. CHICAGO. ST. LOUIS.

things which are controversial in nature, but he would minimize it.

The Los Angeles city owned newspaper, the Municipal News, was described by George H. Dunlop, of the Municipal Newspaper Commission, who expressed the opinion that such a publicly owned newspaper would soon become generally recognized as a necessity. He did not believe, however, there is need for a municipally owned daily newspaper covering the entire field of journalism. Its peculiar province, he said, should be municipal affairs, and it need not be published oftener than weekly.

"Give us a high grade, publicly owned daily newspaper, distributed free to every home in the city, and much that is bad in the other newspapers will cease to be profitable and will disappear," he said.

TO HOLD ANOTHER MEETING.

The conference closed its sessions Thursday night with a big banquet, and adopted resolutions requesting the University of Wisconsin to call another conference next summer. It is probable that the managing board of the university will comply with the request.

Chief Justice J. B. Winslow of the Wisconsin Supreme Court presided at the banquet. Among those who spoke were Edward G. Lowry, managing editor of the New York Evening Post; Roy W. Howard, New York chairman of the board of directors of the United Press; Judson C. Wellister, newspaper writer of Washington; Hamilton Holt of the Independent, Richard H. Little of the Chicago Tribune, Dean Louis E. Rober of the Wisconsin University extension department and Professor E. J. Ward, secretary of the committee on arrangements.

Among those who sent letters of regret at being unable to participate were William Jennings Bryan, Governor Chase E. Osborn of Michigan, Fremont Older of the San Francisco Bulletin, Dante Barton of the Kansas City Star, William Allen White of the Emporia Gazette and Virgil G. Eaton of the Bangor (Me.) Daily News.

Senator La Follette and ex-Senator Albert Beveridge of Indiana also addressed the conference.

A Powerful List is the

MILWAUKEE

GERMANIA LIST

CIRCULATION

Daily Germania.....24,568

(Only German evening daily in Milwaukee)

Daily Herold.....17,000

(Only German morning daily in Milwaukee)

Sonntag Post.....45,300

(Only German Sunday daily in Milwaukee)

Weekly Germania.....107,413

Haus-und Bauernfreund

(German Farm Journal) Weekly 103,333

Deutsche Warte, Weekly.....22,000

Die Rundschau, Weekly.....25,002

HENRY DE CLERQUE, U. S. Rep.

702 Schiller Building, CHICAGO.

LOUIS KLEBAHN, Eastern Manager,

1 West 34th Street, NEWYORK.

Telephone, 215 Murray Hill.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

HAVANA POST

the only English newspaper printed in Cuba and read by all who read English—Americans, Cubans and Spaniards.

GEORGE M. BRADT, Publisher

Published Every Day in the Year.

NOW HAS OWN HOME.

The Waukesha (Wis.) Freeman has moved into its new home across the street from the site of the proposed federal building. Although of only one story the building arrangements preclude any suggestion of squatness and it is entirely modern in construction and equipment.

Henry M. Youmans, the editor, will complete forty-three years of service with the Freeman next October, and for thirty-eight years he has filled the editorial chair. The business manager is A. H. Youmans, elder son of the editor, and Mrs. Theodore Winton Youmans, is associated with her husband in editorial charge of the Freeman.

During the fifty-three years of its existence, the Freeman has at various times purchased and absorbed five county papers, the Waukesha World, Waukesha Journal and Waukesha Press, Pewaukee Standard and Pewaukee Breeze. The paper is Republican in politics.

Newsboys of Paterson, N. J., have started a paper of their own called the Newsboy Monthly. Nathan Raff is the editor.

The Inland Advertising Company has increased its capital to \$50,000.

THE SOUTH.

Growing faster

than any other

section. Now

is the time to

advertise to Southern cus-

tomers. We are the oldest

and largest agency in the

South.

(M)

MASSENGALE

ADVERTISING AGENCY

ATLANTA, GA.

# 7 MILLION 7 MONTHS LINES IN OF 1912

This is the Unparalleled and Unapproached  
Advertising Record of the

# NEW YORK WORLD

Here are the figures, as compiled by the Statistical Bureau of the  
Evening Post:

WORLD, January to July inclusive, 7,050,232 lines

HERALD, its nearest competitor, 5,589,823 lines

The WORLD'S LONG LEAD, 1,460,409 lines

This shows that the Merchants of the Metropolis regard the New York  
World as the

## Foremost Advertising Medium

in this country today.

During the next few weeks the Great Advertising Campaigns  
of the Fall will be planned. Everything points to an excep-  
tionally good season in all lines of trade. Now GET READY  
for some

## BIG BUSINESS!

The Circulation of the World, daily, in New York City alone  
exceeds that of any other two morning papers combined. And  
it is a circulation in the homes of money-earning, money-  
spending people, where it will

DO THE ADVERTISER THE MOST GOOD



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 963

NEW YORK, SATURDAY, AUGUST 10, 1912

"EDMUND BURKE said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than they all."

—Carlyle's 'Heroes and Hero-Worship'  
Lecture V

TEN CENTS A COPY.



ARTHUR CAPPER,

PUBLISHER OF THE TOPEKA CAPITAL, NOMINATED FOR GOVERNOR OF  
KANSAS BY THE REPUBLICAN PARTY.

See Ninth Page.

"Some people suspend their advertising during the dull seasons. That's what makes the dull seasons."  
—Albany Knickerbocker Press.

## NEWS COMBINE IS BANNED.

### GOVERNMENT PREVENTS "BOILER PLATE" MERGER FOR ALL TIME.

With the filing of an agreed decree in the civil anti-trust suit against the Western Newspaper Union and the American Press Association, the Federal Government has taken an advanced step under the Sherman law to prevent what the Department of Justice regarded as the possibility of a combination to influence the thought of sixty million readers of rural newspapers.

The decree is designed to end a bitter trade war between corporations, which furnish "boiler plate" and "ready print" to thousands of country newspapers. The defendants are restrained from combining, or continuing alleged unfair methods on competition which would destroy one or the other, and set up a complete monopoly for the survivor with all its potential power of influencing the sentiments of the readers of the 16,000 small newspapers of the United States, which, it is estimated, fall into the hands of two-thirds of the people of the country.

Pointing out that an attempt was made in 1909 to bring about a consolidation of these interests the Government petition says:

"The expectation was that in view of the great power thus acquired in disseminating information and in the property which could be disposed of at great profit to those interested in installing certain economic ideas in the minds of the public and that it was the desire of such a disposition of it should be made.

"The circulation from week to week of information and of articles dealing with questions of public importance is of itself interstate commerce, and for one concern to acquire the power to distribute all such information and to deceive the public and its perversion is itself a serious restraint upon and a monopolizing of interstate trade and commerce.

"If all plate and ready print were supplied by one concern then the news thus distributed and the discussion of economic and other important questions thus supplied would all be designed to mold the sentiments of the readers to one particular view, and that presentation of diverse views and the free discussion of important questions from different standpoints, which is essential to their proper understanding and hence necessary to the best public interests, would be prevented."

The suit was directed against the following corporate and individual defendants:

#### THE DEFENDANTS.

Central West Publishing Company (holding company of the Western Newspaper Union), Western Newspaper Union, Western Newspaper Union of New York, George A. Joslyn of Omaha, Neb.; John F. Cramer, Milwaukee; H. H. Fish, Omaha; M. H. McMillen, Chicago; American Press Association, organized in New York; American Press Association, organized in West Virginia; Courtland Smith, W. G. Brogan and Maurice F. Germond.

The Government did not seek the dissolution of either corporation.

While it is charged that the Central West Publishing Company, incorporated in Maine with a capital

of \$6,500,000, acquired from 1906 to 1909 at a cost of over \$2,500,000 the businesses of competitors for the purpose of monopolizing trade, the Government holds that the absorbed plants have become so identified with the properties and assets of the defendants that a separation would be a legal impossibility.

As another reason against dissolution, the petition says that news gathering and dissemination can best be performed for the general public through the larger agencies, "if there still remains between the larger agencies fair, genuine and substantial competition."

The Central-West Publishing Company, it is added, has an arrangement for furnishing paper matrices to the Pacific Newspaper Union, which is the ready print department of the American Typefounders' Company with offices at Los Angeles, San Francisco, Seattle, Portland and Spokane. As a result, it is said, there is no competition between the defendants and the Pacific Newspaper Union.

#### BOILER PLATE BUSINESS.

The defendants, as a whole, together with the associations with which they have trade agreements, supply, it is stated, more than ninety-five per cent. of all the newspapers in the United States using plate or ready print.

The American Press Association, according to the Government, furnished until recently nearly four-fifths of all the plate matter used in this country, while the Western Newspaper Union supplies eighty per cent. of the ready print service. The smaller independent agencies, the Government adds, supply less than 500 newspapers with either stereotyped plate or ready print.

As the result of the failure of negotiations to effect a consolidation in 1909, the petition charges that the

Continued on Twenty-third Page.

## SEATTLE "P-I" IN NEW HANDS?

### WILSON IS SAID TO HAVE SOLD HALF INTEREST TO A. S. TAYLOR.

A half interest in the Seattle Post-Intelligencer is reported sold by ex-Senator John L. Wilson to Alonzo Seaman Taylor, who becomes actively associated with him in the publication of the newspaper. Mr. Wilson formerly owned all the stock.

The negotiations for the purchase of the Seattle paper were begun a year ago, but Senator Wilson was not willing to sell, finally capitulating on the disposal of a half interest to Taylor.

Mr. Taylor is a former Milwaukeean and his experience heretofore been principally confined to the financial and banking field. He went West from Milwaukee in 1889 as cashier of the Keystone National Bank of West Superior, Wis. In 1892 he was elected vice-president of the Union Trust Company of Everett, Wash., and in 1899 was elected president of that institution, a position he has since held.

## A PAN-AMERICAN PRESS BUREAU.

### SERVICE ORGANIZED TO COVER LATIN NATIONS THOROUGHLY.

The Pan-American Press Association, which will gather and distribute a complete news service between the United States and the South American countries, has been organized with executive offices in the New York Tribune Building.

Several months ago the projectors of the association began the work of getting together an efficient staff which, when fully organized, will cover not only the capitals of South America, but all territory between the American borders and the Panama Canal. The need of such a service has long been apparent to publishers of newspapers in this country.

The men who control the new association are all experienced in handling large news service and publishing undertakings. Prominent in the company are C. J. Mar, president, and Morgan Cowan, treasurer, of the Publishers' Press, and Charles E. Kennedy, formerly one of the publishers and editor of the Cleveland Plain Dealer, and at one time business manager of the St. Louis Post-Dispatch.

Mr. Kennedy will be in active charge as editor and manager of the Pan-American Press Association, and as the company will have working arrangements with the Publishers' Press, Messrs. Mar and Cowan will give as much time as possible in furthering the interests of the new enterprise.

The comparatively near approach of the opening of the Panama Canal has quickened interest among manufacturers and exporters in the possibilities of a rapidly enlarged South and Central American export trade. This new service is expected to serve as a stimulus to trade relations with the Southern nations.

The projectors of the new press association say that it is their intention to furnish the best and most reliable news intercommunication that can be devised. Details of the inauguration of the service have not yet been announced.

## POSTER TRUST CHARGED WITH CONSPIRACY.

### GOVERNMENT ALLEGES RESTRAINT OF TRADE AND MOVES FOR DISSOLUTION.

Suit for dissolution of the Associated Bill Posters and Distributors of the United States and Canada, has been filed in the United States District Court at Chicago.

In a petition in equity Attorney General Wickersham charges a conspiracy to destroy competition, fix prices and monopolize and dominate the bill posting business of this country and Canada.

In addition to the dissolution of the corporation the Government seeks a series of injunctions against practices and agreements said to be in violation of the Sherman law.

The headquarters of the association are in Chicago. The board of

directors consists of members elected through local organizations throughout the country. The country is divided, each division having a board of control. The officers of the association are Peter J. McAlhany, St. Louis, president; Charles T. Donnelly, Boston, vice-president; John E. Shoemaker, Washington, D. C., treasurer, and John H. Logeman, Chicago, secretary.

The Poster Advertising Association was formerly called the Bill Posters' Association of the United States and Canada, but the name was changed at a recent meeting at Atlantic City.

The following alleged illegal methods or practices are charged against the defendants:

That members of the association have been prevented from accepting national work from advertisers patronizing non-members;

That the association at various times has furnished funds to its members to buy competing plants;

That members have been prohibited from engaging in business in opposition to any other member;

That a minimum scale of prices for posting national work has been provided; That national work is left to the discretion of individual members, they are urged to "strive to make such rates as regular and uniform as possible in the expectation that later the defendant association will also control local work";

That members are obliged to contract for all national work through the solicitors licensed by the association, and that these solicitors pay a license fee of \$1,000 and receive a commission of 16.23 per cent., which is increased on advertising for three consecutive months or longer.

The suit presents a new point in anti-trust litigation. While the act of posting bills in itself is local, the Government maintains it is part of an interstate transaction to which there are three parties—the advertiser, the lithographer and the bill poster. Both the advertiser and the lithographer are usually in business, it is contended, in different states, from most of the bill posters upon which the posters are placed.

John H. Logeman, secretary of the Poster Advertising Association, in a statement in behalf of the organization, said:

"We are not a trust. We do not violate any laws and we cannot understand how we are operating in defiance of the Sherman anti-trust laws.

"Instead of being a trust we are simply an organization for the mutual benefit of the members who are scattered in over 3,000 cities of the United States.

"The main object of this association is to guarantee and protect the national advertisers, and to insure that they receive the highest class billposting service. Naturally, we work for the interest of our members, but literally we are a medium, acting in behalf of our members and the national advertisers."

## CHICAGO PRESS OUT.

After the usual work of several days on a dummy the Chicago Press, the new Clover Leaf news paper, made its initial appearance on the streets Thursday. The first number carried eight pages, with a good show of advertising. It was stated that nearly all the advertising was on yearly contracts. There was little trouble with the mechanical department and the Press appeared on scheduled time. It takes the news service of the United Press.



## *Eliminating the Old Waste.*

**M**R. DON C. SEITZ, business manager of the **NEW YORK WORLD**, and one of the leading members of the American Newspaper Publishers' Association, delivered before the National Newspaper Conference at Madison, Wisconsin, last week a powerful address on various phases of Journalism, including the Cost of Production and the Economies wrought by Modern Machinery. In the course of his address he said:

**"The LANSTON MONOTYPE Machine, furnishing as it does fresh-faced type every day for our advertising columns, does away with the old waste of renewal at the type foundry."**

Mr. SEITZ knows whereof he speaks, because the **NEW YORK WORLD** has in constant use **EIGHT MONOTYPES**, and its type dress is always new.

*And bear in mind the fact that the MONOTYPE not only CASTS Type, Borders and Spaces, but SETS everything—Department Store Ads, Want Ads and Straight Matter.*

**ONLY ONE MODEL AND THAT  
ALWAYS THE LATEST.**

**Lanston Monotype Machine Company**

New York

Philadelphia

Chicago

Canadian Representatives: **MULLER & RICHARD**, Toronto and Winnipeg

## A MILLION DOLLAR LABOR DAILY.

BRITISH JOURNAL TO BE  
PUBLISHED FROM LONDON  
AND MANCHESTER.

Arrangements have just been completed in England for the publication, beginning October 8, of a Labor daily newspaper backed by a larger paid-in capital than has ever been invested before in a working-class journal, wherein the class appealed to are to be the actual owners.

The Daily Citizen is to be the name of the new venture and the fully paid-in capital thus far obtained is a half million dollars, with a contingent fund of half a million more. Publication at the start will be from offices in Manchester, England's greatest industrial city, though distribution of the Citizen will be made in London by seven o'clock each morning and within a few months a duplicate edition will be issued from a London plant, just as the Harnsworth Daily Mail is issued from London and Manchester simultaneously. This paper, its promoters assert, will be a rational journal with all features to be found in the leading British dailies, in addition to which it will represent a definite labor policy to which it will adhere through thick and thin.

In the United States the Labor and Socialist dailies have lacked in appeal because they presented class news and, most of the time, were edited and written by pronounced partisans and propagandists. The backers of the Daily Citizen intend to take no such chances of inviting disaster. Frank Dilnot, one of Harnsworth's editors, has been taken away from the Daily Mail; H. E. Wright leaves the London Times to become the Citizen's manager and E. S. Morgan leaves the Manchester Daily Dispatch to be circulation manager. All three men have reputations as newspaper builders.

It is the belief of the promoters that this new halfpenny daily will appeal to the democracy throughout Great Britain—a constituency including 12,000,000 workers.

Mr. Hearst's influence is making itself felt in England, where he has introduced modern methods in the development of his two properties, the London Budget and Nash's Magazine. Of the latter publication, the Newspaper Owner of London has the following to say:

One of the interesting features of the publishing business at the moment is the attempt now being made to put English magazines on a better footing. The matter is rendered all the more interesting by the action of the latest newcomer to this field, for there is no doubt that a boom is setting in, so far as Nash's Magazine is concerned. Originally founded by Evelyn Nash, who apparently desired to conduct it with one eye on his publishing business, it passed some time ago under the control of Mr. and Mrs. Hearst. Without any great flourish of trumpets, alterations were made in the character of Nash's Magazine, and each successive appearance of the publication has carried the improved editorial policy a step further. At the beginning it looked as if the proprietors were going to run a purely mercenary American in its inspiration and largely American in its choice of writers. The last few publications have proved that

## THE CHICAGO EXAMINER

will donate to charity

\$5,000.00

if the Chicago Tribune will prove  
the truth of its recent statements:

1. That its circulation in Chicago is greater than the combined circulation of all other morning papers in the same territory.
2. That its Sunday circulation is greater than the combined circulation of all the other Sunday papers in the same territory.

These statements are ridiculous misrepresentations, as any newspaper directory will show, and are made with but one possible purpose:

*To Deceive The Advertiser.*

The Tribune has made many feeble boasts but *never proved one of them.* Will it accept this challenge to show its books?

## CHICAGO EXAMINER.

Nash's Magazine is to be an English magazine, containing only such features as will please English readers, though it is American in its inspiration and vitality. The latest announcement states that Nash's Magazine has acquired Hall Caine's new story, for which a price of four thousand guineas has been paid. This, to say nothing of something like £1,620 paid to Frank Craig, R. L., for the illustrations. The publishers are now making the mistake of being too reticent in their enterprise, and such announcements indicate that they purpose making the magazine pace a cracking one for other publishers in the same field.

The same London authority looks to Mr. Hearst to stop the decline in monthly magazine prosperity which has been visible for the last year or two.

Critics of the London newspapers are much distressed over the "shilling-shocker" serial stories appearing in many of the daily journals. Naturally the critics find occasion to make comparisons with the type of newspaper fiction published in American dailies. Writing to a newspaper publication a critic who merely signs an initial states his grievance and concludes with these paragraphs:

"In the United States—one owns to it almost grudgingly—the fiction included in the supplement or the Sunday magazine or issue of the leading newspapers is as laudable and good for the needs of humanity (that much mis-used word) as our serials are to be deprecated save for their "thrills" and "curtain" situations.

"One peruses the supplement to, say, the Winston-Salem Journal, or

the Duluth News Tribune, the Buffalo Courier, the New Orleans Picayune, out of many, many others. In them all one finds the prevalence of fiction which deals infinitely less with the sordid dramatic and the sensational, and infinitely more with those motives and characters that uplift without unduly laboring a moral.

"But an Englishman loves a crime, fictional or other, almost as much as he loves a lord!"

The Lloyd-George National Insurance Act has raised a perplexing question in British newspaper circles. Under the act wage-earners receive government payments weekly when ill.

The organized inquiry now heard wherever newspaper workers meet is whether this compulsory receipt of insurance money will cause newspaper proprietors to discontinue paying their men salaries during the course of an illness. Nearly all proprietors do in England and the United States pay salaries during the illness of employees.

The present question is grave in that acceptance of the small government insurance payment may be the signal for cutting off the employer's full salary payments.

### COMPANY DISSOLVED.

Certificate of dissolution has been filed for the Southwestern Farmer Publishing Company, of Houston.

### CRANDALL'S NEW POSITION.

The managing editorship of the Montreal Star was recently assumed by C. F. Crandall, who had held a similar position on the Herald for the past two years. Mr. Crandall is a young journalist who has had an extended newspaper career. He is a native of St. John, N. B., and was born thirty-six years ago. He graduated from Acadia University in 1899 and went on the



C. F. CRANDALL.

St. John Sun as reporter. Three years after he became editor of the Star in the same city, and in 1906, editor of the Sun.

His work in St. John brought him into prominence, and in 1910 he was made managing editor of the Montreal Herald. His rise to prominence in Canadian journalistic circles has thus been rapid. Outside his regular newspaper work, he has been active in the organization of the Canadian Press, Limited—the A. P. of Canada.

Edward Beck, who preceded him on the Star, is now associated with the management of the Financial Times.

### RUMORS REGARDING THE JOURNAL OF COMMERCE.

Unconfirmed rumors have been in circulation for several weeks that the New York Journal of Commerce and Commercial Bulletin, a daily financial and industrial newspaper, was to move further uptown than its present home at 32 Broadway, reduce its selling price and enter the general news field.

A. W. Dodsworth, editor of the Journal of Commerce, in reply to inquiries by THE FOURTH ESTATE, announced that his paper's lease on its present quarters has several years to run before expiration and that the paper will not move until the lease expires at any rate, and possibly not then.

No reduction in price is planned, he said, nor does he intend to invade the general news field.



# The KNICKERBOCKER PRESS

TROY ALBANY SCHENECTADY

BULLETIN NO. 40.

## Smashing All Records!



TO SMASH records in July is an **ACHIEVEMENT** of which any one in business has **JUST** cause for pride.

THE  
**KNICKERBOCKER PRESS**

smashed **ALL RECORDS** in July. It sold **MORE PAPERS** than ever and it broke all records in advertising.

The Knickerbocker Press printed in July

## 29,035 INCHES

of advertising, which was a **GAIN** of 15,527 inches over July of 1911. Such a **PERCENTAGE OF GAIN** was never made by any other newspaper.

In July, 1912, The Knickerbocker Press printed **MORE ADVERTISING** than **ANY OTHER PAPER** in **ALBANY, TROY** and **SCHENECTADY**. It also printed **MORE NEWS**. That is why it is the **FAMILY PAPER** of the Capitol District.

## IT LEADS!

The **KNICKERBOCKER PRESS**, 18 Beaver Street, Albany, N. Y.

### FRANCHISES WON BY ADVERTISING.

CHICAGO AND MOLINE THE SEATS OF WAR—A RUSSIAN EXPERIMENT.

The Automatic Telephone Company has obtained a franchise in Moline, Ill. When it began its fight for admission into the city it encountered opposition. Business interests had no desire for two telephone systems. People knew little about the automatic telephone and, knowing little, cared less. On July 23, at a city election, the automatic capitalists won by a 6 to 1 popular vote.

Advertising in the local newspapers won the fight. It overcame

prejudice, it convinced a doubting public of the value of automatic service, of the swiftness of operation, freedom from errors in making connections.

What the automatic people did in Moline is a duplication of what they have done in Chicago. Originally there was opposition to their getting a franchise. Once obtained, the company was still fought and accused of not having the required number of 'phones in operation to establish the continued validity of its franchise under the original grant from the city.

Advertising disproved these charges. The public service corporation took the public into its confidence, using newspaper advertising space liberally. It showed zone maps with the number of telephones in each; it gave totals

and revealed reasons for opposition to the company. And it retained its franchise.

Telephone competition is active in Chicago at this time, large space being used by the competing systems.

American newspaper readers are more or less familiar with foreign advertising in their favorite publications. In many sections of the country Canadian railways and the Dominion government itself advertise to attract home-seekers in the States to the grain-growing lands of the Canadian provinces.

The municipality of St. Petersburg, Russia, has begun an advertising campaign in many British The advertising is in the form of and a few American newspapers. half-page illustrated displays. St.

BULLETIN NO. 41.

## Jumping, Jumping, Jumping!

For many months The Knickerbocker Press has printed **MORE NEWS** than any other newspaper circulated in THE CAPITOL DISTRICT.

During the MONTH OF JULY, 1912, it printed **MORE PAID ADVERTISING** than any other newspaper in **ALBANY, TROY** or **SCHENECTADY**.



## July, 1912, Totals

The Knickerbocker Press	-	-	29,035 inches
The Times-Union	-	-	26,531 inches
The Journal	-	-	24,465 inches
The Argus	-	-	8,972 inches

FOR THREE WEEKS Mr. Kane of The Times-Union and the examiner of the American Association of Advertisers have been **EXAMINING THE CIRCULATION OF THE KNICKERBOCKER PRESS**. The **RESULT** will be **PRINTED** just as soon as the **REPORT** is made to the management of this newspaper.

## Watch For It!

Petersburg is being rapidly rebuilt. Opportunities for realizing a high rate of interest on building investments are said to be many.

The municipal advertisements point out these opportunities and explain the protection granted by the government to foreign capital invested in Russia. The series of advertisements has been prepared by a London agency.

### PRIVATE INTERESTS CALL.

Mr. Stanley has disposed of his interests in the Lovington (Ill.) Reporter to Conn Brothers, who have been conducting the paper since January 1. The Reporter was established twenty-one years ago by Mr. Stanley, who now plans to devote his time to handling his real estate interests.

## HIGHER PRICED SUNDAY PAPERS.

### ELIMINATING SOME OF THE BURDEN OF EXPENSE.

The question: "What is a fair price for the Sunday edition? would it be possible to charge sufficient to make it necessary for a dealer to sell the Sunday paper for more than five cents a copy?" is answered



W. A. ELLIOTT.

for THE FOURTH ESTATE by W. A. Elliott, circulation manager of the Jacksonville (Fla.) Times-Union, as follows:

This subject is no longer a question for debate as far as my own field is concerned, for I have demonstrated that it is not only possible, but practicable here to make the retail price of a Sunday newspaper more than five cents per copy.

For the last four months the Sunday Times-Union has been furnished to dealers at the rate of \$4.50 per hundred net, no returns to any dealer. The Sunday Times-Union has during this period been sold on the streets by newsboys on newsstands in the city and elsewhere at seven cents per copy, on trains ten cents. Prior to March, the rate to dealers was \$2.50 and \$3 per hundred with returns, the retail price everywhere five cents.

Since adopting a new scale of prices and discontinuing the return privilege there has been a decrease in gross circulation of about 10 per cent, that is, from our circulation of January and February. The greater part of this loss

I attribute to the fact that we discontinued the return privilege and to the absence of tourists who were in the state during the winter months. In any event, our present circulation on Sunday is considerably greater than at this season one year ago.

Five other Sunday newspapers enter this territory. So far only one of them has increased its rate to dealers, but many dealers have increased the rate charged customers for all Sunday papers, and even those that are now sold by the dealer at five cents per copy show no evidence of having made an increase in circulation.

I believe that the question of increasing the retail price of Sunday newspapers should have the attention and careful consideration of every newspaper circulator, whether or not he is now interested in circulation of a Sunday issue.

It is now economy and more perfect business methods in their department that is occupying the attention of the progressive circulation manager. Circulation managers are more than ever striving to make their department not only self-sustaining, but to produce a net cash profit.

The circulation department of a daily newspaper is being put on a higher plane and conducted in a more business-like manner. As a result of this, business managers and publishers are more generally recognizing the circulation department as the most vital department of the modern daily newspaper, and most of them are securing high class men to manage that department and have respect for the ideas of their circulator, and give more attention to his demands.

Of course, the heavy advertising patronage given newspapers is responsible to a great degree for their mammoth size, but it is also true that Sunday newspapers now contain, comic sections, magazine sections, illustrated magazines, and other special features that make the Sunday issue more than a mere newspaper, but a magazine newspaper.

Indeed many Sunday newspapers are regularly publishing matter from the pen of the same authors who contribute to our best and highest priced magazines, and in some instances newspaper publishers pay more for special news features for their Sunday edition than magazine publishers are willing to pay for their leading articles. Magazine publishers are recognizing the fact that they must get more for their product.

If magazine publishers cannot afford to sell their product at a loss, why should newspaper publishers dispose of their Sunday issue at a price less than the cost of white paper consumed, to say nothing of the postage, cost of handling, etc.?

I contend that a Sunday newspaper should be sold to a dealer for at least enough to cover the cost of the white paper, the postage and mailing-room expense. No one, I believe, will deny the publisher the right to ask a price that will cover these items. To do this the wholesale rate must be, four, four and a half or five cents per copy; the retail price may be made seven, eight or ten cents.

The public will pay this price for your modern Sunday magazine newspaper just as readily as they now pay fifteen cents for the magazines formerly sold for ten cents. So why not get the price up and eliminate the unnecessary burden of expense now paid by your advertisers, and put your department on sound, self-sustaining and profit-producing basis?

The Butterick Trio has moved their Boston offices to the ninth floor of the new Lawrence Building, at Tremont and West Streets.

## I. T. U. CONVENTION.

The fifty-eighth annual convention of the International Typographical Union opens in Cleveland on Monday. The sessions will be held at Grays' armory and will be open to the public. An extensive program has been prepared for the week.

The first entertainment will be tonight in Grays' armory. Vaudeville acts and music will be the features. On Sunday the convention will be the guests of Detroit and Toledo unions at Cedar Point, the delegates and visitors going from here by boat and train.

Monday will be publishers' day, when the visitors will be taken for a car ride through the city and will witness the ball game between Cleveland and Chicago at Somers park. Tuesday will be Ohio day at Luna park, when a program of sports and speaking will be enjoyed. Wednesday a moonlight trip on the lake will be the big feature.

## CATCHING THE EYE FOR NEWSPAPER ADS.

Publicity that challenges the eye as do big signs on country landscapes has been introduced in the pure food sections of the Boston Herald and its afternoon edition, the Traveler and Evening Herald. This publicity announces Pfaff's Beer to the ultimate consumer. Quarter page space is used in both papers. On a solid background of orange-tinted red appear the words "Pfaff's Beer." There is no other type matter.

This form of campaign was devised by Cleveland A. Chandler, manager of the Boston office of the Amsterdam Advertising Agency, at 35 Congress street. The advertising has attracted much attention in Boston as no newspaper reader's eye could escape it.

## OWL EDITOR IN TROUBLE.

Allan Botsford, publisher of a weekly Cincinnati paper called the Owl, was bound over to the Federal grand jury by United States Commissioner Joseph L. Adler on a charge of misuse of the mails in sending through the post office a copy of his paper displaying on the outside cover a article reflecting on a citizen of Cincinnati.

When asked if he intended to continue publication of the Owl, Botsford said he supposed he would, though, realizing his position, he did not say so with any intention of defying the United States authorities. The Federal grand jury will meet in October.

## ABBOTT LEAVES BOSTON.

H. B. Abbott, who has been representing the Semi-Monthly Magazine Section and the Canadian Monthly Magazine in New England, has moved his headquarters to Philadelphia. His place in Boston is taken by Russell B. Kingman, formerly of the quarterly Fashion Book.

## CANADIAN MERGER.

The Galt (Can.) Reporter and Reformer have consolidated. James Clark will be publisher of the combination.

## SUPPRESSED BERLIN PAPER MAY START AGAIN.

It is understood that August Scherl, whose newspaper, the Berlin Lokal Anzeiger, was recently snuffed out of existence as the result of a court litigation with Ullstein & Co., owners of the Mittag and Morgen Post, has found a loophole in the law by which he will be able to resume publication of his paper in September.

Some years ago Scherl and Ullstein & Co. entered into an agreement not to put any new newspaper into the field. Shortly thereafter, however, Ullstein & Co., who had been publishing an unimportant evening newspaper, began to issue a noon edition.

Scherl brought an action at law, but was defeated. Thereupon he himself started the noon edition of the Lokal Anzeiger. Ullstein & Co. promptly instituted proceedings, which resulted in their favor in every instance.

Under the judgment of the Imperial Supreme Court Scherl was ordered to pay a fine of \$75 for every number of his noon edition that he had issued in the past or would issue in the future.

The accumulated fines amount to about \$62,500, and, according to the gossip of newspaper circles, the newspaper had itself been losing money steadily since its foundation three years ago. Naturally, Scherl discontinued it.

Meanwhile he is "beating" Ullstein & Co.'s publications by issuing extra one-sheet editions before the Mittag comes out. These extras, in accordance with the German custom, are distributed gratis, which gives Ullstein & Co. no ground for stopping them.

## SPEER ALSO SENTENCED.

Ex-Mayor Robert W. Speer, publisher of the Denver Times, was sentenced Monday to five days in jail, a fine of \$1,000 and to pay all costs of his trial for contempt of court.

Speer is publisher of the Evening Times and was prosecuted on charges similar to those on which F. G. Bonfils, one of the owners of the Post, was recently fined \$5,000 and sentenced to sixty days in jail.

Bonfils appealed to the Supreme Court and the case was heard by Supreme Justice Campbell Saturday and taken under advisement.

Advertisers who investigate the  
**MILWAUKEE**  
field always select the EVENING  
**WISCONSIN**

Lowest rate per thousand of any  
aily in Milwaukee.

CIRCULATION:  
Daily Average for 44,766  
the year 1911  
A GAIN of 3000 copies per day  
over the year 1910.

JOHN W. CAMPBIE, Business Manager.  
Foreign Representatives.  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bdg. People's Gas Bldg.  
NEW YORK. CHICAGO.

## Increase Your Local Advertising.

There isn't a newspaper big or little that can't increase its local advertising by the help of the

## FISK ADVERTISING SERVICE

Sold to only one newspaper in a town; and only five dollars per year for 52 issues, one each week.

ASK FOR SAMPLE COPY.

FISK PUBLISHING COMPANY,

Schiller Building,  
CHICAGO.

Henry Sterling Fisk, Pres.



# To EDITORS, BUSINESS and Circulation MANAGERS

We desire to offer a limited number of state-rooms on the following cruises at minimum rates to be used as prizes in circulation contest.

## AROUND THE WORLD, ORIENT, SOUTH AMERICA

For particulars address,  
Advertising Department

## HAMBURG- AMERICAN LINE

45 Broadway, NEW YORK.

OVER 400 SHIPS  
1,210,000 TONS.

## The McCLURE NEWSPAPER SYNDICATE

Established 28 years.

The oldest and largest independent newspaper syndicate.

More than thirty regular feature services.  
Eight pages of colored comics weekly.  
The best big and little features, daily comics, etc.

The McClure Newspaper Syndicate  
45 West 34th Street, NEW YORK

GET TO-DAY'S  
NEWS TO-DAY

"By UNITED  
PRESS"

General Offices, World Bldg., NEW YORK

## BUILDING UP THE CIRCULATION.

Pittsburgh Post readers will shortly have an opportunity to obtain twenty free trips to the Panama Canal. The tour will be made when the canal is in the most inland, besides, the itinerary includes a teresting part of its construction visit to Jamaica, Cuba and Costa Rica.

The Salt Lake Telegram and Tribune gave their fifth annual outing to their newsboys at Wandanere last week. There was plenty of feasting and athletic competition.

More than 17,000 lots at Lake Wood, Mich., have been disposed of through a subscription campaign being conducted by the Chicago Evening Post. New subscribers have the chance to obtain these lots at \$11.60 apiece in four monthly installments of \$2.90 each by the offer of the Post's circulation department.

The Toronto Evening Telegram now has twelve motor delivery vans.

William J. Rague, circulation representative of New York newspapers on Staten Island, is giving the newsboys of the island a series of Sunday excursions to the New York newsboys' Midland Beach Camp. Last Sunday the boys of the north shore were Mr. Rague's guests, being taken to Midland by automobile, and tomorrow the boys of the east shore will have their chance.

More than half a million people turned out to witness the motorcycle race conducted under the auspices of the Pittsburgh Press last Saturday from Cleveland to Pittsburgh. The race was won by Harry D. Immel of Pittsburgh, who was awarded a handsome silver cup. The second prize was a gold watch, third a silver cup; up to eighth, gold medals; up to tenth, silver medals; and all who finished back of that position received bronze medals.

The San Francisco Call has inaugurated a junior section in its Saturday edition to interest juvenile readers.

In order to interest boys and girls in getting subscriptions for the Louisville Evening Post the circulation department is offering a number of presents. Each boy or girl who secures four new three-month subscribers is awarded a camera, a pair of roller skates is given for three new subscribers for the same period, and a jack-knife in three sizes for one, two or three new subscribers.

Newsboys of the Ottawa (Can.) Journal were entertained at a performance of "Alias Jimmy Valentine" at the Dominion Theater one evening last week by the publishers of the paper. About seventy-five youngsters made up the party.

### DATES FOR HERALD CUP.

The Herald cup competition to be held by the New York Golf Club at Van Cortlandt Park, scheduled for August 29, 30 and 31, has been changed to August 21, 22 and 23.

## DIFFICULT CIRCULATION FEAT IN TEXAS.

On the morning after the recent statewide primary in Texas the Dallas News performed a noteworthy newspaper feat as the result of the splendid co-operation of its editorial and circulation departments. Being of large area, with a large amount of rural territory, Texas is a difficult state to "cover" quickly and concertedly in a news sense. Yet even the early midnight edition of the Dallas News contained virtually a complete and final report for every election precinct in Texas, inclusive of the usual tabular compilations.

Special trains were run to various sections of the state and delivery was continued from railroad points inland by a specially-organized automobile distribution service.

The News was all over North and most of Middle Texas by breakfast next morning. By noon it had traveled to all territory as far south as Austin. It was upon the streets of San Antonio at 2:30 in the afternoon, and by supper the people in Corpus Christi and along the Gulf Coast had the paper in their hands and were eagerly scanning its columns.

## THE SUN REVEALS LABOR LAW VIOLATIONS.

Publication of a story from Boston in the New York Sun this week reveals a sensational exposure of violations of the contract labor law and the alleged importation from Bradford, England, of laborers to work in Massachusetts textile mills.

Investigation of the violation of American immigration laws was made in Bradford by John B. Wood, a correspondent of the Sun, who quickly enlisted the support of our consuls in England, the United States State Department and Department of Commerce and Labor.

Arrests of the accused parties have been made in Boston and the federal prisoners released on bail. Curiously enough, no newspapers printing the story of the exposures have evidenced liberality by crediting the Sun with bringing them about.

## LOCATES IN MONTGOMERY.

P. E. Seibel has been appointed circulation manager of the Montgomery (Ala.) Journal. Until recently he occupied a similar position on the Atlanta Georgian. Mr. Seibel has been in the newspaper field for twenty years, having started as a newsboy in Pittsburgh and worked his way up to the position of circulation manager of the Pittsburgh Sun before going South several years ago.

## WORKING FOR NEW PARTY.

R. E. Stout, managing editor of the Kansas City Star, heads the committee to organize the progressive party in Kansas City. A. B. McDonald, special writer for the Star, is in Springfield soliciting members for the cause, and W. R. Nelson, editor and owner, is a national committeeman of the new party.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons.

Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MEYERS

6300 B Lexington Ave., CHICAGO.



## The William L. Betts Company

SUITE 406, WORLD BUILDING

New York City.

## NEWSPAPER Contest Experts

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and re-filled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

## THE SPECIAL SERVICE CO.

Reliable Contest Operators

Write for terms, etc.

Room 33, 23 Park Row, New York

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment—Best illustrations. YOU NEED IT! Write for particulars to International News Service 200 William St., New York City.

We conduct all kinds of  
Circulation Contests

Wire



Write

For Washington Correspondence  
WRITE  
AMERICAN  
TELEGRAPH PRESS

District National Bank Building,  
WASHINGTON, D. C.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 963 FOR THE WEEK ENDING SATURDAY, AUGUST 10, 1912.

## THE MADISON CONFERENCE AND ITS FINDINGS.

THE FOURTH ESTATE took pains to report the National Newspaper Conference at Madison, Wis., with emphasized care. In last week's issue the addresses of some of the speakers were printed in full, and digresses as were admittedly of lesser interest. Still more space is devoted to the conference in our new columns this week.

It was the stated purpose of the Madison conference "to find out whether or not the newspapers of the country are free to tell the truth, and if not, to find some remedy for existing conditions." By inference, and later by direct statement, there has come out of Madison the theory that newspaper publishing and editing have surrendered their independence through the transition from a "profession" to a "business."

To make the advertising and editorial "plant"—the two elements of a newspaper, considered technically—pay is to make them "commercial." To make them financially successful is to render them ethically unsuccessful.

The Madison theorists have not stated their "argument" in this precise language, but everyone who attended the conference or who read reports of the proceedings will recognize how accurately we have summarized their idea.

Mr. Seitz of the New York World convincingly pointed out that increased independence and editorial honesty are to be found in successful newspapers; that domination of editorial thought by advertisers is an impossibility on financially stable papers.

Though we do not find Mr. Seitz saying so, we would supplement his statement by saying that venality is more likely to be found in the unsuccessful newspaper; in the newspaper where money conditions render temptation or seduction more likely of accomplishment.

The weakened physical constitu-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line: agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

tion is rendered more susceptible to disease. We maintain, contrary to the Madison local theorists, that there can be, and is, a physiology of newspapers as well as of humans, and that we more correctly define its principles than they.

Mr. Richard of the Boston Common declared that the present "insurrection against the controlled press" is a democratic impulse toward freedom. We believe Mr. Richard to be a careful editor, uniformly cautious in his statements, but we question the accuracy of his vision when he sees an insurrection against the press, controlled or uncontrolled, and we believe that the "impulse toward freedom" will be found to be stronger in the newspaper offices than among the public that reads the newspapers.

THE FOURTH ESTATE is accounted well informed in all matters pertaining to newspapers, and it is our opinion that this "impulse toward freedom" has been conceived principally by newspapers; that instead of following the public or sounding its sentiment before asserting their leadership, the newspapers themselves have manufactured sentiments which later were adopted by a portion of the people. We know it to be the opinion of many newspaper owners, some of them styled as editorially "progressive," that they have led the public too radically—and too far. Concretely, the "impulse toward freedom" has been more from within the newspaper than without.

No period of modern publishing history has been without its advocate of the endowed newspaper. Mr. Hamilton Holt of the New York Independent, a weekly journal, filled this role at Madison. He is in favor of a weekly with an endowment of five million dollars, which would provide funds for carrying out his plan. This weekly would correspond to a great American university and its editors would be on a par with a university president. It would have "no policy of its own except to publish re-

liable news and competent discussion."

Condensation of Mr. Holt's journalistic idealism works injury to our intention of pointing out its insipid qualities and the futility of his program. Elsewhere we print verbatim excerpts from his address. This address in particular suggests that one of the conditions imposed upon an invited speaker at a "conference of experts" should be that the speaker himself be expert.

The several qualified experts who appeared before the Madison interrogators were both patient and tolerant. We deduce that the conference has had at least one beneficial result—it has gained for the University of Wisconsin several thousand columns of free advertising.

In opening his address Melville E. Stone, general manager of the Associated Press, said: "I am asked to answer the question: 'Can the impartiality of the news gathering and news supplying agencies be fairly challenged?' To me, of course, as to any right-minded person, such an inquiry is about as courteous as if you should meet me with the salutation, 'Are you a burglar?' or, 'Do you belong in the penitentiary?'"

## THE NEWSPAPERS AND THE ROSENTHAL MURDER.

Government by newspaper is a topic calculated to arouse the ire of a certain element of our population at any season of the year. Perhaps it is better for the regularly constituted authorities to govern us than to have our newspapers assume the governmental functions. But when governmental authority is seemingly unable to exercise its functions who is prepared to argue that newspaper government is not a good thing? The case in point is the murder of a New York gambler and the police scandal resulting from this murder.

Suspicion is cast upon a part of the police force generally known as the "System" and upon a specific policeman. There results a general suspicion, partly borne out by facts, that a part of the police force, for fear of exposing some of its own membership, has done little to bring murderers to justice. In consequence some of the New York daily newspapers volunteer to perform, and do perform, police powers. As a result of newspaper investigations seven men connected with the crime are brought before a district attorney who is willing to prosecute.

In a measure we consider it unfortunate that reforms in a city must be wrought through the publication of so many hundreds of columns of crime news to be read with avidity by weak-minded and weak-moralled persons and with curiosity by several hundred thousand children.

We are inclined to believe that some New York papers have printed too much about the case in question and the wily space-writer's hand is seen in much of the stuff that has been printed—column after column of theorising and speculation that does not hold together for

a longer period of time than that elapsing between one edition of an afternoon paper and the edition that succeeds it.

For once it has been proved that the press of New York can be editorially undivided. There has been complete unanimity in the Rosenthal man-hunt. There has been concerted exposure of unsavory conditions in the police department, an unalterable demand for adequate investigation, and that demand has been granted.

In this campaign several newspapers have rendered conspicuous—one might say spectacular, without meaning sensational—service in furthering the ends of justice. In connection with the campaign for police reformation and the correction of existing evils the New York Herald has rendered effective service during the last week by printing with the aid of maps information showing where and when illicit resorts of every sort are open in Manhattan. If the result of this direct and exact form of exposure does not result in a "closed town" our surprise will be unbounded.

## POLITICAL ADVERTISING ON

### A BUSINESS BASIS.

Several times during the present political campaign attention has been called to the increasing frequency with which candidates and parties have resorted to the advertising columns of newspapers. Two American cities frequently have had the opportunity to observe candidates and parties appealing to the public for support through the medium of paid advertisements—Baltimore and Boston. It is not irrelevant in this connection to say that no other papers have carried paid political advertising in years past, but merely that the papers of these two cities were conspicuous examples. A copy of the Houston Chronicle for Friday, July 26, offers new evidence of this rapidly developing custom. This particular issue was printed two days before the primary election.

It contains thirty-six political advertisements paid for by thirty-two candidates for office. These advertisements range in size from a few inches single column to two full columns for a single candidate. In accordance with the Texas law each advertisement is so designated by the abbreviation "Adv." This single issue marked the climax of an extended publicity campaign that added much to newspaper revenues in the Lone Star State and directed attention to the men and the issues at stake.

The unanimity with which candidates settled upon the Chronicle as a publicity medium indicates clearly how important a factor it is in Texas journalism.

## NOTE AND COMMENT.

The Harrisburg Patriot issued its sixtieth anniversary edition last Saturday. It consisted of forty-eight full-size pages in five sections, an additional literary magazine tabloid of twenty pages and a sepia photogravure of Woodrow Wilson. Four of the eight-page special sections were in color. In addition to



commemorating the sixtieth anniversary the date also marked the tenth year of the Patriot under its present ownership.

In the last decade the Patriot has performed noteworthy service to its community and its editorial activities likewise have caused reforms in State government, notably in the matter of prodigal legislative appropriations. Vance C. McCormick is president and publisher, Henry B. McCormick secretary and treasurer, and Richard M. H. Wharton general manager.

The San Francisco News Letter has just celebrated its fifty-sixth anniversary. It was founded by a Marriott and a Marriott owns it today; the son of the founder. The News Letter is a favorite weekly in a city where one has always been able to find brilliant literary figures. Many of the men who have enriched American literature in a past era and in more recent times have written for the News Letter and been encouraged to perform better work by virtue of the welcome the News Letter accorded them.

This is no time to draw distinctions between San Francisco's weekly newspapers. We like the Argonaut and the News Letter especially. Each adds some zest to our reading, and even that statement should be regarded as tribute rendered in this day when a multiplicity of publications can so quickly dull one's mental appetite. For decades San Francisco has been blessed with good local weekly magazines—magazines that are at one and the same time local and national in their interest.

They are the cosmopolitans of American periodical literature and we know of none who would wish them to alter their demeanor.

"As a rule," says the editorial writer of the Memphis News-Scimitar, "the agencies gathering and disseminating news are impartial, but the temptation is almost irresistible when the head of a great news agency sees that he can assist the man or measure of his choice by coloring the news."

In less than a year the Los Angeles Evening Herald has attained a circulation which it announces to be 60,000 daily. The Evening Herald is the outgrowth of the former Los Angeles Herald, a morning paper which, passing through a series of vicissitudes, was converted into an evening paper. The Evening Herald retained none of the physical characteristics of its ancestor. The steadily increasing popularity of the new paper is directly attributable to its editorial re-innovation and the activity of its well organized circulation and advertising departments.

#### MAGAZINE MEN CHANGE.

Robert A. Boice, formerly Boston manager of Good Housekeeping, is now manager of the entire Eastern business of the publication at the New York offices.

Harold E. Porter, formerly manager in New England for the Housewife, has removed from Boston and is now associated with his father in the publication of the magazine in New York.

#### PURELY PERSONAL.

H. W. CONNOLLY, managing editor of the Memphis News-Scimitar, has accepted an invitation to deliver an address before the Young Men's Hebrew Association of the Bluff City, one of the largest in the South. He has chosen as his subject "The Decay of Bigotry."

GILBERT S. JONES, who is organizing the Reading (Pa.) Daily News for publication next month, was in New York this week.

Mrs. FRED. W. SHERMAN, wife of the publisher of the Santa Barbara (Cal.) Independent, recently underwent an operation for a trouble which has bothered her health for some years. She is recovering nicely.

DAVID J. CARNEY, editor of the North Plainfield (N. J.) Review, is receiving the sympathy of his newspaper friends on the death of his mother on Monday.

JOHN A. MOYER is the new business manager of the Kansas City Post, instead of general manager as was recently stated.

FRANK T. SEARIGHT, the humorist and newspaper writer, who has been seriously ill in Los Angeles, is now reported to be recovering rapidly.

D. J. MACAULIFFE, managing editor of the St. Louis Republic, addressed the St. Louis Advertising Men's League at its last meeting.

THOMAS B. HENDRICKS, editor of the Brookeville (Pa.) Republican, has completed the twentieth year of his service with that paper.

S. H. BLAN, editor of the Troy (Ga.) Messenger, while fixing a tape on his folding machine caught his hand in the steel rollers and it was badly crushed.

CHET. HORNER, formerly engaged in newspaper work at El Paso, Tex., has moved to Sheboygan, Mich.

JOSEPH ROULEAU, at one time editor of L'Opinion Publique, of Quebec, is studying for the priesthood.

HELEN INGERSOLL, formerly with the Sioux City Journal and Omaha newspapers, has written a play which is to be produced this fall.

JOHN C. MCCLURE, representing the Fisk Publishing Company, and the Fisk Interlocking Advertising Service, Chicago, was in New York this week.

LEVI L. ALDRICH, editor of Cawker City Public Record, is perhaps the last old soldier-editor left in Kansas. He served through the Civil War in nearly all the important campaigns.

CHARLES B. BRANHAM, city editor of the Grand Forks (N. D.) Times, is handling the press work for the Better Farming Association work in connection with the boys' encampment at Fargo.

LOUIS KASDORF, at one time with the Elgin (Ill.) Daily News, is now engaged in writing and organizing theatrical sketches.

WILL G. McRAE, editor of the Pacific Coast Sporting Review, of

Portland, Ore., is ill at the Good Samaritan Hospital.

STEPHEN D. STEPHENS of Stapleton, N. Y., has been appointed press representative for this year's Richmond County Fair. Mr. Stephens is the representative of the Brooklyn Eagle on Staten Island.

#### AUTHOR OF FIVE PLAYS.

Edwin F. Reilly, special writer on the Brooklyn Standard-Union and press representative of Corse Payton's theatrical enterprises, is the author of a playlet, "The Turn of the Card," which has been booked on the Marcus Loew circuit for



E. F. REILLY.

twenty weeks. It is played by Minna Phillips and Louis Leon Hall. Mr. Reilly has just finished four other sketches, all of which have been accepted.

#### NEWSPAPER MEN FIGURE IN STATE CAMPAIGNS.

Three newspaper men, one active and the other two retired, were the victors in hotly contested political elections this week.

Arthur Capper, owner of the Topeka Capital and the successful Capper publications in three middle Western states, won the Republican nomination for Governor of Kansas, defeating Frank Ryan of Leavenworth.

Robert L. Owen, United States Senator from Oklahoma, was re-nominated in a primary election on Tuesday, defeating former Governor Charles N. Haskell, owner of the McAlester, (Okla.) Herald-Democrat. Thirty years ago Owen was the owner of the Vinita Chieftain, a weekly newspaper.

In the same primary that Capper won the gubernatorial nomination Governor W. R. Stubbs, a former editor of a Kansas country weekly, was the successful contestant for the United States Senatorship to succeed the present incumbent, Senator Curtis.

#### IN THE PUBLIC EYE.

FREDERICK L. HOLMES, business manager of La Follette's Magazine, Madison, Wis., has announced his candidacy for the Republican nomination for the assembly from the First District.

T. RAYMOND PIERCE, associate editor of the Boston Commercial, is a candidate before the primaries for the Republican nomination for senator in the Second Norfolk District.

WILL H. MAYES, editor of the Brownwood (Tex.) Bulletin and at one time president of the National Editorial Association, is a candidate for the Democratic nomination for lieutenant-governor.

R. L. RICHARDSON, editor of the Winnipeg (Can.) Tribune, may be the Liberal nominee for Parliament from his district.

GEORGE E. LANGDON, editor of the Youngville (Pa.) Enterprise, is a candidate for the assembly on the Progressive ticket.

L. O. BREWER, editor of the Dumont (Ia.) Journal, is being mentioned as the probable next postmaster of his town. The office is at present vacant.

#### WEDDING BELLS.

EDWARD B. CLARK, Washington correspondent of the Chicago Evening Post, has announced the engagement of his daughter, Frances Beardsley Clark, to Francis L. Devareaux of New York. The marriage has been set for the winter.

HUGH SHARP, a member of the staff of the Milwaukee Evening Wisconsin, and Miss Charlotte Kruger have been married.

CHARLES B. DODDS of Tacoma has been married to Miss Annie K. Mork of Seattle.

HOWARD T. KNAPP of the Philadelphia Evening Times and Miss Donna R. Ackerson were married a few days ago at Wilmington, Del.

E. H. ALBRIGHT of the Rock Island (Ill.) Argus is a recent benedict.

J. LAWRENCE HORNE, JR., editor of the Rocky Mount (N. C.) Telegram and Record, and his bride, Miss Mary A. Thorpe, are spending their honeymoon at Atlantic City.

W. B. BURTCH, a veteran newspaper man of Harvard, Ill., and Miss F. L. Kellips have been married in Chicago. Mr. Burtch was for many years editor of the Harvard Independent.

#### CHANGE IN CONTROL.

The controlling interest in the Alexandria (Va.) News, an afternoon daily paper, has been acquired by twelve Alexandria business men. The News Publishing Company has been reorganized with the election of these officers and directors: J. R. Caton, Jr., president; L. W. DeMotte, vice-president; R. E. Knight, secretary and treasurer; George D. Hopkins, and C. S. Taylor Burke.

## BUSINESS OPPORTUNITIES

**PROSPEROUS**

Central West Weekly.

Wealthy agricultural community. No competition. 1911 receipts \$10,349.00. Disbursements \$5,324.50. Balance of \$5,024.41 was owner's return for personal effort and investment. Property promises to do as well or better in present and future years. Mergenthaler, 4 presses, four motors, paper cutter, folder, etc., etc. Will be sold for \$17,000. Proposition E. J.

C. M. PALMER.

NEWSPAPER BROKER.

277 Broadway, New York

*Small Investment Required  
as Security for Position on  
Well Known Magazine*

Published continuously for about fourteen years. Magazine is firmly established and of national scope.

Most prosperous year since its first inception. Valuable contracts and good subscription list.

Lately appointed official organ for press association; advertising matter and weekly news syndicated to twelve periodicals commencing next month.

Associate with practical experience needed; knowledge of approaching national advertisers desirable. Small interest must be purchased at start. No "stock" for sale!

Please write fully your past connections and amount you will invest after making thorough inquiry. Address Box 37, care The Fourth Estate.

**TO PUBLISHERS:**

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care The Fourth Estate.

**APPRAISAL IN MARIETTA.**

The assets of the Marietta (O.) Journal, for some time past in the hands of a receiver, are being appraised by order of the court. The men in charge of the work are James R. Alexander and Harry E. Taylor, editors of the Marietta Signal and Portsmouth Times, respectively.

NEW AGENT IN JERSEY.

A. E. Erickson has started in the general agency business at East Orange, N. J. He is located at 206 South Grove street.

## MACHINERY FOR SALE.

By reason of the purchase of the Boston Traveler by the Boston Herald and its issuance from the Herald plant the presses and stereotyping outfit are offered for sale.

Three Goss, 4-deck, two-page wide, straight line presses, with individual motor.

One Junior Auto Plate Machine, Hoe matrix, rolling machine.

Hoe curved shaver, motor driven, Hoe finishing cylinder, Hoe jig-saw and drill, motor driven, saw and trimmer, motor driven, Scott curved casting box. All in good working condition.

For sale in whole or in part, satisfactory terms to responsible parties. Apply or address Boston Herald, Boston, Mass.

FOR SALE—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE—One Canadian Linotype, No. M 3204, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

**OUR LETTER BOX**

Advertisers and all other friends of The Fourth Estate are invited to make our office their headquarters for correspondence, etc., etc.

At present there are letters waiting for  
W. S. Kirkpatrick    A. B. Codrington  
J. W. Allen            Dick Collins

**WANTS    DAVENPORT  
HORSES.**

Mrs. Daisy B. Davenport, widow of Homer Davenport the cartoonist, who divorced him, has asked the New Jersey Court of Chancery to make Paul Armstrong, the playwright, a party defendant to a suit she is bringing to recover thirty Arabian horses kept by her husband on a farm at Holmdel, Monmouth County. The horses were claimed after Davenport's death by Mrs. Zodah Howard Reakirt, or Regua. The farm on which they were kept is now occupied by Armstrong.

Under Davenport's will his wife was his sole heir. She sued Mrs. Reakirt, or Regua, to recover the horses.

## MACHINERY FOR SALE.

**Duplex Printing Press  
Angle Bar.**

Eight page, bed 28x76 inches, page 22 1/2 inches in length, roll 70 inches. Can be seen and examined while running. Price very low to quick purchaser.

George Damon & Sons,  
44 Beekman Street, NEW YORK

Nine No. 1 two-letter LINOTYPES overhauled by the factory last February, at \$1500, F. O. B. cars Boston, Mass.

These machines were purchased by us from the Boston Herald which, as recently announced, purchased the Boston Traveler. Quick action required to purchase at the above figure, as price will be advanced after removal to New York.

Send for our latest machinery list. The largest assortment of high-class printing machinery of every description ever offered.

RICHL & McLEAN,  
51 Cliff Street, NEW YORK.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attached and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE.—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

Goss Press for sale. 8-12-16-24 Page with complete Stereo outfit. Also four tons new Ad. type. American Publishing Company, Columbus, Ohio.

**SPECIAL POLITICAL ARTICLES IN HEARST PAPERS.**

While the New York American will support Woodrow Wilson, during the Presidential campaign it will print the accurate, interesting and authoritative views of the three most prominent political parties.

Charles D. Hilles, former private secretary to President Taft and chairman of the National Republican Committee, will write for the American a daily news article from the Republican point of view. His first article was published on Monday. Alfred Henry Lewis will write, beginning next Monday, a daily article from the Roosevelt and National Progressive Party's point of view.

These able writers will present the news articles and facts from their own party viewpoint, and will freely criticize and answer the opposing parties and candidates.

**EDITOR AND PART OWNER.**

Charles G. Sefrit has purchased a controlling interest in the Washington (Ind.) Herald Company from P. A. Hastings. Mr. Sefrit becomes actively connected with the management of the newspaper as editor.

**AGENCY SOLD.**

The Myers Advertising Agency, of Rochester, N. Y., has been purchased by E. F. Pevear, who assumes complete charge of the business.

## HELP WANTED

**I WANT YOU**

to become associated with me in publishing and pushing a modern German Daily in a big city, with a big German field

**PROVIDED**

(1) you can write German Editorials that will make an impression.  
(2) or you can get Foreign Advertising or National Advertising in satisfactory chunks for my German papers.

A knowledge of German is desirable but not essential for this position.

**LET ME HAVE YOUR  
PROPOSITION.**

Address GERMAN PUBLISHER, care The Fourth Estate.

**REPORTER**

A young man as reporter on a weekly trade paper. One with experience preferred. Must come well recommended and be able to put a story in readable shape. Give full particulars in first letter to Report, care The Fourth Estate.

**Circulation Manager  
Wanted**

One who has had experience in cities of about 30,000 population. Must know how to handle office routes. Address Times, Muskegon, Mich.

**MISCELLANEOUS.****UNITED STATES  
SAFE DEPOSIT CO.,**

33 LIBERTY STREET.

Branches:  
733 STREET AND BROADWAY,  
125th STREET AND 41ST AVE.,  
NEW YORK.

**ADDS ANOTHER.**

J. A. Bates, publisher of the Mission City (B. C.) Record, has purchased a half interest in the Sumas (Wash.) News, and is now publishing this paper with T. B. Brown, editor of the Huntingdon Star, which was started last April.

Mr. Bates is now interested in four papers, the Fraser Valley Record, and Abbotsford Post, of which he is sole proprietor, the Huntingdon Star, and Sumas News, in which he holds half interest. The partners have in contemplation a magazine to be known as the Fraser Valley Magazine, which will probably appear this month.

**ITALIANS AT ODDS.**

Trouble between Salvatore Vella and Salvatore Sisca, two Italian newspaper men of Rochester, N. Y., has been brought before the courts for settlement. The latest development in the case is a charge of assault made against Vella by Sisca for an act said to have been committed on July 5. Vella has been arrested on a warrant sworn out by the complainant.

**CHAUFFEUR SUES PAPER.**

Because the Fairmont (Minn.) Independent attributed the wreck of his automobile to careless driving, W. D. Stimpson of Winnebago has announced his intention of bringing a libel suit for \$25,000. Mr. Stimpson declares that his reputation as a professional chauffeur was damaged by the alleged libelous article and seeks redress from the courts.

*When Your Customers Want  
PRESS CLIPPINGS*

TELL THEM TO COMMUNICATE WITH

**"BURRELL"**

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY



## SITUATIONS WANTED.

I am 30 years old, and a bachelor; well-educated; capable and experienced; temperate in all things. I have been engaged in daily metropolitan newspaper work for 10 years. For 4 years I have been with my present employers, a big, metropolitan daily, in a big, metropolitan city, and for more than 3 years I have had my present assignment. I want to change to a live, up-to-date, morning or afternoon city, in a small but live and growing city, where I would have general charge of the news end, and where I would have an opportunity to make my ability, experience, fidelity, character, honour and ambition pay me something like what I am worth. If you should become interested in me, let me know what you would require and what you would pay, and give me full information about your paper and its owners and managers, and about the town and county in which it is published, and send me a copy of the paper. Address Box No. 46, care The Fourth Estate.

## Newspaper Business Manager

possessing "Newspaper Business Brains," would like to make a change about September 15th—10 years New York Experience. Prefer taking the management of a big daily requiring Building Up. References the best. Address Successful Manager, care The Fourth Estate.

## Woman's Page Editor

Experienced newspaper woman, Domestic Science Lecturer and member of editorial staff of large city daily, wants editorship of woman's department. Will furnish special feature stories for women's pages. Address Cleveland, care The Fourth Estate.

## CHANGE OF MANAGERS IN OHIO.

Walter W. Weaver has resigned as general manager of the Portsmouth (O.) Daily Blade. He is succeeded by James A. Ettinge who has been associated with Mr. Weaver as advertising manager of the Blade for the past year.

A few days last May Mr. Weaver and William M. Miller of Columbus took over the Blade and equipped a new plant for the paper. Last November Mr. Miller retired from the business, and the paper was incorporated with Mr. Weaver as head of the new company.

Mr. Weaver received his newspaper training in Springfield and was manager of the Springfield Daily News. He afterwards went South and was connected with the Observer publications at Charlotte, N. C., until he became associated with William M. Miller in the purchase of the Blade.

He is still president of the Portsmouth News Publishing Company, but intends going to the South Atlantic States, where he is desirous of acquiring a paper, or an interest in one.

## SITUATIONS WANTED.

## I WANT TO MEET THE PRESIDENT

OR GENERAL MANAGER OF A DAILY NEWSPAPER WHO REQUIRES THE SERVICES OF AN ADVERTISING MAN WHO HAS LEARNED THROUGH EXPERIENCE, HARD WORK AND NATURAL ABILITY HOW TO CREATE AND DEVELOPE BUSINESS. I AM IN NO HURRY TO CHANGE, BUT CAN ARRANGE TO COME IN TIME TO GET YOUR BUSINESS IN HAND. MY REFERENCES SHOW A CLEAN SUCCESSFUL RECORD, TWELVE CONSECUTIVE YEARS' EXPERIENCE, IN THE UNITED STATES AND CANADA, AGE 32 AND MARRIED. ADDRESS T. H. F., CARE THE FOURTH ESTATE.

## Active Newspaper Man

Twenty years experience, always made good, now managing editor leading paper in city 40,000, wants a bigger job. Prior to coming to the position I now hold was news editor two years leading daily in one largest cities in United States. Publishers who are seeking for man that can deliver the goods are invited to write. Address C. T., care The Fourth Estate.

## Managing Editor Seeks an Opening

Managing Editor of morning paper, 20,000 circulation, has had to give way to owner upon consolidation. Has spent six years in the business, and is thoroughly schooled in newspaper method. Seeks like position or would take City Desk. Given the opportunity, he will make good. Address T. P., care The Fourth Estate.

## Circulation Manager and Worker.

wants opening. Ten years' experience on Metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum results at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

## BIG LITHOGRAPH MERGER.

One of the most important consolidations in the history of the American lithographing industry took place in Cincinnati this week. The liquid assets, those that are cash or can easily be converted into cash, of the United States Printing Company and the United States Lithograph Company are to be merged under the form of a new corporation to be styled the United States Printing and Lithograph Company, which will hereafter act as the exclusive sales agent of the two parent corporations. The capital of the new corporation will be \$3,500,000.

John Omwake of Cincinnati is president of both the parent corporations. Prominent in the directorate of the two companies are J. B. Foraker, Jr., son of Senator Foraker; William M. Donaldson, Arch M. Donaldson, James M. Hutton, Gilbert N. Robinson, Clifford B. Wright and Samuel J. Murray, all of Cincinnati.

## FLEMING OUT OF STANDARD

Ira Fleming has resigned as manager of advertising for the Standard Milling Company, New York (Hecker's Flour, etc.), to assume a position with the Oscar E. Binzer Company, Santa Rosa, Cal., publishers. Robert John is also connected with the same concern.

## SITUATIONS WANTED.

## EDITORIAL WRITER AND PARAGRAPHER.

Vigorous and virile editorial writer and paragrapher, well known throughout the United States by reason of former associations, is at liberty, now that the pre-convention Presidential campaign is over and he has had a rest, to take up active work with some daily newspaper that feels it is in need of a FIRST-CLASS MAN and its owner can pay a commensurate salary. No newspaper man in the country has wider personal acquaintance with public men of both the big political parties. Thoroughly trained in every editorial department of a metropolitan daily newspaper. Was for a number of years well-known Washington correspondent. Familiar with the tariff and other issues that will be foremost in coming campaign. Gift-edged references. No experiment. Goods delivered promptly and in full measure. On the water car for years. Address, D. P. H., care THE FOURTH ESTATE.

## Editor Wants Charge of News End.

I would like to take charge of the news end of a good, live afternoon Middle West newspaper with honest, progressive policies. My eight years experience qualifies me for that kind of a position or I would not be retained, with satisfaction to the publisher, in the managing editorship I now hold. I am 31 years old, married and eager to get located permanently. Address G. L., care The Fourth Estate.

## QUICK! I MUST BE LOCATED IMMEDIATELY!

Can handle any desk or street position. Experienced in every department of the news. Young, capable, energetic, ambitious, sober. Gift edged references. First class man whose work has made every respect. Must make connection AT ONCE! I MEAN BUSINESS! WIRE "Immediate," care The Fourth Estate.

WANTED. Position in Woman's department. Two years experience with one of the largest papers on the state of Minnesota. Can furnish best of reference. Address M. C. S., care The Fourth Estate.

An experienced newspaper man desires position at any kind of desk work. Address care The Fourth Estate.

## U. S. BOARD OF COMMERCE TO HAVE MAGAZINE.

The Chamber of Commerce of the United States, of which Harry A. Wheeler of Chicago is president will begin publishing the Nation's Business on September 2. This periodical will be distributed from Washington to the editorial writers of the nation and to the constituent members of the National Chamber of Commerce.

It is intended to furnish a survey of the constructive progress of the nation along lines of agriculture, mining, manufacture, transportation, distribution and finance. It will be devoted to the news of progress and of organized promotion. It will include statistical statements of development and cover the bureaus of the Government departments that are related to business and commercial activities at home and abroad.

The permanent headquarters of the Chamber of Commerce of the United States were opened today in the Riggs building. The rooms will be at the disposal of all visiting members of constituent organizations.

The Alto Pass (Ill.) Enterprise, published by Dr. John A. Hale, has suspended.

## SITUATIONS WANTED.

## Position and Investment.

*Young man, energetic and ambitious, is open for engagement. Wishes to form A-1 connection with reliable, sound paper where faithful work and originality, hustle and progressive ideas that have succeeded always, can take root and be appreciated.*

Can furnish gift edged references as to character, habits, integrity and experience. Speculators and fly-by-nights need not reply. Answers should be accompanied by references. One desiring to consider the following proposition need write: city in south or south-east, on sea coast or water way preferred. Population of 15,000 to 30,000—afternoon paper—will accept managing editorship or similar position for six months, at end of that time if conditions prove satisfactory will take limited amount of stock for cash or make cash payment with reasonable and easy terms. Address "Garcia" care The Fourth Estate.

## Creative and Executive Circulation Manager

Having had the last seven years of my life divided between creative and executive circulation work on three large dailies in the west and middle west, it is my ambition to become one of the biggest, broadest and best circulation men in the United States.

I have never failed in any undertaking and being met with a marked degree of success in accomplishing a few things really worth while, my possession of self-confidence and can furnish references from men higher up. I solicit the correspondence of any daily publisher in the west or middle west, who wants circulation or the safe and sane management of that department. Address Safe and Sane, care The Fourth Estate.

## Experienced Newspaper Man

with executive ability, now managing editor large daily, desires to make change about September 1. Twenty years' active and successful work. All correspondence confidential. Address "Experience," care The Fourth Estate.

## AMUSEMENTS.

BROADWAY, corner 41st street, "Hanky Panky."  
ZIEGLER'S MOULIN ROUGE, formerly New York Theater. "A Winsome Widow."  
KNICKERBOCKER, Broadway and 38th street, "Robin Hood."  
COLUMBIA, Broadway and 47th street, Burlesque.  
COMEDY, 41st street, east of Broadway. "Bunty Blues the Strings."  
FIFTH AVENUE, Broadway and 28th street, Vaudeville.  
GLOBE, Broadway and 46th street. "The Rose Maid."  
KEITH'S UNION SQUARE, 14th street, Broadway, Vaudeville.  
LUNA PARK, Coney Island. "Nothing like it under the sun."  
NEW BRIGHTON, Brighton Beach, Vaudeville.  
PLAYHOUSE, 48th street, east of Broadway. "Bought and Paid For."  
STEPHENS CHASE PARK, Coney Island. "Coney's Funny place now."

## AKIN WITH HUYLER.

Benjamin Akin, formerly advertising manager of the Taylor Iron & Steel Company, of High Bridge, N. J., has been appointed advertising manager of the Huyler Candy Company in New York. Mr. Akin succeeds the late H. M. Horr.

## THE MADISON CONFERENCE.

SEEN IN LIGHT OF INSULT  
TO THE RANK AND FILE  
OF THE PRESS.

The national newspaper conference held in Madison, Wis., last week to discuss the truthfulness of newspapers has served to arouse much indignation and criticism from newspaper men and newspapers throughout the country. The principal exception taken to the conference seems that it was an inference that the press and the forces governing it are dishonest.

Possibly the strongest objection taken in the few days since the conference closed is the action of the Wisconsin Press Association at its meeting this week in Milwaukee in considering the subject. In connection with the discussion J. L. Sturtevant, editor of the Wausau Record-Herald, made an address on behalf of the small daily and weekly papers, in which he said in part:

Why was it necessary to call a public meeting to consider a question the very form of which was an insult to every decent, conscientious newspaper man?

I say to you that honesty is not a matter of policy at all; it is a fundamental. No newspaper can long survive unless it tells the truth and prints the news without fear or favor.

This national newspaper conference was unjust to the thousands of real newspaper men. As usual in a discussion of this kind, the central figure is the big fellow, the yellow press of the big cities; the magazines with their hundreds of thousands of readers.

No thought is given to the little fellows. A Boston paper is alleged to be controlled by its advertisers. Ergo, every newspaper, no matter how small the town where it is printed, is controlled by its advertisers. Nothing is further from the truth.

Let us stand up in our own strength, in our own right, and defend ourselves and our property from the attacks of these demagogues, these superior sort of beings, who touch hut to defeat.

Previous to the conference Mr. Sturtevant entered a vigorous protest against such a meeting with the board having it in charge, in the course of which he said:

I consider the calling of a conference over the question, "Are newspaper and magazine writers free to tell the truth? If not, why, not? and what can be done about it?" an insult to every decent man in the profession.

It is absolutely false. Such a conference can have no other effect than to still further extend the doctrine of discontent and suspicion, of innuendo and insinuation, which is the basic principle of the mis-called "Progressive" cult of the coterie which in the last twelve years has increased the expenses of running the university and state more than fourfold without any resultant good except the personal political preference of the founder of the creed.

No newspaper and no magazine can long survive unless it tells the truth and prints the news without fear or favor. It may have temporary success and may gain a few dollars, but it is one of the immutable natural laws that no one can succeed in any line of endeavor unless he is honest. This is particularly true of the newspaper business.

Again, I do not see why this business should be singled out for attack any more than banking, dry goods, hardware or any mercantile business. Why seek to destroy confidence in our own profession? Suppose the conference was suggested to consider the question: "Are bankers honest in their relations with the public?" Would it meet with approval of the bankers of the country?

The inference would be that the bankers are dishonest and the announcement of such a conference could have the tendency to make men suspicious of all banks, cause them to withdraw their deposits, and possibly bring on a panic. Why



ROY W. HOWARD,

CHAIRMAN OF THE BOARD OF DIRECTORS OF THE UNITED PRESS.

single out the newspaper as the one business to be attacked?

A newspaper is primarily a business enterprise and only those newspapers which succeed have any influence or standing in their communities.

I admit that there are some so-called "big" newspapers that have achieved apparent success without following this rule but is that a sufficient excuse for calling a conference, the subject of which implies that all of the 20,000 newspapers in the United States are defiled by the pitch of dishonesty?

The difficulty with this so-called "Progressivism" is, that it is theoretical and not practical. There are hundreds of daily newspapers published in cities from 10,000 to 100,000 and there are thousands of weekly newspapers published in the smaller cities and villages, which are absolutely fearless and self-controlled.

These are never given a thought when a conference of this kind is suggested. And yet they have more influence, have a better standing and reach a greater number of people than the "big" newspapers in the metropolitan centers; they are really the greatest source of enlighten-

ment and education in the country and they could not live unless they were true to their convictions.

As a self-appointed representative of this class of newspapers I respectfully decline to take part in a conference whose premise is that I am a member of the Amnians club and an undesirable citizen.

The consensus of opinion as taken from the various editorial expressions of leading newspapers is that nothing was accomplished by the "conference" outside of the city of Madison and the University of Wisconsin getting many thousands of dollars' worth of free advertising, which many now believe to have been the real reason for the idea from the very beginning.

J. R. Warren has succeeded R. V. Birdsall as owner of the Laingsburg (Mich.) News.

## LEGITIMATE NEWS COLOR NECESSARY.

THIS DOES NOT MEAN DIS-  
TORTION, BUT HUMAN  
INTEREST TINGE.

That the principle of news writing is changing and that coloring of the news in a legitimate manner is now an essential of good journalism, that a subsidized press accomplishes its work by not printing all of the facts rather than by distorting them and that the service of a news agency run under a corporation insures truthful reporting, was the contention of Roy W. Howard, chairman of the board of directors of the United Press, in his address at the first national newspaper conference held at Madison, Wis., last week. Mr. Howard said:

You raise at this particular time, when vivisection of American journalism has become a great national pastime, the question: "Can the impartiality of the news-gathering and news-supplying agencies be fairly challenged?"

I think that it can be challenged, and I think that it should be challenged.

With a strong tendency towards specialized news writing and the employment of news specialists everywhere in evidence, the line between news and opinion is daily becoming less apparent.

Generally speaking, the old order of things saw the cleverness of a newspaper marshalled on its editorial page. There was not the demand for color and individuality in the news columns that exists today. Relatively speaking, the news story of the old style school of journalism was routine and colorless.

With the changing demand in news tastes and with a call for brilliancy in the narration of the day's events came an inevitable result—the interpolation in a news story of the individual point of view of the reporter, who, being clever enough to write the story in the style demanded, was also clever enough to get his point of view into the story without placing upon it any hand of "I think" or "this is my opinion."

In consequence we are confronted with a situation which, so far as the newspaper reader is concerned, is of more vital moment than the question of whether the news columns of a paper are free from the taint of opinion or editorial bias. This is the question: "What is a paper's news point of view?"

The question of the moment is not: "Is the paper's news colored?"

Of course it is. The question is: "How does the paper look at its news, look at its facts, look at results from the point of view of the mass of people, as whose representative it is supposed to be, or from the point of view of some private interest or interests in whose cause it is secretly enlisted.

At this point it might be well for me to define exactly what I mean by "color" in news writing.

A few years ago, to say that a story was colored was synonymous with saying it was tainted or biased; that it was made to interest a private person.

We now recognize that it is possible to color a story in a legitimate fashion as well as in an illegitimate fashion. We now appreciate that the really vicious coloring in a news story comes from eliminating facts which should be told, not in writing them in.

And here I want to make myself especially clear. When I speak of color in this sense I do not mean dyeing a story or painting it. I mean developing in it the actual facts which give it its own natural color. I do not mean eliminating the facts so as to rob a story of its true color—the color which truly represents the spirit and atmosphere of the news situation.

I would make it clear that when I speak of color in the news, I mean the color which is natural to the composition of the story. I do not refer to editorial cosmetics. I differentiate between massaging the cheek of an item and resorting to the rouge pot.

EXAMPLE OF COLORING.

Last winter there was a strike at Lawrence, Mass. The struggle had gone on

Continued on Sixteenth Page.



## SIXTEEN YEARS OF SEATTLE.

One of the most forceful of American editors, and one of the most active members of the American Newspaper Publishers' Association and the Associated Press, is Alden J. Blethen, proprietor of the Seattle Times.

Colonel Blethen is known throughout the country not only as a newspaper publisher but as one of the builders of Seattle.

On July 26 Colonel Blethen celebrated the sixteenth anniversary of his entry into the city of which he has come to be known as one of the most important citizens, and in the Seattle Times of that date he reminisces as follows on the municipal



CLARENCE B. BLETHEN.

development of his city during the period of his residence:

"Sixteen years ago today the editor of the Times arrived in Seattle from San Francisco, having taken passage on the old steamship Walla Walla that was then plying between the two ports.

"My! What a difference sixteen years does make in the growth of a city on the Pacific Coast!!!—and especially in Seattle!

"The amount of building improvement which took place in Seattle in 1896 was less than \$200,000—and the bank clearings averaged only about \$93,333 daily.

"The population of the city was claimed to have fallen to 40,000, though the census six years before gave it 43,000.

"This year Seattle will make improvements to the amount of nearly



ALDEN J. BLETHEN,

EDITOR OF THE SEATTLE TIMES, AND A PROMINENT FACTOR IN THE  
DEVELOPMENT OF SEATTLE.

\$10,000,000—and for four years prior to 1912 has averaged more than \$12,000,000 annually.

"Her bank clearings exceed \$2,000,000 daily or \$600,000,000 annually.

"Her postal receipts have gone from an insignificant sum, sixteen years ago, to one million dollars per annum now!

"With scarcely twenty blocks paved sixteen years ago—the city has more than three thousand paved today.

"With a water system that was furnished by the output of spring hill fountains—a system that has cost \$4,000,000 is owned by the city today.

"With practically no lighting system whatever sixteen years ago—

today Seattle is the best lighted city in the world.

"Sixteen years ago gold in the Northwest Territory and Alaska was practically unknown.

"Since that time more than \$300,000,000 of gold has been brought from the North, and \$12,000,000 have found their way into the assay office of this city.

"Sixteen years ago the people were just beginning to think about a park system—but today the people have invested more than \$4,000,000 in parks, playgrounds and boulevards, and have only just begun!

"Sixteen years ago the University of Washington had less than 300 students and an impoverished faculty.

"Today her student body exceeds 2,600 in number, and her faculty

## COLONEL BLETHEN AND THE TIMES.

includes more than one hundred men and women.

"Sixteen years ago the University had but two buildings—the administration and the gymnasium.

"Today she has twenty-six buildings, and so located upon a splendid campus that makes the University as a whole one of the most attractive in the land.

"Sixteen years ago practically only one railroad had reached Seattle—the Great Northern, completed in 1893—the Northern Pacific being connected by a jerk-water rail from Puyallup.

"Today Seattle is connected with the outside world through five transcontinental roads, to say nothing



JOSEPH BLETHEN.

ing of the multiplicity of steamships, both foreign and local, that have found their way to this port.

"Indeed, as one looks back over those sixteen years, and partially comprehends what has been accomplished by the people of Seattle, he is led to exclaim Wonderful! Wonderful! Most Wonderful!!!"

Colonel Blethen is fortunate in having two sons who have shown themselves capable of taking up and carrying on his work in the publication of the Seattle Times.

Clarence B. Blethen devotes his time principally to the editorial department, while upon Joseph Blethen fall the active duties of the business management. To these sons Colonel Blethen generously accords a large measure of responsibility for his success and that of the Seattle Times.

### NEW SOUTHERN AGENCY.

The Publicity Company has been incorporated at Charlotte, N. C., to conduct a general advertising business. James R. Nix is president and J. P. Lindsay manager.

### NEW ALABAMA WEEKLY.

A new weekly paper is to be established in Abbeville, Ala. Its name as yet has not been chosen. Abbeville already has one successful weekly, the News.

### ANOTHER FOR ROOSEVELT.

The Oklahoma Progressive is the title of a new publication at Briston, Okla. As indicated in its name the new paper will support the new party of Colonel Roosevelt.

### ONLY ONE LEFT.

A consolidation deal in Pekin, Ill., has left that city with only one daily paper. The Pekin Times has taken over the Post-Tribune and the latter is discontinued.

# JOURNALISM BY ENDOWMENT.

## A PLAN OF ANTAGONISM TO "COMMERCIAL JOURNALISM."

"A Plan for an Endowed Journal" was the title of a paper by Hamilton Holt, editor of the Independent of New York at the National Newspaper Conference. The question which he was invited to discuss was, "Can Commercial Journalism Make Good, or Must We Look for the Endowed Paper?"

"As stated, this seems to imply that endowed journalism is antagonistic to commercial journalism," the paper said, "and that one who favors the establishment of an endowed periodical must have a low opinion of the press as it exists." It continued in part as follows:

Journalism of the highest order—and this conference is concerned with no other—is really a part of public education, an extension of university extension. It has the same triple function as the university—research, teaching, and public service; the discovery of truth, the dissemination of knowledge, and the championship of worthy causes.

The parallel between the university and the journal as purveyors of civilization becomes closer when we consider that there are three main types of a university—private, endowed, and public. Valparaiso University, at Valparaiso, Ind., is regarded as the best type of a privately owned university run for profit.

The majority of the colleges and universities in the East come under the endowed class, though the students add to the income by tuition fees. The great State institutions here in the Middle West are the typical public universities.

The private institutions are the oldest, the endowed naturally develop out of them, and last and best come the State universities. In the main, the private universities devote themselves to teaching, and the endowed universities to teaching and research, and the public to teaching, research, and public service.

### JOURNALISM FOR PROFIT.

In journalism we have a somewhat similar situation. We are now living in the age of privately owned journals run for profit. But these have now almost reached perfection from a technical standpoint, and it seems that we are on the threshold of the era of the endowed paper.

If the university analogy holds good we may expect the endowed journals to be followed by the great municipal, state, national, and even international journals, and that they will be the final and crowning products of printers' ink. But although the commercial journals largely predominate today, there are already in existence a surprising number of endowed and public journals.

If a journal is to have an eminent, enterprising, and trustworthy staff, capable of finding out the facts about current events with accuracy and dispatch, it cannot be expected to be self-supporting any more than a university engaged in fostering all the arts and sciences and maintaining a faculty of nation-wide reputation.

If a journal is to perform the two essential duties of careful news-gathering and competent comment it must have an assured income of sufficient amount at the start to enable it to stand the stress of sensational and commercialized competitors and to demonstrate its usefulness to a large circle of readers all over the country.

Once established and recognized as a truthful and important medium it would have an enormous educational value. Though it might not be read by the millions, it would be indispensable to all libraries, journalists, preachers, teachers, the most intelligent professional and business men and the leaders at least of the wage-earning class.

It would also exert a great influence for good on other papers by forcing them to raise their standards of accuracy and fairness. The editors and publishers of the endowed journal should be recruited not from the sanctums and counting-rooms of the great commercial journals,

but from the journals with ideals or even from the universities themselves.

There is many a college president today who would conduct an endowed journal better than any of our thousand-dollar, commercialized editor now at the head of some sensational success.

The money to endow such a great national weekly should be given outright to a board of trustees composed of the most eminent men of different political parties and social classes. Their duties should consist in supervising the finances and selecting the managing editor and seeing that the journal lives up to its principles.

LACK A UNIVERSITY.  
The functions of the board should correspond to those of the trustees of a university. Promoted and opposed to each other in perpetuity and to self-perpetuating boards of trustees. Any vast endowment ought to be expended, both principal and interest, within fifty or one hundred years.

Conditions at the end of fifty years may or may not make the endowed journal desirable.

The real responsibility of running the endowed paper would, of course, fall upon the managing editor. In general his duties would be analogous to that of a university president, i. e., he would be the executive head of the institution, connecting link between the trustees on the one hand and the editorial board or faculty on the other.

The leading political parties, reform organizations, labor federations, religious denominations, etc., would be asked to designate authorized representatives who would be given a definite position in which to discuss the topics of the time and advocate their ideas.

In the advertising department it should like to see an innovation tried. Beside the ordinary commercial or display advertisements, space should be reserved for reading matter of interest in the news columns of the journal, such as political platforms and pleas, personal views, poems, and stories published at the author's expense, complaints and controversial communications. This department edited by the people would be lively, informing, and profitable, for there are thousands of people who would be glad of a chance to bring opinions and literary efforts before the public in a periodical of wide circulation.

### PROSPECTIVE SUPPORT.

If this idea should prove popular it might conceivably happen that many propaganda societies would abandon their separate organs and take space each week in the endowed journal. In this way they would be sure to get their ideas before important people with less cost of time, effort, and money.

Assuming, then, the existence of such an endowed weekly, what are some of the things it might reasonably be expected to do? I mention only a few of many that will occur to you all.

It would present a more complete report than is now possible of the important happenings in all countries, towns, and cities. It would not exaggerate the importance of violence and war by making them conspicuous and sensational. It would direct the attention of the people to the triumph of peace by giving proper prominence to industrial and scientific progress which is generally ignored by the newspapers of today.

Nothing contributes so much to the promotion of peace and good will, in international and industrial relations, as first-hand acquaintance with the views and feelings of other classes and parties.

Whenever there was a disturbance in any part of the country, such as a race riot, election outbreak or strike, it would send into the field a corps of trained investigators whose sole purpose would be to discover the truth and to tell it, not to foment discord or to create a sensation.

The endowed journal would seek to answer upon pertinent questions of the day, such as the tariff, high cost of living, and patent laws, from the best-informed authorities, sociologists, economists, financiers, statisticians, historians, and business men.

### SHOW OF INDEPENDENCY.

It would not only have competent criticism of art and literature from diverse standpoints, but could also establish a new type of criticism, namely, criticism of the people which has hitherto been impossible because of fear of the advertisers, namely, criticism of commodities. In this new type of criticism would treat other things in the same way as books and pictures are now treated.

All the automobiles, typewriters, soaps, safety razors, or piano-players on the

market would be impartially compared, pointing out frankly their comparative merits and specific defects. Being endowed it could afford to defend itself from the libel suits which might be expected to follow until the public got used to this novel kind of criticism.

To conduct such a journal as to make it of real value would be expensive because the endowed journal would set the highest standard in typography, literary style, and pictorial illustration, and because it would be necessary to pay well for the gathering of authentic news and for articles by specialists.

While it was winning its way and working out its methods and before its unique character and value became generally recognized, the expense would have to be largely borne by the endowment. After a few years there should be a large income from subscriptions and advertisements, and this could then be put either into the improvement of the journal or the reduction of subscription rates so as to in either case extend its influences.

If the endowed journal did not in due time secure a wide circle of readers, it would indicate that it was not succeeding in what it aimed to do.

## ELECTED TREASURER OF AD CLUB AFFILIATION.

Charles A. Hughes, newspaper and advertising man of Detroit, has just been elected treasurer of the Advertising Affiliation of Buffalo, Rochester, Detroit and Cleveland. Besides this he is president of the Detroit Adcraft Club and director of publicity of Detroit's Cadillac.

Mr. Hughes, after his graduation from the University of Michigan, entered the newspaper business. He

advertising field in Chicago. Later he was with the Hudson Motor Car Company and the J. Walter Thompson Company.

Mr. Hughes has had four hobbies—baseball, Colonel Roosevelt, globe trotting and Cadillac.

He now has a fifth—a club affiliation. He can talk interestingly and with deep knowledge on any one of them.

## FEARS FOR HIS LIFE.

Martin G. Stecker, proprietor of the newspaper El Truen, at Monterey, Mexico, prints a demand for protection in English and Spanish with the idea that publicity will save him from what he believes to be a plot against his life.

Stecker states that a month ago he was murderously assaulted, put in jail and tortured. He says that he is an American citizen, but his partner in the publication of the newspaper, who is his sister, is a British subject. He thinks the municipal authorities are trying to put him out of the way.

## PAPER ORDERED SOLD.

The Springfield (Ill.) Record and all property belonging to the Springfield Record Publishing Company will be sold at public auction on August 29, according to an official notice. W. P. Troxell, as trustee of a chattel mortgage given to secure the payment of forty bonds aggregating \$20,000, has ordered the foreclosure.

The Springfield Record company was organized in 1907 and the paper made its first appearance in June of that year. It has repeatedly been rumored that the publication was about to suspend.

## ADVISOR TO CHINA.

Dr. George Ernest Morrison, correspondent in Peking for the London Times, has been appointed political advisor of the President of the Chinese Republic for five years. It is said that Dr. Morrison's appointment is likely to be followed by the appointment of other foreigners to similar advisory capacities.

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CHARLES A. HUGHES.

was sporting editor of the Detroit Tribune and left that position to take charge of the baseball news on the Chicago Record-Herald. Then he accompanied Boyce's expedition through central Africa, in the wake of Colonel Roosevelt and his magnificent collection of skins, birds and specimens of African life he presented to the University of Michigan on his return. His moving pictures of the African game trails have been enjoyed by many societies and clubs.

Following his tour of Africa and Europe, Mr. Hughes entered the



## THE PRINT PAPER MARKET.

### BRITISH COLUMBIA VIEW ON TARIFF—HEAVY PRODUCTION.

According to the Vancouver (B. C.) Sun, Canada will have no reason to object should the Washington Government restore wood pulp to the dutiable list. It would be the paper manufacturers of the United States that would suffer.

"Indeed," says the Sun, "the Eastern American manufacturers are already hard pressed to obtain a sufficient supply of raw material at reasonable prices to keep their many mills in operation. The pulpwood resources of the United States are practically exhausted, and it is necessary to import.

"This being the case, Canada is the country, more than any other, to which they look. And of the pulpwood cut last year in Canada they took considerably over half.

"It is true that these manufacturers are also bringing a portion of their supply and, probably from this time on will bring an increasingly large proportion of it, from Newfoundland. But Newfoundland does not offer the same facilities for easy importation that Canada does, and the paper manufacturers would therefore prefer to bring their raw material from this country.

"The provinces of Quebec and Ontario appear to have realized the situation as far as the American manufacturers of paper are concerned and have placed an export duty upon that cut upon their Crown lands. They have come to the conclusion, and very reasonably so, that they might as well manufacture their own raw material in the commercial product and so secure the benefits which the United States now enjoys to a very large extent.

"It was pointed out in a Government bulletin, issued a few days ago at Ottawa, that had Canada manufactured the pulpwood which last year she sold to the United States mills she would have got two-thirds more in value out of it than she did, and she would have largely increased her manufacturing capacity.

"Such a policy as that, it would seem, is one that might well be adopted in the interests of our own industries as, in addition to retaining for Canada the full benefit of her resources, it would enable the country much more effectually to enforce regulations for the conservation of her resources."

News print paper statistics for June filed with the Bureau of Corporations at Washington show that while the business was under that for May, it was heavy. The production was practically 4,300 tons per day, or virtually full capacity. The total output was 107,457 tons. Shipments were 103,102 tons, or 96 per cent. of the production. Stocks on hand August 1 were 36,321 tons compared with 26,477 tons last month, and 43,716 tons last year. Returns cover fifty companies, one large company not reporting.

## FOR THE UPLIFT OF THE COUNTRY PRESS.

A. B. Jordan, editor of the Dillon (S. C.) Herald, was one of the prime movers for, and is a member of the executive committee of, the National Newspaper Association, which was organized last month in Cincinnati by the publishers of small newspapers throughout the country for educational and protective purposes.

Mr. Jordan for fourteen years has been editor and publisher of the Dillon Herald. He purchased the paper in 1898 and was then the



A. B. JORDAN.

youngest newspaper publisher in the state, being twenty-one years of age. Today the Herald is one of the best equipped weekly newspaper offices in South Carolina.

After a brief experience in the business he found that it was not necessary for a man to work himself to death to make a newspaper a success; he systematized his office, making each department take care of itself, maintaining a general supervision over the whole.

The result was that Mr. Jordan found time to devote to other matters, and has served his city twice as mayor, was appointed master in equity for Dillon County in 1910, and was re-appointed for a term of four years in 1911.

The object of the National Newspaper Association, primarily, is to establish a code of ethics that will make for the moral uplift of the press. The next is to impress upon the publishers of weekly newspapers the serious, practical side of newspaper-making. There can be no moral uplift of the press until there is an independent press, it is maintained.

Another object of the association is to impress upon publishers the value of advertising space, and to eliminate the free advertising that certain interests receive through the medium of "boiler plate."

### AD MAN COMES BACK.

Harry Coan has returned to the Chicago advertising field. With J. A. Young he has started in the special agency business in the United States Express Building and at present is representing the Family Journal, Royal Neighbor and the Woman at Home Magazines.

## NEW YORK LOCAL NOTES.

Herbert F. Gunnison, business manager of the Brooklyn Daily Eagle, was one of the week's arrivals from Europe. He landed on Tuesday.

Franklin P. Adams, "F. P. A.," editor of "Always in Good Humor" column on the Evening Mail, has been "holidaying" in New England. In his absence his "colym" has been conducted by his many loyal and energetic "contribs."

C. V. Van Anda, managing editor of the Times, recently sailed for Europe. He will remain until the latter part of September.

Frederick Stoker, for five years a copy reader with the New York Times, and for a year assistant telegraph editor, has resigned, to become connected with the copy desk of the Morning World.

E. T. Paul, of the Evening Telegram, is recovering rapidly from a broken leg, caused by a fall between train and platform at the Times Square subway station.

J. H. Willis has been made day editor of the Journal of Commerce in place of C. R. Brown, who in future will be its financial editor. Mr. Willis was in Washington for years for the Journal of Commerce. He has been succeeded there by Mr. Iden, his former assistant and Mr. Lawrence.

Joseph Tebeau, telegraph editor of the New York Times, has just launched a twenty-five foot cabin motorboat. It is Mr. Tebeau's second boat, and those who have seen it have nothing but praise for it and its builder.

Edward F. Carson, telegraph editor of the Journal of Commerce, back from a vacation spent yachting along the coast, is recovering from a nasty wound received while fishing off the Nantucket Shoals. While throwing a line over, a large rusty cod-hook was driven through the first finger of his right hand, and had to be cut out with a razor.

"Billy" Bliss, formerly make-up editor of the Evening Mail, is now connected with the copy desk of the Morning World.

W. F. Darcy, formerly well known in the newspaper field, latterly editor of the Fishing Gazette, has been appointed a probation officer in the magistrates' courts. He is now assigned to a Brooklyn court.

Julius P. Storm, the advertising agent, sailed for Bremen on Tuesday.

Ryan Walker, the well known newspaper cartoonist, will shortly return to the city from Kansas, where he has been spending some time for the benefit of his health.

Thomas M. Alexander has returned to the copy desk of the Evening Mail after a vacation at the Thousand Islands.

S. E. Latshaw, for some time past New England representative of the Curtis Publishing Company's publications, has been transferred to New York. His successor in Boston is Melville E. Smith.

James H. Martin, a member of the New York Herald staff, has

been married to Mrs. Christina Soult, widow of Joseph Soult, editor and owner of the Menominee Daily Leader. The wedding took place in Toronto. Mr. Martin's home is in Detroit.

A. S. Van Westrum is a new member of the Tribune staff.

## BUSY WASHINGTON MAN.

Charles A. Cotterill, who was one of the busiest of the Washington newspaper men during the recent National Democratic Convention campaign as the chief publicity representative of Governor Harmon of Ohio, is again engaged in special newspaper work. During the campaign Mr. Cotterill accompanied Governor Harmon on his speaking tour of the state and for a time preceding the Baltimore convention was in supreme charge of the Harmon forces there.

Mr. Cotterill started as a reporter on various small papers, his first newspaper work of any importance being on the Detroit Free Press. Later he went to the Detroit News and the Detroit Tribune, and after serving a considerable time on those papers became identified with



CHARLES A. COTTERILL.

syndicate work. In 1899 he joined the Associated Press and remained in its service for over eleven years, during which he covered the floors of the National House of Representatives and Senate, the White House and the executive departments.

As a representative of the A. P. Mr. Cotterill reported the Schley court of inquiry, the Post Office conspiracy cases, the proceedings of the Anthracite Coal Strike Commission at Scranton, had the "death watch" over Mark Hanna, Thomas B. Reed, Postmaster-General Payne and Dr. DeWitt Talmage. He reported four national political conventions, and in 1908 accompanied William J. Bryan during his entire campaign; he also made numerous trips around the country with President Roosevelt.

In 1909 Mr. Cotterill was made day manager and managing editor of the Washington bureau of the Associated Press, and retired in 1910 to take up special newspaper work.

## LIGITIMATE NEWS COLOR NECESSARY.

Continued from Twelfth Page.

for many weeks; children of the strikers were sickening from lack of proper food, clothing and warmth. As a strategic move in order to make possible their prolonging the struggle, the strikers arranged to send a number of these children to temporary homes which had been provided for them in nearby cities.

On the morning that the children were to leave the police stepped in and forcibly prevented the children's departure. Several hundred parents, many of them unable to understand the action of the officers, became greatly excited and started a small sized riot when the police without explanation started to cart their children away to the poor farm.

A small army of newspaper men were on the scene, representing the press associations, the Boston, New York and local newspapers.

Scarcely any two of these reporters saw that story in the same light. To some it was a riot in which a crowd of ignorant foreigners had attacked the officers of the law while the latter were in the performance of their duty. To others it was a high handed usurpation of power, a violation of the constitutional rights of strikers who were seeking in a legitimate manner to protect their children.

Every story that went out of Lawrence was unconsciously colored, according to the point of view of the reporter.

If the reporter constantly represented a paper with a high regard for business and property rights and little patience with ignorance, poverty and the radicalism which these two breed, that reporter probably actually witnessed a—to him—unwarranted attack on law, order and decency.

If another reporter represented—and was in sympathy with his employers—a paper that placed personal rights high above property rights and was inclined to sympathize with the weaker members of society to the extent of making allowance for their ignorance and their fears of laws they did not fully comprehend, that reporter's eyes probably actually beheld an outrage practiced in the name of justice.

The color in either reporter's story came from the facts and the facts alone, as they appeared from his point of view. And how does this apply to the press association business?

Just as any other strictly newspaper proposition applies to the press association business—the same only more so.

### PRESS ASSOCIATION EDDY.

Every ripple in the journalistic pond strikes at some stage of its travels, the press association eddy. Some editors while recognizing things as they really are in their local fields, refuse to see that the conditions are general. They still cling to the old fiction, that it is possible to have news written with lights and shadows, color and individuality, and still keep it within routine confines.

But the closer studies of the game, the editor who has analyzed his own conditions and who grasps the value of the press association, the same latitude is necessarily going to be coupled for a certainty with the personality and point of view of the reporter.

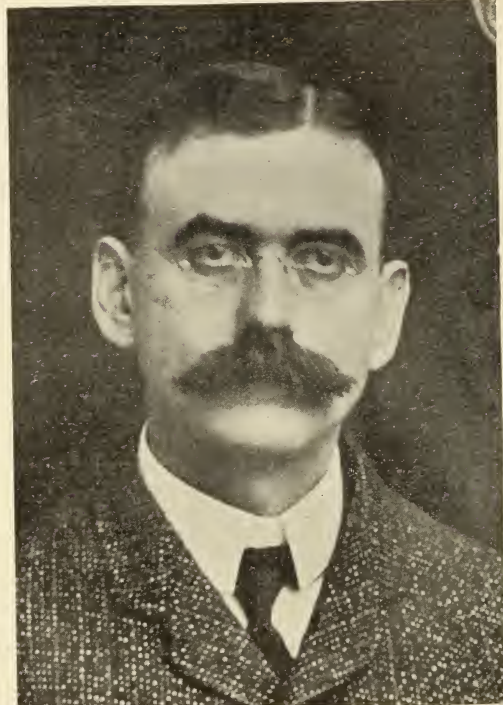
We recognize the function of a press association above all others and that function is the meeting as nearly as possible of the desires of a majority of our clientele.

We do not regard the press association business as an exact science, whose mysteries we have solved.

While we go through the form of running our organization, we know at heart that we are being run absolutely by it. We are merely the helmsmen, trying to the best of our ability to keep our craft in the middle of this current of demand coming from our clientele. Our only criterion of news is its value as such.

On one hand we recognize that in our efforts to meet the demands of our editors in the news field, we are laying ourselves open to the charge of coloring news. On the other hand we recognize that if we do not meet the demand, we lay ourselves open to the worst charge that can be brought against a news agency, namely, turning out "press association stuff."

That term "press association stuff" has come to stand for all that is routine, all



CHARLES E. KENNEDY,

MANAGER OF THE NEW PAN-AMERICAN PRESS ASSOCIATION.

See Second Page.

that is dry rot, and all that is undesirable in the day's news.

We deceive neither ourselves nor our clients. While we can and do edit all editorial opinion and all "think" out of a reporter's copy we recognize that it is not possible to edit out the point of view if we are going to have a news story instead of a police blotter or court record.

### COURSE IS NOT EASY.

I'll grant you that the course I have outlined is not always an easy one to steer. I'll grant you unless a press association has the faith and the confidence of its clientele, unless its honesty and sincerity of purpose are unimpeachable, unless it has demonstrated that it cannot be reached or used, such a course would be an impossible one.

But starting with a clean slate and with the faith of its clientele an association can continue successfully just so long as it keeps both. Its constant endeavor, however, must be along the line of keeping the point of view in its news report honest, human and disinterested.

Or better stated, its success or failure will be measured by its ability to bind its clientele closely enough to it to have that clientele keep the association's point of view what it should be.

Possibly the greatest aid to the press associations themselves in this connection is the stimulus of strong competition. Certainly the surest safeguard for the papers themselves—regardless of which association they are in—and the most valuable check for the public, lies in keen rivalry and healthy competition between evenly matched associations.

Under such conditions that most dangerous and insidious form of journalistic malpractice—suppression of the news—be-

comes a virtual impossibility.

I realize that a corrupt or unscrupulous management of any press association could for a time taint its news in the interest of a group of men or a movement; doctor it more viciously and subtly by what it eliminated than by what it added—could do this with equal ease whether the control of that agency be in the hands of a corporation or be in a so-called co-operative management, but if challenged fearlessly and frequently as it should be, such maladministration would be short lived.

### NEWS ONLY SOLD.

Speaking for the United Press, I will say that our organization serves approximately 500 afternoon papers—more than a half of the afternoon papers taking a telegraph report.

The United Press makes no exclusive contracts. What we give to any client in any town or city, any other newspaper in that town or city can have from us at the same price. The service has no hold on a client by reason of carrying with it a franchise having a value as a marketable asset. The one and only tie that binds our clients to us is the quality of the news we serve them.

In consequence we believe that our organization entirely dependent as it is for its success and its future upon the good will and the confidence of its clientele is more sensitive to the needs of, and responsive to the demands of those clients, than it would be under any other conditions. We make no pretense of infallibility.

We think we have a sense of humor and we know our clients have. We know that we are going to make mistakes—and we propose to acknowledge them, we ignore them or try to justify them. We

make no pretense of being news arbiters. We know that what is the vogue today in news may be passe tomorrow.

We are not trying to set the standard of news demands. We are trying to meet it. Our highest aim is to be the most highly valued reporter on the staff of any client paper.

But when you ask, "Can the impartiality of the news-gathering and news-supplying agencies be fairly challenged?" I reply that it can be and that it should be every day in the year.

How squarely and how satisfactorily any press association meets that challenge will determine how firm and how permanent will be the standing of that association.

And as for the broader questions of this conference: "Are we free to tell the truth?" I answer most emphatically that we are not only free to tell it and we not only do tell it, but we are forced to tell it as we see it, if we hope to continue to exist.

## PORTUGUESE POLICE ARREST WOMAN WRITER.

Miss Alice Oram, the correspondent of a London daily paper, has been arrested and placed in jail in Lisbon, Portugal, after a domiciliary search of her residence had been ordered by the military authorities, who seized a number of documents.

The British Minister to Portugal has taken up the defence of his countrywoman, the charge against whom has not been made public. The Oram family has long been resident in Cintra, about sixteen miles from Lisbon, and was closely connected with the Royal Court. Miss Alice Oram, under the pen name of "Celia Roma," has translated into Portuguese many English and American books and plays.

## OFFICE FOR ATKINSON.

J. Fred Atkinson has been elected vice-president and general manager of the E. T. Howard Advertising Agency, Tribune Building, New York. Mr. Atkinson entered upon his new duties Monday. Until his connection with the E. T. Howard Advertising Agency, Mr. Atkinson was a member of the staff of the George Batten Advertising Agency, and previous to that represented N. W. Ayer & Son. He has had a long career in the advertising field and has been identified with a number of prominent accounts.

A man 25 to 35 years of age with ideas and some experience in advertisement writing. Applicants will please specify expected salary, submit specimens of work and provide full particulars as to present and past employment. No personal visits are desired except by appointment. This is an excellent opportunity for the right man to grow into a permanent and remunerative position.

Address Copy Dept., Postum Cereal Co., Ltd., Battle Creek, Mich.



# \$10,000

will buy a half interest in a Daily newspaper property carrying with it the Business Management in a city of over 35,000 population located within easy distance of New York City.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine prop-  
erties that are not hawked.  
200 Fifth Avenue, NEW YORK.

## ROOSEVELT EDITORS POST- PONE MEETING.

The meeting of newspaper editors throughout the country favorable to Colonel Roosevelt's third party movement which was to have been held in Chicago on Saturday was postponed.

The names of Colonel William R. Nelson of the Kansas City Star, E. A. Van Valkenburg, editor of the Philadelphia North American, and Henry L. Stoddard of the New York Mail, were appended to the call, but in view of the fact that Colonel Nelson is recuperating at Magnolia, Me., and could not be present the meeting was put off until some time in the near future.

## AERO CUPS PRESENTED.

Henry A. W. Wood, president of the Autoplane Company and vice-president of the Aero Club of America, Monday evening presented the cups to the winners in the model aeroplane contest held at the Aero Show in Grand Central Palace on May 18. The winners of the trophies were five boys who are members of the New York Model Aero Club. The presentation took place in the home of the Aero Club of America.

## Progressive Printing

is impossible unless you have progressive equipment.

This company makes a specialty of goods that make printing profitable. Quality, convenience and commercial value are found in the offices that we supply. Our customers rarely fail to achieve prosperity for they and their outfits are up-to-date.

**Barnhart Bros. & Spindler,**

New York Washington, St. Louis, Kansas City,  
Chicago, Dallas, Omaha, St. Paul, Seattle.

## EX-DEVIL NOW A MANAGER.

Edward R. Deebach, the recently appointed manager of the North Yakima (Wash.) Independent, is a product of the Minnesota country printshop. After serving his apprenticeship with the Mankato Review he became connected with the Welcome Times and leased the paper when he was but twenty years old.

Later Mr. Deebach became associated with the Madison Guard, but



E. R. DEEBACH.

subsequently purchased the Welcome Times, which he published for two years, then moving it to Grenada, where he issued the paper for several years. He sold out and moved to North Yakima, Wash., where for several years he was with publications in Toppish and Yakima, in the latter place on the Democrat and Independent. He was made manager of the latter paper on June 1 last, when a stock company was formed to publish it with \$10,000 capital.

## PHILLIPS' ESTATE.

The appraisal of the estate of David Graham Phillips for transfer tax purposes, filed Monday shows that of an estate of \$47,881 almost the entire amount consists of royalties paid on Mr. Phillips' writings between the time of his death, January 24, 1911, and June 1, 1912, when the transfer tax proceeding was closed.

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
MOST OF THE BEST KNOWN NEWSPAPERS.

**SAFETY. RELIABILITY. ECONOMY.**

Specify JENNEY universal type motors for all purposes and know you will get THE BEST.

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: 155 N. Dearborn St., CHICAGO. FACTORY: ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

## EVENTS OF INTEREST WITH CLOVER LEAF PAPERS.

The first prize in the runabout class in the Minnesota State Automobile Association's "Twin Cities to Winnipeg" Reliability Run is a sterling silver loving cup, twenty-one and three-quarter inches high, offered by the Daily News of St. Paul and Minneapolis. The cup is to become the permanent property of the entrant winning it three times in succession with the same make of car.

The St. Paul Daily News has moved its circulation, mailing and part of its mechanical departments into the new addition to its building.

The Omaha Daily News introduced a bakers' section in its edition of Sunday, July 28. One advertiser alone used two pages.

Ray Soat has left the staff of the Omaha News to take the court run on the Quincy (Ill.) Journal.

W. F. Chapman, circulation manager of the Minneapolis Daily News, has been appointed business manager of the Woman's Home Weekly, Minneapolis.

Robertson Howard has left the St. Paul News editorial staff to return to his old position as press agent of the Orpheum Theater.

James D. Williams of the Minneapolis News has filed notice of his candidacy for re-election as alderman from the Eleventh Ward of Minneapolis.

## NEW CITY EDITOR.

Howard C. Kegley has been appointed city editor of the Fort Collins (Colo.) Morning Express, succeeding R. L. Crosman, who has gone to the Courier. Mr. Kegley was formerly with the Ogden (Utah) Evening Standard.

## OHIO PAPERS JOIN.

Negotiations for the merger of the York (Neb.) Republican and Times have been concluded successfully. A company will be formed to publish the two papers with T. E. Sedgwick at the head.

**S** STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING and REFINING WORKS. B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK. Telephone, 476 Chelsea.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS.

## "Ipsco" Tissue

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

## MAY REVIVE DAILY.

There is some likelihood that the Nevada City (Nev.) Transcript may soon be rehabilitated and issued daily as in the past fifty years or more. Since the paper suspended publication its absence has been felt and there appears to be a strong demand for an afternoon paper.

The Union is now the only daily paper in the county. Several wealthy local men are considering a plan to revive the paper.

## PLANS ENLARGEMENT.

The Poultry Pointers Publishing Company of Fond du Lac, Wis., has decided to increase its capital stock from \$5,000 to \$20,000. The additional capital will be used in making improvements to take care of the increasing business of Poultry Pointers, which was established two years ago. R. C. Saunders is the president and manager of the company; C. M. Walter is vice-president, and editor and William J. Slater is secretary and treasurer.

Byram & Pincus is a new advertising agency at Houston, Tex.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of  
**MERCHANT'S Linotype Metal.**

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark	<b>M&amp;E</b>	<b>MERCHANT &amp; EVANS CO.</b>	Trade Mark
		Smelters—Refiners	
		<b>PHILADELPHIA</b>	
Registered		<b>NEW YORK</b>	
		<b>BROOKLYN</b>	
		<b>CHICAGO</b>	
		<b>KANSAS CITY</b>	
		<b>BALTIMORE</b>	
		<b>DENVER</b>	
		Registered	

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result, carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—The Durham-Duplex Razor Company, 200 Fifth avenue, New York; copy being placed in cities where there are agents.

Tinkham Brothers, "R. B." Cigars, Jamestown, N. Y.; placing 174 inches twenty-six times with a selected list of papers.

The Lehigh Valley Railroad Company; some 300-line nineteenth-time orders being placed with a selected list of New York State papers.

ALLEN, 141 West 36th street, New York.—Liggett & Meyers, tobacco, 1170 Broadway, New York; some twenty-six time orders being placed with a selected list of papers.

BATTEN, Fourth Avenue Building, New York.—The Regal Shoe Company, Boston; reported to have secured this account.

CALKINS & HOLDEN, 200 Fifth avenue, New York.—W. H. McElwain, shoes, Boston; contracts being made with a selected list of Southern papers.

HAMBLIN, Fifth Avenue Building, New York.—The Roxroy Com-

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

LARGEST CIRCULATION.

There are **BALTIMORE** 100,000 homes

in the combined circulation of the

**AMERICAN STAR** the

is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES, CHICAGO.  
MARQUETTE BUILDING, CHICAGO.

VERREE & CONKLIN, Inc., NEW YORK.  
225 Fifth Avenue, NEW YORK.

pany, London; some two-time orders being placed with a selected list of papers.

THOMPSON, 44 East 23d street, New York.—Hiram Walker Sons, Canadian Club Whiskey; placing fifty lines d c four times in California papers.

VOGEL, Park Row Building, New York.—The Nervoids Chemical Company, Brooklyn, N. Y.; placing orders generally.

WALKER, 200 Fifth avenue, New York.—The C. A. Edgerton Manufacturing Company, "President" suspenders, Shirley, Mass.; ready to place some large copy with metropolitan dailies.

WOOD, PUTNAM & WOOD, 161 Devonshire street, Boston.—The Moxie Nerve Food Company, Boston; offering trade copy.

HILL & TRYON, Pittsburgh and New York.—The Johnstone-Slocum Company, Caro, Mich.; asking rates on 14,000 lines for advertising a fireless cooker.

CLAGUE - PAINTER - JONES, First National Bank Building, Chicago.—Has secured the account of Montgomery, Ward & Co., Chicago, and will handle an appropriation of \$200,000 during the next year.

McMANUS, Ford Building, Detroit, Mich.—The Laundrymen's National Association, Detroit; some large one-time orders being placed with a selected list of papers.

PRESBRY, 456 Fourth Avenue, New York.—The Shredded Whole Wheat Company, Niagara Falls, N. Y.; next year's list will be taken up about November 1.

The Hamburg-American Lines, New York; placing forty-two-line four-time orders.

MILBOURNE, 210 East Livingston street, Baltimore.—A. C. Meyer, "Dr. Bull's" Cough Syrup, Baltimore; asking rates on reading notices.

LEWIS, Equitable Building, Boston.—The Walker & Pratt Manufacturing Company, "Crawford" Ranges, Boston; some fifteen inch eighteen-time orders being placed

Columns and pages of  
advertising in other Buffalo  
newspapers will not reach  
the readers of the

## BUFFALO TIMES

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in  
the center of the great and populous  
PITTSBURGH the

DISPATCH reaches more homes than

any other newspaper. The best classified  
medium between New York and Chicago,  
first place on all agents' lists.

Special Representatives,  
Wallace C. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi-

with New York State papers; advertising to start in September.

SIEGFRIED, 50 Church street, New York.—The Tokolon Company, Rochester and Syracuse, N. Y.; placing new copy.

HARTZELL, Bulletin Building, Philadelphia.—The DuPont De Nemours Powder Company, Wilmington, Del.; orders being placed with a selected list of papers throughout the country.

The Yankee Raincoat Company, 211 West 148th street, New York.—Mail order advertising being placed throughout the country.

WETHERALD, 221 Columbus avenue, Boston.—Sloan's Liniment; advertising for the coming year usually taken up about this time.

MATOS-MENZ, Bulletin Building, Philadelphia.—James M. Tyree, antiseptic powder; in the future this advertising will be placed by the above agency.

DIRECT.—John Lucas Company, 322 Race street, Philadelphia.—Asking rates.

ASKING RATES.—A. E. Erickson, 205 South Grove street, East Orange, N. J.; requesting rate cards and copies of publications of all classes.

MADE AD MANAGER.

J. Bernard Lyon has left the staff of the Montgomery (Ala.) Advertiser to become connected with the Augusta (Ga.) Chronicle. He assumed the duties of advertising manager this week. Mr. Lyon was formerly with the Montgomery Journal and is secretary of the Montgomery Town Criers.

CHICAGO ON T. R. LIST.

It is reported that Medill McCormick is preparing to start a national Progressive newspaper in Chicago and that the arrangements are now well under way. It is said that the position of managing editor has been offered to Richard L. Metcalfe of Lincoln, Neb.

The Durango (Colo.) Herald has passed to the ownership of Giles D. Vandegrift.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH, SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chi.

MISSING EDITOR'S PLANT IS  
ATTACHED.

The plant of Gustavo G. Lelevier, publisher of a Tucson (Ariz.) weekly newspaper, called La Democracia, was attached Monday by the sheriff's office under a writ of attachment obtained by L. G. Moore, involving about \$350.

Lelevier was one of the protestants along the border against the Diaz administration in Mexico, whom the Mexican government sought to extradite from the United States. He disappeared from the city, it is stated, leaving his printing plant behind.

LABEL IS CHARGED.

William Stryker, editor of the Tulsa (Okla.) Daily Democrat, and former superintendent of education in Kansas, has been arrested on a warrant charging criminal libel.

The suit was filed by R. E. Lozier, city street commissioner and former head of an Oklahoma liquor dispensary. Lozier charges that Stryker, in an editorial last week, attacked his character.

NEW HOT BLAST OWNERS.

The Consolidated Publishing Company has been incorporated at Anniston, Ala., to conduct the Daily Hot Blast. The capital stock of the publishers is \$25,000, with \$15,000 subscribed. The Hot Blast was recently sold by its receiver to H. M. Ayers and associates.

## THE WASHINGTON HERALD

31021  
NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 715 Hartford Bldg.,  
NEW YORK. CHICAGO.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES ALREADY THE  
LARGEST PAID CLASSIFIED  
CIRCULATION MEDIUM OF  
IN LOS ANGELES LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

The News League of Ohio.

The Dayton News

The Springfield News

Combined circulation 42,000  
MORE THAN

Combination rate: Display, 84c. per inch  
classified, 10c. per word  
Delivered to 75 per cent of the homes of  
Dayton and Springfield on paid subscriptions.

La Coste & Maxwell, Monolith Bldg., N.Y.  
John Gliss, Peoples Gas Bldg., Chicago

## STAFF CHANGES.

A. F. PELKER has been appointed telegraph editor of the Texarkana Four States Press. He was until recently in charge of the Burlington (Ia.) High School.

FRED G. WILLIAMS has left the editorial staff of the Ottawa (Can.) Free Press and is now with the Victoria (B. C.) Colonist.

CHARLES H. MEIERS has left the staff of the Ogden (Utah) Standard and is now doing special work.

FRED KARMAN has been appointed sporting editor of the Quincy (Ill.) Journal.

W. F. HOFFERBERT has resigned the editorship of the Gadsden (Ala.) Journal. C. A. Verbeck is his successor.

W. W. CASTELL has resigned the position of city editor of the St. Cloud (Minn.) Times and has moved to Duluth.

H. DWIGHT CUSHING is representing Business, of Detroit, in Boston.

HARRY R. WELLMAN has become connected with the advertising staff of the new Filene Store in Boston. He resigns as assistant to

## THE SOUTHWEST'S ONE BEST BUY IS THE OMAHA Daily NEWS

which has more circulation in proportion to the population of its city and state than any newspaper in the United States.

THE GREATEST PAPER IN NEBRASKA  
It gained 8,928 daily average circulation and 35,744 lines in July, 1912, over 1911.

BUMPER CROP,  
BIG CIRCULATION,  
LOW RATE

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIS, Chicago. J. F. ANTISDEL.

# THE PITTSBURG PRESS HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of July, 1912, was as follows:

Daily 110,362. Sunday, 132,015

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

Chairman Bancroft of the directors of the port of Boston to take his new position.

A. W. BIGGS, for several years connected with the Little Rock (Ark.) Gazette as a reporter, has resigned to join the traveling forces of the Western Newspaper Union.

OWEN JONES of Philadelphia is now looking after the New England interests of Good Housekeeping with offices at 24 Milk street, Boston.

CHARLES A. PARR has been appointed New England representative of the National Monthly and Literary Magazine Section with offices in Boston.

ARTHUR J. BEAN, formerly of the Boston News Bureau, is now with the financial advertising department of the Boston Post.

OLIVER E. BUTLER is now representing the Physical Culture magazine in New England, with offices in Boston.

E. M. STOCK, for several years with the advertising department of the St. Paul Dispatch, is now with the Western office of the J. C. Wilberding Special Agency.

## MAY REVIVE PAPER.

Bowdrie Phinizy, publisher of the Augusta (Ga.) Herald, is reported to have purchased the plant of the Athens (Ga.) Tribune and is about to revive that paper. The last owner of the Tribune was Colonel T. J. Shackelford. It is said the Tribune may again begin publication before the close of this month.

## NEW APPOINTMENTS.

S. G. Lindensten, Inc., 118 East 28th street, New York, has been appointed foreign advertising representative of the Quincy (Ill.) Whig and the Vancouver (B. C.) News-Advertiser. The latter paper is owned by the same interests as the Victoria Colonist, which has been represented by the Lindensten Agency for some time past.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT CIRCULATION in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS.—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## THE NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 61,218, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW ORLEANS. CHICAGO. ST. LOUIS.

## ARRESTED FOR LIBEL.

John C. Piver, publisher of the Underwriter's Report, an insurance monthly in San Francisco, has been arrested in Spokane on a warrant charging him with criminal libel. Piver was in the city to attend the national convention of insurance commissioners.

In his publication on June 3 last Piver attacked the stability and methods of the Northwestern Mutual Fire Association of Seattle, and some time before that he made a like attack on the officers of the corporation and was arrested at that time on a charge of libel. In connection with the latter case he was fined \$300 and paid it after losing an appeal to the Superior Court.

## BUYS OUT PARTNER.

C. R. Martin, who has been one of the publishers of the New Holland (Pa.) Clarion for the past nine years, has purchased the interests of his partner, H. A. Showalter. Since the partners assumed charge of the paper, Mr. Showalter has been business manager and editor of the Clarion. He will remain with the publication until the fall, when Mr. Martin will take entire charge of the property.

## NEW ILLINOIS DAILY.

It has been rumored that Rochelle, Ill., is soon to have a new newspaper. If the reports are true, Robert Toole, at present editor of the Mount Morris Index, will be the editor and publisher of the new paper. It is reported that the paper will be a daily and weekly. At the present time Rochelle has three weeklies, but no daily.

## CHARGED WITH LIBEL.

Rev. Arthur Prior, editor of the Hartford (S. D.) Herald, has been arrested on a charge of criminal libel. He has pleaded not guilty and his trial has been set for the September term of the Municipal Court. Mr. Prior will fight the case to the end.

# J. WALTER J. THOMPSON COMPANY.

Est. 1864

The experience of forty-eight successful years  
Guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
750 Marquette Bldg. CHICAGO.

## MAD DOG SCARE.

Hiram A. Baylis, a newspaper man of Huntington, N. Y., was kept a prisoner in his home on New York avenue the other night for more than an hour while a mad dog wandered about the yard, biting and tearing at everything. Mrs. Baylis and her five-year-old daughter were out at the time, but the imprisoned editor saw them returning and warned them away. Finally the dog was shot.

## PUBLISHERS' APPRECIATION.

The pension fund of the Utica police department has been enriched by a check of \$25 from the Butterick Publishing Company, New York, in reward for the arrest recently of two men, who had been falsely representing themselves as solicitors for the company's publications.

## MONTHLY HOME PAPER.

A new monthly called the Home Paper has appeared at Allentown, Pa. It is published by the Allen Publishing Company; William Mellick is advertising manager and William Brier is circulation manager.

## FOR INDIANA POLES.

A daily Polish paper is about to be started at South Bend, Ind. It will be printed entirely in the Polish language and its title will be Bzienik South Bendski.

The newspaper that knocks and boasts at the same time is never a safe adviser. The

NEW YORK MAIL  
EVENING  
neither knocks nor boasts, but tries to be of assistance to advertisers.

203 Broadway, NEW YORK.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation  
**MORE THAN 110,000**

## CANADIANS MEET.

The members of the Alberta and Eastern British Columbia Press Association at their annual meeting in Nelson elected Mr. R. Jennings of the Edmonton (Alta.) Journal president, and chose Edmonton as their next meeting place.

The other officers are: Vice-presidents, George Gordon, Ponoka (Alta.) Herald; W. Garland Foster, Nelson (B. C.) Daily News; and S. R. Hodson, Ikotaks (Alta.) Review; secretary-treasurer, C. F. Hayes, Edmonton Bulletin.

The members of the new executive committee are: J. H. Woods, Calgary (Alta.) Herald; A. G. Terrill, Medicine Hat (Alta.) News; F. W. Galbraith, Red Deer (Alta.) Advance; Vernon Chapman, Golden (B. C.) Star; and Charles Hayden, Calgary News-Telegram.

The editors visited the West Kootenay Power and Light Company's plant at Bonington Falls on the Kootenay River and the Slocan Fishing Pool. Other features of the entertainment program were a smoker at the water front, special entertainment for the ladies, an excursion on Kootenay Lake, a banquet at Kaslo as the guests of the board of trade of that city, a visit to the famous Blue Bell mine and a concluding banquet at the Kootenay Lake Hotel in Balfour.

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**189,411** WANT ADS  
in 1911.  
**165,426** WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
**HOME** paper to get Want Ads.  
**GREATEST IN THE SOUTH.**

## BROOKLYN PRESS CLUB.

Newspaper men of Brooklyn have organized a press club with twenty charter members. Officers were elected as follows: Walter Oestreicher, president; Francis H. Dean, vice-president; Theodore M. Stitt, secretary; Edward Riis, financial secretary; Douglas Griesemer, treasurer; F. Carter Childs, Eric Palmer, Richardson Webster and Clarence Hebb, members of the board of governors.

## OTHER CLUB NOTES.

Members of the Syracuse Advertising Men's Club have directed a committee to take the necessary steps to secure the incorporation of the organization. The committee includes former President W. B. Cherry, S. H. Harrell and J. H. Tiffany.

At a meeting in Rochester of the directors of the Affiliated Advertising Clubs of Buffalo, Rochester, Detroit and Cleveland last week Charles Hughes, president of the Adcraft Club of Detroit, was elected treasurer. The next quarterly meeting of the affiliation will be held in Rochester on October 12.

The German editors of the Northwest will hold their annual convention at Clinton, Ia., on August 22, 23 and 24.

The annual meeting of the Maritime Press Association will take place at New Glasgow, N. S., on September 4.

The ad clubs of Los Angeles and San Diego, Cal., are planning an interchange of ideas. It is probable that in the near future the San Diego Club will be entertained in Los Angeles, and later the ad men of the latter city will return the call.

The members of the Connecticut Editorial Association had their annual outing last week at Litchfield and Bantam Lake, where they were the guests of George C. Woodruff, editor of the Litchfield Enquirer.

The next annual meeting of the Military Tract Press Association of Illinois will be held at Galesburg.

# THE BOSTON POST

JULY, 1912. AVERAGES

The Daily Post 411,131  
The Sunday Post 323,786

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# THE DEMOCRAT Nashville, Tenn.

has a circulation you can put your  
finger on the A. A. A. says so.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

## ROOSEVELT SECRETARIES ALL NEWSPAPER MEN.

All the assistant secretaries of Roosevelt's "Bull Moose" convention in Chicago this week were newspaper men who have been active in advancing the interests of the Progressive campaign. They are:

William Allen White, of Emporia, Kan.; E. B. Clark, of Chicago; Judson C. Welliver, of Washington; George E. Miller, of Detroit; Angus McSweeney, of Philadelphia; E. A. Dickson, of Los Angeles; John Callan O'Laughlin, of Chicago; Harry J. Haskell, of Kansas City, and C. P. Connolly, of Butte, Mont.

## AD ARTIST WINS THE "PRINX DE ROME."

Eugene Savage, an advertising artist of Bloomington, Ill., whose work is well known in Chicago, has won "The Prix de Rome," bestowed annually upon the best young mail artist in the United States by the American Academy of Rome.

He gets a three years' residence in Villa Aurelia, a large and beautiful studio in which to work, a beautiful home in which to live, one thousand dollars a year for three years for personal expenses and the best of instruction.

## SOME HOME COMFORTS.

Former Senator Cyrus E. Woods, once a reporter on a Harrisburg newspaper and now Minister to Portugal, has started golf playing in the Lusitanian kingdom and is one of the leading exponents of the ancient game. He finds a number of Englishmen in that country as well as some Americans to play, and ideal links have been laid out near Lisbon.

## WEIL IN CALIFORNIA.

Herbert H. Weil is now managing editor of the Santa Barbara (Cal.) Independent. He was formerly with the Port Huron (Mich.) Times-Herald and is a brother of Louis A. Weil, president of the Michigan Press Association.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation **94,724**  
for 1911 - - -  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mall Building, CHICAGO.  
Chemical Building, ST. LOUIS.

## BOARDWALK NEWS PAPER.

The Coney Island Boardwalk News, a publication devoid of advertising, but teeming with interest to all those who are in favor of the erection of a boardwalk from Manhattan Beach to Sea Gate, has made its initial appearance at New York's famous resort. Fifty thousand copies were distributed by the West End Improvement League.

## "SOLICITORS" ARRESTED.

In the arrest of J. H. Goodwin and J. T. Kerwin in Kansas City, the police say that they have captured the men who have been representing themselves as reporters for various newspapers and soliciting funds "to care for two newsboys with tuberculosis."

## NEW FARM PAPER.

A new weekly paper called the Southwest Farmer is about to appear at Fargo, N. D. Ike Lambert and John Lovett are to be the publishers. Both men are graduates of the University of Kansas. Mr. Lovett was formerly with the Kansas City Star, and Mr. Lambert was on the Emporia Gazette.

W. W. Morthimer has launched a new weekly called What at Walnutport, Pa.



## MIDSUMMER GAINS

Merchants of Pittsburgh deemed it a wise move to increase their advertising in the Pittsburgh Post for July, 1912, over July, 1911, by

**80,626 Lines**

and in the Pittsburgh Sun for the same period

**73,696 Lines**

Give your copy additional flavor of progressiveness by placing it in the

*Pittsburgh Post*  
*Pittsburgh Sun*

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.



**A GAIN of 168 Columns**  
The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,004 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

## THE CHICAGO RECORD-HERALD

New York Office, 710 Times Building.

**News Scimitar**  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## VACATION NOTES.

WILLIAM SIMPSON, business manager of the Philadelphia Bulletin, is back from a six weeks' trip to the Pacific Coast.

J. P. E. DEMPSEY of the Philadelphia Record has been visiting old friends in the Twin Cities of Minnesota. He was formerly with the Minneapolis News.

FRANK J. MOONEY, advertising manager of the Hupp Motor Car Company, has returned from Texas, where he participated in the Farm and Ranch auto tour.

JOHN PETRIE, secretary of the John M. Branham Company, is back on duty in his Chicago office after a vacation in New York and vicinity.

NATHANIEL C. FOWLER, the Boston advertising authority, is at Provincetown, Mass., for the summer.

HUGH A. O'DONNELL, business manager of the Philadelphia Press, is spending several weeks in the West.

JAMES J. McCORMICK, a reporter for the San Francisco Chronicle, is walking from San Francisco to St. Louis.

J. W. HAYES, a member of the staff of the Portland Oregonian and formerly connected with newspapers of Nevada, California and

## IN JULY THE NEW YORK TIMES

published 511,411 lines of advertisements compared with 482,896 lines in July, 1911, a gain of 28,515 lines.

The New York Times has a ne paid daily sale exceeding 200,000 copies and considering the quality of its circulation is the best advertising medium in the world.

## CLEVELAND LEADER and NEWS

and focus his campaign directly on the Nation's Sixth City with a single-rate appropriation: 100,000 circulation in Cleveland and within 40 miles. In Cleveland and within 100 miles of Cleveland, the circulation is about 140,000 daily.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO  
Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—  
"The Leven Service."  
Correspondence invited.

Utah, is visiting in Salt Lake City. Mr. Hayes is the author of "Tales of the Sierras," recently published.

JAMES E. VERREE, Chicago special representative, will spend his vacation automobiling, combining with the trip a visit to the New York offices of Verree & Conklin.

LESTER L. JONES, business manager of the Chicago Journal, is spending his vacation in Colorado.

H. E. BLACKMAN of the Philadelphia Inquirer staff is on a fishing trip to Canada.

F. W. WORCESTER, general manager, E. C. White, circulation manager, Wilbur Davis, and Messrs. Hertel and Orlemann of the Memphis News-Scimitar made up an automobile party to Lakeview, Miss., last Sunday. The excuse for the trip was that they were going fishing.

J. W. COOPER of the S. C. Beckwith Special Agency's Chicago office has been resting at "Ingliside" on Long Lake, Ill.

WILLIAM J. WARRENER, editor of the Athens (O.) Tribune, is visiting at Beckley, S. C., with his daughter. Mr. Warrenner has in preparation a book, "History and Mystery of the American Flag," which he expects to publish at an early date.

## EDITORS IN STREET DUEL.

John N. Hamilton, editor of the Huntsville (Mo.) Herald, and Van Davis, editor of the Huntsville Times, engaged in a pistol duel over politics Sunday.

Hamilton was shot in the right arm by Davis and Davis was shot in the hip by Hamilton. Several shots were fired, one of which struck a bystander just below the heart. He is thought to be in a serious condition.

## NEW OKLAHOMA PAPER.

A new paper is said to be in view for Manitou, Okla., to take the place of the Field Glass. The publisher will be J. H. Anderson, who is also editor of the Snyder Democrat.

There are only four newspapers in this country that have a larger two-cent circulation than the

## TOLEDO BLADE

When you stop to consider that the population of Toledo is less than 200,000 this is an extraordinary statement.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## ONE DAILY IN PEKIN.

A deal consolidating the Pekin (Ill.) Post-Tribune and the Times has been completed and the former retires from the field after an existence of twenty-six years. The transaction leaves the Times the only daily in the city. It will be continued as a Democratic paper in connection with national issues. B. C. Allensworth will continue as managing editor.

W. J. Conzelman has held a controlling interest in the Post-Tribune for a number of years, and John R. Shade was the editor and manager. The reason for the merger is that there was not room enough for two daily papers in the city with the competition of the Peoria publications. The Post-Tribune was Republican in politics.

## GIRLS RUN A PAPER.

The Lawrenceville (Ga.) Journal is the newest newspaper in the United States which is gotten out exclusively by girls. Miss Carrie Gauge operates a Mergenthaler linotype machine and sets up the paper and a good deal of body type for booklets and pamphlets. Her sister, Miss Eva Gauge, is foreman of the job office, and turns out the display advertising matter and the job printing.

The young women get the news and set it, make up the forms, run the engine, and operate the folder and the mailing machine. They support their mother and several young brothers and sisters.

## WORKING FROM NEW YORK.

The New England representation of Current Literature is now being looked after from the home office in New York through Willis B. Conant. The Boston office, formerly in charge of Percy H. Nealey, has been discontinued.

## TIMES READY TO MOVE.

The New York Times' new home, on 43d street, is nearing completion, and the paper will move there some time next month.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

**7200** per day.

For a short time advertising will be accepted at flat rate of **7c** per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
NEW YORK ST. LOUIS Chicago

## TO CORRESPONDENTS.

If you've got a thing that's happy,  
Boil it down;  
Make it short and crisp and snappy,  
Boil it down;  
When your brain its coin has minted,  
Down the page your pen has sprinted,  
If you want your effort printed,  
Boil it down.

Take out every surplus letter,  
Boil it down;  
Fewer syllables the better,  
Boil it down;  
Make your meaning plain—express it  
So we'll know, not merely guess it  
Then, my friend, ere you address it,  
Boil it down.

Cut out all the extra trimmings,  
Boil it down;  
Skin it well, then skin the skimmings,  
Boil it down;  
When you're sure 'twould be a sin to  
Cut another sentence in two,  
Send it on and we'll begin to  
Boil it down.

—Exchange.

## OROVILLE DAILY SOLD.

The Oroville (Cal.) Evening Mercury has been sold by the firm of Lawrence & Lawrence to E. A. Cunningham. The latter is well known in newspaper circles in that section of the state. For a number of years he was business manager of the Marysville Appeal. The Mercury was established in 1872 and is a Democratic paper.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

546 Fourth Avenue, NEW YORK

"A Daily Newspaper for the Home"

## THE CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing.

Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address

CHRISTIAN SCIENCE MONITOR,

Boston, Mass.

New York office, 1 Madison Avenue. Western office, Peoples Gas Bldg., Chicago

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

ISAAC N. FORD, London correspondent of the New York Tribune, died Thursday in London, at the age of sixty-four, after a long illness. He was born in Buffalo on June 11, 1848.

Mr. Ford joined the staff of The Tribune after his graduation from Brown University in 1870, when



Horace Greeley was the editor. During his long connection with the Tribune Mr. Ford served as reporter, news editor, editorial writer, book reviewer, and foreign correspondent, being appointed to the latter position in 1895, with headquarters in London.

He was the oldest member of the staff of that paper in continuous

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger, Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
Indianapolis Sun  
daily and Sunday actual 43,601  
average circulation in Dec.

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives.  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

active service. He personally studied affairs of public interest in France, Spain, Italy, Holland, and other European countries, and made a tour through Mexico, Central and South America.

Mr. Ford wrote a series of papers describing the opportunities for Americans in the two latter countries, and was the author of "Tropical America," and contributor to magazines and reviews.

DR. JOHN J. TAYLOR, publisher of the Medical Council, of Philadelphia, died last Friday at South Ocean City, N. J., at the age of fifty-eight years. He had devoted much of his life to editorial work and was identified prominently with various medical societies, among them the American Editors' Association and the American Academy of Political and Social Science.

POOL GRIMSTEAD, former owner of the Wathena (Kan.) Republican died at his home in St. Joseph, Mo., a few days ago. He fought the Doniphan County bosses and was sent to jail by Judge W. I. Stuart on a charge of libeling Cyrus Leland, then Republican boss of Kansas. The Republican was sold to pay Grimstead's court expenses.

CAPTAIN D. C. VALENTINE, formerly a newspaper man at Springfield, O., and later a resident of Washington, D. C., is dead of heart failure at the age of seventy-one years. Since retiring from the newspaper business he had been in the internal revenue service.

WILLIAM PIGOTT, founder of the Chicago Saturday Evening Review and at one time one of the best known publishers of the middle West, is dead at Kenosha, Wis., at the age of eighty-three years. Mr. Pigott was also one of the founders of the Chicago Post.

EMANUEL MCKAY, for more than forty years engaged in newspaper work in Canada, died last week at Strathroy at the age of seventy-five years. He published the Aylmer (Ont.) Plain Dealer

## "As Much as the Times"

The advertising patronage of the  
**SEATTLE TIMES**  
DAILY AND SUNDAY

for ten months of 1911 shows a continuance of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried Paid Advertising to the amount of 622,230 inches, or 8,712,620 lines, being an average of 62,233 inches, or 871,262 lines, per month.

This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,074,688 lines, being an average access for each representative of 148,192 inches, or 207,468 lines.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

THE  
**MILWAUKEE  
NEWS** has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger, Building, CHICAGO.  
Tremont Building, BOSTON.

from the '70s until 1898, when he purchased the Leamington News and issued it up to two years ago.

LAWRENCE U. POPE, for many years manager of the Jackson (Miss.) Whig and one of the publishers of the Meridian Dispatch is dead of tuberculosis at Denver, Colo. He was thirty years old.

FRANK SCOFIELD, who was Public Printer under President McKinley, died at Plainfield, Conn., on Thursday. He was sixty years old.

CLIFFORD B. GILMORE, a newspaper man of Dayton, O., is dead of spinal meningitis. He was thirty years old.

HENRY Z. ZOOK, for more than twenty years connected with the Lancaster (Pa.) Examiner, is dead after a paralytic stroke. He was sixty-four years old.

W. H. SHEPARD, publisher of the Braddock (N. D.) News, died a few days ago after an illness lasting several months.

EDWARD P. CUMMIN, who did considerable writing for the newspapers and magazines and was an author and publisher of books, died a few days ago in Philadelphia.

CHARLES H. ALLEN, editor of the Sumter (Ala.) Sun, died a few days ago. He had been engaged in newspaper work in the county for more than twenty-five years.

## EDITOR RESIGNS.

A. J. Slaton has resigned as managing editor of the Canton (Ill.) Daily Register. It is reported that he will make a connection with the forthcoming new daily paper to be started by the Roosevelt boosters of Canton.

## AD COMPANY FORMED.

The Beek Advertising Service is a recently formed advertising agency at Houston, Tex. James C. Beek, formerly of Baltimore, is at the head of the concern.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.

H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.

1 Madison Avenue, NEW YORK

ANTI-CAR AD ORDINANCE  
IS ATTACKED.

An attack on the ordinance passed by the Chicago City Council on July 1 prohibiting advertising matter in the cars of the different elevated railroads has been made in three suits filed in the Circuit Court.

The roads seek to have the ordinance held invalid and ask that the city be enjoined from interfering with the advertising matters. The elevated railroads that filed the suits are the South Side Elevated Railroad Company, the Northwestern Elevated Railroad Company and the Metropolitan West Side Elevated Railway Company.

## ON TRIAL FOR KILLING.

Thomas H. Sheridan, editor of the Vienna (Ill.) News, is on trial charged with the murder of Harry Thacker in September, 1910. The shooting is said to have followed Thacker's objections to editorials in the News concerning Thacker's father's service as county commissioner.

## ORDER NEW HOE PRESS.

W. K. Meyers, W. W. Wallower and J. L. L. Kuhn, who recently acquired control of the Harrisburg (Pa.) Star—Independent, have ordered a Hoe perfecting press for installation as soon as possible.

**Largest proved high-class  
evening circulation.**

## The NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.



# LOS ANGELES

In the Eye of the World.  
The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
**Williams, Lawrence & Cresmer Co.**  
**NEW YORK CHICAGO**

# NEWS COMBINE IS BANNED.

Continued from Second Page.  
defendants began a campaign of de-  
structive competition in 1911, and  
sets forth the alleged methods pur-  
sued by each corporation. The de-  
cree forbids the continuance of  
these alleged practices. Expressing  
the belief that unless forestalled  
one or the other of the corporations  
would be wiped out, the petition  
said:  
"As the Western Newspaper Union  
has assets to the value of \$6,-  
500,000 and the American Press As-  
sociation's assets are only about  
\$1,600,000 in value, it is quite prob-  
able that the latter will be the one  
to succumb, leaving the Western  
Newspaper Union in control of the  
entire field."  
Since the failure to effect nego-  
tiations in 1909 the chief weapon  
used by the two associations in their  
fight has been price-cutting. The  
scale of prices of the American  
Press Association has not gone be-  
low the figure of \$1.50 per page,  
but that of the Western Newspaper  
Union for some time past has been  
at fifty cents.  
It was evident that with the great  
difference in the prices of the two  
concerns the Western would soon  
make inroads into the business of  
the A. P. A. to such an extent as  
would drive it out of business or  
force a merger. It was at this stage  
of affairs that the government took  
a hand, the move being instigated,  
it is said, by a complaint of the A.  
P. A. This constituted the alleged  
unfair methods in competition.  
The Sherman law does not govern  
the scale of prices of corpora-  
tions. It does, however, provide  
that a corporation in competition

# THE KNICKERBOCKER PRESS

*The Tri-City Daily and  
Sunday Newspaper of the  
Capitol District of New  
York State.*

# ALBANY SCHENECTADY TROY

# THE SYRACUSE

**POST-STANDARD**  
is steadily increasing its circulation  
on its merits as a newspaper.

**49,304** CIRCULATION  
Daily (Net Paid)

FOR JULY, 1912.  
No wonder it carries more adver-  
tising, and at higher rates, than any  
other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.  
Tremont Building, BOSTON.

# SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

must fix its prices at a profitable  
basis, and not sell at a loss for the  
purpose of putting competitors out  
of business.

The answer to the government's  
petition, as presented by the Amer-  
ican Press Association was an ad-  
mission of all the allegations con-  
cerning the Western Newspaper  
Union and a denial of all the allega-  
tions against the American Press  
Association.

The Western Newspaper Union,  
submitted an answer denying all the  
allegations against that organization  
but admitting the allegation against  
the American Press Association.

Courtlandt Smith said that the  
American Press Association, of  
which he is the president, had never  
been in a combination with the Cen-  
tral West Publishing Company,  
known as the Western Newspaper  
Union, and that the injunction  
granted by Judge Landis was in a  
suit instituted by Attorney General  
Wickersham at the suggestion of  
Mr. Smith himself.

"For the last three years," said  
Mr. Smith, "the Western Newspa-  
per Union has been endeavoring to  
form a trust, and the American  
Press Association has always been  
opposed to the plan. The matter  
was taken up with the Department  
of Justice in January of this year,  
and the present suit brought for the  
purpose of forever preventing the  
American Press Association from  
entering into a combination with the  
Western Newspaper Union."

Mr. Smith said that the American  
Press Association was opposed to  
any effort on the part of others to  
combine with it, and that it was a  
wrong idea to suppose that any  
trust had been either proposed or  
formed in which the association  
was a party. The suit in which the  
injunction was granted was in the  
nature of a friendly action to pre-  
vent a merger in the future.

# RECEIVER SELLS THE NEW YORK OBSERVER.

Assets of the New York Observer  
Corporation, which was placed in  
bankruptcy by creditors on June 25,

# Greater than ever!

THE  
**Boston Herald**  
now over 100,000  
THE  
**Boston Traveler**

AND EVENING HERALD  
(consolidated July first) **OVER 130,000**

*A Quality and Quantity  
Combination that can-  
not be excelled.*

Higher rates become effective Oct. 1st  
NOW is the time to get the benefit of  
present LOW prices.  
Biggest value in New England.

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK. CHICAGO. ST. LOUIS.

were sold Friday to the Rev. Har-  
lan G. Mendenhall, pastor of the  
West Twenty-third Street Presby-  
terian Church, by the receiver,  
Arthur F. Gotthold. Dr. Menden-  
hall bid \$5,000, and the only other  
bid received was \$2,000, from the  
Stevenson Publishing Company.

At the office of Christian Work,  
an undenominational religious week-  
ly, it was stated the Observer would  
merge with that publication. Dr.  
J. N. Hallock is the editor and  
owner of Christian Work. The  
Observer's chief asset, it was said,  
is the subscription list.

The Observer, which was about  
ninety years old, was sold on Octo-  
ber 7 last to Andrew Stevenson of  
Chicago by the estate of the Rev.  
John Bancroft Devins. A dispute  
arose, and on June 14 Mr. Steven-  
son sued Mrs. Charlotte E. Devins,  
widow of the publisher, for revoca-  
tion of the agreement.

Mr. Stevenson asked the court to  
compel Mrs. Devins to return to  
him \$25,000 which he said he paid  
toward purchase of the Observer.  
Later followed the petition in bank-  
ruptcy.

# BUCKLE RETIRES FROM LONDON TIMES.

George Edward Buckle, editor of  
the London Times since 1884, has  
retired. He will be succeeded by  
Geoffrey Robinson, who has been  
connected with the Times for several  
years, first as a correspondent in  
South Africa and later in the  
editorial department in London.

Mr. Robinson was educated at  
Eton and Oxford. While in South  
Africa he was private secretary of  
Lieutenant-Colonel Milner for a  
time and was also editor of the  
Johannesburg Star.

# NEW STAR-FARMER EDITOR.

W. M. Barnum has been ap-  
pointed editor of the Star Farmer  
of St. Louis.

Mr. Barnum was raised on a  
farm, has been a leading contribu-  
tor to various agricultural publi-  
cations and has held the editorial  
chair on the Indiana Farmer and  
Agricultural Epitomist. He has  
experimented largely in advanced  
agriculture.

# A Powerful List is the

# MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania ..... 24,568  
(Only German evening daily in Milwaukee)  
Daily Herold ..... 17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post ..... 45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania ..... 107,413  
Haus- und Bauerfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly ..... 22,000  
Die Rundschau, Weekly ..... 25,002  
HENRY DE CLEERUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Let us know what you have to ad-  
vertise. We will tell you if there is a  
market for you in Cuba. If "Yes" we  
will accept your advertisement for the

# HAVANA POST

Cuba's only English Daily, and if "no"  
we will refuse it. We accept no ad-  
vertisement unless we know it will sell.  
The advertiser. All inquiries cheerfully  
answered.

GEORGE M. BRADT, Publisher

Published Every Day in the Year.

# ANOTHER MAGAZINE DEATH.

Judge Holt, in the United States  
court, has appointed Elingham N.  
Dodge receiver for Every Woman's  
Magazine, of New York, with a  
bond of \$500. It was stated that  
the assets consisted of machinery  
and fixtures worth \$500 and a sub-  
scription list the value of which  
was considered only speculative.

Some of the property of the com-  
pany has been attached and re-  
moved. A warrant of dispossession  
had been signed by a municipal  
court justice.

The company sent a letter to sub-  
scribers saying that the publication  
had been suspended pending a re-  
organization, but was expected to  
resume soon.

# IN MISSIONARY FIELD.

Ernest S. Butler, formerly of the  
Christian Endeavor World, the  
Covers Advertising Company and the  
Covers Advertising Company, Bos-  
ton, has been elected treasurer of  
the American Baptist Foreign Mis-  
sionary Society. He is now out of  
the advertising field entirely.

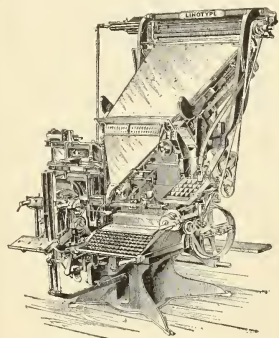
# THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

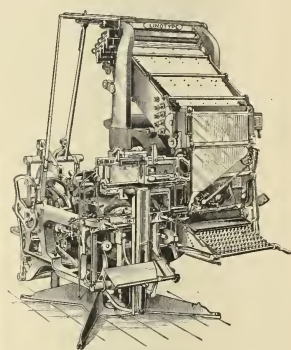
**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA

# THE NEW YORK TIMES

joins the  
 “PROGRESSIVES”  
 in endorsing the  
MULTIPLE  
MACHINE  
IDEA.



Quick-Change Model 8 Three-Magazine Linotype



Quick-Change Model 9 Four-Magazine Linotype

Mr. Ochs has entered his order for  
*3 Quick-Change Model 9 Four-Magazine Linotypes*  
 and  
*8 Quick-Change Model 8 Three-Magazine Linotypes*

This increases the Times Linotype battery to 48 machines.  
 There will be 5 Model 9's in the ad alley.

*The Multiple Linotype Way Is the Only Way.*

**MERGENTHALER LINOTYPE COMPANY,**  
 Tribune Building, NEW YORK.

CHICAGO:  
 1100 S. Wabash Avenue.

SAN FRANCISCO:  
 638-646 Sacramento Street.

NEW ORLEANS:  
 549 Baronne Street.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard Street.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 964

NEW YORK, SATURDAY, AUGUST 17, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

TEN CENTS A COPY.



DAVID B. PLUM,

PUBLISHER OF THE TROY RECORD AND PRESIDENT OF THE PUBLISHERS  
ASSOCIATION OF TROY, ALBANY AND SCHENECTADY.

See Ninth Page.

## NEW YORK'S NEW I.T.U. CONTRACT.

### AGREEMENTS ALSO SIGNED BY PUBLISHERS IN OTHER CITIES.

Negotiations which had been in progress for several months between the publishers of New York City and Typographical Union No. 6, for a new wage scale, have been amicably adjusted on a basis of a 1 week increase for all shifts. The scale takes effect October 1 next, and provides for \$33 a week for night work, \$30 for day work, and \$36 for the third (lobster) shift.

Evening papers having Sunday morning editions are to pay \$1.25 extra for work on Saturday night. This means \$31.75 a week for Brooklyn evening papers. Extras will receive the regular scale plus fifty cents a day, and there will be no change from the working hours and the luncheon period that previously prevailed. There are still a few sections of the scale on which full agreement has not been reached.

Mailers' Union No. 6, has also negotiated a new wage scale with the publishers' association. Substantially it means an increase of fifty cents a week for two years for the day and night forces, and an increase of twenty-five cents a week for two years on Saturday night for extra men.

Seven hours constitute a night's work, and beginning with September 1, stampers and delivery clerks will receive \$25 per week until September 1, 1913, when the wages will be \$25.50 per week. Beginning with September 1, mailers and elevator men will receive \$22 per week, and on September 1, 1913, \$22.50 per week. The foregoing applies to night work.

Overtime for night stampers and delivery clerks is at the rate of sixty cents per hour and for night mailers and elevator men fifty-five cents per hour. Beginning with September 1, extra journeymen will receive fifty cents more than the scale on all nights except Saturday night, when they will receive \$4.75 for nine hours or any part thereof.

Beginning with September 1, the scale for Saturday night is \$5 for nine hours or any part thereof. The night work is between the hours of 11 p. m. and 8 a. m. Day work is to consist of eight hours. Stampers and delivery clerks, after September 1, will receive \$22 per week until September 1, 1913, when the scale will be \$22.50 per week.

Beginning September 1, mailers and elevator men will receive \$19 per week until September 1, 1913, when the wages will be \$19.50 per week. Overtime for stampers and delivery clerks will be fifty-five cents per hour; mailers and elevator men fifty cents per hour. Extra journeymen, fifty cents per day in addition to the scale. The day work is between 7 a. m. and 7 p. m.

The new scale of the New York Italian Union provides for a wage of \$21 a week for machine operators employed in the daytime, eight hours, and \$23 a week for a night of seven hours. Foremen's wages

will be \$25 and \$28 for day and night work, respectively. An eight-hour day is provided for book and job work and the pay will be \$21 a week.

A new scale has been put in effect in Winnipeg. It follows: July 1, 1912, to July 1, 1913, \$20 per week; July 1, 1913, to July 1, 1915, \$21 per week; July 1, 1915, to July 1, 1916, \$21.50 per week; July 1, 1916, to July 1, 1917, \$22 per week. Overtime, price and one-half. New Year's day, Good Friday, Victoria day, Labor day, civic holiday. Thanksgiving day, Christmas day, Dominion day, with Sundays, double time. A week's work, day time, will consist of forty-eight hours. A week's work, night time, will consist of forty-five hours. Night scale, \$2 over day work.

An amended newspaper scale has been agreed to in Shreveport, La. The new contract gives for the first year an increase of \$2.33 per week; in the end, a scale of sixty cents per hour on morning papers and fifty-five cents per hour on evening papers. Under the old scale Saturday consisted of ten hours. This has been reduced to nine and will eventually be eight. Seven hours make up a day's work on morning papers for five days, with the Saturday provision as above, and on afternoon papers the day consists of eight hours. The job scale in Shreveport is \$22.50 per week.

Montreal's French and English unions have just negotiated a job scale, effective July 1. The wages are \$18.50 for two years, \$19.50 for two years and \$20 for the fifth year. The old scale was \$16. Time and one-half is provided for overtime, as against time and one-third in the old scale. The scale for night work is \$3 over that for day work. Under the new contract the offices will be conducted on a union basis.

In Uniontown, Pa., a new scale gives an increase of \$1.50 a week for hand and floor men, \$1 for machinist-operators, and \$3 a week for foremen.

German publishers of Milwaukee have signed a new agreement which runs for three years and raises the wages of all the men \$1 per week immediately, with another \$1 increase in two years. A rate for overtime work was also agreed upon.

A new scale is reported from New London, Conn. The wage of floormen for day work is increased from \$18 to \$19 per week; operators, \$19 to \$20.50; machinist, from \$21 to \$22. Floormen, night work, will receive \$22 instead of \$21; operators, \$23; machinist, \$25. Under the new agreement piece work in the jurisdiction is abolished.

A new contract at Alton, Ill., takes effect January 1 next. The settlement was based on a five-year period and gives floormen an increase of \$1.50 a week, hand compositors \$3.25, operators \$2.25. On January 1, 1916, foremen and machine operators will receive another advance of \$1 a week.

Montreal publishers have signed an amended newspaper scale for day work. The old scale was \$16. The new scale is \$20. Price and

Continued on Eighteenth Page.

## OWNERS' NAMES TWICE A YEAR.

### SENATE CHANGES BARN- HART AMENDMENT ON NEWSPAPER MAIL.

The Senate in its consideration of the Post Office Bill has changed the Barnhart amendment to read to the effect that all newspapers, magazines, periodicals and other publications, excepting religious, temperance, scientific and similar publications, shall file with the postmaster in the city of publication a statement twice a year showing the names of owners, editor or business manager, the names of known bondholders, mortgage and other security holders.

The bill was passed by the Senate on Tuesday, and goes back to the House with its recommendations. It was voted on the instance of Senator Hoke Smith to allow publishers of publications issued tri-weekly or less frequently the option of sending second class matter by fast freight at one cent a pound, or by regular mail at two cents a pound.

Senator Oliver of Pennsylvania, who owns two Pittsburgh newspapers, protested against the papers being required to publish the information about their bonds, as it would affect their financial standing.

Senator Bristow of Kansas, another newspaper owner, declared he could see no reason why any exceptions should be made to the provision. Senator Clapp of Minnesota declared that he did not think that small country weeklies should be required to comply with the provision. Mr. Bristow, however, took issue with him.

The Kansas senator said it was quite as important for the readers of the small rural paper, to know what financial interests controlled it, as it should be for the readers of the metropolitan dailies. Senator Reed of Missouri said the names of the editors should be published in every paper.

"The people should know," he said, "the names of persons who write the articles published in the papers so that they can know who is responsible for them. I am not sure but it would be a good thing to require the name of the writer to be signed to every newspaper article. I am not ready to suggest this, however, as it is revolutionary."

The Senate on Monday passed the Bourne amendment to the Post Office Appropriation Bill, providing for a zone system of parcels post.

Another important amendment adopted by the Senate provides for the appointment of a joint committee of three members of the Senate committee on post office and post roads and three members of the House committee to make a report on the subject of Federal aid in the construction of highways. Five thousand dollars was appropriated to cover expenses of the inquiry.

The House provision on this subject contemplated a scheme of road improvement requiring \$15,000,000 a year, the Federal government pay-

ing the money for use of the state roads.

The zone system of parcels post proposed by Senator Bourne of Oregon, chairman of the committee, which was incorporated in the measure, divides continental United States into units of area thirty miles square. Eight postal zones are thus established. The first zone includes an area having a mean radial distance of fifty miles from the center. The second zone extends from the fifty-mile limit to 150 miles and so on.

The charge for the first zone will be five cents for the first pound or fraction thereof and three cents for each additional pound. The limit of weight is fixed at eleven pounds and no package shall be larger than seventy-two inches in length and girth combined.

An amendment proposed by Senator McCumber of North Dakota providing that rural carriers shall be paid a maximum salary of \$1,200 and a minimum of \$600 a year was adopted. The compensation, he added, should be based on the length of the route served by the carrier.

### TAX OFF CERTAIN CANADIAN PULP WOOD.

Wood pulp, print paper and paper board manufactured from woods of British Columbia from which the export restrictions were recently removed by the council of that province will be admitted to the United States free of duty under the operative clause of the Canadian reciprocity act.

Secretary MacVeagh has made this decision after an investigation by the state department. The woods affected are on certain leased lands controlled by the Powell River Company in British Columbia lying west of the Cascade range of mountains. The order is expected to increase importations of free wood pulp and paper to the Pacific coast states.

### BROOKLYN EAGLE'S IDEA FOR EFFICIENCY.

The Brooklyn Eagle has taken up the idea now so prevalent among business men of having efficiency experts among their employees. The management pays the tuition of any employee who wishes to take a course in an efficiency school in the city.

### NEW ILLINOIS WEEKLY.

The first issue of the Oglesby (Ill.) Record has appeared. It is a weekly published by C. C. Countryman, formerly of Sheffield. Mr. Countryman was a candidate for the legislature from his district last spring, but was defeated.

### MASON CITY DEAL.

A controlling interest in the Mason City (Ia.) Daily Times is reported to have been sold to F. R. Conaway, publisher of the Ames Intelligencer.

The Lyman (Wyo.) Enterprise has appeared with J. U. Allard, formerly of Evanston, as the publisher.



## MORE CHANGES IN LONDON FIELD.

### HARMSWORTH OUT OF THE GLOBE—OTHER BRITISH NOTES.

Further changes are announced in the London daily newspaper field, which has been prolific in mergers, discontinuances, renovations of editorships since the first of the year.

Hildebrand Harmsworth has relinquished his interest in the London Globe, which for more than a century has been an influential and prosperous afternoon daily. The Globe espouses the Unionist cause and, worthy of mention, is one of the most widely quoted English dailies in the world because of its special features and researches.

His health has brought about the retirement of Harmsworth.

Coincident with a change on the Globe came the announcement that Geoffrey Robinson had become editor of Alfred Harmsworth's London Times. The Times in the last three years has been wonderfully rejuvenated and its advertising revenues have increased splendidly. It continues to issue its complete special supplements carrying advertising from all over the world.

The movement among small American newspapers to have one special agent to be the advertising representative of all of the lesser dailies or weeklies in a state or section has been anticipated by the provincial Scottish newspapers which have maintained an agent in London for the last two years. This agent has been a source of large profit to the journals he represents.

Once more London editors are trying to verify the statement that the first daily newspaper—the London Daily Courant, established in 1702—was started by a woman. It has been commonly accepted that Edward Mallett, printer and stationer, set up the Courant. Some present-day writers assert that it was started by Elizabeth Mallett, not Edward. The imprint of the first issue of the Courant was dated March 11, 1702 and runs: "Sold by E. Mallett, next door to the King's Arms Tavern, at Fleet Bridge." The "E" thus serves to hide the sex of the owner.

Mr. Hearst must have learned a lot about himself during his present sojourn in England. He has been much written about. He has been complimented for aggressiveness, interrogated about his business methods, discussed because of his financial resources and credited with owning the papers he really does own in addition to others that he does not.

One London writer credits him with owning daily newspapers in Baltimore and St. Louis, besides having a covetous eye on many other cities.

Describing Mr. Hearst's friendship with the late W. T. Stead the Newspaper Owner, London, says:

Hearst's friendship with Stead was not the incongruous phenomenon many people imagined it. The American is a teetotal-

er, even a non-smoker, and is a man of very retiring disposition. He had many ascetic qualities in common with the great English journalist, whose intrinsic distinctness was hardly a more positive attribute than is that of Hearst. For, like Cecil Rhodes, he values money only in proportion to his power for accomplishing a permanent good.

The Hearst editorial methods are being discussed in England with all the zest that springs up in the individual who is brought face to face with novelty.

### WOOD'S NEW POSITION.

Thomas L. Wood has returned to Denver as circulation manager of the Denver Post. He formerly was in charge of the circulation of the



THOMAS L. WOOD.

Rocky Mountain News, and the Louisville Herald. After leaving several months ago, he went to San Diego, Cal.

### CANADIAN DAILIES JOIN.

A deal has just been put through at Galt, Can., whereby the two local daily papers are consolidated. It has been felt for some time that the town could scarcely support two daily papers and the directors of both decided to merge them under one ownership. The united daily will be called the Reporter, and the manager and principal owner will be James Clark, formerly of Detroit.

### EDITOR LEAVES OROVILLE.

George H. Carrere has resigned as editor of the Oroville (Cal.) Mercury on its transfer to the new ownership, and has become editor of the Marysville Spokesman, owned by his father Major J. F. Carrere. His successor with the Mercury is Julius R. Young, formerly connected with Oroville and Chicago newspapers.

### NEW ONE IN FLORIDA.

The Jackson Leader is the name of a new paper at Marianna, Fla., published by H. C. Sparkman, who is one of Florida's Democratic Presidential electors this year.

### CRESSEY COMES BACK.

Kendall B. Cressey, who retired from the newspaper business in 1907 after making an enviable reputation as advertising manager of the Philadelphia Record, is back in the game again with the Birmingham (Ala.) News, enthusiastic over the outlook in that progressive Southern city.

Mr. Cressey began as a carrier for the Detroit News and Journal



KENDALL B. CRESSEY

and then became a reporter on the old Columbus Post, and later city editor of the Springfield Gazette. When scarcely more than a lad he founded the Springfield Sun.

For three years he did editorial work on the Philadelphia Record; then became advertising manager of the Philadelphia Press, but after one year went back to the Record as advertising manager, which position he filled for eight years. He therefore understands the newspaper business thoroughly in all its details.

### AT OHIO REUNION.

Nearly all the Columbus newspaper correspondents attended the legislative reunion last week at Cedar Point, near Sandusky. Among those present were "Uncle Jim" Faulkner of the Cincinnati Enquirer; Lucas J. Bescher, Toledo Blade; A. E. McKee, Cleveland Plain Dealer; and Carl D. Ruth, Cleveland Leader.

### MOVES TO ANOTHER CITY.

H. A. Brick, editor of the Normangee (Tex.) Bell, has transferred his plant to Huntsville, where he intends to start a new appearance in New York.

### PLAY BY MISS JORDAN.

Miss Elizabeth Jordan, editor of Harper's Bazar, is the author of the play "The Lady from Oklahoma," which is now being played in the West and is booked for an per.

### JOURNALIST ACCUSES KAISER.

Albert Helms, a daring Berlin journalist, is believed to be facing a suit for libel instigated by Emperor William. Helms accuses the German government of graft, favoritism and "outrageous betrayal of commercial secrets." Men he accuses occupy positions in official life. He says Emperor William furnishes the Krupp gun works with plans and information obtained by the government from rival concerns and also makes severe charges against Dr. Lewold, Under-Secretary in the Department of the Interior.

### P. O. AFTER EDITORS.

The Post Office authorities are said to be investigating charges made against two Iowa editors of sending obscene and illegal matter through the mails. F. O. Satter, editor of the Ellsworth News, and Editor Beach of the McCallsburg Tribune, are the objects of the Government's activities. Satter is said to have first published the objectionable matter and Beach reprinted it.

### WILL GO IT ALONE.

The publishers of the Eaton Rapids (Mich.) Review have dissolved partnership. R. D. Gifford has purchased the interests of H. B. Outwater and will conduct the paper alone. Mr. Gifford before locating at Eaton Rapids was one of the publishers of the Howell Republican.

### KANSAS CONSOLIDATION.

L. C. Criner has sold the McPherson (Kan.) Opinion to the publishers of the Daily Opinion, and it will be merged with the latter paper. Mr. Criner is manager of the city telephone company and desires to give all his time to the telephone interests.

### TO WELCOME ATHLETES.

Victor F. Ridder, the business manager of the New York Staats-Zeitung, is the treasurer of the reception committee appointed by Mayor Gaynor to represent the citizens of New York at the official welcome home of the American Olympic athletes next Saturday.

### MOSES RESIGNS POST.

George H. Moses, editor and part owner of the Concord (N. H.) Monitor, has resigned his post of United States Ambassador to Greece and Montenegro, to which he was appointed by President Taft in 1909.

### SELLS OUT TO PARTNER.

A change in the ownership of the Missouri Valley (Ia.) Times has taken place. G. W. Mahoney has sold his half interest to his partner, D. D. Lahman, and takes over the latter's holdings in the Palm Theater. Mr. Mahoney will continue as city editor of the Times.

### A PROGRESSIVE ORGAN.

The Progressive Party in Missouri has established a weekly organ in Maplewood with J. E. Sallee as the editor.

## SMALL PAPERS IN AD LEAGUES.

### NEWEST MOVE IS FOR JOINT FOREIGN FIELD REPRESENTATION.

Recommendations were made at the annual convention of the Wisconsin Press Association that permanent headquarters be established in Milwaukee for several purposes, chief of which is that of concentrated advertising representation.

Like the small newspapers of most of the states of the Union, there are many daily and weekly publications in Wisconsin which have no foreign advertising representation.

President W. H. Bridgman of Stanley, Wis., in outlining his plan for a mutual insurance organization, a commercial agency, explained his idea for advertising co-operation.

The Milwaukee bureau would be the sole advertising representative of all the newspapers enrolled as members of the Wisconsin Association, supply individual, collective or territorial group rates to inquirers, organize campaigns and solicit foreign advertising on behalf of its entire membership.

The expense of maintaining such an organization when divided among all of the association beneficiaries would be comparatively small and as this central bureau would act as a collection agency on all advertising accounts the absence of advertising losses would contribute a goodly proportion of the cost of the Milwaukee bureau.

In July of the present year the National Newspaper Association was organized in Cincinnati by the publishers of small newspapers from many sections of the country. One of the objects of this association is to impress upon publishers the value of their advertising space and to eliminate free advertising from their columns.

At the meetings of several of the state press associations recently there has been manifested a tendency to organize bureaus for the concentrated solicitation of advertising. For many years hundreds of small weekly newspapers carrying what appeared to be a profitable amount of "foreign" advertising derived almost no revenue from it at all.

In those days of haphazard systems little was known of scientific management and the consequence was that editors received from foreign advertisers payments that would not cover the actual rock-bottom cost of carrying the business. Increasing cost of printing materials and the editor's own necessities of life finally have turned the attention of owners and publishers to the necessity of financial economy.

Among the other states in which newspaper owners are considering the question of joint advertising representation in the foreign field are Illinois, North Carolina, Iowa and Kansas.

Owners of small newspapers published in districts where the big city mail order houses do business have

Continued on Seventeenth Page.



JOHN A. MCKAY,

PROPRIETOR OF THE WINDSOR RECORD, AND A PROMINENT MEMBER OF THE CANADIAN PRESS ASSOCIATION.

### PROMINENT CANADIAN NEWSPAPER PUBLISHER.

John A. McKay, whose picture is shown herewith, is the proprietor of the Windsor (Ont.) Record, one of the best known daily papers of Canada. Besides his activities in the furtherance of the prosperity of his own newspaper, Mr. McKay for many years has been one of the most active members of the Canadian Press Association. He has long served as an officer of the organization and is always to be found among the leaders in movements that tend towards the betterment of newspaper advertising and civic conditions in the Dominion.

The Dimondale (Mich.) News has been sold by A. N. Maguire to Leo N. Russell of Eaton Rapids.

### VETERAN SELLS OUT.

John Dwyer, proprietor of the Hudson Falls (N. Y.) Herald, has sold his paper to Paul M. Fisher, who has been the lessee for some time past. Mr. Dwyer had been at the helm of the Herald for almost forty-seven years. Under Mr. Fisher's management the Herald will continue to be Republican in politics.

### HIT BY ENGINE.

Harry Buchanan, editor of the Hudson (Ia.) Tribune, narrowly escaped death when he was struck by a passenger train last week in trying to catch a Chicago train in the Union station at Waterloo. Luckily he was only struck a glancing blow and thrown clear of the engine.

### NEW ST. LOUIS AD MANAGER.

Ernest Kroehle has been appointed advertising manager of the St. Louis Westliche Post. Mr. Kroehle for the past sixteen years has been



ERNEST KROEHLE.

in charge of the advertising department of the St. Louis Abendschule and has a wide reputation in the journalistic field of the South and Southwest.

### DR. KNAPP FOR HIMSELF.

An advertisers' service bureau has been opened in the Chamber of Commerce Building, Detroit, by Dr. L. W. Knapp. The founder of the new business holds the unique position in Detroit's colony of advertising men of being a graduate in medicine and holder of the degree of M. D.

In spite of his medical training Dr. Knapp has devoted almost his entire business career to advertising work. For the past eight years he has been with the Goebel Brewing Company in charge of the sales of its malt extract and as general advertising director. Dr. Knapp in connection with his new business will also act as managing salesman of the Hausermann Metal Manufacturing Company, with offices in Vienna, London, Munich, Paris and New York.

THE TROY MORNING  
RECORD ONE RATE  
EVENING

KEEPS A-GROWING

The average net paid daily circulation for the six months ending June 29, 1912, was

22,174

If you want to cover GREATER TROY, which comprises Troy, Watervliet, Green Island and Waterford, and has a population of over 90,000, use the RECORD.



## MEETING OF WISCONSIN PRESS.

### ACTIONS TAKEN ON SOME IMPORTANT PUBLISHING PROBLEMS.

Methods of the big mail order houses of the country in attracting business from rural communities were discussed and criticized before the Wisconsin Press Association at its annual convention in Milwaukee. The practice is a disease that is seriously affecting the economic system of this country, the members said.

As a remedy for the decrease in business which the mail order business is causing rural merchants, C. J. Angustin of the Glenwood City Tribune suggested that publishers raise their advertising rates unusually high in order to combat the catalog houses.

Establishment of a permanent headquarters of the association in Milwaukee, with a salaried man in charge who could represent the association during sessions of the legislature and look after other interests of the organization, was suggested by President W. H. Bridgman of Stanley in his annual address. The benefits of such a plan are told elsewhere in THE FOURTH ESTATE.

By having a representative at Madison when the legislature meets, laws affecting the newspaper interests of the state could not be considered without the publishers being fully advised of the intentions of the legislators, Mr. Bridgman said.

"The headquarters would act as a clearing house for the editors and publishers of the state and would be the recognized agency for all foreign advertising," said Mr. Bridgman. "It would also serve as the headquarters of a mutual insurance organization and would save large sums of money for its members, besides acting as a general commercial agency, protecting the trade against impostors."

In a paper on the "Press and the Legislature," Merlin Hull, Jackson County Journal, and member of the assembly from Jackson County, said that newspapers are the only line of business in the state whose charges for public work are regulated by statute, whereas doctors and lawyers who called upon to serve the public make their own prices. "An editor's charge for public work is fixed in advance by laws made a quarter of a century ago when the price of material and cost of living were cheaper," he said.

Criticism of the recent newspaper conference at Madison, featured speeches at the banquet given by the Milwaukee Publishers' Association at the Hotel Plaza.

J. L. Sturdevant, editor of the Wausau Record-Herald, said of the newspaper conference that as far as newspaper men were concerned it was a distinct failure.

"We are not prepared to accept the version of our Madison critics that muck raking is the only business," he said.

Evils of "free advertising" took up a big part of the discussion. Frank E. Noyes, publisher of the Marinette Eagle-Star, in a paper

on "The Press and the Press Agent," said:

Newspaper men are the best natured class that exists, contrary to general opinion. Consequently, they come in for a large share of imposition. If the publicity that has been given free to various enterprises in Wisconsin newspapers in the last thirty years had been paid for at regular advertising rates, every man here today would be independently wealthy.

Practically the only valuable asset a newspaper has is its space, and the disposition of this, and from the straight news that goes into the paper, should be made on a business basis. A publisher is valued at his own appraisal, and as long as this space is given free to boom various individuals and enterprises who pay for everything but their newspaper advertising, just so long will they impose upon him.

Mr. Noyes said that the various branches of the state and national governments were among the worst offenders in demanding free newspaper space for the advertising of newly opened lands, securing recruits for the army and navy, and other purposes.

These new members were elected:

John A. Kuypers, Depere Advocate; J. S. Hubbard, Beloit Free Press; E. T. Wheelock, Milwaukee; E. E. Paine, Rhineland News; H. E. Thomas, Sheboygan Falls Reporter; B. A. Roate, Calumet County Reporter; Frank C. Piper, Hilbert Journal; F. R. Helmer, Rock County Banner; J. C. Augustine, Glenwood City Tribune; G. H. Schmidt, Kewaskum Statesman; F. W. Higgins, Lake Geneva News.

The following officers were elected: President, C. W. Fraser, Menominee Falls; secretary, C. A. Booth, Milwaukee; treasurer, E. J. Scott, Shawano; vice-presidents to cover the various eleven districts, J. S. Hubbard, Beloit; H. W. Bolens, Port Washington; J. H. Hibbard, Stoughton; J. W. Campsie, Milwaukee; Henry Towell, Milwaukee; C. H. Slocum, Omro; George F. Cooper, Black River Falls; Charles Karr, New London; J. A. Kuypers, Depere; A. C. Chase, Colfax; R. J. Hennessy, Hayward.

The association refused to support the one-cent postage agitation.

The headquarters of the association will be maintained in Milwaukee, and a monthly paper will be maintained by the association for the purpose of arousing and maintaining interest in all that affects the welfare of the publishers of the State.

### GOES TO BUFFALO.

James A. Robertson of Philadelphia has been appointed advertising manager of the Adam, Meldrum & Anderson Store, Buffalo, N. Y., succeeding John P. Fallon, who recently took charge of the advertising of Stern Brothers, New York. Mr. Robertson was formerly with the Curtis Publishing Company, Blum Brothers and Harry H. Kurtz, of Philadelphia.

### EDUCATION IN SOUTHWEST.

Dr. Isaac M. Agard, president of Tillotson College at Austin, Tex., and editor of the Tillotson Tidings, who is passing the summer at his home in Amherst, Mass., is giving a part of his time to lecturing on education in the great Southwest. Several New England papers have been carrying illustrated articles concerning his work.

The Middletown (Va.) Weekly has been started by E. E. Keister.

## INSIDE STORY OF CHICAGO STRIKE.

### STEREOTYPERS' PRESIDENT AND A. N. P. A. COMMISSIONER TALK TO I. T. U.

The Chicago strike situation was discussed in detail by James J. Freel, president of the International Stereotypers' and Electrotypers' Union, and H. N. Kellogg, labor commissioner of the American Newspaper Publishers' Association, at Wednesday's session of the convention of the I. T. U. in Cleveland.

"If the stereotypers' union in San Francisco had gone out as a result of the Chicago trouble," declared Freel, "I, as an official, would have severed my connection with the organization. I will have nothing to do with unions that deliberately violate contracts."

"The Chicago dispute arose between the pressmen and the Hearst papers in Chicago. On March 23 I received a letter asking that the stereotypers be called out. The international officers learned that Hearst had offered our men the same contracts as exist between our organization and the other Chicago papers and that our men had refused."

"On April 21 our Chicago local, No. 4, took a strike vote and determined to walk out. On April 30 this action was rescinded and contracts signed with the Hearst papers, the contracts bearing the signatures of the international officers. These contracts held good until 1915."

"We were notified May 2 that a strike or walkout had occurred on the Hearst papers and on the same day the president of the international pressmen's union asked our support. On May 3 I was notified that the stereotypers' local had struck, despite the fact that we had inviolable contracts with the Hearst papers. I called President L. P. Straube by long distance telephone, told him the strike was illegal and ordered him to put his men back to work. He flatly refused."

"Straube ignored telegrams sent by the international officers and on May 6 I went to Chicago. Straube still held out and on May 9 the charter of Chicago No. 4 was suspended. It is entirely up to you gentlemen to extend the privilege of the floor to whomever you wish, but I wish to say that L. P. Straube is no longer a member of the International Stereotypers' and Electrotypers' Union and anything he might say would be without weight."

H. N. Kellogg, labor commissioner of the A. N. P. A., declared that the international officers of the International Printing Pressmen's and Assistants' Union knew as far back as February that a strike was to occur in Chicago in May.

He said the pressmen's union agreed to take a referendum vote on pending arbitration agreements. The association postponed the vote in February, until March and finally took it in May. Despite the fact that there are 23,000 pressmen in the international union, only 3,000

voted, the largest locals not appearing in the list of totals, Kellogg explained.

"We should congratulate each other," said Kellogg, "that we are assured of industrial peace and the continuance of the harmonious and pleasant relations between the A. N. P. A. and the I. T. U. for another five-year period by reason of the contracts that have just been signed."

"You no doubt know that statements have been sent broadcast throughout the country that the American Newspaper Publishers' Association has decided to inaugurate an open shop policy and that it proposes to destroy all the unions of the printing trades."

"These statements are almost too foolish to deny. The fact that we have negotiated arbitration contracts with four international unions, that three are in effect and that the fourth is not in effect because it has been rejected by the union, clearly disproves the allegations."

A detailed report of the I. T. U. convention is given on another page.

A large number of the newsboys, dealers and deliverers who have been on strike against the Chicago newspapers since the trouble of the pressmen and stereotypers three months ago, have returned to their former stands, without the strike being formally declared off by the so-called Allied Newspaper Workers' Union, of which they are members.

Ever since the strike, the mechanical departments of the English daily papers of Chicago, with the exception of the Daily World, formerly the Daily Socialist, have been conducted on the "open shop" basis and under conditions considered by the publishers to be entirely satisfactory. Since the revocation of the charter of the local stereotypers' union by International President Freel, because of it having broken its contract and refused to return to work when ordered, the stereotypers have no Chicago union; while the publishers refuse to recognize the pressmen's union.

The most trouble has been caused by the refusal of the newsboys and deliverers to handle the papers. The International Typographical Union's refusal to recognize or support the strike and the fact that the union men are working in open shops have taken the enthusiasm out of the newsboys and handlers and the greater part of them are now back at work under former conditions.

"A Daily Newspaper for the Home"

THE

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing.

Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address CHRISTIAN SCIENCE MONITOR, Boston, Mass. New York office, 1 Madison Avenue. Western office, Peoples Gas Bldg., Chicago

There is no other advertising service like this in the whole world.



## All Publishers Will Throw Up Their Hats for FISK ADVERTISING SERVICE When They Understand It.

THE SEYMOUR REPUBLICAN WRITES:

"One of our dry goods merchants saw the sample of your interlocking advertising service and at once ordered a page ad out of part of it. We are enclosing our check to pay you for a year's service to begin at once."—Seymour, Ind.

Daily and weekly newspapers can increase their local advertising patronage by the help of Fisk Service. It costs \$5.00 per year for 52 issues, one a week. After October 1st the price will be \$10.00 a year. Order NOW and save \$5.00, and get the benefit of the service for Fall advertising.

HENRY STIRLING FISK, President.

**FISK PUBLISHING COMPANY**  
SCHILLER BUILDING, CHICAGO.

## BUILDING UP THE CIRCULATION.

The Saginaw (Mich.) Courier-Herald recently held a dressmaking contest among the members of the graduating class of the public school. The four girls who made the best graduation dresses received \$25 in prizes.

A voting contest is being conducted by the Greenville (Mich.) Independent with pianos as the leading prizes.

McCall's Magazine, New York, is using a varied assortment of premiums to induce readers to get new subscribers. Every article on the list is especially adapted to woman's use.

Clocks are offered by the Housefurnishing Review, of New York, as a subscription inducement. One is a tourist or desk clock covered with leather for a year's subscription, and the two-year offer is an eight-day wall clock of mission design.

A contest with trips to the world championship baseball games in the fall as prizes is being conducted by the Saratoga (N. Y.) Sun.

A successful European tour contest has just been closed by the Auburn (N. Y.) Daily Advertiser. The contest was conducted by the

National Circulation Company, of Columbus, O., under the direction of E. H. Murray and Robert S. Hildebrand.

In the Connecticut war game campaign of the past week the Brooklyn Eagle placed an automobile at the service of its "war correspondents." The car was used mornings for delivering copies of the Eagle to the Brooklyn regiments engaged.

The Bridgeport (Conn.) Standard is running a voting contest with a piano and cash as prizes, under the direction of Circulation Manager L. W. Keyes. Voting coupons are published in each issue of the paper and given away by certain merchants in Bridgeport and vicinity.

The Salt Lake City Herald-Republican is conducting a circulation campaign, in which the prizes are eight automobiles and numerous other articles. The contest has now been running three weeks and promises to be one of the biggest campaigns of its kind ever held in the section. The Myers Circulation Company, of Waterloo, Ia., is in charge.

The Pittsburgh Post last Sunday started a Boys' and Girls' Magazine to popularize the paper among the young folks of eight to fifteen years of age. Good, red-blooded

fiction was used in liberal quantities.

The publishers of the San Francisco Evening Post entertained its newsboys at the Garrick Theater one evening last week.

Newspaper publishers and circulation managers can learn much about the promotion and selling end of the business by a study of Vim, the little monthly booster publication issued by the agency division of the Curtis Publishing Company's circulation department.

Similar publications amended to suit the needs of daily newspapers, and issued oftener than once a month, should do a good deal toward increasing circulation.

Publishers should study this little monthly house organ. It is full of concentrated energy and will reveal many new ways of developing team work.

## NEWSPAPERS USING THE McCLURE FEATURES.

Two popular circulation-making features controlled by the McClure Newspaper Syndicate have been sought with a rush by leading newspapers during the past ten days. These are Theodore Roosevelt's famous stories of his African hunting trip and Alfred Henry Lewis' notable series of crime stories, "The Gun Men of New York."

Colonel Roosevelt's articles added 100,000 extra circulation for Scribner's Magazine and largely increased the advertising revenues. Among the newspapers which have begun the publication of the Roosevelt articles are:

Detroit (Mich.) Journal, Boston Globe, Vancouver (B. C.) World, Chicago News, Des Moines Register and Leader, St. Louis Star, Louisville Courier-Journal;

Kansas City Star, Lexington (Ky.) Leader, London (Ont.) Free Press, Ottawa (Ont.) Citizen, Duluth (Minn.) News Tribune, El Paso (Tex.) Times, Salt Lake City (Utah) Herald-Republican, Evansville (Ind.) Courier, Indianapolis Star, Syracuse (N. Y.) Herald, Boise (Idaho) Capital News.

Mr. Lewis' "Gun Men" series is already appearing in a long list of newspapers, among which are the following:

Buffalo (N. Y.) Courier, Philadelphia Bulletin, Wheeling (W. Va.) News, Albany (N. Y.) Times Union, Hamilton (Ont.) Spectator, Syracuse (N. Y.) Herald, Toronto (Ont.) Star.

Chicago News, Detroit Saturday Night, Charlotte (N. C.) News, Duluth News-Tribune.

Montreal Star, New Orleans Picayune, Mobile Item, Little Rock (Ark.) Gazette, Utica (N. Y.) Globe, Salt Lake Telegram, St. Louis Times.

## AN EFFECTIVE BOOSTER.

Arousing the interest of carriers and all the employees of its circulation department is successfully accomplished by the Forth Worth (Tex.) Star-Telegram through the medium of a little four-page weekly paper called "The Weekly Chat."

In this booster publication the route carrier and newsboy find the table of contents of the Sunday

## USE RAINCOATS FOR PREMIUMS.

We make a DOUBLE-TEXTURE Raincoat, especially for the Premium Trade — \$3.75 each or \$3.25 in lots. THERE IS POSITIVELY NOTHING BETTER TO BOOST YOUR CIRCULATION WITH.

CLIMATIC RAINCOAT CO., Inc.  
104 Fifth Avenue, NEW YORK.

## The William L. Betts Company

SUITE 406, WORLD BUILDING

New York City.

## NEWSPAPER Contest Experts

GET TO-DAY'S  
NEWS TO-DAY

## "By UNITED PRESS"

General Offices, World Bldg., NEW YORK.

Star-Telegram, announcements of premiums as well as arguments to be used in landing subscribers with these premiums. There are personal notes about carriers and dealers, about the boys' boxing contests and many other diversions.

"The Weekly Chat" has helped the circulation manager bring about teamwork between employees. Sample copies doubtless will be supplied to other newspapers upon request.

## RAINCOAT PREMIUMS.

A new premium that is springing into popularity is offered to newspaper circulation managers by the Climatic Raincoat Company, Inc., of New York. Newspapers have found that raincoats offered as premiums or as prizes in contests were much sought for by contestants, but another use for these raincoats, that should quickly occur to circulation managers, is to equip their own newsboys or route carriers with these coats, so marked or trimmed as to render them distinctively the livery of the paper using them.

The Burchard (Neb.) Times has been sold by J. R. Harrah to Edson Brothers.



**HERE'S A WINNER**

**SEWING AWL** (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons.

Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

**C. A. MYERS**

6300 B Lexington Ave., CHICAGO.



## The McCLURE NEWSPAPER SYNDICATE

Established 28 years.

The oldest and largest independent newspaper syndicate.

More than thirty regular feature services.

Eight pages of colored comics weekly.

The best big and little features, daily comics, etc.

The McClure Newspaper Syndicate  
45 West 34th Street, NEW YORK

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and re-filled with 60 papers in 30 seconds.

**HOTALING BROS.**

Tribune Building, NEW YORK.

## THE SPECIAL SERVICE CO.

*Reliable Contest Operators*

Write for terms, etc.

Room 33, 23 Park Row, New York


## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment.—Best illustrations.  
**YOU NEED IT!** Write for particulars to  
*International News Service*

200 William St., New York City.

*We conduct all kinds of  
Circulation Contests*

Write  Write

For Washington Correspondence  
WRITE

**AMERICAN  
TELEGRAPH PRESS**

District National Bank Building,  
WASHINGTON, D. C.

## THE MEN WHO COMPOSE UNITED CONTEST CO.

Frank Hicks, F. W. Power and George F. Houlihan are the men who direct the business of the United Contest Company, Inc., in



FRANK HICKS.

Cleveland. Through the extensive operations of the company in promoting circulation campaigns throughout the country they have become very well known.

Mr. Hicks, as the president and general manager of the corporation, is the working head of the firm, and



F. W. POWER.

his business-like supervision over all affairs and contests conducted by his company has given him a wide reputation among circulation men and publishers for fair dealing and integrity to his clients' interests.

Few men in the contest business are better known than F. W. Power,

particularly in New York and Pennsylvania, where he has operated for the United Contest Company during the past three years.

Mr. Power gave up a position in Washington, Pa., as advertising manager of the Washington Record in the early part of 1909 to enter the contest business. After assisting D. Emmet Curley on the Cleveland News' European tour contest he became connected with the United Contest Company and was elected vice-president. Mr. Power is at present conducting an automobile contest on the Fitchburg (Mass.) News.

George F. Houlihan, treasurer and traveling representative of the



GEORGE F. HOULIHAN.

United Contest Company, is taking a much needed vacation at Delhi, N. Y.

He was one of the organizers of the company and has been continuously in its services as contract manager for the past four years, during which time he has called upon newspaper publishers, circulation managers, and business managers in nearly every state in the union, among whom he has many friends. He is a prominent member of the Knights of Columbus and has made their clubs his home during the brief stays in many cities he has visited.

## DEMANDING CLEAN CITY.

The Bridgeport (Conn.) Morning Telegram and Evening Standard have been conducting campaigns calling for an investigation by police and civic authorities in remedying conditions found in numerous hotels of an illicit nature. The campaign is along somewhat the same lines that these papers followed last winter, which resulted in a cleaning up of the city by the police.

Captain J. H. Russell, a former New York newspaper man and police official, has been engaged by the police department of Bridgeport, to investigate conditions in the department and make recommendations for improvement.

**IF  
QUALITY  
GETS  
QUANTITY  
IN  
NEWSPAPER  
CIRCULATION  
WHY  
NOT USE  
SALZ  
FOUNTAIN  
PENS!**

*They lead all others  
as to Quality.*

We offer to prove that our  
pens ARE BEST.

*Samples on ten days'  
free trial.*

Send One Dollar and we will mail at once, postage paid, INSURED, one of our No. 6 Manhattan Guaranteed Pens.

Give it the hardest test you ever put a fountain pen to and if you don't find it satisfactory we promptly refund your money.

Other Pens, 10c. and up.

**SALZ BROS.,**

45 West 34th St., NEW YORK.

## HASTE CAUSES ACCIDENT.

Eagerness to reach a railroad accident to which he had been assigned for a story the other day resulted in serious injury to George Dorman, a reporter for a Battle Creek newspaper. He attempted to leap from a train, which had come to a halt, to another one that was pulling out of the station and missed the hand rail. The result that he was received severe injuries.

## STUDYING FOR MINISTRY.

The Lanesboro (Ia.) Topic has changed owners, the new publisher being G. L. Dripps of Olin, who recently has been connected with a newspaper at Norfolk, Neb. E. A. Place, the retiring publisher, intends to study for the Methodist Episcopal ministry. The Topic is three years old.



# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, L. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 964 FOR THE WEEK ENDING SATURDAY, AUGUST 17, 1912.

## ARE THE NEWSPAPERS MORE THAN FAIR?

In a recent editorial THE FOURTH ESTATE commented upon the fairness of the newspapers in giving widespread publicity to men and measures opposed to the editorial policies of the journals thus exploiting them. For the sake of definiteness we fastened upon the case of Mr. Roosevelt, with whom many editors differ radically. Almost any one in political life who holds pronounced opinions would serve just as well for an example.

There is good basis for the premise that editors can be too fair in their news policies. We have in mind several newspapers which seem almost to be over-fair.

Is a newspaper to be considered fair that prints in full the statements of an opponent, when it is satisfied he is making misstatements, yet contents itself with controverting these utterances within the restricted confines of its editorial columns, on another page?

Resort may be made to the question of advertising for a simpler comparison. No honestly conducted newspaper condones or permits obviously false claims to be made in its advertising columns.

Nevertheless most newspapers permit public men to make obviously erroneous claims or charges in their news columns in the guise of interviews or speeches.

This is a day of loose speaking. Tongues were never before so unguarded in the history of any nation. Publicity, therefore, has almost as many bad uses as there are good ones.

The newspaper that shall attempt to answer misstatements of officials or other public men by paralleling the truth in columns beside that which is untrue will be accused on every side of assuming to mould public opinion to conform to the editor's personal viewpoint.

Editors who diligently eliminate misstatements made by men figur-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$30; Front page, \$40.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

ing in the news will face charges of news suppression.

It should be understood that this exposition of over-fairness is not intended to take account of matters that are libelous. There are laws for that purpose. But all untruthful statements are not necessarily libelous. It is over this type of utterance that a type of editorial supervision or censorship is suggested.

This mere germ of an idea is not our exclusive possession. Many editors share it with us. Some day this idea will expand and when it does there will be developments affecting the profession of editing newspapers.

## REAL VALUE OF JUDGE LANDIS' DECISION.

Seemingly being of primary concern to small newspapers, Judge Landis' decree forbidding a combination of "boiler plate" concerns comes in for a great deal of office discussion among editors and newspaper owners. The public itself knows little or nothing about the decision, the government's so-called friendly suit and the conditions that prompted it.

Involving no such enormous capital as was at stake in the Northern Securities case and the indictments of large trusts, the public's interest in the plate matter situation has been, and is, negligible. It has chosen to look upon the proceedings as an effort to regulate prices at which plate is sold. Naturally enough this would concern no one except the newspaper owners.

Quite the reverse of these assumptions is true. No bigger victory has been won for the American public than the decision forbidding a merger of plate concerns.

It would be possible for a monopolistic plate concern to poison the minds of millions of rural readers with one-sided propagandist opinions. Not only would it be possible under a single ownership—it already has been done with several

plate firms in the field, notably in the distribution of articles in opposition to the parcels post, from which the public would derive many benefits.

Opposition to the parcels post has been liberally financed by the express companies.

"Syndicated thought" is beneficial if it be kept free of any suspicion of adulteration.

## CORRECTION OF ERRORS AND EDITORIAL PROBLEM.

Governor Wilson of New Jersey once devised a quizzical sentence about tobacco-chewing farmers in country stores, saying that where such men congregated there one finds the real public opinion of the country. Editors fastened upon this for weird "feature pages"; a tobacco concern seized upon it for advertisement.

Governor Wilson's wife is obliged to deny with indignation a supposed interview with herself in which she was made to champion cigarette smoking by women—"championing," it turns out, having been done by Mrs. Wilson Woodrow, a writer, instead of Mrs. Woodrow Wilson.

In these days of forced features the denials of injured parties are hopelessly handicapped in any race to catch up with the original misstatements. In the field of publicity this race differs from the result in the hare and the tortoise fairy tale. An initial misstatement is the hare, the denial is the tortoise—and the hare invariably wins.

Careful editors try very hard to afford injured parties opportunities to correct unintentionally disseminated errors, but no editor of our acquaintance has ever been able to make the public accept a denial as news of big-headline value. Consequently, in these days when the majority of readers demand "shocks" and sensations from the news it reads, the big-headlined story journeys far and the small-headlined item dies of malnutrition on the first lap.

## NOTE AND COMMENT.

The state of Michigan is practically assured of having a newspaper man as its next governor. It is said to have been settled that E. O. Wood of the Michigan Loyal Guard will be the Democratic nominee for the state executive's chair, and there appears no doubt that the Republicans will again select Chase S. Osborn, of the Saginaw Courier-Herald, to lead their ticket.

In an editorial the New York Times calls attention to some of the American news published in the London newspapers. The following "special cable" recently appeared in the Daily Chronicle:

A desperate strike riot is proceeding in America at Paint Creek, about twenty miles from Charleston.

Some thousands of miners attacked a force of police with bombs, and the guardians of the mine premises retaliated with galling guns and rifles. In the struggle twenty or thirty of the combatants on each side were killed. Among the victims are the chief of the police force and a number of his men. The mili-

tary have been sent for. Further trouble is feared, as the miners are starving.

The Charleston, W. Va., correspondent of the New York Times was able to corroborate the London newspapers only thus far:

William Springer, a detective, and William Phaup, chief of detectives, coming down Paint Creek Road on a handcar, were fired upon by armed miners. Springer was killed. Phaup was seriously injured. The scene of the shooting was two miles below Mucklow.

The American reports occupied eight lines of space; the London accounts three quarters of a column about the "desperate conflict."

Newspapers which continue to discuss the Madison conference and Hamilton Holt's endowed newspaper proposal call attention to the endowed theater fostered and financed by wealthy New York men several years ago. It was known as the New Theater and its backers lost more than a million dollars in the venture.

The popularity of a well printed and illustrated local weekly newspaper with high class advertisers finds added verification in the case of Detroit Saturday Night, William R. Orr's lively publication. In its past ten issues, according to a card issued within the last few days, Saturday Night has gained 45,759 agate lines of advertising, 3,268 1/4 inches, over the same period of 1911. Saturday Night has been developed as a high-grade pictorial and feature publication, which keeps an eye on certain phases of local news to which daily newspapers devote a lesser amount of space. Its recent increase in circulation is said to parallel its big advertising gains.

At the recent annual meeting of the North Carolina Press Association two outsiders in no way connected with newspaper interests obtained the floor and held it as staunchly as Horatius defended the bridge. They succeeded in emptying the hall of editors and prevented the reading of several scheduled addresses. It is one of the mysteries of press association life how and why time-wasting outsiders invariably obtain invitations to deliver addresses and thus introduce into what should be serious editorial conferences topics in which editors and publishers have no concern.

An article entitled "The Follow-Up Frenzy," quoted with editorial approval in THE FOURTH ESTATE of July 27 and attributed to "A Western Magazine," is to be placed to the credit of the Popular Mechanics Magazine of Chicago.

The clipping was received without identification marks, otherwise it would have been quoted as from Popular Mechanics, a magazine which regularly contains a vast amount of excellent technical matter, helpful to thousands of young men and women throughout America.

A special industrial edition of the Youngstown (O.) Telegram has drawn much favorable attention to that newspaper. The Telegram's motto is "a 150,000 Youngstown" and the special edition did much to



show what a fast-growing section is the Mahoning Valley. The different industries of Youngstown and the valley were covered in special articles, adequately illustrated. Samuel G. McClure is the publisher of the Telegram, and Owen M. Phillips is the advertising manager.

Few small city or regional newspapers can show faster growth than the Troy (N. Y.) Record. The Record is an all-day newspaper, having both morning and evening editions. What is known as Greater Troy comprises the city of Troy, Watervliet, Green Island and Waterford and the combined population is ninety odd thousand, or about 20,000 families.

Within this zone the Record's circulation is 17,771 and the net average total circulation of the paper for the first six months of 1912 is 22,174. Since there are estimated to be 1,000 families, foreign born and unnaturalized, who do not read the English language dailies, the Record is able, with this deduction, to show that it goes into 93 per cent. of the homes in Greater Troy.

Don C. Seitz of the New York World is not the only business manager of a newspaper who is able to "turn literary" when the spirit moves him. Herbert F. Gunnison of the Brooklyn Eagle is now demonstrating this same ability.

Mr. Gunnison has been enjoying a summer outing in England and Holland and the Sunday magazine pages of the Eagle bear witness to the thoroughness of his observations while touring. In his latest article, which fills five columns of space exclusive of pictorial layouts, Mr. Gunnison describes many points of interest, and then, by the law of natural selection, turns to London newspapers and newspaper men. This portion of his article is reprinted in part elsewhere in this issue.

Colonel Oliver Hershman's Pittsburgh Press greeted the arrival of the well-advertised \$3,000,000 Astor baby in a fashion quite different from most newspapers. The Astor baby shared a five-column cartoon with a local baby whose entrance into the world was simultaneous with the Astor heir.

Pittsburgh's baby was a waif and the circumstances surrounding its birth were vastly less impressive than the richly endowed New York child's arrival. Possibly in all newspaper history no child of a proletarian ever received such publicity at birth as the Pittsburgh Press gave this youngster, whose name, by the way, is plain Smith.

#### CLIPPINGS FOR THE U. S.

Instead of subscribing for newspapers the United States Government has arranged to hereafter have all the matter of interest to it clipped by outside interests.

#### FINNISH PAPER SOLD.

The American Sanomat, a Finnish weekly published for the last fourteen years at Ashtabula, O., has been acquired by a stock company.

## PURELY PERSONAL.

C. W. POST, publisher of the Battle Creek (Mich.) News and Inquirer, was successful in his recent experiment to end the drought in his section of the state by exploding dynamite.

CHARLES A. STAUFFER, business manager of the Phoenix (Ariz.) Republican, and W. S. Conger, publisher of the San Bernardino (Cal.) Index, delivered addresses at the last meeting of the Advertising Club of Los Angeles.

MELVILLE E. STONE, general manager of the Associated Press, was a speaker at Chautauqua last week.

H. H. DUNN, news editor of La Prensa, of Mexico City, is on a visit to the United States. Before going to Mexico more than five years ago Mr. Dunn was connected with the Hearst newspapers and was a newspaper correspondent in China.

ST. ELMO MASSENGALE, the Atlanta advertising agent, will shortly make a trip to the Panama Canal Zone for the Commercial Secretaries' Association of the South.

FRED. C. VEON, the former business manager of Los Angeles and St. Louis newspapers, exercised his new automobile Sunday with a trip from Detroit to Fostoria, O., where he at one time published a newspaper of his own.

J. A. MUEHLING of the Sault Ste. Marie (Mich.) News staff has been elected secretary of the local lodge of Elks.

EUGENE GIERING, Jr., son of the editor of the Wilkes-Barre (Pa.) Record, who recently underwent an operation at the Mercy Hospital, is rapidly recovering.

ERNEST G. SMITH, managing editor of the Wilkes-Barre (Pa.) Times-Leader, has been admitted to the bar in Luzerne County.

THOMAS W. PERKINS has again assumed editorial charge of the McKinney (Tex.) Courier-Gazette after a temporary lapse from newspaper work, during which he made a strong campaign for Congress, but was defeated.

LOUIS E. PECK, Stratford correspondent for the Bridgeport (Conn.) Standard and publisher of the Stratford Times, is covering army headquarters for the United Press during the Connecticut campaign.

T. C. TIPTON, manager of the Roswell (Tex.) Morning News, is reported to be confined to his home by illness.

J. N. CLEMENTS, formerly editor of the Athens (Tenn.) Post, has become engaged in the printing business in Chattanooga.

DAVID H. SCOTT, for many years editor of the Griswold (Ia.) American, has moved to Des Moines.

DAVID WINTON, Stratford correspondent for the Bridgeport (Conn.) Farmer, is ill. Mrs. Winton is assisting him in his work.

WILLIAM L. BANNING of the advertising staff of the New York Times made an address at the last

meeting of his advertising co-workers on "The Pictorial Supplement of the Times."

E. T. DAVIS, Associated Press operator for the Bridgeport (Conn.) Standard and formerly a newspaper man in New England, is handling the press work for the Foresters in his city.

"REN" BARKER has been the editorial head of the Reed City (Mich.) Clarion for twenty-eight years. He is now seventy-three years old, but isn't falling a bit behind the times in getting out a live and interesting newspaper.

EDGAR L. MURLIN of Albany, N. Y., is said to be the only active newspaper man today who was a state legislative correspondent when Colonel Theodore Roosevelt was a member of the assembly from New York City in 1884.

JAMES L. MCGOVERN, city editor of the Bridgeport Farmer, has been in Pittsfield, Mass., for several days owing to a serious injury received by his son, who is passing his summer vacation there. D. I. McNamara, police reporter, is acting in his place temporarily.

E. F. WRIGHT, editor of the Lexington (Ill.) Journal, is back at his desk after spending several weeks in the hospital.

H. POFFENBERGER, editor of the Freeport (Ill.) Bulletin, is suffering from severe injuries received in an automobile accident.

E. J. CRADER of the Allentown (Pa.) Item is a member of the publicity committee of the state Democratic campaign.

EARLE S. GOODRICH, the first editor of the St. Paul Pioneer, has just celebrated his eighty-fifth birthday. Mr. Goodrich is now the oldest newspaper man in St. Paul.

JOHN ELWOOD ROCK, a newspaper man of Superior, has moved to Hayward to become editor of a newspaper published there.

DAVID LAWRENCE has been transferred from the Washington staff of the Associated Press to the Woodrow Wilson headquarters at Sea Girt, N. J.

LINDSAY DENNISON represented the New York World at the Progressive Party's nominating convention in Chicago.

ALLEN P. AMES of the New York staff of the Associated Press is the father of a new baby girl.

RICHARD HOWELL, managing editor of the Bridgeport Sunday Herald, accompanied the Connecticut delegation of the Bull Moose party to the Chicago convention and had illustrated articles on the convention in last Sunday's edition.

GUSTAV HAAS, editor of the Milwaukee Germania Herald, is now in the middle of a 5,000-mile race to Stuttgart, Germany, in an endeavor to reach the bedside of his mother before she dies.

MISS FRANCES NEWBOLD NOYES, daughter of Frank B. Noyes, publisher of the Washington Star, is the author of a serial story called "Mark" which is now running in the Sunday Magazine.

WILLIS SHARPE KILMER, publisher of the Binghamton (N.

Y.) Press, is receiving the sympathy of his many friends on the death of his mother.

LEA WILLIAMSON, superintendent of city circulation of the Memphis News-Scimitar, has been off duty for a few days on account of illness.

CLARENCE M. AGARD of the Bridgeport (Conn.) Standard staff contributes to the August, or midsummer short story edition, of Comfort a story, "The Fake Ghost," with the scene laid in the Panama Canal Zone.

HAROLD HOUGH, circulation manager of the Fort Worth (Tex.) Star-Telegram, is reported to be threatened with appendicitis.

E. W. BARRETT, editor of the Birmingham Age-Herald, is in New York.

## WEDDING BELLS.

RAYMOND MAY GUNNISON, a member of the advertising staff of the New York World, has announced his engagement to Miss Olive Mason of Brookline, Mass. The wedding is to take place in October. Mr. Gunnison is a son of Herbert F. Gunnison, business manager of the Brooklyn Eagle, and both himself and his fiancée are graduates of St. Lawrence University. It was there that they first met.

E. WARDE BLAISDELL, a magazine artist of New York, was married in Minneapolis Saturday to Miss Viola Hall Fisher, daughter of a wealthy rancher of Berclair, Mont.

H. M. GEORGE, city editor of the Calumet (Mich.) News, has been married to Miss Agnes L. Murray of Blue Jacket.

JOHN S. MURPHY, a member of the staff of the Chicago Record-Herald, is to be married the latter part of this month to Miss Mary Alice Smith.

Mrs. JESSIE W. BRABANT, for many years connected with Grand Rapids newspapers, was recently married to Spencer Hilton of Anadarko, Okla.

MARK A. VANCE, a New York newspaper man, and Miss Edna F. Finn have been married.

ARTHUR H. BOWSER, publisher of the Chesterton (Ind.) Tribune, was married the other day at Gary to Olive Bourell. Mr. Bowser is a former state senator.

JOHN F. O'BRIEN, a Denver newspaper man and former secretary of the Press Club, and Miss Eva Larson of Milwaukee have been married.

#### ITALIAN EDITORS SUE.

James Lanzatta, editor of the Syracuse (N. Y.) Risveglio Coloniale, is being sued for \$50,000 damages for alleged libel by Joseph Ray, editor of La Gazetta.

#### COMPANY TAKES CHARGE.

The Duffy Publishing Company has purchased the Vollmer (Ida.) News. Under the new arrangements Oakley W. James will be the editor.

## BUSINESS OPPORTUNITIES

## PROSPEROUS

### Central West Weekly.

Wealthy agricultural community. No competition. 1911 receipts \$10,349.00. Disbursements \$5,324.50. Balance of \$5,024.41 was owner's return for personal effort and investment. Property promises to do as well or better in present and future years. Mergenthaler, 4 presses, four motors, paper cutter, folder, etc., etc. Will be sold for \$17,000. Proposition E. J.

C. M. PALMER,  
NEWSPAPER BROKER,

277 Broadway, New York

## TO PUBLISHERS:

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address: PLYMOUTH, care The Fourth Estate.

## TO EUROPE IN MOTOR BOAT.

Captain Thomas Fleming Day, editor of the Rudder Magazine, has successfully crossed the Atlantic Ocean in a thirty-five foot motor boat, touching at Queenstown, Ireland, after a trip of twenty-one days. The motor boat that made the trip was the Detroit, owned by William E. Scripps, general manager of the Detroit News, and Commodore of the Detroit Motor Boat Club, in which capacity the boat is his flagship.

## VERITY NEW PRESIDENT.

At the annual meeting of the stockholders and board of directors of the Middletown (O.) Journal George M. Verity was elected president, D. F. Harby vice-president, M. A. Thomas treasurer, and G. H. Charles secretary.

## AGENCY EXPANDING.

The Campbell-Ewald Advertising Company, of Detroit, has opened a branch office at Saginaw, in charge of Roland C. Lee, who has been connected with the agency in Detroit.

## MACHINERY FOR SALE.

FOR SALE—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE—One Canadian Linotype, No. M 324, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment of high-class printing machinery of every description ever offered. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

## EWING GETTING RESULTS.

Colonel Robert L. Ewing, proprietor of the New Orleans States and chairman of the Democratic committee having charge of the popular newspaper subscriptions, is receiving many hearty responses to his request that newspapers open up their columns to receive contributions to the Wilson and Marshall campaign fund.

Colonel Ewing's own paper, which was one of the banner papers of four years ago in the matter of popular subscriptions, has already raised \$3,700; Norman E. Mack's Buffalo Times reports more than \$3,000; the Owensboro (Ky.) Messenger, owned by Urey Woodson, formerly secretary of the Democratic National Committee, reports \$1,025.

## PRESS AGENT LIBEL SUIT?

Gaby Deslys, the actress, who is now in Paris, is tired of the unkind things said about her by French critics, and to make an example of one of the most prominent she is suing Ernest Charles for \$10,000.

## NEW DAKOTA DAILY.

The Daily Tribune has appeared at Mitchell, S. D. The publishers are H. P. Leavitt and Harry M. Hammond, who are manager and editor respectively.

## LAST CALKINS PAPER.

The Nevada City (Cal.) Transcript is no more. It was the last paper of the once big list of California papers published by the Calkins Syndicate.

## AN EAGLE PAPER.

The Fraternal Order of Eagles at its Cleveland convention decided to establish a national magazine to help further its interests.

## MACHINERY FOR SALE.

Nine No. 1 two-letter LINOTYPES overhauled by the factory last February, at \$1500, F. O. B. cars Boston, Mass. These machines were purchased by us from the Boston Herald which, as recently announced, purchased the Boston Traveller. Quick action required to purchase at the above figure, as price will be advanced after removal to New York.

Send for our latest machinery list. The largest assortment of high-class printing machinery of every description ever offered.

RICH & McLEAN,  
51 Cliff Street, NEW YORK.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices Jackson & Bell, Wilmington, North Carolina.

FOR SALE.—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

## IN THE PUBLIC EYE.

HARRY H. COLLIER, editor of the Tacoma Progressive Democrat, has entered the race for the nomination for lieutenant-governor on the Democratic ticket. Mr. Collier for many years has been prominent in political and newspaper circles of Washington. He established the Pacific Poultryman, conducted the Sun-Democrat for several years and started the Progressive Democrat two years ago.

FLOYD J. MILLER has left the staff of the Detroit Free Press to become financial secretary of the Associated Charities organization. Mr. Miller formerly did newspaper work in Detroit, Hartford, Conn., Oneonta, N. Y., and Havana, Cuba.

ROBERT N. HARRIS, editor of the Tamaqua (Pa.) Courier, is the new chief burgess of his town.

THOMAS CRAWFORD, managing editor of the Centralia (Wash.) Daily Chronicle, has announced his candidacy for the office of state senator.

J. H. TANANEVIEZ, publisher of the Lithuanian Katalikas, Chicago, has resigned as a member of the Progressive Provisional State Committee of his district because of his friendly relations with Governor Dineen.

D. W. TULLOCH, proprietor of the Oakdale (Cal.) Leader, is a candidate for the nomination for assemblyman on the Democratic ticket.

W. H. KILLAN, city editor of the Modesto (Cal.) Herald, is campaigning for the Republican nomination for the assembly.

C. H. SMITH, publisher of the Implement Age, Springfield, O., may enter the race for the Progressive nomination for Congressman.

## NOW CITY EDITOR.

William Wood has resigned as telegraph editor of the Springfield (Ill.) State Journal to become city editor of the Carlinville Daily Enquirer. He is succeeded on the State Journal by Waldo McAmis, who has been a reporter on the paper.

## ST. LOUIS AD MAN QUILTS.

William J. Ellis has resigned as advertising manager of the Schwab Clothing Company, St. Louis.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET.

Branches:  
712 STREET AND BROADWAY,  
15TH STREET AND EIGHTH AVE.,  
NEW YORK.

## AMUSEMENTS.

ASTOR, Broadway and 45th street.  
"The Greyhound."  
BROADWAY, near 41st street. "Hanky Panky."  
CASINO, Broadway and 39th street.  
"The Merry Countess."  
COLUMBIA, Broadway and 47th street.  
Dorlesque.  
COMEDY, 41st street, east of Broadway.  
"Buntly Pulls the Strings."  
CRITERION, Broadway and 44th street.  
"The Girl from Montmartre."  
FIFTH AVENUE, Broadway and 28th street. Vaudeville.  
FOURTY-EIGHTH STREET, just east of Broadway. "Just Like John."  
GAITEY, Broadway and 46th street. "Officer 666."  
GLOBE, Broadway and 46th street. "The Rose Maid."  
KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.  
KNICKERBOCKER, Broadway and 38th street. "Robin Hood."  
LUNA PARK, Coney Island. "Nothing like it under the sun."  
MAXINE ELLIOTT'S, 39th street, near Broadway. "Ready Money."  
NEW BRIGHTON, Brighton Beach. Vaudeville.  
PLAYHOUSE, 48th street, east of Broadway. "Bought and Paid For."  
STEEPLECHASE PARK, Coney Island. "Coney's funny place now."  
ZIEGFELD MOULIN ROUGE, formerly New York Theater. "A Winsome Widow."

## "DOG DAYS" IN NEW YORK'S COLONY OF "SPECIALS."

Gregorio Cinqua of the Beckwith Agency is on a bicycling trip through New York State.

Matthew Thompson of the New York staff of the J. C. Wilberding Company has returned from a two weeks' stay at Beach Haven, N. J.

Harry D. Reynolds has returned to his desk after spending two weeks in upper New York State.

Raymond McKinney, of the McKinney Agency, has returned from a fishing trip to Wallops Island, Va. Mr. McKinney was the guest of the Chiricoteague Gun Club, which has among its members a number of prominent newspaper men.

George J. Burns, assistant advertising manager of the American Press Association, has returned from a two weeks' vacation spent at Lake George.

## CENSORSHIP IN EGYPT.

The police began a campaign against the publication of anti-English literature in Cairo, Egypt. Native printing offices, newspaper offices and news and book dealers' shops have been placed under close surveillance.

The crusade is the result of the evidence brought out in the case of the three young Egyptians sentenced to fifteen years' imprisonment each that seditious books and pamphlets incited them to plot Lord Kitchener's assassination.

## BECOMES MANAGING EDITOR

Bruce W. Ullsh has become managing editor of the Zanesville (O.) Times-Recorder. He was formerly night editor of the Fort Wayne (Ind.) Journal-Gazette.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

## "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY



## SITUATIONS WANTED.

I am 30 years old, and a bachelor; well-educated; capable and experienced; temperate in all things. I have been engaged in daily metropolitan newspaper work for 10 years. For 4 years I have been with my present employers, a big, metropolitan daily, in a big, metropolitan city, and for more than 3 years I have had my present assignment. I want to change to a live, up-to-date, morning or afternoon paper, in a small but live and growing city, where I would have general charge of the news end, and where I would have an opportunity to make my ability, experience, fidelity, character, honour and ambition pay me something like what I am worth. If you should become interested in me, let me know what you would require and what you would pay, and give me full information about your paper and its owners and managers, and about the town and county in which it is published, and send me a copy of the paper. Address Box No. 46, care The Fourth Estate.

## Woman's Page Editor

Experienced newspaper woman, Domestic Science Lecturer and member of editorial staff of large city daily, wants editorship of woman's department. Will furnish special feature stories for women's pages. Address Cleveland, care The Fourth Estate.

## VACATION NOTES.

ROBERT J. SCHULTHEIS, classified as manager of the Cleveland Leader, and Mrs. Schultheis, are on a vacation in Atlantic City. They made a short stop-over in New York on the way through.

HOWARD DAVIS, advertising manager of the New York American, has returned from a three months' trip to Europe.

FRANK McCABE, classified as advertising manager of the New York World, is spending his vacation with his family at Asbury Park. Mr. McCabe has been selected one of the judges for the annual baby parade to be held there on August 21. Governor Woodrow Wilson, the Democratic candidate for President, is another one of the judges.

ERNEST J. OTTENI of the news staff of the Wilmington (Del.) Evening Journal is at Fensted's Beach, a resort on the Jersey side of the Delaware River, opposite Wilmington, where he is summing and is building a bungalow.

CLIFFORD F. CROSSGROVE of the Wilmington (Del.) Evening News staff, has returned from a week's touring vacation.

WILLIAM HOLFORD, editor of the Garland (Tex.) News, made his trip with the farmers and ranchers' automobile tour from Dallas to San Antonio.

L. EDGAR OSGOOD of the Hartford (Conn.) Courant city staff, is at Andover, Mass. He was formerly a representative in the Massachusetts legislature from that place.

FRED M. ALLEN, city editor of the St. Augustine (Fla.) Record, has returned from his vacation. Mr. Allen is also the St. Augustine cor-

## SITUATIONS WANTED.

## Active Newspaper Man

Twenty years experience, always made good, now managing editor leading paper in city 40,000, wants a bigger job. Prior to coming to the position I now hold was news editor two years leading daily in one largest cities in United States. Publishers who are seeking for a man that can deliver the goods are invited to write. Address C. T. care The Fourth Estate.

## Manager.

Now employed as manager on prominent western paper seeks change. References convince of ability to manage profitably. By taking entire charge of advertising and circulation departments, business office and mechanical ends, have increased income, curtailed expenses and made money in past situations. Publishers wishing an active, capable man, not afraid of hard work, who has had 18 years' experience in learning how to systematically and economically publish a paper should address, EFFICIENT, care The Fourth Estate.

An experienced newspaper man desires position at any kind of desk work. Address Work, care The Fourth Estate.

respondent for the Savannah News and other papers.

C. T. CRUGINGTON, city hall reporter of the Bridgeport (Conn.) Standard, is at Bantam Lake, Litchfield; I. S. Olstead, of the business office, is spending the hot weather at the shore resorts; J. Edward Elliott, city editor, is camping at Walnut Beach on Long Island Sound, leaving Clarence M. Agard in charge of his desk; and Howard A. Stevens, foreman of the composing room of the Standard, is visiting relatives in New York State, leaving Charles Bierbaum as acting foreman.

ALFRED S. O'BRIEN of the staff of the Bridgeport (Conn.) Sunday Herald has been enjoying a vacation in various parts of Connecticut.

JAMES H. HABERLIN, sporting editor of the Bridgeport (Conn.) Morning Telegram, spent his vacation on a motorcycle trip to various points of interest throughout the state.

F. W. BOLANDE, managing editor of the Bridgeport (Conn.) Post, has returned from Atlantic City and nearby summer resorts.

CHARLES T. MURPHY of the New York Evening Mail staff has returned from a visit to relatives in Ireland, and incidentally a trip to the Olympic games in Stockholm.

CHARLES R. MACAULEY, the New York World cartoonist and president of the New York Press Club, is back on the job again after several weeks spent in Nova Scotia. Lewis H. Minor, who drew the World cartoons in his absence, has returned to the St. Louis Post-Dispatch.

EDWARD McKERNAN of the Associated Press headquarters in New York is spending a couple of weeks in the Berkshire Hills.

OSCAR WATSON, night head of the foreign news desk of the Associated Press office in New York, is sojourning at St. Johns, N. S.

ROBERT H. DAVIS, editor of the Munsey magazines, is due back from his vacation today.

C. FRED COOK, city editor, Harry Shannon, exchange editor, and Earl Godwin, House reporter,

## SITUATIONS WANTED.

QUICK!  
I MUST BE LOCATED  
IMMEDIATELY!

Can handle any desk or street position. Experienced in every department of the news. Young, capable, energetic, ambitious, sober. Gift-edged references. First class man whose work is high grade in every respect. Must make connection AT ONCE. MEAN BUSINESS! WHERE "Immediate," care The Fourth Estate.

## Newspaper Manager

with a successful record in developing advertising and circulation solicits correspondence for immediate engagement. Content to operate all departments on economical lines. References will show marked ability in building up propositions. Hustler and will "make good." Preference for small hustling up-to-date city. Address M. S., care The Fourth Estate.

Experienced  
Newspaper Man

with executive ability, now managing editor large daily, desires to make change about September 1. Twenty years' active and successful work. All correspondence confidential. Address "Experience," care The Fourth Estate.

Advertising man, with ten (10) years' practical experience, desires position as Advertising or Sales Manager or as assistant to Advertising or Sales Manager. Can plan advertising campaigns and am thoroughly familiar with sales department work. Address AD MAN, care The Fourth Estate.

Circulation Manager  
and Worker.

wants opening. Ten years' experience on Metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum results at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

all of the Washington Star, spent the past week with the militiamen at Camp Ordway, Harpers Ferry, W. Va.

J. H. TENNANT, managing editor of the New York Evening World, has gone off on a trip to the mountains.

HENRY R. BRYAN, owner of the Hudson (N. Y.) Republican, and Albert Fell, manager of the Kingston Leader and Argus, are members of a camping party at St. Oia, Ontario.

GEORGE FLEMING of the staff of the New York Globe will leave next week for a few weeks in the mountains of Vermont.

LEROY T. VERNON, Washington correspondent of the Chicago Daily News, is back on duty after a visit to his home in Everett, Wash.

D. HASTINGS MacADAM of the Washington office of the St. Louis Republic is covering New York for the paper during the vacation of J. H. Reagan.

THOMAS F. DAWSON of the Associated Press Washington forces is on a visit to his home in Denver.

H. E. C. BRYANT, a member of the New York World's Washington office, is back on duty after a Southern vacation tour.

JOHN MARTIN of the Washington Star is spending two weeks at his Kentucky home.

STOWE E. ELLIOTT, assistant managing editor of the Sioux City Tribune, is visiting at Yankton, S.

## SITUATIONS WANTED.

Position and  
Investment.

*Young man, energetic and ambitious, is open for engagement. Wishes to form A-1 connection with reliable, sound paper where faithful work and originality, hustle and progressive ideas that have succeeded always, can take root and be appreciated.*

Can furnish gift-edged references as to character, habits, integrity and experience. Speculators and fly-by-nights need not reply. Answers should be accompanied by references. Only those desiring to consider the following proposition need write: city in south or south-east, on sea coast or water way preferred. Population of 15,000 to 30,000—afternoon paper—will accept managing editorship or similar position for six months, at end of that time if conditions prove satisfactory will take limited amount of stock for cash or make cash payment with reason, able and easy terms. Address "Garcia," care The Fourth Estate.

## Circulation Manager

of long and successful experience, with thorough knowledge of every branch of circulation work and especially strong in organizing and systematizing, with a big record for quick and permanent increase in circulation and collections; an energetic worker; wants opportunity for big success. Address Success, care The Fourth Estate.

D., where he was formerly connected with the Press.

THOMAS W. WALSH, of the New York office of the A. N. P. A., has returned from a vacation spent in Canada and the Great Lakes district of New York State in company of his two brothers.

CHARLES S. GLEED, one of the owners of the Kansas City Journal, is on a trip to the Pacific Coast with Mrs. Gleed and their daughter.

M. S. SHERMAN, editor of the Springfield (Mass.) Union, has returned to his desk after a tour of Maine with Mrs. Sherman.

LEE L. ROBINSON, who represents the Louisville Evening Post at Washington, D. C., is spending a short time in Louisville.

HERBERT MYRICK, president of the Phelps and Orange Judd publications, sailed for Europe from New York on Wednesday.

## VETERAN SELLS PAPER.

The Olympia (Wash.) Standard, published for the last fifty-two years by John Miller Murphy, the dean of Washington newspaper editors, has been sold to J. H. Brown, Eagle Freshwater and J. DeK. Brown. Mr. Murphy will continue with the Standard in an advisory capacity.

## NEW FLORIDA DAILY.

Plans are on foot to establish a new daily paper in Orlando, Fla. J. Ferris, publisher of the South Florida Sentinel, and several other prominent men of the section are organizing a stock company for the newcomer. They plan to purchase an entirely new plant for the paper.

# SOME COMMENTS OF W

## on the Rules Governing

# BUFFALO EVENING NEWS

### THE SHREDDED WHEAT CO.

Manufacturers of  
Shredded Whole Wheat Biscuit and Triscuit

NIAGARA FALLS, N. Y., June 17, 1912.

Please accept our congratulations on your stand with reference to medical ads as outlined in your letter of the 15th, which was received this morning. In making up the newspaper schedule for Shredded Wheat advertising we always give preference to the newspapers that do not carry objectionable medical advertising wherever it is possible to do so, and I think I can assure you that the time is coming when none of the big national advertisers will care to be found in company with the quack nostrums that are advertised in some of the so-called "nice family newspapers."

T. A. DEWESE, Director of Publicity,  
THE SHREDDED WHEAT COMPANY.

### THE H-O COMPANY

Executive Offices

BUFFALO, N. Y., June 15, 1912.

We have received copy of your form letter of June 15th, announcing the policy in regard to medical advertisements, and the writer is very glad to note that you have taken this stand, and I believe it will make for better results with the advertiser—who has an honest proposition and whose product does not require that any extravagant claim be made for it.

THE H-O COMPANY, By C. F. ALWARD.

### ADAM, MELDRUM & ANDERSON COMPANY

DRY GOODS MERCHANTS

BUFFALO, N. Y., June 19, 1912.

I want to commend your action in taking the stand you have, with regard to certain medical advertising. I feel that it is a big stride forward and one that will eventually become the policy of other Buffalo newspapers.

The daily newspaper today, and especially those with circulation that runs into hundreds of thousands of readers, is a powerful factor in the home. It wields tremendous influence for good or for evil. Its most objectionable feature today in my opinion is obnoxious advertising copy that is classified as medical advertising. When one thinks of the effect of this on the innocent minds of children who read the newspaper that is brought into the homes I cannot understand why so many newspapers published by men of reputation can conscientiously accept it.

I hope you will spread this policy of the News broadcast, so that it may have an effect upon others who think more of the almighty dollar than they do of the service to which their constituency is entitled and especially for the effect this kind of advertising must have upon the juvenile minds of our coming men and women.

J. P. FALLON, Advertising Manager.

### EDW. S. BABCOX

Advertising Manager

YAWMAN & ERBE MFG. CO.

ROCHESTER, N. Y., June 17, 1912.

I congratulate you upon the stand you have taken in your circular letter of the 15th, regarding quack medical advertising.

The sooner our leading newspapers take this stand, the sooner will advertising be recognized as a worthy profession.

EDW. S. BABCOX.

### THE FISK RUBBER COMPANY

CHICOPEE FALLS, MASS., June 17, 1912.

We are in receipt of your circular letter of June 15th and wish to congratulate you upon the stand you have taken in connection with medical advertising.

We appreciate that it means a sacrifice in dollars and cents for any paper to take this stand but are confident that it will increase confidence in the paper with your other advertisers and that eventually your stand on this question will prove a profitable one to you.

We are not ourselves at the present time doing very much newspaper advertising, but we are glad to go on record in favor of every effort to put newspaper advertising on a par with our best magazines.

THE FISK RUBBER COMPANY. M. G. WEBBER.

### THE MOSS-CHASE CO.

ADVERTISING SERVICE  
Merchandising Campaigns

110 FRANKLIN STREET,

BUFFALO, N. Y., June 17, 1912.

We are very much pleased to receive your form letter of June 15th, re medical advertisements in The Buffalo News. You have made a decision which will set your paper—further—in a class by itself.

There is nothing, in my mind, that can better or more rapidly increase the value of a newspaper to general advertisers than this cleaning up of questionable ads, and the reading public, as well as the advertisers, will appreciate the move that the Buffalo News has made.

In this connection, might it not be a good thing to call attention to this fact in your Editorial Columns, so that the people as well as the advertisers may know what you are doing to make your paper one of solid worth to the community?

THE MOSS-CHASE CO., S. C. MOSS.

### THE GLIDDEN VARNISH CO.

HIGH GRADE VARNISHES

CLEVELAND, O., June 17, 1912.

We have your circular letter of the 15th inst., and note that you state that after this date no contracts will be accepted by your publication for medical advertisements set in type resembling the reading or news type of the paper, and calling for full position, and that no contracts for medical advertising of any kind will be accepted by you until you are satisfied as to the merits of the article advertised and the liability of the advertiser, and we wish to say that this is a step in the right direction and ought not to fail to be appreciated by all conscientious advertisers who have given this matter any thought.

THE GLIDDEN VARNISH COMPANY, FRANK P. FOSTER, JR.,  
Advertising Manager.

### THE OMEGA CHEMICAL CO.

576 5th AVENUE

New York, N. Y., June 17, 1912.

Replying to yours of the 15th, BULLY FOR YOU! This beats all the Pure Food and Drug Laws, and all the legislation proposed for making advertising honest. The Buffalo Evening News is blazing the way for a solution of advertising abuses.

BERT M. MOSES, Adv. Mgr.,  
President of the Association of American Advertisers.

### THE WM. H.

In connection with Ja

Allow me to congratulate News on medical advertising. I am the first to take this stand. I am looking with suspicion at this class of advertising.

### THE N

Buffalo, N

On and after  
tracts will be  
Advertisement  
bling the read  
this paper, call  
and no further  
this style will  
Evening News  
tracts have exp  
for Medical Ad  
accepted by us  
as to the merit  
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vertiser to carr  
he makes, is ac

Write for De  
Statement

EDWARD

Editorial

Foreign

KELLY-M

220 Fifth Avenue  
New York, N. Y.



# ALL-KNOWN ADVERTISERS

## Medical Advertisements in the

# EVENING NEWS

### GERER CO.

Creery & Co., New York

o, N. Y., June 22, 1912.

on the stand taken by the  
the News naturally should  
am sure that you will not  
advertisers more and more  
e papers that are filled up  
r, Advertising Manager.

### RULES:

June 15, 1912.

date, no con-  
tent for Medical  
in type resem-  
or news type of  
or full position,  
vertisements of  
in the "Buffalo  
or existing con-  
and no contracts  
any kind will be  
we are satisfied  
ne article adver-  
ity of the ad-  
every claim that

ard Rate and  
Circulation

### BUTLER

roprietor

sentatives

COMPANY

People's Gas Bldg.  
Chicago, Ill.

### BOSCH MAGNETO COMPANY

223-225 WEST 46th ST.

NEW YORK, N. Y., June 18, 1912.

SUBJECT: MEDICAL ADVERTISING REFUSED.

The writer wishes to acknowledge your circular letter of the 15th inst., calling attention to your new rule by which you refuse medical advertising, etc.

This is surely a creditable stand and we are glad to see the Buffalo Evening News heading the list to clean the advertising columns of what has tended to lower the standard of all other publicity appearing in a paper.

BOSCH MAGNETO COMPANY,  
A. H. BARTSCH, Advertising Manager.

### JOHNSON & JOHNSON MANUFACTURING CHEMISTS

NEW BRUNSWICK, N. J., June 17, 1912.

Your circular letter of June 15th, has been read by the writer with considerable interest.

At the present time, we are not using either newspapers or magazines in our work, but were we doing so it would be certain that wherever possible we should select journals that have adopted the policy which you have in regard to medical advertising. The writer believes that many firms situated like ourselves might do more publicity work were it not for the fact that heretofore their advertisements have been classed with those which you are now excluding.

JOHNSON & JOHNSON,  
F. B. KILMER, Advertising Manager.

### UNITED SHIRT & COLLAR CO.

Executive Offices

TROY, N. Y., June 20, 1912.

The writer has read with interest your announcement of June 15th regarding medical advertisements set in type resembling the news type of the paper and medical ads of questionable nature.

It is indeed a pleasure to receive this notice. If every newspaper in the United States of known circulation and that held the leading position in its field like the News in Buffalo would follow this procedure, it certainly would be a benefit to the legitimate advertiser and I believe to the newspaper as well.

UNITED SHIRT & COLLAR CO.,  
G. B. MOON, Advertising Manager.

### N. W. HALSEY & CO.

49 WALL STREET

NEW YORK, June 17, 1912.

Referring to your circular letter of the 15th inst., as a member of the Vigilance Committee of the Advertising Men's League of New York, I congratulate you on the definite stand you are taking on medical advertising.

Whenever in doubt the Vigilance Committee (200 Fifth Avenue) will give you any information in their possession.  
H. D. ROBBINS, Department of Publicity.

### GENERAL MOTORS COMPANY

DETROIT, MICH., June 17, 1912.

Replying to yours of the 15th regarding Medical Advertising, our comment is as follows:  
GOOD!

F. W. KURTZ.

### RUSSEL M. SEEDS COMPANY ADVERTISING

INDIANAPOLIS, INDIANA, June 18, 1912.

We have your notice of the 15th inst., regarding your new policy on medical advertisements.

We wish to commend you on the stand you have taken in this matter. It is surely a good one, and one that cannot help benefiting the advertiser as well as your readers and yourself. All meritorious medical preparations will profit from such a policy by the added confidence of your readers with such publication; thereby making your paper a stronger and more valuable medium for the advertiser.

J. HARDING, For Russel M. Seeds Co.

### C. A. WEED & COMPANY CLOTHIERS, HATTERS, FURNISHERS

BUFFALO N. Y., June 19, 1912.

I am very much pleased to hear that the News is taking this stand against the fake medicine ads and I feel sure that the next step will be to stand back of everything you print. This will make the News one of the cleanest papers in the country and all advertisers will gain by it.

WM. H. SCOTT, Advertising Manager.

### Advertising Department UNITED STATES TIRE COMPANY BROADWAY AT 58th STREET

NEW YORK, June 18, 1912.

Permit me to congratulate you on your general letter of June 15th, regarding the attitude of the Buffalo Evening News relative to medical advertisements.

This policy is a distinct step in advance in newspaper ethics, and I predict that the stand which the News has taken will be generally adopted by the best newspapers at an early date.

UNITED STATES TIRE COMPANY,  
Geo. C. HUBBS, Advertising Director.

### THE POMPEIAN MFG CO

Maker of Pompeian Massage Cream and Soap

CLEVELAND, O., June 18, 1912.

This acknowledges your announcement of June 15th, stating that you will no longer accept reading notices which might be deceptive. We congratulate you on this stand.

In the fall we expect to put out a new product and will do it by a newspaper campaign. I cannot say at present whether as large a city as Buffalo will be on our preliminary tryout list.

With renewed thanks and best wishes, we are,

THE POMPEIAN MFG. CO.,  
W. W. WHEELER, Advertising Manager.

### THE SWEENEY CO. DEP'T STORE 256-268 MAIN STREET

BUFFALO, N. Y., July 2, 1912.

Noting the stand that the News has taken in the elimination of objectionable medical advertising, we wish to commend your position.

We have often felt, as the writer has told you, that the presence of medical copy at the side of department store news detracts from the value of mercantile advertising.

The News will accomplish much in the betterment of clean publicity by its stand.

We are glad of the opportunity to express our appreciation.  
THE SWEENEY CO.,  
DE FOREST PORTER, Advertising Manager.

# The KNICKERBOCKER PRESS

## TROY ALBANY SCHENECTADY

### Association of American Advertisers

No. 340 Whitehall Building, New York City.

#### EXAMINER'S REPORT ON

### The Knickerbocker Press (Morning)

ALBANY, N. Y.

From July 1, 1911, to June 30, 1912.	Examined July 12-Aug. 1, 1912.
Paid (Average)	Unpaid (Average)
City Carriers .....	City Complimentary .....
Newsdealers .....	Advertisers and Agents .....
Street Sales .....	Sample Copies (City) .....
Special Sales .....	

Total City Paid.....	9745	Total City Unpaid .....	300
Outside Agents .....	6467	Complimentary by Mail... ..	209
Mail Subscribers .....	943	Advertisers and Agents .....	77
R. F. D. Routes .....	297	Exchanges .....	159
		Railway, Baggage and Ex-	
		press, Post Office, Etc. ....	72
		Country Samples .....	766

Total Outside Paid..	7707	Total Outside Unpaid..	1283
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#### (FIGURES NET)

Total Paid .....	17452	Total Unpaid .....	1583
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Total Average Circulation, Paid and Unpaid—19,035.  
The average circulation, paid and unpaid, for last month of period examined, is—24,357.

The unpaid circulation remains practically constant.

Average net press run—23,641.

#### GAINS AND LOSSES IN PAID CIRCULATION FOR LAST MONTH EXAMINED OVER FIRST MONTH EXAMINED ARE:

July, 1911—City .....	8,577	Country .....	5,825
June, 1912—City .....	12,747	Country .....	10,519

GAIN .....	4,170	4,694 Total—8,864	
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The distribution of circulation is 53% in the city and 47% in the country.

#### CIRCULATION BY MONTHS.

	Paid.	Unpaid.	Total.
1911.			
July .....	14,402	2,314	16,716
August .....	15,967	3,352	19,319
September .....	15,915	2,487	18,402
October .....	15,843	1,197	17,040
November .....	17,202	1,361	18,563
December .....	16,938	1,407	18,345
January (1912) .....	16,670	1,130	17,800
February .....	16,353	1,252	17,605
March .....	17,234	1,056	18,290
April .....	19,727	1,114	20,841
May .....	19,904	1,238	21,142
June .....	23,266	1,091	24,357

#### HIS HUNTS ADMITTED.

Through the efforts of John F. Byrne, a New York newspaper reporter, Secretary Nagel has overruled a decision by immigration officials of New York that a salary of \$25 a week is not sufficient to support three persons in the United States, and authorizes the admission to this country of Mary and Cecile Fleming, two elderly sisters, of Dublin, Ireland.

The women landed August 10 and sought permission to make their home with Byrne, who is their nephew, whom they had reared from infancy to manhood. Although Byrne, an unmarried man, declared his intention of supporting his aunts, who took the place of his parents, who died when he was two years old, an immigration board of special inquiry at Ellis Island held that his

weekly stipend of \$25 might result in the aliens becoming public charges. The secretary disagreed and cancelled the order for deportation.

#### WRITERS KILLED IN MEXICO.

Two Mexico City newspaper men were among the twenty passengers slaughtered by Zapatistas in a canyon, one kilometer north of Ticuman, 110 miles southeast of Mexico City, on Sunday, when a passenger train south-bound was attacked from ambush.

The newspaper men were on their way to interview Emiliano Zapata, the chief of the rebels. One of these, H. L. Strauss, a native of Uruguay and consular agent of his country in Mexico City, was employed at one time on the New York Herald. He was making this trip

to see Zapata as a representative of El Imparcial. The other correspondent was Ignacio Herreras of El Pais.

#### EDITOR BEATEN.

H. Bent Bryan, editor of the South Norfolk (Va.) Eagle, has been compelled to lay up for recuperation following a beating he received last week at the hands of S. Herman Dennis, sanitary inspector of the city. After trouble that had been hanging fire for some time between the two men they met and had it out.

#### PUBLISHER RETIRES.

J. C. Hennon has purchased the Bentonville (Ark.) Sun from H. L. Cross, who retires from active business after many years' service with the paper.

### The Knickerbocker Press

(SUNDAY EDITION)

Paid	(Average)	Unpaid.	(Average)
City Carriers .....	694	City Complimentary .....	16
Newsdealers .....	6370	Advertisers and Agents..	154
Street and Special Sales .....	615	Sample Copies (City).....	43
<hr/>		<hr/>	
Total City Paid .....	7679	Total City Unpaid .....	213
Outside Agents .....	4277	Complimentary by Mail... ..	148
Mail Subscribers and		Advertisers and Agents..	75
R. F. D. Routes ....	276	Exchanges .....	123
		Railway, Baggage and Ex-	
		press, Post Office, Etc..	45
		Country Samples .....	249

Total Outside Paid..	4553	Total Outside Unpaid..	640
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(FIGURES NET) Total Paid .....

12,232 Total Unpaid .....

853

Total Average Circulation, Paid and Unpaid—13,085.

The average circulation, paid and unpaid, for the last month of period examined is—21,876.

The unpaid circulation remains practically constant.

Average net press run—16,731.

#### GAINS IN PAID CIRCULATION FOR LAST MONTH EXAMINED OVER FIRST MONTH EXAMINED ARE:

July, 1911—City .....	5,064	Country .....	2,572
June, 1912—City .....	10,267	Country .....	9,527

GAIN .....	5,203	6,955 Total—12,158	
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The distribution of circulation is 59% in the city and 41% in the country.

#### CIRCULATION BY MONTHS.

	Paid.	Unpaid.	Total.
1911.			
July .....	7,636	627	8,263
August .....	11,712	565	12,277
September .....	9,107	657	9,764
October .....	8,392	647	9,039
November .....	10,232	726	10,958
December .....	10,743	629	11,372
January (1912) .....	9,191	727	9,918
February .....	12,108	704	12,812
March .....	16,429	714	17,143
April .....	15,070	1,187	16,257
May .....	16,350	968	17,318
June .....	19,794	2,082	21,876

#### PLANT ORDERED SOLD.

On a judgment of the Markle Banking & Trust Company for \$4,200.48 the Hazelton (Pa.) Sentinel has been ordered closed by the sheriff and the plant and assets sold. The Sentinel is the oldest paper in Hazelton.

#### BACK IN ST. PAUL.

John B. Cox has returned to his former position as circulation manager of the St. Paul Dispatch. For some time past Mr. Cox has been located at Los Angeles.

#### WOMAN IN CONTROL.

A controlling interest in the Meade County (Ky.) News has been purchased by Miss Agnes Wehrle, who has also assumed the post of editor.



# The KNICKERBOCKER PRESS

## TROY ALBANY SCHENECTADY

Distribution of circulation by Towns in accordance with publisher's records  
as of June, 1912:

N. Y. STATE.	Daily.	Sunday.	N. Y. STATE.	Daily.	Sunday.
Saratoga	175	175	Newburgh	10	4
Ballston	75	90	Kingston	31	16
Schenectady	2563	2406	Nassau	40	37
Latham's Corners	80	25	East Greenbush	30	20
Cohoes	810	501	East Schodack	10	20
Troy	2,980	2,650	Valatie	65	56
Menands	55	40	Rossmans	18	20
Waterliet	567	35	North Chatham	40	40
Glens Falls	453	720	Stottville	85	80
So. Glens Falls	83	108	Niverville	20	12
Mechanicville	189	236	Stuyvesant Falls	12	10
Fort Edward	195	231	Kinderhook	8	10
Warrensburg	89	57	Electric Park	18	17
Hudson Falls	224	291	Whitehall	60	30
Stillwater	40	45	Plattsburgh	10	15
Greenwich	42	65	Ticonderoga	38	18
Thomson	10	25	Fort Ann	10	10
Schuylerstown	43	35	Comstock	14	6
Chubb's Station	—	60	Westport	5	3
Lake George	20	20	Corinth	17	32
Eagle Bridge	6	6	Round Lake	10	20
Shushan	17	20	Esperance	5	10
Salem	5	5	Howes Caves	—	5
Cambridge	12	10	Slingerlands	60	35
Hoosick Falls	100	100	Delmar	95	40
Chatham	115	100	Schenevus	17	30
Chatham Centre	6	6	Milford	12	30
Canaan	10	25	Worcester	10	15
Hillsdale	10	9	Oneonta	64	28
East Chatham	15	30	Schoharie	15	10
Gloversville	29	65	Hadley	5	5
Johnstown	77	144	Cherry Valley	20	19
Amsterdam	470	325	Sidney	7	9
Hudson	159	144	East Worcester	15	20
Rensselaer	100	100	Elsmere	30	30
Poughkeepsie	11	3	Unadilla	6	6
Catskill	130	140	Delanson	10	12
Cooperstown	49	47	Sharon Springs	5	3
Hartwick	15	15	Central Bridge	5	5
Fort Plain	10	10	Rotterdam Junction	13	13
Herkimer	4	25	Karners	5	5
Little Falls	65	60	New York City	56	40
Dolgeville	8	8	Syracuse	5	5
Buffalo	30	30	Mohawk	6	10
St. Johnsville	8	10	Niagara Falls	2	5
Utica	43	15	Schaghticoke	5	5
Canajoharie	10	12	Poestenkill	—	93
Fultonville	8	5	Berlin	10	5
Fonda	20	15	Fishkill	5	5
Index	5	6	Middle Falls	5	5
Northville	5	6	Claverack	15	5
Sachandara Park	10	4	Valley Falls	10	5
Rochester	20	20	North Creek	5	5
Coxsackie	10	8	Granville	5	5
South Bethlehem	20	15	Middleburgh	12	10
Ravena	50	45	Portlandville	10	10
Saugerties	87	80	Walton	5	5
Coeymans	12	10	West Albany	5	5
Bainbridge	5	5	Rhinecliff	2	2
Otego	5	5	Fishkill Landing	2	2
Guilderland Center	10	10	Mateawan	5	5
Selkirk	10	10	Richfield Springs	5	5
Athens	5	5	Pictory Mills	35	35
Lebanon Springs	5	5	Plattsburg	2	2
Philmont	2	2	Richmondville	12	12
New Lebanon	12	15	Binghamton	5	5
Melrose	5	5			
Rotterdam	15	15			
New Baltimore	6	30			

DAILY ..... 11,700  
SUNDAY ..... 10,401

New York State	11,700	10,401
Mass., Pittsfield	396	344
Mass., Other Cities	19	17
Vermont	31	19
New Jersey	27	19
Pennsylvania	8	6
Illinois	5	5
Other States	124	22
	12,310	10,833
City Drawings	9,644	9,418
	21,954	20,251

THE KNICKERBOCKER PRESS—Established 1842—is published Daily and Sunday by the Press Company. Officers: LYNN J. ARNOLD, President; STEPHEN C. CLARK, Vice President; GEORGE J. AUER, Secretary and Treasurer.

The Daily has two editions, the first of which goes to press at 2:35 A. M., and the last fifteen minutes later. On a press run of 31,391 copies the proportion to each edition was: First edition—16,976. Second edition—14,415.

The Daily varies in size from 12 to 16 pages; the Sunday from 42 to 60 pages.

The page is 7 columns. The columns are 21 inches by 13 ems. The paper has an excellent typographical appearance. It is illustrated and receives the full service of the Associated Press.

It employs Union labor and is Independent Republican in politics.

Subscription prices:

Daily	\$3.00	per year.
	1	Cent per copy.
Sunday	\$2.00	per year.
	5	Cents per copy.
	2½	Cents per copy to dealers.

No contests or premiums were used during the period under examination.

The following will show the extent to which circulation is paid up:

	Daily.	Value.
July 1, 1911 - June 30, 1912—Copies to City Dealers	2,361,410	\$11,807 05
July 1, 1911 - June 30, 1912—Copies to Country Dealers	2,020,841	10,104 20
July 1, 1911 - June 30, 1912—Copies Street Sales	438,448	2,192 24
July 1, 1911 - June 30, 1912—Copies Special Sales	5,366	26 83
July 1, 1911 - June 30, 1912—Copies Carrier Routes	235,012	2,530 12

\$26,480 44

Of these amounts the cash book showed the following receipts:

City Dealers, Street Sales and Special Sales	\$12,565 07	(88%)
Country Dealers	9,299 99	(92%)
Carrier Routes	1,469 30	(62%)

\$23,334 36 (88%)

From Mail subscription and rural routes the total sum of \$2,811.03 was received, of which about \$2,455.60 was for the Daily and \$355.43 for the Sunday. As the Daily mailing and rural route lists numbered 1,240 copies, and the Sunday lists averaged 276 copies per issue, this would signify that each Daily copy was paid for at the rate of \$1.98 per year, and each Sunday copy at the rate of \$1.29. All names are removed from mailing list when subscription expires.

The Sunday receipts from other sources were as follows:

City Dealers	336,873	copies	\$8,421 82
Country Dealers	228,677	copies	5,716 92
Street Sales	17,652	copies	441 30
Special Sales	13,953	copies	329 00
Carrier Routes	36,947	copies	1,477 88

\$16,386 92

Received from City Dealers, Street Sales, Special

Sales	\$7,763 85	(84%)
Received from Country Dealers	4,733 45	(82%)
Received from Carrier Routes	945 89	(64%)

\$13,443 19 (82%)

As the street sales and special sales were cash transactions, the outstanding indebtedness of 12 per cent on the Daily and of 16 per cent on the Sunday are chargeable against city newsdealer's accounts.

ASSOCIATION OF AMERICAN ADVERTISERS, W. B. Getty, Actuary.

### MOVES TO DENVER.

Norton H. Van Sicken, Jr., has sold his interests in the Motor Age Company, of New York, and is moving to Denver, where he has acquired a one-third interest in a publishing house of that city.

### LEAVES AGENCY WORK.

E. H. Emerson, who for several years has been connected with the Wyckoff Advertising Company, has been appointed advertising manager of the Erickson Manufacturing Company, of Buffalo.

### SALE IN QUINCY.

The plant of the Quincy (O.) Tri-County Gazette has been sold at a constable's sale to satisfy creditors of Hal Elwood. O. Brockerman of Republic, Mo., is the purchaser.

### A HALF OWNER.

Peter L. Livengood has purchased a half interest in the Meyerdale (Pa.) Republican. Mr. Livengood was for a number of years publisher of the Salisbury Star and later issued the Windsor Era.

## ASSOCIATED PRESS NON-PARTISAN.

ITS GENERAL MANAGER  
TELLS WHY IT IS IM-  
POSSIBLE TO BE  
OTHERWISE.

At the recent National Newspaper Conference in Madison among the subjects brought up for discussion was "Can the impartiality of news gathering and news supplying agencies be fairly challenged?" The question was assigned to General Manager Melville E. Stone of the Associated Press, who answered it for his organization as follows:

"To me, of course, as to any right-minded person, such an inquiry is about as courteous as if you should meet me with the salutation, 'Are you a burglar?' or, 'Do you belong in the penitentiary?' But we shall not quarrel.

"I am quite ready to waive all sense of propriety as to the form you have given to the topic and to recognize that the institution I represent has a public character—a large responsibility—and is fairly subject to inquiry.

"I should be very glad if the Associated Press, its purposes and its practices, were better understood; I mean better understood by both reader and editor. The institution bears a very important relation to American life, and is, I am sure, well worth your study.

"Its telegrams are printed primarily in over 800 daily newspapers and are copied or rewritten in unnumbered thousands of other daily, weekly or monthly publications. It is doubtless safe to say they are read by over three-fourths of the people of the land.

"I am sure you will all agree that it is important, to use no stronger word, that your market reports, for example, be trustworthy. Well, what assurance have you, not only

that the reports of the Associated Press are honest, but that out of the necessities of the case they must be more certain of accuracy than any other market reports?

"One good reason grows out of the magnitude of the association's work.

### TRADITION ANIMATES A. P.

"I insist that no smaller agency can possibly give as great a guaranty for accuracy or impartiality. First, there are the traditions of half a century which must be lived up to.

"This spirit which animates everyone in the service is a good deal, but naturally it is not all. More important is the fact that every telegram of the Associated Press is subjected to such a degree of censorship as to make untruthful or biased reports practically impossible.

"Everyone familiar with our work knows that it is utterly impossible for anyone in the service, from the general manager to the least important agent at the most remote point, to send out an untruthful dispatch and escape detection.

"You may write a biased or inaccurate statement for a newspaper and 'get away with it,' but you cannot do it with the argus-eyed millions who read the dispatches of the Associated Press.

"Obviously, then, the very magnitude of the Associated Press work tends to make truthfulness and impartiality in the service imperative. It cannot be used to 'grind anyone's ax,' to serve any special interest, or to help any political party or faction or propaganda.

"If you hear a man whining that the Associated Press is run in the interest of this party or that you may put it down that what he wants is not fair play, but a leaning his way.

"But the Associated Press is something more than a mere town gossip. It is the great forum in which the vital questions arising in our democratic form of government are debated.

"Taking no part in any controversy, neither advocating nor opposing the view of the contestants for public approval, it furnishes them an avenue through which they may reach the people, with the assurance that they shall have absolutely fair treatment—that it is a case of a free field and no favor.

### THE HIGHEST TEST.

"It is worth noting that at the close of each Presidential campaign for years both candidates have borne public testimony to the impartial treatment they have received at the hands of the Associated Press.

"In this way the report of the association becomes the 'melting pot' of American public opinion.

"Finally, the business of news gathering has a distinct moral value. The association has an enormous influence on American life. Adopting the terminology of our medical friends, 'We cure diseases upon the body politic by the aseptic and not by the antiseptic method.'

"Given a correct environment, we leave nature to do the rest. If with the truth before them the people

choose to go wrong, that is their affair, not ours.

"We furnish an atmosphere of truth which necessarily purifies the cesspool of corruption. We furnish the light which flames out into the dark places and makes impossible 'treason, stratagem and spoils.'

"If eternal vigilance is the price of liberty, then the ceaseless vigil of the Associated Press must have very high value in our republic."

### SPEER'S FINE SET ASIDE.

District Judge H. L. Shattuck has set aside the sentence of five days in jail and a fine of \$1,000, imposed recently on former Mayor Robert W. Speer for contempt of court in connection with articles published in the Denver Times, of which Mr. Speer is editor. The defendant was purged of contempt.

The judge's action was based on a statement made in court by Mr. Speer, in which he declared he had purged himself of contempt by his testimony at the trial.

Mr. Speer then asked that the court take similar action in the case against F. G. Bonifis, proprietor of the Post, who was fined \$5,000 and sentenced to sixty days in jail for contempt, but the court held that it could not take the initiative. The fining of both men was the result of libel actions which they had instituted against one another.

During the trials of each, their papers commented editorially on the rulings of the court, which brought the charges of contempt. The newspaper war waged in Denver for several months past has already been described at length in THE FOURTH ESTATE.

A jury found William G. Evans was not the owner of the Denver Times, at the time the alleged contemptuous articles were printed in that publication in June and July.

### BIG MAJORITY FOR CAPPER.

Arthur Capper, publisher of the Topeka Capital, whose nomination by the Republicans for governor of Kansas was noted in THE FOURTH ESTATE last week, won by nearly 50,000 majority, which is the largest majority ever given a candidate for governor in the primary in that state.

Although Mr. Capper had a strong organization against him he carried 104 counties, losing only one county, which was the home of his opponent.

### SUITS IN ATLANTIC CITY.

Suit has been commenced in the Supreme Court at Trenton, N. J., by Samuel Rubin of Philadelphia for \$50,000 damages against the Atlantic City Sunday Gazette, and the Atlantic City Review, for alleged slander.

Rubin charges that both papers printed articles in 1910 alleging that he had defrauded an Atlantic City hotel of a board bill.

### EDITOR MOVES UP.

Wilbur E. Warr, who has been editor of the Janesville (Wis.) Daily Recorder for the past year, has been appointed editor and manager of the newspaper. In the latter position he succeeds A. J. Burgess, who recently resigned.

## THE "CORPORATION OWNED PAPERS" PLANK IN T. R. PLATFORM.

Among the things on which Roosevelt and Bryan agree and on which both have given vociferous public utterance is the "corporation controlled and boss ridden" newspapers. Roosevelt in his party's Chicago convention hit at this "menace" to the country. The Colonel contended that if the names on mortgages that certain newspapers were known to the public the stand of those newspapers would be clearly understood on the great questions of the day.

"We are going to get at the reasons why some big newspapers of our country are against the people," said Roosevelt. "We have the facts in hand. We are going to put those facts fairly and squarely before the people and let them judge for themselves what newspapers are honest and which ones are backed and controlled by crooked financiers and unscrupulous bosses."

Senator Dixon paid his respects to the "crookedly conducted newspapers" and Albert J. Beveridge in his speech sounded a warning note to beware of the wiles and false motives of newspapers whose owners put the dollars on a higher plane than principle.

### BELIEVER IN PUBLICITY.

Richard W. Crook, general manager of the Peoples Railway, at Wilmington, Del., which operates Brandywine Springs Park, is a great believer in publicity and is a liberal user of newspaper space, in which he has great faith. As a result of his enterprise in this direction an average of 25,000 residents of Philadelphia, besides an equal number from Wilmington, visit his park each week. His advertising and publicity work keeps two experienced newspaper men busy.

### ENGRAVERS' DEFENSE FUND.

The International Association of Photo Engravers, an organization that includes most of the large employers in this trade, has voted to raise \$25,000 and to hold that fund in readiness for use of members in strike contingencies.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

*Berlin Mills  
Company,*

PORTLAND, MAINE.

New York office, 256 Broadway

### WANTED.

A man 25 to 35 years of age with ideas and some experience in ADVERTISING WRITING.

Applicants will please specify expected salary, submit specimens of work and provide full particulars as to present and past employment.

No personal visits are desired except by appointment. This is an excellent opportunity for the right man to grow into a permanent and remunerative position.

Address Copy Department.

POSTUM CEREAL  
COMPANY, Limited,  
Battle Creek, Mich.



## HARMSWORTH IS A WONDER WORKER.

HERBERT F. GUNNISON  
WRITES OF THE ENGLISH  
PUBLISHER AND HIS  
AMERICAN AID.

"The London newspapers always interest me," says Herbert F. Gunnison in the Brooklyn Eagle. "They are well printed and there are substance and accuracy and completeness that do not always characterize our American papers. There is also dullness. The nearest approach to our one-cent dailies is the London Mail, and through the courtesy of Charles F. Hart, for several years a resident of Brooklyn and a graduate from the Eagle, I examined the entire plant. Mr. Hart as mechanical superintendent has, under many difficulties, perfected a wonderfully efficient newspaper outfit with many new devices, including the making of stereotype plates by what is known as the 'dry matrix' process.

"We are apt to think that the opportunities for success are not so great in the old country as in the new and that the young man of brains does not have the same chance for advancement in England as in America.

"I know of no success today in the newspaper field to equal that of Alfred Harmsworth, now Lord Northcliffe, the founder of the Mail. He was the son of a poor barrister and was educated at Oxford, but with no money and little influence he began the struggle of life with many discouragements and failures.

"His first venture was the publication of *Answers*, which required new capital three times before it became thoroughly established, and then by rapid strides came the *Evening News*, the *Daily Mail*, *Weekly Dispatch* and the *Amalgamated Press*, Limited, which publishes sixty weekly, semi-weekly, monthly and semi-monthly periodicals; and finally Lord Northcliffe became controlling owner of the *London Times*. And this was all accomplished in the short period of twenty-five years, for Lord Northcliffe is under fifty years of age.

### NORTHCLIFFE'S START.

"Lord Northcliffe's advent into the newspaper field was when he bought the *Evening News*, a paper that for many years had passed through a series of vicissitudes and had also been a financial failure for many years. Within two weeks it was put on a paying basis, and today it is considered the most profitable evening paper in the United Kingdom.

"The *Daily Mail* was the first attempt in British journalism to provide a high class morning paper to sell at one cent, in competition with the two cent, four cent and six cent papers.

"A regular circulation of 150,000 daily was hoped for, but the sales on the first day reached 397,000 and the average daily circulation for the first month was 171,000. It grew steadily, and at the end of the first

year the daily circulation was 300,000 and in two years it reached a steady sale of 500,000 a day. During the Boer war the sales reached for a time 1,000,000 copies daily, but the climax was reached on the occasion of the death of Queen Victoria, when 1,494,000 copies were sold.

"It was about this time that it was found necessary, in order to meet the demands of Ireland, Scotland and the extreme northern part of England, to publish the paper simultaneously in London and Manchester, with the result that the daily circulation is now close to a million, and on extraordinary occasions reaches 1,500,000 and 1,750,000 copies daily.

"The *Daily Mirror*, the one-cent illustrated morning journal, was a sample of the stuff of which Lord Northcliffe is made. This venture was a most disastrous one for the first two years. A great deal of money was lost, and Northcliffe's partners in the business were bitterly opposed to its continuation. With characteristic foresight which is little short of marvelous, he insisted on its continuation, feeling satisfied that it eventually could be made to succeed.

"To those on the inside his purchase of the controlling interests in the *Times* was more or less in the light of a public-spirited act. The 'Great Thunderer,' had been floundering around for many years, and was commencing to be a shadow of its former self. When his master hand took charge of it, it at once went the way of his former successes, and is today a monument of what newspaper genius—such as is Northcliffe's—can accomplish.

### EMPIRE'S "BIGGEST MAN."

"Those who know the true character of Lord Northcliffe concede him as being one of the very biggest men in the British Empire. He has complete control of the policies of all his papers, and accepts fully all responsibility that may accrue from any opinions expressed. He is in hourly touch with all his papers; in fact, he is an indefatigable worker, his chief hobbies being his newspapers and periodicals.

"As a traveler, Lord Northcliffe has seen practically every part of the civilized world. His frequent trips to the United States and Canada, his Continental trips, and the consequent meeting of all the men that matter in the various countries, have given him a close grip of world politics, and he is seldom in error in the deductions he draws therefrom.

"When he first came to America he made quite a stir by editing a tabloid edition of the *New York World*, which was his idea of the size and style of the model daily paper. While a very attractive paper and convenient in form, it has never been adopted by Northcliffe or any other publisher except as supplements to regular editions.

### POMEROY BURTON.

"On a visit to the Eagle office there then Mr. Harmsworth met Pomerooy Burton, and here is the story of the wonderful rise of another newspaper man. Today Mr. Burton is the second largest stockholder in the Harmsworth publications and

twenty-five years ago he was setting type in the Brooklyn Eagle office. He does not look a day older than when he left America, and has the same fascinating smile and the same wonderful poise and self-control that always distinguished him among men.

"Burton was born in Beaver, Pa., in 1869 and came to Brooklyn in 1885. After five years at the 'case,' he became a reporter on the *Eagle* under the then city editor, Don C. Seitz. By gradual stages he occupied all the important executive positions in the news department of the paper, and in 1899 accepted the position of news editor on the *New York World*. Mr. Burton had married a Brooklyn girl, and resided in Flatbush, where he judiciously invested his money in real estate.

"On this first visit to New York Mr. Burton gave a dinner party to Mr. Harmsworth, at his residence on Ocean avenue, near Newkirk avenue. At that gathering were some of the most prominent newspaper men in New York. In 1905 Burton became managing editor of the *New York American*, and in the following year he was prevailed upon by Mr. Harmsworth to go to England and join forces with him.

"The great London publisher needed the assistance of a thoroughly trained newspaper man, and after a careful search picked Mr. Burton. It was a somewhat hazardous undertaking, for there is a certain amount of prejudice that must be met in a situation like that, and Mr. Burton's life for a few years was not a bed of roses.

"Even with Northcliffe's backing and friendship it was not an easy matter to obtain the confidence and support of all his collaborators in the establishment.

"But Mr. Burton had good staying qualities and, above all, supreme confidence in himself and his ability to win out. He worked hard, and at the same time quietly purchased shares in the Northcliffe properties, knowing full well their value, and not hesitating to borrow money to the full limit of his credit. Three months ago, Sir Harold Harmsworth, brother of Northcliffe, retired from business, and Mr. Burton purchased his entire holdings and thus became the second largest shareholder in the Associated Newspapers Company.

### JONES SELLS OUT.

"Before this transaction was actually completed, Mr. Burton opened negotiations with the next largest shareholder to Sir Harold, Kennedy Jones, with the result that he purchased all of Mr. Jones' interests in the company, making his total holdings more than 100,000 shares, or over 20 per cent. of the company, more than 50 per cent. of which is owned outright by Lord Northcliffe.

"Mr. Burton was at once elected a director, and is now Northcliffe's right-hand man in the business management of the papers. He is also a director of the Continental edition, the *Paris Daily Mail*, a separate company, but owned by the same interests of which Mr. Burton is a large holder. Such success to be accomplished in a foreign country in the short space of six years is nothing short of wonderful."

## MR. MUNSEY'S SHARE IN THE NEW PARTY.

Several newspapers published a story during the week crediting Frank A. Munsey, the wealthy publisher, with personal responsibility for the formation of the new Progressive Party, of which Colonel Roosevelt is the leader.

According to these published reports Colonel Roosevelt was ready to withdraw as a candidate for the nomination in the regular Republican convention and permit the nomination of Governor Hadley of Missouri. This is said to have been discussed in a conference of twenty or more political independents.

When Colonel Roosevelt reached this conclusion Mr. Munsey is reported to have risen and said:

"I have been fairly successful in life and I have pledged my fortune to the future of Colonel Roosevelt. I believe that he represents the best aspirations of the American people and that the destiny of this Republic can best be fulfilled in his hands. All that I have accumulated is at his service, but it is at the service of no other. If Colonel Roosevelt is not our leader, I shall withdraw from the campaign."

## FOWLER-SIMPSON ELECTION

Jesse H. Neal of St. Paul has been elected vice-president of the Fowler-Simpson Company, of Cleveland.

For the past seven years Mr. Neal has been in charge of sales and advertising with the St. Paul Roofing, Cornice and Ornament Company, and the Metal Shelter Company, an allied concern.

Mr. Neal has been one of the chief factors in the Town Criers' Club of St. Paul. In 1909-10 he was president of that club. As a lecturer to various advertising clubs he is well known. He made an extended trip through the South last winter addressing many advertising clubs.

## LEQUATTE'S NEW OFFICE.

George W. Coleman, president of the Associated Advertising Clubs of America, has appointed T. W. LeQuatte chairman of the committee to pass on the merits of advertising clubs seeking admission to the association. Mr. LeQuatte is the advertising manager of *Successful Farming*, Des Moines.

## THE AYDEN ADVANCE.

The *Advance* is a new paper at Ayden, N. C. Walter Buck, formerly of the *Spring Hope Leader*, is the editor and owner.

THE  
WASHINGTON  
HERALD  
31021  
NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 715 Hartford Bldg.,  
NEW YORK. CHICAGO.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, based on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the largest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

### Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

BARBER, 258 Washington street, Boston.—The Carpenter-Morton Company, "Colorite," Boston; some twenty-line three-time orders being placed with a selected list of Sunday papers.

FEDERAL, 231 West 39th street, New York.—The United Cigar Manufacturers Company, New York; special campaign expected to start shortly.

GUENTHER, 115 Broadway, New York.—Baruch Brothers, 60 Broadway, New York; some twenty-eight-line 104-time orders being placed with a selected list of papers.

IRELAND, 925 Chestnut street, Philadelphia.—S. B. & W. B. Fletcher, knitting, worsted, Philadelphia; making up fall list.

MAHIN, 76 West Monroe street, Chicago.—The Cole Motor Company, Indianapolis; contracts for 5,000 lines being made generally.

MORSE, Dodd Mead Building, New York.—The Potter Drug & Chemical Company, "Cuticura," Boston; placing six pieces of spe-

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

## LARGEST CIRCULATION

There are in BALTIMORE 100,000 homes

The combined circulation of the  
AMERICAN and the STAR

is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.  
225 Fifth Avenue, NEW YORK.

cial copy in metropolitan papers.  
Sunday papers preferred.

The Pictorial Review Company,  
222 West 39th street, New York;  
making up fall list.

MATOS-MENZ, Bulletin Building,  
Philadelphia.—The Eckman  
Manufacturing Company, Philadelphia;  
making new contracts.

PRESBURY, 456 Fourth avenue,  
New York.—The American Tobacco  
Company, New York; it is  
rumored that this account will be  
transferred shortly to this agency.

The Locomobile Company, Broadway  
and 76th street, New York;  
campaign will be started shortly in  
connection with a new motor truck.

SAVAGE, Newberry Building,  
Detroit.—The O. & W. Thum  
Company, "Tanglefoot" Fly Paper,  
Grand Rapids, Mich.; 168-line  
three-time orders being placed with  
a selected list of papers.

THOMPSON, 44 East 23d street,  
New York.—The Knight Tire &  
Rubber Company, Canton, O.; 4,200-  
line contracts being made with  
Texas papers.

The Davis Milling Company, St.  
Joseph, Mo.; making 1,800-line  
contracts to be used in one year with  
Western papers.

TOUZALIN, Kesner Building,  
Chicago.—The Chicago Musical Col-  
lege, Chicago; placing 100-line  
three-time orders with middle West  
papers.

TAYLOR - CRITCHFIELD,  
Brooks Building, Chicago.—The  
Geer Drug Company, "Wilson  
Freckle" Cream, Charleston, S. C.;  
placing copy on Pennsylvania pa-  
pers.

The Shotwell Manufacturing  
Company, Chicago; orders being  
placed with middle West papers.

TRADES AGENCY, 1182 Broad-  
way, New York.—The Guyer Hat  
Company, Philadelphia; renewing  
contracts and placing new copy on  
old contracts.

LEWIS, Equitable Building, Bos-  
ton.—The Walker & Pratt Manu-  
facturing Company, ranges; con-

The circulation of the

## BUFFALO TIMES

is constantly and steadily growing,  
both daily and Sunday. No adver-  
tiser who wants to reach the buying  
public can do without it.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in  
the center of the great and populous  
PITTSBURGH district

DISPATCH reaches more  
homes than  
any other newspaper. The best classified  
medium between New York and Chicago,  
first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

tracts being placed with a selected  
list of New York State papers.

DIRECT.—The W. T. Hanson  
Company, "Dr. Williams Pink  
Pills," Schenectady, N. Y.; renewing  
contracts.

The W. S. Kilmer Company,  
"Swamp-Root," Binghamton, N.  
Y.; season's advertising will be  
taken up about September 1.

## LILLEY IN LOS ANGELES.

Edward B. Lilley has been ap-  
pointed managing editor of the Los  
Angeles Express. He was for-  
merly managing editor of the Cleve-



EDWARD B. LILLEY.

land Plain Dealer, and on the re-  
tirement of Charles A. Otis from  
active connection with the Cleve-  
land News, became editor and pub-  
lisher of that paper. When Dan  
R. Hanna purchased the News and  
consolidated it with the Leader last  
spring Mr. Lilley resigned.

## ODELL CALLED TO TESTIFY.

Former Governor Benjamin B.  
Odell, owner of the Newburg (N.  
Y.) Journal, was a witness on  
Wednesday before the Senate com-  
mittee investigating national cam-  
paign funds. He was questioned in  
detail about Edwin H. Harriman's  
contribution of \$240,000 to the Re-  
publican National Committee in

## THE LOUISVILLE TIMES

has a concentrated home circulation  
that is unequalled as a result pro-  
ducer in Louisville or in the State  
of Kentucky.

49,622

is our circulation for 1910—Ayer's  
Directory, 1911. This is 13,000 in  
excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building,  
NEW YORK, CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

## NEW YORK'S NEW

### I.T.U. CONTRACT.

Continued from Second Page

one-half for overtime. After De-  
cember 31, 1913, and until December  
31, 1914, the scale is to be \$21. The  
operators' scale is \$22 for the first  
period and \$23 for the second pe-  
riod. The French morning paper,  
Le Canada, granted an increase  
from \$19 to \$25.

A new job scale for Toronto, Ont.,  
provides for an immediate increase  
of \$1.50 a week. The scale follows:  
Hand, June 1, 1912, to June 1, 1914,  
\$18.50; June 1, 1914, to June 1, 1915,  
\$19.50; afterward, \$20. Machine op-  
erators, \$19.50 to June 1, 1914; then  
to \$20.50 to June 1, 1916; afterward,  
\$21. All overtime is price and one-  
half.

A union agreement has been  
signed by the Mansfield (O.) Shield,  
one of the oldest daily papers in  
Ohio; also by the Insurgent Pub-  
lishing Company at Crestline and  
the Daily Reflector at Norwalk, Ohio.

New contracts have been signed  
in Moberly, Mo., for an increase in  
wages to the extent of \$1 per week  
all around.

An increase of twenty per cent in  
the wage scale of Chatham, Ontario,  
has been agreed to by the publishers  
of that city. This is a raise of \$2  
a week, the agreement extending  
two years from July 1, 1912.

For several weeks negotiations  
have been in progress in Vancou-  
ver, B. C., that have resulted in the  
scale being adjusted at \$27.50 for  
three years. It was formerly \$25.50.

A new contract with Chattanooga  
newspapers carries substantial in-  
creases for the day and night men.  
Under the new scale the wages for  
night work are increased from  
\$22.50 to \$25.50 per week; day work  
is increased from \$21 to \$22.50 per  
week. Working conditions under  
the new scale are much better than  
under the old, and many things that  
formerly caused complaint have  
been remedied.

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two paper-

Print.



# The TRIBUNE of 1 ct. Daily and Sunday LOS ANGELES

GUARANTEES  
LARGEST PAID  
CIRCULATION  
IN LOS ANGELES

ALREADY THE  
CLASSIFIED  
MEDIUM OF  
LOS ANGELES

Detailed Sworn Circulation  
Statement upon  
Expression from You

Representatives:  
A. K. HAMMOND C. D. BERTOLET  
366 5th Ave., N.Y.C. Boyce Bldg., Chicago

## STAFF CHANGES.

H. B. GUEST, for a number of years with the Toronto News, is now on the staff of the Montreal Witness.

C. H. VAN KIRK, for the past year with the Chicago advertising agency of Burditt & Co., has resigned.

H. B. MATTHEWS has joined the staff of the Wilmington (Del.) Every Evening, succeeding William E. Hayes. Mr. Hayes will devote himself hereafter to his correspondence from the town of Newark, Del., where he resides. He represents most of the city papers in this part of the country.

WILL CHEDDOCK, formerly with the Lansing (Mich.) Journal, has joined the Detroit Free Press staff.

NORMAN F. GUTE, formerly with the Owosso (Mich.) Press-American, is now on the staff of the St. Louis Stockman and Farmer.

FRANK H. WEST, lately of the city staff of the Baltimore Evening Sun, is again on the Norfolk Virginian-Pilot, which he left about a year ago.

M. E. HOFFMAN, who formerly did press work for various theatrical enterprises, has been appointed manager of the Poli Theater in Bridgeport, succeeding T. A. Kirby, who is now with the press department of Sea Breeze Island, a local amusement resort.

MAURICE SULLIVAN is now covering Fairfield, Southport and Westport for the Bridgeport Standard.

FRANK E. NOLAN, sporting editor of the Bridgeport (Conn.) Standard, has been appointed correspondent in that city for the New

# THE PITTSBURG PRESS

HAS  
THE  
Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

CLEVELAND  
is the metropolis of Ohio. The  
PLAIN DEALER  
its leading newspaper. The average circulation of the Plain Dealer for the month of July, 1912, was as follows:

Daily 110,362. Sunday, 132,015

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

York World and Tribune, succeeding Richard Howell, editor of the Bridgeport Sunday Herald.

HARRY D. NEACH has left the editorial staff of the Fishkill (N. Y.) Standard to become editor of the Hempstead Inquirer.

CHRIS. E. MURPHY, representative in Indianapolis of the Catholic Columbian Record, of Columbus, O., has resigned.

JOHN P. COAKLEY will shortly reassume his connection with the Toledo (O.) News-Bee.

RODERICK CLARE has succeeded his father, the late Charles W. Clare, as editor of the Watertown (N. Y.) Reunion.

VAL KEUCHENMEISTER has resigned as city editor of the Hibbing (Minn.) Mesaba Ore. to take charge of the Northome Record.

CHESTER WRIGHT, formerly of the staff of the Milwaukee Leader, the Socialist paper, is now connected with the party's Chicago daily, the World.

HARRY BURKE has been promoted to head of the New York World's copy desk.

T. L. WARD has left the staff of the Los Angeles Record and is again with the Denver Post.

CHARLES S. BERNHARD has been appointed advertising manager of the Shartenberg & Robinson Stores of New Haven. For some time past he has been advertising manager of the Goercke and W. B. Snyder Companies, of Newark, N. J.

ADAM F. SMITH has been appointed chief of the sales and promotion department of the Acton Publishing Company, Toronto. For the last seven years Mr. Smith has been with the Office Specialty Manufacturing Company.

JAMES M. MAXWELL, formerly with the J. S. Robertson Agency, Toronto, is now advertising manager of the Regina (Can.) Province.

L. CLYDE SMITH, assistant to the director of advertising of the

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well-to-do people of Boston and New England.

## THE NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Advt. Reps., NEW YORK. CHICAGO. ST. LOUIS.

General Motors Company, Detroit, has been appointed advertising manager of the Olds Motor Works, Lansing, Mich.

FRANK E. MAYOL has left the staff of the Salt Lake City Tribune and has gone to Spokane.

C. FRANK KING has been appointed Toronto representative of the Montreal financial Times.

EDWARD P. NESBIT has resigned as advertising manager of the Hafer Lumber Company, Council Bluffs, Ia., to enter the advertising agency field in Chicago.

DAVID MORTON is a new member of the staff of the Louisville office of the Associated Press. He was formerly dramatic critic of the Herald.

J. M. FALVEY has left the reporting staff of the Gary (Ind.) Tribune for a position with the Argus-Bulletin of the same city.

RAY LEEMAN is now in charge of the newspaper division of the Henderson Motor Company's advertising in Indianapolis. He was formerly with the Goodyear Tire & Rubber Company.

ERNEST COLER has been appointed advertising manager of the John N. Willys motor enterprises. He was formerly with the Gramm Truck Company and the Willys-Overland Company, in St. Louis.

## ENTER ARTHUR J. KELLAR.

On the retirement of Nellie Revell as publicity promoter for Schenck Brothers' Greater Palsades Amusement Park, New York, Arthur J. Kellar, newspaper man and theatrical press agent, succeeds to the post with a long range of experience in the newspaper and theatrical fields. Mr. Kellar's newspaper endeavors began in Scranton, Pa., where he was associated with the Times and Truth, and ultimately became city editor of the Tribune-Republican. At a later period, he was assistant city editor of the Boston American.

In the theatrical world Mr. Kel-

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience of forty-eight successful years  
Guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK

BOSTON

## JOHN BUDD CO.

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES.  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO.

lar has exploited some of the foremost musical stars of the American stage, prominent among whom are Fritz Scheff and Lulu Glaser, and has also served as press representative for many leading performers. During the past season he devoted his energies to the press work of "The Bird of Paradise," Edmund Breese in "A Man of Honor" and "The Fatted Calf."

During the preceding season he was emergency man for the Shuberts, and in that capacity furnished publicity for twelve of their attractions. Mr. Kellar's vaudeville connections began when he was sent by General Manager E. F. Albee of the United Booking Offices to represent B. F. Keith's press interests, when the latter took over the Orpheum Theater in Boston from Percy G. Williams. Since that time, Mr. Kellar has widened his vaudeville experience in the metropolitan district.

## CHARGED WITH STABBING.

James F. Gaffney, editor of the Rockport (Tex.) Enterprise, is under arrest charged with stabbing Lyman Brightman with an ice pick. The act was committed while Brightman and his wife were attending a moving picture show with Mrs. Gaffney. The editor claims the stabbing was an accident, but he was placed in custody pending an investigation.

Largest proved high-class evening circulation.

# The NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

## THE SOUTHWEST'S ONE BEST BUY IS THE OMAHA Daily NEWS

which has more circulation in proportion to the population of its city and state than any newspaper in the United States.

THE GREATEST PAPER IN NEBRASKA  
It gained 8,928 daily average circulation and 35,714 lines in July, 1912, over 1911.

BUMPER CROP,  
BIG CIRCULATION,  
LOW RATE

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIS, Chicago. J. F. ARTISDEL.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## CLUB AFFILIATION AT ROCHESTER.

PROGRAM OF BIG GATHERING AT  
ROCHESTER ON OCTOBER 12.

Extensive preparations are being made in Rochester for the convention of the Affiliated Advertising Clubs of Buffalo, Rochester, Detroit and Cleveland, which is to be held on Saturday, October 12 and is expected to attract more than a thousand visitors.

The ad clubs of Toronto, Ont., and Syracuse, N. Y., have been invited and have accepted an invitation to be present. The presence of the mayors of the four cities in the affiliation is also assured for that day.

The morning session will be devoted entirely to a discussion of "Fraudulent Advertising; what can the affiliation do to suppress it, in its own cities?" This discussion will be opened by Alfred W. McCann of the Francis Leggett Company, New York, John E. Kennedy of the Baltimore Bargain House and Walter B. Cherry of the Merrill-Soule Company, Syracuse. They will be followed in brief talks by one member from each club—Jeremiah G. Hickey of Rochester, Sidney S. Wilson of Cleveland, E. St. Elmo Lewis of Detroit and a Buffalonian.

The afternoon and evening ses-

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity  
involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**189,411** WANT ADS  
in 1911,  
**165,426** WANT ADS in 1910 in the  
Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

sions will be in the hands of some  
of the country's most prominent  
business and professional men.  
President William H. Campbell has  
assurances that the following will  
positively be present and talk:

Louis Brandeis, Boston, on "Big Business"; Talcott Williams, dean of the Pulitzer School of Journalism, on "Journalism of the Present and Future"; Joseph H. Appel, the Wanamaker Stores, on "The Man Between"; Edwin S. Browne, efficiency expert of the Curtis Publishing Company, on "Practicalities in Business Management";

Alvin Hunsicker, vice-president and general manager of the Standard Oilcloth Company of America, "Salesmanship"; H. A. Brown, advertising manager of the Victor Talking Machine Company, "From Manufacturer through Jobber and Dealer to the Consumer"; Frank Jewell Raymond, ardent salesman, on "The Ties of Advertising"; R. R. Watrous, advertising manager of the Warner Instrument Company, on "How Fast Are We Going?"; Frank Presbury, president of the Frank Presbury Agency, on "The Advertising Agent."

The clubs will go to Rochester by special train, and will be met by three hundred members of the Rochester aggregation and escorted to the meeting place, with the Rochester Park Band. Entertainment features are provided for Sunday, which will include breakfast at one of the handsome country clubs outside of Rochester and an automobile ride about the city.

Committees of the Rochester Ad Club are now hard at work under the direction of Avery B. Davis, the chairman of the day's doings. Many prominent advertisers from New York, Boston and Philadelphia are expected.

## CATHOLIC EDITORS IN CONVENTION.

The Catholic Press Association of the United States and Canada opened its second annual convention in Louisville yesterday and it will continue through today.

The association was organized to meet the necessity of closer association of the press and of mutual co-operation in disseminating items of interest on Catholic topics. It was organized in Columbus, O., in August, 1911.

Another purpose of this organization has been to establish bureaus

# THE BOSTON POST

JULY, 1912. AVERAGES

The Daily Post 411,131  
The Sunday Post 323,786

KELLY-SMITH CO., Representatives.  
Madison Avenue, NEW YORK.  
C. GEORGE KROGESS, Western Rep.  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

Has a circulation known and proven.  
Ask the Association of American  
Advertisers, New York City.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

in foreign countries, at the head of which are men who have the opportunity of gaining information on foreign affairs, especially in relation to the Catholic Church.

The association has as one of its objects to correct false impressions and give from reliable sources the true version of all domestic and foreign Catholic affairs.

The officers of the association are: Honorary president, Right Rev. J. J. Hartley, Columbus; president, Edward J. Cooney, Providence; visitor, vice-president, Buffalo Catholic Union and Times; secretary, Claude M. Becker, Brooklyn Tablet; treasurer, Charles J. Jaegle, Pittsburgh Catholic Observer; board of directors, Rev. J. J. Burke, C. S. P., editor Catholic World, New York; Rev. Joseph J. Spillane, editor America, New York; James T. Carroll, editor Catholic Columbian, Columbus, O.; Alice J. Stevens, New Orleans Catholic.

## GETTING TOGETHER IN TEXAS.

Editors of east Texas at a meeting in Conroe last week organized the East Texas Press Association, the first annual meeting of which will be held in Huntsville on October 22 and 23. T. L. Tucker of the Montgomery Chronicle was elected president; A. A. Roberts, the Security Hustler, vice-president; V. L. Collett, Huntsville Post-Item, secretary-treasurer; David Randolph, a Conroe attorney and former newspaper man, was elected an honorary member.

Resolutions were adopted recommending closer relations among the publishers of east Texas, thanking the political candidates of the section for their liberal patronage of the newspapers during the campaign, and urging that Texas Senators and Representatives protest against the government printing envelopes below the standard price.

## OTHER CLUB NOTES.

Harry Knapp, the dramatic editor of the Philadelphia Inquirer and

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation **94,724**  
for 1911 - - -

EDWARD H. BUTLER, Editor and Pub.  
Representative in the foreign field by  
KELLY-SMITH CO.  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## THE JOURNAL. DAY PAPER PUBLISHED IN IS THE ONLY MORNING AND SUN- DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

representative of the paper at Atlantic City during the summer, has been elected president of the new Atlantic City Journalists' Club. Joseph H. Shinn, Associated Press correspondent, is vice-president; Victor Jagmetty of the New York Herald is treasurer, and J. Campbell Murphy of the Atlantic City Daily Press, is secretary. Membership in the new club is limited to active newspaper men and fifty honorary members.

The recently organized Erie (Pa.) Ad Club adopted its constitution and by-laws at last week's meeting. Secretary Joseph Umitz was instructed to arrange for a date with the president of the Buffalo Ad Club to visit Erie and explain the objects and practical benefits of an organized body of ad men.

The South Dakota Press Association will hold its annual meeting at Sioux Falls on August 22 and 23.

A certificate of incorporation has been granted to the Syracuse Ad Men's Club. The incorporators are L. L. Cleaves, T. H. Bryant, F. Ware Clary, Ray Van Benschoten, Fred R. Peck, Walter B. Cherry and Reubin H. Eggleston.

## WILL START PAPER.

A. P. Russell and J. T. Mize has installed a plant at Magee, Miss., with the intention of starting a new paper there this month.



## THE ONLY LIVE NEWS

of some newspapers is on the  
the first page. Your ad is  
between the covers. Live  
people who like live news  
never see it.

Every page of the Pittsburgh Post and the Pittsburgh Sun is live reading. The

## Pittsburgh Post (Morning, 2c.) Pittsburgh Sun (Evening, 1c.)

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



**A GAIN of 168 Columns**  
The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**  
New York Office, 710 Times Building.

**THE News Scimitar of MEMPHIS, Tennessee,**  
is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**SMALL PAPERS IN AD LEAGUES.**  
Continued from Fourth Page.

evolved a "high rate card" for mail order business as a solution of trade conditions in their home communities. Competition of the powerful mail order houses has had a marked effect both on the merchandizing and advertising in little towns. Throughout the country many of the small dailies have advanced their advertising rate to the mail order houses as a means of protecting home industry.

One of the Wilmington Del.) newspapers has taken a more advanced stand than this for several years. Philadelphia department stores draw a big volume of trade from Wilmington residents and carry large display advertisements in some of the Wilmington dailies. The newspaper in question has always refused any Philadelphia retail business at any rate, even though in excess of its card rate.

Advertising in the monthly magazines for the first seven months of 1912 shows a heavy decrease and during the same period accounts that have heretofore been confined exclusively to magazines have been

**SEVEN MONTHS**  
**NEW YORK TIMES**

In seven months of 1912 the published 4,998,770 lines of advertisements compared with 4,647,082 lines in the corresponding period last year, a gain of 351,688 lines, a greater growth by over 200,000 lines than the combined increase of the three other New York morning newspapers ranking with The Times in quality of circulation.

The combined rate of the  
**CLEVELAND LEADER and NEWS**

makes it possible for advertisers to cover the Nation's Sixth City with a single-rate expenditure, 100,000 circulation daily in Cleveland and within 40 miles.  
About 140,000 circulation in Cleveland and within 100 miles of Cleveland.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**LEVEN ADVERTISING COMPANY**  
BEN LEVEN, President  
Majestic Building, CHICAGO  
Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.  
Complete and efficient personal service—  
"The Leven Service."  
Correspondence invited.

transferred to the columns of the daily newspapers.

One of the monthlies which heretofore has been the advertising leader shows a decrease in business of 38,694 agate lines for 1912 up to and including June 30 with an additional loss of 4,921 lines for July, 1912, as compared with the corresponding month last year. This represents a total loss for seven months of 43,615 lines, or an estimated loss of \$80,000.

Big reforms are anticipated in the newspaper methods of treating book reviews during the approaching fall and winter. Wherever editors have congregated for the past year one of the first topics for discussion has been the newspaper custom of printing extended reviews of novels and innumerable notes about authors regardless of the fact that their newspapers carried little book advertising, or none at all.

Admittedly no single serious department in the newspapers is so out of proportion—based upon the amount of book advertising carried—as the so-called literary department. Penny papers with big followings, sporting papers with specialized followings, red-headed papers for the baseball enthusiasts—all have felt called upon to carry book reviews.

The prediction has been made by several editors within the last month that the amount of book reviews carried next winter will be almost wholly dependent upon the advertising placed by book publishing houses.

**ENTERS DRUG BUSINESS.**  
W. H. Housman, who formerly published the Eaton Rapids (Mich.) Review and more recently the Grand Ledge Times, has entered the drug business in association with his son Howard.

**ON OKLAHOMA'S SCHEDULE.**  
A new paper is scheduled to make its appearance at Allen, Okla., within a few days. It will be published by T. H. Watson and called the Altrist.

THE  
**TOLEDO BLADE**

sells so few papers on the street that the management does not even consider street sales in making circulation statements. The Blade is 97 per cent. delivered by carriers to regular subscribers.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

Results are obtained in the  
**SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

**COURT RULES THAT "HIGH JINKS" IS LIBELOUS.**

Samuel Weller, editor of the New York Review, a theatrical weekly, must stand trial for libel for stating more than a year ago that Abraham Erlanger, the theatrical magnate, was to have a cabaret show with "genuine high jinks" at the Erlanger home at Lawrence, L. I. The article was published in connection with a war which the Shuberts were carrying on at the time against Erlanger.

For a year the question whether "high jinks" was a libelous term has been before the courts, and now Judge O'Sullivan has ruled that it is, disallowing a demurrer on the part of Weller that the term was entirely "innocuous and was customarily used to describe innocent and childish gambols."

Judge O'Sullivan in his decision cites authors and poets' works written as far back as Allan Ramsay, the Scotch poet, in 1711, to the effect that the phrase "high jinks" has been used to expose persons to "obloquy, contempt and ridicule" and is therefore libelous.

Mr. Weller must now show whether he meant Sunday school picnic "high jinks" or some other kind in his story.

**WRITER ATTACKED.**

Thomas F. Morton, special staff writer and in charge of the eastern Connecticut news work for the Bridgeport (Conn.) Sunday Herald, was recently attacked in New London by a saloon keeper, who objected to an article alleging violation of the liquor laws. His assailant was fined in the police court.

**METCALF DENIES REPORT.**

Stories to the effect that R. L. Metcalf of Lincoln, Neb., was to become editor of the proposed new third party paper in Chicago, to be published by Medill McCormick, are denied by Mr. Metcalf. He says that he has been approached on the subject, but that there is no basis for the rumor that he has accepted the place.

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of

7200 per day. 7c per inch usual discounts

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION

THE  
**MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. G. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS. Chicago

**"WAR" CORRESPONDENTS.**

W. J. G. Myers, Connecticut correspondent for the Associated Press, personally supervised the work of covering the "war game" that has been going on in Connecticut for the past week.

C. G. Haynes, A. P. operator for the Bridgeport Morning Telegram, handled the wire at the Stratford military headquarters. C. T. Crutginton of the Bridgeport Standard, Bert E. Barnes of the Farmer, James L. Cosgrove of the Telegram, Earl Dunigan of the Post, and A. S. O'Brien of the Sunday Herald; covered the military movements for their own papers and as correspondents for various publications and services of other cities.

**MAY BUY AN INTEREST.**

Bert Perrin, formerly of the Charles City (Ia.) Intelligencer and at one time publisher of the Prescott (Ia.) Argus, has located at Calexico, Cal., where it is said he may purchase an interest in one of the local newspapers.

**HAD TO ENLARGE.**

The Stratford (Conn.) Times, recently started by L. E. Peck, has enlarged on account of increasing business to sixteen pages.

**To MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK

Oldest Minneapolis Daily.

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantity and Quality of Circulation

THE TIMES-DISPATCH  
RICHMOND,

IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## WRECK ENGINEER SUES.

William H. Schroeder, engineer in charge of the Lackawanna Express that on the morning of July 4 crashed into the rear of passenger train 9, at Corning, N. Y., has brought action against Funk & Wagnalls, of New York, asking \$50,000 damages for a statement made in an article published in the Literary Digest of July 20, putting the blame for the wreck on the engineer.

The plaintiff alleges in his complaint the wreck was caused by matter beyond his control and that he had no warning of 'approaching danger.'

## GOES INTO BANKING.

T. F. Wilson has purchased the interest of E. B. Bentley in the Clinton (Ia.) Public and will be associated in the publication of the paper with Ernest H. Porter, who retains his holdings in the property. Mr. Bentley will be elected secretary and manager of the Farmers Loan & Trust Company.

## NEBRASKAN RETIRES.

John A. MacMurphy has sold his interests in the Nebraska Herald to R. B. Windham and others of Plattsmouth. Mr. MacMurphy also retires as editor of the paper.

## THE KNICKERBOCKER PRESS

*The Tri-City Daily and  
Sunday Newspaper of the  
Capitol District of New  
York State.*

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual  
average circulation in Dec. 43,601

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

## OBITUARY NOTES.

FRANK T. SEARIGHT, one of  
the best known newspaper humor-  
ists in America, is dead in Los  
Angeles from injuries received in



an automobile accident several  
months ago. He was thirty-seven  
years old. Mr. Searight was one  
of the founders and a former presi-  
dent of the American Press Humo-  
rists' Association.

JOHN H. RIORDAN, a member  
of the editorial staff of a Newark  
newspaper, died in St. Barnabas  
Hospital on Saturday of diphtheria.  
He was forty-two years old and  
for more than twenty years had  
been connected with newspapers in  
New York, Philadelphia, Boston,  
and the metropolitan district. For  
some time Mr. Riordan was a mem-  
ber of Upton Sinclair's communistic  
colony at Arden, N. J., and for sev-

The City of Greater Seattle (14  
wards) has a population of 237,194  
people, according to 1910 U. S. Cen-  
sus, which is an increase of 104 per  
cent over 1900, and western Wash-  
ington and territory contiguous to  
Washington, nine-tenths of which is  
thoroughly permeated with copies of  
THE TIMES, a population of 1,  
300,000.

THE ACTUAL CIRCULATION OF THE  
SEATTLE TIMES  
DAILY AND SUNDAY

is by far the largest of any news-  
paper published west of Minneapo-  
lis, and north of San Francisco.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

## THE MILWAUKEE NEWS

has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.  
Tremont Building, BOSTON.

eral months acted as its controller.  
At one time he was a candidate for  
the Massachusetts Legislature.

ARTHUR O'KEEFE, for twenty-  
six years a member of the staff  
of the Boston Globe, died last week  
at the City Hospital of pneumonia.  
Mr. O'Keefe was sixty-eight years  
old and had been in poor health for  
some time. He did his first news-  
paper work on the old Boston Star  
and before he joined the Globe was  
also connected with the Boston  
Sentinel.

REV. ALEXANDER P. DOYLE,  
who was editor of the Catholic  
World Magazine from 1892 to 1904  
and founded the Catholic Book Ex-  
change for the dissemination of  
Catholic literature, is dead in San  
Francisco. Father Doyle was a  
member of the Paulist order and  
fifty-four years old.

JOHN O'BRIEN, for many  
years superintendent of the Central  
News Company in Philadelphia,  
died on Monday of cerebral hemor-  
rhage. Mr. O'Brien had charge of  
the delivery of the morning papers  
for years. In 1900 he celebrated  
the fiftieth anniversary of his entry  
into the newspaper business, and in  
1901 retired. He was seventy years  
old.

Mrs. A. M. BEMIS, who was as-  
sociated with her husband in the  
publication of the Carson City  
(Mich.) Gazette, is dead of paraly-  
sis at the age of fifty-four years.

T. WYLLIE WOODBURN, for-  
merly publisher of the Atwater  
(Mich.) Press and the Swift  
County Advocate, has passed away.

HUGH F. McCAFFERTY, presi-  
dent of the H. F. McCafferty Elec-  
trotype Company, New York, died  
Monday, aged fifty-five years.

EDWARD WILLIAM CROSBY,  
for many years a member of the  
staff of the Buffalo Evening News,  
died a few days ago.

THOMAS C. MURRAY, a  
newsman man at different times  
with the Utica (N. Y.) Observer,  
Press and Herald-Dispatch and

# THE BOSTON AMERICAN

Largest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY

Over 400,000

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

Herkimer telegraph office, has passed  
away at the age of fifty-nine years.

JOHN D. NOLAN, at one time  
editor of the Miller's Journal, New  
York, is dead of pneumonia. After  
giving up newspaper work Mr.  
Nolan was a reporter in the  
Brooklyn Supreme Court.

ALFRED PARENTI, for years  
a newspaper agent in Albany, N.  
Y., died a few days ago in the  
Hospital for Incurables. He was  
fifty-seven years old and was  
known throughout the city as "Joe."

THEODORE L. GARDNER,  
father of George H. Gardner,  
manager of the Flint (Mich.)  
Journal, is dead at the age of  
seventy-four years.

WILLIAM B. JOHNSON, for  
ten years principal editor of the  
Baltimore American, died Tuesday  
of tuberculosis. He was forty-five  
years old and had been engaged in  
newspaper work since 1881.

CHARLES D. ROONEY, an  
editorial writer on the Boston  
Traveler-Herald, died in Boston  
Thursday. He was formerly pri-  
vate secretary to Congressman  
Samuel W. McCall, and a few years  
ago made an investigation for the  
Government of the beef houses.

SAMUEL WILLIAMS, an edi-  
torial writer connected with the  
New York Evening Mail, died of  
pneumonia Thursday, aged fifty-  
eight years. He was formerly edi-  
tor of the Oil City Derrick and the  
Army and Navy Journal and con-  
nected with the Philadelphia Press.

## THE NEW YORK MAIL EVENING

regards the advertising it  
prints as real news of  
interest to all the com-  
munity, and makes up its  
pages accordingly.

203 Broadway, NEW YORK.



## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

## I. T. U. IN ANNUAL CONVENTION.

PRES. LYNCH'S ADMINISTRA-  
TION FORCES PREVAIL  
IN CLEVELAND.

With the largest attendance of  
delegates and visitors in its history,  
the fifty-eighth annual convention  
of the International Typographical  
Union opened in Cleveland Monday.  
There were 326 delegates and about  
3,000 visitors present.

Delegates were from all parts of  
the United States and Canada, and  
even Hawaii and the Philippines.

Welcome addresses were deliv-  
ered by several speakers, among  
them Mayor Newton D. Baker, E. H.  
Baker, publisher of the Cleveland  
Plain Dealer and president of the  
American Newspaper Publishers'  
Association, and Joseph Weimer of  
the Cleveland Leader and News,  
who spoke in the absence of Nat C.  
Wright. Mr. Baker commended the  
attitude of the rank and file of the  
International Typographical Union  
during the strike of the Chicago  
pressmen.

He referred to the pressure  
brought to bear upon the printers  
in an effort to make them follow  
the lead of the striking pressmen  
and stereotypers and declared that  
by following the orders of their of-  
ficers to remain at work they had  
made an enviable reputation for  
themselves.

Replying to the addresses on be-  
half of the Typographical Union,  
President Lynch expressed his  
pleasure in the cordial relationship  
existing between the American Pub-  
lishers' Association and the Typo-

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

(M)

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA

## THE SYRACUSE

### POST-STANDARD

is steadily increasing its circulation  
on its merits as a newspaper.

49,304 CIRCULATION  
Daily (Net Paid)

FOR JULY, 1912.

No wonder it carries more ad-  
vertising, and at higher rates, than any  
other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK.

graphical Union.

There will be no election at this  
meeting.

New York, Nashville, San An-  
tonio and Montreal, seek the next  
Convention.

The opening day of the conven-  
tion was publishers' day. From the  
adjournment of the first formal ses-  
sion the printers, their families and  
friends were guests of the publish-  
ers of the city's English daily news-  
papers.

Underneath the harmony that  
prevailed was an apparent feeling of  
unrest, which threatened twice to  
break forth.

On both occasions the threatened  
discord was smoothed over by  
President James M. Lynch, whose  
gavel quickly restored order, and  
whose powerful voice and quick  
decisions successfully checked dis-  
putes.

The strike of the Chicago press-  
men and the sympathetic walk-out  
of the Chicago stereotypers and  
electrotypers made itself felt during  
proceedings.

The Chicago situation threatened  
to cause trouble when an attempt  
was made by members of Chicago  
Typographical Union to permit L.  
P. Straube, president of the Chi-  
cago stereotypers' local, which was  
dismissed for walking out with the  
pressmen, to address the conven-  
tion.

President Lynch vigorously de-  
nied the right of Straube to appear  
before the body and declared that  
he was no longer an accredited  
member of the stereotypers' union.

President Lynch said Straube  
could speak before the convention  
only by a suspension of the rules  
and a three-fourths vote. When the  
vote was taken Lynch stated that it  
had been lost.

President Lynch received a tele-  
gram from the labor council of San  
Francisco, asking that a strike be  
called in the office of the San Fran-  
cisco Examiner. This, the telegram  
said, was due to the Chicago  
trouble.

The matter was referred to the  
committee on subordinate unions.

The second instance which bore  
the semblance of discord was as

Higher rates become effective Oct. 1st  
NOW is the time to get the benefit of  
present LOW prices.  
Biggest value in New England.

THE

## Boston Herald

now over 100,000

THE

## Boston Traveler

AND EVENING HERALD

(consolidated July first) OVER 130,000

*A Quality and Quantity  
Combination that can-  
not be excelled.*

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK, CHICAGO, ST. LOUIS.

quickly settled by the president. It  
came when President Lynch asked  
the convention if there was any  
objection to his appointment of a  
committee on appeals, which action  
may be dispensed with by a majority  
vote. Those favorable to the ap-  
pointment were victors on the first  
vote.

President Lynch stated that the  
entire Chicago situation will be  
placed in the hands of the com-  
mittee on subordinate unions.

The old time fight between ad-  
ministration and anti-administration  
members was noticeable, but the  
administration forces scored vic-  
tories in every contested case.  
Measures not favored by the com-  
mittee on laws were defeated.  
Measures favored by the committee  
and advocated by President Lynch  
won.

The report of the committee on  
laws contained several proposed  
amendments to the constitution,  
with the committee's recommenda-  
tion on each.

One proposition prohibited the  
selection by foremen of their forces  
from day to day. It directed that  
foremen must give out such min-  
imum number of situations as are  
required to meet office needs, and  
made mandatory the giving out of  
all work at the foreman's disposal  
in order of priority. The commit-  
tee reported unfavorably upon the  
proposition.

The proposition was opposed as  
being "class legislation, ridiculous,  
preposterous and nonsensical." The  
question was put to a vote and de-  
feated. The convention concurred  
in the unfavorable report of the  
committee and another administra-  
tion victory was registered.

The appeal of Canadian printers  
through Medicine Hat Union to  
have the emblem of the United  
States eliminated from the union  
button did not pass in its original  
form. The committee on laws of-  
fered a substitute, calling for the  
change in the union seal, making it  
international in character, and the  
convention concurred.

The Newark (N. J.) delegation  
offered a proposition calling for the  
passage of laws, against the circu-  
lation of "scurrilous literature"

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK  
Telephone, 215 Murray Hill.

The Only Daily Paper in Cuba  
Printed in English is the

## HAVANA POST

GEORGE M. BRADT, Publisher

Published Every Day in the Year.

throughout the international jurisdic-  
tion. The committee reported  
unfavorably and the convention  
concurred.

Administration forces were put  
to rout when the "antis" with sud-  
denly recruited numbers, defeated  
a measure to elect all international  
officers for terms of four years,  
rather than for two years as is now  
the custom.

Another proposition that called  
forth debate was that asking for  
the appointment of a seven-hour  
day committee to gather data and  
to advise the international body  
when the time is ripe for the start-  
ing of a seven-hour workday move-  
ment.

The committee reported unfavor-  
ably and delegates, for the greater  
part, agreed. They held that inas-  
much as some cities have not yet  
adopted the eight-hour day, the  
time is not ripe for a seven-hour  
day. Instead, they contended, the  
body should strive for wage ad-  
vances. The unfavorable report of  
the committee was upheld.

The I. T. U. declared itself  
against higher second class postage  
rates.

## ANOTHER KANSAS EDITOR WINS AT POLITICS.

J. L. Brady, editor of the Law-  
rence Journal-World, secured the  
Republican nomination for Con-  
gress at last week's primaries in  
Kansas. Mr. Brady is the first man  
born in the district to be a candi-  
date for Congress.

He first went to Lawrence more  
than twenty years ago, and with  
W. C. Simons started the Lawrence  
Journal. Seven years ago he sold  
his interest to Mr. Simons and  
bought the Lawrence Journal. The  
Journal Building was destroyed by  
fire in February, 1911, following  
which the Journal and World were  
consolidated, with Mr. Brady the  
editor of the consolidated papers.  
He is a lifelong Republican and is  
considered to have a splendid show  
for election.

## New York State Evening Daily,

located in substantial and growing manufacturing town, exclusive field, earning ten per cent on \$50,000. Can be bought for materially less than the figure named above. One half cash required. Splendid opportunity for capable newspaper publisher with a small amount of money to build up a big property.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine prop-  
erties that are not hazarded.  
200 Fifth Avenue, NEW YORK.

### PUBLISHING COMPANY TO LOCATE IN L. I. CITY.

Negotiations have been completed for a five-year lease of the building now being erected on Jackson avenue, Long Island City, by the corporation which publishes the International Confectioner, Harvey's Service Magazine, the Queens Magazine and the American Golfer. George U. Harvey of Flushing is the head of this organization. The Queens Magazine is a new feature. The corporation has been located in Manhattan.

The new building is fifty by eighty feet and will have a floor space of 8,000 feet. The building is to be completed in two months.

### DILG IN DETROIT.

The Will H. Dilg Advertising Company, of Chicago, has opened a Detroit office in the Ford Building, with Charles W. Fraser in charge. The latter for some time past has been with the MacManus Agency in Detroit, and has had much experience with the advertising of Detroit automobile firms. The step was taken because of the large increase in the business of the Dilg Agency from Detroit.

## Progressive Printing

is impossible unless you have progressive equipment.

This company makes a specialty of goods that make printing profitable. Quality, convenience and commercial value are found in the offices that we supply. Our customers rarely fail to achieve prosperity by their and their outfits are up-to-date.

Barnhart Bros. & Spindler,

New York Washington, St. Louis, Kansas City,  
Chicago, Dallas, Omaha, St. Paul, Seattle.

### BURRELLE WILL CASE IS CLOSED.

By an order signed Monday by the surrogate of New York under which the estate of Mrs. Nelle Burrelle, widow of Frank Burrelle, the press clipping bureau man, goes to her two sisters, Mrs. Lucy Bowers and Mrs. Lida Atwood. No effort was made by any one interested in the estate to have probated an alleged will of Mrs. Burrelle, which was filed in the surrogate's office on July 9. This document had been mutilated and the names of the testatrix, the witnesses and the date had been cut out. Under this document the bulk of the estate went to her friend, Dr. Jesse W. Amey.

Surrogate Cobalan's order puts the valuation of the entire estate of Mrs. Burrelle at \$26,358 and the amount divided between the two sisters was \$21,418. For her share Mrs. Bowers got outside stock worth \$1,040 and all her sister's jewels, valued at \$1,250. Mrs. Atwood took all the household furnishings and furniture.

Each sister received thirty-five shares of Burrelle Press Clipping Bureau stock. The seventy shares of stock have been valued as high as \$200,000 by the attorneys acting for Mrs. Burrelle's sisters.

### GUILD WOULD ACCEPT A NOMINATION.

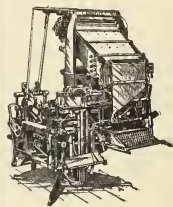
Curtis Guild, Jr., publisher of the Boston Commercial Bulletin and United States Ambassador to Russia, will accept an election to the United States Senate if it comes without contest, but he cannot enter into a struggle for the nomination, according to a letter received from him by friends.

Mr. Guild explains that he cannot take part in a campaign for the nomination, owing to the importance of his ministerial duties in St. Petersburg.

### IN INTEREST OF CATS.

The Cat Courier, a weekly edited and published by Mrs. Elizabeth L. Brace, president of the Lockhaven Cat Club, has appeared in Rochester, N. Y. One of the evidences of Mrs. Grace's ability as an editor is seen in her arrangement of news. There are notes about the Washington Cat Club and the Lockhaven Club, a department headed "Correspondence" and another devoted to cat lovers and their pets living beyond the Mississippi. One part, entitled "Barks from Dog-

# AN ENDORSEMENT WORTH WHILE.



Quick-Change Model 9  
Four-Magazine Linotype

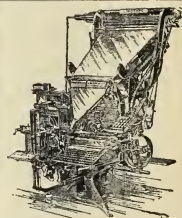
The strongest endorsement given to the Linotype is the fact that in innumerable instances fully 80 per cent. of the original price of the machines has been offered, after years of active use, if the owners would turn them in in trade for some other composing machine.

So few of the 5,000 Linotype users in the United States have accepted such a proposition that

it is plain that most of them regard such an offer as convincing evidence that

## The Linotype Way Is the Only Way

and that the Linotype will produce high grade composition more efficiently, more economically, and therefore more profitably than any other method.



Quick-Change Model 8  
Three-Magazine Linotype

## MERGENTHALER LINOTYPE COMPANY, TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue. SAN FRANCISCO: 638-640 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

land," is devoted to the interests of dogs.

### NEW MICHIGAN PUBLISHERS.

A recent change in Michigan newspaper circles is the sale of Fred Griswold's interests in the Gratiot Journal to Edwin C. Bridge-man, formerly of the Jackson Patriot. A new publishing company has been organized with Charles M. Brown as president and Mr. Bridge-man secretary-treasurer. The new owners have changed the paper from a tri-weekly to a once-a-week publication.

### NEW ONE FOR FARGO.

It is rumored that A. T. Cole, who has edited the Fargo (N. D.) Searchlight during the whole of its existence except the first five months, will establish a new paper of his own the latter part of this month.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street. NEW YORK

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

### ENGRAVERS

ARTISTS, ELECTROTYPEERS  
NEW YORK, CHICAGO, ST. LOUIS

## "Ipsco" Tissue

INTERNATIONAL.

PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

E. S. Schaefer has launched the San Marcos (Tex.) Weekly Press.

Let the American Ink  
Co. of New York City be  
your 4-cent inkmen.

147 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M&E  
Registered

MERCHANT & EVANS CO.

Smelters—Refiners

PHILADELPHIA

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

Trade Mark  
M&E  
Registered



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 965

NEW YORK, SATURDAY, AUGUST 24, 1912

TEN CENTS A COPY.

"EDMUND BURKE said that there were Three Estates in Parliament, but in the Reporters' Gallery yonder there sat a 'Fourth Estate' more important far than they all."

—Caryl's Heroes and Hero Worship"  
Lecture V

## The BOSTON HERALD AND THE Traveler-Herald



Aug. 1, 1912



May 1, 1912



Nov. 1, 1911



Nov. 1, 1910

sold at a combined all day rate, are giving advertisers more than 200,000 circulation daily in New England homes. The HERALD has been making bigger gains in advertising than any other Boston paper for a year past. In July it led all in automobile advertising, was second in financial advertising,

and had the biggest month of July in its history in point of total display advertising.

The Traveler-Herald has made a remarkable record in circulation since the amalgamation of these two evening editions on July 1st, supplying as it does the newspaper needs of that great field of average men and women who want neither an ultra-class nor an ultra-sensational paper.

The advertiser who buys space at the combined rates of the Herald and Traveler-Herald gets as large a percentage of profitable circulation as may be had anywhere in the country.

S. C. BECKWITH SPECIAL AGENCY,

New York,

Chicago,

St. Louis.

## CHICAGO STRIKE CONDEMNED.

I. T. U. BRANDS IT A "BLUNDER WORSE THAN A CRIME."

Unanimous indorsement of their officers and executive council and of the officers and executive council of the International Stereotypers and Electrotypes' Union for their attitude on the Chicago pressmen's strike was voted by the International Typographical Union convention in Cleveland, after the hottest fight that marked the gathering.

In the report of the committee on subordinate unions which handled the Chicago situation, the striking pressmen were condemned as men who refused to accept proffered arbitration and their methods in seeking to embroil the International Typographical Union and allied trades unions were harshly arraigned.

The stereotypers were held guilty of violating existing contracts and the strike order itself was termed "a blunder worse than a crime."

Admitting in advance that he would support the committee report only because he had been instructed by his local to do so, Delegate George W. Koop of Chicago local 16 criticised the International Typographical Union for failing to lend its power to the cause of the strikers. He accused James J. Freely, president of the International Stereotypers and Electrotypes' Union, of seeking instructions from Chicago representatives of the American Newspaper Publishers' Association as to the handling of the situation.

President Lynch in person took up the fight for the committee report and went to the defense of Freely, branding Koop's charges as "deliberate misstatements." He charged Koop with misrepresenting his local on the floor of the convention and, when challenged by an anti-administration delegate, declared he would back up every statement he has made in reference to the Chicago affair.

The report of the committee on subordinate unions was practically a reiteration of the statements previously made by President Freely of the International Stereotypers and Electrotypes' Union, reprinted in THE FOURTH ESTATE last week. In addition it charged that a certain Chicago daily newspaper, claiming to be a labor publication, libelled and misrepresented international officers and did all in its power to keep the strikers agitated.

Lynch bitterly attacked the publication for its position during the strike. "What matters the destruction of trade unionism, the starvation of men if this paper can build up its circulation?" he said. "When our allies are right we are with them. When they are wrong we propose to show them wherein they are wrong." The report said in part:

### REPORT OF INVESTIGATORS.

"When the strike came Chicago Typographical Union was under contract with the Chicago local American Newspaper

Publishers' Association until February 15, 1915. It was sought to involve Chicago local 16 in sympathetic support, which attempt was combated by President Lynch, representing the International Typographical Union, the executive council and by the officers of No. 16. No. 16 voted 1,099 to 655, to abide by the existing contracts. "Efforts also were made by the striking unions, to involve Mailers' Union 2, which, by a vote of 97 to 6, decided not to strike. If the mailers had struck, in the opinion of the committee, their union would have been disrupted and ruined.

"This committee is of the opinion that the position taken by President Lynch and the officers of No. 16 and Mailers No. 2 was the only position that could be taken and it recommends that this convention commend and indorse the action of the international president, the international executive council, the officers of Chicago local 16 and Mailers No. 2 and also commends and indorses the action taken by these unions in view of the contracts under which one was working and the other confronting the other in refusing to enter into sympathetic strike.

"This committee finds that the stereotypers' union entered into sympathetic

Continued on Twenty-third Page.

### PRESS MAY CAUSE WAR.

"In case that there is ever a war between the United States and Mexico it will be brought on by the American press," said J. S. Sanford, Great Britain's vice consul to Mexico, who is at Battle Creek, Mich.

"The old scar left by the Mexican War is still visible. The Mexicans feel its presence and they have a hatred for the United States.

"Mexico is being continually stirred up by reports in the American newspapers of possibilities of war between the United States and Mexico. These reports will lead eventually to war, if the press is not subdued."

### RIDGE'S NEW JOB.

H. B. Ridge, for many years connected with the Hearst organization, has been appointed advertising manager of the Readers' Magazine, Philadelphia.

This magazine is new and is issued as a part of the Syracuse Sunday Herald, the St. Louis Star, the Duluth News-Tribune, the Washington Herald, the Evansville Courier, the Pittsburgh Leader, the Knoxville Journal and Tribune, and the St. Paul Daily News.

### PROGRESSIVE DAILY FOR CINCINNATI.

Cincinnati is scheduled to have another newspaper to be known as the Cincinnati Daily Progressive and the first issue is expected shortly.

The new daily will support the Progressive party nationally, and also the party's state ticket in Ohio.

Lotto C. Lightner is the organizer of the new daily.

### BUYS ANOTHER PAPER.

V. Day Keeler, for the past eighteen years editor of the Wyalusing (N. Y.) Rocket, has purchased a paper at Sidney, N. Y. Keeler Brothers will continue to publish the Rocket, and it is expected that John G. Keeler, now in charge of the LeRaysville Times, will assume the management and editorship.

The Houston Press Club will open its new quarters in the Butler Flats, on Fannin street, tomorrow.

## CHURCH PAPERS TO BE MERGED.

PLAN TO PUBLISH ANY OF  
THEM THROUGH  
SYNDICATE.

Word comes from Baltimore that a \$1,650,000 syndicate is being formed in Chicago and in New York to reorganize the Protestant religious press of the country. Working quietly, the founders of the syndicate, according to reports have entered into contracts for the purchase of many of the oldest denominational papers in Boston, New York, Pittsburgh, Detroit, Chicago and San Francisco. One hundred thousand dollars of preferred stock of this company has already been taken, Andrew Stevenson of Chicago is the president.

The plan of the syndicate is to retire papers which are now operated at a loss and to merge others. Baltimore has for many years been a center of religious publications and the plans will affect a number of the papers there. Victor Lawson, owner of the Chicago News, is said to be one of the chief investors in the company.

The Baltimore church papers with a chance of figuring in the deal, it is said, are:

The Methodist Protestant, a denominational organ with one competitor in Pittsburgh.

The Maryland Churchman, monthly, Protestant Episcopal diocesan organ.

The Baltimore Methodist, weekly organ for the Baltimore, Wilmington, and Central Pennsylvania conferences.

The Southern Methodist weekly, organ for that entire denomination.

The Maryland Messenger, a Baptist bi-monthly publication.

The Methodist Protestant and the Southern Methodist are the only two that cover the whole denominational field.

Victor F. Lawson is one of the most prominent lay church men in America and is prominently identified with the Men and Religion Forward Movement. Mr. Lawson served on the commission of church and newspaper men who recently investigated the relations of the press and church and otherwise is to be found in many other church and philanthropic undertakings.

### ANOTHER CHICAGO DAILY IS PLANNED.

The Hotel Trade Press is contemplating the establishment of a daily paper for the suburban towns north of Chicago. A plant will be installed in the North Chicago district in time for the paper to make its appearance about December 1.

### TO ADVERTISE BORAX.

J. Howell has been appointed advertising manager of the Pacific Coast Borax Company, New York. He has been with James Pyle (Pearline) as sales manager.

### MADE AD MANAGER.

W. P. Rose has been appointed advertising manager of the Erie (Pa.) Evening Herald. He formerly was with Suburban Life and Lord & Thomas.

## PLANS FOR THE HUMORISTS' CONVENTION.

Newspaper paragraphers, poets and philosophers from practically every state in the union will journey to Detroit the first week in September for the tenth annual convention of The American Press Humorists' Association.

Edgar A. Guest, secretary-treasurer of the organization, whose home is in Detroit, announces a program that will make the week an eventful one for the jokesmiths.

Monday, being Labor Day, will be devoted to touring the city in motor cars, and to greeting old friends and new. In the evening Messrs. Stair and McMillan will banquet the men at the Detroit Club, while the ladies will attend a theatrical performance. William E. Scripps, general manager of the Detroit News, is going to give a motor trip through beautiful Grosse Pointe with a dinner at the Motor Boat Club and a motor boogie supper afterward.

One day is to be spent at Battle Creek, and another day will be spent at Orchard Lake, one of Michigan's fairest inland beauty spots. At Mount Clemens, the Carlsbad of America, the humorists and their party will be guests of the city.

From Monday morning to Saturday night the Detroiters plan to keep up a whirl of fun for the humorists. A feature of the convention will be a proposition by Henry Edward Warner of the Baltimore Sun to take the association members and their families to Panama next year.

### ENTER OTHER FIELDS.

W. G. Williams and J. E. Williams, who, as told in THE FOURTH ESTATE last week, sold the controlling interest in the Mason City (Ia.) Daily Times to Freeman R. Conaway, plan to retire from the newspaper business. W. G. Williams was manager of the Times, and his brother was editor. The latter will return to the practise of law.

Mr. Conaway intends selling the Ames Daily Intelligencer, which he owned when he purchased the Mason City property.

### ENDS LONG OWNERSHIP.

W. A. Foland and C. B. McCune, for twenty-five years owners of the Benson (Minn.) Times, have closed a deal with W. N. Thompson of Holloway, by which the latter takes over the paper. For a short time this year the paper has been issued by T. A. Woodburn, under a lease. The Times was established in 1876.

### BOYLE WITH BLOCK.

Charles S. Boyle, formerly New England manager for the Butterick publications and later advertising manager of the Christian Herald, has been added to the staff of the Paul Block Special Agency.

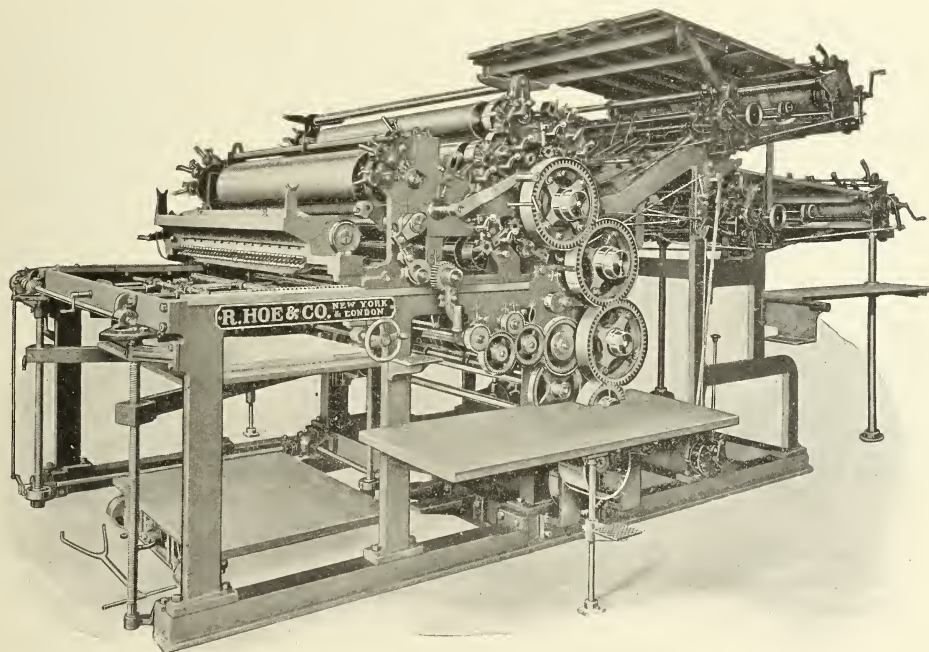
### SPECIAL AGENCY CHANGE.

Los Angeles Tribune (foreign representation) from A. K. Hammond, New York, and C. D. Bertollet, Chicago, to the Paul Block Special Agency, New York, Chicago and Boston.



IF YOU HAVE DIFFICULTY in getting your present product out economically and on time, write us and our printing machinery engineers will be pleased to give competent advice.

Here, for instance, is a machine which is destined to revolutionize the Periodical, Magazine and Book field just as the Hoe Web Perfecting Presses revolutionized the Newspaper printing business. It is just the thing for Pictorial Supplement work.



## HOE <sup>SHEET</sup><sub>FED</sub> ROTARY ART PRESS

Instead of printing at every second revolution, it prints a sheet at every turn of the cylinder.

High-grade Pictorial Supplements, and all Periodical, Magazine and Book printing, can be run two or three times as fast as is possible with a flat-bed machine, and without deterioration in the quality of the work.

The name of R. Hoe & Co. on a printing press or other machine is an assurance of reliability, efficiency and economy in operation.

---

### R. HOE & CO.

Manufacturers of Printing, Electrotyping and Stereotyping Machinery  
504-520 GRAND STREET, NEW YORK

## CATHOLIC EDITORS HOLD MEETING.

ASSOCIATION IS TO HAVE A  
REPRESENTATIVE AT  
THE VATICAN.

Catholic editors and managers of Catholic publications from all parts of the United States and from Canada were present at the second annual convention of the Catholic Press Association in Louisville.

The meeting of the press body marked the beginning of the exer-



E. J. COONEY.

cises in connection with the national convention of the Federation of Catholic Societies. All of the editors and publishers were delegates to the federation.

An address of welcome by the Rt. Rev. Denis O'Donaghue, bishop of the Louisville diocese, opened the meeting of the press association. J. W. S. Clements, acting in behalf of Mayor Head, welcomed the visitors to the city. The Rev. Louis G. Deppen, editor of the Record, spoke for the profession. A response was made by Edward J. Cooney, editor of the Providence Visitor. Mr. Cooney was the founder of the Catholic Press Association and its first president.

An outline of work undertaken by the organization and the efforts of the officers and members of the news, literary and advertising bureaus was given by Mr. Cooney. Following his address reports were received from the various bureaus of the organization. These reports were made by Charles J. Jaegle of the Pittsburgh Observer, for the news bureau; the Rev. John J. Burke, C. S. P., New York, of the Catholic World, for the literature bureau, and Mr. Cooney for the advertising bureau.

FOR A DAILY PAPER.

A feature of the session was a plea by Father Deppen for Catholic daily papers. He declared it is a

(Continued on Twentieth Page.)

## New York American Gained New York World Lost

July 1912 Compared with July 1911

### IN TOTAL ADVERTISING

The American Gained 11,641 Lines  
The World Lost - 25,755 Lines

### IN DRY GOODS ADVERTISING.

Our worthy contemporary the WORLD frequently has made the assertion that DRY GOODS ADVERTISING more than anything else indicates advertising supremacy in the local newspaper field.

In July the New York AMERICAN not only published more Dry Goods advertising than The World or any other New York morning newspaper, but made a substantial gain over the same period last year---while The World lost.

This statement is verified by the Statistical Department of the New York Evening Post

# New York American

Advertising That Grows Pays  
Advertising That Pays Grows

### SUES FOR WHIPPING.

As an aftermath of the election, James E. Bullock, editor of the Pen Brush, a free lance weekly paper, of Houston, has filed suit in the district court against John H. Crooker, justice of the peace, for \$1,500 damages.

The suit grows out of an alleged whipping administered by Crooker to Bullock, which was incited by what Crooker considered unjust criticism of his methods in conducting the office of justice of the peace. Actual damages in the sum of \$500 and exemplary damages in the sum of \$1,000 are asked.

### WORKING ON AUSTRALASIA TRADE REPORT.

Henry D. Baker, consul at Hobart, formerly on the staff of the Chicago Tribune, is preparing a monograph on trade relations with Australasia. He was assigned at the request of the Department of Commerce and Labor to do special commercial work in Australasia, and his report is expected by the department to be of great value to American commercial interests.

### LOWRIE'S NEW POST.

Promotion of William L. Lowrie of Elgin, former Chicago newspaper man, from the position of American consul at Carlsbad, Austria, to that of consul-general at Lisbon, Portugal, has been made by President Taft. Mr. Lowrie's new position carries additional honor and salary. He is the son of Professor A. H. Lowrie, editor of the Elgin News.

### MOVES TO ST. LOUIS.

Walter H. Brown, at one time editor of the Clarion (Ia.) Democrat (now the Clipper), has moved to St. Louis, Mo. Since selling out his newspaper holdings Mr. Brown has been engaged in the theatrical business and in lyceum work.

### NEW EDITOR AND POLITICS.

A. E. White has assumed the editorship of the Trinity (N. F.) Enterprise. The paper has changed its politics from Independent Conservative to anti-administration policies.

### HARRIMAN AD CHIEF.

John P. Cummins, Jr., of Omaha, has been appointed director of advertising of all the Harriman railroads. His headquarters will be in New York.

THE TROY MORNING  
RECORD ONE RATE  
EVENING  
KEEPS A-GROWING

The average net paid daily circulation for the six months ending June 29, 1912, was

22,174

If you want to cover GREATER TROY, which comprises Troy, Watervleit, Green Island and Waterford, and has a population of over 90,000, use the RECORD.



## KNILL STARTS HIS OWN BUSINESS IN CHICAGO.

Charles P. Knill, for a year and a half past manager of the Association of American Advertisers, with headquarters at the New York office of that association, has resigned his position in order to enter the special agency field in Chicago, his former home.

Mr. Knill starts with the Western representation of the New York Sun, which has been transferred from Guy S. Osborn, and expects



CHARLES P. KNILL.

to add to his list three or four papers in other large cities.

Mr. Knill was for sixteen years connected with the Chicago Tribune, latterly as advertising manager. When William R. Hearst started the Chicago American in 1902, with John C. Eastman, now proprietor of the Chicago Journal, as business manager, Mr. Knill became advertising manager of that paper, a position which he held for four years, and subsequently succeeded Mr. Eastman as business manager of the American.

In 1906 Mr. Knill went out of the newspaper business in order to engage in another line of work in South American countries, but the old love of the newspaper game was too strong and in 1910 he returned to take the position of manager of the Association of American Advertisers, which he has since held, and in which he has been successful in establishing more friendly relations with newspapers than had previously existed.

A leading officer of the association said yesterday that Mr. Knill's departure was a source of regret to all the members, because he had succeeded in establishing such a strong feeling of co-operation between the advertisers and the publishers, but they were unwilling to stand in the way of his advancement.

During these years Mr. Knill has

acquired an intimate personal acquaintance with advertisers which should be of great value to him in his new field of work, and should inure to the advantage of the papers which he will represent.

I. A. Klein will continue the Eastern representation of the New York Sun in the foreign field.

Mr. Knill's successor will be W. B. Getty, for some time one of the association's examiners.

## HOW THE N. Y. AMERICAN CAPTURED SCHEPPS.

Sam Schepps, reputed "paymaster" of the gunmen who slew Herman Rosenthal, was arrested at Hot Springs, Ark., on August 1 through the efforts of the New York American. According to the story told by Schepps he fled from New York at the same time as "Whitey," Louie and "Gyp the Blood"; went to Sullivan county N. Y. (where the police permitted him to escape), and then hurried to Hot Springs.

The capture of Schepps was brought about in this manner. The New York American learned that he was in communication with Jack Rose, in the West Side police station. With that as a starting point, an investigation made by that newspaper disclosed that Schepps was in the West. It was certain that he was in one of several health resorts, as he was somewhat broken in health.

By constant watchfulness, the American finally became convinced that Schepps had taken refuge in Hot Springs. The newspaper wired its correspondent in that town to search for him. A detailed description of the missing man was wired to the correspondent. He was told to particularly watch the post office, as Schepps undoubtedly would call there for a letter—he being in correspondence with Rose.

Inquiries made at the post office, hotels and boarding houses at Hot

Springs by the American's representative failed to disclose any person of the name of Schepps. This report was wired by the correspondent. A further effort then was made in New York by the newspaper to discover the name which Schepps had adopted since his hasty flight. It was learned that he had assumed the alias of "Samuel Franklin." This information was immediately sent to the correspondent.

The facts were laid before Frederick E. Johnson, postmaster at Hot Springs, who is also a United States marshal. Johnson and the American correspondent stood guard at the post office and within two hours of the time that they received the name under which Schepps was living, a man answering the description of Schepps and who said he was Samuel Franklin called. He was immediately arrested, and admitted that he was Schepps.

The prisoner was sequestered at the post office. Chief of Police Howell of Hot Springs, who had been taken into the confidence of the American, maintained a close guard over Schepps until the latter agreed to return to New York. Twenty-four hours after Schepps was arrested a full story of his remarkable capture had been printed in the American. Deputy Police Commissioner Dougherty telegraphed to the authorities at Hot Springs to ascertain if it were really true that Schepps was under arrest.

## MAYOR GETS REVENGE.

Incensed at an article in the Great St. Louis (Ill.) Truth, Mayor Charles Lambert took vengeance on the editor, Alexander F. Flanagan, the other day when they met on the street. Following the attack, in which the editor lost part of his coat and was otherwise mugged up, he appeared on the street with a shotgun looking for Lambert.

## YOUNG FLORIDA EDITOR.

J. A. Belflower, twenty years old, is the editor and part owner of the South Jacksonville (Fla.) Journal. He was formerly employed on the Jacksonville Metropolis, where he rose from carrier boy to printer's "devil" through the business office, hustling advertising, and to the editorial department as a special writer.

He left daily newspaper work to organize the South Jacksonville Publishing Company, of which he is vice-president and general man-



J. A. BELFLOWER.

ager. He started the Journal last March, capitalized at \$5,000, as a four-column magazine size paper, but with the second issue was compelled to enlarge to a six-column twenty-inch newspaper. Mr. Belflower also has quite a reputation as a cartoonist and he hails from Dublin, Ga.

The business manager of the Journal is A. N. Dobbins, a proprietor-printer who was for a number of years owner and general manager of the Florida Rubber Stamp Works, which company is consolidated with the South Jacksonville Publishing Company. The paper has grown remarkably under Mr. Dobbins' administration.

The publishers of the Journal are planning to establish a daily paper in South Jacksonville this fall.

## HOULIHAN BROTHERS BUY VERMONT PAPER.

John H. Houlihan and Thomas F. Houlihan of Binghamton, N. Y., have closed negotiations with C. R. Davis for the Berlin (N. H.) Reporter, and are now the editors and proprietors of the paper. They have purchased the entire plant and the business will be conducted under their management.

## NAME CHANGED.

The name of the Brooks (Can.) Banner has been changed to the Bulletin by its new owners, Messrs. Nesbitt and Wright.

## Philadelphia Offers to the General Advertiser a Unique Opportunity.

As a market—consider the 346,000 homes, each a prospective buyer of necessities and conveniences, many prospective buyers of luxuries.

Consider the one newspaper that absolutely reaches the majority of these homes every day.

## The Philadelphia Bulletin

had a guaranteed net paid circulation for July of

269,570 Copies a day

Most of this right in Philadelphia—the remainder practically all within a 35-mile radius. Even though each copy were read by only one person (a fair presumption would be true) consider what a tremendous influence this exerts in a market in which telling conditions are so favorable.

The advertisers problem is simplified for him in Philadelphia.

If you "want Philadelphia" you need The Bulletin.

When you buy advertising space in "The Philadelphia Bulletin," you deal in known quantity and quality, and enjoy the benefit of known rates that are absolutely not deviated from.

WILLIAM L. McLEAN, Publisher.

CITY HALL SQUARE, PHILADELPHIA.

Chicago Office—Steger Building.

J. E. VERRE.

New York Office—Tribune Building.

DAN A. CARROLL.

There is no other advertising service like this in the whole world.



## All Publishers Will Throw Up Their Hats for FISK ADVERTISING SERVICE When They Understand It.

THE SEYMOUR REPUBLICAN WRITES:

"One of our dry goods merchants saw the sample of your interlocking advertising service and at once ordered a page ad out of part of it. We are enclosing our check to pay you for a year's service to begin at once."—Seymour, Ind.

Daily and weekly newspapers can increase their local advertising patronage by the help of Fisk Service. It costs \$5.00 per year for 52 issues, one a week. After October 1st the price will be \$10.00 a year. Order NOW and save \$5.00, and get the benefit of the service for Fall advertising.

HENRY STIRLING FISK, President.

**FISK PUBLISHING COMPANY**  
SCHILLER BUILDING, CHICAGO.

## BUILDING UP THE CIRCULATION.

The Washington Herald has started a baseball fans' voting contest, through which it will send the twenty fans voted most popular to the world's championship baseball series in a private car, all expenses paid. The contest has started off with much enthusiasm and promises to be a big affair. The contest is being conducted under the management of the United States Circulation Company, Waterloo, Ia., which also conducted the voting contest on the Herald several months ago.

The Vernon (B. C.) News is conducting a \$2,500 prize competition until September 5.

The Trenton (N. J.) True American has just closed a successful popularity voting contest for women, in which automobiles, diamonds, pianos, trips, etc., were the prizes. The campaign was conducted by the United States Circulation Company, of Waterloo, Ia.

The Petrolea (Can.) Topic has just closed a successful three months' subscription contest.

The Picton (Can.) Gazette has its readers hustling to win a \$400 piano, offered as a prize for the

person who gets the largest number of subscribers.

Carpet cleaners are making a big hit as newspaper premiums in a number of cities. The Philadelphia Record reports having put out 33,000 of them in the past thirteen months, and is still using them at the rate of 2,000 a month. The cleaner used by the Record is that of the Lanning-Stone Sales Company, Tribune Building, New York.

The five young women prize winners in the voting contest held by the Little Rock (Ark.) Democrat left New York this week after spending a week looking over the sights and taking in the various points of interest. The party was chaperoned by Mrs. E. P. Bowers.

The Omaha Bee has added the Semi-Monthly Magazine section, published by Abbott & Briggs, New York. The Bee is the ninth paper to put on the section in the United States.

The Milwaukee Evening Wisconsin is using the Brady Civil War Photographs for premiums.

## SUN BEFORE THE SENATE.

An editorial from the New York Sun on the Panama Canal Bill was the subject of acrimonious debate in the United States Senate last Friday afternoon.

## NEW DIRECTOR OF LONG ESTABLISHED AGENCY.

John D. White, president of the White Advertising Bureau, of Seattle, who lately took the active



JOHN D. WHITE.

management of the company, is a firm believer in honest and straightforward advertising.

This institution is the oldest of its kind in the Pacific Northwest, and is one of the few in its section which has facilities for engraving and printing the booklets and other advertising literature which it prepares.

Mr. White is conducting the work commenced by his brother, the late C. V. White, of making the name of the White Advertising Bureau synonymous with progressiveness in advertising. The agency feature of this concern is being advanced more than ever.

## WILL REPRESENT CITY.

Corporation Counsel Watson has appointed William McMurtrie Speer, a former New York newspaper man, to represent his office in the aldermanic investigation into the police department. Mr. Speer for the past two years has represented the city in the Catskill water supply proceedings.

## CHICAGO NEWSIES RIOT.

Factional strife among newsboys employed at the office of the Chicago Daily World resulted in a riot at Fifth avenue and Washington street Monday night, in which shots were fired and the police were forced to use their clubs.

The trouble was caused by men who returned to work after having previously given up their positions.

## P. O. PROMOTES O'MALLEY.

Michael J. O'Malley, veteran postal officer and assistant superintendent of second-class mail matter at the Chicago post office, has been appointed superintendent of that division by Postmaster Campbell, to succeed Paul Hull, who died on July 4.

Mr. O'Malley has been in the post office service for over twenty-five years, having entered the department in 1887. In 1897, under Postmaster John A. Montgomery, he was assistant superintendent of mails, and in 1899, under Postmaster Gordon, he was assistant superintendent of delivery service, having charge of the distribution and street car mail service while in that position.

## BACK IN THE FOLD.

Philip T. Kirby, editor of the East Liverpool (O.) Free Press, a Socialistic newspaper, who was recently suspended for a term of six months from the party fold because of alleged disloyalty to the cause, has been fully restored to good standing.

## ROBBED THE CIRCULATOR.

Gaining entrance to the counting rooms of the Seattle Press building, a burglar forced open the private desk of Hugo Veliquith, circulation agent, and took out \$16.50 in cash.

## GET TO-DAY'S NEWS TO-DAY "By UNITED PRESS"

General Offices. World Bldg., NEW YORK.



## USE RAINCOATS FOR PREMIUMS

There is positively nothing better to BOOST YOUR CIRCULATION WITH.

CLIMATIC RAINCOAT CO.  
104 Fifth Ave., NEW YORK.

## THE SPECIAL SERVICE CO.

Reliable Contest Operators

Write for terms, etc.

Room 33, 23 Park Row, New York

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment.—Best illustrations. YOU NEED IT! Write for particulars to International News Service  
200 William St., New York City.

**The William L. Betts Company**  
Suite 406, World Building, New York City.  
**Newspaper CONTEST Experts**



**HERE'S A WINNER**

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitching awl. Prices the lowest in quantities. Address

**C. A. MYERS**

6300 B Lexington Ave., CHICAGO

**The McClure NEWSPAPER SYNDICATE**

Established 28 years.

The oldest and largest independent newspaper syndicate.

More than thirty regular feature services.

Eight pages of colored comics weekly.

The best big and little features, daily comics, etc.

The McClure Newspaper Syndicate  
45 West 34th Street, NEW YORK

**THE HOTALING NEWS VENDOR**

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

**HOTALING BROS.**

Tribune Building, NEW YORK.

**CHARGES OF GRAFT ON NEWSDEALERS.**

The combined protest of the newsdealers of New York City against the order for the removal of newsstands from under the stairs of the elevated railroad and near subway entrances, on the charge that they are obstructions, has resulted in disclosures that point to the operations of a graft system that costs the dealers more than \$1,500,000 a year to politicians to be allowed to operate their stands, instead of they being free to do business on the payment of the nominal license fee to the city.

Mayor Gaynor, at a mass meeting of the newsdealers, announced he had received various complaints from dealers who were compelled to pay district leaders and other politicians to obtain the approval of the city officers having to do with the passing along of the license. The charges are to be made the subject of a thorough investigation.

At the newsdealers' meeting, former Judge George Sweitzer urged the dealers to organize and go to the legislature if the borough presidents insisted upon the present plan of removing their stands.

**COLOR COMICS FAIL IN TOPEKA.****BROUGHT SLIGHT CIRCULATION GAINS—OTHER****RESULTS NEGATIVE.**

In pursuit of circulation a newspaper's editorial and pictorial features are prime requisites to be considered. Few features of real pretensions "pull" moderately. They either pull extraordinarily well and add circulation by thousands, or they attract so faintly that an editor can quickly decide that they are failures.

When the comic supplement was introduced in American Sunday newspapers it pulled tremendously and some circulations already formidable doubled in size. Ever since the initial success of the Sunday comic the daily comic has occupied a large percentage of the pictorial space allowance in daily newspapers, especially those in the afternoon field.

Some newspapers credit their comics and cartoons with being responsible for as much as thirty-three and a third per cent. of their total circulation.

There are few circulation managers who at some time or other have not had the idea of running their daily comics in two or more colors and dreamed that this innovation would add materially to the circulation gains.

Finally this novelty was introduced in a daily paper and received widespread publicity. The newspaper which introduced the feature was the Topeka (Kan.) State Journal. The result of the State Journal's experiment will be of general interest in both large and small cities.

"As to whether it is worth while to run a page daily in colors," says Oscar D. Wolf, circulation manager of the State Journal, "I will say that after experimenting with the proposition for more than five months the Topeka State Journal found that while the feature secured considerable new circulation, it also lost quite a number of the paper's old subscribers."

"We ran a page of comics every day in three colors, advertising the feature extensively through newspapers over the state by billboards, etc. The expense was heavy, the colored inks alone amounting to several dollars a day."

"The greatest objection to the feature came from parents who complained that their children were spending every evening reading the 'funny page,' taking their time from studies, or other duties which they thought much more important."

"The State Journal is convinced that once a week is often enough for comic pages in colors; in fact, it is the belief of the paper that the feature could be done away with entirely with little or no circulation loss."

"A good many will probably want to know what effect it had on the paper when the daily page in colors was discontinued. This was one of the things we were wondering about, and much to our surprise we found that the loss was practically

nothing, so we really made quite a nice net gain in circulation, but with the constant objections and the great expense, the business secured would not justify the continuance of a daily color page."

**LONDON MAIL EXCHANGE IS POPULAR.**

According to independent financial critics the London Daily Mail's recently established stock exchange for its readers has been accompanied by such success that many of the Stock Exchange brokers now view it with distinct hostility.

According to Charles Duguid, the financial editor of the Daily Mail, the business of its exchange has so increased that large additional premises in Copthall avenue have been secured. A force of twenty-five clerks engaged in investigating and transfer work has been found inadequate and is to be immediately increased.

The object of the Mail's exchange is to enable its readers who buy or sell stocks or shares to do so among themselves without paying the high intermediary profits and commissions hitherto imposed.

They may buy or sell either by making an announcement in the columns of the Daily Mail devoted to the exchange or by selecting the stocks or shares announced in the exchange column. The exchange arranges the rest of the transaction for them.

The reader who desires to make an announcement sends particulars of his wants accompanied by a money order for sixty-two cents for the use of the exchange column, in which his announcement then appears with a reference number which the Daily Mail appends. If the reader does not desire to state a price he may ask "What offers?" in cases where market quotations are not readily obtainable.

In cases where quotations are easily obtainable and fluctuate rapidly he may indicate that he is willing to buy or sell, as the case may be, at the middle price. The Mail contends that by allowing its readers to deal "at middle" enables them "to deal at a fair price without jobbers' profits current at the time it issues the contract notes to them."

**NEW TEXAS DAILY.**

A small daily newspaper is to be started at Hallettsville, Tex., by B. L. Morris. Its title will be the Booster. Mr. Morris was formerly with the Hallettsville New Era.

**STARTS AD AGENCY.**

William Wakefield has started in the advertising agency business in Montgomery, Ala. He was formerly connected with various enterprises in Jacksonville and Live Oak, Fla., and Rome and Barnesville, Ga.

**NEBRASKA WEEKLY SOLD.**

The Table Rock (Neb.) Argus, a weekly paper established in 1882, has been purchased by Otis H. Barnes. T. R. Hollingsworth is the retiring publisher.

**IF QUALITY****GETS****QUANTITY****IN****NEWSPAPER****CIRCULATION****WHY****NOT USE****SALZ****FOUNTAIN****PENS!***They lead all others as to Quality.*

We offer to prove that our pens ARE BEST.

*Samples on ten days' free trial.*

Send One Dollar and we will mail at once, postage paid, INSURED, one of our No. 6 Manhattan Guaranteed Pens.

Give it the hardest test you ever put a fountain pen to and if you don't find it satisfactory we promptly refund your money.

Other Pens, 10c. and up.

**SALZ BROS.,**

45 West 34th St., NEW YORK.

*We conduct all kinds of Circulation Contests***Wire****Write**

For Washington Correspondence WRITE

**AMERICAN TELEGRAPH PRESS**

District National Bank Building, WASHINGTON, D. C.

**WILL SOON MOVE.**

The new home of the Regina (Can.) Leader is to be ready for occupancy before the close of this month.



# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS A YEAR. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICES:  
105 West 40th Street  
(Tilden Building.) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 965 FOR THE WEEK ENDING SATURDAY, AUGUST 24, 1912.

## IS YOUR CITY "ON THE MAP"?

A good example for newspapers in numerous other cities throughout the Union is supplied by the Knickerbocker Press of Albany, N. Y., which has begun a most energetic and intelligent campaign for the purpose of advertising itself and its community.

For many years past the capital city of New York state has been stagnating from a general business standpoint, and its commercial backwardness has been brought into sharp contrast with the rapid growth of the city of Schenectady, only twenty miles away and occupying a less convenient geographical position.

The Knickerbocker Press is the combination, or culmination, of no less than four daily papers, no one of which ever made much of a stir in Albany, but the revived newspaper under Lynn J. Arnold's management is more than making up for lost time. Fortunately, the Knickerbocker Press has the powerful backing of the financially impenetrable Clark Estates, now in the hands of Spencer Clark, who is vice-president of the publishing corporation, so that no lack of "the wherewithal" can stand in the way of the purchase of the equipment necessary to produce a metropolitan newspaper, or of the necessary publicity to bring it before the attention of the readers of the capitol district and the advertisers of the country at large.

Judge Arnold's purpose is to build up his newspaper by building up the section in whose interest it is published; showing to the world the advantages of Albany as a manufacturing center, and accentuating the community of interest between Albany, Schenectady and Troy.

In this work he has the able assistance of George J. Auer, whose valuable experience acquired in the Schenectady field makes him entirely familiar with the wishes of the people of the district, and whose energy in the promotion of the

The advertising firms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

growth of the Knickerbocker Press knows no bounds.

The object of this comment, however, is not to pay compliment to any man or set of men, but to show to publishers in other cities a way out of the humdrum existence which in many instances takes the place of an active and useful life.

There are scores of cities of about the same size as Albany in which newspapers have been published for many years without any really intelligent attempt to increase their prosperity. There has been an all-too-evident intention to "let well enough alone." If a newspaper has been making a fair living for its publishers, who perhaps have acquired it by inheritance from a preceding generation, they have too often been satisfied to take the modest annual income which comes as a result of the effort of former years, and do nothing in the way of new exploitation.

The preponderant source of revenue of newspapers is the advertising pages, and yet the newspapers which really conduct intelligent advertising campaigns themselves are a mere handful in comparison with the total number of dailies in this country.

When a publisher's attention is called to the well directed and forceful campaign of the New York World, which uses a page or double page in THE FOURTH ESTATE with monthly regularity, besides other means of publicity, he is apt to say: "Oh, the World is rich and can afford it."

That is not the answer. Why is the World rich and prosperous? Because it not only has built itself up upon proper business lines, but continues year in and year out to keep its name before the advertisers of the country in the most compelling manner.

It is obvious of course that a newspaper in a city of the size of Albany could not afford to spend as much money year after year in advertising as a New York paper can, but, in proportion to the line rate which it gets—or the line rate which it ought to get—for its advertising

space, it can do relatively as much.

It is to be hoped that the brilliant example of the Knickerbocker Press will be followed during the fall season now beginning by a large number of other publishers who require only an incentive to modernize themselves and "get into the game."

## PRACTICAL TRAINING FOR JOURNALISM.

Schools of journalism, which essay to, and possibly do, teach young men the principles of newspaper work, have been weak in the practice they were able to afford students. No collegiate theory is adequate nor is the actual theory inside a newspaper office of much benefit.

We believe that Roy Howard of the United Press has solved the problem of giving students in schools of journalism the right sort of practice.

Mr. Howard has offered to supply the U. P. service to any school of journalism. In other words, schools that accept this proposal will receive each day, in typewritten form, the full news report of the association. They will get the routine news, the bulletins and "flashes," the additions, corrections, new leads, the stock and grain reports—all of the many kinds of news that the daily press demands.

Take the University of Missouri's school for example. Dean Williams' pupils can shape their daily as good news analysis and judgment prompt out of the "news commodity" supplied in the U. P. service. Later they can check up the correctness of their judgments by comparing the paper they produce with the dailies of Kansas City and St. Louis.

Differences of news judgment there will be, not one day or many days, but on all days. These differences exist everywhere and are to be credited to the insight, or lack of insight, of the individual mind.

But Mr. Howard's proposal, wherever accepted, will provide training of the proper kind and make for editorial usefulness.

## NOTE AND COMMENT.

General Charles H. Taylor in an editorial reviewing his thirty-nine years' direction of the Boston Globe emphasizes a not often heard note. He says:

"I think I may fairly say that I, with my associates, have built up the Globe and have created its own constituency and business without trying to capture the patronage of or endeavoring to undermine any other newspaper."

General Taylor then follows with this statement:

"So far as the other papers are concerned, I have always rejoiced in their prosperity and regretted their defeats and losses, because my own years of severe trials led me to appreciate and sympathize with the troubles of others."

Newspaper advertising would be much better developed if General Taylor's idea was the prevailing

idea of American publishers. No one would wish to curb rivalry in advertising solicitation but the prevailing spirit has not been that of rivalry, but warfare. This warfare has greatly reduced the amount of advertising, whereas the spirit of development and solicitation team-work would have added materially to all papers' revenues.

Publishers are informed far in advance of the topics to be discussed twelve months hence at the second annual Madison Newspaper Conference. It has been proposed to discuss the subjects contained in the following questions:

"The Newspaper and the Court," "Where Does Privacy End and the Public Interest Begin?" "Can There Be a Professional Standard for Editors or May Any Man Continue to Elect Himself to Try For Any Motive to Do the People's Work?" The generalities of the last question should afford many speakers a subject good for several thousand columns of space.

The constantly increasing demand on the part of publishers for better printed pictorial supplements is now successfully supplied by R. Hoe & Co., the famous press and printing machinery builders, in the machine to which they give the name the Hoe Sheet-Fed Rotary Art Press. This machine, designed to produce high-grade picture supplements, periodical, magazine and book printing, prints a sheet at every turn of the cylinder, instead of printing at every second revolution. This new press is receiving widespread praise for its mechanical excellence as demonstrated in its product.

No higher testimony to the value of a newspaper can be had than public testimony of worth to its advertisers. The Los Angeles Examiner has recently been publishing letters from local and foreign advertisers testifying to the results received from its announcements in the Examiner, which well demonstrate the hold it has on the reading and buying public of widely separated classes. General Manager Max F. Ihmsen's latest certified circulation statement shows the fast rate at which the Examiner's readers are increasing, and that the Sunday Examiner is now hot foot after the mark of 200,000.

In St. Paul, Minn., there are 43,000 families, a total population of 214,744, according to the last census. Federal figures numbered 8,800 families as non-English-reading, leaving 34,000 families that do read English. The St. Paul Dispatch and Pioneer Press have tabulated their circulation to show how thoroughly they cover their territory.

The Dispatch announces a daily circulation of 67,209, of which 42,241 is home circulation, averaged for the first six months of 1912. The daily Pioneer Press' average for the same period is 52,333, of which 36,935 is city circulation.

The Ottumwa (Ia.) Daily Courier has issued an edition of 120 pages, in ten parts, to mark the paper's sixty-fourth anniversary.



The first number of the Courier appeared on August 8, 1848, less than two years after Iowa was admitted to the Union.

Business and historical sections make up the interesting anniversary number. The Courier was founded by A. W. Lee and is now one of the papers owned by the Lee Newspaper Syndicate. The other papers under the same ownership are the Davenport (Ia.) Times, Hannibal (Mo.) Courier-Post. James F. Powell is publisher of the Ottumwa Courier and J. K. Dougherty the managing editor.

This newspaper that is dogged and unwavering in its insistence upon honesty both in its news and advertising columns is assured of ultimate reward. This is splendidly exemplified in the case of the aggressive Detroit Times. Publisher James Schermerhorn for several years has made the Times one of the most open forces that ever figured in the life of the city of Detroit. He has maintained a high standard of editorial and advertising cleanliness, has been daring and courageous in his opposition to advertising frauds and the results of this opposition are now shown in a convincingly large increase in the circulation of the Times. The average daily circulation for July is announced to have been 36,045, an increase of more than 8,000 daily. The Times' advertising growth is another visible triumph scored by an exponent of clean journalism.

Perhaps it is a bit of phrase-making to refer to a newspaper's circulation as "a pre-eminent circulation." But it is an undeniably apt phrase when applied to the Philadelphia Bulletin. The net paid circulation of the Bulletin for the month of July is announced to have been 269,570 a day, most of this large total being in the city of Philadelphia and the remainder virtually within a thirty-five-mile radius of the city.

Possessing such a circulation as this for a paper that combines refinement and conservatism with aggressive news policies affords Publisher William L. McLean an almost irresistible advertising argument. In addition the Bulletin is enabled to use to great advantage the argument about the value of a circulation that is concentrated upon adjacent territory as opposed to a scattered circulation that covers many sections, but none of them well.

The current issue of the Saturday Evening Post devotes its "Who's Who and Why" page to a sketch of Edward A. Van Valkenburg, editor of the Philadelphia North American. It is a picture done in the usual breezy style of the Post's biographer and the caption under Mr. Van Valkenburg's portrait is "Oh! How the Bosses Hate Him."

#### BUYS A THEATER.

W. E. Galvin, a former newspaper man, has purchased the Family Theater, of Charleston, Ill. Since leaving the newspaper field some time ago Mr. Galvin has been engaged in the theatrical business.

## PURELY PERSONAL.

MAX BINHEIM, managing editor of the Baltimore Journal, is making a tour of the West in the interest of President Taft. He is working particularly among the German-Americans.

J. E. PROCTOR, editor of the Texas Carpenter, of Houston, has been re-elected secretary-treasurer of the State Council of Carpenters and a representative on the joint labor legislative board.

J. E. JOHNSON, editor of the Mt. Airy (N. C.) News, not only runs a first-class weekly paper but finds time to conduct, as a side line, a bee yard that perhaps produces more dollars than any business in the section according to investment and time employed.

J. M. DENHOLM, editor of the Blenheim (Can.) News-Tribune, is now secretary of the Harwich Agricultural Society.

W. G. FERGUSON, formerly of the Porcupine (Can.) Advance, has gone to the goldfields and is working several newly acquired claims in Turnbull township.

J. E. MARTIN of the staff of the Progressive Farmer left for the West this week after spending a month in New York and vicinity on business. The publication office of the Progressive Farmer is in Raleigh, N. C.

JOHN B. SMALLWOOD filled in as city editor of the Washington Star during the vacation of Major C. Fred Cook.

CARL D. SHEPPARD, the Associated Press representative in the United States Supreme Court, is receiving the congratulations of his many friends on the arrival of one Allen Dunkle Sheppard in his household.

ROBERT E. UPDEGRAFF, advertising manager of Daniel Low & Son, Boston, has returned from a trip to Chicago, where he spent some time studying the methods of the big mail order concerns of that city.

HORACE L. BRAND, publisher of the Chicago Staats-Zeitung, was among President Taft's recent guests at the White House. Mr. Brand is an important factor among the German voters of Chicago as chairman of the finance committee of the Chicago United Societies.

JOHN EDWIN NEVIN of the United Press offices in New York is resting up for the big campaign work with his two boys and wife on Long Island. Mr. Nevin is the man who wrote all of the leads for the United Press on the Republican, Democratic and "Bull Moose" conventions.

PROFESSOR G. VIJORIO, editor of the Italian weekly Scintilla Elettrica, is taking an active part in the efforts to organize the Italian-Americans of New York for more political recognition.

M. H. DEYOUNG, proprietor of the San Francisco Chronicle, will return next Tuesday from his annual tour abroad.

H. WILLIAMS, circulation manager of the Boston American, is

spending a three weeks' vacation at Boothbay Harbor, Me.

JAMES F. PHILLIPS, former newspaper and advertising man, has resigned as assistant secretary and traffic agent of the Jacksonville (Fla.) Board of Trade. Mr. Phillips formerly worked in Atlanta and Chicago.

DAVID O. BATCHELOR, editor of the Goshen (Ind.) Times-News, has resigned as a member of the executive committee of the Republican County Central Committee. Mr. Batchelor formerly published the Napanee Advance.

## IN THE PUBLIC EYE.

L. B. JOHNSON, editor of the Randolph (Vt.) Herald, is a candidate for the legislature.

JOHN B. FAULKNER, editor of the Michigan City (Ind.) Dispatch, is a candidate for the Democratic nomination for senator from LaPorte and St. Joseph Counties.

LUTHER B. JOHNSON, editor of the Randolph (Vt.) Herald and News, as chairman of the committee on resolutions of the recent Republican state convention, drew up the party's campaign platform.

CHARLES DOBBS, associate editor of the Insurance Field, Louisville, has been nominated for Congress by the Socialists of the Fifth District.

Charles D. Wendell of Maine has purchased the Ripley (Minn.) Review from Editor Bellingier.

BERRYMAN G. BETTY, managing editor of the Montgomery (Ala.) Journal, has been appointed a member of the state committee on forestry.

WARREN C. HARDING, editor of the Marion Star, is likely to again head the Republican state ticket in Ohio. Mr. Harding was a candidate for governor two years ago, but was defeated by Judson Harmon, the Democratic nominee.

JOHN A. HOFFBAUER, city editor of the Brainerd (Minn.) Dispatch, has been appointed by Mayor Dunn a delegate to the congress on hygiene and demography to be held in Washington, D. C., next month.

SAM J. LATTA, publisher of the Govan (Can.) Prairie News, was a successful Liberal candidate in the recent Saskatchewan provincial election.

H. J. PETTYPIECE, editor of the Forest (Can.) Free Press, is the new assessor of his town.

W. W. CLIFF, editor of the Carleton Place Canadian, has been made a customs officer.

A. F. CAMPBELL, a former newspaper man of Brampton and ex-member of the Canadian Parliament, has been elected secretary of the Ontario Board of Grain Commissioners.

C. O. W. GARRISON, for many years editor of the Iowa Falls (Ia.) Sentinel, is running for county judge from his home in Golden, Colo.

JOHN S. KENNEDY, a newspaper man of Albany, has been appointed superintendent of the public service commission.

L. B. JOHNSON, editor of the Randolph (Vt.) Herald and News,

is a candidate for town representative.

LEWIS R. HOVEY, publisher of the Haverhill Record, has been nominated by Governor Foss of Massachusetts for member of the Merrimack River Commission.

J. COWDREY BROWN, city editor of the Cordele (Ga.) Dispatch, is spending a short time at Indian Springs and Rome, Ga.

SENATOR J. C. MCNEALUS, editor of the Dallas Democrat, is reported to be considering another try for the mayoralty. Mr. McNealus was defeated in his last campaign, but was sent to the state senate instead.

R. L. RICHARDSON, proprietor of the Winnipeg Tribune, has accepted the nomination for member of Parliament from MacDonald. Mr. Richardson is an advocate of reciprocity with the United States.

CHARLES T. KELLY, editor of the Menasha (Minn.) Journal, has announced his intention of being a candidate for the Republican nomination for Congressman in the Sixth District.

## WEDDING BELLS.

D. A. BRETZ of the Moosomin (Can.) World-Spectator was recently married to Miss A. E. Franks of Wapella.

JOHN W. HICKMAN of the Wallaceburg (Can.) Herald-Record and Miss Mabel Rose Williams have been married.

EUGENE S. BISBEE, formerly on the staff of the New York Evening Mail and later a writer for the Munsey magazines, has been married to Miss Ethel McMasters. The couple first met a year ago while on a trip to Bermuda.

ARTHUR J. DODGE, Washington correspondent of the Minneapolis Tribune, has been presented with a silver bowl by his associate members of the Gridiron Club to celebrate his recent marriage to Mrs. Horace A. Taylor, widow of the former assistant secretary of the treasury.

JAMES SHAW FARQUHAR of the advertising staff of the Chicago Record-Herald has announced his engagement to Miss Irene Lockwood.

THOMAS H. SOLAN of the Richmond (Va.) Times-Dispatch staff and Miss Alice V. Gaines have been married.

MORRIS M. RATHBUN, city editor of the Greeley (Colo.) Tribune, and Miss Marie B. Brooks were married a few days ago.

## VISITORS IN NEW YORK DURING THE WEEK.

JOHN M. BRANHAM, of the John M. Branham Special Agency, New York and Chicago.

COLONEL ROBERT EWING, publisher the New Orleans States and Shreveport Times.

B. MORGAN SHEPPARD, publisher the Southern Planter.

ALFRED FORD of the Atlanta Georgian.

C. H. WOOLEY, advertising manager the Cincinnati Commercial-Tribune.

## BUSINESS OPPORTUNITIES

**\$2,000**

cash gains possession of Iowa weekly without competition in a small town. Total price \$3500, which includes building and lot valued at \$1250. 1911 receipts \$4760. Return to owner for personal effort and investment \$2708. Two presses, numbering machine, gas engine, paper cutter, folder, etc. Proposition E. M.

**C. M. PALMER,**

NEWSPAPER BROKER,

277 Broadway, New York.

**NEWSPAPER  
WANTED.**

Manager of New York daily will buy interest or outright small city daily. All correspondence confidential. No brokers' letters answered. Direct dealings desired.

Address W. M. Williams, Singer Building, New York City.

The QUITMAN ADVERTISER, semi-weekly, 13th year; town, 4,500; county, 30,000; for sale, \$5,000, half cash, balance long terms. Gross business \$500 to \$600 monthly, including job department. Circulation 1,700, only opposition weekly. John T. Durrat, Quitman, Ga.

**Financial Aid Wanted.**

I am the publisher of a monthly newspaper which has a big field not now covered by any publication. I need financial assistance. I can convince anyone that my proposition is a good one. Address Counts, care The Fourth Estate.

**DINED BY EX-ASSOCIATE.**

The newspaper men of St. John, N. B., recently enjoyed a mid-summer excursion as the guests of John Russell, Jr., former manager of the Telegraph, and E. S. Carter, another newspaper man. The excursion was up the Kennebecasis River to Gondola Point, and supper was served at the home of Mr. Carter, at Fairvale.

**DAKOTA DAILY SOLD.**

Dorr H. Carroll has disposed of the Minot (N. D.) Daily Reporter and the Ward County Democrat to C. A. Johnson, who assumes complete charge at once.

## MACHINERY FOR SALE.

FOR SALE—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE—One Canadian Linotype No. M 224, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

**MISSING FROM HOME.**

Howard A. Holt, who up to a short time ago was connected with newspapers in Hartford, Conn., has disappeared from his home in Petersboro, N. H. Owing to failing health he was compelled recently to give up newspaper work, and he is now believed to be suffering from a sudden mental weakness.

**MANAGER RESIGNS.**

E. J. Payson has resigned as business manager of the Moncton (Can.) Times to become editor of the Chatham Commercial. In the latter position he succeeds G. Bidlake, who has gone to Newcastle to become editor of a new Conservative weekly, which will appear there shortly.

**SALE IN WISCONSIN.**

The Luxemburg (Wis.) News, a weekly which has been published by Dan J. Boncher for the past year and a half, has changed owners. Frank J. Salmon, formerly connected with the News, but lately located in Kewaunee, returns to take charge of the paper as manager and editor.

**SELLS TO PARTNER.**

J. D. S. Barrett has sold his interest in the Blairmore (Alta.) Enterprise to his partner, W. J. Bartlett, and also resigns the editorship. He plans to take a vacation and is visiting in Newfoundland this month, where his brother, A. L. Barrett, is publisher of the Bay of Islands Western Star.

**AGAIN SOLD.**

The Wyoming (Can.) Enterprise has again changed hands. Glen Nichol has disposed of the property to E. C. Rice of Windsor and plans to go West.

## MACHINERY FOR SALE.

Nine No. 1 two-letter LINOTYPES overhauled by the factory last February, at \$1500. F. O. R. cars Boston, Mass.

These machines were purchased by us from the Boston Herald which, as recently announced, purchased the Boston Traveller. Quick action required to purchase at the above figure, as price will be advanced after removal to New York. Send for our latest machinery list. The largest assortment of high-class printing machinery of every description ever offered.

**RICH & McLEAN,**  
51 Cliff Street, NEW YORK.

FOR SALE: Co. Model No. 4 Linotype, No. 11234, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

**WILSON TO MEET EDITORS.**

Democratic editors throughout the country soon may be invited to gather at Sea Girt, N. J., for a conference with Governor Woodrow Wilson.

Josephus Daniels, national committee man and director of publicity, had a long talk with the Governor and broached the plan for a meeting of editors of Democratic and independent papers.

**BOLLES RESIGNS.**

A. Eugene Bolles has resigned as vice-president and general manager of the Bicycle World and Motorcycle Review, New York, to take effect today. He will be succeeded by F. V. Clark, treasurer of the Bicycle World Company and business manager of the Engineering Review, up to its recent acquisition by the David Williams Company.

**DAILY EDITION TEST FAILS.**

The publishers of the North Bay (Ont.) Despatch-Tribune have discontinued their daily edition after a two-weeks' try-out. The paper will issue semi-weekly as formerly. Several pieces of new machinery have been installed lately by the publishers.

**A CO-OWNERSHIP.**

C. F. Lake has become associated with N. Russell Hill in the ownership of the Davenport (Wash.) Times. Mr. Lake assumes the management of the publication, while Mr. Hill retains the editorial supervision.

**NEW FRATERNAL PAPER.**

The members of the Junior Order of United American Mechanics will shortly have an official paper on Staten Island, N. Y. It will be called the Jr. O. U. A. M. News and published by George B. Nelson, P. C., at Stapleton. The first issue will appear about September 1.

**NEW ILLINOIS WEEKLY.**

The first issue of the Portland (Ill.) Record has appeared. The paper is a weekly and for the present will be printed in Streator. C. C. Countryman, who was a candidate last spring for the legislature from Sheffield, is the editor and proprietor.

## HELP WANTED

**MANAGER WANTED**

by large magazine publishing house. An able, aggressive man to organize and direct soliciting and collecting force in State East of Ohio. Splendid opening for right man. Prefer one who has had experience as manager of circulation, promotion, or advertising of daily newspaper. A good organizer and business getter. In replying give age and experience. Surely bond and references required. Address Kenmac, care The Fourth Estate.

**Editor and Business  
Manager Wanted**

The owner of two successful daily newspapers is about to purchase an evening daily in a town of 40,000 people and will want an editor and a business manager to assume personal charge of the business. Opportunity to acquire substantial but minority interest is offered. Address W. N. D. care The Fourth Estate.

## MISCELLANEOUS.

**UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET.

Branches:  
732 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

**WAKING UP THE TOWN.**

H. C. Sticher, who publishes the Osage City (Kan.) Free Press-Public Opinion, has greatly improved his equipment by the addition of a linotype and other machinery. Since going to Osage City five months ago, Mr. Sticher purchased the newspapers, consolidated them with a circulation of 3,550, and is now issuing a tri-weekly on Monday, Wednesday and Friday.

All the machinery in the office is equipped to run with electric power

**EDITORS SENTENCED.**

In the city court Judge McMahon fined Jerry Scorpion and Samuel Applebaum, as owners of the Waterbury (Conn.) Sunday Times, \$100 and costs and sentenced each to jail for four months on a charge of breach of the peace in publishing certain articles offensive to George Walker, aged seventeen. John H. Curley, editor of the paper, was discharged.

**GETS AN INTEREST.**

Zela Loomis has bought a third interest in the Columbus (Neb.) Telegraph and becomes actively engaged in the management of the newspaper. Mr. Loomis is the son of a well-known Fremont lawyer, and for some time past has been connected with a Fremont newspaper.

## COLUMBIAN - STERLING

**BANKRUPTCY CASE.**

Stanley W. Dexter, referee in bankruptcy for the Columbian-Sterling Publishing Company, the former owner of Hampton's Magazine, states to THE FOURTH ESTATE, that there are not sufficient assets in the case to pay even the general creditors.

**NEW INDIANAPOLIS AGENT.**

Philip E. Rech is a new general advertising agent in Indianapolis. His office is at 531 Bell street.

**When Your Customers Want  
PRESS CLIPPINGS**

TELL THEM TO COMMUNICATE WITH

**"BURRELLE"**

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY



## SITUATIONS WANTED.

**Newspaper Business Manager**

possessing "Newspaper Business Brains," would like to make a change about September 15th—10 years New York Experience. Prefer taking the management of a big daily requiring Building U. P. References the best. Address Successful Manager, care The Fourth Estate.

**Newspaper Manager.**

with a successful record in developing advertising and circulation solicits correspondence for immediate engagement. Competent to operate all departments on economical lines. References will show marked ability in building up propositions. Hustler and will "make good." Preference for small hustling up-to-date city. Address M. S., care The Fourth Estate.

Circulation Manager of metropolitan newspaper, acquainted with the methods of top-notchers. Over ten years' experience on the three best papers in the United States, will be open for engagement Oct. 1st. Climatic reasons for change and a desire to move into wider field. Resourceful, enthusiastic, loyal, manager of men and agents, securing best results in new business and collections. Address D. P., care The Fourth Estate.

**CIRCULATION MANAGER**

now employed on prominent daily, seeks change. Experienced and with successful record in developing circulation. References show reliability, ability and success in creating and holding business. Years of experience in successful, intelligent management of circulation propositions. Publishers wishing an active, capable man, not afraid of work, who has had ten years' experience in learning how to systematize and economically increase circulation, should address B24, care The Fourth Estate.

**VACATION NOTES.**

A. H. MESSING, assistant publisher of the Chicago Examiner, will start September 15 on a trip around the world. Mr. Messing's health has been poor of late and he will spend a year abroad in an endeavor to recover.

E. W. MCCREADY, editor of the St. John (N. B.) Telegraph, spent his vacation with F. McClure Sclanders, publicity agent for Saskatchewan, on a fishing trip at Arnold's Lake.

P. F. LAWSON, managing editor of the Galesburg (Ill.) Mail, has been spending a few weeks at his old home in Grafton, N. S. Mr. Lawson is well known in Canada, where he was at different times connected with the Middleton Outlook, Kentville Chronicle and Glace Bay Gazette. He was also at one time with the Chicago Herald.

CHARLES T. SMITH, managing editor of the Nashville Tennessean and American, has been visiting friends in Washington, D. C., where he was at one time with the Associated Press.

FRANCIS JOHN DYER, Washington correspondent of the Los Angeles Times, the Oregon State Journal and several other papers, is in Europe with Mrs. Dyer. They

## SITUATIONS WANTED.

**Active Newspaper Man**

Twenty years' experience, always made good, now managing editor leading paper in city 40,000, wants a bigger job. Prior to coming to the position I now hold was one largest cities in the United States. Publishers who are seeking for man that can deliver the goods are invited to write. Address C. T., care The Fourth Estate.

**Manager**

Now employed as manager on prominent western paper seeks change. References convince of ability to operate paper profitably. By taking entire charge of advertising and circulation departments, business office and mechanical ends, have increased income, curtailed expenses and ers wishing an active, capable man, not afraid of hard work, who has had 18 years' experience in learning how to systematically and economically publish a paper, should address EFFICIENT, care The Fourth Estate.

Foreman, working or supervising, who can save you money on your operating expenses, is open for engagement. Age forty, sober, competent and up-to-date. Address J. W. Leigh, 1317 North Hagan avenue, New Orleans, La.

will visit Paris, the Netherlands, and London. Mr. Dyer expects to return via Liverpool, sailing Sept. 25, but Mrs. Dyer may prolong her stay in Paris.

E. A. HULL, editor of the Driscoll (N. D.) News, is on a trip to the Pacific Coast.

H. C. MITCHELL, city editor of the St. Cloud (Minn.) Journal-Press, is spending his vacation in Virginia, and in Minot, N. D., where he formerly worked. During his absence Will McGregor is occupying the city chair.

JAMES KEELY, editor and general manager of the Chicago Tribune, has returned home from a trip to Alaska.

COLONEL CHARLES A. ROOK, publisher of the Pittsburgh Dispatch, is making a tour of Pennsylvania with his family.

RALPH GRAVES, Sunday editor of the Washington Post, left this week for a vacation in Atlantic City and New York.

FRANK FORSHAW of the Beckwith Special Agency, New York, is spending his vacation with his family at Block Island.

CHARLES STROBEL and John Bauman of the Frank Presbury Company, New York, are spending their vacations at Stonycreek, N. Y.

R. J. DUNSMORE of the St. Thomas (Can.) Times staff is touring in Europe, and incidentally writing a letter on his trip for the Times and Stratford Herald.

W. M. DAVIDSON of the Calgary (Can.) Albertan is spending several months in Europe.

J. W. MILLER, circulation manager of the Winnipeg Free Press, has been visiting on the Pacific Coast and in Prince Rupert, B. C.

MISS ALICE UTTINGER of the Memphis News-Scimitar's circulation department is enjoying a month's leave of absence.

JOSEPH R. WILSON, city editor of the Nashville Banner, is spending his vacation in the North,

## SITUATIONS WANTED.

**QUICK! MUST BE LOCATED IMMEDIATELY!**

Can handle any desk or street position. Experienced in every department of the news. Young, capable, energetic, ambitious, sober. Gilt edged references. First class man whose work is high grade in every respect. Must make connection AT ONCE. I MEAN BUSINESS! WIRE IMMEDIATELY, care The Fourth Estate.

**Circulation Manager and Worker.**

wants opening. Ten years' experience on Metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum results at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

**Want a Publicity Man?**

Hustling young fellow, trained in all departments of newspaper, advertising and printing business. Have conducted National, Exposition, Municipal and Commercial City Publicity Campaigns in prominent cities. Am now employed, but desire change of climate—Middle West or Southern states. Gilt-edge references. Address N. O. R., care The Fourth Estate.

Advertising man, with ten (10) years' practical experience, desires position as Advertising or Sales Manager or as assistant to Advertising or Sales Manager. Can plan advertising campaigns and am thoroughly familiar with sales department work. Address AD MAN, care The Fourth Estate.

An experienced newspaper man desires position at any kind of desk work. Address Work, care The Fourth Estate.

and incidentally doing what he can to help elect his brother, the Democratic nominee for President.

MATTHEW THOMPSON of the Wilberding Special Agency has returned from Beach Haven, N. J., with his wife.

F. H. MILLER, proprietor of the Montgomery (Ala.) Journal, was in New York for a couple of days en route for a vacation trip through upper New York State.

FRED A. EMERY of the New York staff of the Associated Press is one of the lucky newspaper men who are able to spend their vacation touring in an automobile.

FRANK SEAMAN, the New York advertising agent, has gone abroad.

J. A. MATHEWS of the Washington bureau of the New York Sun is spending a month at his old Indiana home.

RALPH H. BOOTH, the well known Michigan newspaper publisher, has returned with his family from an extended tour of Europe.

HARRY CAMPBELL, foreman of the composing room of the Memphis News-Scimitar, is on his vacation.

JACQUES COHEN, country circulation manager of the Boston American, has just returned from a three weeks' visit to Boothbay Harbor, Me.

GEO. SHOR, assistant managing editor of the Boston American, is back on duty after a three months' vacation at Cottage City, Mass. Mr. Shor was presented with an equipped traveling bag by the em-

## SITUATIONS WANTED.

**Position and Investment.**

*Young man, energetic and ambitious, is open for engagement. Wishes to form A-1 connection with reliable, sound paper where faithful work and originality, hustle and progressive ideas that have succeeded always, can take root and be appreciated.*

Can furnish gilt edged references as to character, habits, integrity and experience. Speculators and fly-by-nights need not reply. Answers should be accompanied by references. Only those desiring to consider the following proposition need write: city in south or southeast, on sea coast or water way preferred. Population of 15,000 to 30,000—afternoon paper—will accept management editorship or similar position for six months, at end of that time, if conditions prove satisfactory, will take limited amount of stock for cash or make cash payment with reasonable and easy terms. Address "Garcia," care The Fourth Estate.

**Circulation Manager**

of long and successful experience, with thorough knowledge of every branch of circulation work and especially strong in organizing and systematizing, with a big record for quick and permanent increase in circulation and collections; an energetic worker; wants opportunity for big success. Address Success, care The Fourth Estate.

Business or Circulation Manager, age 40 years; 22 years in business. Highest references from both morning and afternoon papers. A hustler and able to produce results. Address DX2, care The Fourth Estate.

I have six years' experience in the advertising agency business, auditing, bill in checking, orders, rate departments. Am 22 years of age, and my past record shows that I am a hard and willing worker. Who can use me? Address Box R., care The Fourth Estate.

ployes of his department before he left.

JOHN T. BURKE, European correspondent of the New York Herald, returned to the other side on Tuesday after a week's visit with his family on Staten Island.

CHARLES T. THOMPSON, superintendent of the Eastern division of the Associated Press, is on his vacation.

O. McINTYRE of the New York Evening Mail staff is on a visit to Gallipolis, O.

JAMES A. MILLS, assistant to General Manager Stone of the Associated Press, is at Lake Placid on his vacation.

FOREST W. SKOOG of the staff of the Springfield (Ill.) State Register, is spending several weeks at Paw Paw Lake, Mich.

JOHN T. SUTER, correspondent for the Chicago Record-Herald in Washington, is back on duty again after a well earned vacation of several weeks.

C. D. LEE, president of the United Press, is back at his New York desk after several weeks' vacation.

JULIAN ROSENTHAL of the New York Evening Mail has gone to Long Branch for a couple of weeks.





## APRIL

Average 33,478

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
29,542	52,682	29,746	29,570	29,776	29,604
29,622	30,118	29,948	36,574	34,872	34,670
35,096	34,854	29,356	33,196	33,154	34,544
33,722	33,858	33,789	33,794	33,034	34,593
32,908	33,814				

## MAY

Average 33,451

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
33,450	33,560	33,957	34,028	34,079	33,970
34,470	33,594	32,943	33,636	33,534	33,593
33,016	32,994	33,826	33,203	32,883	33,128
36,756	33,151	33,156	33,010	33,119	33,326
		33,332	30,238	33,215	

## JUNE

Average 35,879

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
51,538	33,686	34,814	34,010	34,392	33,622
34,326	34,470	34,894	34,456	35,673	35,276
34,630	35,369	35,615	34,866	36,055	36,530
37,312	35,784	36,094	34,008	36,324	36,297

## JULY

Average 36,045

Mon.	Tues.	Wed.	Thur.	Fri.	Sat.
36,690	36,811	36,145	32,658	35,819	35,604
35,745	39,766	36,204	35,876	36,223	35,621
35,672	35,684	35,625	35,425	36,104	35,630
35,816	35,722	35,622	36,260	36,386	36,546
36,472	36,761	36,330			

When the advertisers have come to recognize the opportunity as clearly as the homes of Detroit and Michigan have, honest newspaper-making will score a commercial as well as a moral victory in this field.

The Detroit Times was the first, and continues to be the leading, progressive newspaper of Michigan.

The reforms that have led to the realignment of parties in the campaign of 1912 have been advocated stoutly by The Times since its first issue twelve years ago.

The Times was the only Detroit newspaper that advocated the election of Gov. Chase S. Osborn, the most progressive executive since Hazen S. Pingree, and has supported him in his war on brewery domination and official extravagance and faithlessness in Michigan.

The Times was the only Detroit newspaper that was not severely censured by the pulpits, church and women's clubs and commercial organizations for printing the pertinent proceedings of the unsavory Kellogg divorce case in detail.

The Times was the first Detroit newspaper to oppose the granting of a twelve-year franchise to the Detroit United Railway under the Thompson-Hutchins ordinance, and it had the satisfaction of seeing its position sustained by the people.

The Times saw the justice of giving women the ballot while every other Detroit newspaper sneered at the suffragists' cause. The state will vote on equal suffrage this fall.

The Times carried on a crusade against private medical impostors until a prosecutor was chosen with sufficient courage to put the charlatans out of business.

The Times was the only Detroit newspaper advocating the nomination of Gov. Woodrow Wilson, whose triumph over the corrupt elements in the Democratic convention at Baltimore has been aptly termed a "political miracle."

The Times led the long and successful fight against politics in the school board.

The Times is an affirmative answer to the question of the Madison conference, "Is a modern daily newspaper free to print the news?"

In the columns of a newspaper that is capable of rendering such public service as this, and is entirely unfettered and free to do it, advertisers can be sure of speaking to an interested and responsive class of readers.

It is this record of achievement, no less than its advanced advertising policy and its stand for clean journalism, that accounts for the standing and steady growth of The Times, and has given it an individuality and influence from which every reputable advertiser who is eligible to its pages is bound to derive a legitimate advantage.

And bear in mind, in making up your list, that a newspaper that goes home because it is the only one that is considered fit for the home, must serve a constituency that is both distinctive and discerning, and one that cannot be reached as effectively—if at all—through any other medium.

JAMES SCHERMERHORN, Pres. and Gen. Mgr.

THE N. M. SHEFFIELD SPECIAL AGENCY,  
NEW YORK and CHICAGO.

## GENERAL TAYLOR AND THE GLOBE.

PUBLISHER WRITES OF HIS  
THIRTY-NINE YEARS OF  
ACTIVE WORK IN  
BOSTON.

General Charles H. Taylor last Sunday observed his thirty-ninth anniversary as the director of the destinies of the Boston Globe.

By way of making this an event of local historic interest, General Taylor reviews his years of service and his newspaper's remarkable record in a three column editorial article, liberal excerpts from which are taken, as follows:

In the fifty-one years that I have been connected with the Boston newspapers we have always had substantially the same problems that are now under discussion. There were many persons yearning for the ideal newspaper fifty-one years ago, and they have continued to yearn for it to this day; but the ideal newspaper has never been published.

Moreover, it never will be, because there are no ideal clergymen, nor ideal lawyers, nor ideal doctors, nor ideal business men, nor ideal bankers, since all men in all walks of life seem to have about the average of human virtues and faults.

What is true in those callings is true in journalism. As in all other things from the beginning of time until now, "the survival of the fittest" has been the rule in the newspaper world.

In building a newspaper, or any kind of institution in the active competitions of life, the man who is filled with the spirit of industry and ambition forges steadily ahead, while those who sit down in idle despair may envy, but they cannot retard his progress.

### GLOBE INDEPENDENCE.

One of the bugbears of the critics of successful journalism at this time is the suspicion that the newspapers are controlled and prevented from doing a great work for humanity by the advertisers and the big interests. A writer in the Saturday Evening Post, however, recently touched the marrow of this subject when he said:

"It is easy to make a wholesale charge that the press is corrupted or controlled by advertisers—and a great many persons do make it; but when it comes to the proof we find the press is controlled by advertisers just about in proportion as it is unable to get advertising except by invading domination.

"Prosperous and powerful journals are able to sell their advertising as a commodity on its own merits—as a miller sells his flour or a merchant his cloth. They can do this because the article has its own merits. In proportion as the merits of the article are dubious—that is, in proportion as the advertising medium is weak, of small circulation and little influence—the general tendency is to throw in a bonus in a form of editorial subservience.

"There are, of course, exceptions—but as a rule an editorial consideration is expected and received about in proportion as the advertising is really a gratuity from the advertiser

to the publisher; and the journal is independent about in proportion as its advertising is intrinsically valuable."

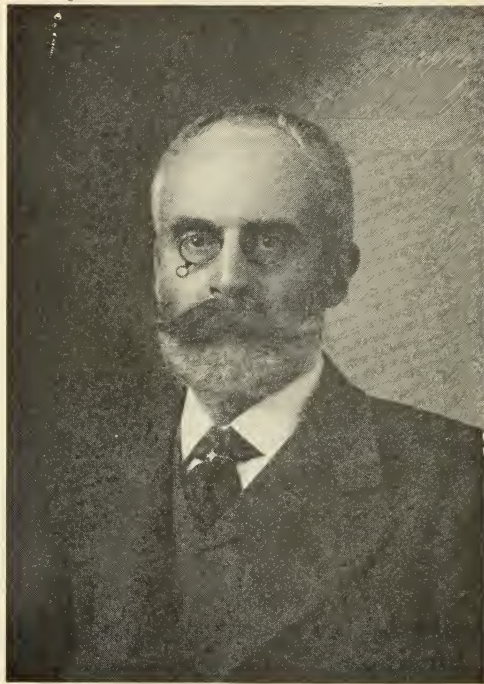
This is as fair a statement of the situation as could be made. It is the successful newspaper which has earned the right to be independent and which usually has the strongest incentive to be honest and the least temptation to be dishonest.

In the thirty-nine years that I have been in control of the Globe most of the principal advertisers of Boston today have been building up their establishments and have made their great success. I am proud to say that nearly every one of them is a personal friend of mine. I here and now acquit them of any attempt to control me or the Globe.

### A RECENT INSTANCE.

Big men who succeed in big ways are not obliged to resort to little ways to succeed, because they are broad enough and brainy enough to push onward without resorting to unfair methods. They expect and are entitled to no more than fair treatment, like every other class in the community.

Really the most flagrant attempt at interference that has come within my observation in all these thirty-nine years happened a few months ago, when a man wrote a very savage letter to the editor stating



GENERAL CHARLES H. TAYLOR,

PUBLISHER OF THE BOSTON GLOBE FOR THIRTY-NINE YEARS.

that unless the Globe gave more space to the La Follette movement, he would never advertise in the Globe again.

That was at a time when Col. Roosevelt had absorbed the La Follette movement and the latter's candidacy had ceased to be of news importance. Until he had been telescoped by the Colonel, his movement had received even more space in the Globe than he was entitled to.

We did not permit that advertiser to dictate our policy, and we would not have permitted him so to do even if we had not found that he had owed the Globe a small bill for a long time and that his credit had been shut off. I rather think the only paper that will ever suit him will be the ideal newspaper, so liberally endowed that it could afford to carry his advertising without sending him a bill.

### HOW NEWS IS SUPPRESSED.

I can assure those of our friends who are filled with the fear that advertisers and the interests will control the movements, opinions and news of the prosperous and independent press that they need not lose any more sleep over the Globe.

Advertisers and readers alike know that they will be treated with absolute fairness by the Globe, because that is the bed-rock basis on which this newspaper has been con-

ducted for thirty-nine years, and it is the rule which will guide it in the years to come.

The editor's temptation to suppress news really comes from his friends. Troubles visit all of us, and when one has a friend in charge of a newspaper he is very likely to ask him to keep his troubles out of the paper. If one wishes to minimize as far as possible the sorrows of life, he cannot but be generous in this matter. If I have erred in that direction I do not think it will be one of the subjects that will bother me when I come to the end of my days.

### THE GLOBE'S IDEAL.

The shrewd observer of newspapers and of human nature must have seen that the natural temperament of the editor determines the tone of the newspaper he controls.

Joseph Pulitzer, who I think was the greatest journalist this country has known, had a combative, imperious temper. I often told him he would have no appetite for breakfast if he did not find blood running down by the column rules on the editorial page of the morning World. Yet all agree now that he did a great and lasting service to journalism and to the country.

On the other hand, George W. Childs of Philadelphia, a strong man in every sense, as those who knew him well can testify, was an entirely different type from Mr. Pulitzer. Mr. Childs had a cheery, optimistic, friendly disposition toward everybody. He desired peace with all mankind and could hardly brook the existence of an enemy. Thousands of kindly acts filled his life, and he had a legion of friends all over the world.

Now, I am inclined to think that my temperament is more like that of Mr. Childs than of Mr. Pulitzer's, though I have been in some very hard fights in my time.

My aim has been to make the Globe a cheery, attractive and useful newspaper that would enter the home as a kindly, helpful friend of the family.

My temperament has always led me to dwell on the virtues of men and institutions rather than upon their faults and limitations.

My disposition has always been to help build up rather than to join in tearing down.

My idea for the Globe is and always has been that it should help men, women and children to get some of the sunshine of life, to be better and happier because of the Globe.

### ADVISERS AND FAULT FINDERS.

I have always welcomed criticism from any reader, even if scribbled with a pencil on a post card, as well as from those who have achieved success and prominence in some one of the various avenues of endeavor.

Perhaps my mind is not as receptive as it should be toward a certain type of fault finders in the newspaper business, but I am sure I shall be glad to listen to them when they have either created a newspaper or shown their capacity to conduct one successfully. I fear, however, that their only hope lies in a realization of their fond dream



of an endowed newspaper and a liberal appropriation.

#### THE GLOBE'S FAMILY.

I admit that an endowment would have been an inestimable boon to me in the first six years of my connection with the Globe, when my great and constant difficulty was to meet the weekly payroll, for some sixty men and their families were depending on me to provide the means of paying their grocers' and butchers' bills. I could stand off creditors in general with a cheerful nonchalance after a little practice of that art; but these people depended on me for their living, and I am glad to say that I never failed them.

After prosperity came (following a loss of \$60,000 a year for five years), that nightmare of the payroll passed away and gave me more time to develop the general business of the paper.

I am proud now of the fact that we have 1,000 men working for the Globe and supporting their families in comfort. They are as united and happy a family as can be found in any business in the country.

Once a Globe man, always a Globe man, is the rule. Men who have left the Globe and gone to other cities and other newspapers in the thirty-nine years always retain their loyal feelings toward this newspaper. Wherever they may be, if any one of them can do the Globe a good turn, he is glad to serve.

Often when a man leaves an employer he takes delight the rest of his life in trying to injure him. Every old Globe man, on the contrary, feels a staunch attachment for the paper and cherishes pleasant memories of his active connection with it.

#### THE PHOTO-ENGRAVERS' PROGRESSIVE HEAD.

E. W. Houser, president of the Barnes-Crosby Company, of Chicago, is re-elected president of the International Photo-Engravers' Association. Under his direction 322 photo-engravers and supply men gathered in Boston a few weeks ago for the sixteenth annual convention of the association, making it the largest gathering of representatives of the photo-engraving industry ever held.

The important accomplishments of the convention were the passage of a new constitution giving an increased revenue for the prosecution of the work along the progressive lines of the previous year, the recommendation of a standard price to be charged for photo-engraving in all sections of the country, and the authorization of the executive committee to obtain from at least twenty per cent. of the plants operating cost systems definite figures in regard to cost of production.

When Mr. Houser was re-elected president it was a condition of his acceptance of the office that authority be given the incoming administration to employ a manager to conduct the future work of the organization and that the association provide the necessary funds. Louis Flader, the present editor of the Bulletin, published by the association, was appointed to the office,

## Boyce's Big Weeklies, THE SATURDAY BLADE AND CHICAGO LEDGER,

are just now moving into their

### GREAT NEW BUILDING

specially built for them at Dearborn Avenue and Illinois Street, Chicago.

Boyce's Weeklies have been moving forward steadily for nearly a quarter of a century and they will continue to move; gaining in circulation, influence and prestige weekly, monthly and yearly.

Are YOU reaching their million readers?  
If not, now is the time.

The time of big crops and plentiful money on the farms and in the small towns where Boyce's Weeklies are read.

Get Boyce's Weeklies on your list.

W. D. BOYCE COMPANY,

500 Dearborn Avenue,

CHICAGO.

his title to be that of commissioner.

Mr. Houser delivered a notable address at the meeting, which dealt



E. W. HOUSER.

with cost accounting, standardization, labor, prices, ethics, organization, etc. It gave evidence that a vast amount of work for the association was accomplished by the of-

ficers during the year. The membership increased from seventy-six the year previous to 177.

Since Mr. Houser was re-elected president of the association, provision has been made for a fund of \$25,000 for emergency use in protection against strike troubles. In various other ways since his connection with the national organization, Mr. Houser has shown his progressiveness and has injected the same spirit into his associates as is evidenced by the organization's rapid growth under his administration and the number of big things that are planned for the future.

Aside from his accomplishments in association life, Mr. Houser has built the Barnes-Crosby Company into one of the strongest business organizations of the trade. With home offices in Chicago, and branches in New York and Boston, the company does a big proportion of the engraving business of the country. Fully equipped plants are

at work at all times in the three cities and users of photo-engravings have come to learn that the name Barnes-Crosby stands for the highest quality of work obtainable.

#### FIELD DAY FOR NEWSBOYS OF INDIANAPOLIS.

A field day for the benefit of the Indianapolis Newsboys and Messenger Boys' Protective Association has been arranged for next Saturday. Mayor Shank will be master of ceremonies and an address will be delivered by Governor Marshall. A full program of sports will follow the Governor's address.

The object of the field day is to obtain money for permanent club-rooms for the boys, where they can meet every evening. This clubroom will be fitted up with gymnasium, bath, games and reading room. It will be in charge of competent persons, who will assist the boys in every possible way.

#### NICHOLSON'S ILLNESS.

Old friends of James Nicholson, for years on the New York Herald, who recently discovered him in the country and spent an afternoon with him, report that there is little likelihood of his being able to take up active newspaper life again.

His illness and injuries are entirely of a physical nature. He has been a semi-cripple for years as the result of a stroke of paralysis with which he was afflicted in Madison Square Garden Concert Hall, and two years ago he suffered a physical breakdown and became nearly totally blind as the result of long protracted overwork and eye strain. Despite constant and intense suffering he is as cheerful and optimistic as ever.

#### EX-JUDGE BRINGS SUIT.

Robert M. Campbell, former common pleas judge, has started a damage suit for \$20,000 against Sheridan Greenwald, the Medina Gazette and Henry G. Rowe, editor of the Gazette. The charge is libel.

#### GETS \$1 DAMAGES.

A jury last week awarded "Private" John Allen damages of \$1 in his suit for libel against A. C. Anderson, publisher of the Ripley (Miss.) Sentinel. Allen sued for \$10,000 because of an article printed about him last summer.

"A Daily Newspaper for the Home"

## THE CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing. Dependable, honest advertising. Unusually the most closely read newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

## BOYCE PUBLICATIONS IN HANDSOME NEW HOME.

W. D. Boyce's new publishing building in Chicago, to house the Saturday Blade and Ledger, the first section of which has just been completed and occupied, is one of the best buildings of the kind in the world. The accompanying cut shows one-half the frontage it will ultimately occupy.

The building is situated at Dearborn avenue and Illinois street, just across the Dearborn street bridge and opposite the Criminal Court Building. Mr. Boyce owns all but forty-eight feet of the frontage on Dearborn avenue, between Illinois and Indiana streets. The building has a frontage of 150 feet and a depth of 100 feet, and it is ten stories high.

Mr. Boyce's aim has been to get away from the stereotyped and ugly skyline appearance. He has built a combination office and mechanical building, possessing all the requisites of an office building, and yet with all the upper floors capable of carrying a "dead load" of 600 pounds to the square foot, and on top of that a "live load" of 1,200 pounds to the square foot.

The business offices are all equipped with costly mahogany-finished steel desks, fittings and filing cases. The pressroom occupies the ground floor, and the basement beneath houses paper reels, from which the paper web is fed direct to the presses above. Conveyors carry the press product from the press delivery exit in a continuous stream to the mailroom.

Speed recorders furnish a detailed record of the work of each press crew at the end of each day's twenty-two-hour run. Sack conveyors will carry the wrapped papers to the loading dock, and ultimately to the subway tube, which will convey them direct to the second-class post office.

About the first of the year Mr. Boyce will bring out a new publication, which, it is said, will be of a higher class than those which are now sold in the smaller towns by 30,000 newsboys.

G. H. Larke, general manager of the Boyce publications, with Mrs. Larke sailed on Wednesday from New York for a tour of Europe.

## THE EVENING WISCONSIN Milwaukee's Favorite Home Paper.

It is QUALITY circulation against mere BULK circulation that the "Today" advertising man desires.

Cheap quantity class means large waste and unsatisfactory returns and poor buyers.

Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers read the advertisements because they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising. Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "worth-while" home in which this paper will be invariably found.

JOHN W. CAMPBELL, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



NEW HOME OF THE BOYCE PUBLICATIONS.

## DARROW ACQUITTED.

Clarence Darrow, attorney for the McNamaras in their trial for the blowing up of the Los Angeles Times Building, was acquitted by a jury of a charge of bribing George N. Lockwood, a juror in the dynamiting case.

Unless he radically alters his intention, District Attorney Fredericks will bring Darrow to trial on a charge of bribing Robert F. Bain, another juror in the McNamara trial. This was the substance of a statement by Fredericks. The prosecutor, moreover, said: "The trial will be before another jury in another court."

## BRANCHING OUT.

The Cobalt (Can.) Daily Nugget has opened a branch office in North Bay, Ont., to facilitate the publication of its edition for that town. E. G. Short and Miss G. N. Laford are in charge of the new office. The Nugget is otherwise planning an extensive circulation campaign and is arranging for a women's contest in the fall, in which the prizes will be vacation trip tours.

## MONTREAL CHANGES.

B. R. W. Deakin is now acting managing editor of the Montreal Herald; E. W. Ferguson has been promoted to the city editorship, and W. F. Steedman has succeeded T. H. Dickinson as financial editor.

## AN EDITORIAL PROMOTION.

A. M. Dewar has been appointed assistant managing editor of the Montreal Herald.

## YIDDISH PAPER FOR 'FRISCO.

A newspaper printed in Yiddish, devoted to the interests of the Jewish race, is to be established in San Francisco under the editorial guidance of Dr. Charles Wortsman, a widely-known Jewish scholar. Dr. Wortsman escaped from Russia after sentence to Siberia because he accused the police of having caused the massacre of Homel.

## GOES TO CHARLOTTETOWN.

D. K. Currie, who has been editor of the Summerside Pioneer and the Island Farmer, published on Prince Edward Island, for several years, has gone to Charlottetown to take a similar position with the Guardian, succeeding J. B. McCready, who has become publicity agent for the province. H. Pond, who at one time was editor of the Summerside Pioneer, and who has recently been living in England, has returned home to resume the editorship.

## ANOTHER PAPER COMING.

It is understood that the town of Montrose, Colo., is soon to have another newspaper to share the field with the Press. It is not yet understood if it will be a daily or a weekly.

## FOR HUNGARIANS.

A number of prominent Hungarians of Trenton, N. J., are organizing a company to produce a weekly newspaper devoted to matters of interest to Hungarians. Several years ago there was a Hungarian paper issued in the city but it was discontinued.

## INTEREST IN THE ITHACA JOURNAL SOLD.

Harry S. Estcourt, until recently of the editorial staff of the Boston Traveler, has purchased an interest in the Ithaca (N. Y.) Journal and will have charge of the editorial department of the paper.

Frank E. Gannett, who purchased the Journal from Priest & Benjamin on February 1, will return to the Elmira Star-Gazette, of which he is one of the owners.

Mr. Estcourt has had extensive experience in newspaper work. Before going to the Traveler Mr. Estcourt was for several years managing editor of the Newport News (Va.) Daily Press and for five years prior to that was on the editorial staff of the New York World.

E. M. Barsham, who went to the Journal from the Binghamton Press and who has had charge of the advertising department, will be business manager.

## SOLD TO A COMPANY.

The ownership of the Calgary (Can.) News-Telegram has been transferred to the News-Telegram Publishing Company, of which G. M. Thompson is president; C. A. Hayden vice-president and C. E. Tryon secretary-treasurer.

Messrs. Thompson and Tryon at one time owned the Saskatoon Capital. They will also be managing editor and news editor, respectively, of the News-Telegram, while Mr. Hayden will be business manager. The latter was connected with the paper under its former ownership and previously was with newspapers in Montreal and Ottawa.

## LEAVES NEWSPAPER WORK.

Oliver E. Remy, for the past year and a half president and general manager of the Racine (Wis.) Times, has resigned those offices and returned to Milwaukee. Other business enterprises have demanded so much of Mr. Remy's time and attention that he decided to give up the active management of the Times to attend to them.

## YOUR "WRAPPED" ATTENTION

is invitee to our perfected

**Nibroc Kraft**  
WRAPPING PAPER

—the handsome "quality" kina which gives—

MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO THE POUND  
MOST VALUE FOR YOUR MONEY

Let us send you proof samples, also name of nearest dealer.

**BERLIN MILLS CO.**

PORTLAND, MAINE.  
New York Office, 256 Broadway



## New York State Evening Daily,

located in substantial and growing manufacturing town, exclusive field, earning ten per cent on \$50,000. Can be bought for materially less than the figure named above. One half cash required. Splendid opportunity for capable newspaper publisher with a small amount of money to build up a big property.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine properties that are not hawked.  
200 Fifth Avenue, NEW YORK.

### KEITH'S PRESS AGENT.

Walter J. Kingsley, well known in the newspaper field of several cities, has been appointed general press representative of B. F. Keith's New York Theaters, comprising the Union Square, Colonial, Alhambra, Bronx, Orpheum, Bushwick, Greenpoint, Crescent and Gotham, acquired recently in the deal with Percy Williams.

Under E. F. Albee, general manager of the Uniting Booking Office and B. F. Keith's New York Theaters, J. J. Maloney will have general direction of the eight theaters, and William C. Masson will be general stage director.

Mr. Kingsley, the press representative, was formerly with newspapers in New York and the middle West and was at one time political editor of the St. Louis Star.

### FISH JOURNAL APPEARS.

The first issue of the Illinois Fisherman is out. The publication is a monthly magazine devoted entirely to fresh water fishing, particularly to the habits and haunts of the Illinois fish. It is published by L. C. Heim, deputy state fish warden and editor of the Marine Telegram.

## Progressive Printing

is impossible unless you have progressive equipment.

This company makes a specialty of goods that make printing profitable. Quality, convenience and commercial value are found in the offices that we supply. Our customers rarely fail to achieve prosperity for they and their outputs are up-to-date.

**Barnhart Bros. & Spindler,**

New York (Washington, St. Louis, Kansas City, Chicago, Dallas, Omaha, St. Paul, Seattle).

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.

**SAFETY. RELIABILITY. ECONOMY.**

Specify JENNEY universal type motors for all purposes and know you will get THE BEST.

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:

155 N. Dearborn St., CHICAGO.

FACTORY:

ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

### NEW HOME IN DALLAS.

The Dallas Times-Herald has moved into its new building on the site of its old home on Elm street. The building presents a handsome appearance, four eighteen-foot gray stone monoliths on high stone pedestals extending, with their cap, from top to bottom of the front of the structure.

The building proper is set a few feet back from the monoliths, which are flush with the sidewalk, furnishing an arway enclosed overhead between the street and the main entrance. The arway is paved with tiling and its side and top of the building are terra cotta to match the gray stone.

The new building houses only the business office and the reporting quarters. The circulation, mechanical and other departments are in a larger building connecting from the rear of the new building and running through the entire block to Pacific avenue.

### FARGO DAILY TO BE SOLD.

The plant and assets of the Fargo (N. D.) Courier-News are being advertised for sale to satisfy a mortgage held by D. B. Holt for \$29,000 and defaulted interest, the total being \$31,000. The paper stands on the records in the name of M. N. Hatcher and Holt appears as mortgagee, but National Committee-man Marshall is supposed to be really the mortgagee with Holt as his attorney. Differences between the men at the head of the paper are supposed to be responsible for the foreclosure.

### MAY DIE OF SHOT WOUND.

Howard B. Ayres, son of Frederick H. Ayres, a newspaper man of New Orleans, was found in a freight car in the Houston and Texas Railroad yards, at Austin, with his face badly torn by a charge from a shotgun which lay near him. He may die. Young Ayres is a graduate of the University of Texas and recently returned to Austin from Pittsburg to accept a position there.

### SUSPENSION IN KENTUCKY.

The Morganfield (Ky.) Post Publishing Company has assigned for the benefit of creditors. The company established the semi-weekly Post five years ago, but two newspapers in the town of less than 3,000 were found to be too many.

## The Multiple Machine Idea In the Gopher State.

### The MINNEAPOLIS JOURNAL

installed a Quick-Change Model 9 Four-Magazine Linotype last March. As soon as it was running they wrote us: "It's a hummer." Now they have placed their order for another Model 9 and also a Quick-Change Model 8 Three-Magazine machine. That's what they think of the Multiple Machine

Idea. Other users of MULTIPLE MAGAZINE LINOTYPES in Minnesota are:

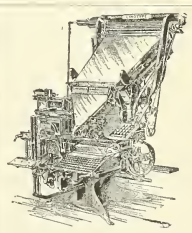
Minneapolis Tribune  
(Two Model 9's)

Duluth Herald

Mitchell Printing Co.,  
Minneapolis

K. C. Holter Pub. Co.,  
Minneapolis

Northfield News.



Quick-Change Model 8  
Three-Magazine Linotype

## The Multiple Linotype Way Is the Modern Way

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

CHICAGO:

1100 S. Wabash Avenue.

SAN FRANCISCO:

638-640 Sacramento Street.

NEW ORLEANS:

549 Baronne Street.

TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the

NASSAU SMELTING AND REFINING WORKS. R. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

### CHINESE EDITOR DEAD.

Wong Wing Tuck, chief editor of the Young China, a Chinese daily paper of San Francisco, active in the cause of the revolutionists, was found dead in his room from gas poisoning. Wong, who was born in San Francisco thirty-six years ago, had been missing for ten days. As no cause for suicide can be found his death is believed to have been accidental.

### BARNES-CROSBY COMPANY

E. W. HOUSER, President.

ENGRAVERS

ARTISTS, ELECTROTYPERS

NEW YORK, CHICAGO, ST. LOUIS

## "Ipsco" Tissue

INTERNATIONAL

PUBLISHERS SUPPLY CO.,

LOUIS A. HOFFMANN, Gen'l Mgr.

117 J ohn Street NEW YORK, U. S. A

The Southwest Farmer is a new paper at Hutchinson, Kan. I. Lambert and J. Lovett are the publishers.

Let the American Ink Co. of New York City be your 4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

ALLEN, 141 West 36th street, New York.—Liggett & Meyers, "Duke's Mixture," 1170 Broadway, New York; orders being placed with all papers except in the New England States.

BARBER, 258 Washington street, Boston.—The A. J. Tower Company, "Tower Brand Slickers," Boston; orders being placed with a selected list of Western papers.

BATTEN, Fourth Avenue Building, New York.—The Bristol Manufacturing Company, "Marino Underwear," Bristol, Tenn.; orders being placed with a selected list of New England papers.

BLACKMAN-ROSS, 10 East 33d street, New York.—The H. O. Company, oatmeal, Buffalo, N. Y.; this account has been transferred to the above agency and orders will be placed with a selected list of Eastern papers for the present.

W. M. Lowney of Canada, Ltd., "Lowney's Cocoa and Chocolate"; making contracts with Canadian papers only.

WETHERALD, 221 Columbus avenue, Boston.—Dr. Earl S. Sloan,

## THE NEW YORK WORLD

Sells morning edition

MORE copies than  
any other two papers

Print.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

## LARGEST CIRCULATION

There **BALTIMORE** 100,000  
are in the combined circulation of the

## AMERICAN and the STAR

is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES, CHICAGO.  
Marquette Building, VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

Inc., "Sloan's Liniment," Boston; making renewals for the fall advertising.

Chester Kent & Co., "Vinol," Boston; making renewals.

WRIGLEY, 35 South Dearborn street, Chicago.—The John R. Thompson Restaurant Company, Chicago; making 2,000-line contracts in the West.

PRESBRY, 456 Fourth avenue, New York.—The R. J. Reynolds Tobacco Company, "Tuxedo Tobacco," Richmond, Va.; placing orders with large city papers.

The Copley Plaza Hotel, Copley Square, Boston; placing trade and cash orders with a few large city papers.

SEAMAN, 30 West 33d street, New York.—The Freihofer Vienna Baking Company, Philadelphia; orders being placed with New England papers.

B. Fisher & Co., 5,000-line-contracts being made with New England papers.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The Martin-Howe Coal Company; making some 5,000-line contracts with a selected list of Western papers.

The Geer Drug Company, Wilson Freckle Cream Company, Charleston, S. C.; 5,000-line contracts being made with a selected list of Western papers.

THIELE, 206 South LaSalle street, Chicago.—Dr. F. W. Willard; making 1,000-line contracts with Western papers.

FULLER, 623 South Wabash avenue, Chicago.—The E. W. Rose Medicine Company, "Zemo," St. Louis; making some 5,000-line contracts with a list of Western papers.

The D. M. F. Medicine Company, Chicago; making 7,000-line contracts with Southwestern dailies.

The E. W. Rose Medicine Company; contracts for 5,000 lines being made with a selected list of dailies.

HILL, 323 Fourth avenue, Pittsburgh.—The Christian Moerlein Brewing Company, Cincinnati;

When you buy space in  
THE  
**BUFFALO TIMES**  
you get full value  
for your money.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS. As the recognized family newspaper in the center of the great and populous PITTSBURGH district the DISPATCH reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

making 7,000-line contracts with Southern papers.

McGUCKIN-McDEVITT, Morris Building, Philadelphia.—The Durham-Duplex Razor Company, 200 Fifth avenue, New York; in the future this advertising will be placed by this agency.

MURRAY, 74 Cortland street, New York.—The Wyeth Chemical Company, 74 Cortland street, New York; will place orders shortly on a general campaign.

BLUMENSTOCK, Chemical Building, St. Louis.—The "Make-Man Tablet" Company, Chicago; placing orders with Eastern papers.

CRAMER-KRASSLET, 354 Milwaukee street, Milwaukee.—Th Septicide Company; placing twenty-eight-line three-time orders with Western papers.

PEARSALL, 203 Broadway, New York.—Asking rates from N. Y. and New England dailies on two-inch copy for the Popular Games Company, New York.

EWING & MILES, 200 Fifth avenue, New York.—The American Volithe Company, New York; contracts for 5,000 lines being made with New England papers.

BATTEN, 381 Fourth avenue, New York.—The J. G. Dodson Medicine Company; Southwestern papers are receiving contracts for 5,000 lines.

WILLIAMS, 108 Fulton street, New York.—Lipton's Tea; Pacific Coast papers are receiving some 1,400-line contracts.

LORD & THOMAS, 67 Wabash avenue, Chicago.—The Michigan Motor Car Company; 1,000-line orders being placed with a selected list of Western papers.

KASTOR, 4th and Olive streets, St. Louis.—The Fisher Realty Company; five-line tf orders being placed with a selected list of Sunday papers.

The American Supply Company; orders for eighty lines to run tf with a selected list.

THOMPSON, 44 East 23d street, New York.—Madame Gille, "Spun-Gold," twenty-eight-line

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY

REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

four-time orders being placed with a selected list of Sunday papers.

SNITZLER, 256 Madison street, Chicago.—H. S. Peterson & Co., Chicago; three-time orders being placed with a list of dailies.

DYER, 42 Broadway, New York.—The United Shirt & Collar Company; twenty-six-time orders being placed with a list of dailies.

COLTON, 220 Broadway, New York.—The Hudson River Day Lines; fifty-six-line thirteen-time orders being placed with a selected list of dailies.

MACCLAY - MULLALLY, New York.—P. W. Brooks & Co., two-time orders with a selected list of papers.

LLOYD, 150 Nassau street, New York.—The General Drug Company; six-time orders being placed with a selected list.

CLAGUE - PAINTER - JONES, Otis Building, Chicago.—The Steinberg Tailoring Company; some 10,000-line contracts being made with a selected list of Western and Pacific Coast papers.

DIRECT.—The W. L. Douglas Shoe Company, Brockton, Mass.; renewing contracts with Western papers where they have expired.

The Bryan Drug House, 92 Main street, Rochester, N. Y.; orders for fourteen-lines once a week tf with a list of papers.

The Medicine Hat (Can.) Times is to start a morning edition.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.  
Representatives:  
J. C. WILBERDING, A. R. KFOR, 715  
Brunswick Bldg., NEW YORK. CHICAGO.



THE  
LOS ANGELES  
TRIBUNE

is the Progressive, Independent newspaper with the LARGEST CIRCULATION in Los Angeles.

OVER 64,000 DAILY,  
AND GROWING.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Cler Building, CHICAGO.  
St. Tremont Building, BOSTON.

The News League of Ohio.

The Dayton News  
The Springfield News

Combined circulation 42,000  
MORE THAN

Combination Rate: Display, 8c. per inch  
Classified, 2c. per word  
Delivered to 75 per cent of the homes of  
Dayton and Springfield on paid subscriptions.  
La Cote & Maxwell, Monolith Bldg., N.Y.  
John Glass, Peoples Gas Bldg., Chicago

STAFF CHANGES.

ALFRED L. DE NOYER, until recently advertising manager of the Boston Common, is now connected with the advertising department of the Boston American.

OLIVER E. BUTLER has been appointed New England representative of the New York Dramatic Mirror, with headquarters in Boston.

F. W. TULLY, formerly publicity manager of Filene's, Boston, is no longer with that firm.

R. H. MAGILL, editor of the Marysville (Cal.) Appeal, has resigned.

WILLIAM STEINKE, cartoonist on the Allentown (Pa.) Democrat, has resigned to join the staff of the Scranton Tribune.

WILLIAM S. WOOD is now editor of the Carlsville (Ill.) Enquirer.

CHARLES C. BOUCHER has resigned as ship news reporter on the New York Evening World to join the European staff of the Herald.

HARRY C. MAISONVILLE, formerly of the Detroit Free Press, is the new advertising manager of

THE SOUTHWEST'S ONE  
BEST BUY IS THE

OMAHA  
DAILY NEWS

which has more circulation in proportion to the population of its city and state than any newspaper in the United States.

THE GREATEST PAPER IN NEBRASKA  
It gained 8,928 daily average circulation and 35,714 lines in July, 1912, over 1911.

BUMPER CROP.  
BIG CIRCULATION.  
LOW RATE

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York,  
G. O. DAVIS, Chicago, J. F. ANTIDILL.

THE  
PITTSBURG  
PRESS

HAS  
THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg, Chicago

CLEVELAND  
is the metropolis of Ohio. The

PLAIN DEALER  
its leading newspaper. The average circulation of the Plain Dealer for the month of July, 1912, was as follows:

Daily 110,362 Sunday, 132,015

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg, Chicago

the Pere Marquette Railroad.

S. D. THOMPSON, recently with the Omaha Bee, has joined the advertising staff of the Chicago Tribune.

HENRY VALLLEY has left the Chicago Record-Herald and gone over to the Tribune.

HARRY R. DRUMMOND of Detroit is a new addition to the staff of the L. W. Rinear Advertising Company, Cleveland.

WALTER YOUNG has resigned as advertising manager of Young & McCombs' Store, Rock Island, Ill., and is succeeded by F. G. Young. The former goes to Cleveland to take a similar position with the Bailey Store.

WILLIAM C. LENGEL of New York has been appointed editor of Building Improvement, a Chicago monthly.

OHIO NEWSIES' PICNIC.

More than 5,000 newsboys and carriers were entertained by the Cleveland Press at its annual picnic at Euclid Beach last week. Thirty of the largest type of cars were used to transport the boys to and from the park. Individual lunch boxes were furnished to each boy.

The program consisted of two baseball games and seventy athletic and eating contests. Over 50,000 persons visited the park to see the boys participate in the different games. Circulation Manager J. J. Lynch arranged and handled the affair.

CHARGED WITH LIBEL.

Phil N. Ashman, editor and one of the proprietors of the Enumclaw (Wash.) Herald, was bound over to the superior court for trial on a charge of libel preferred by County Commissioner M. L. Hamilton. Frank J. Davis, Ashman's partner and a co-defendant in the case is in Missouri and a warrant was issued for his arrest.

Ashman pleaded not guilty. Davis will be brought back from Missouri to answer the charge

THE BOSTON  
GLOBE

Has the LARGEST TWO-CENT CIRCULATION in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

THE NEW ORLEANS  
ITEM

has made New Orleans a "one paper city."  
The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

NEWSPAPER MEN'S ROOM  
IN BIG NEW HOTEL.

The Hotel McAlpin, which will open in New York on December 1, has arranged to provide special conveniences for the work of newspaper men of the city those who may come into town on business. A special room will be set aside for their exclusive use, especially constructed for quiet and equipped with all the necessary working materials at all times. The arrangement of the room and its management will be in charge of Charles Mercer, the press representative, who is well known to the local and many out-of-town newspaper men.

An extensive campaign of advertising is being prepared for the opening, and will shortly be sent out on contract. The publicity and advertising data is being compiled and prepared by Mr. Mercer, and something entirely new in hotel advertising methods, in copy and size of the advertising, may be expected.

MCLEAN ROBBED.

Robbers on Monday night broke into the summer home, at Bar Harbor, Me., of John R. McLean, the proprietor of the Cincinnati Enquirer and Washington Post. The burglars entered the second story window while the occupants of the house were out of their rooms, and stole a considerable amount of jewelry and other valuables.

KANSAS WEEKLY APPEARS.

The first issue of the Cedar Point (Kan.) News, a weekly paper, has appeared. It is edited by D. F. Drinkwater and will be Democratic in politics. Its publication day is Thursday.

SOCIALISTS AFTER PAPER.

It is reported that the Socialists are negotiating for the purchase of the New Ulm (Minn.) Fortschritt, whose publisher, Ernst Brandt, recently announced his attention of retiring.

J. WALTER  
THOMPSON  
COMPANY.

The experience of forty-eight successful years  
Guarantees to those who entrust their



ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CITY. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS

PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
750 Marquette Bldg., CHICAGO.

CANADIAN PRESS  
DIRECTORY.

The 1912 edition of the Desbarats Newspaper Directory, which offers in a very convenient and complete form all the information which advertisers would like to know about publications throughout Canada, is just out. Over 325 pages of interesting statistics, giving circulation, dates of publications, and, of course, names of publishers, etc., and the publication of the 1911 census figures for the first time in any complete directory of the Canadian press, make this edition specially valuable. The Desbarats Advertising Agency is in Montreal.

TO HAVE HIS OWN PAPER.

John Hamburger has left the Baraboo (Wis.) Sauk County Democrat and gone to North Freedom, where, with V. Wiggins, he will start a newspaper to take the place of the old North Freedom Journal. Wiggins is a son of the postmaster of the town.

AT LAST HAS A PAPER.

The town of Plymouth, Ia., again has a newspaper, after a lapse of eight years. The new comer is called the News, and is published by G. A. Chandler, who has been conducting a printing business in the town.

Largest proved high-class evening circulation.

The  
NEW YORK  
GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

## CATHOLIC EDITORS HOLD MEETING.

Continued from Fourth Page.

matter of the near future and that it has been considered for the last sixty years.

"I am the editor of a small sheet and I have a strong temptation to make it a daily paper," he said. He outlined a plan by which a daily paper could be established in Louisville, and said that with the consent and approval of Bishop O'Donoghue he would undertake to do so.

The members of the press association were the guests of the Louisville Federation and the Louisville Convention and Publicity League.

Among the matters decided on were the establishment of a news bureau in Rome which will supply the association paper with a weekly letter; the adoption of a resolution providing that the editors will refuse so-called political news which will show prejudice to one candidate or another, and the adoption of resolutions protesting against the restriction of immigration into this country. Right Rev. J. J. Hartley, Bishop of Columbus, O., was re-elected honorary president and E. J. Cooney of the Providence Visitor, president.

Other officers chosen are as follows: Dr. J. H. Cotter, Buffalo, vice-president; C. M. Becker,

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Brooklyn, secretary; Charles J. Jagle, Pittsburgh, treasurer; board of managers, Rev. John J. Burke, C. S. P., New York; James F. Carroll, Columbus; Rev. Edward J. Spillane, S. J., New York.

News bureau—Rev. O. T. Magnell, Hartford; Charles J. Jagle, Pittsburg; Nicholas Gonner, Dubuque; Rev. J. T. Roche, Toronto; William T. Hughes, Detroit.

Literary bureau—Rev. John J. Burke, C. S. P., New York; Mrs. Francis Byrne, Sullivan, Detroit; Rev. E. J. Kinney, New York; Dr. Conde Pallen, New York; Arthur J. Kennedy, New York.

Advertising bureau—Edward J. Cooney, Providence; J. P. O'Mahony, Indianapolis; Mrs. Mary D. Finan, Chicago; Dr. James P. Hart, Cincinnati.

A resolution was adopted authorizing honorary President Bishop Hartley to confer with the Apostolic delegate regarding a cablegram to be sent to Pope Pius extending to him the greetings of the Catholic Press Association.

### SOCIAL NEWS SERVICE.

Bishop Muldoon, of Rockford, Ill., representing the social service of the American Federation of Catholic Societies, appeared before the editors and publishers with a plan of establishing a distributing service which will be sent out to each paper represented in the association, a letter dealing with the social work being conducted by the Catholics throughout the United States.

President Cooney appointed a committee, composed of the Rev. J. J. Burke, Rev. J. T. Roche and Charles Jagle to confer with committee of federation to consider the matter. Following the conference, the committee returned a favorable report, which was adopted. As a result of this action the federation journals will publish each week an article, written by some capable social writer, on the living problems now confronting the American citizen.

The editors and publishers were enthusiastic over the establishment of the Rome news bureau. The service will consist of a 500 word

# THE BOSTON POST

JULY, 1912. AVERAGES

The Daily Post 411,131  
The Sunday Post 323,786

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

Has a circulation known and proven.  
Ask the Association of American  
Advertisers, New York City.

THE JOHN BUDD CO., Representative  
New York. Chicago. St. Louis.

cablegram to be sent from Rome to the association every Monday. The cablegram in turn will be dispatched to the various Catholic journals which subscribe to the service.

The correspondent of the association will have access to the Vatican and is expected to be furnished with all the news of interest to American Catholics.

Archbishop Messmer's invitation to the association to hold its meeting in Milwaukee next year was accepted. Cincinnati, Los Angeles and San Francisco wanted the convention of the editors and publishers but their invitations were held over until next year.

President Cooney announced that the applications of twelve new publications for membership in the association were passed upon favorably.

## CANADIAN EDITORS HOLD A BUSY MEETING.

Over ninety per cent. of the newspapers in the counties were represented by their proprietors in a meeting of the Grey and Bruce Press Association of Ontario last week in Hanover. William McDonald, M. P. P., of the Chesley Enterprise, presided.

The proceedings were almost entirely devoted to the consideration of costs and merchandising of printing as a result of the lists issued by the Canadian Press Association. The relationship of the weekly newspapers with the advertising agencies was also discussed, but no action was taken in view of an early meeting of the executive board of the weekly section of the press association.

The men were entertained at luncheon by the Town Council. President McDonald and Colonel Hugh Clark, M. P., were the speakers for the visitors. James H. Rutherford, chairman of the weekly section, intimated that an effort would be made to have a meeting of the entire weekly section of the Canadian Press Association early next year, before the meeting of the larger organization.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation  
for 1911 - 94,724  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## The JOURNAL DAY PAPER PUBLISHED IN IS THE ONLY MORNING AND SUN. DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reprs.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

### OTHER CLUB NOTES.

Twenty business men of Boulder, Colo., have organized the Boulder Ad Club. A. W. Lane is president, J. W. Valentine, vice-president; M. C. Taylor, secretary; and Chamney Parsons, treasurer.

Ernest Ackerman has resigned as secretary of the Cedar Rapids (Ia.) Ad Club and Frederick Flengel has been elected to take his place.

The Toronto Advertising Club has opened beautiful new club quarters at 104 Yonge street. The second floor is occupied by a grill room and reading room, along with the secretary's office. On the third floor is a billiard room and smoking room. Formerly, the club occupied but one floor. The rapidly increasing membership and the enthusiasm of the organization necessitated larger quarters. The Toronto Club will resume its regular Tuesday luncheons beginning September 3.

Rochester Advertising Life has been started in the interest of the Ad Club. The editorial board consists of Kenneth S. Howard, editor; Ivoe De Calesta and Clarence W. Campbell.

The members of the Buckeye Press Association of Ohio are on their annual outing at Buckeye Lake and Summerland Beach.

Quality Circulation.  
It's Growing.



The Cleanest Paper  
in Pittsburgh.  
A Family Favorite.

Newsiest Paper in Pittsburgh.  
It's Read.

The Real Paper in Pittsburgh.  
Sets the Pace.

Your Pittsburgh Advertising  
Can't Do Without It.

## PITTSBURGH SUN

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN, WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.



**A GAIN of 168 Columns**

The Record-Herald during the first four months of 1912 carried 8,425 columns of advertising—this is a gain of 168 columns over the amount of advertising carried during the same four months of 1911.

The gain of the Record-Herald during the past fourteen months is 1,904 columns, which far exceeds the combined gains of all the other Chicago morning newspapers during this period.

**THE CHICAGO RECORD-HERALD**

New York Office, 710 Times Building.

**THE News Scimitar of MEMPHIS, Tennessee,**

is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**CONFIDENCE MAN WARNING**

The chief of police of Litchfield, Ill., has sent out a warning to the newspaper fraternity and the public at large against a confidence man giving the name of C. M. Ellsworth of Fort Wayne and claiming to be a printer and newspaper man. He appears about thirty-eight years old, five feet nine inches tall, rather slim, smooth long face and pale, walks a little stooped and carries head a little to one side; well dressed, speaks deliberately and acts timid. Two women, claiming to be wife and daughter, travel with him. The wife is short and medium heavy set; and the daughter is about fifteen and attractive. If apprehended these parties should be held in custody and the chief of police, Litchfield, Ill., notified.

**SHORT STRIKE IN ST. JOHNS.**

The newspapers of St. Johns, N. F., recently had a strike on their hands. Employees of the four dailies went out. The men asked for a twenty per cent. increase, which the publishers refused to grant. The strike was precipitated by one of the publishers dismissing three union men. An emergency meeting of the union was called and a strike declared. The publishers managed to bring out their papers and induced some sixteen men to return to work. This broke the strike. The strikers then returned to work at the old scale of \$11 per week.

**PARAMOUNT IN BOOK ADVERTISING**

In seven months the

**NEW YORK TIMES**

published 162,500 lines of Book advertisements, a greater volume by over 70,000 lines than any other New York newspaper.

The combined rate of the

**CLEVELAND LEADER and NEWS**

makes it possible for advertisers to cover the Nation's Sixth City with a single-rate expenditure. 100,000 circulation daily in Cleveland and within 40 miles. About 140,000 circulation in Cleveland and within 100 miles of Cleveland.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**LEVEN ADVERTISING COMPANY**

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

*"The Leven Service."*

Correspondence invited.

**WRITER SHOOTS PROWLER.**

David D. Farnsworth, a magazine writer and fancy poultry raiser, of Bridgewater, Mass., gave himself up to the police after the body of Thomas Hagan, a gardener, had been found a short distance from his poultry yard. He pleaded not guilty to a charge of manslaughter in the Brockton Police Court, and was held in \$1,000 bonds for a hearing August 22.

Farnsworth told the police that he heard suspicious noises in his hen yard. Investigating he saw a man there. He said, the police allege, that he discharged his shotgun, and his wife fired a revolver. Farnsworth declared that they did not intend to hit the man and did not know that the shots had taken effect until Hagan's body was found later in the day.

**NEW CANADIAN DIRECTORS.**

At the annual meeting of the St. John (N. B.) Standard, Limited, shareholders reports were presented showing business to have been satisfactory during the past year. The question of procuring a new plant was given some consideration as the directors are desirous of securing a more up-to-date office and building. Directors were elected as follows for the ensuing year: Senator John W. Daniel, J. B. M. Baxter and Manning W. Doherty of St. John; George B. Jones of Apohaqui, and George W. Fowler, of Sussex.

**GOLF WEEK IN BOSTON.**

The annual golf tournament of the Boston Press Club will be held on the course of the Woodland Field Club, Abnurdale, from next Monday to Saturday. The opening day will be devoted to the qualifying round, and prizes will be given for best gross and net scores.

The tournament is open to all golfers who are identified with professions and to those who are associated in any way with newspaper work, and the invited guests of the press club members. Last year there were over sixty-five entries for the tournament.

THE

**TOLEDO BLADE**

is read under the lamp-light by all members of the family. This accounts largely for the extraordinary returns it gives to the advertisers.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

Results are obtained in the

**SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
218 Temple Court, NEW YORK CITY.

**A MEMORABLE BIRTHDAY.**

In honor of the fiftieth birthday anniversary of Charles H. Baker, managing editor of the Trenton (N. J.) State Gazette, the editorial, reporting and business staffs of that paper presented him with a dozen Lanox bone china service plates, decorated in gold.

The presentation arrangements were carefully kept secret, so that the gift came as a surprise to Mr. Baker. A big birthday cake was the present of the women employed by the paper.

**WINS YACHTING PRIZE.**

William J. Conners, publisher of the Buffalo Courier, won the Edward Morris prize of \$500 for having the best decorated boat in the "Venetian Night" parade at the water carnival on Lake Michigan. Mr. Conners and a party of friends went to Chicago from Buffalo on Mr. Conners' \$200,000 steam yacht "Mary Alice." Mr. Conners later lost \$200 of his prize money as a fine for alleged obstruction of the motor boat course during the carnival races.

**SCRIPPS WILL FLY.**

William E. Scripps, general manager of the Detroit News, has ordered a hydroaeroplane. Scripps is already commodore of the Detroit Motor Boat Club and owner of the thirty-five foot motor boat Detroit which last week completed a trip across the Atlantic Ocean in charge of Captain Charles Fleming Day, editor of the Rudder Magazine. He is also the active head of the Scripps Motor Works of Detroit.

**TO EDIT EAGLES' PAPER.**

Headquarters for the new monthly magazine to be published by the Fraternal Order of Eagles will probably be established in South Bend, Frank E. Hering of that city, retiring grand president of the order, having been named editor of the publication. Mr. Hering has just completed his second term as national head of the order.

**ROCKINGHAM DAILY RECORD**

Published at Harrisonburg, Va.

Gives advertisers For a short time a sworn average advertising will circulation in excess of be accepted at flat rate of

**7200 7c** per inch  
per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia

All business placed direct.

WRITE FOR INFORMATION.

THE

**MEXICAN HERALD**

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS, Chicago

**POLISH EDITOR ARRESTED.**

The United States marshal's office has arrested Rev. A. Mlynarczyk, pastor of St. Hedwig's Independent Polish Church, Cleveland, for failure to appear in Utica, N. Y., in answer to an indictment for sending obscene matter through the mails.

Mlynarczyk, as publisher of a Polish newspaper in Utica, was indicted two weeks ago on a charge that matter contained in his paper was in violation of the postal laws. He was arrested and gave bond. He contends he could not find the clerk of federal court for the Northern New York district in Utica and went to Binghamton, where he furnished bond before a commissioner.

**GOES TO VANCOUVER.**

Dr. Walter Briggs has resigned as secretary of the Pulitzer Publishing Company, of New York, owner of the magazine Satire, and has gone to Vancouver to take charge of a German newspaper there. George W. Willis, formerly publisher of Cheerful Moments and Modern Stories and an experienced advertising man, has succeeded Mr. Briggs with Satire, which rounds out the first year of its existence at the end of this month.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to err for you? For your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK

*Oldest Minneapolis Daily.*

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

THOMAS C. NOYES, prominent in the commercial, journalistic, and sportsmen's circles of Washington, died suddenly there on Wednesday. He was news manager and treasurer of the Washington Star, president of the Washington Board of Trade, and President of the Washington American League Baseball Club. Mr. Noyes was taken ill last Friday and developed pneumonia. He was forty-four years old. Mr. Noyes was associated in the Washington Star with his brothers Frank B. Noyes, who is publisher of the paper and president of the Associated Press, and Theodore W. Noyes, editor.

THOMAS J. QUINN, for thirty-five years employed on New York newspapers and long connected with the Herald and Evening Telegram delivery department, is dead after a lingering illness. Mr. Quinn was active in the interests of organized newsdealers and served several terms as president of the New York Newsdealers' Association.

J. H. BOORMAN, editor of the Findlay Lake (N. Y.) Breeze, is dead. He was also for a number of years postmaster of the town.

CYRUS D. SCOTT, at one time engaged in the newspaper business

## THE KNICKERBOCKER PRESS

*The Tri-City Daily and  
Sunday Newspaper of the  
Capitol District of New  
York State.*

ALBANY  
SCHENECTADY  
TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily and Sunday actual  
average circulation in Dec. 43,601

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

in Wisconsin, is dead in Milwaukee, aged eighty-six years. He was a native of New York and after going West in 1849 published a newspaper with his brother.

EUGENE N. ALPHONSE, circulation manager of the Charleston (S. C.) Evening Post, is dead of typhoid fever.

THOMAS J. MIDDLETON, for twenty-five years publisher of the Ellis County (Tex.) Mirror, died recently in Dallas following an operation.

JOSEPH ALEXANDER HOWELLS, for many years publisher of the Ashburton (O.) Sentinel, died recently at Auburndale, Fla. He was seventy-nine years old and a brother of William Dean Howells, the novelist.

WILLIS LEONARD CLANAHAN, a poet and dramatist whose work was widely used by the newspapers, is dead in St. Louis, aged forty-five years.

JOHN MACK, former associate editor of the Youth's Companion, died Tuesday in New York. He was a lawyer and a graduate of Harvard. Mr. Mack came to New York from Boston seven years ago to practice law.

W. W. BOND, for many years a newspaper man in Ohio and later state printer, died a few days ago in Columbus, aged sixty-nine years. Mr. Bond was born in Oxford and learned the printing trade in his father's office. He served with the Cincinnati Times and in 1877 went to Columbus, where he became connected with local newspapers and later part owner of the State Journal.

GEORGE D. YOUNG, editor of the Park Falls (Wis.) Herald, was drowned in Butternut Lake last week while fishing.

## SELLS TO SON.

W. M. Wilson has sold the Fargo (Okla.) Republican to his son, D. S. Wilson of Arnett. Harry Bennett, also of Arnett, will assist in the publication of the Republican.

To carry as much news "as the Times" is the ambition of all newspapers in the Pacific Northwest. To carry as many photographs "as the Times" to print as good cartoons "as the Times" to possess as good franchise, and have as large a circulation "as the Times" is the dream of Northwest publishers.

## SEATTLE TIMES

DAILY AND SUNDAY  
is a performance not to be surpassed. The reward of all this is a splendid, clean circulation to readers who do not have to be coaxed by gifts of merchandise, by "bargain days," voting contests, or other bargain counter methods; and a quantity of paid advertising unsurpassed in the Pacific Northwest.

Foreign Representative:  
THE S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

## MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## FRAZIER LEAVES CANADA.

T. H. Frazier, well known in newspaper advertising circles of the United States and Canada, has resigned as advertising manager of the Vancouver (B. C.) News-Advertiser, effective September 1. Mr. Frazier will make a trip to the interior of Alaska, visiting Dawson, Nome and way points, and on his return, while he has nothing definite in view, will come the East and engage in newspaper advertising work.

## BUYS AN IOWA WEEKLY.

C. H. Leonard has purchased the Lawler (Ia.) Dispatch. Edwin G. Erler, who published the Dispatch for the past twenty years, retires. The Dispatch is a weekly in its twenty-eighth year of life.

## WEST CHESTER STAR.

A second daily paper is booked for appearance very shortly in West Chester, Pa. It will be the Morning Star and will share the daily field with the Local News, an evening paper. West Chester has a population of about 12,000.

## HOME ENLARGED.

The publishers of the Fraser Valley (Can.) Record have built an addition to their building, making it a two-story structure of twenty feet frontage and sixty-five feet depth.

## WILL RUN TWO PAPERS.

The Windsor (Can.) Standard has been sold by the Standard Publishing Company to J. E. Dobie, publisher of the Walkerville (Ont.) Herald. Mr. Dobie will conduct the two newspapers.

## LEASES NEW HOME.

The St. Catharines (Ont.) Journal will shortly have a new home in a building just leased on Park street. It is expected that the paper will be able to move by October 1.

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.

NET PAID

H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative

1 Madison Avenue, NEW YORK.

## THE "PINK UN" TO APPEAR AGAIN IN LONDON.

The staff of the London Sporting Times, (the Pink Un), which is signed in a body when John Corbett sold the paper to H. De Winton Fentold, will start on August 30 a new sporting weekly to be named Town Topics. It will be on the lines of the "Pink Un" and will be in charge of a former editor of the Sporting Times, Arthur M. Binstead (Pitcher).

Town Topics will be of sixteen pages. It will sell for twopence. Binstead will continue his "Gals' Gossip." He will be assisted by the old Sporting Times editors, Lieutenant - Colonel Newnham-Davis, formerly assistant editor of the "Pink Un," Horace Leonard ("Rooty Tooty") and J. H. Booth ("Costs"), in their respective features.

Bohemianism in London has become much more commonplace since the times of the old editors of the "Pink Un" twenty years ago, when they wrote stories of actual life, but an endeavor will be made by the editors of the new weekly to carry on the old traditions.

## OPENS NEW OFFICE.

New Montreal offices have been opened by the Monetary Times, of Toronto. They are in the Transportation Building and in charge of T. C. Allum.

If both volume and character of advertising unite—as they do in the columns of the

NEW YORK MAIL  
EVENING

is it not well for an advertiser to use such a medium?

203 Broadway, NEW YORK.



## LOS ANGELES

In the Eye of the World.  
The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
**Williams, Lawrence & Cresmer Co.**  
**NEW YORK CHICAGO**

## CHICAGO STRIKE CONDEMNED.

Continued from Second Page.

strike, violated its contract with the Chicago publishers, that this action immediately was disavowed by the international officers of the I. S. & E. U.; the local union's charter was voided and after the convention of that organization held at San Francisco in June, upheld the officers in their action.

"The committee finds from evidence before it that arbitration was offered to the pressmen before they walked out, but that it was declined. It was predicated on conditions laid down by the pressmen themselves.

"The committee believes that, had the proffered arbitration been accepted by the pressmen and international representatives, the difficulty with the Hearst papers could have been avoided; that no international union principle was involved and that before any fair arbitration board the pressmen would have secured a verdict that would have satisfied the men."

"This committee cannot too strongly condemn the methods and tactics used in Chicago and your committee believes that, not only should the international officers of our organization be commended for the course they pursued, but that they should be instructed in the future to see to it that every reversal of the men to embroil us in needless difficulties made by any other international union, is promptly exposed and combated."

### OPPOSITION ARGUMENT.

Delegate Koop fought the convention for three days in an effort to bring L. P. Straube, president of the suspended Chicago Stereotypers' Union, to the floor of the convention. Koop was foremost among the few who wanted to follow the stereotypers in sympathetic strike.

"I am going to vote for that report because I have been instructed to do so," began Koop.

"But I will say now that it does not tell the whole truth. President Frecl decided by his own vote to uphold the stereotypers' executive council's action. The pressmen were absolutely locked out. They wanted to arbitrate, but the Hearst

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern customers.  
We are the oldest  
and largest agency in the  
South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA

## THE SYRACUSE

**POST-STANDARD**  
is steadily increasing its circulation  
on its merits as a newspaper.  
**49,304** CIRCULATION  
Daily (Net Paid)

FOR JULY, 1912.

No wonder it carries more advertising,  
and at higher rates, than any  
other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Singer Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. I. MORTON, Eastern Representative.  
225 Fifth Avenue, ST. LOUIS, CHICAGO.

manager would not let them.  
"When Frecl came to Chicago he went first to the representatives of the American Newspaper Publishers' Association for orders before calling on the local union. The report commends President Lynch's stand. Now I do not agree with all Lynch does. Lynch is a big man and he's no fool, but he could do a great deal more for the I. T. U. than he has been doing.

"The stereotypers acted as union men should act and the printers of Chicago should have been ordered out. By failing to order them out our organization acted in a way not compatible with union principles."

### LYNCH'S ANSWER.

President Lynch took the floor.  
"I have heard enough about the Chicago situation," he declared, "but let me say that these attacks on the integrity of President Frecl must be answered. No man in the union labor world has a higher reputation for integrity, honesty and proper dealing than President Frecl. I brand these attacks upon him as deliberate misstatements and attempts to defame him.

"The truth of the matter is that when the pressmen walked out the Hearst manager offered to arbitrate in order to see if he had the right to reduce the number of the press crews from ten to eight.

"When the strike came the international president of the pressmen was not a thousand miles from Chicago. I believe it was intended that a strike should occur and I regret that there is no way clear of visiting on the heads of these misleaders the suffering they have caused.  
"These stereotypers violated contracts and that's the kind of men you would have as follow. Now we have a union misrepresented by a man who seeks to defame the character of President Frecl.  
"The dispute arose over the proposed reduction of press crews from ten to eight men, in accordance with the practices in vogue on all other papers. The Hearst people offered to arbitrate and the men refused.  
"You can hold me responsible for every statement I have made concerning this case."

When the question was put Koop relinquished his opposition and every delegate in the hall arose to his feet.  
NASHVILLE GETS MEETING.

A proposition to make the international union of one political faith was defeated. President Lynch contended that individual members are qualified to pick their own parties and stated that he did not care whether they were "Republicans, Democrats, Socialists, Prohibitionists or Bull Moosers."

As an outgrowth of the alleged slanderous literature circulated among members during the last in-

Higher rates become effective Oct. 1st  
NOW is the time to get the benefit of  
present LOW prices.  
Biggest value in New England.

THE  
**Boston Herald**  
now over 100,000

THE  
**Boston Traveler**  
AND EVENING HERALD  
(consolidated) OVER 130,000  
July first)

*A Quality and Quantity  
Combination that cannot  
be excelled.*

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK. CHICAGO. ST. LOUIS.

ternational campaign, the delegates yesterday registered their protest to "abuse of free speech and a free press."

They favored the giving of space in the Typographical Journal to candidates for election to set forth their qualifications and for the use of opponents to publish their objections.

The union voted to hold its convention in 1913 at Nashville. A resolution was adopted providing for an employment bureau. A thousand telegrams were sent to Congress protesting against the proposed increase in rates on second class mail matter.

Chicago stereotypers, who have been without an organization since the beginning of the newspaper strike on May 1, formed a new organization Monday. The new union has the authority of the international officers of this craft, who withdrew the charter of the former body on the ground that an unauthorized strike had been called.

### FOR CYCLONE SUFFERERS.

The Calgary (Can.) Herald is soliciting relief funds for the sufferers from the recent Regina cyclone. Several thousand dollars have already been contributed by readers of the Herald.

### BUILDING NEW QUARTERS.

A one-story building, fifty by 100 feet, is being erected by the Lcomb (Can.) Globe, to be ready for occupancy this month. The present quarters of the Globe were formerly

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold .....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post .....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania .....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The LARGEST and MOST MODERN  
newspaper plant, in any Latin-American  
country is owned by the

## HAVANA POST

which publishes five daily papers every  
day in the year and the only ENGLISH  
DAILY in Cuba

GEORGE M. BRADT, Publisher,  
Published Every Day in the Year.

## HEBREW JOKE WRITERS ARBITRATE.

Another victory has been scored through arbitration. The Yiddish Joke Writers' Union has consented to resume work pending a settlement of the troubles of the three members with Der Kudes, the New York East Side humorous publication, which, translated, means "The Big Stick."

The strike was caused by a demand by the three writers for better money and less work, and a declaration on the part of the editor, J. Marinoff, for better jokes or less money. To prove it could be done, when J. Adler, H. Gottesfeld and I. Reis, the three humorists, refused to go to work on Saturday the editor got out the edition himself.

Agreeing to write seasonable stuff, the joke writers are back to work pending the arrangement of a new scale.

### TO BUILD IN MOBILE.

The Mobile Daily Item within a short time will move into a new \$110,000 concrete and steel building on St. Emanuel street between Conti and Dauphin, after occupying the present site for the past twenty years. New machinery will be installed and many improvements made.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of  
**MERCHANT'S Linotype Metal.**

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

**M&E**  
Registered

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
PHILADELPHIA

NEW YORK CHICAGO  
BROOKLYN KANSAS CITY  
BALTIMORE  
DENVER

Trade Mark

**M&E**  
Registered

# IT is with pleasure that I submit herewith two Unsolicited Testimonials as to the Pulling Qualities of the LOS ANGELES EXAMINER

I hope every General Advertiser will take the trouble to read the two letters. They will tell him more effectively than any words that I might employ as to the absolute advertising efficiency of the Los Angeles Examiner. The explanation is simple—CIRCULATION.

The Examiner's circulation is superior in quality and quantity. It is a much larger circulation than that of any other newspaper in the Southwest. Its Sunday circulation is greater than the combined Sunday circulation of all the other Los Angeles Sunday papers. So comprehensive is this paper's circulation that it reaches all classes.

Mr. M. G. LOWREY of the DURHAM DUPLEX SAFETY RAZOR CO., of New York City, writes (July 19):

I want you to know what a splendid success we are making of our demonstration campaign in Los Angeles and Southern California for the Durham Duplex Demonstrator, because I feel that your paper, the Daily and Sunday Examiner, is the principal factor in our phenomenal sales.

My attention was directed to your paper by your advertising manager, who called on me and convinced me that your paper covers the field thoroughly in Los Angeles and the Southwest, and I decided to inaugurate my campaign in your paper exclusively.

The results were far beyond my expectations—were even better than your representative had pictured them—and the actual returns are much larger thus far than in any other city in which I have done business.

As you know, I carried a coupon in the quarter page ad I ran last Sunday morning and again in the half page advertisement on Wednesday morning, advertising the Durham Duplex Demonstrator for 35c and giving a list of the dealers to whom the coupon could be returned. From the first day's ad the sales amounted to 2550 demonstrators and the half page advertisement last Wednesday sold 3450 demonstrators. I might add that one store alone, the Tufts-Lyon Arms Co., sold more than 350 demonstrators.

For direct, quick returns the Los Angeles Examiner beats any paper in which I ever advertised. This paper certainly delivered the goods at the lowest rates—results considered—at which I have ever bought advertising space.

Mr. J. W. McCREA, District Manager of the R-C-H COMPANY, Automobiles, Los Angeles Branch, writes (July 18):

That the R-C-H Corporation's announcement of its 1913 touring car has created a stir among motorists generally throughout the country is borne out by the number of inquiries that are showering into the factory and its branches. And in this connection I am glad to say that the Los Angeles Examiner looms conspicuously in the foreground among any and all of our many advertising mediums, as it is the only morning and Sunday newspaper used in Southern California.

The first shipment of 1913 R-C-H touring cars arrived in Los Angeles by Wells Fargo express early in the week of July 7th. We considered the interest stirred up by the mere presence of the car in the city was quite remarkable, but on the following Sunday our 1913 announcement appeared in your paper. We were swamped with visitors at our Flower street show room, and inquiries poured in from neighboring towns by the hundred. This was a very concrete illustration of the Examiner's tremendous power in reaching the class of people we cater to, and I am happy to offer sincere congratulations.

You may be interested in knowing that the unanimous opinion of the hundreds who have inspected our new car seems to be that the R-C-H marks one of the biggest steps forward from the standpoint of the consumer in the history of the automobile industry. The aim of the R-C-H was to meet every motoring need by providing everything necessary for comfort and pleasure in touring. It was a case of putting this fact before the public. The Examiner most certainly did this and the results have been more than gratifying.

I submit that the sale of 6,000 razors through two advertisements in the Los Angeles Examiner and the result of the R-C-H Corporation's announcement of its 1913 Touring Car constitute an advertising record seldom equalled.

*We have set a mark of 200,000 for our Sunday Circulation and we will attain it. An advertising investment in the Examiner now will continually grow in value.*

M. F. IHMSEN, General Manager.

M. D. HUNTON, Eastern Representative, 26 East 26th Street, NEW YORK.

W. H. WILSON, Western Representative, 909 Hearst Building, CHICAGO.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 966

NEW YORK, SATURDAY, AUGUST 31, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

TEN CENTS A COPY

## NOTICE.

This Company is the *creator of the Linotype art*,  
and all existing Linotype machines  
are built under its patents. All  
two-letter Linotype machines are  
covered by patents of this Company  
having a number years to run.

*Any Linotype machine using two-letter  
Matrices, Multiple Magazines, or other improve-  
ments which place the present day Linotype far  
ahead of the earlier machines, cannot be used  
without the permission of this Company.*

*Any person or persons counterfeiting or  
imitating our machinery, or persons using such  
goods, will be held strictly accountable in the  
courts.*

---

MERGENTHALER LINOTYPE COMPANY,  
TRIBUNE BUILDING, NEW YORK.

## THE SUNDAY MAIL SCARE.

HOW NEWSPAPERS WILL BE AFFECTED BY NEW P. O. ORDER.

The serious situation of the newspapers being unable to get mail from the post offices of the big cities on Sunday was believed to be threatened when this week an order was sent out by the postmasters of all first and second class post offices that in accordance with the provision in the Post Office Appropriation Bill no mail would be delivered on Sunday after September 1.

According to the order the only mail to be excepted was special delivery, which would be promptly rushed through as usual. Owners of lock boxes were to be permitted to have access to their mail on Sunday, but no mail received after midnight Saturday would be dropped into them.

The emphatic protest registered from all quarters where the law would go into effect, and particularly from the newspapers and hotels, which would be seriously hindered by the order, caused Postmaster-General Hitchcock on Tuesday, after conferring with his cabinet, to decide to interpret the law as liberally as possible.

The postmaster-general will permit mail to be distributed to lock boxes for newspapers, hotel guests and other addressees, who would be greatly inconvenienced by having their letters held up until Monday morning.

By eliminating the delivery on Sundays of the ordinary run of mail addressed to the general public, the post office officials believe that emergency, newspaper, hotel, and other important mail, which ought to be delivered on Sunday, will be better and more readily handled.

Mr. Hitchcock says the law was to reduce to a minimum the number of postal clerks employed on Sunday, and he thinks this can be accomplished and still allow the delivery of mail in emergency cases.

The postmaster general issued a statement in which he said:

There is at present no street delivery of mail by letter carriers on Sunday, and therefore the law makes no changes in this regard. In short, the only mail that will be affected under a reasonable construction of the new law is that received at the post office on Sunday and hitherto sorted on that day for distribution to lock boxes.

As the purpose of the law, which was clearly enacted in the interest of employees, is to reduce as far as practicable the amount of Sunday labor, the work of distributing Sunday mail to lock boxes will be limited to certain classes of mail that cannot be held until Monday morning without serious inconvenience to the addressees.

This mail will include that for newspapers and hotel guests. The latter is peculiarly transient in character and should not be delayed. This mail, like the special delivery mail, will be sorted out at the offices of despatch and on the railway mail trains in order to simplify the work of distribution in the post offices on Sundays. Under the new method its distribution in the boxes on Sunday will be hastened rather than delayed.

The law will, however, prevent the general public from getting mail through lock boxes on Sunday

and also will prevent the distribution of Sunday newspapers through the mail so as to be delivered before Monday.

Up until the last session of Congress it was the practice to make postal clerks work often on Sundays without additional pay. A provision was inserted in the post office bill in the last session providing for extra compensation for Sunday work and then the provision prohibiting the delivery of Sunday mail altogether.

This prohibitory section of the post office appropriation bill went through Congress without causing any considerable discussion. Attention was first attracted to it by the order of the Post Office Department to discontinue Sunday deliveries.

With the passage last Saturday by Congress of the Post Office Appropriation Bill Postmaster-General Hitchcock is preparing to issue blanks to the newspapers, magazines, and periodicals of the country to enable them to comply with the Barnhart newspaper publicity provision of the new law. This provision is sweeping in character, for not only does it require statements of circulation to be filed with the Post Office Department, but also the filing with the department of the names of the stockholders, bondholders, and other security holders of newspapers, magazines, and periodicals.

As this section of the law requires the filing of this information twice a year, on April 1 and October 1, the first statement to be forthcoming on October 1 next, it is necessary for the department to furnish its blanks quickly, in order to allow sufficient time for publications to respond with the information.

But this is not as sweeping as the provision originally in the bill. As passed by the House the Post Office bill would have prohibited the mailing of newspapers, magazines, or other publications unless there were printed therein the names and addresses of the editors and owners and owners of the stock, bonds, or other securities to the amount of \$500 or more, daily papers being required to publish this list once a week, other publications on every issue. The original House bill also provided that editorial or reading matter for which payment was received should be plainly marked "advertisement" or signed by the name of the person in whose interest published.

With the purpose of the House provisions the Senate Post Office Committee was in accord, but considered them needlessly burdensome. For this reason the Senate committee changed the paragraph so as to require the filing of the list of owners, stockholders, or security owners with the local postmaster and the postmaster-general semi-annually, and requiring this list to be as frequently printed in an issue of the publication.

After several days spent in conference with the officers in charge of the several branches of the Postal Service, Postmaster-General Hitchcock has announced that the department would be in readiness on January 1 next.

## PIERCE BACK IN MINNEAPOLIS.

BECOMES PART OWNER WITH W. J. MURPHY IN THE TRIBUNE.

Gerald Pierce of Chicago has purchased an interest in the Minneapolis Tribune. He goes back to his first love, his life-long friend, William J. Murphy, and again resumes his active duties in Minneapolis on September 1. Mr. Pierce will give his special attention to the advertising department of the Tribune, in which capacity he did the first work that brought him into prominence in 1897.

For nine years after leaving the Minneapolis Tribune Mr. Pierce was business manager of the Chicago Record-Herald, from which he retired five years ago to give his entire attention to the publication of the National Food Magazine, of which he and his brother Paul were the founders and owners. Under their management the National Food Magazine has become known as one of the foremost publications of its kind in the world and one of the strongest advocates of the passage by the United States Government of the stringent pure food laws now in existence.

Since leaving the daily newspaper field, Gerald Pierce has attended to the Western interests of the National Food Magazine from Chicago, and Paul Pierce has been in charge in the East, with headquarters in New York. Gerald Pierce has now disposed of his interest in his brother, which makes his new association with the Tribune possible.

No other changes in the personnel of the Tribune's management are announced, and Charles H. Hamblin will continue as business manager.

## SUNDAY BIRMINGHAM NEWS.

The Birmingham News will begin the publication of a Sunday edition on September 22. The Sunday News will take the International, United Press and New York Sun news service, and the Sunday magazine and comic sections of the New York American. Birmingham is a city of nearly 150,000 population and at present the Age-Herald publishes the only Sunday newspaper.

## AD MANAGER IN FARGO.

Hurnard J. Kenner, formerly advertising manager of the Fargo (N. D.) Courier-News and more recently of the Chicago Record-Herald, has been appointed advertising manager of the Fargo News.

## SOON TO BE A DAILY.

The Central City (Ky.) Argus is to be converted into a daily paper in the near future. At present it is published weekly by C. E. Gregory. Modern equipment is to be added to the plant and the capacity extended.

The Hickory (Okla.) Journal has been started by Mrs. Maude Jensen.

## ST. LOUIS STAR'S NEW DIRECTORS.

FRANK PUTS PROPERTY IN HANDS OF FRED C. VEON AND F. B. WARREN.

Out of a series of rumors that have cropped up for months concerning the St. Louis Star there came a tangible development this week that is to be considered one of the important pieces of publishing news of the year.

Nathan Frank, owner of the Star, concluded arrangements that have been pending for some time as a result of which Fred C. Veon becomes business manager of the Star and Frederic B. Warren assumes editorial direction of the property.

Since the arrival of Messrs. Veon and Warren in St. Louis the local newspaper offices and advertising circles have been buzzing with rumors about impending changes in the Star, and the perennial rumor that William R. Hearst is again figuring in the deal came to life once more, bolstered up by the same circumstantial evidence that has been found in the other stories concerning Mr. Hearst's St. Louis activities.

The first issue of the Star to appear under the new direction will be that of next Monday, Labor Day—and it is said that the paper will present an entirely new physical appearance, being typed anew throughout and given all of the pictorial and make-up characteristics of the big Eastern metropolitan afternoon dailies.

Plans involving these changes on the six-day afternoon editions of the Star are also to extend to the seventh issue of the week, the Sunday Star, which will shed its old dress, headings and make-up and introduce sections and features new to the St. Louis and Missouri field in a home newspaper.

Both of the new men in the Star management have made big records on large newspapers in various sections of the country.

Fred C. Veon, the new business manager, has held important positions in the Hearst service, having been connected with Mr. Hearst's newspapers in Los Angeles, San Francisco, Chicago and Boston, and his achievements in advertising work gave him high rank in the largest publishing organization in America. Prior to his work for the Hearst newspapers he had been advertising manager of newspapers in Le Roy and St. Louis, at one time having been connected with the Republic's advertising forces and upon an earlier occasion with the Star when it was known as the Star-Chronicle.

In 1911 Edwin T. Earl, the Los Angeles millionaire, commissioned Mr. Veon with the important task of organizing his new morning penny daily, the Los Angeles Tribune and this organization was perfected and a big daily launched on July 4, 1911, after hardly more than a month of preliminary work.

The Tribune started life with more than 40,000 paid in advance circulation, under the business management of Mr. Veon, and has been one of the big newspaper successes of the last decade in journalism.





FRED. C. VEON



FREDERIC B. WARREN

THE NEW DIRECTORS OF THE ST. LOUIS STAR.

In the spring of the present year Mr. Veon returned to the Atlantic seaboard, took a vacation in New York and since May has been doing some special work in the advertising field for his friend William R. Orr, owner of the Detroit Saturday Night.

Frederic B. Warren, the new editorial force at Star Square, returns West as an editor for the first time in eight years, his activities during that period having been in connection with some of the bigger newspapers of New York and Philadelphia. In the latter city he served in the editorial organization of the Philadelphia Inquirer and the North American and for a time in 1907 was with Mr. Ochs' Public Ledger.

In 1909 Mr. Warren joined the New York Evening Mail and as city editor fashioned the aggressive news policy of that newspaper.

Later on the New York Telegraph for nearly two years he had charge of the Sunday magazine sections and developed them to a marked extent.

While with the Telegraph he organized the Sunday Telegraph

Newspaper Syndicate, which later changed its name to the Continental Syndicate.

Since May last he has been closely identified with Colonel Roosevelt's campaign and with the new Progressive party, about which he has written much both in the editorial and news columns of the Pittsburgh Leader. He is known as one of the most prolific writers in the newspaper profession with a wide range of topics, and a man of tremendous activity.

It is understood that the Star will support in the most enthusiastic fashion the Roosevelt campaign.

The St. Louis Star of today is the outgrowth of two daily newspapers—the St. Louis Chronicle, established in 1880 by Milton A. McRae and associates, and the Star Sayings, started in 1884.

In 1896 the Star Sayings dropped the latter half of its title, and in 1905 the Star and Chronicle were united. A new company was formed with Mr. McRae as president; Nathan Frank, until then sole owner of the Star, as vice-president,

and his brother, August, also a part owner, as publisher. The Star-Chronicle was published as one of the Scripps-McRae League until April, 1908, when Mr. Frank again became sole owner, Mr. McRae retiring.

In August of the same year Mr. Frank sold the control of the Star-Chronicle to E. G. Lewis, the latter dropping the name of the Chronicle. Subsequent well known troubles of Mr. Lewis with the post office department resulted in financial difficulties which brought the Star into the bankruptcy courts, together with his various other publications and properties. To save the Star stockholders the court ordered that Lewis accept the offer of Mr. Frank for his holdings in the Star, it being thought at the time that it was Mr. Frank's intention to sell the paper to William R. Hearst.

Mr. Frank found himself again the sole owner of the Star, but no deal with Mr. Hearst occurred. Mr. Frank, under his arrangements with Messrs. Veon and Warren, places entire control of the direction of the paper in their hands.

He will thus be able to give his entire attention to his various other business enterprises and his extensive law practice.

Mr. Veon's former connection with the Star was as advertising manager in 1904-5. In the latter year he left St. Louis to take charge of the advertising of the Detroit Journal.

#### PRICE CURRENT EDITOR IS TO RETIRE.

G. B. Murray, publisher of the Cincinnati Price Current for more than forty years, is to retire from business and sell his publication on account of bad health and increasing years. Under Mr. Murray the Price Current has become known as one of the leading publications of its kind, and Mr. Murray has won fame as a crop statistician.

#### FOR KANSAS PROGRESSIVES.

A new paper will be started in Greensburg, Kan., in September. It will be called the Greensburg Progressive and be managed by A. W. Gibson.

## GREAT CANADIAN AFFILIATION.

PRESS ASSOCIATIONS OF THE DOMINION UNITE WITH THE C. P. A.

The long-cherished hope of many Canadian newspaper publishers that the various press associations of Canada would be united in one national organization is about to be fulfilled. Negotiations with this object in view have been under way for some time between the Canadian Press Association and the Alberta and Eastern British Colum-

Ontario newspaper publishers in 1859. At that time the great majority of the people living in what is now the Dominion of Canada were located east of the Great Lakes, and the use of the word "Canadian" in the name of the new organization was therefore justifiable. But, despite the national character of its name, the Canadian Press Association continued until recently to be practically an Ontario organization.

A few years ago the Eastern Townships Press Association, of the Province of Quebec, became affiliated with the Canadian Press Association. Because of this and the securing as members of a number of individual publishers located in other parts of Quebec, the Canadian Press Association then became practically an Ontario and Quebec organization.

About that time the Western Canada Press Association, the Maritime Press Association and the Canadian Press Association began to consider the advisability of em-



JOHN R. BONE.

bia Press Association, the Western Canada Press Association, and the Maritime Press Association.

In so far as the two Western press associations are concerned, the negotiations have just reached a satisfactory conclusion. The Alberta and Eastern British Columbia Press Association (comprising ten daily newspapers and sixty weekly newspapers) and the Western Canada Press Association (comprising fifteen daily newspapers and one hundred weekly newspapers in Saskatchewan, Manitoba, and northwestern Ontario) have decided to become affiliated with the Canadian Press Association, and have just completed the affiliation by paying the fees of their entire membership to the end of the current year.

The Maritime Press Association will take action upon the proposal for affiliation at a meeting in New Glasgow, N. S., on September 4 and 5, and it is said to be practically certain that this association will follow the course taken by the two Western associations. Then the Canadian Press Association will be national in membership and scope of work, as well as in name.

The Canadian Press Association was organized by a number of



JOHN M. IMRIE.

employing permanent secretaries who would give more of their time to the work of their organization than could honorary secretaries. However, none of these organizations felt sufficiently strong financially to undertake the step until last year, when, at the fifty-third annual meeting of the Canadian Press Association, held in Toronto, that organization decided to put its work on a new basis through the establishment of a central office in Toronto and the employment of a permanent secretary for one-half of his working time.

The estimated cost of maintaining a permanent organization was almost four times the income for the previous year, but the members were of the opinion that the other press associations throughout Canada would share in the cost of the larger work that could be under-

taken through a permanent organization under arrangements by which the benefits of that work would be fully available to their members.

The central office was opened on August 15, 1911, and John M. Imrie was appointed permanent secretary. Negotiations were at once opened with the other press associations, and, as already reported in the case of two associations, they have now reached a satisfactory conclusion.

The identity of the affiliating organizations is by no means lost through their affiliation with the Canadian Press Association. They will continue as in the past as district organizations, having their own officers, holding their own meetings, and working out their own local problems. At the same time they will co-operate with the affiliated organizations in the advertising of advertising, the campaign against free publicity, the cost educational work, the regulation of advertising agencies, and the work generally of the Canadian Press Association.

The affiliation of the two Western press associations gives the Canadian Press Association a total paid membership of 720, as compared with 371 a year ago. Included in the total are approximately 150 new members secured individually throughout the year. John R. Bone, managing editor of the Toronto Star, is the president of the C. P. A.

### EDITOR SHOOT FIRST.

Because he objected to an article in the Trenton (N. J.) Italo-Americano, Girardo Peruggini started a quarrel with Felice Reale, the editor. On Monday he threatened to kill the newspaper man if he did not retract what he had published.

As the latter put his hand to his back pocket Reale pulled a revolver and shot Peruggini in the right arm. Reale was arrested and held without bail.

### RACING NEWS "OK'D."

According to a decision handed down by Assistant Corporation Counsel Hoyne of Chicago the ordinance recently passed in that city prohibiting the printing of tips will not affect the newspapers' printing of racing news. Under Mr. Hoyne's ruling the publication of racing matter after the races are over is not a violation of the ordinance. Mr. Hoyne holds that the publication of results cannot be construed as "tips."

### TEACHER BUYS A PAPER.

Cameron R. MacIntosh has purchased the North Battleford (Can.) News from J. A. Bawden. Mr. MacIntosh was formerly principal of the local public school. Mr. Bawden will remain with the paper for the present as manager.

### SIGNS OF PROSPERITY.

The Western Star, published at the Bay of Islands, N. F., is installing a new press and will shortly enlarge to eight pages, besides adding several new features, including a rod and gun section.

### OLDEST PAPER TO SUSPEND.

It is reported from China that the oldest newspaper in the world, the Pekin Gazette, is about to suspend publication. The first number appeared in 911 A. D. and since 1351, more than a century before the discovery of America, it has appeared regularly.

The Pekin Gazette has published a daily budget of the imperial court news and has been a repository of edicts from the throne, memorials from Provincial Governors and reports from Chinese officials. It would be wrong to infer that its contents were always dry. Frequently the Gazette has contained news of great interest to the world and information illuminating one phase or another of Chinese character or the Governmental regime.

The files of the venerable paper are among the curiosities of typography. During a part of the eighteenth century it was printed in the imperial palace from movable copper type and in the last eighty years from movable type carved out of wood.

The Chinese Government will now supplant the publication by the Government Gazette, which will be much larger and conducted along more modern lines. It will be the official Government organ. The disappearance of the Pekin Gazette is one of the signs of the times illustrating the mighty changes that are coming to pass in China.

### A. P. PROMOTIONS.

The staff of the Associated Press in Washington has undergone several changes. Worth C. Harder has been appointed manager of the Capitol forces, and L. C. Probert has been made day manager besides his duties as news editor. Grafton S. Wilcox has been promoted to night manager from his former position as reporter at the House of Representatives.

### NEW OFFICES FOR HUNTON.

M. D. Hunton, manager of the eastern foreign advertising of the Hearst morning papers, has moved his offices from 25 East 26th street to 220 Fifth avenue. Mr. Hunton has engaged Suite 1403 as his headquarters and has installed a number of new facilities for the gathering of business for his list.

The Farmers' Advocate of Winnipeg is adding new machinery, including several Lanston Monotypes.

## THE TROY MORNING RECORD EVEN NG KEEPS A-GROWING

The average net paid daily circulation for the six months ending June 29, 1912, was

22,174

If you want to cover GREATER TROY, which comprises Troy, Watervleit, Green Island and Waterford, and has a population of over 90,000, use the RECORD.



## ROCHESTER'S NEW AGENCY.

T. F. Pevear, the former secretary and manager of the magazine and general newspaper business of the Myers Advertising Agency, Rochester, N. Y., recently purchased the general agency business of that corporation, and will conduct it under the name of Pevear & Co.

In 1905 Mr. Pevear made his first appearance in the advertising field as an independent copy-writer in Providence, R. I., and during



T. F. PEVEAR.

1906 and 1907 was engaged in special advertising work for the Providence Journal and Bulletin and the Pawtucket Times. In the fall of 1907 he took charge of the advertisement department store, of Providence, and stayed there a year and a half, resigning to accept a position with McCurdy & Norwell Company, Rochester, N. Y.

Mr. Pevear's knowledge of merchandising gained from his department store work led him into the agency field, and in 1910 he joined the Myers Agency as plan and copy man. His energy and keen insight into the various phases of advertising resulted the following year in his promotion to the office of secretary of the company.

On September 3 Pevear & Company will open a new suite of offices in the Cutler Building, and will handle the general accounts formerly placed through the Myers Agency, the latter still continuing to do business as a special agency for the country weekly newspapers of western New York.

In addition to Mr. Pevear, who will have general charge of the work, the staff of the new company will be composed of Ralph H. Furner, orders and estimates; Carl Raschen, art department; and F. A. Partenheimer, copy department.

Mr. Pevear's policy in the past has been to solicit only such busi-



GERALD PIERCE,

WHO RETURNS TO THE SCENE OF HIS FIRST SUCCESSES AS PART OWNER OF THE MINNEAPOLIS TRIBUNE.

See Second Page.

ness as could be given close personal service, and this same policy will be continued by the new company, restricting its solicitation to advertisers located in western New York, in the territory between Utica, Syracuse and Buffalo.

## FOR LABOR-CAPITAL PEACE.

James M. Place, well known in the states of New York and Pennsylvania, is contemplating the establishment in Washington, D. C., of a weekly publication designed to be a mediator between labor and capital. Mr. Place is said to have organized a corporation in which some of the richest and most powerful men in the worlds of capital and labor will be interested. The editorial direction will be looked after by an advisory board of twenty-five.

## SOLD BY FOUNDER'S ESTATE.

The estate of R. L. Emerson has sold the Columbia (Ark.) Banner to W. H. Nabors. The Banner was established thirty-five years ago by the late R. L. Emerson.

## O'NEIL NOW CHIEF OWNER.

J. Denny O'Neil, commissioner of Allegheny County and for years a leader in county and McKeesport politics, has secured a controlling interest in the McKeesport (Pa.) Daily News. For the past six years Mr. Neil has been a holder of stock in the paper. The new stock he acquires was formerly owned by George Altemeyer, president of the company. Mr. O'Neil announces that he has purchased the newspaper purely as a business investment and that there will be no change in the policy of the paper.

## WEEKLY SUCCEEDS DAILY.

The Du Quoin (Ill.) Evening Herald has suspended publication as a daily paper, and is succeeded by a weekly called the Republican, issued under the old management of Sidney R. Stanard. The Herald was established in 1907 by John W. Grear, founder of the Jonesboro Gazette and later editor of the Murphysboro Independent, Mount Vernon News and Heron News.

## ALLEGED MAIL FRAUD.

James A. Robinson, an advertising agent of 1170 Broadway, New York, has been arrested by post office inspectors. Claude J. Van Slyke, a real estate man, surrendered to the postal authorities about the same time, and again an announcement was made that William H. Cooper and Ernest Sharp were to give themselves up in a day or two, all to answer two Federal indictments charging them with misuse of the United States mails.

The men mentioned were connected with the New York Central Realty Company, a concern which sold bonds founded on real estate mortgages. The charge against them is that they sold between \$750,000 and \$1,000,000 of the bonds to about 1,200 persons in all parts of the world, although a receiver has been able to find only about \$70,000 worth of property. Victims were caught by speciously worded advertisements in the magazines.

## POWERS TEAM CHAMPS.

By defeating the nine of the Sterling Engraving Company last Saturday, the Powers Engraving Company baseball team is the champion of the New York Photo-Engravers' League. The Powers team won by a score of thirteen to one. Today the team will travel to Passaic, N. J., where it will meet the team of the Passaic Herald.

## STEPHENSON STRICKEN.

United States Senator Isaac Stephenson, principal owner of the Milwaukee Free Press, was stricken with heart failure in the North Woods, near Escanaba, Mich., on Thursday and is reported to be dying. Mr. Stephenson, with a party of friends, had been on a fishing trip.

## LEAVES THE PULPIT.

Rev. William Mason, former rector of the First Presbyterian Church, at Hamilton, O., is now connected with the Xenia Tribune. At present Mr. Mason is doing the editorial work on the Tribune.

## SCRIBES ON STATEN ISLAND.

The newspaper men of Greater New York attended an informal stag dinner Sunday at Hugonot Park, Staten Island, as the guests of Samuel Skiener, manager of the Terra Marine Inn.

"A Daily Newspaper for THE HOME"

THE  
**CHRISTIAN  
SCIENCE  
MONITOR**

Four editions every day except Sunday. The largest national circulation and steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg, Chicago

# A Guaranteed Fountain Pen Insures a Guaranteed Circulation.



Use **SALZ** Pens and Increase Your Circulation.

**SALZ** FOUNTAIN PENS PLEASE BECAUSE THEY'RE BEST

SALZ BROTHERS, 45 West 34th Street, (Monolith Building,) NEW YORK.

## BUILDING UP THE CIRCULATION.

Circulation Manager P. H. Daly of the Montgomery (Ala.) Advertiser recently sent out a series of attractive cards to prospective subscribers. The card carried a campaign cartoon by Sprangler, who urged people to contribute to the Democratic campaign fund, and one of them reached Woodrow Wilson. The Presidential candidate, immediately wrote his congratulations to Mr. Daly on his enterprise.

The Greenville (Mich.) Independent has closed a successful contest and announced the winners. The principal prizes offered were a Cable-Nelson piano, a Cameron piano, a bedroom suite, a \$50 diamond ring and a \$38 ring. In addition there were special cash prizes.

The Chicago Daily Press, the new Clover Leaf daily, has increased its delivery service to three auto trucks and one wagon. This

has been found necessary in order to supply the demand for papers on the streets of the northwest side, in which section the Press is specializing for the present.

E. C. White, circulation manager of the Memphis News-Scimitar, is offering rain capes as prizes to newsboys for increasing street sales. Mr. White states that very good results are being obtained. Other ideas being used by Mr. White are to arrange for the newsboys, carriers or ball players having their photographs taken free, the distribution of carriers' sacks at bargain prices, and the awarding of ink pencils to the five subscription men who send in the greatest number of new subscribers.

The publishers of the Hill Top Record, a paper published in the suburbs of Pittsburgh, have arranged to send a party of girls on a two weeks' vacation to Coneaut Lake. The girls who take the trip will be those who receive the highest number of votes in the contest just concluded by the paper.

A party of five young women will enjoy a vacation trip to Boston, Montreal, Lake Champlain, Lake George, New York and Philadelphia as the guests of the publishers of the Easton (Md.) Gazette. The winners will be selected through the circulation contest now running among readers in Talbot County.

The Pittsburgh Sun today will launch one thousand small balloons, each having attached a ticket entitling the holder to admission to the amusements in Kennywood Park on Labor Day.

With D. B. G. Rose, circulation manager of the Louisville Post, 5,000 Louisville boys attended a recent ball game between the Kansas City and Louisville Clubs as the guests of the Post. The Post issued coupons, each of which was good for free admittance. Mr. Rose headed the brigade which took possession of Eclipse Park.

The Pittsburgh Post is continuing to spring its ideas with amazing regularity. Recently it started to print its comic sheet on cream-colored paper, which is said to be the first time any newspaper has attempted the experiment, and it has proved so successful that the Post has adopted it as a permanent feature.

## NEWEST ASPECT OF TOUR CONTESTS.

The Phoenix (Ariz.) Gazette figures in a very romantic and extraordinary matrimonial romance through a tour contest it recently conducted. The Gazette not long ago closed a very successful contest in which twenty-one young ladies were sent on a trip in Southern California.

San Diego was included in the itinerary. McFadden & Buxton, a real estate firm in San Diego, at the time the contest was announced offered a \$1,000 lot in Burlingame Addition to the first San Diego young man that would marry one of the Gazette party within a year after they visited San Diego. The young man had to be a bona fide resident of San Diego, having lived there at least one year.

They went further and offered to build a home on this lot for the couple and allow them their own time to pay for it. William C. Caton of San Diego lost no time in securing one of the young ladies and annexing the lot. Within five days he had married Miss Blanche Casner of Camp Verde, Ariz., a town fifty or sixty miles from a railroad.

## PRICE INCREASE IN ST. PAUL.

The St. Paul Daily News, one of the Clover Leaf papers, will raise its price to seven cents a week, or thirty cents a month, beginning September 1. The News was one of the first papers in the United States to deliver seven issues a week for five cents.

## P. O. TAKES A HAND.

J. T. Tarwater, editor of the Cheyenne Wells (Colo.) Times, is under arrest by the Federal authorities on a charge of sending improper publications through the mails. The alleged illegal publication referred to James P. Cahill and appeared in the Times of August 16.

## KEYSTONE DAILY SOLD.

C. Scott Smith has organized a company and purchased the Kane (Pa.) Daily Republican. Mr. Smith is a former resident of Williamsport and has associated with him W. A. Mundy. Mr. Smith is president and treasurer and Mr. Mundy is secretary.

## ROOSEVELT MEN BID HIGH.

The Fargo (N. D.) Courier-News was disposed of last week in mortgage foreclosure proceedings. The purchasers are a syndicate of local third party boosters and will change the policy of the paper to support Theodore Roosevelt.

## GET TO-DAY'S NEWS TO-DAY

**"By UNITED PRESS"**

General Offices. World Bldg., NEW YORK.



USE  
**RAINCOATS**  
FOR  
**PREMIUMS**

There is positively nothing better to BOOST YOUR CIRCULATION WITH.

CLIMATIC RAINCOAT CO.  
104 Fifth Ave., NEW YORK

## THE SPECIAL SERVICE CO.

Experts in Circulation Contests.

306 Publication Bldg., Pittsburgh Room 32, 23 Park Row, New York

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment—Best illustrations.  
**YOU NEED IT!** Write for particulars to  
**International News Service**  
200 William St., New York City.

**WE READ**  
and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

**NEWSPAPERS**  
contain many items daily which would inform you exclusively of where you can secure new business, an order or a contracts; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

**FOR YOU.**

**THE CONSOLIDATED PRESS CLIPPING CO.**  
1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

**The William L. Betts Company**  
Suite 406, World Building, New York City.



## HANDLING THE CIRCULATION.

### EFFECTS OF SALARIES AND OUTRIGHT SALE OF PAPERS TO THE CARRIERS.

Gomer M. Thomas, circulation manager of the Kansas City Journal, has given his opinion to THE FOURTH ESTATE on the much discussed question: "What is the best system of handling circulation; pay salaries or wholesale papers to the carriers?" Mr. Thomas said:

"This is a subject which I think should be brought to the attention of every publisher. An important sociological problem is involved in the handling of circulation work. It is not readily apparent and for this reason is more serious than the average circulation manager realizes.

"Let us consider the two systems. In the one the carrier has defined territory in which his subscribers are located. The paper pays him a salary for delivering the papers. He reports his collections each week or month to the paper. He is handling money which belongs to the paper.

"In other words the paper is putting on to the shoulders of a fourteen or sixteen-year-old boy the responsibility of collecting its money. The temptation comes to the boy to turn in a false report, which may not be noticed for several days. He has found a way of getting 'easy money.' The seeds of thievery are sown in that young life which may lead him to the penitentiary.

"This system not only has a bad effect on the boy, but it lacks the good effects which work should have on a boy early in life. It does not develop any initiative in him. Instead of planning on how he can improve his route he plans on how he can cut off some of his most distant customers and at the same time draw the same salary. The circulation suffers as a consequence.

"In the other system the papers are sold to the carrier, then every subscriber is his customer. He uses his ingenuity to hold that subscriber. There is an incentive to build up his route. He gives better service because it is to his interest to do so. He will take as good care of the most far away corners of his route as where his

subscribers are thickest. He is learning the rudiments of business, qualities which go to the making he is having instilled into him those of a hustling business man and a good citizen.

"This system can be followed even in the outlying districts where the revenue from the route is not sufficient to warrant the management charging for the papers. But



GOMER M. THOMAS.

in this case a bonus must be given to the carrier until the route can be worked up to where a charge can be made. It is the surest way and quickest way of making an unprofitable route a paying one.

"In the second system, as in the first, the territory of each route can be defined and kept within certain bounds. In some of the large cities the routes have no definite bounds, but the problem involved is the same.

"If circulation managers would take the above points into consideration they would not hesitate in deciding between the two systems, if only from the standpoint of humanity.

"The method of wholesaling papers to the carriers brings up the question; should the carrier own

his route? Yes. That is he should own the privilege of carrying papers on that route. This privilege is valuable in some cities. The carrier who has an investment in a route takes more interest in it than the one who has not and he gives better service."

### BETTS METHOD OF MAKING CIRCULATION.

William L. Betts, general manager of the William L. Betts Company, World Building, New York, is one of the most energetic circulation promoters in America. His specialty for the past five years has been trip and prize contests to increase newspaper circulation on the paid-in-advance basis.

He has had experience in conducting these contests in nearly every state in the union and on more than three hundred newspapers. His records show that considerably more than \$1,000,000 was taken in on the contests that he has run and hundreds of thousands of new subscriptions added to the circulation of the different papers.

For years previous to his going into the contest business Mr. Betts was connected with the circulation departments of the New York American, Cleveland News, St. Louis Star, Minneapolis News, Springfield (Mass.) Union, Hartford Post and New Haven Journal Courier. He was manager of circulation at Minneapolis, Springfield, Hartford and New Haven.

A recent European contest on the Buffalo Express conducted by Mr. Betts showed returns of \$50,000 and 12,000 new subscriptions.

### U. S. ACTS ON VOTING CONTEST IRREGULARITIES.

M. N. Hatcher and A. M. Baker, former directors and stockholders of the Fargo (N. D.) Courier Publishing Company, have been arrested on a charge of using the United States mails to defraud. The specific complaint is that a circulation contest, recently held by the paper, was not in accordance with the law, the investigators claiming that the company did not have enough funds to meet the cost of the prizes offered, that the prizes were not as advertised and that the contest all around was illegal.

W. E. Ashley of Fond du Lac, Wis., has been arrested in Fremont, O., charged with having been associated with Hatcher and Baker in the conduct of the contest. He will be removed to the Fargo jurisdiction.

### LEAVES THE GEORGIAN.

J. A. Malcolm, circulation manager of the Atlanta Georgian for the past two years, has resigned to become director of circulation for Uncle Remus' Home Magazine, Atlanta. His publication will move into a new building on September 15.

With the aid of a new press, which is said to be the largest magazine press in the South, the publishers will increase the size of their periodical from thirty-four to sixty-four pages.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MYERS

6300 B Lexington Ave., CHICAGO.



## The McCLURE NEWSPAPER SYNDICATE

Established 28 years.

The oldest and largest independent newspaper syndicate.

More than thirty regular feature services.

Eight pages of colored comics weekly.

The best big and little features, daily comics, etc.

The McClure Newspaper Syndicate  
45 West 34th Street, NEW YORK

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and re-filled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

We conduct all kinds  
of Circulation Contests

Wire



Write

For Washington Correspondence

WRITE

AMERICAN  
TELEGRAPH PRESS

District National Bank Building,  
WASHINGTON, D. C.

### AGAIN IN HARNESS.

J. T. Kennedy, formerly editor of the Alliance (O.) Leader, has purchased an interest in the Lisbon Patriot and becomes business manager of the paper. The stock he acquired was formerly owned by T. S. Arnold and C. E. Oliver, business manager and editor, respectively.

### HAMMOND STARTS A DAILY.

The Daily Tribune has appeared at Mitchell, S. D. Harry M. Hammond is the editor and manager.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

# "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O. March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record Herald Building, Chicago.  
Phone 906 Main.

No. 965 FOR THE WEEK ENDING SATURDAY, AUGUST 31, 1912

## DIGESTIVE ORGANISMS OF NEWSPAPERS.

Publishing so much of the business office news about newspapers, THE FOURTH ESTATE never wishes to create the impression that its interest in the purely editorial branches of the profession, or in the development of news processes, is secondary to the financial side of journalism.

Daily study of several hundred newspapers necessarily reveals imperfections and it may occasion little surprise when we say that virtually all of the physical and structural imperfections could be corrected by an intelligent copy desk.

The copy desk man is called upon to perform the most important function of a newspaper except that of the editor-in-chief. Loose, inattentive work, lack of mental equipment, absence of imagination or sympathy in a copy reader is instantly discernible in the pages of the newspaper at whose daily, or hourly, birth he helps officiate.

Copy readers are underpaid and undervalued. Collectively they are the stomach of a newspaper—the entire digestive organism through which news passes.

Strangely enough eight out of ten newspapers have but faint regard for the copy desk and the men who sit around it. The floating tramps of newspaperdom—of whom there are many left—find admission to a newspaper's local staff denied them while the copy desk of the same paper is an open and inviting refuge. The faintest of educational tests are made; often none at all.

Pertinent to this subject is this editorial in the Dallas News dealing with the newspaper reporter and copy reader:

"The most successful reporter is the fellow who can get the news into the office. If he is weak on English—and most of the new men at the business are, owing to the weakness of the college course in English—it will not make much dif-

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; average measure (14 lines to the inch); 140 lines to the column; 500 lines to the page.  
One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not above 28 lines in depth of column) double price.

ference, provided he be followed by a capable copy reader to get his stuff into shape. It is not right to blame the reporter for lapses of style or for poor logic. The reporter is a newspaper man in the making. Some of the best newspaper men in the business are still reporters, to be sure, but most of these are dignified with the title of staff correspondent.

"Where the average newspaper office is weak is in good desk men—men who can take the facts that flow into the office and mold them into a readable story that will grip the attention of the reader and carry the message. The sloppy style and the muddled language that will not parse which comes to the desk of the copy reader ought to get no further. It is unkind to jump onto the reporter who gets things obviously wrong. The reporter's batting average is generally high on the main fact. What his story needed was some carpenter work that would smooth off the rough edges, which are a survival of his sophomore days, and set an example for his next assignment."

## OLD CHARGES AGAINST THE PRESS RE-ANSWERED.

In a literary sense Dr. Sheldon of Kansas has gone into eclipse since interest in his several "best sellers" waned. But after several years' silence he comes back to discuss our imperfections, and the bulk of his fault-findings are with American daily newspapers.

He finds, perhaps most seriously of all, that the newspaper of today in a most objectionable manner invades individual and family privacy in its desire to get news.

Another cause of complaint is that the advertising columns frequently contain notices of unworthy subjects and objects.

These are time-worn complaints and the New Orleans Picayune pauses to give them heed. It points out that the first complaint has basis, insists that many ably con-

ducted papers do not invade one's privacy and that such papers as do invade privacy and print scandal and gossip do so in response to public demand for it.

To the second complaint it makes the following reply, which at the same time is a defense of the editorial and business office care with which newspapers are conducted:

"No honest newspaper man knowingly publishes dishonest advertisements, but sometimes unworthy advertisements are found in the columns of a respectable journal. Man can give no guarantee against mistakes, since it is human to err, and this fact applies particularly to charges of inaccuracy in the statements of what purport to be facts.

"The modern newspaper has its faults, but it is perhaps the crowning product of modern science and civilization. It reaches around the world and gathers knowledge of every event and transaction occurring there day by day. It reports everything worth knowing in the discoveries of science and the achievements of art, and it presents them to the world at a cost astonishingly small in comparison with what it gives.

"The newspaper commonly works for the good of the community and the country in which it lives and of which it is a part, and it is doubtful if even the reverend censors who denounce its faults and weaknesses render the public any more freely given and charitably devoted and patriotically intended service than is done by the modern newspaper."

## NOTE AND COMMENT.

The Vancouver (B. C.) Sun in but six months of life apparently has won its way well into the esteem of both readers and advertisers. The Sun claims a daily circulation of 21,000, and in a booklet just issued by Business Manager Judson H. Carter, advertisers attest to its merit in a spirit that leaves no doubt as to its advertising value. The Sun was first published on February 12, last, and a flat advertising-rate has been a strong factor in its business success.

The Ad-Walk Company, a concern which sought to get permission from the common council of Detroit to lay a sidewalk in that city with mosaic advertisements, has been refused a permit by the committee on streets.

The William Filene's Sons Company, of Boston, is furnishing an excellent example of modern methods of creating interest among the shop goers in a new store. The policy of this firm "to do things in a new and big way" is being followed out in its advertising in a remarkable degree. Striking half-page copy is being used until the opening in the newspapers—street cars, billboards and other media being entirely tabooed.

In addition to the regular schedule of preliminary advertisements, occasional men's store announcements are being carried on the sporting pages of the daily papers: The advertising campaign is in charge of Warner H. Bell, a man

trained in the Wanamaker school of publicity.

Edward H. Butler's paper, the Buffalo News, has drawn much attention during the summer because of the manner in which it has gone ahead in business. The News' average daily circulation for the usually poor month of July increased to 100,937. Business Manager W. H. Goodspeed in other ways, too, is making the newspaper world take notice that the News is out for even greater accomplishments.

Frank R. Wilson, publisher of the Sioux City (Ia.) Daily News, is out with a new rate card, effective January 1. Mr. Wilson's example might well be followed by many other publishers, who are underselling their advertising space to their own financial detriment. When a paper like the News proves its increasing value to the advertiser, the latter is only too willing to recognize it by paying the small increase asked per line.

## EVERYBODY HAPPY.

The return of Gerald Pierce to the Minneapolis Tribune after a residence of fifteen years in Chicago borders on the romantic. There was probably never a stronger friendship than that existing between William J. Murphy, proprietor of the Minneapolis Tribune, and Gerald Pierce, and it is quite certain that Mr. Pierce would never have left the Tribune had not H. H. Kohlisaat of the Chicago Record-Herald made him such financial inducements in 1898 that Mr. Murphy consented to his going.

Mr. Murphy, than whom no more conscientious newspaper publisher exists, or truer friend ever lived, has now consented to allow Mr. Pierce to acquire an interest in the property, so that the man who is generally credited with an expert business acumen in the advertising business, second to none in the United States will now be a part-owner in one of its most progressive and profitable newspapers.

Thousands of friends in the newspaper and advertising fields will congratulate both Mr. Pierce and Mr. Murphy, and predict a strong forward impetus for the old-established Minneapolis Tribune.

## MILITIA COMES BEFORE PRESS IN GEORGIA.

Georgia newspaper correspondents in future may experience considerable difficulty in sending riot news to their papers.

One of the clauses of the military bill passed by the recent legislature provides that in time of riot, or danger thereof, all military communications shall have the right of way over telephone and telegraph lines.

In times past it is said that the militia has frequently been inconvenienced and embarrassed by the tying up of the telegraph and telephone wires with newspaper stories. Especially has this inconvenience been experienced in cases of riots occurring in small towns where the telegraph and telephone service was limited.



## AD MEN SHOULD CO-OPERATE.

R. Winston Harvey, advertising manager of the Craddock-Terry Company, of Lynchburg, Va., is the president of the newly organized advertising club affiliation of Virginia, comprised of the advertising men of Richmond, Norfolk, Roanoke, Danville and Lynchburg.



R. WINSTON HARVEY.

As a close student of advertising and selling methods and economic distribution, Mr. Harvey believes that research in these problems can be best carried on through close co-operation of the men actually engaged in the various lines of the work, and it was due to a great extent to his efforts that the affiliation was brought about.

Mr. Harvey began his advertising career with the firm of which he is now advertising manager, but left its service in 1909 to become connected with the Massengale Advertising Company, of Atlanta. Later he became associated with Jacobs & Co., special advertising agents at Clinton, S. C., and for a year was in charge of their copy and art departments. Since April, 1911, he has been with his old firm in charge of the advertising of their shoe business. Lynchburg incidentally is Mr. Harvey's home town.

## LIEBES WITH HAMBLIN.

Arthur Liebes has resigned from the directorate of the Homer W. Hedge Company, New York, and on September 1 assumes the presidency of the W. F. Hamblin & Co. agency. W. F. Hamblin continues as treasurer of the company.

## WILL ADVERTISE AUTOS.

E. S. Rowan, who has managed circulation campaigns for several newspapers, has been appointed advertising manager of the Clarke-Carter Auto Company, Jackson, Mich., manufacturer of Cutting cars.

## PURELY PERSONAL.

J. CHARLES GREEN of the J. Charles Green Company, San Francisco, has been appointed a member of the finance committee of the A. A. C. of A.

MISS ELIZABETH JORDAN, in addition to her duties as editor of Harper's Bazar, has written her fifth work of fiction, entitled "May Iverson Tackles Life."

J. P. MADISON, formerly with the Richmond Virginian, is now devoting his entire time to special correspondence as manager of the Virginia News Service, Richmond.

WILL DEBECK, formerly cartoonist on the Youngstown (O.) Telegram, will be associated with the Pittsburgh Gazette Times after September 1.

WILLIAM J. SCHAEFLE, publisher of the American Globe, a Los Angeles investors' publication, has purchased a plot of ground at Sierra Park and will build a Swiss chalet home.

J. L. PATTERSON, a newspaper man of Defiance, O., has been appointed a traveling auditor on the state liability board of awards.

GEORGE H. SPECK, publisher of the Pemberville (O.) Leader, is exhibiting a new automobile to the six hundred residents of Pemberville township.

C. F. GENESKE, circulation manager of the Chicago Daily Press, has moved his family from Minneapolis to Chicago, where they will make their permanent home.

CHARLES DEYOUNG, business manager of the San Francisco Chronicle, made a trip across the continent last week to meet his father, M. H. DeYoung, publisher of the Chronicle, on his arrival home from his tour around the world.

MARVIN MCINTYRE, make-up man on the Washington Times, is the father of a new baby daughter.

JOHN A. LATHROP, Washington correspondent of the Newark News and Portland Journal, has so far recovered from his recent serious illness as to be able to go to the Adirondacks for further recuperation.

CLAUDE S. WATTS of the Washington office of the Columbus Dispatch won the golf tournament recently held at the Columbia Country Club.

T. C. ASHCROFT, for many years manager of the Associated Press bureau at Memphis, Tenn., has been elected vice-president of the Security Bank & Trust Company, Memphis.

WILLIAM R. COLLIER of the Denver Post has been elected president of the Denver Press Club.

JOHN W. KURTZ, business manager of the Omaha Daily News, has been appointed a member of the publicity committee of the Omaha Commercial Club.

E. F. BALDWIN, editor of the Peoria (Ill.) Star, was a speaker at the last luncheon of the Commerce Club.

FRED ORLEMAN, assistant business manager of the Memphis

News-Scimitar, is forgetting business cares on a vacation to Cincinnati and other points.

LOUIS GILLMAN, Eastern advertising manager of the Philadelphia Press, will resume his position at his desk Tuesday after a vacation of three weeks at Cape May, N. J.

P. CHRISTOPHER REARDON, well known in newspaper circles of Boston, is asking for nomination as representative in the Massachusetts Legislature. Edward L. Murphy, a reporter on the Worcester Times, is seeking like honors.

WILLIAM H. WALSH, a Boston ex-newspaper man, has gone into the moving picture business in Allston, a Boston suburb.

## IN THE PUBLIC EYE.

JAMES D. MOORE, editor of the Bordertown (N. J.) Register, has announced his candidacy for the assembly from Burlington County on the Democratic ticket.

BENJAMIN F. S. BROWN, publisher of the Matawan (N. J.) Journal and Keyport Weekly, aspires to a seat in the national House of Representatives. Mr. Brown has filed notice of his candidacy for the Republican nomination.

GEORGE W. DUN, publisher of the Toledo Times, has been appointed by Governor Harmon a member of the commission in charge of Perry's Victory Centennial Celebration.

DUNCAN MARSHALL of Edmonton, minister of agriculture for Alberta and a former newspaper proprietor in Ontario, has been elected president of the Western Canada Irrigation Association.

O. BYRON COPPER, editor of the De Sota (Wis.) Argus, is a candidate for election as register of deeds.

EDWARD C. TONER, a newspaper man of Anderson, Ind., is a candidate for Congress on the third party ticket.

EDMUND PLATT, editor of the Poughkeepsie (N. Y.) Eagle, has been nominated for Congress by the Republican committee of the Twenty-Sixth Congressional District, which includes the counties of Orange, Dutchess and Putnam.

JESSE G. CURD, editor of the Hugo (Okla.) Herald, is a candidate for Representative. Mr. Curd was formerly a resident of Paducah, Ky.

W. W. TOUSLEY, formerly editor and business manager of the Beach (N. D.) Advance, has been appointed state expert printer of North Dakota.

J. D. STIVERS, the well known New York State editor and Assemblyman from the Second Orange District, has been nominated for Senator by the Republicans of the Twenty-Fifth District.

## EDITOR OF THE MIRROR.

Fred S. Schrader has been appointed editor of the New York Dramatic Mirror.

## WEDDING BELLS.

WILLIAM SHAW, telegraph editor of the St. Joseph (Mo.) News-Press, and Miss Grace Daniel, a member of the advertising department of the same paper, were married recently. Owing to the recent death of Mr. Shaw's uncle, attendance was limited to relatives. Mr. and Mrs. Shaw are at home at 209 South 13th street, St. Joseph, after an automobile tour of Missouri, Nebraska, Iowa and Kansas.

MISS MABEL DUFFORD, publisher of the Duvall (Wash.) Sentinel, was married on August 21 to Allan Pinkerton, of that place. Mrs. Pinkerton was formerly on the staff of the Evanston (Ill.) Union Signal and corresponding secretary of the Illinois Women's Press Club. Miss Ruth Dufford has succeeded her sister as publisher of the Citizen.

Dr. GEORGE ERNEST MORRISON, hitherto correspondent of the London Times in Peking, was married Monday in London to Miss Jeanne Robin, a native of New Zealand, who formerly lived in China. Dr. Morrison returns immediately to Peking to take up his duties as political adviser to the Chinese president of the republic, to which office he was appointed on August 1.

JOHN L. MILLER, business manager of the Cedar Rapids (Ia.) Evening Gazette, was married last week to Miss Elsie Holmquest of the same city.

W. J. MURRAY, a veteran newspaper man of Wapakoneta, O., and Miss Louise Nagel, were married recently at Knightstown, Md.

GERTRUDE WEXELBAUM, daughter of the general manager of the Lima (O.) News, was recently married to Louis J. Fenninger of Sheboygan, Wis.

RICHARD E. TUCKER, formerly a newspaper and advertising man of Rochester, N. Y., was married in Minneapolis last week to Miss Caroline A. Alton. Mr. Tucker is now a resident of Minneapolis.

OSCAR LA FRANCE, editor of the Chisholm (Minn.) Miner, has been married to Miss Tillie Ostron of the Superior.

PAUL FRANKLIN BOLLER, who, while at Syracuse University, was associate editor of the University Weekly and Syracusean, was married last week in Buffalo to Miss Olive Enolia Hall, of Liverpool, England.

## STARTS IN BUSINESS.

Benjamin Sherbow, for six years associated with Calkins & Holden, has opened an office at 50 Union Square, New York, for a specialized typographical and printing service.

## AGENT FOR HIMSELF.

Robert L. Cleland has resigned from the staff of the H. W. Fairfax Agency, New York, and opened an advertising agency of his own at 701 World Building.

## BUSINESS OPPORTUNITIES

## \$2,000

cash gains possession of Iowa weekly without competition in a small town. Total price \$3500, which includes building and lot valued at \$1250. 1911 receipts \$4760. Return to owner for personal effort and investment \$2708. Two presses, numbering machine, gas engine, paper cutter, folder, etc. Proposition E. M.

C. M. PALMER,  
NEWSPAPER BROKER.

277 Broadway, New York.

NEWSPAPER  
WANTED.

Manager of New York daily will buy interest or outright small city daily. All correspondence confidential. No brokers' letters answered. Direct dealings desired.

Address W. M. Williams, Singer Building, New York City.

The QUITMAN ADVERTISER, semi-weekly, 13th year; town, 4,500; county, 30,000; for sale, \$5,000, half cash, balance long terms. Gross business \$500 to \$600 monthly, including job department. Circulation 1,700, only opposition weekly. John T. Durst, Quitman, Ga.

## Financial Aid Wanted.

I am the publisher of a monthly newspaper which has a big field not now covered by any publication. I need financial assistance. I can convince anyone that my proposition is a good one. Address Coats, care The Fourth Estate.

## TO PUBLISHERS.

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care The Fourth Estate.

## WILL MOVE HIS PAPER.

B. B. Clark, editor of the American Thresherman of Madison, Wis. is reported to be contemplating moving the paper to Rockford. Mr. Clark has been one of the most vigorous opponents of the present state income tax and it is said that it is due to the passage of that piece of legislation that he will move from Wisconsin to the Illinois state.

## LIKES THE MIDDLE WEST.

M. C. Peters of Marysville, Kan., who sold the Hanover Democrat-Enterprise the first of the year to Frank LaSelle and went on a trip to the Pacific Coast, has bought H. R. Hinshaw's interest in the Fairbury (Neb.) News.

## ADDS HOE PRESS.

The Blooming Prairie (Minn.) Times has installed a new seven-column quarto Hoe press. Other improvements have been made in the office of the paper, which makes it one of the best equipped in its section.

## HELP WANTED

## Editorial Writer Wanted

Republican newspaper is seeking writer of ability. Should be familiar with New York, New Jersey and Pennsylvania affairs. Salary \$35. Mention No. 547.

FERNALD'S NEWSPAPER MEN'S  
EXCHANGE,  
Springfield, Massachusetts.

## MANAGER WANTED

by large magazine publishing house. An able, aggressive man to organize and direct soliciting and collecting force in State East of Ohio. Splendid opening for right man. Prefer one who has had experience as manager of circulation, promotion, or advertising department of daily newspaper. A good organizer and business tactician. In replying give age and experience. Surety bond and references required. Address Kenmac, care The Fourth Estate.

## SIEGFRIED ENLARGING.

The Siegfried Advertising Company, of New York, has recently made several additions to its forces. Edward H. Acree has been appointed to the copy staff and will devote his attention mainly to the direction of this end of the agency business. For several years Mr. Acree has directed the art and copy departments of the Sackett & Wilhelms Lithographing Company, of Brooklyn, and in all he has had an experience covering twelve years.

S. C. Croot, an investigator and analyst of distributing and selling problems, has joined the company to develop a special department devoted to follow-up literature, booklets, etc.

John J. Hailer, formerly of the business department of the New York Herald, and for years associated with H. S. Chandler, is now in charge of the detail work of the Siegfried Agency.

## FOR ORLEANS DRUG TRADE.

The members of the Orleans Pharmaceutical Association have organized a company to publish a drug journal in New Orleans. The new magazine will be called the Modern Druggist, and will be owned and controlled solely by members of the association. This is the first paper of the kind to be established in Louisiana and it will be published under the direction of Christian Schertz, who has also been elected president of the company.

J. T. Powell has been elected managing editor. The paper will devote its columns to the building up of the local drug trade and in the interests of legislation.

## A GROVE CITY PAPER.

C. E. Frazey has started a weekly newspaper at Grove City, O., under the title of the Franklin Democrat. Grove City has been without a newspaper for some time. Mr. Frazey was formerly with the Shepherd Printing Company, in Columbus.

## HELP WANTED

Editor and Business  
Manager Wanted

The owner of two successful daily news papers is about to purchase an evening daily in a town of 40,000 people and will want an editor and a business manager to assume personal charge of the business. Opportunity to acquire substantial but minority interest is offered. Address W N D, care The Fourth Estate.

## Advertising Solicitor

for Catholic weekly wanted. One who can deliver the goods. An excellent opening. Steady work guaranteed to right man, with good wages. References required. Address Box 1912, care The Fourth Estate.

## DINNER TO STOUT.

Members of the advertising and editorial staffs of the Des Moines Daily Capital gave a dinner last week in honor of Herbert E. Stout, Democratic candidate for county auditor. Mr. Stout leaves the Capital, with which he has been connected for nearly four years, first as market editor and later as a member of the advertising force, to make an active campaign for election this fall. The dinner was an informal affair to mark the occasion of Mr. Stout's departure from the ranks of the Capital workers.

## SUES FOR ATTACK.

Charles Dugan, the editor of the American Hornet, a publication at Venice, Mo., has instituted a suit for \$10,000 damages against M. F. Moran, chief of police of Venice, who, Dugan says, assaulted him last July. Dugan also intends to sue the proprietor of the saloon in which the assault is alleged to have occurred.

## A TEXAS COMBINE.

The ownership of the La Grange (Tex.) Record will tomorrow pass to B. F. Harigel, who also publishes the Journal, of that town. The two papers are to be merged and the management will be under the direction of Mr. Harigel. Joseph Koss, who has been editor of the Record, will retire.

SCHADER WITH "THE ROSE  
MAID."

Fred E. Schader is press representative of "The Rose Maid" now playing at the Globe Theater, New York. Mr. Schader is well known in theatrical press circles through his work with the enterprises of William Morris and other big amusements.

## MACHINERY FOR SALE.

Nine No. 1 two-letter LINOTYPES overhauled by the factory last February, at \$1500, F. O. B. cars Boston, Mass.

These machines were purchased by us from the Boston Herald which, as recently from the Boston Traveller, announced, purchased the Boston Traveller. Quick action required to purchase at the above figure, as price will be advanced after removal to New York.

Send for our latest machinery list. The largest assortment of high-class printing machinery of every description ever offered.

RICH & McLEAN,  
51 Cliff Street, NEW YORK.

FOR SALE: C. C. Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE:—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE:—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

FOR SALE:—One Canadian Linotype No. M 1204, in good condition. Sydney Post Publishing Co., Sydney, Nova Scotia, Canada.

FOR SALE: Our complete Linotype plant, consisting of two Model No. 4 quick change, double magazine linotypes, with extra magazines, liners, blades, etc., and large assortment two letter matrices. Keystone Pub. Co., 809-13 No. 19th St., Philadelphia, Pa.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

32 LIBERTY STREET.

Branches:  
720 STREET AND BROADWAY,  
12th STREET AND EIGHTH AVE.,  
NEW YORK.

BLOW MAY HAVE CAUSED  
NOYES' DEATH.

Behind the death of Thomas Noyes, news manager of the Washington Star and owner of the Washington American League baseball team, whose death a week ago Wednesday was attributed to pneumonia, there lies an incident which members of the Noyes family and the high police officials of Washington are now investigating.

Charles Simbley, for thirteen years valet to Mr. Noyes, has made affidavit that Noyes came to his death through having been struck down on the night of August 17 in front of the fashionable Farragut apartments by Policeman Charles M. Mundie. His story is backed up by two of the Farragut's elevator boys.

The policeman denies the story and says Noyes was injured in falling from a car. The policeman has left Washington on a leave of absence.

The valet says Noyes left his apartment, at Seventeenth and I streets, at 10 o'clock, the night of his death, and walked one block. He stood whistling when he was approached by Mundie, who protested against the noise, it is said.

Noyes had a long habit, known to all his friends, of raising his hand before speaking, and generally placing it on the arm of the person addressed. According to the valet's affidavit, when addressed by the policeman, he raised his hand, and was immediately felled by a blow from Mundie's fist.



## SITUATIONS WANTED.

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## Newspaper Business Manager

possessing "Newspaper Business Brains," would like to make a change about September 15th-10 years New York Experience. Prefer taking the management of a big daily requiring Building Up. References the best. Address Successful Manager, care The Fourth Estate.

Circulation Manager of metropolitan newspaper, acquainted with the methods of top-notchers. Over ten years' experience on the three best papers in the United States, will be open for engagement Oct. 1st. Climatic reasons for change and desire to move into wider field. Resourceful, enthusiastic, loyal, manager of men and agents, securing best results in new business and collections. Address D. P., care The Fourth Estate.

## CIRCULATION MANAGER

now employed on prominent daily, seeks change. Experienced and with successful record in developing circulation. References show reliability, ability and success in creating and holding business. Years of experience in successful, intelligent management of circulation propositions. Publishers wishing an active, capable man, not afraid of work, who has had ten years' experience in learning how to systematize and economically increase circulation, should address B24, care The Fourth Estate.

Business or Circulation Manager, age 40 years; 22 years in business. Highest references from both morning and afternoon papers. A hustler and able to produce results. Address DX5, care The Fourth Estate.

## REAL ESTATE MAN BUYS.

The Houston (Mo.) Republican has been sold by Ed. Vollmar to George B. Corn, who assumes the duties of publisher. Mr. Corn is also head of a local real estate firm.

## VACATION NOTES.

THOMAS REES, manager of the Springfield (Ill.) State Register, and his wife, have returned from a three weeks' trip to St. Paul and points in Wisconsin and Illinois.

JASON ROGERS, publisher of the New York Globe, is on a month's trip through the West.

MILTON A. MCRÆ of Detroit is on an automobile trip through New England.

OTTO B. DE HASS, president of the United States Circulation Company, Waterloo, Ia. spent his vacation with his family at Alexandria, Minn.

Miss MARIE LEFFLER, assistant circulation manager of the Port Worth Star-Telegram, and Miss Lena Goerte, editor of the State Telegram Chat (for the S-T circulation boosters), are forgetting office cares for a time on the beach at Galveston.

C. C. CALVERT, city editor of the St. Joseph (Mo.) News-Press, spent his vacation at Osakis, Minn.

E. G. CONRAD, editor of the New Bremen (O.) Sun, is on a trip to California.

WALTER HENKUS of the advertising department of the Spring-

## I WANT YOU

to become associated with me in publishing and pushing a modern German Daily in a big city, with a big German field

## PROVIDED

(1) you can write German Editorials that will make an impression.  
(2) or you can get Foreign Advertising or National Advertising unsatisfactory chunks for my German papers.

A knowledge of German is desirable but not essential for this position.

## LET ME HAVE YOUR PROPOSITION.

Address GERMAN PUBLISHER, care The Fourth Estate.

## Active Newspaper Man

Twenty years' experience, always made good, now managing editor leading paper in city, 40,000, wants a bigger job. Prior to coming to the position I now hold was news editor two years leading daily in one largest cities in United States. Publishers who are seeking for man that can deliver the goods are invited to write. Address C. T., care The Fourth Estate.

## Manager

Now employed as manager on prominent western paper seeks change. References convince of ability to operate profitably. By taking entire charge of advertising and circulation departments, business office and mechanical ends, have increased income, curtailed expenses and made money in past situations. Publishers wishing an active, capable man, not afraid of hard work, who has had 18 years' experience in learning how to systematize and economically publish a paper, should address EFFICIENT, care The Fourth Estate.

Foreman, working or supervising, who can save you money on your operating expenses, is open for engagement. Age forty, sober, competent and up-to-date. Address J. W. Leigh, 1317 North Hagan avenue, New Orleans, La.

I have six years' experience in the advertising agency business, auditing, billing, collecting order and rate departments. Am 22 years of age, and my past record shows that I am a hard and willing worker. Who can use me? Address Box K, care The Fourth Estate.

field (Ill.) State Register has returned to his desk after two weeks at Paw Paw Lake, Calonia, Mich.

C. D. MORRIS, proprietor of the St. Joseph (Mo.) Gazette and member of the Republican State Central Committee, is on an automobile trip to Detroit and return with his family.

LOUIS SEYBOLD, publisher of the Akron (O.) Germania, has been compelled to take a temporary rest from active editorial duties on account of poor health.

W. J. SMITH of the Waukegan (Ill.) Sun and Mrs. Smith are making an automobile trip to Buffalo and other points in the East.

ARTHUR B. KROCK, representative of the Louisville Courier-Journal and Times in Washington, D. C., is back on duty again after a visit to Louisville and Minnesota.

GEORGE W. CLENDENIN, secretary of the Springfield (Ill.) State Register, has returned from a two weeks' vacation at Lake Matanzas, near Havana, Ill. H. W. Clendenin, editor of the State Register, and his wife spent two weeks at Bay View.

HARRY N. DORWIN, manager of the Springfield (Ill.) State Jour-

## QUICK! I MUST BE LOCATED IMMEDIATELY!

Can handle any desk or street position. Experienced in every department of the news. Young, capable, energetic, ambitious, sober. Gilt-edged references. First class man whose work is high grade in every respect. Must make connection AT ONCE. MEAN BUSINESS. WIRE "Immediate," care The Fourth Estate.

## Manager Wants Change

Manager, age 35, open for change. Nearly twenty years' experience in successful, intelligent management of newspapers. References show ability to make losing proposition make money. Successful in creating and holding business. Capable taking entire charge business, advertising, circulation and supervision of mechanical department. Now employed as manager on large western daily. No hurry about the time sought. Address EXPERIENCED, care The Fourth Estate.

## Circulation Manager and Worker.

wants opening. Ten years' experience on Metropolitan and smaller dailies. Young, energetic and thoroughly capable. Can produce maximum results at minimum expense. Location no object. Reference. Address H. B., care The Fourth Estate.

## Want a Publicity Man?

Hustling young fellow, trained in all departments of newspaper, advertising and printing business. Have conducted National, Exposition, Municipal and Commercial Club Publicity Departments in prominent cities. Am now employed, but desire a change of climate—Middle West or Southern states. Gilt-edge reference. Address N. O. R., care The Fourth Estate.

Advertising man, with ten (10) years' practical experience, desires position as Advertising or Sales Manager or as assistant to Advertising or Sales Manager. Can plan advertising campaigns and am thoroughly familiar with advertising work. Address AD MAN, care The Fourth Estate.

An experienced newspaper man desires position at any kind of desk work. Address Work, care The Fourth Estate.

nal, and Mrs. Dorwin are back home after several weeks at Gull Lake, Michigan.

GEORGE N. BRUNK of the reporting staff of the Springfield (Ill.) State Register, spent his vacation with his family at Lake Matanzas, Ill.

Miss JESSIE WETZEL, society editor of the Springfield (Ill.) State Journal, is at her home in Beardstown.

FRANK COLLIER, secretary of the Nassau News Company, New York, is on a trip to the Maritime Provinces of Canada.

H. D. LOWD of the Birmingham Ledger is on a visit to relatives in Washington, D. C.

C. C. BRAINERD, Washington correspondent of the Brooklyn Eagle, is on a fishing trip to Canada and the Maine Coast.

CHARLES ADAMS, managing editor of the Minneapolis Journal, sailed for England last week.

ARTHUR S. HENNING, Washington correspondent of the Chicago Tribune; Fred S. Bullene of the Kansas City Star, and George T. Odell of the New York Evening Mail, are on a month's fishing trip

## Position and Investment.

*Young man, energetic and ambitious, is open for engagement. Wishes to form A-1 connection with reliable, sound paper where faithful work and originality, hustle and progressive ideas that have succeeded always, can take root and be appreciated.*

Can furnish gilt edged references as to character, habits, integrity and experience. Speculators and fly-by-nights need not reply. Answers should be accompanied by references. Only business manager will take the following proposition need write: city in south or southeast, on sea coast or water way preferred. Population of 15,000 to 30,000—afternoon paper—will accept managing editorship or similar position for six months, at end of that time, if conditions prove satisfactory, will take limited amount of stock for cash or make cash payment with reasonable and easy terms. Address "Garcia," care The Fourth Estate.

## A MANAGER.

who has a clean and successful record, is open for engagement as either advertising or business manager. Thirty-five years of age, fifteen years' experience in news, advertising and business management. Capable of taking full charge. Exceptionally strong business producer and economical manager. Desires permanent position in Middle West town 20,000 to 75,000 population, where hard work, hustle and ability will show results required and appreciated. Highest references and reasonable for change from employer. Address PERMANENT, care The Fourth Estate.

## Political Crusades My Specialty.

Progressive editors who wish to give the old crowd a knock-out blow this fall should depend on experienced reporters. There is much less likelihood of "come-backs" and libel actions if you have the services of a man who has been over the ground and knows how to get documents, pictures, confessions and legal evidence. Furnish your own staff, if desired. Ask me to call and map campaign. Address in confidence SPECIALTY, care The Fourth Estate.

## Circulation Manager

of long and successful experience, with thorough knowledge of every branch of circulation work and especially strong in organizing and systematizing. Has big record for quick and permanent increase in circulation and collections; an energetic worker; wants opportunity for big success. Address Success, care The Fourth Estate.

at Moose Head Lake and the St. Johns River.

HORACE DELANO, secretary to the president of the Chicago Press Club, with Mrs. Delano, has returned from a few days' outing at Muskegon, Mich.

BURTON KLINE of the editorial staff of the Boston Transcript is visiting in Portland, Me.

A. T. WILSON, advertising manager of the Texas Christian Advocate, of Dallas, is spending a week in Chicago.

EDWARD F. DENNING, editor of the Reading (Pa.) News, is visiting in Portland, Me.

W. W. KING of the automobile advertising department of the New York Times leaves today on a twelve days' trip to Cuba and Jamaica.

## SEIXAS WITH THE TRIBUNE.

Archibald Seixas, manager of the classified advertising department of the New York Times, leaves that newspaper today to take up a similar position on the New York Tribune. The career of Mr. Seixas on the Times started in February, 1901. He was assigned to the management of the Harlem office, in October of that year and in 1905 he was appointed to the office he now vacates.

Mr. Seixas' efforts in the interests of the Times have resulted successfully in his securing business



ARCHIBALD SEIXAS.

ranging from a double truck advertisement down to two-line agate ads. Mr. Seixas got his first insight into the advertising field on the New York World, and he has made friends and customers innumerable.

Vernon Rogers, who was Mr. Seixas' assistant on the Times, also goes with him to the Tribune. Mr. Rogers had been connected with the Times since 1901.

## NO GROUND FOR RECEIVER.

A receiver for the Texas Realty Journal, of Houston, was refused by Judge Charles E. Ashe. Application was made by W. A. Hill, who claimed a debt was due for a percentage of the advertising carried in the publication. C. C. Buckingham, publisher of the Journal, denied insolvency and submitted proofs to the court which convinced that body that the paper was not in any financial difficulties.

## ATTORNEY AN EDITOR.

The deal has been closed whereby W. J. Conniff, an attorney of Birmingham, has acquired a controlling interest in the Bessemer (Ala.) Daily Standard. Mr. Conniff has entered actively upon the discharge of his duties as editor.

## CHANGE IN NAME.

The Schree (Ky.) Green River News, a weekly paper, has been changed to the Schree News. R. B. McGregor recently purchased the paper and plant and changed the style of the publication.



WATCHING THE RACES AT THE NEWSBOYS' OUTING OF THE CLEVELAND PRESS.

## CLEVELAND PRESS BOYS ON ANNUAL OUTING.

Circulation Manager J. J. Lynch of the Cleveland Press entertained more than 5,000 newsboys and carriers at the paper's annual picnic at Euclid Beach. Thirty of the largest type of cars were used to transport the boys to and from the park. Individual lunch boxes were furnished to each boy.

The program consisted of two baseball games and seventy athletic and eating contests. Over 50,000 persons visited the park to see the boys participate in the different games.

## SAN FRANCISCO CHRONICLE EDITOR HOME.

M. H. de Young, proprietor and editor of the San Francisco Chronicle and vice-president of the Panama Pacific Exposition, arrived home Tuesday on the North German Lloyd steamship Kaiser Wilhelm der Grosse from a trip which, when he has crossed the continent to San Francisco, will have taken him around the world.

Mr. de Young is the exposition's commissioner to the Orient, and his trip was made in that interest. He is accompanied by Mrs. de Young and two daughters, Katherine and Phyllis. The family stopped off in New York a few days before going to San Francisco, being joined here by Charles de Young, business manager of the Chronicle and son of its publisher, who made the trip across the continent to meet his father.

Mr. de Young found the countries he visited eager to send exhibits to the exposition. He left San Francisco last October, stopping first in Japan. There he was entertained by the Mikado and was present at the celebration of the Mikado's birthday. He received the assurance of the minister for foreign affairs that Japan would cooperate heartily. Announcement has recently been made that Japan will build a permanent building at San Francisco and will present it to this country.

## NEW YORK AD WORKERS ENJOYING VACATIONS.

Charles O. Donnell of the Hipson Agency is spending his vacation with his family in Connecticut.

Sydney Brown, manager of the E. T. Howard Agency, is enjoying a month's leave of absence.

F. C. Golding, secretary of Doremus & Co., is enjoying an extended trip to the Adirondack Mountains.

O. C. Harn, advertising manager of the National Lead Company, is spending his vacation in the Maine woods.

Miss Florence W. Bernstein of the Daily Newspaper Club is taking an automobile trip through New England states.

A. C. Riely, advertising manager of the Remington Typewriter Company, is back on duty after a well-earned vacation in the White Mountains.

F. J. Tobias, manager of the Tobias Brothers, is spending several months in Sullivan County, N. Y.

M. Wineburgh of the Wineburgh Agency will resume his desk work early next month after an extended trip abroad.

## SUCCEEDED BY GRANDSON.

The Xenia (O.) Gazette, conducted for many years by J. W. Chew, has been sold to his grandson, James H. Chew. The price is said to have been \$30,000. The elder Mr. Chew is more than eighty years old, and while still active he desires to retire. J. O. McCormick, his son-in-law, who was connected with the Gazette for more than thirty-five years, also retired from the paper recently.

## ALLEGED AD FAKER.

Many business men of Portland, Ore., are supposed to have been victimized by S. W. Sproul, who has been arrested in that city while posing as a representative of the Hotel Times Register, of Dubuque, Ia. Sproul is accused of conducting a fake advertising scheme by which he swindled merchants of amounts from \$5 to \$25.

## GUNDLACH IN LINCOLN.

W. O. Gundlach is the new advertising manager of the Nebraska Farmer, of Lincoln. Mr. Gundlach is well known in the advertising



W. O. GUNDLACH.

field of Chicago, where he was formerly connected with the Woman's World and the Nichols-Finn Advertising Agency.

## SEMI-WEEKLY APPEARS.

A new paper called the Observer has appeared in Eufaula, Ala. It will be issued semi-weekly, Wednesday and Saturday, by George C. Williams.

## SPECIAL AGENCY CHANGE.

The Bridgeport (Conn.) Standard (western representative) from La Coste & Maxwell to F. W. Henkel, Chicago.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

*Berlin Mills Company,*

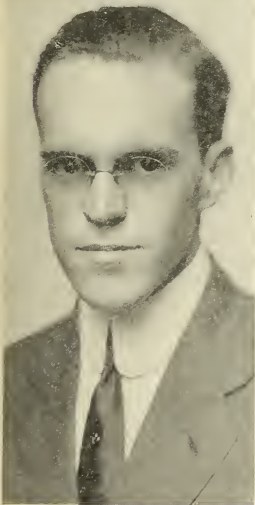
PORTLAND, MAINE.

New York office, 256 Broadway



## TWO IMPORTANT MOVES BY LOYLESS.

The Augusta (Ga.) Chronicle, under the direction of President and General Manager Thomas W. Loyless, in the past few days has made two important moves in the formation of the Chronicle Building Company, which corporation within the next sixty days will begin the erection of a new Chronicle Building; and the appointment of a new advertising manager in J.



J. BERNARD LYON.

Bernard Lyon, to succeed Clarence B. Hanson, who recently retired to become general manager of the Mobile (Ala.) Item.

The Chronicle's new building will be an eight-story, steel, fireproof structure and will take the place of the present Chronicle home at 739-41 Broad street, in the center of the city's commercial and financial district. The new building will be Augusta's first "sky-scraper."

The new Chronicle home will have a forty-foot frontage on Broad street, and a depth of 120 feet along Chronicle alley. The present Chronicle Building is 215 feet in depth, but ninety feet of the present three-story portion of the old Chronicle Building will be left standing for use of the Chronicle's mechanical department, there being a five-foot air-space between the two structures. There will be no machinery in the office building, only the Chronicle's business office, news and editorial rooms. The work of tearing down the present Chronicle Building will begin in October.

The Chronicle's new manager of advertising, J. Bernard Lyon, for the past three years has been with the Montgomery Advertiser. On his leaving the latter city he was presented with a beautiful silver loving cup by the members of the Town



THE AUGUSTA CHRONICLE'S NEW HOME.

Criers Club, of which he was secretary and treasurer.

Before entering the bigger city field Mr. Lyon founded, edited and published the Shorter (Ala.) Budget, and enjoyed the distinction of being the youngest editor in Alabama. In 1906 he took charge of the advertising of the Jeffersonville (Ind.) Evening News; later serving on the Montgomery Times, with the Montgomery Journal as assistant advertising manager, and with the Advertiser since 1909.

The S. C. Beckwith Special Agency, New York and Chicago, will continue to represent the Chronicle in the foreign field, and Mr. Lyon will probably make two trips a year into the foreign field; his first being next October.

## NEW FLORIDA AGENT.

H. Nelson Girdlestone is a new addition to the advertising agency field in Florida. He has opened offices in Pensacola.

The Forest (Can.) Standard is appearing in a new dress of ten-point type.

## AN ORGEON MERGER.

The complicated newspaper situation in Klamath Falls, Ore., caused by the endeavors of four daily newspapers to exist in a town of 3,000 population, has been cleared up considerably by Samuel W. Evans. A company organized by Mr. Evans has closed negotiations for the consolidation of the Chronicle, the Express and the Pioneer Press into one morning daily, called the Klamath Falls Northwestern.

Mr. Evans has purchased a lot on which he intends to build a new home for the paper. He has ordered new machinery for the plant, when he moves into the new building.

## OPEN SHOP IN SPOKANE.

For alleged breach of contract the Spokane Spokesman-Review and the Chronicle have locked out the union pressmen and are conducting an open shop. Like in Chicago the circulation departments of both papers are having trouble with their newsboys, many of whom have refused to sell papers printed by the non-union men.

## GOLF HONORS TO WRIGHT.

C. H. Wright led the field in the qualifying round of the September tournament of the New York Newspaper Golf Club at Van Cortlandt park, Monday, returning a card of 87, 17-70, a stroke better than F. L. Hawthorne, who had 89, 18-71, and W. J. McBeth, whose figures were 95, 24-71. The best gross score was the 82 of P. B. Lucas of Brooklyn.

The newspaper men have also completed the semi-final round of their August tournament. In Class A P. L. Hawthorne has earned his right to play in the decisive test by eliminating G. F. Ralston by 1 up in a match that went to the nineteenth green, while H. Grantland Rice won the privilege of opposing Hawthorne by taking the measure of J. W. Ferguson by a 7 and 6 margin. In Class B L. C. McCarty beat Charles Bayer by 9 up and 8 to play, while C. F. Laux defeated W. J. Haywood by 4 up and 3 to play.

The team match which was to have been played between ten men from the Newspaper Club and ten men from the New York Golf Club was postponed indefinitely.

## PAPER MAKERS IN POLITICS.

Francis M. Hugo, manager of the Remington group of news print paper mills in Watertown, N. Y., will be a candidate for the Republican nomination for lieutenant-governor in the fall election. Mr. Hugo is at present mayor of Watertown.

George C. Sherman, secretary-treasurer of the St. Regis Paper Company, also of Watertown, and one of the principal stockholders in the recently organized Great River Paper Company, is a candidate for the Democratic nomination for state senator from the Twenty-eighth District, comprising the counties of Jefferson and Oswego.

## OSBORN SELLS HIS PAPER.

Governor Chase Osborn of Michigan has sold his interest in the Saginaw (Mich.) Daily Courier-Herald to Walter Hunsaker. The transfer of stock gives Mr. Hunsaker control of the company and he has been elected president of the corporation.

Governor Osborn and Mr. Hunsaker bought the paper from E. D. Cowles and the Hon. Gov. Bliss in January, 1902, and since that time Mr. Hunsaker has been its publisher and editor. Mr. Osborn never having any active connection with the conduct of the paper.

The Courier-Herald is represented in the foreign field by the S. C. Beckwith Special Agency New York and Chicago.

## ANOTHER IN GREELEY.

The Weld County Progressive is the name of a new paper published at Greeley, Colo., by C. W. Williams. The publisher was formerly in business at Rawlins, Hartville, and Guernsey, Wyo.

The Texas Courier is a new negro paper at Houston. Rev. J. Mercer Johnson is the editor and general manager.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

FROM THE AD FIELD  
SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

PRESBRY, 456 Fourth avenue, New York.—Charles Scribner's Sons, New York; 225-line copy being placed with a selected list of papers.

The American Tobacco Company, 111 Fifth avenue, New York; "Tuxedo" Tobacco, orders being placed with a selected list of Western and Eastern papers.

The Shubert Theaters, New York; the advertising in New York City papers being placed through this agency.

WOOD, PUTNAM & WOOD, 164 Devonshire street, Boston.—McLean, Black & Co., Boston; twelve-line twelve-time classified orders being placed with a selected list of papers.

ALLEN, 141 West 36th street, New York.—E. Eppstein & Co.; 1,000-line orders being placed with a selected list of dailies.

Country Gentlemen Smoking Tobacco; orders being placed in weekly papers of small towns.

HULL, Tribune Building, New York.—Dunlap hats; forty-two-line

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation  
Confidence of Its Readers  
A Right Rate

In Washington, D. C.,  
The Times is Preferred

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.  
225 Fifth Avenue, NEW YORK.

four-time orders being placed with Philadelphia papers.

MATOS-MENZ, Philadelphia.—The Eckman Manufacturing Company, Philadelphia; whole year copy schedule being placed on contracts.

FULLER, 623 South Wabash avenue, Chicago.—The Universal Motor Truck Company, Detroit; 10,000-line orders being placed with a selected list of papers.

The American Motor Company; orders for 5,000 lines being placed with a selected list of large Sunday papers.

LORD & THOMAS, 67 Wabash avenue, Chicago.—The Goodyear Tire & Rubber Company and the Motz Tire and Rubber Company, Dayton, O.; contracts for 5,000 lines being made with Eastern and Western papers.

The Michigan Motor Car Company; 1,000-line one-time orders being placed with Western and Southwestern Sunday papers.

The New Orleans Coffee Company; 1,000-line contracts being made with a selected list of Southern papers.

TOUZALIN, Kesner Building, Chicago.—This agency has secured the account of the Wilson Ear Drum Company, of Louisville, Ky., formerly placed by Lord & Thomas.

The Department of the Interior, Dominion of Canada; three-inch four-time orders being placed with a selected list of Western weeklies.

MAIL ORDER WORLD AGENCY, Lockport, N. Y.—The Press Syndicate, Lockport, N. Y.; orders being placed with a general list of papers.

THOMPSON, 44 East 23d street, New York.—The "Rub-No-More" Company; orders for 192 inches to be used in eight weeks being placed with a selected list of Southern papers.

REMINGTON, 346 Broadway, New York.—Winsor & Newton, New York; some fourteen-line eight-time orders being placed with a selected list of papers.

GUENTHER - BRADFORD, 64 West Randolph street, Chicago.—

THE

## BUFFALO TIMES

goes into the homes in the evening and on Sunday, when the whole family have the leisure to read it.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

A MEDIUM THAT NEVER FAILS.  
As the recognized family newspaper, in the center of the big and populous district the **PITTSBURG DISPATCH** reaches more homes than any other newspaper. The best classified medium between New York and Chicago, first place on all agents' lists.

Special Representatives,  
Wallace G. Brooke, 225 5th Ave., N. Y.  
Horace M. Ford, 150 Michigan Ave., Chi.

The Kalmers Chemical Company; orders for forty-four lines seventy-eight times being placed with a selected list of Western dailies.

CALKINS & HOLDEN, 250 Fifth avenue, New York.—The Yale & Towne Manufacturing Company, 9 Murray street, New York; making contracts with a selected list of Canadian papers.

THIELE, 206 South La Salle street, Chicago.—F. W. Willard; contracts for 2,000 lines being placed with a selected list of Southwestern papers.

McMICHAEL, Atlanta, Ga.—Oliver Finnie, Memphis; 1,000-inch contracts being made with a selected list of papers throughout the country.

AYER, 300 Chestnut street, Philadelphia.—The Library Bureau, Boston and 316 Broadway, New York; reported that this account has been transferred to the above agency.

FAIRFAX, World Building, New York.—Dr. Bellins Wonderstone Company, New York; placing two-inch three-time orders with a small list of metropolitan papers. Others may be used later.

CHELTHENHAM, 150 Fifth avenue, New York.—The Kewanee Boiler Company; this agency is placing orders with New York City papers only.

COWEN, Boston, and 50 Union Square, New York.—P. Lorillard Company, Nebo Cigarettes, Jersey City, N. J.; placing orders with papers in New York City and vicinity.

DONOVAN & ARMSTRONG, Commonwealth Building, Philadelphia.—A. B. Kirschbaum & Co., clothing, Philadelphia; will shortly place orders in cities where they have agents.

SIEGFREID, 50 Church street, New York.—This agency is placing 100-line mail order copy for the Foster Glove & Mercantile Company, New York, in women's publications.

SANDLASS, 7 Clay street, Baltimore.—William Lanahan & Son, "Hunter Baltimore" Rye, 22

THE

## LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, CHICAGO.  
NEW YORK. Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bldg., N. Y. Tribune Bldg., Chi.

Light street, Baltimore; reported to be using the same list as last year.

WETHERALD, 221 Columbus avenue Boston.—Mellin Food; will make up list early in September for their Fall advertising.

ELLIS, 10 High street, Boston.—The Hub Rubber Company; will shortly place advertising in small dailies in the vicinity of New York.

SMITH, 1121 Chestnut street, Philadelphia.—The International Mills; placing classified orders throughout the country.

SEAMAN, 30 West 33d street, New York.—The E. M. F. Company, automobiles, Detroit; renewing contracts.

ASKING RATES.—Pever & Co., Trust Building, Rochester, N. Y.—Asking for rates throughout the country.

The Washington Advertising Bureau, U. S. Savings Bank Building, Washington, D. C.

The First National Nurseries, Rochester, N. Y.; on advertising which will be placed direct.

DIRECT.—The Humphrey Medicine Company, 156 William street, New York; making seven-seventy-nine renewal contracts with the usual list for the coming year.

J. C. Ayer, Lowell, Mass.; making contracts with small dailies throughout the country.

Carlton & Hovey, Lowell, Mass.; "Father Johns Medicine" will place advertising in cities where they have distribution agents.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 715 Hartford Bldg.,  
NEW YORK. CHICAGO.

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers  
Print.



# THE LOS ANGELES TRIBUNE

is the clean, home paper of Los Angeles. No objectionable advertising accepted.

LARGEST CIRCULATION IN LOS ANGELES.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK,  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## STAFF CHANGES.

EDWARD B. KITTS is a new addition to the staff of the Chester (Pa.) Times.

CHARLES B. ORWIT of Mansfield is the new city editor of the Marion O. Mirror.

CARLTON LOVEJOY, formerly editor of the Middlefield (O.) Times, has moved to Kansas.

CLYDE WAUGH of Bowling Green is the new associate editor of the Ohio Farmer.

O. W. CAROLUS has resigned as editor of the Delphos (O.) Herald and Courier, and is now telegraph editor of the Sandusky Register. Louis C. Laudick succeeds him in Delphos.

CLARENCE WOLFF has resigned from the reporting staff of the Peoria (Ill.) Journal and is now on the Springfield State Register.

ROBERT E. HICKEY, sporting editor of the Springfield (Ill.) State Register, has resigned to become advance agent for "The Rosary" theatrical company. He is succeeded by Clarence R. Clendenin, who has been court reporter.

RALPH R. FRENCH has left the staff of the Springfield (Mass.) Republican to become a buyer in England for the Paper Makers' Chemical Company, of Easton, Pa. Before he joined the Republican staff four years ago Mr. French was with the Springfield Union.

VERL C. SNYDER, for five years Associated Press operator on the St. Joseph (Mo.) News-Press, has gone to Detroit, where he probably will re-engage in the business.

GEORGE HASLAM, for several years in the circulation department of the

THE SOUTHWEST'S ONE BEST BUY IS THE

# OMAHA DAILY NEWS

which has more circulation in proportion to the population of its city and state than any newspaper in the United States.

THE GREATEST PAPER IN NEBRASKA It gained 8,928 daily average circulation and 35,714 times in July, 1912, over 1911.

BUMPER CROP.

BIG CIRCULATION LOW RATE

Foreign Advertising Department,  
C. B. BECKLEY, Manager,  
Kansas City, Boyce Bldg., NEW YORK,  
G. O. DAVIS, Chicago. J. F. ANTIDEL.

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY CIRCULATION IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.,  
JOHN GLASS, Peoples Gas Bldg., Chicago

## CLEVELAND is the metropolis of Ohio. The PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of July, 1912, was as follows:

Daily 110,362. Sunday, 132,015

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
JOHN GLASS, Peoples Gas Bldg., Chicago

ment of the Minneapolis Daily News, has been transferred to the subscription department of the new Chicago Daily Press.

CHARLES T. HOGE is now telegraph editor of the Indianapolis Sun. He was formerly on the copy desk of the Omaha News.

WILLIAM S. SAILOR, formerly commercial editor of the St. Paul News, has joined the staff of the St. Paul Dispatch.

FAY HALL has been appointed to take charge of the advertising department of the Detroit Saturday Night. He was formerly with the Los Angeles Evening Herald.

R. L. BLAGG has resigned from the editorial staff of the Springfield (O.) Farm News to become connected with the firm of Darling & Co., Cincinnati.

JOHN MCCORMICK has retired from the editorship of the Xenia (O.) Gazette after a service of thirty-four years.

PARKER R. ANDERSON has been appointed Washington correspondent of the Duluth News-Tribune in addition to the list he already represents.

PAUL ROBERTS has joined the copy desk of the Washington Post.

WILLIAM WILLIAMS has left the New York Evening Telegram staff for a position on the copy desk of the Evening Mail.

JOSEPH F. BROWN, formerly with the Fuller Company, Chicago, is now connected with the Nelson-Chesman Agency, of the same city.

PERCY M. CUSHING has gone from the staff of the New York Evening Mail to the Globe.

CARL DOWNING has moved over to the New York Evening Mail staff from the Globe.

R. D. WHYTECK has been appointed ship news man on the New York Evening World, succeeding C. C. Boucher, who recently joined the foreign staff of the New York Herald.

F. H. ROLSTON has been made general sales manager of the But-

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT CIRCULATION in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,138, daily of 47,307.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 100 to 300 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps., NEW YORK. CHICAGO. ST. LOUIS.

terick Publishing Company in New York. He is succeeded as Western manager of the company by J. A. Townsend.

ROOT SUTHERLAND is a new addition to the staff of the New York office of the Lyndon & Hanford Agency, New York. He was at one time assistant advertising manager of the Standard Oil Company.

CLARENCE W. HIGGINS, political man on the St. Paul News, has gone into law partnership with W. J. Quinn, also a former News man.

H. E. BABCOCK has been appointed manager of the new St. Paul office of the United Press.

S. D. HOFHEIMER, formerly of the Frank Seaman Company, New York, has been added to the staff of the Washington Advertising Agency, Washington, D. C. This is the fifth addition within a year that this agency has made to its service staff.

ANDY EGAN has joined the force of the Memphis News-Scimitar. He was formerly in St. Paul with the Daily News.

WALTER R. KAISER has been appointed automobile editor of the Minneapolis Daily News. Mr. Kaiser has been in the reporting department for the past four years.

F. E. ACKERMAN has resigned from the copy desk of the Omaha News to join the United Press forces in New York. His successor is E. H. Taylor of Lincoln, Neb.

## MRS. HAAS RECOVERING.

The family of Gustav Haas, managing editor of the Milwaukee Germania Herald, who raced across the Atlantic Ocean and the German Empire two weeks ago to see his dying mother, has received a cablegram from him in which he says that his mother is getting better and will recover in a short time. Mr. Haas intends to stay abroad for two or three months and will return just before election time.

# J. WALTER THOMPSON COMPANY.

The experience of forty-eight successful years Guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
750 Marquette Bldg., CHICAGO.

## PITTSBURGHERS TO ISSUE A PAPER ON TRAIN.

One of the features of the "Made in Pittsburgh" manufacturers' special train, which will make a tour of thirty-six cities in eighteen states beginning on September 10, will be the publication of a newspaper on board of the train. The paper will be known as the Daily Live Wire and will be printed on gold tinted paper with black ink, thus bringing out the colors of Pittsburgh.

William H. French, Pittsburgh correspondent of the Associated Press, has been selected as editor-in-chief. His assistant will be Austin Beach, of the Pittsburgh Dispatch; Raymond S. Fendrick, the Gazette Times; Charles G. Willis, the Post; and Harry H. Kramer of the Tri-State News Bureau.

## MISS MARBLE IS BACK AT THE HIPPODROME.

Miss Anna Marble has begun another season's work as press representative of the New York Hippodrome, which opens for the season tonight. As usual her assistant will be Boris Goldreyer, popularly known as "Benny." During the summer "Benny" has been in charge of the press department of the Brighton Theater, at Brighton Beach.

The Hippodrome opens tonight with "Under Many Flags" and a series of complete new spectacles.

## Largest proved high-class evening circulation.

# The NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

### BUSY N. Y. AD MEN.

The first annual field day of the New York Ad Men's League is scheduled for September 20 at the South Orange (N. J.) Field Club. There is to be an old fashioned field day, with a five inning ball game between the married men and the single men with a divorced man for umpire. The program is being arranged with events for the young and old members and there will be a supper at the club house in the evening, followed by a dance, songs by the Glee Club, a bowling match and a pool tournament.

During the summer President Ingersoll and his associates have had a number of important meetings and have mapped out elaborate plans for work during the coming season.

Several new members have been elected and committees appointed. The vigilance committee has held two meetings and has organized for a continuance of its highly important work.

### MACK RE-ELECTED.

At the regular summer meeting of the Ohio Associated Dailies at Cedar Point, John T. Mack, editor of the Sandusky Register, was re-elected president for his twenty-fifth consecutive term. G. W. Perry of the Chillicothe Gazette was chosen vice-president; L. H.

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity  
involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Brush of the East Liverpool Review, secretary; and J. P. Chew of the Xenia Gazette, treasurer.

### OTHER CLUB NOTES.

The Northwest Texas Press Association at its two-day session in Memphis elected the following officers: President, Orion Proctor of the Wise County Index; vice-president, M. Clendenin; treasurer, D. Proctor; secretary, Thomas Durham, the Wellington Leader.

The Elizabeth (N. J.) Press Club at its semi-annual meeting re-elected Hugh H. Lynch president and E. M. Scanlan vice-president. John E. Weitzel succeeded J. H. Fifield as secretary, the latter declining a renomination because of business pressure. W. Dean Smith, manager of the Times, retired as chairman of the finance committee, and is succeeded by John J. Hall. The other members of this committee are Joseph H. Meehan and V. A. Fallon.

The editors of negro papers of the United States held a meeting in Chicago in conjunction with the annual convention of the National Negro Business League. At the meeting of the editors President Lewey declared that the negro papers are a factor in the work of lifting the negro to a high standard. Talks were made by Henry Allen Boyd of the Nashville Globe; Roscoe Conkling Simmons of New York; Emmett J. Scott of Tuskegee Institute, editor of the Tuskegee Student; and R. W. Thompson of Washington, D. C.

The Wisconsin Daily League, representing fifteen newspapers of the state, elected the following officers at its annual summer outing and meeting in Oshkosh: President, F. E. Noyes, Marinette; vice-president, O. J. Hardy, Oshkosh; secretary-treasurer, H. H. Bliss, Janesville. All the officers were re-elected. The next place of meeting was not decided upon.

At the last regular meeting of the Birmingham Ad Club the principal business was the election of officers for the ensuing year. John A. Spar-

# THE BOSTON POST

JULY, 1912. AVERAGES

The Daily Post 411,131  
The Sunday Post 323,786

KELLY-SMITH CO., Representatives,  
Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

has a non-premium, non-forged circulation.  
Ask the Association of American Advertisers, New York City.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

row was unanimously elected president, as were J. D. Rosenberger and F. J. Holberg, who were elected vice-president and secretary-treasurer, respectively. The following are the new directors: J. W. Anderson, Sidney J. Lazarus, Philip Oster, W. C. Radcliffe, E. A. Ribble, J. K. Sterne, Willard J. Keeler.

Malcolm Jennings of the Marion Star was elected president of the Ohio Select List of Daily Newspapers at the annual meeting of the association in Cedar Point. Louis H. Brush of the East Liverpool Review was chosen vice-president; C. H. Spencer, Newark Advocate, secretary; and R. C. Snyder, Coshocton Age, treasurer. The Massillon Independent was elected to membership.

The Chicago Press Club on the afternoon of September 13 will entertain at luncheon Sir George Houston Reid, commissioner for Australia in London. The commissioner will arrive in this country from Toronto on September 12 on a trip of several weeks' duration.

Members of the Southern Illinois Editorial Association will be the guests of the Illinois fish commissioner on September 5 and 6, on a fishing trip on the steamer Illinois, which will leave East St. Louis on the morning of the fifth.

Temporary offices of the Advertising Club of Baltimore have been opened on the third floor of the State Bank of Maryland Building, at Baltimore and Commerce streets. Word H. Mills, assistant secretary, is in charge.

The annual summer excursion of the Maine Press Association began on Thursday and will continue until Tuesday.

The East Tennessee Press Association's first annual meeting in Bristol was well attended and a number of interesting and instructive papers were read. Ben Haynes, editor of the Tazewell Journal, was elected president; J. H. Holston of the Rogersville Herald was elected vice-president, and E. M. Hardy of the Morristown Sun is the new secretary-treasurer. The following

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation **100,937**  
for July - - -

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## The JOURNAL DAY PAPER PUBLISHED IN IS THE ONLY MORNING AND SUN- DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallards Building, CHICAGO.  
Chemical Building, ST. LOUIS.

new members were elected: M. L. Crowley, the new Tazewell Journal; L. D. School, Rockwood Times; J. E. Holston, Rogersville Herald; W. M. Featherly, Harriman Record; Herschel Dove, Bristol Herald-Courier.

The organization of a Bull Moose editorial association of Indiana newspapers was effected last week at a meeting in Indianapolis. B. R. Inman of Middletown, who was instrumental in the formation of the organization, was elected president.

The Illinois Woman's Press Association, of Chicago and the Gaelic Society tendered a supper and musicale in honor of Miss Mary Synon last Friday evening.

### IN AN AUTO SMASH.

Robert L. Forbes, editor of the New Rochelle (N. Y.) Paragraph, and Mrs. Forbes narrowly escaped serious injury last week when their automobile collided with another machine on Pondfield road, near Bronxville. Their machine was wrecked, but the occupants luckily escaped with only a few slight bruises.

### AN INTEREST SOLD.

An interest in the Weatherford (Tex.) Democrat has been sold to C. F. Drake, who also becomes editor of the paper. Mr. Drake for some time past has been connected with the Dallas News.



## GOOD ADVERTISING COPY

MAKES ITS APPEAL  
TO INTELLIGENCE.

The people and the families of intelligence  
and education in Pittsburgh and its sur-  
rounding territory read the

## Pittsburgh Post Pittsburgh Sun

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE  
**News Scimitar**  
of MEMPHIS, Tennessee,  
is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## REAL OCEAN NEWSPAPERS.

The Cunard Line has converted its Daily Bulletin, published aboard its vessels at sea, into a newspaper from twelve to sixteen pages, as demands for space require. News from all parts of the world is supplied nightly by Marconi Wireless.

The first number of the improved bulletin was issued last week on the Steamship Lusitania. Frank A. Derry, from the Liverpool office of the Cunard Line, traveled on the Lusitania to collaborate with Purser Lancaster, the marine editor, in bringing out the new number.

## EDITOR CLAIMS CONSPIRACY

Jose Escabaza, a Mexican newspaper man, is alleged with two or three accomplices to have bound and gagged a postmaster at Magdalena, Sonora, and to have stolen \$10,000 in stamps from the post-office.

It is said that Escabaza is from the well educated class of Mexicans and that he claims the charge against him is a political scheme. He is said to have opposed Madero through articles in his newspaper.

## WILL SOON MOVE.

M. J. Schell & Son, publishers of the Hicksville (O.) Tribune, will shortly move their plant into a new building.

## IN AUGUST THE NEW YORK TIMES

published 546,000 lines of advertisements, a gain of 87,500 lines compared with August last year.

The Times reaches more of the money spending class than any other newspaper in the world.

The combined rate of the

## CLEVELAND LEADER and NEWS

makes it possible for advertisers to cover the Nation's Sixth City with a single-rate expenditure. 100,000 circulation daily in Cleveland and within 40 miles.  
About 140,000 circulation in Cleveland and within 100 miles of Cleveland.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

## SCANNELL OF MANCHESTER.

'Most every newspaper and advertising man and advertiser in the big advertising centers of the country knows of David Scannell of Man-



DAVID SCANNELL.

chester, N. H. Mr. Scannell is the advertising manager of the Manchester Mirror and in that capacity has built up the paper's local business to large proportions.

Mr. Scannell also looks after the Mirror's foreign advertising interests, and in his regular periodical trips through the country sees all the leading advertisers and agents personally. He has just returned home from one of these business jaunts with his usual success.

The Wheeling (W. Va.) Ad Club and the Trinity Club of London, England, have been elected to membership in the A. A. C. A.

## THE TOLEDO BLADE

has been built up through the confidence its readers have in its news columns. It is always devoid of sensationalism and would rather be scooped than print an inaccurate story.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
212 Temple Court, NEW YORK CITY.

## COUNTY'S ONLY PAPER SOLD.

A change has occurred in the ownership of the Crawfordsville (Ga.) Advocate-Advance, the only newspaper published in Taliaferro County. J. H. Graham of Lafayette has secured a half-interest in the property and assumes an active part in the management. Clem G. Moore is the owner of the other half of the stock with Mr. Graham.

## A LITTLE LIFE SAVER.

Regina Ford, the thirteen-year-old granddaughter of Patrick Ford, editor of the Irish World, New York, saved the life of a playmate Sunday at Old Mill Creek, near Jamaica Bay.

Last year she saved a boy from drowning at the same place. Summer residents at Old Mill have already taken up the matter of securing a Carnegie medal for her.

## A CAMPAIGN PAPER.

The Progressive party in Macon County, Ill., is working to get sufficient money to start a weekly newspaper. The paper is to be printed in Decatur and it is said that if it is started it will only be for campaign work and will not be continued after the fall election. The paper will not be a daily.

## NEW DETROIT OFFICE.

The Dunlap-Ward Advertising Agency, of Chicago, has opened a branch office in Detroit in charge of James H. Baldwin. Quarters are located in the Penobscot Building, and both Messrs. Dunlap and Ward have arranged to spend a portion of their time in Detroit.

## RETIREES FOR HEALTH.

Frank B. Wilson has sold his interests in the Urbana (O.) Daily Citizen to William E. Marsh of Indianapolis. Mr. Wilson moves to his farm in Kenton, where he intends to spend some time in order to regain his health, which has been poor.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va.

Gives advertisers a sworn average circulation in excess of 7200 per day. For a short time advertising will be accepted at flat rate of 7c per inch usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia  
All business placed direct.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS. Chicago

## RAILWAY OPENS NEWS GATES.

Station agents over the entire Frisco system have been notified by the general offices in St. Louis to co-operate with newspaper correspondents in their own locality with the view of getting news of the road published accurately in the country and metropolitan press. Facts concerning wrecks are not to be suppressed.

## GERMAN PAPER SOLD.

Hugo G. Anthony has succeeded Peter E. Sherman as publisher of the Shelby (O.) Anzeiger. The new management has leased quarters in the Oldham Building and will greatly enlarge the capacity of the plant.

Dr. Anthony was formerly superintendent of public schools at Minister. Mr. Sherman retires from the Anzeiger after a term of eleven years as editor and publisher.

## RETURNS TO GEORGIA.

Benjamin A. Neal has bought the Thomson (Ga.) Progress from Ira E. Farmer and will edit and manage the paper. Mr. Neal is a former Wilkes County man, but lately has been in the grain business in Illinois.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Avenue, NEW YORK

*Oldest Minneapolis Daily.*

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantitv and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

FRANK R. MACPHERSON, advertising manager of the department store of R. H. Macy Co., New York, died last Friday. He had been connected with the Macy firm for twenty-five years. He was forty-six years old and born in Rome, Italy, having been brought to this country at the age of twelve years.

WILLIAM J. HOSMER, an advertising man connected with the Chicago and Northwestern Railroad, recently died at Wilmette, Ill. He was a native of Beaver Dam, Wis., and before entering the advertising field was a legislative correspondent for Milwaukee newspapers.

WILLIAM E. ROYALL, at one time editor of the Richmond (Va.) Times, died suddenly at Avon, N. J., on Saturday. He was sixty-seven years old and after giving up newspaper work became well known as a lawyer in his city.

ALEXIS SUVORIN, editor and proprietor of the Novoe Vremya, of St. Petersburg, died last Saturday at the age of seventy-eight years.

COLONEL JOSEPH S. DUNHAM, founder and proprietor of the Van Buren (Ark.) Press, is dead at the age of eighty-two years.

## THE KNICKERBOCKER PRESS

*The Tri-City Daily and  
Sunday Newspaper of the  
Capitol District of New  
York State.*

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun daily and Sunday actual average circulation in Dec.

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

He founded the Press in 1859 and continued to publish it until his death.

MRS. MARY A. M. CRAMER, an old-time newspaper writer and poet, passed away in Chicago Tuesday at an advanced age. Despite being almost totally blind Mrs. Cramer was prominent in her work during early life. She was an honorary member of the Illinois Woman's Press Association.

FRANK McLAUGHLIN, for ten years representative of the New York American at Brooklyn Police Headquarters, died on Sunday of consumption. Mr. McLaughlin started newspaper life as an office boy on the World, and later went to the Journal and the American.

WILLIAM McDONALD, for many years publisher of the Byron (Mich.) Herald, is dead. Failing health caused him to retire from active business several years ago.

M. A. LEAVY, for many years a newspaper man in Washington, D. C., has passed away after a short illness. He was sixty-five years old and had been connected with the National Republican and the Washington Times.

WILLIAM J. KENNEDY, a newspaper man of Troy, N. Y., is dead after a two months' illness. For several years Mr. Kennedy was assistant city editor of the Troy Record.

JOHN O'BRIEN, for years head machinist of the St. Paul Daily News, died last Friday of tuberculosis of the stomach after an illness of two months.

GEORGE A. HOBBS, proprietor and editor of the Woburn (Mass.) Journal, since 1880, died Monday at the age of eighty-eight years.

A. L. WARDEN, a pioneer newspaper man and lawyer of Milwaukee, is dead at the age of seventy-five years. He also did newspaper work in New Orleans, St. Louis and Fort Leavenworth, Kan.

I. M. CADY, publisher of the Magnolia (Minn.) Advance, is dead of paralysis.

*The Puget Sound Country has*  
THE HEALTH of a temperate climate.  
THE SCENERY of a combined Switzerland and Norway.  
THE WEALTH of forest and field, of mine and factory, of rails and sails.  
SEATTLE IS ITS PRINCIPAL CITY AND ITS BIGGEST NEWSPAPER IS  
THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

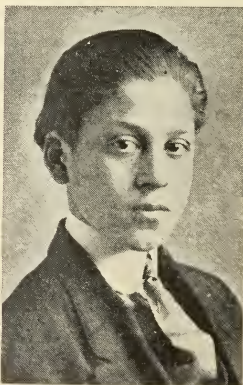
Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

## THE MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEVENTEEN-YEAR OLD EDITOR OF N. Y. PAPER.

New York has a claimant to the honor of being the country's youngest real newspaper editor in Norman Sper, a seventeen-year-old Brooklyn youngster, who this spring founded the Boy Scouts' Review and Aeronautical Bulletin. In this short time, acting in every



NORMAN SPER.

capacity from office boy to business manager, he has built up a circulation of 15,000 per issue.

Sper edits his paper from his home at 84 Middleton street, Brooklyn. He has just returned from a coast to coast business trip for the Review, during which he met personally all three Presidential nominees and received their good wishes in his work. All the arrangement of the paper is his own, from the writing of the copy to the make-up; and his business ability is demonstrated in the advertising appearing in the Review, all the result of his personal solicitation.

Sper first published his paper while with the Daily Newspaper

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

Club last March, being assisted in the mechanical work by Don C. Seitz of the World, Conde Hamlin of the Tribune, and Herbert F. Gunnison of the Brooklyn Eagle. After the first issue he decided to give all his time to the paper, and his work caused George W. Perkins, the capitalist, to finance a trip for him from coast to coast to secure readers and business for the Review.

In the Review, Sper preaches the gospel of "No firearms for the boy scouts of America"; his idea is to make the boy scout movement in this country of a purely educational nature and abolish the idea of its being a military organization.

## CAPITAL INCREASE VOTED.

At the meeting of the stockholders of the Canton Publishing Company, owner of Today's Magazine published at Canton, O., it was voted to increase the capital stock of the company from \$750,000 to \$1,000,000, to permit improvements being made in the plant and publication.

## HOME NEARLY READY.

The new building of the Portland (Ore.) Daily Journal will be ready for occupancy early next month. A new Hoe sextuple press is now being installed in the new structure.

Confidence back of advertising is advertising's biggest asset. The advertiser must have a business of character before he can advertise in the

## NEW YORK MAIL EVENING

Then he is sure of the confidence and support of Evening Mail Readers.

203 Broadway, NEW YORK.



LOS ANGELES

In the Eye of the World.  
The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
**Williams, Lawrence & Cresmer Co.**  
NEW YORK CHICAGO

PLATE CONCERNS  
STILL "AT IT."

UNFAIR TACTICS ARE AGAIN  
CHARGED—MAYBE NEW  
INVESTIGATION.

The American Press Association  
and the Western Newspaper Union,  
recently enjoined by an agreed de-  
cree under the Sherman anti-trust  
law from engaging in any unfair  
business methods, have filed with  
Attorney General Wickersham  
charges, each that the other is vi-  
olating the decree in regard to un-  
derselling their product. If sus-  
tained the complaints would involve  
contempt proceedings. William T.  
Chantland, special assistant to the  
attorney general, who prepared the  
case that resulted in the agreed de-  
cree, will investigate.

The American Press Association  
Wednesday held a conference with  
officials of the Department of Jus-  
tice to present evidence which, it is  
said, will tend to show that the  
decree preventing unfair tactics is  
being violated, and that one or  
more of the defendants should be  
punished for contempt of court.

Officials have heard that a syn-  
dicate accepted \$500,000 to print as  
news certain advertising matter  
holding out the advantages of  
Canada as a residence for American  
farmers.

In order to determine whether or  
not thousands of American farmers  
have been led into giving up their  
homes and going to Canada, where  
they expected to find a "land of  
milk and money" through "tainted"  
news despatches provided by "boiler  
plate" press associations to the  
small country daily and weekly  
newspapers, officials of the Depart-  
ment of Justice are widening the  
original scope of their investiga-  
tions into the plate news trusts.

It is possible that this investiga-  
tion may include the use of the  
small papers, which it is estimated  
are read by nearly 60,000,000 per-  
sons, by the big political parties in  
coloring news despatches in what  
purports to be actual statements of  
fact.

Several of the boiler plate asso-  
ciations are said to have contracted  
with the campaign political com-  
mittees to supply news articles.

DAILY FOR MILTON.

The town of Milton, Pa., is to  
have a new daily paper next week  
called the Morning Bulletin. The  
publisher will be F. Purcell Angle.

THE SYRACUSE

Post-Standard  
is steadily increasing its circulation  
on its merits as a newspaper.  
**49,304** CIRCULATION  
Daily (Net Paid)

FOR JULY, 1912.  
No wonder it carries more adver-  
tising, and at higher rates, than any  
other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK, CHICAGO.

MISSOURIANS END  
THEIR MEETING.

VOTE TO CHANGE THEIR  
METHOD OF ELECTING  
OFFICERS.

Ovid Bell, publisher of the Ful-  
ton Gazette, was elected president  
of the Missouri Press Association  
at its forty-sixth annual meeting in  
Hannibal. The other new officers  
are: First vice-president, Fred  
Nater, Cape Girardeau Republican;  
second vice-president, H. S. Stur-  
gis, Neosho Times; third vice-pres-  
ident, R. R. Gilbert, Lincoln In-  
dependent; recording secretary, Lewis  
W. Moore, Hume Telephone; cor-  
responding secretary, Jack Blanton,  
Paris Appeal; treasurer, Clint H.  
Denham, Farmington News.

In former years the election of  
the higher officers has been but a  
form, each officer being advanced  
one step. The first vice-president  
was certain to be chosen head of  
the association. The second vice-  
president would become first vice-  
president.

A resolution introduced by J. Kel-  
ly Pool, secretary, and approved by  
a large majority of members, pro-  
vides that after the election of 1914  
no vice-president shall be neces-  
sarily eligible for the presidency.

In his annual address, E. L. Pur-  
cell, president of the organization,  
urged that two meetings be held an-  
nually henceforth, one to be purely  
a business session at Columbia dur-  
ing journalism week, and the other  
to be a social gathering at a differ-  
ent place each year.

W. R. Painter advocated higher  
second class mail rates, asserting it  
would be more beneficial to the  
country press if metropolitan jour-  
nals were unable to send papers  
through the state at such a low  
rate.

The final session of the meeting  
was held on the steamer G. W. Hill,  
before it reached Hannibal from  
Keokuk, where the editors were  
shown the Cooper dam, the largest  
in the world.

Higher rates become effective Oct. 1st  
NOW is the time to get the benefit of  
present LOW prices.  
Biggest value in New England.

THE  
**Boston Herald**  
now over 100,000

THE  
**Boston Traveler**  
AND EVENING HERALD  
(consolidated July first) OVER 130,000

A Quality and Quantity  
Combination that can-  
not be excelled.

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK, CHICAGO, ST. LOUIS.

PRESS CLUB CELEBRATES  
MEMBERS' WEDDING.

Quite a surprise to the busy  
"knights of the pen" along Park  
Row this week was the wedding of  
two very popular figures among the  
literary coterie who visit that  
"Temple of Newspaperdom"—the  
New York Press Club—Miss Mary  
Gardner of the Press and A. E.  
Evans of the Morning Sun, who is



MRS. A. E. EVANS,  
popularly known by his college  
sobriquet "Si" Evans.

So closely was the secret of their  
marriage kept between the pair that  
it was only after the ceremony that  
most of their friends learned that it  
had occurred. However their friends  
organized at very short notice a  
special Press Club dinner and the  
"newlyweds" were overwhelmed  
with congratulations.

John A. Hennessy, managing  
editor of the Press and past presi-  
dent of the Press Club, was the  
leading spirit of the impromptu din-  
ner, which was given in the ladies'  
dining room of the club; while Su-  
perintendent Frederic Sontheimer

A Powerful List is the

MILWAUKEE  
GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(only German evening daily in Milwaukee)  
Daily Herold.....17,000  
(only German morning daily in Milwaukee)  
Sonntag Post.....45,000  
(only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Advertisers desiring business from  
Cuba will GET RESULTS from their  
investments by using the

HAVANA POST

the only English newspaper printed in  
Cuba and read by all who read English—  
Americans, Cubans and Spaniards.

GEORGE M. BRADT, Publisher

Published Every Day in the Year

saw to it that the happy couple got  
"the best in the house." After the  
dinner the party enjoyed a musical  
evening in the recreation room.

James J. Doyle of the Press came  
in from Sea Girt and took charge  
of the vocal part of the program,  
and his solo contributions were  
seconded by a number of amateur  
club vocalists, whom a section of  
the members dubbed "The Anvil  
Chorus."

Many appropriate musical selec-  
tions were rendered and the names  
of the bride and groom were intro-  
duced in a variation of an old-time  
song in a jovially spontaneous man-  
ner.

Among others who participated  
in the festivities were: William J.  
Ellis, editor of the City Record and  
chairman of the club house com-  
mittee; Francis Xavier Reilly, H.  
McMillan, Charles Smith and John  
A. J. Fenton, circulation manager  
of the Press;

Harry Doyle, Abraham Baer-  
mann, William F. O'Connell, Mc-  
Allister Coleman, J. F. Drew, Ed.  
Ransome, John Boden, F. Bonifield  
and J. Keppel-Hopkins, New York  
correspondent of British and Aus-  
tralian papers, who attended to  
the piano accompaniments.

THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA

## New York State Evening Daily,

located in substantial and growing manufacturing town, exclusive field, earning ten per cent on \$50,000. Can be bought for materially less than the figure named above. One half cash required. Splendid opportunity for capable newspaper publisher with a small amount of money to build up a big property.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine prop-  
erties that are not hawked.  
200 Fifth Avenue, NEW YORK.

### THE NEWSPAPER PROBLEM OF CREDIT.

SOME POINTS TO BE CONSIDERED IN  
CARRYING SMALL ADS OF  
THIS KIND.

Henry M. Wilcox of the New made an address to the advertising staff of the Times last week in the York Times credit department course of which he said:

From the standpoint of the credit man the newspaper business is very unsatisfactory. The applications to charge advertisements come very quickly and in many cases are not repeated. It is quick in and quick out.

In the mercantile world there is always sufficient time for a complete and exhaustive investigation; goods have to be packed—perhaps the shipment is to be consolidated in a car containing goods for other houses, and there is time for agency reports, trade opinions, etc.; but this is rarely so with the newspaper; and it is a foregone conclusion that losses will be.

A statement was made at one of our meetings that the losses of a certain department store were not more than one-half of one per cent, and we can compare very favorably with that record.

The credit man of Minneapolis paper told me his losses in the want department were three per cent—ours will run perhaps a trifle higher; but the evils of that department are the result of telephone solicitation or the placing of advertisements by telephone.

There is the "Business Opportunity" advertisement. Of course many of these are paid; but it has always seemed to me that any man who needed additional capital in his business—if he could not get the accommodation at his bank or through his personal acquaintance—must be a weak brother. This class of credit should be closely scrutinized. We usually send a collector the next day.

"Lost Advertisements" from hotel addresses are another risky classification and one that should be governed by the reputation of the hotel.

The small automobile advertisers are difficult to handle—they shift from place to place, and frequently reappear under other names.

I feel that it is the duty of the credit man not to see how many advertisements he can turn down but how many he can pass. Any one can decline credit, but the successful credit man must take

some risks, and then nurse the account along.

In extending credit there are three points to be considered: Capital, method of paying, and character; and I feel that of those three factors, the greatest is character. If a man's character is above reproach—if the moral hazard is good—you can afford to take the gamble; whereas, even with a strong statement, if the moral character of the man is bad, you never can tell what games he may be up to.

Now, the solicitor should never be afraid that he will lose his order by asking for references. It is always the shady customer who is terribly offended if you question his credit. The man with strong credit is proud of his strength and glad to have you investigate.

Keep your minds about "lines." The solicitor can be of great help to the credit man by giving his impressions of the conditions surrounding the risk. Brass railings and mahogany desks do not always mean strong resources; but one can always get a very good impression from the way the advertiser handles the proposition.

### EDITOR PARDONED.

John Feller, editor of the Cleveland Graphic-Sentinel, sent to the Ohio penitentiary a year ago to serve a three-year term for blackmail, has been paroled.

After Feller's sentence was imposed his daughter Florence took up the work of the paper. She kept it going until about two months ago. It is not probable, Miss Feller said, that her father will go into the publishing business again.

### NOW OWNS A PAPER.

O. L. Pattee has purchased the Hobart (Ind.) News. Mr. Pattee was formerly with the South Bend (Ind.) Tribune and at other times was connected with newspapers in Warsaw, Wolcottville and Albion.

### MERGER IN MINNESOTA.

The Atkin (Minn.) Age and Independent have been consolidated with F. E. Krech as publisher. B. L. Hollister has sold the Age entirely to Mr. Krech and retires from newspaper work.

### NEW ONE FOR LIMA.

It is reported that Lima, O., is to have a new Democratic paper. Its backers are said to be a number of prominent Democratic politicians of Allen County, who have organized the Allen County Jeffersonian Company.

### BUYS AN INTEREST.

T. L. Briggs is now part owner and business manager of the Glasgow (Ky.) Times. He was formerly connected with the Glasgow Republican.

## Let the American Ink Co. of New York City be your 4-cent inkmen.

### ENTERPRISING BLIND EDITOR.

The town of Carbon Hill, O., is to have a newspaper. The venture is being backed by C. A. Chatfield of Murray City, the blind orator, lecturer, and proprietor of the Murray City News. The Carbon Hill paper will be called the Sun. Mr. Chatfield may sell his Murray City property in order to give his entire attention to it. Mr. Chatfield conducted the News for the past fifteen years.

### COUNTY SEAT FIGHT.

G. W. Kidd and D. E. McCreary have begun the publication of the Pine Knot (Ky.) News. The plant of the Somerset Times has been purchased, the Times having been consolidated with the Somerset Journal. The News will make a fight for Pine Knot as the permanent county seat.

recently established at Whitley City for the purpose of having that town designated.

### VALUABLE ECONOMY.

The Fostoria (O.) Review has installed a new perfecting press. The Review and the Advertiser were recently consolidated and are now housed in the Review Building. For some time the two plants were conducted separately, but now the publishers have decided to combine the equipment and add other machinery to make it of a thoroughly up-to-date nature.

### DOG JOURNAL SUED.

Miss Rosalie Stewart of White Plains, N. Y., is suing the American Kennel Club for \$80,000 damages because the American Kennel Gazette published by the club, stated in connection with her expulsion from the Toy Spaniel Club that she had been accused of taking money from the club.

### YOUNG MICHIGAN EDITOR.

The Dimondale (Mich.) News is now being published by Leon H. Russell, a youth of twenty years. Since graduating from the local high school Russell has spent four years at the printing and newspaper business.

### IN PARTNERSHIP.

A. J. Finch has entered into partnership with W. V. Smith in the ownership of the Battleford (Can.) Press. Mr. Finch was until recently manager of the Herald of the same city.

### LINDEMANS INCORPORATE.

The S. O. Lindeman Advertising Company is a newly incorporated firm at Dayton, O. S. O. and L. R. Lindeman comprise the firm, which is capitalized at \$50,000.

## PROGRESSIVE PRINTING

is impossible unless you have progressive equipment.

This company makes a specialty of goods that make printing profitable. Quality, convenience and commercial value are found in the offices that we supply. Our customers rarely fail to achieve prosperity for they and their outfits are up-to-date.

Barnhart Bros. & Spindler,

New York, Washington, St. Louis, Kansas City,  
Chicago, Dallas, Omaha, St. Paul, Seattle.

STANDARD LINOTYPE METAL and  
first-class STEREOTYPE METAL  
now being used and endorsed by the  
Leading Publications throughout the  
United States. Manufactured by the  
NASSAU SMELTING AND REFINING  
WORKS. B. Lowenstein, Proprietor.  
603 West 29th Street, NEW YORK.

### BARNES-CROSBY COMPANY

E. W. HOUSER, President.

### ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

## "Ipsco" Tissue

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr:  
117 ohn Street NEW YORK, U. S. A.

### SOLD BY SHERIFF.

C. W. Kline, an attorney of Hazelton, Pa., has bought the Hazelton Sentinel at the sheriff's sale to satisfy creditors. Mr. Kline paid \$2,000 for the plant, and \$10 for the lease to March 31, 1913. The Sentinel will be issued as usual.

### BANKERS' PAPER.

The North Dakota State Bankers' Association has a plan for an official paper in the near future. It is expected that it will be issued in magazine form monthly from Fargo, and called the North Dakota Bankers' Monthly.

### PUBLISHER LOSES HOME.

The home of H. W. Robinson, editor of the Colfax (Ia.) Clipper, was fired and totally destroyed by lightning a few days ago. Only a small insurance was carried on the house and its contents.

### VERMONTERS WANT PAPER.

The proposition to establish a new weekly paper for Grafton and Windsor Counties was discussed at a citizens' meeting last week at White River Junction. A committee was appointed to investigate the plan.

1937 Pages. 6300 Gallies. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANTS' Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark  
**M & E**  
Registered  
Smelters—Refiners  
**PHILADELPHIA**  
NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER  
Trade Mark  
**M & E**  
Registered



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

# THE FOURTH ESTATE

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

TWO DOLLARS A YEAR.

No. 967

NEW YORK, SATURDAY, SEPTEMBER 7, 1912

TEN CENTS A COPY

STRENGTH

DURABILITY

ACCURACY

# HOE

EFFICIENCY

QUALITY

RELIABILITY

THE business of R. HOE & CO. has been established over ONE HUNDRED YEARS. It is the largest manufacturing concern in the world of printing, lithographing, stereotyping, electrotyping and photo-engraving machinery.

Over 2,500 men are employed in the New York factory, which has a floor area of over twenty acres. A European factory is operated in London, where over 600 men are employed.

Presses are designed and built to suit all classes of printing and to meet all possible conditions. Over one hundred models of Hoe Rotary Presses are in successful operation.

The name of R. HOE & CO. on a printing press or other machine is an assurance of reliability, efficiency and economy in operation.

If you have difficulty in getting your present product out economically and on time, write to us and our printing machinery engineers will be pleased to give competent advice.

## R. HOE & CO.

*Manufacturers of Printing, Electrotyping and  
Stereotyping Machinery*

504-520 Grand Street, New York

## PRESS CABLE RATES CHEAPER.

### REDUCTIONS WILL BENEFIT NEWSPAPERS HERE AND IN ENGLAND.

A reduced rate for press dispatches between New York and London over the cables of the Western Union Telegraph Company was put into effect on September 1.

The cut leaves the rates as follows:

General day and night press rate between London and New York, seven cents a word. Former rate, ten cents a word.

London to New York, twelve midnight to six A. M., (London time), five cents a word.

New York to London, twelve midnight to six A. M., (New York time), and one P. M. to four P. M., (New York time), five cents a word.

This schedule has been laid out to facilitate the transmission of news at the periods most useful to the newspapers on both sides of the ocean.

The reductions follow other material cuts that have been made in the last year in pursuance of the policy of President Theodore N. Vail of the Western Union Company, with the co-operation of Postmaster-General Samuel, who has jurisdiction over British land lines, which are owned by the government.

Ordinary press messages to New York will be charged at the rate of seven cents a word for transmission at any hour, and there will be reductions for stated hours.

The new press rates are a further development of President Vail's policy to employ the slack cable hours to the advantage of the public in every way consistent with financial demands and the maintenance and efficient operation of the cables.

Before Mr. Vail became president of the Western Union there had been no change in cable rates for years, and no distinction was made between those of arbitrage brokers demanding instantaneous transmission and others whose delivery within twenty-four hours would be satisfactory.

The agitation led by Henniker Heaton and others and the introduction of wireless telegraphy, had their effect in making a live issue of the question of reduction of cable rates.

There were many difficulties in the way, and long negotiations with the British Government were necessary, as cable messages have to travel over land lines at both ends of the cables. The Western Union route, for instance, is from New York to Roberd's Bay, Nova Scotia, by land, then by cable to Penzance, Cornwall, and from there over the British land lines to London.

A reduction in the Western Union rate consequently involved a cut in the charge on the British land lines, which was met by the obstacle that the British service is run at a loss.

Mr. Vail, however, succeeded in convincing Mr. Samuel that the

reductions should be made, and the matter was finally arranged. The cut just made is the result of conferences between Mr. Vail and Mr. Samuel this summer while Mr. Vail was in London.

The Western Union's reduction in cable rates was preceded by a cut on its land lines. This came on May 7, 1910, when the night letter service was installed. The day letter followed in March, 1911. The Postal Telegraph Company promptly followed the introduction of the day letter by adopting the same rate.

In the meantime the Western Union officials were busy in international conferences trying to perfect an arrangement with the British postal authorities, whereby a similar reduced deferred service might be applied over all the Western Union and allied cable lines. Mr. Vail declared that he was convinced that the increased traffic both by land and cable lines called for an economic and scientific readjustment.

Before he could put a reduced cable rate into effect it was necessary to consolidate the Anglo-American Cable Company, with four cables; the Direct Cable Company, with one, and the Western Union, with three. After long negotiations this was accomplished.

Negotiations with Postmaster Samuel followed, and on December 6, 1911, radical reductions were announced in cable rates. These included cable letters at \$1.50 for twenty words and week-end letters at \$1.50 for thirty words.

On December 15, 1911, a deferred press cable rate at five cents a word was installed and on January 1 it was decided that deferred cables would be transmitted at half rate, subject to twenty-four hours' delay, but to be sent as soon as the wires were clear of full-rate messages.

These arrangements were followed by the introduction of a deferred cable rate of one-half by the French Cable Company from the United States and Canada, to all British, French, and German colonies. The International German Post Office Department, which controls the German Telegraph Company, decided that after the first of the year it would transmit deferred messages at half rates to all British colonies.

About the same time the French Cable Company made the rate for plain language cables to England, France, or Germany half that for code messages.

No decision to cut press cable rates by rival companies to meet the prices fixed by the Western Union has been made, though it is admitted unofficially that a lowering of the rate is a possibility. Those in authority are unwilling to discuss the matter until the directors have decided upon it.

### NEW MICHIGAN EDITOR.

George A. Sheard is the new editor of the Hancock (Mich.) Evening Journal. He succeeds George L. Price, who resigned to become secretary of the Lansing commission.

### WELL KNOWN LONDONER GOES INTO RETIREMENT.

C. Arthur Pearson, founder of the London Daily Express and several weekly and monthly magazines and newspapers, has retired from the field of daily journalism. His health, and especially his eyesight, has been poor for several years past, and he has sold the Express to Ralph D. Blumenfeld, an American-born English subject. Blumenfeld is one of the big men in the Unionist Party and a supporter of the British Imperial Preference Policy.

In support of his policy Mr. Blumenfeld has instituted a crusade against American automobiles, and as a result British automobile manufacturers are making liberal use of the advertising columns of the Daily Express. The new owner of the Express is a native of Wisconsin.

### WORCESTER LEAVES MEMPHIS NEWS-SCIMITAR.

F. W. Worcester, for the past year general manager of the Memphis News-Scimitar, has been compelled by poor health to resign. He has gone to his summer home at Ocean Park, Cal., and will remain on the Pacific Coast permanently, or at least long enough to recuperate.

"The climate of Memphis has been too much for me and I am giving up the finest position with the best newspaper and the finest employer that I have ever had, simply because I cannot stand it there," said Mr. Worcester. No successor has been appointed to Mr. Worcester's place yet.

### WAR IN BIRMINGHAM?

Two new journalistic ventures are being prepared for launching in Birmingham, Ala. Besides the plan to establish a Sunday edition of the Birmingham News, told in THE FOURTH ESTATE last week, rumors are current that the Age-Herald will enter the afternoon field following the action of the News in invading the Sunday territory, which has heretofore been held exclusively by the Age-Herald. One report is that the Age-Herald will be circulated free, while another is that a charge of five cents a week will be made.

### WOMAN SELLS OUT.

Mrs. Hattie E. Peeler has sold the Severance (Kan.) News to Tobias Larson, editor and owner of the Highland Vidette. Mrs. Peeler has been conducting the News since 1901, and has gained considerable renown as a newspaper woman.

### ATHENS HERALD IS OUT.

The Daily Herald has made its appearance in Athens, Ga. It is issued in the afternoon and succeeds the Tribune, which recently suspended.

### ADDING MACHINERY.

The Zanesville (O.) Signal has increased its linotype equipment to four machines.

### NEW PHILADELPHIA AGENCY.

Theodore E. Ash, for several years past connected with the American Magazine and the Munsey publications in New York City, has opened an advertising agency under his own name in Philadelphia. His offices are located in the Bulletin building, City Hall Square.

In addition to his endeavors in the magazine field Mr. Ash was engaged in newspaper work for seven years and for seven years with advertising agencies.

### MUZZLE ON IN EGYPT.

The spread of sedition in Egypt has brought about the suppression of the Cairo Nationalistic Journal El Ewla. Several natives have been arrested on a charge of issuing seditious literature.

Sheik Shawish, editor of the committee of union and progress (Young Turk) newspaper Hilihi Osmani, of Constantinople, has been arrested at the request of the Egyptian Government in connection with seditious posters seized in Egypt, which are supposed to have been printed in the Hilihi office. Shawish was handed over to the Egyptian police.

### THE "NEW" ST. LOUIS STAR.

The St. Louis Star made its first appearance under the new direction of Fred C. Veon and Fred Eric B. Warren on Labor Day. The Star is entirely changed in dress and in make-up bears a very close resemblance to the Hearst evening newspapers. As yet, it uses all the Hearst service pictorial and magazine features.

In an editorial announcement the new management states that "The Star becomes an independent newspaper" and that "there will be a good deal about Theodore Roosevelt and the Progressive Party in it in the days and months to come."

### PROMOTION FOR DE MASI.

Henry A. De Masi, of late telegraph editor of the Milwaukee Sentinel, has been made night city editor. Mr. De Masi formerly was connected with the Associated Press in St. Paul, the Minneapolis Tribune, Cleveland Plain Dealer, Cleveland Leader, Toledo Times, Chicago Record-Herald, Chicago Daily News, St. Paul Daily News, and Joliet (Ill.) Herald.

### MCLEAN HORSES WIN.

The horses of Edward Beale McLean, publisher of the Washington Post, were the largest individual winners at the sixteenth annual Newport horse show last week.

### NOW OWNS THE BUILDING

George M. Glancy, publisher of the Ohio City Progress, has purchased the building in which his plant is located.

### OUT IN NEW DRESS.

The Napoleon (O.) Signal, published by J. B. Belknap, is now appearing in a new dress of type.



# Over Half A Million Lines Gained!

From January to August inclusive—the first eight months of 1912 compared with the same period last year.

## New York American

### Led All Other Morning And Sunday Newspapers In Advertising Gains

The American's great gain in Total Advertising of 551,903 lines, and in Dry Goods Advertising of 254,648 lines, is a glowing testimonial to the tremendous **BUYING POWER** of its wonderful "QUANTITY-QUALITY" Circulation.

Dry Goods Advertising is constant advertising. It is advertising today for **DIRECT** results tomorrow. It feels every pulse beat of local conditions. Any decrease or increase in the value of a newspaper as an advertising medium is felt almost instantly. Naturally it follows the trend of **BEST RESULTS**. It is therefore significant that the **NEW YORK AMERICAN LEADS ALL OTHER** New York Morning and Sunday Newspapers in Dry Goods Advertising gain---as told by the figures of the record for the first eight months of 1912 as well as of August, the month just passed.

#### EIGHT MONTHS

January to August inclusive.

*In Total Advertising:*

AMERICAN	GAINED	551,903 LINES
World	Gained	141,777 Lines
Herald	Lost	301,948 Lines

*In Dry Goods Advertising:*

AMERICAN	GAINED	254,648 LINES
World	Gained	184,705 Lines
Herald	Gained	93,856 Lines

*Figures compiled by New York Evening Post.*

#### AUGUST

The Month Just Passed.

*In Total Advertising:*

AMERICAN	GAINED	95,338 LINES
World	Gained	30,580 Lines
Herald	Lost	61,207 Lines

*In Dry Goods Advertising:*

AMERICAN	GAINED	27,355 LINES
World	Gained	19,729 Lines
Herald	Gained	7,052 Lines

*Figures compiled by New York Evening Post.*

#### CLASSIFIED ADVERTISING.

The **NEW YORK AMERICAN** gained in August 180 columns of classified advertising. The **World** and **Herald** **LOST**.

**Advertising That Pays GROWS. Advertising That Grows PAYS.**

## FIRE INSURANCE FOR A. N. P. A.

RECIPROCAL EXCHANGE FOR  
MEMBERS—WORK TO BE  
DONE BY EXPERT.

The fire insurance committee of the American Newspaper Publishers' Association, under the authority of a resolution unanimously passed at the last annual meeting, is proceeding with the formation of a fire insurance exchange for members of the association.

It has engaged as manager a reciprocal insurance expert, Bruce Dodson, of Kansas City, Mo., who has been very successful in estab-



BRUCE DODSON.

lishing reciprocal insurance exchanges for ice manufacturers, brewers, laundries, bakers, and publishers.

The name of the institution is the American Newspaper Publishers' Reciprocal Exchange, with headquarters in the Sharp Building, Kansas City.

The plan adopted is the usual plan of reciprocal or inter-insurance employed by thirty or more of the leading industries of the country. Under this plan the policy holders, through the regular premiums which are paid in, furnish the protection to themselves direct without the intervention of a stock company with its attending unnecessary expense and circulation. In other words, the publishers have their own company, which they themselves own and control.

By operating economically, selecting only good risks and keeping these risks safe through frequent expert inspections, it is confidently expected to reduce the cost of insurance on newspapers to one-half the amount now paid. Many other industries, none of them better risks than newspapers, have under this plan saved from forty per cent. to sixty per cent. As the management employed by publishers for their exchange has saved an average of over fifty per cent. for four other industries, it is reasonable to as-

sume that like results may be secured for publishers.

The one point which should appeal most strongly to publishers in connection with this insurance exchange is the fact that while the saving, if any, belongs to the publishers they are not called upon in the event of excess losses, as the payment of any excess losses is provided for under the plan by re-insurance with old line stock companies.

More than one hundred of the leading newspapers of the country are now carrying insurance through Mr. Dodson's office, and applications for insurance through the A. N. P. A. Exchange are being signed up and it is expected that the association's own exchange will be issuing policies within a few months.

President Elbert H. Baker of the association has devoted considerable time to the establishment of the insurance exchange, and has been active in the investigations which led to the adoption of the reciprocal plan and the appointment of Mr. Dodson as manager.

The fire insurance committee of the A. N. P. A., which has charge of the exchange, is composed of the following representative publishers:

Elbert H. Baker, Cleveland Plain Dealer; John Stuart Bryan, Richmond Times-Dispatch; Victor F. Lawson, Chicago Daily News; Benjamin H. Anthony, New Bedford (Mass.) Evening Standard; George S. Oliver, Pittsburgh Gazette-Times; W. H. Jones, Minneapolis Journal; D. D. Moore, New Orleans Times-Democrat.

### EDITORS SUCCESSFUL IN GEORGIA POLITICS.

The newspaper fraternity will be represented in the Georgia Legislature of 1913 and 1914. C. M. Methvin, who becomes a representative from Dodge County, is editor of the Eastman Times-Journal and president of the Georgia Weekly Press Association. Pleasant A. Stowell of the Savannah Press will represent Chatham; while J. C. Bryan of the Cataosa Record, of Ringold, and T. G. Dorough of the Royston Record will occupy the seats assigned to their respective districts.

In the Senate W. M. Oloff of the Folkston Herald will represent the Fourth Senatorial District. Major Charles E. McGregor of Warrington is from the Nineteenth District and M. D. Irvin of Lawrenceville from the Thirty-fourth District.

### RHODE ISLANDERS' OUTING.

The employees of the Arctic Center (R. I.) Daily Times were the guests one day last week of Irving P. Hudson at his summer home at Nausauket Beach. The trip to the Beach was made by trolley. Mr. Hudson presided at dinner, which was an old-fashioned clam bake, and was followed by a sail down the bay.

### WINNERS AT BASEBALL.

Recently a ball team composed of employees of the Omaha Daily News defeated a nine from the World-Herald.

### NEW DAILY TO APPEAR IN LYNCHBURG.

The city of Lynchburg, Va., is to have a new daily paper, to be issued in the afternoon. Wilbur L. Moorman and J. Lynn Yeagle declare they have ample capital on hand for the enterprise, and that the publication will begin on October 1 from 512 Main street. The paper will be published every day except Sunday, and will be known as the Progress. It will also publish a semi-weekly, to be called the Progressive, in the interest of the farmers of Virginia and North Carolina.

The newspapers will be owned and published by the Virginia Progressive Publishing Corporation, of which Mr. Moorman will be president, J. B. Jennings secretary-treasurer, and Mr. Yeagle editor and manager. Mr. Moorman is a retired business man and capitalist of Lynchburg.

Mr. Yeagle was formerly with the Chicago American and later managing editor of the Washington Herald, continuing in that position until poor health compelled his retirement several months ago. He was for two years treasurer of the National Press Club of Chicago.

The make-up of the staff and working forces of the Progress has not yet been completed. The paper will have a complete mechanical equipment, including a twenty-page "Ideal" Hoe press with a capacity of twelve thousand papers per hour and the latest model linotypes. It will use the news and features of the International News Service. At present the Advance and the News share the daily field of Lynchburg. The News is published by Carter Glass, who is a member of Congress.

### CHANGE IN MANAGEMENT.

James E. Britton has assumed editorial and business charge of the Wooster (O.) Daily News and Wayne County Democrat. Mr. Britton's first move has been to install a new perfecting press for his papers.

### PRINTER BUYS A PAPER.

H. M. Wagner has purchased the Homer (Neb.) Star from R. Jeff Taylor. Mr. Wagner is a practical newspaper man and printer and is well known in the section where he takes up his new work.

### AGENCY STARTS LIFE.

The Phoenix Advertising Company has been incorporated in Chicago with a capital of \$2,500. The members of the firm are E. J. Cote, Lillian R. Everett and S. S. Everett.

### STARTS A NEW ONE.

George H. Hurley has moved his newspaper plant from Vale to Independence, Ore., and has established in the latter place a new weekly called the Beacon Light.

### ENLARGING ITS PLANT.

The Liberty Center (O.) Press, published by D. S. and J. S. Mires, has installed a new typesetting ma-

### P. O. BUTTS IN ON CITY CLEANING CAMPAIGN.

Backed by other ministers of Albuquerque, N. M., and a large percentage of the church members, the Rev. Herman P. Williams, pastor of the Broadway Church of Christ, will stand trial on the charge of sending unfit matter through the mails.

Williams is editor of a local religious paper known as the Doorknobber, the object of which is to rid the city of undesirable persons, particularly those inhabiting what is known as the tunderloin district.

The nature of some of the matter contained in the Doorknobber was brought to the attention of post office inspectors and complaint was made against the minister-editor by an inspector.

The minister was released on a bond of \$500 immediately after his arrest.

### CITY EDITOR MAKES CHANGE.

A. C. Lawrence has resigned the city editorship of the Anderson (Ind.) Morning Herald to take charge of the publicity and advertising department of the Nyberg Automobile Works, at Anderson. He succeeds Oscar R. Ewing, who returns East to complete his law course at Harvard. Mr. Ewing is also a member of the editorial staff of the Harvard Law Review.

### FOR FILIPINO FREEDOM.

A rumor has it that a Philippine newspaper will be established in Washington, D. C., to advocate the independence of the islands. It is said that the Philippine delegate will finance the venture and that H. Parker Willis of the New York Journal of Commerce will be the editor. The publication will be a monthly.

### PACIFIC TIMES CHARTERED.

Articles of incorporation for the Pacific Times Publishing Company have been filed at Oakland, Cal. The members are Nathan S. Russell, J. J. Adams and T. E. Smith, all of Oakland. The company is capitalized at \$10,000.

### DRUG PAPER SOLD.

The Northwest Druggist has been sold by the Chapin Publishing Company, of Minneapolis, to K. B. Bruce and F. T. Hall. The new owners will move the publication to St. Paul.

**THE TROY  
RECORD** MORNING  
ONE RATE  
EVENING

**KEEPS A-GROWING**

The average net paid daily circulation for the six months ending June 29, 1912, was

**22,174**

If you want to cover GREATER TROY, which comprises Troy, Watervliet, Green Island and Waterford, and has a population of over 90,000, use the RECORD.



## NEW SUNDAY MAIL LAW IN EFFECT.

### WASHINGTON MEN FELT IT

MOST — SUMMARY OF  
PARCELS POST LAW.

The no Sunday mail delivery clause of the Post Office Appropriation Act went into effect last Sunday. By special order of the postmaster-general the enforcement of the law with respect to the window delivery of mail to the general public does not interfere with the delivery of mail to newspaper offices, newsdealers, hotel guests and others who have been in the habit of receiving their mail on Sundays for many years past.

This fact was made clear in a circular letter of instructions which Postmaster-General Hitchcock issued to the several thousand postmasters in charge of the first and second class offices, to which the Sunday closing provision of the new Post Office Appropriation Act is applicable.

The newspaper men most affected by the new law are those in Washington, D. C., where for many years it has been the practice of the Washington Post Office to give expeditions deliveries of special mail matter of all kinds to newspaper offices and correspondents. Probably there is no city in the country where newspaper men receive their mail so promptly and painstakingly as in Washington, but the delivery of Sunday mail by letter carriers to them and hotels is now discontinued and they can now only obtain their mail by applying for it at the post office.

Should contingencies arise to warrant modification of the order for the Sunday delivery of mail to hotels, newspaper offices and newsdealers, Mr. Hitchcock, it is understood, will issue such supplementary orders as are necessary to adjust conditions.

Senator Bourne, chairman of the Senate Committee on Post Offices, has been almost inundated with inquiries about the details of the provisions of the new parcels post law, which will become effective on January 1 next. He makes response in a general circular letter in which he gives this official summary of the exact effect of the new law:

"Any article is mailable if not over eleven pounds in weight, not more than seventy-two inches in length and girth combined, nor likely to injure the mails or postal equipment of employees. Flat rate of 1 cent per ounce up to four ounces, regardless of distance. Above four ounces, for first pound, each additional pound and eleven pounds upward, respectively, rural route and city delivery, 5, 1, and 15 cents, respectively; fifty-mile zone, 5, 3, and 35 cents; 150-mile zone, 6, 4, and 46 cents; 300-mile zone, 7, 5, and 57 cents; 600-mile zone, 8, 6, and 68 cents; 1,000-mile zone, 9, 7, and 79 cents; 1,400-mile zone, 10 cents, 9 cents, and \$1; 1,800-mile zone, 11 cents, 10 cents, and \$1.11; over 1,800 miles, 12 cents, 12 cents, and \$1.32.

"The postmaster-general may

## The Kansas City Journal

*Is pleased to announce the  
appointment of the*

**S. C. Beckwith Special Agency**

*as sole and exclusive foreign  
representative, effective Sept. 1,  
1912. All matters pertaining  
to advertising for the Daily,  
Sunday and Weekly Journal  
and the Missouri and Kansas  
Farmer, should in the future be  
addressed to it.*

*The Journal Company*

*Advertisers are guaranteed a circulation exceeding 80,000 Daily and Sunday; exceeding 250,000 Weekly Journal; 100,000 Missouri and Kansas Farmer. Books open to inspection to all advertisers.*

make provision for indemnity, insurance, and collection on delivery, with additional charges for such service, and may, with the consent of the Interstate Commerce Commission, after investigation, modify rates, weights, and zone distances, when experience has demonstrated the needs thereof."

### ANOTHER TRIAL FOR DARROW.

Clarence S. Darrow, former chief counsel for the McNamara brothers in their trial for blowing up the Los Angeles Times building, must go to trial October 21 on an indictment charging him with bribing Juror Bain in the McNamara trial.

The Bain indictment was returned the same time as the indictment charging bribery of George N. Lockwood, on which Darrow was recently acquitted.

Judge Willis will call upon acting Governor Wallace to appoint a special judge to preside at the trial.

### AMERICANS IN CANADA.

A group of American newspaper men are now engaged in issuing the Calgary (Can.) Albertan. W. W. Cheely, formerly manager of the Butte Inter-Mountain, is manager of the paper, and on his staff are

Hank Burmeister and John Lencke, formerly of the Butte Miner, and Mark Brumm, at one time with the Butte Standard and later a newspaper publisher at Frank, Alberta.

### STEPHENSON BETTER.

The condition of United States Senator Isaac Stephenson, principal owner of the Milwaukee Free Press, who was taken ill while on a fishing trip near Escanaba, is not so serious as at first supposed. He is said to have suffered an attack of indigestion, but his companions thought it best to send for a physician. The Senator recovered in a short time and will continue on his fishing trip.

### WRITES TWO BOOKS.

Horace Smith, at various times with the Scripps-McRae League, the New York World and the Anacosta (Mont.) Standard, is the author of two books just published by Harper Brothers. They are entitled "The War Maker" and "Captain Unafraid."

### PREPARING FOR ISSUE.

A morning newspaper is booked for appearance very shortly in Shafter, Pa. It will have the backing of a stock company of several wealthy citizens.

## A. P. CHANGES ARE EFFECTIVE.

MARTIN ASSUMES NEW  
DUTIES WITH ELLIOTT  
AND THOMPSON.

Frederick Roy Martin, heretofore editor and manager of the Providence Journal, assumed his new duties as assistant general manager of the Associated Press on Tuesday. His retirement as a member of the board of directors became automatically effective on that day, but the vacancy will not be filled until the next annual meeting of the Associated Press in April, 1913. Mr. Martin will be located with General Manager Melville E. Stone in the New York offices.

Jackson S. Elliott, chief of the Associated Press staff in Washington, has been transferred to New York as superintendent of the Eastern division of the service. He takes the place of Charles T. Thompson, who goes to Washington in charge of the Capital bureau. Mr. Elliott went to Washington from Iowa twelve years ago and was first employed on the Washington Times. Two years later he became connected with the Associated Press. He is one of the best known newspaper men in Washington.

Mr. Thompson was formerly in the foreign service of the Associated Press, and is well acquainted with the Washington situation through former extensive service at that place.

Mr. Martin was appointed to his new position in June, the change to be effective September 1. At the same time Paul Cowles was appointed superintendent of the Central Division, with headquarters at Chicago, succeeding John G. Gavit, who entered the employ of the New York Evening Post as its Washington correspondent, and Robert Small made superintendent of the Southern Division, with headquarters in Atlanta. In the New York headquarters, Charles E. Kloeber has been appointed chief of the news department and Kent Cooper, chief of the traffic department, and have been filling those positions since June.

### PROMOTIONS ON THE PROVIDENCE JOURNAL.

The positions of editor and treasurer of the Providence Journal, which were formerly held by Frederick Roy Martin, who has become assistant general manager of the Associated Press, have been filled by the appointment of two men who have been on the staff of the Journal for many years.

John R. Rathom, with the Journal for the past six years as managing editor, succeeds Mr. Martin as editor. Mr. Rathom, before becoming associated with the Journal, was on the staff of the Chicago Record-Herald.

G. Edward Buxton, Jr., becomes treasurer and business manager. He has been with the Journal for a number of years.

Work on the new building of the Winnipeg Free Press is proceeding rapidly.

## BUILDING UP THE CIRCULATION.

Alfred L. Gould, publisher of the *Whitestone* (N. Y.) *Herald*, has the boys and girls of the town gathering the news for him through an offer of a \$2.50 gold piece for the one who furnishes the greatest amount of matter published during the month of August.

The New York American's popular baseball fans' contest, with still two weeks more to run, has reached the fever heat point for the contestants. The fine trips and accommodations offered by the American have resulted in results right from the start that promise to make the campaign one of the most profitable ever held by the paper.

The Wilmington (Del.) *Polish Weekly* presented a watch to Anthony Marheika, a player on the local baseball team of the Tri-State League, because of his making good on the trip of the club around the league circuit.

The Boston American has been offering chances of free seats at the local American League baseball games. Coupons were distributed by the newsboys and newsdealers, and each coupon having a corresponding number with those printed on the sporting pages of the American each day entitled the holder to a free grandstand seat at one of the games. The Sunday American is distributing photographs of Woodrow Wilson. Prizes aggregating \$500 are to be awarded to the discoverer of the American's "lady with the green parasol," who goes to the various Sunday resorts to be identified.

The newsboys of Lewiston (Me.) were the guests of the publishers

of the *Journal* for a day at the Moose Carnival last week.

The *Wilshire* (O.) *Herald* is conducting a voting contest.

The motorcycle racers who have been thrilling thousands with their reckless and daring exhibitions at the Brighton Beach Motordrome during the past few months, will take part in a carnival of speed to be held on September 11 for the benefit of the Newsboys' Home Club of New York. The carnival was arranged by S. P. Booth, circulation manager of the *Globe*.

The New York *Herald Syndicate* is announcing that its Evening Telegram Annual Football Review and Forecast, by John B. Foster, is ready. Besides this the *Herald Syndicate* has on hand its ever complete up-to-date features for daily and Sunday papers, consisting of news matrices, comic matrices, women's matter and photographs, special cable and telegraph service.

The New York World has begun a general distribution of private drinking cups among its readers. Coupons printed in the Sunday edition entitle the holder to these cups at various World agencies scattered throughout the city. This is the first time the drinking cup scheme has been tried out by a New York newspaper. New York is one of the cities that has tabooed the public drinking cup. Aluminum cups made specially for the World will be used.

A newspaper feature that is attaining widespread popularity with newspaper readers is the "Daily Horoscope" published by the McClure Newspaper Syndicate, 45 West 34th street, New York. More than forty papers are now using it, and all report good results.

## GAINS OF CHICAGO PRESS.

The Chicago Daily Press, the newest publication of the Clover Leaf publishers, from the first to the fourteenth issues made a gain of 100 per cent, both in circulation and in the number of advertisers and the amount of advertising.

It has installed an additional linotype machine and two extra automobile trucks. The Press is now printing five editions daily. J. C. Jones, formerly with the Chicago Examiner, has been made assistant circulation manager of the Press.

The Press prints a minimum of eight pages daily on each edition, and its reception both by the readers and advertisers has been especially gratifying to its publishers.

## PAPER VANDAL FINED.

For stealing and destroying a package of one hundred copies of a Chicago morning newspaper, David Emmet, a bakery driver, was fined \$25 and, according to Municipal Judge Sabath. According to Nick Artiz, a driver of a morning newspaper wagon, papers had been stolen and destroyed on Fifty-first street nearly every morning for two weeks. Finally Artiz says he saw Emmet throw a bundle of papers over a fence and he had him arrested. Emmet pleaded guilty.

## NEWSDEALERS PROTEST AGAINST MONOPOLY.

The newsdealers of New York met Saturday night to protest against the action recently taken by the Public Service Commission in favoring a clause in the new subway contracts which places the ownership of newsstands in the hands of an operating company. They say this clause will ruin their business and will prevent them from owning stands near subway or elevated exits.

President Merican of the Newsdealers' Association declared that he would call a mass meeting as a public demonstration against this action of the commission, and take steps at once to strengthen his organization so that it will be impossible for a monopoly to take bread and butter away from the independent dealers.

## AMERICAN SMASHING ADVERTISING RECORDS.

More than half a million lines of advertising were gained by the New York American in the first eight months of 1912, as compared with the corresponding period of last year. The American's actual increase was 551,903. In dry goods advertising the American made its principal gain—254,648 lines. Even yet the American shows no signs of letting up in demolishing its former advertising records; for August, the last month of the eight-month period, the American's gain was 95,338 lines. In classified advertising the August totals showed an increase of 180 columns over the same month last year.

## AUTO RUN TROPHY.

For the Minnesota State Automobile Association reliability run from the Twin Cities to Winnipeg and return the Minneapolis Daily News and the St. Paul Daily News combined to hang up a \$400 trophy cup for the best performance in the runabout class. Competition for the cup was so keen that the Studebaker and the Hupmobile have appealed to the national officials of the A. A. A. to settle the question as to their point standing.

## MERRITS TO CHICAGO.

H. E. Merritts has resigned as circulation manager of the Peoria (Ill.) *Journal* and has been succeeded by Leslie Brooke, who has been telegraph editor. Mr. Merritts becomes circulation manager for the Religious Press, of Chicago.

## SUES FOR INJURIES.

William R. Wallas, an advertising agent of Cleveland, has brought suit for \$10,000 damages against E. W. Moore, a traction magnate, for injuries received in an automobile collision.

# NEW YORK HERALD SYNDICATE

The New York Evening Telegram Annual Football Review and Forecast by John B. Foster  
— Now Ready.

Wire your order today.

Full-page Sunday Features

SPECIAL CABLE AND TELEGRAPH SERVICE

Daily Features: News Matrices, Comic Matrices, Women's Matter and Photographs.

For particulars of any service apply to  
NEW YORK HERALD SYNDICATE,  
Herald Square, New York City.

Canadian Branch:  
Desbarats Building, Montreal, Canada.

GET TO-DAY'S NEWS TO-DAY  
"By UNITED PRESS"

General Offices, World Bldg., NEW YORK.



USE  
RAINCOATS  
FOR  
PREMIUMS

There is positively nothing better to BOOST YOUR CIRCULATION WITH  
CLIMATIC RAINCOAT CO.  
104 Fifth Ave., NEW YORK

THE SPECIAL SERVICE CO.

Experts in Circulation Contests.

306 Publication Bldg., Pittsburgh  
Room 32, 23 Park Row, New York

SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.  
Expert Comment—Best Illustrations.  
YOU NEED IT! Write for particulars to  
International News Service  
300 William St., New York City.

The Montreal Financial Times is now located on the ground floor of the Herald Building.

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

The William L. Betts Company  
Suite 406, World Building, New York City.

WE READ  
and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

NEWSPAPERS  
contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

FOR YOU.

The CONSOLIDATED PRESS CLIPPING CO.  
1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.



## To CIRCULATION MANAGERS

To get your paper into a third more homes than your paper is now going use a

PREMIUM, YES, A PREMIUM that will appeal to EVERYBODY. Why not

## SALZ FOUNTAIN PENS?

Think it over. We have them at ALL PRICES. Every one guaranteed.

SALZ BROS.,  
45 W. 34th St., NEW YORK.



### ANOTHER WEEKLY.

Plans are under way to establish a new weekly paper at Laurel, Del. Curtis E. Davis has organized the Laurel Printing & Publishing Company to finance the project.

### STARTS OWN BUSINESS.

Benjamin Sherbow has gone into the advertising business for himself in New York. Mr. Sherbow was for a number of years connected with the Calkins & Holden Advertising Company.

### GOES ON THE BLOCK.

R. Weir of Moberidge has acquired the Dupree (S. D.) Leader at a receiver's sale.

## PLAYING CONGRESS FOR READERS.

HOW A CIRCULATOR TOOK ADVANTAGE OF POLITICS FOR HIS PAPER.

The Montgomery Advertiser took occasion last year to advocate the merchants' side in their fight against Parcel Post legislation then pending in Congress. It was said to be the only important daily in America to take this stand, because it fitted the Advertiser's well known antagonism to paternalism or the co-operation of the Government with mail order houses.

Circulation Manager P. H. Daly immediately saw its promotion pos-



P. H. DALY.

sibilities and called in the road men for special instructions. They were given an hour's lecture on political economy showing what part the merchant played as a colonizer, a town builder, a church and school builder, a promoter of organized civilization, an inexorable

foe of isolation and a lover of law and order.

The traveling salesman was immediately transformed into a new being, capable of approaching the business man in any town on equal terms, speak his little set speech, secure the merchant's name to a petition addressed to the congressman of his district and, incidentally, walk off with his order. He was no longer timid when approaching this class of business prospect. The list of names thus secured were valuable both for sampling purposes, if order was not secured, and as a nucleus to serve as a local agents' list. Of course, the original petition was sent to the congressman.

The publicity feature was widespread. Trade journals copied the Advertiser's cartoons, favorably commented on and exhaustively quoted its editorials, while the editions of the Advertiser containing such editorials and cartoons were bought by the one, two and three thousand lot for distribution in Washington and leading newspapers of the nation.

Another simple stunt the Advertiser pulled off last fall was the free distribution of individual drinking cups among the school children in Alabama, Georgia, Mississippi and Florida. A coupon was run daily, advertising the distribution. The drinking cup carried advertising and, of course, the children brought it home to "let mamma see."

The Advertiser sent out 75,000 of these cups in packages ranging from forty to 400 to schools applying for them, according to class enrollment.

Both these publicity features were deftly manipulated by Circulation Manager Daly and served to reinstate into public favor a paper which had antagonized some people on account of its crusade against the "Blind Tiger," prohibition interests and the whiskey mail order business in Alabama.

Mr. Daly was born in Ireland, and is a graduate of the Royal University, Dublin. He began his circulation work as a road man and then was assistant county circulator of the Kansas City Star for four years. He later went to Chicago, where he served with the Daily News and the Tribune, the latter for seven years. Through this thorough training he is familiar with the business methods of top-notchers. To build up a circulation, Mr. Daly believes that the principal requisite is the newspaper's own merit.

### SALE OF A SEMI-WEEKLY.

The Perry (N. Y.) Herald has been acquired by Guy Comfort of Canisteo. The Herald is a semi-weekly.

### WEEKLY FOR JEWS.

The Jewish World is a new paper to appear in Trenton, N. J. It will be issued every Saturday.

### OWNS TREASURE STATE.

J. H. Rafferty, well known in newspaper circles of Chicago, is now publishing a weekly called the Treasure State in Butte, Mont.

## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' end makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MYERS

6300 B Lexington Ave., CHICAGO.



A Little Feature That Makes a Big Hit!

## THE DAILY HOROSCOPE

"We couldn't keep house without it" said the editor of one of the

Forty Papers Using It.

You can obtain it if your territory is open from

The McClure Newspaper Syndicate  
45 West 34th Street, NEW YORK.

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and re-filled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

We conduct all kinds of Circulation Contests

Wire Write



For Washington Correspondence WRITE

AMERICAN TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

OREGON JOURNAL "AT HOME."

The Portland (Ore.) Journal, whose publisher is C. S. Jackson, moved several days ago into its new home, a twelve story structure of steel and concrete at Yamhill and Seventh streets, declared to be one of the finest and best appointed and equipped newspaper buildings on the Pacific Coast. The building which he has just erected has 125 offices and twelve floors, three of which are occupied by the Journal. The total cost of erection was in the neighborhood of \$350,000.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

## "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2.00; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Hilden Building), NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 967 FOR THE WEEK ENDING SATURDAY, SEPTEMBER 7, 1912

## WRITING THE HISTORY OF JOURNALISM.

History of American journalism, even in a superficial and unsatisfactory form, says the Christian Science Monitor, has not been attempted in a way to cover the entire period from the "Public Occurrences" issued in Boston, 1600, down to the latest venture, whether rural or metropolitan, special or general, altruistic or frankly commercial in scope and aim.

Hudson's book only brings the record down to 1872, and since then what vast changes! That an appeal is now sent forth for professional and public support of a plan to publish "An Historical Digest of the Provincial Press" would seem to indicate that data long available may at last be gathered, providing adequate response is made.

Files of the colonial journals are widely scattered, and to gather, edit, and reproduce, often by the aid of photography, typical editorials, news items, comments on literature, theology and discovery, and advertisements of these scattered periodicals, will take time and funds. But a beginning will be made on the colonial newspapers of Massachusetts, and from the success of the venture in that field promoters of the larger project can infer what the chances of the more elaborate plan will be. Volume I. of the projected series of twenty volumes covering Massachusetts already has been issued.

Coincident with the movement of American universities toward adoption of journalism as a special field of graduate study, like unto law, divinity, engineering, and the like, should go acquisition of material for chronicling the history of journalism. One of the first necessities of the new Columbia University school of journalism is a technical library, such as few working journalists or newspapermen have had time to accumulate, but which is indispensable to both faculty and students the moment they settle down

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 500 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

to take themselves and their work seriously.

The University of Wisconsin showed great sagacity when, years ago, it began to build up, for general university purposes, a library strong in its collections of periodicals dealing with all the many phases of American economic and social development. Eastern colleges, when some of them awaken to this need, are likely to have unpleasant surprises. Much data that naturally should have found its way to institutions East of the Hudson already has found its way West of it.

## A NEW INQUISTION.

As a rider to the Post Office bill Congress has provided that every newspaper, magazine or periodical using the United States mails must file with the postmaster-general twice a year a sworn statement setting forth the names and addresses of its editor, managing editor, publisher, business manager, owners and stockholders; also the names of its bondholders, mortgagees and other security-holders.

This information must also be published by the newspaper, magazine or periodical in question. In addition, any editorial or news matter for which compensation is received must be marked "advertisement." The New York World comments as follows on the new law:

"So far as the World is concerned it has no information of any kind to conceal from the Government or from anybody. Our books are always open and our news and editorial columns are not for sale. But what have all these rules and regulations which Congress imposes upon publishers to do with the Post Office Department or with the Federal Government?"

"If Congress may compel newspapers to furnish a statement of their stockholders and bondholders and creditors to the postmaster-general for the privilege of using the mails, why cannot it compel every

person who uses the mails to make a similar statement? Why cannot it carry this inquisition into every factory, into every office, into every apartment, into every farmhouse?"

"If the Post Office Department is to be a nation-wide inquisition rather than an agency for carrying mails, why stop with the newspapers? Indeed, how long will Congress stop with the newspapers?"

"How long before any citizen's right to mail or receive a letter will depend upon his ability to make a statement of his private affairs which will be satisfactory to a Washington bureaucracy?"

## NOTE AND COMMENT.

The gradually increasing discrediting of the Gothic character in printing and writing the German language alarms university professors and other literary and scientific men of eminence and they are about to issue an appeal to the nation not to yield to the advocates of the Roman type.

They declare the surrender of the Gothic character would be an inexcusable weakness and a concession to foreigners, to whom too many concessions have already been made. They also amazingly contend that the Gothic character is far less harmful to the eyesight than the Roman.

Among the 7,600 advertisements published in last Sunday's New York World was the millionth ad printed in the World this year. During the first eight months of 1912 there appeared in the World 999,979 advertisements.

If Caruso, unheralded and unknown, were to come to town, he would attract just about as many people as the average footlight singer attracts. Yet, if it were known that the great tenor would appear, the man in the box office would have a lively time of it handing out the pasteboards and shoveling in the coin.

Such is the power of advertising. If one of our big department stores were suddenly to stop all newspaper advertising, within an incredibly short period the people who make that store's existence possible would have transferred their attention to other stores that kept on bidding day after day for their patronage.

Such is the Gibraltar quality of continuous advertising.

People must be told about the merits of the things they are expected to want. Caruso, of course, in the vernacular of the day, "has the goods." But it has been the advertising of that fact that has brought him fame and fortune.

And so, too, will the advertising of the fact that you have something the public wants—that you stand ready to serve that public—that here, and here and here are concrete reasons why people should deal at your place of business—bring to you your measure of success, providing always that you "have the goods."—Jerome P. Fleishman in the Baltimore Sun.

Big preparations are being made for the publication by the New

York Times of its autumn book number on October 13. The edition will contain articles, essays and reviews by leading writers in America and Europe, besides a list

of new fall publications. During the eight months of 1912 the Times published 170,000 lines of book advertising, which clearly demonstrates the hold it has among the literary classes of newspaper readers.

Emil M. Scholz and his associates in the management of the Pittsburgh Sun still continue to make progress heretofore unheard of in the annals of that paper. Mr. Scholz is putting forth every effort toward getting out a clean and forceful newspaper and this platform is bringing fine returns in business. The August gains of the Sun in local advertising alone totaled 57,498 lines over the same month last year. Mr. Scholz is ably assisted in the foreign advertising end by the Cone-Lorenzen & Woodman Special Agency, New York and Chicago.

One of the most energetic special advertising representatives in Chicago is E. J. W. Dietz of the Tribune Building. Mr. Dietz has devoted his entire attention to building up a strong list of progressive poultry papers with a combined circulation of 300,000.

This is divided among the American Poultry Journal, Chicago; Poultry Item, Sellersville, Pa.; Western Poultry Journal, Cedar Rapids, Ia.; National Poultry Magazine, Syracuse; Successful Poultry Journal, Chicago; Standard and Poultry World, Quincy, Ill.; and Poultry Pointers, Kalamazoo Mich. With such a list, what advertising representative wouldn't be happy?

To rank as America's seventh daily newspaper in volume of advertising carried during the year 1911 and the fifth daily in Canada from a circulation standpoint, are some of the feats achieved of late by the Winnipeg Free Press. The advertising carried last year by the Free Press amounted to 12,195,367 lines, an increase of 2,652,591 lines over the preceding year. The present average daily circulation of the Free Press is given as in excess of 63,000.

The Duluth News-Tribune has begun to give each Sunday a full column of political information, made up in the office impartially as to the progress of the campaign of each of the four leading parties. If public interest warrants, and its readers ask it, the publishers will make this a daily feature as events multiply.

The News-Tribune explains that it is giving its preference to the Republican Party from its own conviction as to political principles, and it believes that its readers have a right to know all sides of the campaign, not only the current news and the speeches of candidates, but the stronger features of the campaign as presented by the national committees, and the items of special interest to those supporting each candidate.



## YOUNG NEW HAVEN EDITOR.

James C. Webster has been appointed city editor of the New Haven (Conn.) Times-Leader at the age of twenty-two years, and is said to be the youngest man to ever hold down such an important position on any of the bigger Connecticut dailies.

Mr. Webster entered the newspaper business as a cub reporter on the Times-Leader in September, 1906, when the paper was then



J. C. WEBSTER.

called the Leader. He served in the various subordinate positions and three years ago was made sporting editor, succeeding "Bill" Peet, now of Washington, D. C. In addition to his duties as sporting editor he also covered the railroad beat up to the time of his recent appointment as head of the city desk. For the past few weeks Mr. Webster has also been looking after the duties of managing editor, during the vacation of Colonel Charles W. Pickett.

Mr. Webster graduated from the New Haven High School in 1906, at the age of sixteen years, and has been active in newspaper work ever since.

## ON A CANADIAN MISSION.

Theodore E. Quinby of the Chicago Tribune, and William J. O'Neill of the Chicago Inter-Ocean, are in Canada gathering material for a series of special articles.

## HIS HEALTH TOO POOR.

James B. Lloyd has sold the Anniston (Ala.) Star and returned to Tarboro, N. C. Since going to Alabama, Mr. Lloyd has been in poor health.

## WILLIS IN CHARGE.

H. Parker Willis has been released from the Washington office of the New York Journal of Commerce to New York to be acting editor of the Journal for a while.

## PURELY PERSONAL.

M. R. WATKINS of the editorial staff of the London Statist is in western Canada studying conditions looking to the investment of British capital.

J. S. WILLISON, editor of the Toronto News, addressed the Edmonton Canadian Club at its last meeting on "The Relation of the East and the West."

HARRY L. KNAPPEN, formerly managing editor of the Missoula (Mont.) Sentinel, is now manager of the Coquitlam Terminal and Townsite Company, of Vancouver, B. C.

HAROLD HOUGH, circulation manager of the Fort Worth Star-Telegram, has been appointed to the membership committee of the International Circulation Managers' Association.

CHARLES S. HOTCHKISS, chief publicity commissioner for the province of Alberta, Can., has returned to his headquarters in Edmonton after a Western tour in the interest of the International Dry Farming Congress.

JOHN LYCKHOLM, foreman of the Omaha Daily News mailing room, was a policeman before starting in newspaper work. He has now been with the News more than ten years.

CHARLES C. WILSON, of the St. Paul Daily News editorial staff, is managing the primary campaign of Carl C. Vandye for the Democratic nomination for Congressman from the Fourth District.

JOHN W. BLOODHART, cartoonist for the Omaha Daily News, is meeting with success in pastel work.

J. Y. HOOPER, when not working on the Omaha Daily News, raises poultry on his farm near the city or goes around selling accident insurance.

TOM REYNOLDS of the Omaha Daily News is an ardent enthusiast of the bowling game. When he lived in Detroit he held the championship of Michigan.

E. P. CHASE of the Atlantic (Ia.) News is recovering from a serious illness and expects to be back at his post again within a few days.

HENRY REESE, editor of the Gonzales (Tex.) Enquirer, has sold his farm, situated two miles north of the town.

JOHN T. SUTER, Washington correspondent of the Chicago Record-Herald, is receiving the sympathies of his many friends on the death of his son from pneumonia.

N. O. MESSENGER, political editor of the Washington Star, has rounded out a service of twenty-one years with that paper.

Mrs. GEORGE S. RICHARDS of the Washington office of the Manchester (N. H.) Union has returned to her home.

MARY E. O'NEILL, formerly with newspapers in St. Louis and Butte, Mont., is now engaged in the land business in Butte.

L. E. WHITE of Winters, Tex., has been appointed to the road staff

of the Fort Worth Star-Telegram circulation department.

GEORGE LIDDELL has retired from newspaper work in McAlester, Okla., to study for the ministry.

G. A. HALEY, at one time publisher of the Westbrook (Me.) Chronicle is now devoting his entire time to theatrical management.

CLAYTON D. LEE, president of the United Press, is receiving congratulations as the result of a new arrival in his family this week. Between stammers and smiles Mr. Lee told that it was a girl.

## IN THE PUBLIC EYE.

JULIUS V. CLARK of the Boston Advertiser and Record is press representative of the new St. James Theater which opened last Friday night.

JACOB S. DREYER, editor of the Port Jefferson (N. Y.) Times, has declined the nomination as ternate al to the Democratic State Convention.

R. E. CONNELL, a Poughkeepsie (N. Y.) newspaper man, is a candidate for the nomination of Congressman.

ROBERT M. WADSWORTH, secretary of the Cleveland Ad Club, has been appointed manager of the Harrisburg (Pa.) Board of Trade.

ROBERT GOSLINE, son of George Gosline, publisher of the Oak Harbor (O.) Press, is a candidate for common pleas judge in Toledo. Mr. Gosline is now a police judge.

## BIG SEND-OFF PLANNED FOR RALSTON.

Western advertising men are arranging a dinner to be held in Chicago in honor of Frederick H. Ralston, who leaves his position as Western advertising manager of the Butterick Publishing Company to become general sales manager of the same company in New York. The send-off will be a rousing affair, judging from the plans already made. A. C. G. Hammesfahr, Western manager of Collier's and the Housekeeper and president of the Agate Club, and C. H. Stoddard of the Munsey publications have charge of the dinner.

Mr. Ralston has risen fast and far in the comparatively short time he has been in the advertising business, and the new position to which he has been promoted is one of the most important in the publishing business in the United States. After leaving college Mr. Ralston purchased the Lowell (N. Y.) Times, but sold the paper in 1899 and went to Cincinnati with the American Book Company in charge of the college, private school and high school departments. In 1905 he became connected with the Library Bureau, Chicago, and in October of that year joined the Butterick forces, six months later being made Western manager.

Chicago considers Mr. Ralston one of the best contributions the West has made to the Eastern advertising fraternity. J. A. Townsend is his successor in Chicago.

## WEDDING BELLS.

JOHN FRANCIS WURZ, associate editor of the St. Joseph (Mich.) Evening Herald, has been married to Miss Lilah Burtis Cooper. The couple spent their honeymoon on a trip to Chicago, Harris Heights and Crystal Lake. Mr. Wurz was formerly city editor of the Benton Harbor News-Palladium and is a graduate of the University of Michigan.

HARRY H. KROH, formerly with the Newark (N. J.) Star, has been married to Miss Mary Pearce. Mr. Kroh is at present acting as correspondent for a number of papers at the Sea Grid summer home of Woodrow Wilson.

OSCAR GREENBERG, one of the editors of the Omaha Posten, was married last week to Miss Marie Christina Anderson, of Hartford, Conn.

HARRY HALL PARKER, managing editor of the Beaver Dam (Wis.) Citizen, and Miss Mayme R. Patterson of Wild Rose have been married. They are now on a wedding trip through the East until October.

FRANK J. RUCKER of the Winona (Minn.) Independent and Miss Carrie H. Smith of Minneapolis have been married.

CHESTER A. HAWTHORNE, editor of the Port Jervis (N. Y.) Union, has been married to Miss Dorothy Bourne.

HARRY H. MASON, editor of the Pawnee (Ill.) Herald, was married a few days ago to Miss Mabel Pennoyer.

ELEANOR LADD ("Phoebe Dwight") of the Boston Herald-Traveler staff is to be married on September 14 to Earl D. Biggers, a newspaper man.

WILLIAM S. NEEDHAM, proprietor of the Pataskala (O.) Standard, and Miss Clara M. Lynes were married a few days ago.

WILLARD BOWMAN of the Hartford City (Ind.) Times-Gazette and Miss Pauline Smith of Indianapolis have been married. Mr. Bowman was formerly a resident of Somerset, O.

MARION GUY CHARLES, circulation manager of the Sandusky (O.) Register, and Miss Eliza Ann Dellenbaugh were recently married. They met while both were employed on the same paper in Erie.

FRANK S. KRAEMER, son of J. H. Kraemer, editor of the Oak Harbor (O.) Exponent, was recently married to Miss Londa Conway of Los Angeles.

CHARLES DUREN, a New York advertising man, was married in Philadelphia on Tuesday to Miss Henrietta M. Duncan of New Brunswick, Can. Mrs. Duren first went to Philadelphia three months ago and met her husband at that time.

## WOULDN'T BE WITHOUT IT.

W. Garland Foster, publisher of the Nelson (B. C.) Daily News, writes:

"I have read THE FOURTH ESTATE for a very considerable time, and would not be without it."

## BUSINESS OPPORTUNITIES

**\$2,000**

cash gains possession of Iowa weekly without competition in a small town. Total price \$3500, which includes building and lot valued at \$1250. 1911 receipts \$4760. Return to owner for personal effort and investment \$2708. Two presses, numbering machine, gas engine, paper cutter, folder, etc. Proposition E. M.

**C. M. PALMER,**

NEWSPAPER BROKER,

277 Broadway, New York.

**NEWSPAPER  
WANTED.**

Manager of New York daily will buy interest or outright small city daily. All correspondence confidential. No brokers' letters answered. Direct dealings desired.

Address W. M. Williams, Singer Building, New York City.

**Financial Aid Wanted.**

I am the publisher of a monthly newspaper which has a big field not now covered by any publication. I need financial assistance. I can convince anyone that my proposition is a good one. Address Courts, care The Fourth Estate.

**TO PUBLISHERS.**

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care The Fourth Estate.

**IN POLITICS.**

EDWIN S. UNDERHILL, proprietor of the Bath (Me.) Advocate and the Corning Leader, has been designated by the Democratic Congressional Committee of the Thirty-Seventh District as its candidate for Congress. Mr. Underhill is now Congressman from the Thirty-third District.

EDWARD W. TOWNSEND, editor of the South Berwick (Me.) Independent, has registered with the secretary of state as a candidate for Senator from the Twenty-second District.

GEORGE W. SQUIERS, editor of the Cairo (N. Y.) Herald, has been designated by the Greene County Republican Committee as its candidate for the Assembly.

R. LEE REYNOLDS of the Amsterdam (N. Y.) Morning Sentinel has been selected by the Democrats of the Thirtieth District as their nominee for Congressman.

JOHN B. FAULKNER, editor of the Michigan City (Ind.) Dispatch, is a candidate for election as senator. Mr. Faulkner has already served three terms in the legislature.

ROBERT G. BREMNER, editor of the Passaic (N. J.) Herald, is a

## MACHINERY FOR SALE.

1 CAMPBELL MULTI PRESS  
Prints from type, either 4.6 or 8 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

ONE GOSS HELIX ROTARY  
PERFECTING PRESS.

Prints either 4, 6, 8 or 12 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

GOSS THREE OR FOUR  
DECK STRAIGHTLINE.

Overhauled and rebuilt, first-class condition—very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

POTTER 3-DECK PRESS.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 20 or 24 pages, overhauled or rebuilt—very low price.

THE GOSS PRINTING PRESS CO.,  
16th St. and Ashland Ave., CHICAGO.

FOR SALE.—One Model No. 4 Linotype, No. 1123, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE.—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE.—One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

**HELP WANTED****Advertising Solicitor**

for Catholic weekly wanted. One who can deliver the goods. An excellent opening. Steady work guaranteed to right man, with good wages. References required. Address Box 1912, care The Fourth Estate.

**MISCELLANEOUS.****UNITED STATES  
SAFE DEPOSIT CO.,**

32 LIBERTY STREET.

Branches:  
732 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

candidate for the Congressional nomination on the Democratic ticket from the Seventh District.

COLONEL ROBERT BURNS BROWN, editor of the Zanesville (O.) Courier, has been nominated by the Republicans as their candidate for governor.

EDWARD J. GALLAGHER of the Concord Daily Patriot has been elected a delegate to the Constitutional Convention of New Hampshire.

J. B. DOLLISON, city editor of the Logan (O.) Democrat-Sentinel, has been nominated for state senator in his district. W. H. Acker, circulation manager of the Logan Republican, has received the nomination for representative in the general assembly.

**TWO FOR THIS TOWN.**

The Paulina (Ia.) Star is the second newspaper for the town. R. J. Taylor is the editor.

## SITUATIONS WANTED.

**Newspaper  
Business  
Manager**

possessing "Newspaper Business Brains," would like to make a change about September 15th—10 years New York Experience. Prefer taking the management of a big daily requiring Building Up. References the best. Address Successful Manager, care The Fourth Estate.

**WANT A WASHINGTON  
REPRESENTATIVE.**

All around newspaperman, now with leading Eastern daily as editorial and special writer, about to locate in Washington, invites correspondence with newspapers desiring capable representation at the capital. Specialty: International political affairs. Address M. J., care The Fourth Estate.

Circulation Manager of metropolitan newspaper, acquainted with the methods of circulation building, has had experience on the three best papers in the United States, will be open for engagement Oct. 1st. Climatic reasons for change and a desire to move into wider field. Resourceful, enthusiastic, loyal, manager of men and agents, securing best results in new business and collections. Address D. P., care The Fourth Estate.

**Circulation Manager**

of long and successful experience, with thorough knowledge of every branch of circulation work and especially strong in organizing and systematizing, with a big record for quick and permanent increase in circulation and collections; an energetic worker; wants opportunity for big success. Address Success, care The Fourth Estate.

**OUT OF A JOB?**

The rate for "Situations Wanted" in THE FOURTH ESTATE is but TEN CENTS A LINE, and an advertisement here is sure to catch the eye of many employers and perhaps secure a situation for you.

Certainly worth trying, is it not?

Foreman, working or supervising, who can save you money on your operating expenses, is open for engagement. Age forty, sober, competent and up-to-date. Address J. W. Leitch, 1317 North Hagan avenue, New Orleans, La.

I have six years' experience in the advertising agency business, auditing, billing, checking, order and rate departments. Am 22 years of age, and my past record shows that I am a hard worker and a willing worker. Who can use me? Address Box R, care The Fourth Estate.

Stenographer five years experience desires position in or out of town. Best reference. O. Kirchmeier, 1428 Putnam Ave., Brooklyn N. Y.

**PROGRESS IN BRIDGEPORT.**

The Bridgeport (Conn.) Post some time since ordered a 48-page Hoe press, and it is now on the way to its future home. Other new appliances are to be installed.

**TEXAN MOVES.**

C. E. Gilbert of Nacogdoches, Tex., has moved to Matagorda and will establish a newspaper plant in a building on Main street. His publication will be called the Matagorda News.

## SITUATIONS WANTED.

**A MANAGER.**

who has a clean and successful record, is open for engagement as either advertising or business manager. Thirty-five years of age, fifteen years' experience in news, advertising and business management. Capable of taking full charge. Exceptionally strong business producer and economical manager. Desires permanent position in Middle West town 20,000 to 75,000 population, where hard work, honest and ability will show results required and appreciated. Highest references and ready to change from employer. Address PERMANENT, care The Fourth Estate.

**Political Crusades  
My Specialty.**

Progressive editors who wish to give the old crowd a knock-out blow this fall should not depend on inexperienced reporters. There is much less likelihood of "come-backs" and libel actions if you have the services of a man who has been over the ground and knows how to get documents, pictures, confessions and legal evidence. Furnish my own staff if desired. Ask me to tell you more. Address in confidence SPECIALTY, care The Fourth Estate.

**Manager Wants Change**

Manager, age 35, open for change. Nearly twenty years' experience in successful, intelligent management of newspapers. References show ability to make losing proposition make money. Successful in creating and molding business. Capable taking entire charge business, advertising, circulation and supervision of mechanical department. Now employed as manager on large western daily. No hurry, but could come soon. Address, EXPERIENCED, care The Fourth Estate.

Business or Circulation Manager, age 40 years; 22 years in business. Highest references from both morning and afternoon papers. A hustler and able to produce results. Address DX2, care The Fourth Estate.

An experienced newspaper man desires position at any kind of desk work. Address Work, care The Fourth Estate.

Wanted. Position as editor or manager of country newspaper by experienced man. Address, AH, care THE FOURTH ESTATE.

**AMUSEMENTS.**

ASTOR, Broadway and 45th street.

"The Greyhound," BROADWAY, near 41st street. "Hanky Panky."

CASINO, Broadway and 39th street.

"The Merry Countess," COLUMBIA, Broadway and 47th street.

Burlesque, 41st street, east of Broadway.

"Buntz Pulls the Strings," CRITERION, Broadway and 44th street.

LUNA PARK, Montmartre, Broadway and 42nd street.

FIFTH AVENUE, Broadway and 28th street. Vaudeville.

FORTY-EIGHTH STREET, just east of Broadway. "Just Like John."

GAITY, Broadway and 46th street. "Officer 666."

GLADY, Broadway and 46th street. "The Rose Maid."

HARLEM OPERA HOUSE, 205 West 25th street. Vaudeville.

HIPPIDROME, 43d street and Sixth avenue. "Under Many Flags."

KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.

KNICKERBOCKER, Broadway and 38th street. "Robin Hood."

LUNA PARK, Coney Island. "Nothing like it until the sun."

MAXINE ELLIOTT'S, 39th street, near Broadway. "Ready Money."

NEW AMSTERDAM, 42d street, near Broadway. "The Pink Lady."

NEW BRIGHTON, Brighton Beach. Vaudeville.

PLAYHOUSE, 48th street, east of Broadway. "Bought and Paid For."

STEEPLECHASE PARK, Coney Island. "Coney's future place now."

39TH STREET, near Broadway. "The Master of the House."

ZIEGFELD MOULIN ROUGE, formerly New York Theater. "A Winsome Widow."



## VACATION NOTES.

**CLARK HOWELL**, editor of the Atlanta Constitution, and Mrs. Howell have been spending a few days in New York.

**W. G. MURPHY**, editor of the St. Paul News, is back from a trip to Carver County, Minn.

**J. SANFORD BARNES**, treasurer of the Great Northern Paper Company, sailed for Europe last week.

**HOLLAND MAGENEDIE**, foreman of the mailing room of the Fort Worth Star-Telegram, is back at work after a fishing trip to various gulf points.

**GEORGE E. WHITENACK**, a member of the Wilmington (Del.) Evening staff, spent his vacation at Penn's Grove, N. J. Frederick Snyder, telegraph editor of the same paper, is back from a few days spent in Wildwood, N. J.

**ROYDEN K. JONES**, city editor of the Wilmington (Del.) Morning News, is at the home of his parents in Bridgeville, Del. Incidentally the new owners of the News, comprising a syndicate headed by George T. Brown, a Wilmington lawyer, are giving each member of the staff two weeks' vacation on pay instead of one.

**V. Y. DALLMAN**, managing editor of the Springfield (Ill.) State Register, has returned from a vacation spent at Castle Park, Mich., where his family has been spending the summer.

**Mrs. JEAN BLEWETT**, a well-known Canadian writer, is visiting her son in the Peace River district.

**J. R. COGGER** of the editorial staff of Canada, published in London, Eng., is on a tour of Western Canada.

**WILLIAM J. CROMPTON**, manager of the financial advertising department of the New York American, has returned from a vacation at Rossmans, N. Y.

**W. N. MILFORD** of the Indianapolis News' Washington bureau is on a fishing trip to Maryland.

**FRED CARY**, political writer on the Omaha Daily News, returned last week from his vacation. Mr. Cary recently made a suffrage speech at a theater in Omaha. Needless to say, Mrs. Cary is an ardent advocate for votes for women.

**HAROLD BERREMAN**, editor of the Omaha Farm Magazine, has

**DO YOU** notice any Paper that takes **FINE HALF-TONES** any better, on **HURRY-UP WORK**, than that on which **THE FOURTH ESTATE** is printed?

**LASHER & LATHROP**  
INCORPORATED

**PAPER**

18 Beekman Street, NEW YORK  
Successors to MOLLISON BROTHERS  
Established 1868.

been compelled to extend his vacation on his Montana Ranch by the illness of Mrs. Berreman.

**E. P. BUTZLOFF** of the Minneapolis Daily News has returned from a week's rest at Green, Ia.

**W. W. SCREWS**, editor of the Montgomery (Ala.) Advertiser, spent his vacation in Michigan. He was greatly impressed by the indications of thrift and progress shown by the Michigan farmers.

**PAUL MOORE**, for some time managing editor of the Christian Evangelist, St. Louis, has returned from his trip abroad, which he recently took for his health, which is now much improved. Mr. Moore will also be remembered as being formerly managing editor of the St. Petersburg (Fla.) Independent.

**VICTOR H. HANSON**, publisher of the Birmingham (Ala.) News, spent his vacation in an automobile tour of New England.

**ELMER MURPHY** of the New York Tribune's Washington office is at Cape May, N. J., with his family.

**WILLIAM STODDARD** of the Washington bureau of the Boston Transcript is on a short leave of absence at his home in Northampton, Mass.

**W. W. PRICE**, who covers the White House for the Washington Star, and **W. E. Brigham** of the Boston Transcript are planning for a vacation together at Atlantic City.

**T. E. ACKERMAN**, assistant city editor of the Omaha Daily News, recently visited his parents at Green Bay, Wis.

**WILLIAM F. SCHLECHTER**, editor of the Allentown (Pa.) Republican, has returned from a European trip.

**ALFRED WHIPPLE HADLEY**, an Ogden (Utah) newspaper man, is preparing for a freighter cruise to the islands of the south Pacific.

## FARGO FORUM IN HANDS OF RECEIVER.

**H. F. Emery**, business manager of the Fargo (N. D.) Printing Company, publisher of the Fargo Forum, has been appointed receiver for the papers by Judge Pollock. This action will make it so that he can handle all claims, protect the property and dispose of the plant to the best advantage.

The petition was presented by the holder of a judgment which was obtained in an action for libel. The papers will be issued as usual.

## CHANGE IN EDITORS.

**Alfred G. Perty**, who has been editor of the Portsmouth (O.) Blade for the past year, has retired and is succeeded by **Thomas L. Lewis**, who was associate editor under him. Mr. Perty is a Manchester (O.) man and formerly was connected with newspapers in Cincinnati, Columbus, Sidney and Piqua.

## WILL SOON MOVE.

The Tampa (Fla.) Tribune expects to finish its new home by the middle of this month. The building will be four stories in height of Roman brick and Georgia marble.

## MISS FITZGERALD OFF FOR TRIP TO EUROPE.

**Marie V. Fitzgerald** sails on the Carmania this morning to remain for an indefinite time in London. She has resigned as president of the Fair Play Theatrical Agency owing to the fact that her nerves gave way—as she has not enjoyed a vacation for sixteen months—all



MARIE V. FITZGERALD.

of which time she has performed her duties as a play broker.

**Miss Fitzgerald** is known in the newspaper world as an art critic and in the theatrical world as a playwright. While in London she will make her headquarters at the Savoy Hotel and, to quote Dame Rumor, "will devote much of her time to her plays and newspaper work." **Miss Fitzgerald** explains that "no one can read plays and write them as well—neither can you create characters and figure financially. The two do not agree; in fact, they are most inharmonious."

The entire Brady staff will be present to see her off and the ship news boys will be much in evidence as she has made many friends among them, not only when she was on newspaper work but when she was general press representative for Percy G. Williams.

## AN OHIO INVASION.

Reports from Orrville, O., are to the effect that a new paper is to be started there in the near future. Since the consolidation of the Orrville Courier and Crescent, the Tri-Weekly is the only paper published in the town.

## SOLD BY RECEIVER.

The plant of the Gaffney (S. C.) News was sold at public auction last week to **S. S. Parrett**. The paper had been in the hands of a receiver for several months past.

## GOT ONLY CHECKS.

Robbers broke into the office of the Norfolk (Neb.) Daily News last week and ransacked the safe. Luckily the contents were mostly checks.

## MANAGER OF SUBSCRIPTION AGENCIES.

Negotiation for the consolidation of the subscription agencies of **W. H. Moore, Inc.**, of Brockport, N. Y., and **D. D. Cottrell** of North Cohocton, N. Y., have been completed. The merger also includes the Allied News and Kenyon Agencies of Chicago. The combination will be known as the **Moore-Cottrell Subscription Agency** with headquarters in North Cohocton. **D. D. Cottrell** is president and **Edward E. Higgins** vice-president and treasurer.

## SUES FOR IMPRISONMENT.

**F. J. York**, editor of the Alger (O.) Gazette, is suing Mayor Austin of that town for \$5,000 damages for false imprisonment. The trouble arises from a recent arrest of York in which, when he was arraigned before Mayor Austin, he is said to have charged that he would not get justice in the trial. Austin immediately sent York to jail for contempt, but he was released on habeas corpus proceedings.

## OHIO VETERAN RETIRES.

**H. A. McKenzie**, who founded the Waverly (O.) News twenty-one years ago and has since been its publisher, has resigned from the active management of the paper. He is succeeded by **Rufus J. Myers**, who has been associated with him for some years past. Mr. McKenzie will devote himself to his duties as a revenue collector and to other private enterprises.

## IN LUMBER BUSINESS.

**Henry Holterman**, who at various times published German newspapers in Napoleon, Wapakoneta, Ottawa, Minster and Columbus, O., is now located in Marbury, Ala., where he is connected with a local lumber company.

## NOW MANAGING EDITOR.

**Bruce W. Ulsh**, formerly night editor of the Fort Wayne (Ind.) Journal-Gazette, has been appointed managing editor of the Zanesville (O.) Times-Recorder.

## THE HOME READS IT.

**Alfred W. Cockerill** of the Utica (N. Y.) Press writes:

"THE FOURTH ESTATE is a case of a good paper received in a home, where all members of the family read it."

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

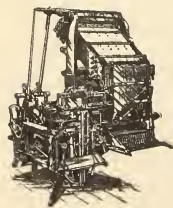
**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA

# THE MULTIPLE LINOTYPE

THE perfection of every machine is a matter of evolution. The Mergenthaler Linotype Company is the creator of the Linotype art, and is not an imitator in anything. All existing Linotypes, including thousands in Europe and elsewhere, are based on our inventions and built under our patents. Approximately 1,000 patents have been issued covering the Linotype and its many improvements since the first machine was built.

When a machine has achieved the success attained by the Linotype, it is quite natural to expect that it would be imitated. Instances of imitations being equal to the original are extremely rare. The mere fact that either a machine or its product is imitated is prima facie evidence of superiority. No one ever knowingly copies a failure, and success proves intrinsic merit.

The Linotype was the first, and remains the only practical Composing machine. It will not be supplanted by any machine "nearly as good," or even "just as good." The present day printer has reached the point where he demands the very best. This he secures in the multiple magazine Linotypes--Quick Change Model 8 (three magazines) and Quick Chance Model 9 (four magazines). No makeshift or substitute can or will take the place of these accurate and versatile machines.



Quick Change Model 9  
Four-Magazine Linotype

## HERE ARE SOME REPEAT ORDERS for Multiple Magazine Linotype

### *New York Journal*

Installed two Model 8's in April, 1912; three Model 8's in May, 1912; and three more Model 8's in June, 1912. A total of eight Model 8's.

### *New York Times*

Installed two Model 9's in May, 1911; has ordered three more Model 9's and eight Model 8's to be installed in its new composing room.

### *Minneapolis Journal*

Installed a Model 9 in March, 1912; has ordered another Model 9 and a Model 8.

### *Cincinnati Times-Star*

Installed a Model 9 in September, 1911, and second Model 9 in April, 1912.

### *Newark (N.J.) News*

Installed a Model 9 in December, 1911; a Model 8 in April, 1912; a second Model 9 in May, 1912, and a second Model 8 in July, 1912.

### *Syracuse Herald*

Installed a Model 8 and a Model 9 in September 1911; and a second Model 8 in June, 1912.

### *Toronto Telegram*

Installed two Model 8's in February, 1912, and three more Model 8's in May, 1912.

### *Thomas Bros. Co., Cleveland*

Installed a Model 8 in December, 1911, and second Model 8 in February, 1912.

### *McLean Publishing Co., Toronto*

Installed a Model 8 in January, 1912, and a second Model 8 in June, 1912.

MORE THAN 500



# THIS IS THE MODERN WAY

## SOME OTHER NOTABLE INSTALLATIONS

### of Multiple Magazine Linotypes

- New York Sun*  
Five Model 8's.
- New York Herald*  
Two Model 8's.
- New York Evening Mail*  
Two Model 8's, one Model 9.
- Chicago Daily News*  
Two Model 8's.
- Boston Globe*  
Six Model 8's, two Model 9's.
- Boston Post*  
Five Model 9's.
- Christian Science Monitor, Boston*  
Two Model 8's, one Model 9.
- Milwaukee Sentinel*  
Three Model 9's.
- Milwaukee Leader*  
Two Model 9's.
- Albany Knickerbocker Press*  
Two Model 8's, one Model 9.
- Philadelphia Inquirer*  
Two Model 8's.
- Cleveland Press*  
Two Model 9's.
- Toledo News-Bee*  
Three Model 8's.
- Los Angeles Herald*  
Two Model 8's.
- Williams Printing Co., New York*  
Two Model 9's.
- Tucker-Kenworthy Co., Chicago*  
Four Model 8's.

ALREADY IN USE.

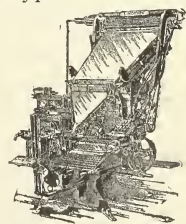
## THE BULWARK OF THE Multiple Linotype Idea

NEARLY 15,000 Linotypes are in daily use in the United States. Back of every one of these machines, from the earliest square base one-letter Model 1 up to the present quick change multiple magazine Linotypes, is the Mergenthaler Linotype Co. with its perfect organization, its 25 years of experience, its magnificent factory with 1,800 employees, its stock of 60,000,000 matrices in 1,000 different faces, its splendid free inspection service, and its ability to furnish parts and supplies to all these 15,000 Linotypes, wherever located, at practically a moment's notice.

This great industrial institution was not built hastily, nor its prestige acquired by chance. Every advance in the evolution of the Linotype had to be achieved by hard work and careful experiment, in the face of discouragement and immense financial outlay. Before the first Linotype was a commercial success more than \$3,000,000 had been spent.

Yet in spite of almost insurmountable obstacles and the great initial cost of each improvement, the Linotype has not stood still. The present standard machines—Quick Change Model 8 three Magazine Linotype and Quick Change Model 9 four Magazine Linotype—are so far in advance of the earlier models and have met with such instant and gratifying success that they are rapidly supplanting the single magazine Linotype and bid fair to make the multiple Linotype way the only way in the not far distant future.

Although it is only a little more than a year since the first multiple magazine Linotypes were even shown to an expectant public, more than 500 of these new models are already installed and in daily operation. Wherever they have gone they have received enthusiastic endorsement from their users, who appreciate the broadened scope and greater versatility of these machines and realize that the multiple machine idea has come to stay.



Quick-Change Model 8  
Three-Magazine Linotype

LINOTYPE COMPANY  
G, NEW YORK

NEW ORLEANS  
549 Baronne Street

TORONTO  
Canadian Linotype Limited  
35 Lombard Street

## AMERICAN PAPER INVASION.

### BIG ENTERPRISE BOOKED FOR CANADA—OTHER PULP NEWS.

According to a report from Utica, N. Y., first steps have been taken for the biggest invasion of Canada by United States paper makers that has yet occurred. Articles of incorporation for the Doumacona Paper Company have been filed at Ottawa.

The incorporators are G. H. P. Gould, president of the Gould Paper Company, of Lyons Falls, N. Y., and of the St. Regis Paper Company of Watertown, N. Y.; Charles E. Rogers, president of the First National Bank of Utica, and W. N. Kernan of Utica. The capitalization is \$3,500,000.

The new company will take over about 187 square miles of timber land on Jacques Cartier River and 80,000 acres of frechold pulp wood lands and build a 100 ton newspaper print paper plant.

"As the United States does not export 2 per cent. of the amount it imports, and derives nearly one-third of its consumption from Canadian sources, there need be no fear that a market for Canadian wood pulp will be lacking. The United States would pay \$15.55 and \$38.24 per ton for wood pulp instead of \$6.29 per cord of pulp wood."

Thus does H. S. MacMillan, B. S. A., M. F., formerly of the forestry branch in Ottawa, Can., encourage Canadians to manufacture pulp instead of shipping pulp wood to the States to be manufactured there. He says:

"Over 55 per cent. of the pulp wood cut in Canada during 1911 was sent out of the country without further labor being expended on it. The amount paid for this wood was \$5,340,592, or an average of \$6.29 per cord."

"From bulletins of the forest products of the United States it is seen that approximately one third of the pulp wood imported by that country is manufactured into mechanical and two thirds into chemical pulp, and that a cord of wood produces about one ton of mechanical or half a ton of chemical."

"This means that from the 847,939 cords of Canadian pulp wood sent to the United States in 1911, 282,646 tons each of mechanical and chemical pulp were made. The value of these, for which Canada, in the form of pulp wood, received \$5,340,592, was \$15,550,000 and \$38,240,000 (\$15.55 and \$38.24 respectively) paid by United States importers of mechanical and chemical pulp, \$4,405,156 and \$10,803,303, or altogether \$15,203,528. Thus Canada got little more than one third of the amount she would have received if all the pulp wood were converted into pulp on Canadian soil."

Canada's share of the United States imports of print paper during the fiscal year ending June 30 last, was 55,563 tons, valued at \$2,101,086, as against 53,114 tons, valued at \$1,615,100 in 1910-11, and 43,388 tons, valued at \$1,615,100, during 1909-10. The average price of Canadian print paper at the point of shipment during the last three fiscal years was shown from these figures to have been in 1911-12, \$37.81; in 1910-11, \$37.07; and in 1909-10, \$37.22.

The total quantity of print paper imported from all sources into the United States during the fiscal year aggregates 59,789 tons, valued at \$2,567,670, compared with 57,206 tons,

valued at \$2,482,968, during 1911 and 46,455 tons, valued at \$1,920,801, in 1910.

The new pulp mill of Price Brothers & Co., at Jonquiere, Que., which has cost \$2,000,000, is nearing completion and will be in full operation in October.

The Ohio Select List of Daily Newspapers at its annual meeting at Cedar Point voted to enter contract with the Canada Paper Company, of Toronto, for news print paper for 1912-13. This organization has a membership of forty publishers.

The latest big paper concern to be incorporated under Dominion letters-patent is the Toronto Paper Manufacturing Company, Limited. Stanley Mann of Toronto is said to be one of those interested in the new company, which will take in the majority of the old stockholders who received under the old organization 15 per cent. in dividends. The new company is incorporated with a capital of \$1,000,000, with its head office in Toronto.

The Abitibi timber limits have been sold by the Ontario Government, with an understanding that a big new paper and pulp mill shall be built upon them immediately.

The purchasers are Shirley Ogilvie and F. H. Anson of Montreal. They will pay the Government \$5,000 a year for twenty-one years in addition to the stumpage dues of forty cents a cord for pulpwood cut from the limits and twenty cents a cord for other woods, besides water power rentals. A company will be formed at once to build a paper and pulp plant at a cost of not less than \$1,500,000.

Mr. Ogilvie said that he and his associates had been much impressed by the splendid opportunities for developing water power in the district. At Iroquois Falls and at another falls twelve miles from Iroquois Falls 50,000 horse power could be developed, he said. The Temiskaming and Northern Ontario Railway, the railway owned by the Ontario Government, is only four and a half miles from the location selected for the new pulp mill and a spur is to be built in to the proposed pulp mill location immediately. The Grand Trunk is forty miles to the north and it is understood that it is likely to run a branch into this new pulp and paper region.

The new mill of the Martin Pulp & Paper Company, at Yaleville, N. Y., is completed. The company, which is organized by the Martins, formerly heavy stockholders in the Remington-Martin Company, will be devoted almost entirely to the manufacture of pulp.

### THIRD PARTY DAILIES.

A group of Progressives of Fulton County are backing a project to establish a daily paper in Canton, Ill. The paper will be known as the Ledger and is expected to appear within a few days with A. J. Slater as publisher.

It is said that plans are under way for a new daily paper in the interests of the third party in St. Joseph, Mo. Frank L. Wright will be the editor. He is well known in the newspaper field in Denver and Kansas City.

### LIKES THE PACIFIC COAST.

Herbert L. Weil until five months ago was publisher of the Alliance (O.) Leader, going West after disposing of his property to assume the managing editorship of the Santa Barbara (Cal.) Independent.



H. L. WEIL.

Prior to his work in the Ohio field, where he made many improvements in the Leader, Mr. Weil was managing editor of the Port Huron (Mich.) Times-Herald, published by his brother, Louis A. Weil.

In Santa Barbara Mr. Weil is associated with Frederick W. Sherman, a former Port Huron publisher who sold his interests in the Times of that city a few years ago and purchased the Independent, Mr. Weil went to the Pacific Coast just to look over the newspaper field in that state, but he likes it so well that he means to make his future abode there.

### FOR THE OZARKS.

A new publication to be called the Ozark Magazine is being prepared for launching in Springfield, Mo. It will be in charge of J. W. Brandon, for some time on the staff of the Springfield Republican.

### FORSAKES WRITING.

Peter Snelson, a newspaper man who has worked in Philadelphia and many other cities, is now homesteading in eastern Montana. He has also acquired a ranch in Alberta, Can.

### WITH THE UNITED PRESS.

Fred S. Ferguson of St. Louis is acting manager of the United Press office in Denver during the vacation of Manager J. H. Furay. Sam S. Freed is filling in at Mr. Ferguson's place in St. Louis.

### THE QUIVER SOLD.

M. Kuhn has sold the Detroit (Mich.) Quiver. The new owner is A. L. Tucker, of Minneapolis.

### NEWSPAPERS SUBSIDIZED BY THE CITY.

The New York World's exposure last year and this of "newspapers" that existed at the expense of New York City has borne fruit in the shape of a report submitted by Commissioner of Accounts Fosdick to Mayor Gaynor.

The report is the result of a complaint made by the grievance committee of the Bar Association against the practice of the surrogate in designating "neighborhood" newspapers for the advertising of surrogate's legal notices. Many of these papers, got up for no other purpose, subsist on the generosity of the surrogate.

The particular case brought to Mr. Fosdick's attention was one of which the World told last year—the surrogate's practice of designating the Civic Summons, a paper owned by Timothy Murray, a lawyer, for the advertisement of notices. He found that this paper had been brought into existence for the purpose of printing \$1,000 of advertising matter by order of Surrogate Cohalan in 1910 and a part of 1911.

The paper had no paid circulation, but was distributed to stores and in the hallways of apartment houses by boys. The paper proved to be a financial failure and was suspended.

The Code of Civil Procedure provides that surrogates' notices and citations shall be published in newspapers to be designated by the surrogate, the object of the publication being to give notice to the persons interested.

### CHANGE IN AD MANAGERS.

Fred M. Folk has resigned the management of the advertising department of the Canandaigua (N. Y.) Messenger, and is succeeded by W. S. Neilan, formerly with the Ludington (Mich.) Daily News, Flint Daily Journal, Chicago Record-Herald and the Brooklyn Eagle.

### SPECIAL AGENCY CHANGE

The Kansas City Journal (foreign representative)—from the Wilberding Company, New York, and Cone, Lorenson & Woodman, Chicago, to the S. C. Beckwith Special Agency, New York, Chicago and Kansas City.

### NEW APPOINTMENTS.

The Payne & Young Special Agency, New York and Chicago, has been appointed the foreign representative of the Milwaukee (Wis.) News, the Joplin (Mo.) Tribune and the Towanda Review.

### LEADER IN BOOK ADVERTISING.

In eight months this year the NEW YORK TIMES

published 170,000 lines of book advertisements, a greater volume by 75,000 lines than any other New York morning newspaper.

The Autumn Book Number of the New York Times published October 13th will contain articles, essays and reviews by leading writers in America and Europe. List of new Fall publications.



# BILLBOARDS ARE A NUISANCE.

NEW YORK CITY OFFICIAL SAYS THEY VIOLATE THE LAW.

"The bill boards in New York City are a nuisance and steps should be taken to regulate them" is the report made to Mayor Gaynor by Commissioner of Accounts Fosdick, who was commissioned to make an investigation of violations of the law and disfigurements to highways through sign posting.

The commissioner finds that there are approximately 3,700 billboards here, twenty-five per cent of which are of the double-decker variety—that is, they are made up of two signs, each ten feet in height, one placed above the other, and making in all about 4,600 facings for advertisements.

In some instances there are three signs so placed, although the ordinances limit the height of wooden billboards to ten feet and the metal boards to eighteen feet six inches. An estimate based upon the actual measurements of 1,309 of these signs indicates that there are 3,800,000 square feet of surface in billboard advertising in the city.

The companies charge for the use of this space, where it is a bill poster board, from one to two and one-half cents a square foot per month, or from twelve to thirty cents a square foot a year. The charge of painted billboards averages about eighteen cents a square foot a year. These prices, however, says the report, are for the ordinary locations in the city, as the prices for choice locations, such as public squares, intersections of public streets, etc., are considerably higher.

The prices include the cost of posting the sheet or painting the advertisement on the bulletin board.

"An estimate of the gross revenue to the advertising companies, based upon these figures," says the report, "would indicate that they annually receive from the billboard advertising privilege in the city approximately \$1,000,000. It should be borne in mind that this figure deals only with billboards and does not include sky signs; that is, signs erected upon walls and roofs of buildings."

The capital stock of eight of the

## THE EVENING WISCONSIN MILWAUKEE'S Favorite Home Paper.

It is QUALITY Circulation against mere BULK Circulation that the "Today" advertising man desires. Cheap quantity class means large waste and unsatisfactory returns and poor buyers.

Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do not read the advertisements BECAUSE they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "worthwhile" home in which this paper will be invariably found.

J. H. W. CAMPBIE, Business Manager. Foreign Representatives: CHAS. H. EDDY, EDDY & VIRTUE, Metropolitan Bldg., People's Gas Bldg., NEW YORK. CHICAGO.

leading companies engaged in the billboard business in the city amounts to nearly \$2,000,000.

"The law relating to the erection of billboards," says Commissioner Fosdick in his report, "is constantly violated and little or no attempt made to enforce it." He continues:

The first regulation of the Code, to the effect that signs on billboards shall not be at any point over ten feet above the adjoining ground except when constructed entirely of metal, or of wood covered with metal, was found to be violated in 412 instances out of 500 cases inspected. Some of these were constructed entirely of wood; others were constructed of metal facings with wooden uprights, braces and supports.

The second requirement, limiting the height of metal billboards to eighteen feet six inches, is almost entirely ignored. One hundred and eighty-eight instances were found in which violations of this nature occurred. These instances practically covered all the signs inspected which were constructed entirely of wood covered with metal. In some cases signs were doubled or trebled, extending one on top of another to a height of forty feet. One hundred and sixty-five signs were found extending beyond the building line.

Besides being dangerous to health if they are not safely constructed and located, and when they are so constructed as to shut out light and air from buildings, Commissioner Fosdick finds there is another reason for their control by the city authorities. He says:

Not only are billboards ugly in themselves, but they mar the sightliness of every structure about them, so that real estate values are often affected by their presence. Beauty of environment is an asset of permanent value, and the surrounding property cannot be defaced without affecting materially the property in the entire neighborhood.

The city of New York annually spends millions of dollars on public buildings, monuments, and parks. No public work is attempted without due regard to aesthetic considerations, which enter largely into the cost of construction. Millions of dollars are annually expended from private sources for the same purpose.

The uncontrolled erection of large and blatant billboards in juxtaposition to these studied architectural effects is not only an inconsistent public policy but is unquestionably an injury to the general welfare.

"Courts have been slow in their interpretation of the police power to include elements of the aesthetic," the Commissioner observes.

## WITH SUBURBAN LIFE.

Robert F. McClelland, for the past three years with House and Garden, has become vice-president of the Suburban Press and Eastern advertising manager of the Suburban Life Magazine, with offices at 334 Fourth avenue, New York. Frank A. Arnold is the president and general manager of the company.

## SALINA MEN BUY PAPER.

W. E. Memphero has sold the Lincoln (Kan.) Republican to C. F. Lebow and Cleo C. Hardy, who have been associated for some time past with the Salina Journal. Mr. Lebow was also at one time with the Ottawa Herald and Mr. Hardy with the Wichita Beacon and other newspapers and magazines.

## QUESTION OF HONOR.

Abeledo Novo, editor of the *Eidario Espanol* of Havana, Cuba, received three saber wounds while settling a question of honor with Mariano Alarcon, a noted Spanish literary man.

## FOR ILLINOIS SWEDES.

A combined English and Swedish paper is to be issued in Rockford, Ill., within a couple of weeks. At the start the paper will be issued as a tri-weekly, but after the fall political campaign it will appear daily. It is said that \$25,000 has been subscribed and that all the machinery has been ordered. The home of the publication will be in the new Merritt Building on Seventh street. The paper will be independent in politics, with possibly Progressive tendencies as its backers are said to be several men, who are dissatisfied with conditions of the two predominating parties.

A. G. Anderson, formerly editor of the Rockford Posten, will be the editor, and it is said that Gust Anderson of Forest City will be president of the publishing company. Another man, who it is said will be connected with the paper is Carl Aterling of Chicago, formerly connected with the editorial staff of *Svenska Kuriren*. It is probable that the new paper will be called *Svenska Journalen*.

## NEW JOB FOR LOCHNAR.

Louis B. Lochnar of Madison, Wis., for the past three years editor of the Wisconsin Alumni Magazine and Alumni Recorder, has been appointed to the new general secretaryship of the Alumni Association of the University of Wisconsin. Mr. Lochnar is a graduate of 1909.

To accept the new post Mr. Lochnar will relinquish his position as collegiate secretary of the world peace movement endowed by Edward Ginn, Boston publisher, which he planned to take at Harvard this fall. Theodore E. Hoyer of Winneconne, Wis., will succeed Mr. Lochnar, as editor of the Alumni Magazine.

## SUES ILLINOIS PAPER.

Harry M. McCaskrin of Rock Island has filed suit in the circuit court asking \$10,000 damages against the Port Byron (Ill.) Globe and its owners, W. D. Hall and A. Sadoris. Mr. McCaskrin charges the paper with libel for accusing him of being indicted on a charge of "inciting a riot," while the indictment really is for "assault."

## LEAVES PRESS WORK.

E. Clyde Hillweg, for three years day city editor of the Minneapolis Tribune, has resigned to become assistant secretary to the Civic and Commerce Association of Minneapolis. A farewell dinner was given in Mr. Hillweg's honor by the members of the editorial staff of the Tribune on his departure.

## EDITOR PAYS PENALTY.

B. W. Waide, editor of the Black Cat, a New Orleans publication, was fined \$100 by Police Justice Thompson because he printed an article to the effect that Spero George, proprietor of a local restaurant, had entertained negroes in his place and that he was filthy and dirty. Waide is also placed under a \$2,000-bond to print no more such matter for two years. It is likely that he will make an appeal from the decision.

## BALTIMORE AD MEN RESUME ACTIVITIES.

The Advertising Club of Baltimore has resumed its "Why and How Talks" which created much favorable comment last winter. "Why a Retail Grocer Should Advertise and How He Can Do So Successfully" was the subject of a talk by Charles E. Ellis, manager of the Addressograph Company, at the weekly luncheon of the club on Wednesday.

The educational committee of the club, of which Frank D. Webb, advertising manager of the Baltimore News, is chairman, has arranged for a series of these talks.

## HURT AT THE MINES.

Ray Camp of the Minneapolis Daily News advertising staff returned from a vacation at an Alaskan mining camp and went directly to a hospital for surgical treatment. He was injured at the mines, but it is not expected that he will sustain any permanent disability.

## TEACHER OF JOURNALISM

Sol H. Lewis has been appointed an instructor in the department of journalism at Kansas University. He was editor-in-chief of the Washington State University daily newspaper last term and served as correspondent of the Seattle Times.

## WOMEN ISSUE PAPER.

The women of the town recently published an edition of the Warrensburg (Mo.) Daily Star. The object was to convince skeptics that women are entitled to the ballot.

## NOW OWNS A PAPER.

Elmer E. Langley has purchased the Tippecanoe City (O.) Herald. He was formerly with the Dayton Herald and newspapers in Lima.

## PAPER FOR THE CAUSE.

Socialists of Zanesville, O., are to have a newspaper to assist them in their fall campaign in Muskingum County.

# NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tons.

*Berlin Mills Company,*

PORTLAND, MAINE.

New York office, 250 Broadway

# FLANDERS



## If you are Paying More than \$1200 for a Car, You are Entitled to a Six

THIS, REDUCED TO A FEW WORDS, is the keynote to the 1913 announcement of the Flanders Motor Company which will appear in this and other daily papers of every prominent city in the United States about September fifteenth.

TO TELL YOU MORE at this time would be to tell our competitors—and that we do not desire to do, for we have a surprise in store for them as well as for you.

THIS MUCH WE WILL SAY, however—Sixes exclusively will be the Flanders slogan from now on. The perfection of the electric self-starting device has made the Six in any size and at any price the logical, the ultimate—the inevitable car.

WE'VE BEEN IN THE BUSINESS since its birth—watched every change—led the way in most of them. And since a man can't have two religions and worship sincerely at both shrines, we pin our faith in the future to Sixes—exclusively Sixes.

AND WHILE WE WON'T PROMISE to give you a Six at exactly the figure mentioned—because the Flanders Six must be a complete and an up-to-the-minute Six in every last detail—we will give you one at a price so little above that figure it will be within your reach if you can afford a car of more than 35 horsepower at all.

NO! NO—YOU ARE WRONG AGAIN. Don't jump to conclusions. That isn't the price nor the horsepower. Guess again. But you won't get any nearer to it than our esteemed competitors—who always wait for us to show the way and then try to get on the band wagon—can guess what this Flanders organization has up its sleeve this time.

IF IT WILL INDICATE ANYTHING to you we will say there will be two Flanders Sixes. One of these will be a five passenger model of such size, power and quality and at such a price you'd be foolish to buy a four at any price.

IT'S HARD ENOUGH TO SELL FOURS NOW—for everybody sees the writing on the wall. It will be a lot harder to sell your second-hand Four a year from now—when you will certainly want to sell it and buy a Six.

EVERY MAKER KNOWS Fours are now obsolete and Sixes inevitable. But the others can't afford to admit that fact until they have cleared their floors of Fours and changed over their designs and equipment to make Sixes. They must all come to it—we are as usual a year ahead.

SO THIS AD IS JUST TO WARN YOU. After reading it you will have only yourself to blame if you buy an obsolete Four and pay a price for it that entitles you to a better car and a Six.

FOR WE PROMISE YOU the immediate future has such a car in store for you—a Six of the quality you expect from Flanders and backed by the name and guarantee of Flanders.

YOU KNOW THE MEN back of this product—Everitt, Metzger and Flanders; Kelly, Paul Smith, Pelletier—the same group of men who four years ago revolutionized an industry and set a pace in prices and quality that others are following yet and haven't caught up; the men who made E-M-F "30" the greatest car of its time.

THESE MEN, NOW HAPPILY RE-UNITED and supplemented by specialists of equal skill and experience—Fred Hawse, for ten years chief engineer of the Cadillac Company; Bruce Ott, admitted by the entire trade to be the greatest body designer—"the tastiest milliner that ever dolled up a car;" Richard Miles, the foremost metallurgist.

THESE AND THE HOST OF EXPERTS—topnotchers all—who constitute the Flanders organization, have contributed to make the forthcoming Flanders Sixes incomparable in all those points dear to the hearts of fastidious motorists and satisfying to the eye and the standards of experts.

WE SUBMIT THAT, if these men do not know how to make and to market automobiles and to take care of their customers afterward, then no group of men does know. If history doesn't repeat itself in this case, then skill counts for naught, experience is a waste of time, there is no strength in unity, and business is not an exact science.

BUT BUSINESS IS AN EXACT SCIENCE—experience is an accurate guide—skill is an asset—the united skill and experience of experts must produce superiority—and history will repeat itself, for the Flanders policy and the Flanders product for the coming year will work a revolution in the automobile industry as great as did the appearance of E-M-F "30" four years ago and of the beautiful Flanders Electric motor recently.

THESE MEN, HEADED BY FLANDERS, have led so long they have forgotten how to follow—if indeed they ever knew. Their record is a series of successes. Failure has turned to success under their magic touch. Their reputation is world-wide and their friends are legion—and they are found wherever automobiles are found. For every car they have ever made has made a friend.

WE ARE NATURALLY EAGER to tell you all now—but we refrain for the reasons given. We refrain save to say there'll be two models of Flanders Sixes. One a luxurious seven-passenger car of high power, exquisite body design and complete equipment of the highest order and to the last degree of faddishness as well as of utility, and to sell at a price that will make it impossible for you to excuse yourself for paying a higher price for any car on earth.

READ THAT LAST PARAGRAPH AGAIN. It's a trifle involved and there's more in it than appears on the surface.

THE OTHER FLANDERS SIX will be a five-passenger car, an exact duplicate in every detail of design and finish and equipment—but smaller of course—and will sell at a price that justifies our headline.

THAT'S ALL FOR THE PRESENT. Surmise all you will. Piece the fragments together. Let your imagination have full sway. You know Flanders and the Flanders organization—try to forecast what they will produce. Try to anticipate the most you can hope for—and then you will still be far short of the splendid reality. That, in full detail, will be announced about September fifteenth.

WATCH FOR IT—HERE. And if you desire to lead instead of follow—if you want a car of the future and not of the past—wait for it.

### DEALERS—THIS FOR YOU

The Flanders Motor Company will make six thousand Sixes for 1913. That sounds a trifle modest for us, but remember these are big, luxurious cars—and this number makes the Flanders Motor Company the largest producer of Sixes in the world. Deliveries will commence immediately after the announcement. Quality, reputation and price, guarantees there'll be no comparison. Live dealers everywhere have anticipated this, so we have thousands of applications on file already. Being able to pick and choose, we are very carefully selecting the best. We want dealers who will properly represent us and our product locally. And we are selecting those we think will go farthest with us. For we are building for permanency and for the benefit of all customers included.

Do you think you are that man in your territory? Then get in touch with our Sales Department at the factory before your territory is closed up.

**FLANDERS MOTOR CO., Detroit, Mich.**  
565 East Milwaukee Avenue.



## Weekly Paper.

Located in very desirable South-  
ern County Seat town of 3,000.

Equipment, including No. 5 line-  
type, inventories about \$9,000.00.

Price, \$7,000.00; terms, half cash,  
balance deferred.

Other attractive propositions in  
Publications.

**HARWELL, CANNON & MCCARTHY,**  
Brokers in newspaper and magazine prop-  
erties that are not hawked.  
200 Fifth Avenue, NEW YORK.

### DEBEVOISE GETS LINDAU.

J. W. Lindau, Jr., has left the H.  
Sumner Sternberg Advertising  
Agency, to again associate himself  
with the Foster Debevoise Com-  
pany, New York. Mr. Lindau will  
devote his time to thoroughly re-  
organizing and taking charge of the  
service department of the Debevoise  
Company.

Mr. Lindau is a young man who  
has established a name for himself  
as a merchandising expert. He has  
made a study of sales promotion  
for the past twelve years  
and has managed the sales depart-  
ments of some well known houses,  
besides serving with various  
advertising agencies. He is also a  
writer of articles pertaining on the  
practical uses of advertising.

### RECEIVING DAYS.

The automobile advertising man-  
agers of Indianapolis have set aside  
Tuesday and Wednesday as the two  
days of each week they will devote  
to receiving advertising solicitors.  
Any other time the solicitors may  
call they will be cordially received,  
but in order to give them the full  
amount of attention these special  
days will be set aside for their call.

### WITH THE ELECTION BOARD

The department of elections at  
Wilmington, Del., has drawn rather  
heavily on the newspaper men of  
the city. It has selected Morris  
Taylor, editor-in-chief of Every  
Evening, and Joseph N. Wheeler of  
the advertising staff for registra-  
tion and election officers.

### NOW THE SHAW COMPANY.

The name of the System Com-  
pany, of Chicago, publisher of the  
magazines System and Factory, has  
been changed to the A. W. Shaw  
Company.

### BAN ON A MERGER.

Judge Nicholas has granted a  
temporary injunction, restraining  
W. E. Albersen, majority stock-  
holder of the Coshocton (O.) Daily  
Times, from merging that paper  
with the Tribune, on petition of  
John C. Fisher, a stockholder.  
Fisher claims Albersen wants to  
change the paper from Democratic  
to independent.

### BECOMES A DAILY.

W. F. Story & Son, of Searcy,  
Ark., who have been publishing the  
Searcy Weekly News, have estab-  
lished a daily edition. W. F. Story  
is editor and manager of the daily,  
and T. E. Story, his son, is asso-  
ciate editor.

### ENTERS PARTNERSHIP.

Charles Phillips has bought an in-  
terest in the Missouri Valley (La.)  
Harrison County News from A. H.  
Sniff, who heretofore has been sole  
owner of the paper. The Times is  
a semi-weekly.

### GEORGE IS BETTER.

Representative Henry George, Jr.,  
of New York, is recovering from a  
nervous breakdown due to over-  
work. It is said that he will prob-  
ably be able to go to the Catskill  
Mountains from Washington early  
next month.

### WILL START ANEW.

W. C. Janes and A. J. Brich,  
formerly editors of the Normangee  
Bell, have installed a plant in Hunts-  
ville, Tex., and will begin the pub-  
lication of a new weekly called the  
Herald.

### BUSY WOMAN WRITER.

Miss E. Cora Hind, commercial  
and agricultural editor of the Win-  
nipeg Free Press, covered the re-  
cent Agricultural and Industrial  
Exhibition, the Inter-Provincial  
Live Stock Exposition and the Race  
Meeting in Edmonton for her paper.

### HONORS TO MISS SYNON.

Miss Mary Synon, a staff writer  
for the Chicago Evening Journal,  
was the guest recently at a recep-  
tion in the Sherman House, Chi-  
cago, tendered by the Illinois  
Woman's Press Association and the  
Gaelic Society of Chicago. Miss  
Synon recently returned from a  
trip to Ireland, where she attended  
the Gaelic Congress, representing  
the Evening Journal and other  
American papers.

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.

SAFETY. RELIABILITY. ECONOMY.

Specify JENNEY universal type motors  
for all purposes and know you will get THE BEST.

### AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.  
GENERAL OFFICES: FACTORY:  
155 N. Dearborn St., CHICAGO. ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

### TRIPOLI CELEBRATES.

A big banquet, attended by the  
civil and military authorities was  
held Tuesday night to celebrate the  
appearance of the first Italian daily  
newspaper to be published in Tripoli.  
The newspaper is called  
New Italy and its director is Signor  
Olelli. New Italy will be devoted  
to the cause of the reconstruction of  
Tripoli along modern business lines.

### AGENCY INCORPORATES.

C. Holmberg & Co. is a new ad-  
vertising concern in Nashville,  
Tenn. C. Holmberg is president  
and J. A. Bohannon is general man-  
ager. Quarters have been taken at  
406 Dederick street. The firm is in-  
corporated for \$5,000.

### ENTERS CIVIL SERVICE.

E. H. Garrison has resigned from  
the staff of the Edmonton (Can.)  
Bulletin to become license inspector  
for the city in the office of the at-  
torney general for the province of  
Alberta. Mr. Garrison was pre-  
sented with a gold watch by his  
associates on the Bulletin.

### FIELD COMPLETE AGAIN.

J. Harry Sides is the publisher of  
a new weekly paper at McVeytown,  
Pa., called the Mifflin County  
Democrat. It takes the place of  
the Journal, which discontinued  
several months ago on the death of  
Publisher Conrad.

### WILL START HOUSE ORGAN.

The Charles Warner Company,  
dealer in building material, with  
headquarters in Wilmington, Del.,  
has decided to publish a monthly  
magazine in the interest of the  
business. It will be issued from the  
Delaware office.

### DINED THE GRADUATES.

F. H. Higgins, editor of the Al-  
berta Homestead, of Edmonton,  
Can., entertained the graduates of  
the Iowa State College at a dinner  
last week in honor of Charles Gray,  
secretary of the Aberdeen Angus  
Association of America.

It would take 10 to 36 pages of  
this paper to properly show a  
single family of our attractive  
type faces. Send to us for speci-  
mens.

## Barnhart Bros. & Spindler Type Founders

New York, Washington, St. Louis, Kansas City  
Chicago, Dallas, Omaha, St. Paul, Seattle.

STANDARD LINOTYPE METAL and  
first-class STEREOTYPE METAL  
now being used and endorsed by the  
Leading Publications throughout the  
United States. Manufactured by the  
NASSAU SMELTING AND REFINING  
WORKS. B. Lowenstein, Proprietor.  
603 West 29th Street, NEW YORK.

### BARNES-CROSBY COMPANY

E. W. HOUSER, President.  
ENGRAVERS  
ARTISTS. ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

## "Ipsco" Tissue

INTERNATIONAL  
PUBLISHERS SUPPLY CO.,  
LOUIS A. HOFFMANN, Gen'l Mgr.  
117 John Street NEW YORK, U. S. A.

### FINE SHOWING FOR SLAVIN.

George Slavin, advertising man-  
ager of the Omaha Daily News, is  
receiving many congratulations on  
the fine showing of his department  
for July. The month's business  
showed an increase of 800 inches  
over the same month of last year.

### AN EDITOR AND MANAGER.

Roy S. Burns has become editor  
and manager of the Grouard (Can.)  
News, a new weekly at the head  
of Lesser Slave Lake. Mr. Burns  
was formerly with the Edmonton  
Bulletin.

1937 Pages. 6300 Galleys. 120 MILLION EMS


## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.


Trade Mark



Registered

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
**PHILADELPHIA**

Trade Mark



Registered

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

Let the American Ink Co.  
of New York City be your  
4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids New**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

FROM THE AD FIELD  
SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

LORD & THOMAS, 250 Fifth avenue, New York, and TAYLOR-CRITCHFIELD, First National Bank Building, Chicago.—The Republican Campaign Committee, Times Building, New York, will shortly place orders with magazine sections of dailies through the Lord & Thomas Agency, and agricultural papers through the Taylor-Critchfield Company.

AYRES, 164 Federal street, Boston.—The W. S. Quimby Company, "La Touraine" Coffee, 69 South Market street, Boston; 3,000-line contracts being made with a selected list of New York State papers.

BLACKMAN-ROSS, 10 East 33d street, New York.—Lewis A. Crossett, Inc., "Crossett" Shoes, North Abington, Mass.; placing orders with same list of papers that was used last year.

MORSE, Dodd Mead Building, New York.—B. F. Allen & Co., "Beacham's Pills," 365 Canal street, New York; renewing contracts.

STEWART & DAVIS, Kesner Building, Chicago.—The William

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is Built on the  
Foundation Stones of

Size of Circulation

Confidence of Its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred

There are in BALTIMORE 100,000 homes  
The combined circulation of the  
**AMERICAN and the STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.  
C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

Wrigley Company, "Wrigley's Spearmint," 88 Michigan avenue, Chicago; placing 500-line orders to be used in fourteen insertions with a large list of newspapers.

STREET & FINNEY, 45 West 34th street, New York; asking rates generally on 7,800 lines.

McMICHAEL, 97 Peachtree street, Atlanta—Oliver Finnie, Memphis; making 1,000-inch contracts with a small selected list of papers.

MITCHELL, 421 Chestnut street, Philadelphia.—Charles W. Young & Co., Philadelphia; 500-inch contracts being made with a selected list of papers.

BLOOMINGDALE-WEILER, 1420 Chestnut street, Philadelphia.—The John Baileys Iron Works, Philadelphia; placing 250-inch contracts with a selected list of Pennsylvania papers.

POWERS, 119 West 25th street, New York.—The Stevens-Duryea Auto Company; placing orders with New York State papers.

RUBINCAM, Drexel Building, Philadelphia.—The Clover Hosiery Mills Company, 46 North 12th street, Philadelphia; orders being placed in Sunday magazine sections of papers.

The Vanada Chemical Company, Philadelphia; placing 2,000-line contracts with a selected list of papers.

KIERNAN, 156 Broadway, New York.—The Resilient Punctureless Tire Company, 50 Church street, New York; this advertising is now being placed.

LORD & THOMAS, Mallers Building, Chicago.—The United States Tobacco Company, Richmond, Va.; placing one-time orders with large city papers.

The New Orleans Cope Company, "Everybody's Evaporated" Syrup, New Orleans; making 1,000-line contracts with a selected list of Southern papers.

LOYD, 150 Nassau street, New York.—The Rapid Medicine Company, New York; placing fifty-five-

The special features in

## THE BUFFALO TIMES

have made it the most  
popular newspaper in  
Western New York.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bldg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that Never Fails. Goes into more homes, offices and workshops than any other paper.

First classified medium between New York and Chicago.

Write or Telephone.  
H. C. Rook, Real Estate Trust Bldg., Phila.  
W. G. Brooke, 225 Fifth Ave., New York.  
H. M. Ford, 122 So. Michigan Ave., Chi.  
W. E. Edge, Atlantic Bldg., Atlantic City.  
Portland Co., 3 Regent St., London, Eng.

line one-time orders with a selected list of dailies.

CALKINS & HOLDEN, 250 Fifth avenue, New York.—The Merrill & Soule Company, "None Such" Products, Syracuse, N. Y.; placing orders with New York State papers.

CAMPBELL-EWALD, Wayne County Bank Building, Detroit.—The Flanders Motor Company, Detroit; orders being placed with a selected list of large city papers.

FULLER, 623 South Wabash avenue, Chicago.—The Gramm Motor Truck Company, Lima, O.; placing orders with large city papers.

The W. K. Kellogg Toasted Corn Flake Company, Battle Creek, Mich.; reported this account will be taken up with New England papers first in starting the newspaper campaign this year.

GUNTHER-BRADFORD, 64 West Randolph street, Chicago.—The Kalmus Chemical Company, Kalmus Building, Cincinnati; placing forty-four-line seventy-eight time orders with a selected list of Western papers.

DYER, 42 Broadway, New York.—The Gillett Safety Razor Company, New York; placing copy with a selected list of dailies.

NATIONAL, 32 West 25th street, New York.—The Emergency Laboratories, New York; placing orders in cities where their goods are distributed.

CLARKE, 30 North Dearborn street, Chicago.—The G. Heileman Brewing Company; some 5,000-line contracts being made with a selected list of papers.

FRANK, 26 Beaver street, New York.—The Southern Pacific Company; large copy being placed with a selected list of Eastern papers.

MURRAY, 74 Cortlandt street, New York.—Making up a list for the following clients: In Middle Western papers: O. H. Jadin & Sons, "Hoopers Natal Food"; Tobias Linament, 63 Cortlandt street, New York; The Genuine Haarlem Oil Manufacturing Company, "Gold

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

Medal Haarlem Oil," Seranton, Pa.; and the Olmstead Corset Company, 44 West 22d street, New York.

CAMPBELL-EWALD, 54 Lafayette Boulevard, Detroit.—The Flanders Motor Company; contracts for 5,000 lines being made with a selected list of dailies.

LEVIN & BRADT, Browning King Building, New York.—Bell & Wing, New York; twenty-eight-line & c twenty-six-time orders being placed with a selected list of papers.

MCCANN, 11 Broadway, New York.—The McKelvey Company, 200 Fifth avenue, New York; orders being placed with a selected list of Pennsylvania papers.

ALLEN, 141 West 36th street, New York.—The Peter Doelger Brewing Company, New York; copy being placed with Eastern papers.

DIRECT.—Booth-Overton, 11 Broadway, New York.—Making 1,000-line contracts with a selected list of New York State papers.

The Humphrey Homeopathic Remedy Company, "Humphreys 77," 156 William street, New York; renewing contracts for the fall and winter campaign.

The Royal Baking Powder Company, 135 William street, New York; making new contracts for season's advertising throughout the country.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 715 Hartford Bldg.,  
NEW YORK. CHICAGO.



# THE LOS ANGELES TRIBUNE

has the largest circulation of any daily paper in Los Angeles. Verified by A. A. A.

OVER **64,000** DAILY.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

*The News League of Ohio.*  
**The Dayton News**  
**The Springfield News**

Combined circulation **42,000**  
**MORE THAN**  
Combination Rate: Display, 5c. per inch  
Classified, 2c. per word  
Delivered to 75 per cent of the homes of Ohio and Springfield on paid subscriptions.  
La Coste & Maxwell, Monolith Bldg., N. Y.  
John Glass, Peoples Gas Bldg., Chicago

## STAFF CHANGES.

**HUGH S. MILLER** has been transferred from the Washington bureau of the Chicago Examiner to the home office.

**E. H. ARNOLD** has left the Washington office of the Baltimore Sun to return to West Virginia and study law.

**CHARLES LEONHARDT** has been appointed advertising manager of the W. H. Albrecht Company, Terre Haute, Ind. Mr. Leonhardt was formerly with the Indianapolis News and Terre Haute Star.

**LEWIS BROWN**, for long with the Boston Journal, is no more connected with that paper.

**W. J. ELLIS**, formerly advertising manager of the Schwab Clothing Company, St. Louis, is now located in Philadelphia as manager of the Alfred Lochheim Company.

**HOWARD C. KEGLEY** has resigned from the city desk of the Fort Collins (Colo.) Morning Express to return to special feature writing. He is now located at Pasadena, Cal.

**CHARLES H. MEIERS**, a former Pacific Coast newspaper man, is now on the staff of the Greeley (Colo.) Tribune, and is Greeley

# THE PITTSBURGH PRESS

HAS **THE Largest**

DAILY AND SUNDAY  
**CIRCULATION**  
**IN PITTSBURGH.**

Foreign Advertising Representatives,  
**J. A. KLEIN**, Metropolitan Tower, N. Y.  
**JOHN GLASS**, Peoples Gas Bldg., Chicago

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average circulation of the Plain Dealer for the month of July, 1912, was as follows:  
Daily 110,362. Sunday, 132,015

**J. C. WILBERDING**, Representative,  
225 Fifth Avenue, New York.  
**JOHN GLASS**, Peoples Gas Bldg., Chicago

correspondent for several of the Denver dailies and director of publicity for the Weld County Fair.

**VOLNEY H. BANTON**, formerly of the Portsmouth (O.) Blade and later telegraph editor of the Springfield (O.) Morning Sun, has returned to his home in Chillicothe.

**DONALD JONES** is now sporting editor of the Lorain (O.) Herald.

**GEORGE L. RINKLIFF**, formerly of the Chillicothe Gazette, has become city hall man on the Springfield (O.) Sun. He succeeds Delos Campbell, who has gone to Butler, Pa.

**HARRY WHITTAKER**, formerly publisher of the South Solon (O.) Reporter, is now representing the Springfield Daily Sun in Urbana.

**W. H. DITZLER** has joined the staff of the Waynesfield (O.) Chronicle.

**E. CLAIRE HALL** of Chillicothe has left the court assignment on the Springfield (O.) Morning Sun and is now with the Cleveland Leader.

**LESLIE HARRIS** is the new editor of the Arcanum (O.) Times.

## EDITOR ENDS LIFE.

Howard Bailey, assistant editor of the West Liberty (O.) Banner, committed suicide with carbolic acid because he was despondent over the necessity of an operation for appendicitis.

## ILL AT PRINTERS' HOME.

Charles O. Beach, who published the Baltic (O.) Journal in 1898, is ill of tuberculosis at the Union Printers' Home in Colorado Springs.

## OHIO AGENCY CHARTERED.

The Akron Advertising Company has been incorporated in Akron, O., by Samuel J. Cole and several associates. The corporation is capitalized at \$1,000.

# THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,983 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper. This included 498,600 WANT ADS.—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The NEW ORLEANS ITEM

has made New Orleans a "one paper city."  
The Association of American Advertisers recently gave The Item a Sunday circulation of \$1,318, daily of 47,867.  
That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.  
**JOHN BUDD CO.**, Foreign Adver. Reps., NEW YORK. **CHICAGO.** ST. LOUIS.

## JOKERS IN "CONVENTION."

Because they never labor, but only make jests of their work, the American Press Humorists' Association opened its annual convention in Detroit on Labor Day.

In conformity with their policy, they are making a joke of their convention. Some time before the meeting ends President Newton Newkirk of the Boston Post will call the gathering to order for the purpose of electing his successor. That function will be postponed as long as possible, because it will resemble work, and work and the "A. P. H. A." had a falling out long ago.

The rendezvous in Detroit was the Wayne Hotel, which has a casino and summer garden on stilts, overlooking the Detroit River just below its busiest spot.

## AN ANTI-SUFFRAGETTE.

Miss Lucy Price, a newspaper woman, who is secretary of the Ohio Society Opposed to Women's Suffrage, has worked up a lively fight on the subject. Suffragettes had it all their own way until Miss Price got busy. Now it's an open question whether the constitutional amendment giving votes to women will carry. Miss Price is making speeches, getting out literature and supervising cartoons.

## SUIT OVER A LETTER.

Judge R. M. Campbell of Ashland has brought suit for \$20,000 damages against the Medina (O.) Gazette and Sheridan Greenwald. Campbell charges that the Gazette knowingly published a communication from Greenwald which was libelous.

## SOLD TO ITS EDITOR.

The Springfield (Ill.) Record has been sold at trustees' sale to satisfy the claims of bondholders. It was purchased by Walter Townsend & Co., for \$20,000. Mr. Townsend is the managing editor of the paper.

# J. WALTER THOMPSON COMPANY.

The experience of forty - eight successful years guarantees to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
750 Marquette Bldg., CHICAGO.

## GETTING PUBLICITY FOR THE POLITICAL PARTIES.

Mercer Vernon has left Washington, where he has been representing the Providence Journal and Bulletin, to assist in the publicity work of the Republican National Committee in New York. Henry L. West, formerly editor of the Washington Herald, is with the Chicago office of the publicity bureau.

Frank B. Lord has been appointed to take charge of the publicity work of the Democratic National Committee in Chicago. His assistant is John McLaughlin of Milwaukee. Mr. Lord is well known through his work as a Washington correspondent.

G. Bowers, formerly with newspapers in Terre Haute, Ind., has been appointed chief of the press bureau of the Democratic State Central Committee of Indiana. After leaving newspaper work Mr. Bow-

## BUSY JOE WILSON.

One of the most enthusiastic workers in the Democratic headquarters in New York City is Joseph Wilson, brother of the Democratic candidate for the Presidency. Joseph Wilson is city editor of the Nashville Banner, when he isn't hustling to elect his brother to the highest office in the United States.

**Largest proved high-class evening circulation.**

# The NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

THE SOUTHWEST'S ONE  
BEST BUY IS THE

# OMAHA DAILY NEWS

which has more circulation in proportion to the population of its city and state than any newspaper in the United States.

THE GREATEST PAPER IN NEBRASKA  
It gained 8,928 daily average circulation and 35,714 lines in July, 1912, over 1911.

**BUMPER CROP**  
**BIG CIRCULATION**  
**LOW RATE**

Foreign Advertising Department,  
**C. D. BERTOLET, Manager.**  
Kansas City, Boyce Bldg., New York,  
G. O. Davis. Chicago. J. F. Antinzel.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE  
**LOS ANGELES  
EXAMINER**  
to cover the GREAT SOUTHWEST  
Sunday Circulation **110,000**  
MORE THAN

MONTANA EDITORS CON-  
SIDER COST SYSTEM.

E. H. Cooney of Great Falls was elected president of the Montana Press Association at Gregson Springs, and Kalispell was selected as the place for holding the next annual meeting.

The other officers elected were: Jean P. Decker, Big Timber Pioneer, first vice-president; E. B. Catlin of Anaconda, second vice-president; Fred Whiteside, Kalispell Bee, third vice-president; Joseph Smith II, Deer Lodge Silver State, was re-elected secretary.

Sam Blythe, of the Saturday Evening Post, and now a resident of Montana, Dr. J. M. Scanlan, Mr. and Mrs. Hugh Daly and E. P. Mathewson were elected to honorary membership.

A feature of the meeting was a paper on "A Practical Newspaper Cost System" by E. B. Catlin of Anaconda in which it was strongly urged that publishers make it a business to find the cost of the work they turn out.

## CHICAGO P. C. CAUCUS.

Members of the Chicago Press Club have held their annual caucus for the selection of officers. Charles Wilson, political writer on the Inter-Ocean, was unanimously chosen

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
nrough no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**189,411** WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

for president. The names of other nominees follow: First vice-president, J. Cairns; second vice-president, C. Briggs; treasurer, Frank Collins; financial secretary, B. Beacher Osborne; recording secretary, W. F. Nutt; librarian, Joseph Henderson; directors, Harry Daniel, George L. Louis and John L. Lawson.

## CORRESPONDENTS' OUTING.

The tenth annual outing of the Lafayette (Ind.) Morning Journal correspondents at Broad Ripple Park, Indianapolis, was a big success. The correspondents were taken to Indianapolis on a special train and the many amusement features of the park were placed free at their disposal. Following the dinner there was a short business meeting of the Correspondents' Association at which all of the officers were re-elected. E. H. Wilson of Green Hill is president, and Mrs. Frederick Rowe of Oberlin is secretary. The president and secretary, with Charles Godfrey of Dayton, and Mrs. David Murrey of Stockwell compose the executive committee.

## KANSANS' SUMMER MEET.

The semi-annual meeting of the Kansas Democratic Editorial Association was held in Topeka last week. A large number of the leading editors and politicians of the Democratic party in the state were present and took part in the discussions.

President Harrison Parkman of the Emporia Times, presided and among the speakers were S. T. Osterhoudt, the Holton Signal; Glick Fockele, LeRoy Reporter; J. W. Orr, Atchison.

## MAY RETURN TO OLD PAPER.

J. H. Qualls, formerly editor of the Coffeetown (Kan.) Times, may return to that publication, Professor Clark, who has been in charge for the past few months, may go back to school work and negotiations have been under way, it is said, to bring about the return of Mr. Qualls.

# THE BOSTON POST

AUGUST, 1912. AVERAGES

The Daily Post 418,562  
The Sunday Post 319,243

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROESCH, Western Rep.,  
Marquette Building, CHICAGO.

# THE DEMOCRAT Nashville, Tenn.

has a non-premium, non-forged circulation.  
Ask the Association of American Adver-  
tisers, New York City.

The JOHN BUDD CO., Representative  
New York, Chicago, St. Louis

## HOOSIERS ELECT BEANE.

The Indiana Editorial Association at its forty-third annual meeting held in Gary elected the following officers: President, J. A. Beane, Goshen Democrat; vice-presidents, W. E. Groves, Milford, and C. M. Davis, Kentland; secretary, H. B. Darling, LaPorte Argus-Bulletin; and treasurer, Gordon M. Murray, Napanee.

## HOOSIER ORGANIZATION.

About twenty-five editors of Indiana met last week in Indianapolis and formed the Indiana Progressive Press Association. R. R. Inman of Middletown was elected president; R. H. Rerick, La Grange, vice-president; H. M. Stamford, Indianapolis, secretary; and A. A. Mayerstein, Lafayette, treasurer.

## OTHER CLUB NOTES.

The Tacoma Ad Club has elected officers for the ensuing year as follows: President, H. E. O'Neal; vice-presidents, A. L. Sommers and A. S. Lausen; treasurer, L. D. Hansen; secretary, Walter F. Higbee. The president, first vice-president and treasurer were re-elected without opposition.

The members of the Portland (Ore.) Press had a Dutch lunch last week in honor of Miss Grace Cameron and some of her stage friends.

Members of the Columbus (O.) Ad Club on Labor Day enjoyed a trip from Columbus to Zanesville and then down the Muskingum River by steamer to McConnellsville, where a chicken dinner awaited them.

The members of the German-American Press Association at their meeting in Clinton selected Rock Island as the place for next year's convention.

Members of the Journalists' Club of Atlantic City, N. J., last week gave a housewarming at the club rooms in the Bell-Ridge Building to introduce the organization to the city.

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average Circulation **100,937**  
for July - -  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg  
NEW YORK, CHICAGO.

# The JOURNAL DAY PAPER PUBLISHED IN IS THE ONLY MORNING AND SUN- DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

## HURT IN A FALL.

W. H. Cooley, the veteran editor of the Caldwell (O.) Republican, was seriously injured in a fall a few days ago. In attempting to climb over a fence Mr. Cooley, who is seventy-two years old, fell and fractured two ribs.

## BUYS COLORADO INTEREST.

Raymond McNally, formerly of Youngstown, O., has purchased a half interest in the Delta County (Colo.) Tribune and becomes actively associated with the newspaper in an editorial capacity.

## OHIOAN BUYS ANOTHER.

E. Benjamin Yale, publisher of the Waynesfield (O.) Chronicle, has purchased the Lake View Sun. He has combined the plant of the latter paper and in the future it will be printed from Waynesfield.

## U. P. OFFICE IN OMAHA.

A new bureau of the United Press was opened this week at Omaha, Neb., with Bryan Price, formerly of the Chicago bureau, in charge.

## AGENCY INCORPORATION.

Charles Geyer, W. H. Maxwell and others have incorporated the Geyer-Dayton Advertising Company in Dayton, O.



## Progress to Be Proud Of

The August gains of the Pittsburgh Sun in local advertising totaled

**57,498 Lines**

a gain to be proud of because every line of publicity in the paper was clean. The

## PITTSBURGH SUN

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK, CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

## THE News Scimitar

of MEMPHIS, Tennessee, is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## SMITH'S HAT IS IN THE RING, TOO.

Former United States Senator James Smith, Jr., proprietor of the Newark (N. J.) Star, sprung a genuine surprise in state politics Tuesday by filing a petition as a candidate for the United States Senate on the Democratic side. He accompanied the petition with a declaration in which he defined himself as a progressive.

"I feel that a man of business experience, one who has known how to solve his own business problems," said Mr. Smith, "may be of use in solving the great problems now before the people. This is a business nation, as well as a nation of aspiration and I do not feel that business men, understanding American business conditions are necessarily out of place in national councils.

"I am not able to make promises quite as sweepingly as are made by others more progressive in the realms of pure fiction or less experienced in affairs.

"I cannot offer myself to the voters as the most radical of ultra progressives. Others undoubtedly will surpass me in wealth of imagination and in generosity of pre-election promises.

"I have been working in this world long enough to know that real results are accomplished slowly and that the biggest work takes the longest time."

## The combined rate of the CLEVELAND LEADER and NEWS

makes it possible for advertisers to cover the Nation's Sixth City with a single-rate expenditure. 100,000 circulation daily in Cleveland and within 40 miles. About 140,000 circulation in Cleveland and within 100 miles of Cleveland.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PREETORIUS, President and General Manager.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President. Majestic Building, CHICAGO.

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

## BIXBY RETIRES.

Tams Bixby has sold the controlling interest in the Red Wing (Minn.) Publishing Company to J. R. Croundahl. The company publishes the Red Wing Daily and Weekly Republican. The sale marks Mr. Bixby's retirement from active newspaper work after many years.

Mr. Bixby is one of the best-known newspaper publishers in Minnesota, and for many years was prominent in the publishing field of St. Paul, where he was associated with George Thompson in the ownership of the St. Paul Pioneer Press and Dispatch. Since selling out to Mr. Thompson several years ago he has been devoting his attention to his Red Wing newspaper.

## OFF FOR THE ORIENT.

Thomas Sammons, formerly a newspaper man of Seattle and Tacoma and now consul-general at Yokohama has returned to his post after a short visit to this country. Since leaving newspaper work Mr. Sammons has served as United States consul at several other large cities of the Orient.

## POSTMASTER TO EDIT.

After having served as postmaster at Dennison, Ia., for more than eleven years, F. W. Meyers has tendered his resignation in order to enter the newspaper business. Mr. Meyers has purchased the Herald, a Republican paper published in Marshall county.

## WILSON AT THE PRESS CLUB.

The New York Press Club, having entertained both President Taft and Colonel Roosevelt, will give a dinner on Monday in honor of Woodrow Wilson. The function will take place at the club house at 6.30 p. m. Applications for tickets should be made to Superintendent Fred W. Sontheimer or Ralph W. St. Hill, treasurer.

## THE TOLEDO BLADE

never resorts to yellowness, to stories setting one class against another, to black face type and the many other things commonly used in making up a yellow paper.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr. 212 Temple Court, NEW YORK CITY.

## KEEPING HIS HAND IN.

Charles R. Trowbridge, publicity manager of the Dodge Manufacturing Company, Mishawaka, Ind., still keeps up his enthusiasm in the newspaper game. Good evidence that he has not lost any of his former handiness in editorial duties is furnished in the Dodge News, a paper in the interest of the Dodge Company's employees. The latest edition is an eight page pink num-



C. R. TROWBRIDGE.

ber devoted to the sixth annual stag outing of the Dodge workers, which couldn't fail to win the appreciation of every worker in the Dodge firm.

Mr. Dodge has organized a regular newspaper staff to assist him in his publishing duties. Chester Reese is the managing editor; August St. Clair Evans, telegraph editor; Ada Greuger, city editor; Maude L. Hull, art editor; George Goeffert, sporting editor; Hazel Nunn, society editor; F. L. Bennett, advertising manager; and circulation manager, Emma McDaniels. The subscription price of the Dodge News is down as "only a smile."

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va. Gives advertisers a sworn average of circulation in excess of

7200 7c per inch per day. advertising will be accepted at flat rate of usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative THE S. C. BECKWITH SPECIAL Agency New York ST. LOUIS. Chicago

## WILL TEACH SCHOOL.

Thomas P. Nash, Jr., has left the staff of the Charlotte (N. C.) News, to become a teacher in the Elizabeth City Schools. Mr. Nash was also correspondent of the Raleigh News and Observer, in Charlotte.

## A SIDE LINE.

The Wilmington (Del.) City Council has engaged Royden K. Jones, city editor, and Fred Wagner, a reporter, of the Morning News, to prepare the official program for the home coming week, which begins October 6.

## EDITOR RETIRES.

G. B. Cady, who has been managing editor of the Waco (Tex.) Morning News since that paper was established last October, has resigned. He will leave shortly for New Orleans and will engage in newspaper work in that city.

## IN TEMPORARY HOME.

The plant of the Amherst (O.) Reporter is being moved to a building on Wells street. The new location is but a temporary one and H. K. Clock, editor and manager, is contemplating the erection of a new building especially adapted to his newspaper and printing business.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK

*Oldest Minneapolis Daily.*

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

CARLETON GARRETSON, one of the editors of Judge, died on Monday of injuries received last May in being thrown from a horse. Mr. Garretson for years did newspaper work in Seattle, Kent and Tacoma. He returned East in 1908 and entered the advertising business, and then edited a humorous column in the New York Globe. He became an associate editor of Judge in the fall of last year.

GEORGE A. HOBBS, said to be the dean of New England newspaper men, is dead at the age of eighty-eight years in Woburn, Mass. For the last thirty-two years Mr. Hobbs published the Woburn Journal, and previous to that owned several other newspapers in New England and the middle West. The deceased was a native of Canaan, Me., and at first studied law, but became a school teacher. He went West and published the Genesee (Ill.) Republican, where he remained for twenty years. In 1877 he returned to Maine and bought the Biddeford Journal. This venture was followed by his acquiring the Woburn Journal.

ELIZABETH N. EWING, wife of Samuel M. Ewing, a staff writer on the San Francisco Examiner, is dead after a brief illness. Mrs.

## THE KNICKERBOCKER PRESS

*The Tri-City Daily and  
Sunnyside Newspaper of the  
Capitol District of New  
York State.*

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun daily and Sunday actual average circulation in Dec. 43,601 THE FASTEST GROWING NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives.  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

Ewing was well known in literary circles from her contributions to newspapers and magazines. She was forty-four years old.

Miss HATTIE GUTHRIE, a contributor to newspapers and magazines, is dead at Fulton, Mo., aged thirty years. She had been in poor health for several years. One of her best works was a story of life and conditions in Mexico, where she spent several winters.

LUTHER M. SMITH, who worked on newspapers in Wichita and Chicago, died last week at Eldorado, Kan., after an illness of two years from stomach and lung trouble. Mr. Smith was a native Kentucky and born in 1865. For a number of years he was with the Chicago Record-Herald. A brother, S. S. Smith, was formerly connected with the Eldorado Republican, and is now in the newspaper business in Oregon.

COLONEL L. E. GRAND BENEDICT, a well known New York state newspaper man and Civil War veteran, passed away a few days ago in Troy, at the age of seventy years. After the war Mr. Benedict was engaged with the Troy Times and the Outlook Magazine.

CHARLES O. STICKNEY, a Maine newspaper man, passed away last week in Bridgetown, that state.

Mrs. SOPHIA A. SOUTHWICK, editor of the Harlem (N. Y.) Times, is dead of apoplexy at the age of sixty-eight years.

ARTHUR DEANE, for many years a marine reporter for the Associated Press, is dead at Edgartown, Mass. He was fifty-seven years old.

ERROL BOUCHETT, a Canadian newspaper man and writer, passed away last week in Ottawa at the age of forty-nine years.

C. V. PARCELL, advertising manager for J. H. Daverman, of Grand Rapids, for many years, died suddenly last week.

WILLIAM MAILLY, associate editor of the Metropolitan Magazine, New York, died Wednesday

## THE FIELD OF CIRCULATION OF THE SEATTLE TIMES DAILY AND SUNDAY

comprehends the Pacific Northwest completely, as the circulation extends through the border counties of Oregon, all of Western Idaho and Western Montana, throughout the state of Washington and British Columbia.

In this field there are to-day about 1,600,000 inhabitants, of whom 1,000,000 reside in the state of Washington.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

## THE MILWAUKEE NEWS

has the largest home delivered circulation of any paper in Milwaukee.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

after a brief illness of diabetes, aged forty-two years. In 1903 and 1904 Mr. Mellen was national secretary of the Socialist Party and he was otherwise prominent in Socialist activities. In 1905, he was editor of the Toledo Socialist, and was later with the New York Worker and the Call, and dramatic editor of the Twentieth Century Magazine. He was a member of the Friars Club of New York.

CHARLES L. YALES, publisher of the National Nurseryman, of Rochester, died suddenly on Wednesday at the age of fifty-five years. Mr. Yales was also treasurer of the American Association of Nurserymen.

## ILLINOIS EDITOR TO REST.

Clarence Mellen, who has been editor of the Winnebago (Ill.) Reflector for the past eight years, has given up the work for the present and will take a rest for a year. Mr. Mellen's health has unfitted him for the work, having been afflicted with neuritis for some time. The Reflector will still be under his management but N. A. Porter will be editor. Mr. and Mrs. Mellen will leave for Eureka Springs, Ark., to remain through the winter where they hope the baths will effect a permanent cure.

## QUINCY TO HAVE A PAPER.

The town of Quincy, O., is again to have a weekly paper. The plant of the Tri-Weekly Gazette at constant sale to satisfy creditors was purchased by O. Brockerman of Republic, Mo., who will again resume its publication. The last editor of the Gazette, Hal Elwood, recently failed and his creditors seized the plant.

## WILL OWN ITS HOME.

The Delphos (O.) Printing & Publishing Company, which owns the Daily Herald, the Twice-a-Week Courier and Buckeye Printer, has purchased two lots on Main street with a frontage of fifty feet and expects soon to erect a building to house its publications.

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

## BACK IN HARNESS.

Everett A. Holman has been appointed advertising manager of the Chicago Drovers' Journal. Mr. Holman has had a wide advertising and sales experience, having been on the display staff of the Chicago Tribune and Journal and other papers for a number of years.

For the past year and a half Mr. Holman has been a wholesale paper salesman for the Butler Paper Company. He assumed his new duties as advertising manager of the Journal on Tuesday.

## COLLEGE APPOINTMENT.

Harry M. Johnston of Houston has been appointed secretary and publicity agent of the Agricultural and Mechanical College of Texas, to succeed James Hays Quarles, who enters the journalistic field in Waco. The new appointee is a son of Colonel R. M. Johnston, publisher of the Houston Post, and has had an extended newspaper experience.

## SIGNS OF PROSPERITY.

The Alger (O.) Gazette, which in the past has been an eight-page weekly, now appears twice a week in fourteen-page form.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

## NEW YORK MAIL EVENING

to believe in you, and you will get rich.

203 Broadway, NEW YORK



# LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions. Represented by Williams, Lawrence & Cresmer Co. NEW YORK CHICAGO

## CHANGES IN INTEREST.

**PROVOST, CAN.**—The firm of Porter & York has sold the Star to P. Schumacher.

**OGEMA, CAN.**—H. J. Darrach, formerly of the Forget Mail, has purchased the Advocate of this town.

**WEWELA, IA.**—The Record has been sold to W. R. Keniston.

**GRESHAM, WIS.**—Harry Lehman has sold the Spirit to S. L. Perry. **CHELSEA, IA.**—Franklin Whipple is the new owner of the Independent.

**McLOUTH, KAN.**—E. E. Philpot has purchased the Times.

**ROSEVILLE, O.**—The ownership of the Citizen has passed to the hands of W. F. Waller.

**MORTON, MINN.**—The Enterprise on September 1 will pass into the hands of a Mr. Ruby of Redwood County.

**PRAIRIE CITY, IA.**—Randall Brothers have purchased the News from C. R. Osterhoudt.

**NEW CASTLE, COLO.**—R. W. Amspoker is the new owner of the Democrat.

## NEW ENTERPRISES.

**COLEMAN, CAN.**—The Bulletin has been started by a Mr. Norrman, formerly of Pincher Creek.

**VICEROY, CAN.**—W. W. Stewart has started a paper here called the Citizen. He was formerly with the Weyburn Review.

**BRODERICK, CAN.**—W. H. L. Baker is installing a plant here with the intention of starting a newspaper.

**CEDAR POINT, KAN.**—The News is a new weekly just started by D. F. Drinkwater.

**COLGATE, CAN.**—The Enterprise is a new weekly paper started by H.

"A Daily Newspaper for THE HOME"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing.

Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address CHRISTIAN SCIENCE MONITOR, Boston, Mass.

New York office, 1 Madison Avenue. Western office, People's Gas Bldg, Chicago

IT PAYS TO ADVERTISE IN THE

# ST. LOUIS TIMES

Now generally recognized as the Home Newspaper of St. Louis.

This newspaper has enjoyed the most remarkable growth ever recorded in the Mississippi Valley.

EDWARD L. PREFETTORIUS, President and General Manager.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

# SEATTLE "P-I"

THE POST-INTELLIGENCER Able, alert, always ahead.

LEADING NEWSPAPER OF THE PACIFIC NORTHWEST

W. I. MORTON, Eastern Representative, 225 Fifth Avenue, 87 Washington St., NEW YORK. CHICAGO.

T. McPhillips.

**WILKIE, CAN.**—A. D. McKenzie, formerly of Lucknow, is about to start a paper in this town.

**MARTIN'S FERRY, W. VA.**—A Hungarian paper called Fuglesten has appeared here.

**NORWALK, O.**—The Huron County Democrat is being prepared for launching in this town.

**NORTH DAYTON, O.**—Daniel Shriner has just established a paper called the Call.

## SOME NOTES OF INTEREST

The Portland Morning Oregonian has installed a new octuple Hoe press.

Thomas J. Comerford of Poughkeepsie has purchased an interest in the Mattawan (N. Y.) Journal.

The Tillamook (N. F.) Sun has installed a new press and is also appearing in a new dress.

The Warsaw (Ill.) New Era has been sold by J. H. Shoemaker to V. E. Beswick of Alexis.

H. G. Bradford is arranging to start a Roosevelt paper at Luray, Va.

The town of Fort Fraser, B. C., is soon to have a new paper called the News.

Charles and Everett Blevius have purchased the Olivet (Ia.) Leader from P. J. Hofer.

C. P. Bradbury and D. M. Fulkerson have purchased the Bullitt County (Ky.) Times.

W. T. Blair of Houston is about to start the Labor Herald at Galveston, Tex.

Elmer Nordell has sold the Kiron (Ia.) News to R. G. Warrington of Odebolt.

The Bentonville (Ark.) Daily Sun has been sold to E. L. Cross.

C. E. Stallcop has sold the Brooklyn (Ia.) Chronicle to M. L. Gordon of Auburn, Ill.

The Lowell (Mich.) Ledger has entered on its twentieth year. F. M. Johnson is the publisher.

The Grange (Mich.) Forum is a new eight-page newspaper. G. C. Leibrand is the publisher.

The Clayton (Wash.) News-Letter has appeared with F. M. Corbell as editor.

Higher rates become effective Oct. 1st NOW is the time to get the benefit of present LOW prices. Biggest value in New England.

THE

Boston Herald now over 100,000

THE

Boston Traveler AND EVENING HERALD (consolidated first published) OVER 130,000

A Quality and Quantity Combination that cannot be excelled.

Sole Foreign Representatives: The S. C. BECKWITH Special Agency, NEW YORK, CHICAGO, ST. LOUIS.

## RECENT INCORPORATIONS.

**NEW YORK.**—Japanese-American Commercial Weekly of Manhattan; capital, \$30,000; incorporators, Yoshiharu Sakawoto, W. B. Hale and K. O. Hazel.

**American Bakers' Publishing Company;** capital, \$25,000; incorporators, Albin E. Parre, Ernest F. Kick and Henry E. Koening. **Integrated Advertising Company;** capital, \$150,000; incorporators, H. A. E. Cree, S. A. Croot and A. M. Stockman.

**Peerless Advertising Company;** capital, \$10,000; incorporators, Daniel W. Janover, Abraham Levy and others.

**CHICAGO.**—Polish-American Publishing Company; capital, \$150,000; incorporators, Edward J. Prebis, Louis B. Jakinski and Edward M. Duniwicz.

**Mayers, Johnson & Marks Company;** capital, \$1,200; incorporators, John M. Meyers, Julius B. Johnson and Isaac L. Marks.

**Frederick Klein & Co., publishing and printing;** capital, \$15,000; incorporators, Frederick Klein, Walter F. Klein and Arthur C. Hoffman.

**ASHTABULA, O.**—Amerikan Sano-mat Printing Company; printing and publishing; capital, \$10,000; incorporators, J. B. Saastameinen and others.

**DES MOINES, IA.**—The Road-maker; capital, \$25,000; incorporators, J. L. Long, L. F. Hill and M. H. Cohen.

**BLOOMFIELD, N. J.**—Empire State Law List Publishing Company; capital, \$100,000; incorporators, Robert Meyers, Henry Harkavy and Bernard A. McDermott.

**WITHEE, Wis.**—Clark County Journal Company; capital, \$3,000; incorporators, C. E. Anderson of Owen, W. C. Tufts and A. K. Stouning of Withee.

**SHAWNEE, OKLA.**—News-Dispatch Printing Company; capital, \$10,000; incorporators, Thomas P. Tobin, Jeannette Tobin and Lottie Greenwood.

**GRAND FORKS, N. D.**—Notman-then Publishing Company; capital, \$25,000; incorporators, P. O. Thorson, L. H. Sammes and others.

**CLARKTON, N. C.**—Bladen Publishing Company; capital, \$25,000;

# A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,568 (Only German evening daily in Milwaukee)  
Daily Herold.....17,000 (Only German morning daily in Milwaukee)  
Sonntag Post.....45,300 (Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413 Haus-und Bauernfreund (German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000 Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep. 702 Schiller Building, CHICAGO.  
LOUIS KLEBARN, Eastern Manager, 1 West 34th Street, NEW YORK. Telephone, 215 Murray Hill.

Let us know what you have to advertise. We will tell you if there is a market for you in Cuba. If "Yes" we will accept your advertisement for the

# HAVANA POST

Cuba's only English Daily, and if "no" we will refuse it. We accept no advertisement unless we know it will pay the advertiser. All inquiries cheerfully answered.

GEORGE M. BRADT, Publisher

incorporators, O. L. Clark, G. H. Currie and Joseph H. Little.

**VIRGINIA CITY, MONT.**—Madisonian Publishing Company; capital, \$7,500; incorporators, H. B. Elling, M. M. Dunkin, H. W. Tuford, Ira Clark and G. G. Wheat.

**ST. LOUIS.**—A. B. C. Advertising Company; capital, \$7,000; incorporators, A. P. Cole, W. G. Moore and C. H. Fielder.

**BOSTON.**—H. Dangel Company, printing and publishing; capital, \$50,000; incorporators, Harry Dangel, George W. Schmidt and E. A. Savage.

**ROCKFORD, ILL.**—Swedish Journal Publishing Company; capital, \$15,000; incorporators, Charles J. Anderson, Axel W. Frederickson and B. E. Olson.

**FLORA, ILL.**—Clay County Publishing Company; capital, \$2,500; incorporators, G. J. Price, H. W. Shinkle and Randolph Smith.

**BROOKNEAL, VA.**—Union-Star Publishing Company; capital, \$5,000; incorporators, W. L. Williams, E. R. Monroe and Thomas H. Steele.

**TYLER, TEX.**—Byrnie Publishing Company; capital, \$20,000; incorporators, H. E. Byrnie and others.

**CINCINNATI.**—Progressive Printing Company; capital, \$5,000; incorporators, William Hassenpflug and others.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

49,304 CIRCULATION Daily (Net Paid)

FOR JULY, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

# THE WORLD CAN'T STOP.

August of course habitually shows the year's low-water mark in advertising. Yet the

## NEW YORK WORLD

the leading advertising medium on earth, proves by contrast with the records of the preceding summer that it not only retains its supremacy but increases it even in the dullest month of the year.

Here are the figures as compiled by the statistical department of the Evening Post:

	WORLD	HERALD
August, 1912,	854,374 Lines	617,862 Lines
August, 1911,	<u>823,794 Lines</u>	<u>679,069 Lines</u>
World's GAIN	30,580	Herald's Loss 61,207 Lines
		<u>30,580 Lines</u>
	World's Gain over Herald	<u>91,787 Lines</u>
WORLD'S LEAD		
over its principal competitor		236,512 Lines

ADVERTISING THAT  
PAYS THE ADVERTISER  
GROWS STEADILY.

*The WORLD carries every week, every month and every year, MORE ADVERTISING than ANY OTHER newspaper, anywhere.*



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 968

NEW YORK, SATURDAY, SEPTEMBER 14, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Parli-  
ament, but in the Re-  
porters' Gallery yonder  
there sat a Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship"  
Lecture V

TEN CENTS A COPY

## WHO KNOCKS? AND WHY.

Curiously, the same people who would not "kick a man when he's down" often "knock" a man when he's "up."

There can be but two motives for such knocking—

One is *jealousy*; the other *fear*.

Fear of what, you say?

Well, here is a concrete case:

The CLEVELAND LEADER has shown remarkable advertising gains.

These gains have their origin in two elements—

1. The increasing popularity of the LEADER,
2. The results its advertisers are getting for the money spent in use of its advertising columns.

And so, as the amount of advertising has increased, has the raucous voice of the knocker been raised to dinning volume.

It's a safe axiom that when a man knocks thusly there must be some good in the knockee.

So the next time you hear "them" knock the CLEVELAND LEADER

Look into the Leader and see why.

## The Cleveland Leader's Constant Advertising Gains.

The CLEVELAND LEADER never decrys competition—for honest competition is healthful to trade, and it never has hurt the Leader.

The Leader's ware is "pulling power," which is synonymous with "results," but means a little more.

For it implies (and rightly) that CLEVELAND LEADER advertisers get steady inquiry. The percentage of actual sales in proportion to volume of inquiry is *nearly* 100 per cent. in the credit column.

And that with regular space-users Leader results are not spasmodic but uniformly regular.

So the CLEVELAND LEADER sells more than white space and black ink. It sells *sales*.

And the percentage of expense to cost in every sale made through Leader advertising is as *low* as that from any medium you can name

And you will note that, for these reasons alone, the CLEVELAND LEADER'S advertising gains are rapid and steady.

We do not mean to imply that the other newspapers do not show satisfactory results. Cleveland is not a one-paper city. But the use of the Leader will make you money—and the Leader *should* be used if you want customers whose daily year-in-year-out trade you prefer to mere one-time bargain hunters who rush for your "specials" and buy nothing else of you.

# THE CLEVELAND LEADER

PAUL BLOCK, Inc.

NEW YORK

CHICAGO

BOSTON

## THE NEWSPAPER PUBLICITY LAW.

BLANKS NOT YET READY—  
WHAT THE NEW ACT  
REQUIRES.

Although the first of October, the date set by Congress for the first filing with the Post Office Department of the internal details of the newspapers, is but sixteen days off, the intricate forms and blanks that must be filled out to comply with the law are yet to be received by the publishers. The work of printing the 60,000 copies necessary is said to be in progress, but at this rate the best that can be done is to give the publishers only a few days to comply with the important requirements.

The amendment requires:

That all daily newspapers shall file twice a year with the local postmaster and with the postmaster-general, their total average paid circulation in the six months previous, whether this circulation went through the mails or not;

That newspapers and periodicals alike report the names of the owner, the managing editor, and other officers; the stockholders, if a corporation; the bondholders, if the publishing company is bonded, and the mortgagees, if the property is under mortgage.

If within ten days after receipt by the newspaper of a registered letter from the postmaster-general stating that the report has not been filed, the terms of the provision are not complied with, the newspaper is automatically barred the use of the mails.

No court procedure is involved in this penalty, which admittedly would wipe any publication out of existence, and such test case as may be made will be entirely at the risk of the publisher.

Another provision of the act imposes a fine of from \$500 to \$1,000 on any newspaper failing to print the word "advertisement" following any article for which payment was made or promised. This provision is purely criminal in its nature, and the Post Office Department will have no responsibilities further than the transfer of information bearing upon it to the Department of Justice.

But, though it is almost certain that the constitutionality of the provision will be tried in a test case before the courts, the department feels that it has no alternative but to enforce the statute as enacted.

While many publications have called on the postmaster-general for information as to the scope of the measure, no formal notice of a fight has been given. It is regarded as certain, however, that some publisher will refuse to file and publish his trade secrets, and the test will be made then.

In such a case the publication at once would be automatically barred from the mails, though by appeal to a court, pending a final decision, the publisher might obtain an order permitting the use of the mails, under a heavy bond. This bond, of course, would be forfeited as a sort of fine in case a court sustained the act.

In adding the clause relating to the publication of circulation statements, however, the Congress, at the instigation of the Senate, made it apply only to daily newspapers,

thus discriminating in favor of magazines, periodicals, and the weekly newspapers which make up the bulk of the country press.

This discrimination affords grounds in the opinion of experts for attacking the law on the score of its constitutionality, and it is the general opinion that it will be so attacked in the courts, particularly the provision which requires the newspaper to print a statement not merely of the number of copies circulated through the United States mails but the entire amount. The bulk of the editions of daily newspapers is distributed by their own carriers, or through news companies, not by the Government in its handling of the mails. The Post Office Department claims the right to compel a newspaper to disclose its complete circulation, if the department suspects that the newspaper is sending more than ten per cent. of its entire issue through the mails to persons who have not paid subscriptions, but to compel a newspaper to furnish a sworn statement at stipulated times of its average total circulation, and to require that this statement be printed in the newspaper is regarded as an interference with the rights of the press.

When the postmaster-general opposed the bill before the Senate committee, he pointed out that the receipt and supervision of the reports from nearly 30,000 publications entailed a heavy burden on the department. At the same time he stated that as 17,000 of these publications were small weeklies with little credit, small clerical force, and small funds the burden in labor would be enormous.

As for the great dailies, he said, which alone are required to declare their circulation, the information required by the amendment will accomplish little in the way of regulation which cannot already be obtained under general state laws already on the statute books.

Mr. Hitchcock expressed the opinion that the new provision imposed a needless restriction upon the press of the country. Already, he said, to obtain the privileges of the second-class mail publications are required to conform to thirteen requirements, and these requirements cause a great deal of friction.

The Federal Government, he argued, is one of limited powers and restrictions that always raise delicate points under the Constitution. They should not be extended, he argued, more than is necessary.

The postal authorities regard the new legislation as unnecessarily drastic, as imposing strange and arduous duties upon the department, besides throwing upon the press of the country a burden from which little return can be expected.

The curious thing about the matter is that the amendment was sponsored by Representative Henry A. Barnard, a Democrat who is himself a publisher, with a controlling interest in the Rochester (Ind.) Sentinel.

There have been many rumors as to the purposes of those who were anxious to put this new legislation on the statute books, but none of these has been traced to any authentic source.

## PRESS FAVORITISM IS CHARGED.

SAME TELEGRAPH RATES  
WANTED FOR COMMERCIAL MESSAGES.

Charging that the lower telegraph rate given newspapers by the Western Union Telegraph Company are discriminatory and in violation of the Inter-State Commerce Act, complaint has been filed with the Inter-State Commerce Commission in Washington by interests representing other classes of users of the telegraph lines.

The specific complainants are the members of the firm of W. N. White & Co., fruit and provision dealers, New York. They accuse the Western Union Company of having discriminated against them by charging a rate which is unduly discriminatory and prejudicial for the reason that a lower rate is charged to the newspapers of the country for practically the same service.

The complainants informed the commission that they have used the Western Union Telegraph Company for the transmission of many messages, and that the company has charged them \$5,000 more for sending these messages than it would have charged the newspapers for similar service.

Accordingly they seek reparation for that amount and ask the commission to reduce all the telegraph rates of the Western Union to the level of the rate which the company charges for the transmission of press messages.

It is not believed in Washington that the commission will grant either reparation or order that no more shall be charged for commercial than for press messages. Nevertheless, the complaint and the inquiry which the commission is expected to make are regarded as important, especially in view of the possible effect the action against the Western Union may have on other telegraph and cable companies.

It was pointed out by an expert of the Inter-State Commerce Commission that if the application for reparation was granted a disastrous precedent would be established. If the Whites are to be remunerated for the excess charged them on their commercial messages over and above the newspaper rate every sender of a message would be entitled to recover reparation for similar alleged overcharges, and the aggregate thus recoverable from the telegraph companies would run into the millions.

The cardinal principle which has run through all the rulings of the commission, is that similar charges should be made for substantially similar service.

What the commission will do in the White case is speculative, but traffic experts are inclined to the belief that the commission will declare that the service rendered to the newspapers is different from a commercial service, and that the telegraph companies are justified in charging a different rate for press than for commercial messages.

It is expected that the commission, should the White case be

pressed to final action and order, will confine its ruling to a determination as to the reasonableness of the rates charged by the Western Union for specific services.

The Whites do not set forth in detail the rates, which were charged them, but they allege in a general way that the rates charged for services of transmission and delivery of telegraph and cable messages between points in the United States and points in the United States and Europe are determined arbitrarily by the telegraph and cable companies, and that competition has been eliminated. The Western Union is charged generally, but not specifically, with having bought out cable lines in territory in which it is a common carrier of cable messages, to eliminate competition.

The complaint avers that the charge on commercial messages over the Western Union from New York to San Francisco is \$1 for ten words, but in addition the company will handle a fifty-word night letter for \$1, and a fifty-word day letter for \$1.50, the latter being subject to conditions and control, the true condition of which "is known only to the defendant." For messages sent from New York to San Francisco for use by newspapers, the Whites aver, the rate is twenty-five per cent. of the regular rates.

## POST-INTELLIGENCER'S NEW PROPRIETORS.

The owners of the Seattle Post-Intelligencer have filed articles of incorporation as the Hecla Publishing Company, capitalized at \$1,000,000, and chartered for fifty years. The incorporators are A. S. Taylor and John L. Wilson, and the trustees, Messrs. Taylor and Wilson, A. P. Sawyer, Scott C. Bone and Stewart Taylor.

Mr. Taylor, as told in THE FOURTH ESTATE some weeks ago, purchased a half interest in the newspaper from former United States Senator Wilson, and takes active charge of the Post-Intelligencer as publisher. Mr. Wilson retains a half ownership, but retires from active participation in the management.

The Hecla Publishing Company is chartered to buy and sell real estate, publish one or more newspapers, and to do job printing and lithographing.

## NEW LOUISVILLE AGENCY.

Charles W. Bunce, Henry H. Moore and Frank B. Cottner have filed articles of incorporation in Louisville, Ky., for the Moore-Cottner Advertising Agency, with a capital stock of \$1,000.

Until January, Mr. Moore will act as president, and Messrs. Cottner and Bunce as secretary and treasurer, respectively.

## NEW CINCINNATI DAILY?

It is reported that a group of prominent residents of Cincinnati are laying plans for the establishment of a new one-cent newspaper in that city in October, with J. M. Wilson as business manager.



# THEN Came the Turning Point

A Solicitor called the other day at an advertising agency and told the space buyer that he represented the Pittsburgh Post and the Pittsburgh Sun.

"Why," said he, "those papers went into the hands of a receiver back in December, 1910, and everybody knows that."

"Surely," said the Solicitor, "but then---came the Turning Point."

"What do you mean?" said he.

"Well," said the Solicitor, "there was room for real papers in Pittsburgh and the Post and the Sun were on their way, but the financial management made necessary a receiver, and he had charge for about ten months. Then the papers passed into the control of new ownership and then---came the Turning Point. The infusion of new blood and energy both virile and progressive took place in December, 1911, and then things happened.

"First—Editorially, the papers' whole policies were broadened. The editorial force was gingered and the entire staff set out to make both papers the very best possible.

"Then the circulation started to move by reason of work from a hundred different angles, and both papers working their way into a hundred different classes in Pittsburgh.

"Everyone was on the job at the office of the Post and the Sun and within ninety days both papers were on the up grade."

"How was it done?"

"Well, both of the papers had backbone and force.

"The game was played with the cards on the table—Absolute truth about the circulation—Clean news columns—Books open to Advertisers, and Pittsburgh liked the new policies of the papers.

"Now when you go into Pittsburgh you find people everywhere reading the Post in the morning and the Sun in the afternoon.

"Clean, live, up to the minute; they have the grip on a big chunk of the worth-while circulation of Pittsburgh, and every day they are getting results, and that is what counts.

"To-day you cannot grip Pittsburgh without the Post and the Sun.

"In the Post alone the gain in advertising since January 1st amounts to 443,912 agate lines. In the Sun the gain since January 1st amounts to 329,140 agate lines.

"These figures speak volumes."

## THE PITTSBURGH POST

Two cents every morning; Five cents per copy on Sunday

## THE PITTSBURGH SUN

One cent every afternoon

EMIL M. SCHOLZ, Gen. Mgr.  
PITTSBURGH, PA.

CONE, LORENZEN & WOODMAN, Foreign Representatives  
NEW YORK and CHICAGO

## GERMAN EXPERT IN AMERICA.

PUBLISHER OF COUNTRY'S  
BIGGEST NEWSPAPERS  
HERE TO STUDY.

Dr. Franz Ullstein of the great German publishing firm of Ullstein & Co., is on his way to visit America to study American journalistic methods. He will arrive in New York Tuesday on the Cincinnati for his first visit to this country, with 200 German physicians who are to attend the Hygienic Congress in Washington. Dr. Ullstein is the only official delegate in the party who is not a medical man.

While the medical congress is one of Dr. Ullstein's purposes here, he will remain loyal to his own profession and will look at things here from the viewpoint of the practical journalist. For, although Dr. Ullstein has become one of the greatest publishers in Germany, he has never forgotten that he is first and foremost a newspaper man. Even to the present day, his private office is in the center and din of the editorial rooms. He could never be induced to withdraw to the executive department.

Dr. Ullstein is one of the proprietors—five brothers own the plant—of the organization that publishes the Berliner Morgen-Post, with 400,000 circulation, and the Berliner Illustrierter Zeitung, with a half-million readers. Taking into consideration the fact that street sales in Germany are on a small scale, and that these numbers represent only subscribers, it will be readily understood what such a circulation means in Germany.

The Ullstein Publishing Company is known wherever German is read or spoken, which means the world over. Almost every American visiting Berlin has seen the gigantic Ullstein headquarters, located in the heart of the city and covering an entire block. Eighteen large tenement houses were demolished to make room for it.

Dr. Ullstein entered the company which was founded by his father, Leopold Ullstein, after completing his studies at the Universities of Berlin, Heidelberg and Freiburg. His title of doctor is due to the fact that he is a graduate of the law department and passed his examination for the national civic service. For a few years, he was active as a judge's assistant.

### STARTED ILLUSTRATED PAPERS.

Twenty years ago he started in his father's newspaper business. At that time, the principal publication of the Ullstein Company was a picture weekly, the Illustrierte Zeitung, which had only a small circulation. Dr. Ullstein was one of the first men in Germany to realize the importance of photography for illustrated papers. Until then, they had published only drawings. It is one of his dominant qualities that he gauges quickly the requirements of the public.

When in 1898 the Morgenpost first made its appearance, he ordered his editors never to forget that a newspaper is made not only



DR. FRANZ ULLSTEIN,

NOTED GERMAN NEWSPAPER PUBLISHER WHO IS COMING TO VISIT AMERICA.

for men, but also for women and children. Over the desk of every editor, he placed a mandatory placard, "Don't forget the women and children."

Even if the firm under his father was respected in Berlin and regarded as a publishing house of good standing, its great development into a several million-dollar concern is due to the work of his five sons, and especially to the activities of Dr. Franz Ullstein. He appreciated the necessity of undertaking new enterprises. Besides the four daily newspapers and many illustrated weeklies already in existence, he realized his desire to make of the Ullstein Company a great book-publishing house as well. The Ullstein books have been declared to be the most popular in Germany. They were the first books of light weight, being at the same time printed on good paper and well-bound. In spite of this get up, they are sold at a price remarkably low for Germany (twenty-five cents) and attained national popularity in a short space of time.

Millions of Ullstein volumes are sold all over the Fatherland and to Germans in all foreign countries. While formerly Ullstein &

Co., issued only German books, of late Dr. Ullstein has commenced the publication of German editions of the best foreign literature in the German language. Several popular American works have already left the Ullstein press.

Dr. Ullstein's main intention in America is to become better acquainted with Americans and with their institutions—with their newspaper-plants as well as their establishments for the public welfare—and he hopes also to improve his knowledge of popular American authors, with a view to fresh additions to the Ullstein library.

### GROWTH IN TWENTY-FIVE YEARS.

The progress of the Ullstein Company in the course of the last twenty-five years can best be understood by studying its mechanical development, which Charles Hart, Lord Northcliffe's mechanical superintendent in London, recently described as the most complete in the world. On January 1, 1887, the founder of the company, Leopold Ullstein, opened a new printing office, with two rotary presses, which turned out 8,000 eight-page papers an hour.

In 1889 another rotary press was necessary; and in 1890 the first six-

teen-page machine was installed. In 1894, four of these machines were introduced; in 1908, they numbered thirteen, besides four thirty-two-page machines. In 1910, nine sixty-four-page machines were erected; besides there are many illustrating machines for the illustrated papers of the publishing company.

In the same degree as the presses, the power plant was enlarged. For the delivery of the papers, a large automobile plant was provided. Thirty-one automobile trucks, numerous cycles and two high-power cars for the editorial department are in permanent use.

Dr. Ullstein has a high opinion of America's "hustling" journalistic methods and the men who practise them. He is anxious to see both in practical operation. "My only fear, which my staff shares, about my trip to the 'Land of Unlimited Possibilities,'" he says, "is that I'll come back overloaded with ideas."

## BIG CHANGES IN FARGO NEWSPAPER FIELD.

DAILY PAPERS IN CONSOLIDATION

—DEMOCRATS ARE TO HAVE  
A CAMPAIGN ORGAN.

A. Y. More, Progressive national committeeman for North Dakota and an enthusiastic Roosevelt man, has purchased the Fargo Daily and Sunday Courier-News and the Fargo Evening Telegram and combined the two in one edition, to be issued morning and Sunday under the title of the Courier-News. Mr. More is one of the leading business men of the state, is wealthy and representative state that he will put behind his newspaper property every effort to develop and build up a first class newspaper.

Following the purchase of the property by Mr. More, A. M. Baker, who has been advertising manager of the Courier-News for the past two years, was appointed managing editor and business manager with full charge of the paper. Mr. Baker is one of the younger generation of Easterners who have invaded the newspaper field in the Northwest with success.

Mr. Baker and Mr. More have been close business and political associates for some time. They have been the leaders in the Progressive fight in their state and will bring the influence of a large personal following to the Courier-News. Mr. Baker's first move for the Courier-News was the appointment of Harnard J. Kenner of Chicago to be advertising manager. Mr. Kenner was formerly associated with Mr. Baker as assistant but has been for some time in charge of the advertising on special development numbers issued by the Chicago Record-Herald.

The Courier-News under its new ownership will be radically progressive. The Courier-News is represented in the Eastern field by C. I. Putnam, and in the West by A. W. Allen.

Democrats of North Dakota will establish a daily newspaper in Fargo to run during the campaign. George Wilkinson will be the editor.



## PRINT PAPER AND PULP FIELD.

### MOVEMENTS OF INTEREST TO PUBLISHERS—YEAR'S CANADIAN RECORD.

Statistics of Canada's paper and pulp industry, compiled in Toronto, show that Canada's share of the United States imports of print paper during the fiscal year ended June 30 was 55,563 tons, valued at \$2,101,086, as against 53,114 tons, valued at \$1,069,102 in 1910-11 and 43,388 tons, valued at \$1,615,100, during 1909-10.

The average price of Canadian print paper at the point of shipment during the last three fiscal years was shown from these figures to have been in 1911-12, \$37.81; in 1910-11, \$37.07, and in 1909-10, \$37.22.

The total quantity of print paper imported from all sources into the United States during the fiscal year aggregates 59,789 tons, valued at \$2,567,670, compared with 57,206 tons, valued at \$2,482,968, during 1911 and 46,455 tons, valued at \$1,920,801, in 1910.

Imported print paper, at the point of shipment, brought an average price during the fiscal year 1911-12 of \$41.53 per ton, a decline of \$3.55 as compared with the previous year, when it was \$44.88.

The Wayagamack Pulp and Paper Company, whose mills are located at Baptiste Island near Three Rivers, Quebec, has begun the manufacture of raft paper and sulphate pulp, and next month will be placing its product on the local and foreign markets. The company has installed two paper machines with a capacity of fifty tons per day, and the pulp mill will have an output of 100 tons daily, all for the manufacture of kraft paper.

Saw mill waste is being used in the manufacture of pulp in small quantities by three firms in Canada.

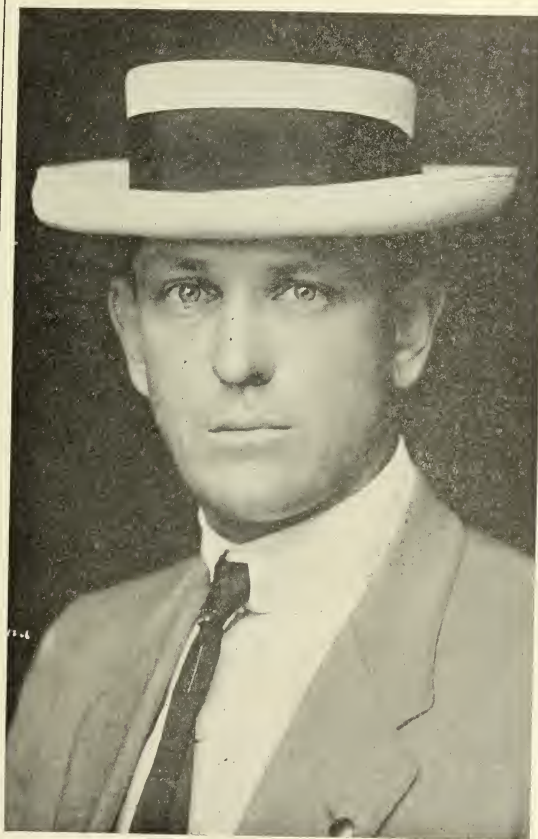
It is estimated that the price of pulp wood, since the legislation prohibiting its exportation from Crown lands went into effect in Quebec Province, has advanced fully a dollar per cord. In Ontario during the past year the price on the average fell twenty cents per

DO YOU notice any Paper that takes FINE HALF-TONES any better, on HURRY-UP WORK, than that on which THE FOURTH ESTATE is printed?

**LASHER & LATHROP**  
INCORPORATED

**PAPER**

8 Beekman Street, NEW YORK  
successors to MOLLISON BROTHERS  
Established 1868.



CHARLES B. COOKE,

PRESIDENT OF THE RICHMOND JOURNAL AND HEAD OF THE VIRGINIA PRESS ASSOCIATION.

cord, and in the Maritime Provinces the increases were from twenty to thirty cents per cord.

At a cost of approximately \$500,000 the Inland Empire Paper Company, of Spokane, Wash., will double the capacity of its plant at Millwood, three miles east of Spokane, and construct a big concrete dam, from which power will be generated for the operation of its mill, which for the last year or so has been run with leased power.

One hundred thousand dollars or more will be expended in the erection of four new buildings and in the purchase of new machinery. The present output of the mill amounts to eighteen tons a day, or a little more, and with the new addition the capacity will be increased to about forty tons per day.

At the annual meeting of stockholders and directors of the Inland Empire Paper Company, officers were elected for the ensuing year as

follows: Wilbur S. Yearsley, Spokane, president; L. M. Alexander, Minneapolis, vice-president, and W. A. Brazeau, Spokane, secretary-treasurer and general manager. These officials, together with Judson G. Rosebush, Appleton, Wis., and H. W. Nehf of Spokane are trustees.

One of the largest deals in lumber and pulp wood circles in Wisconsin in many years was consummated at Ashland when Senator A. W. Sanborn, receiver for the John R. Davis Lumber Company of Phillips, closed negotiations for the sale of the property to Kneeland, McClurg & Durant Company of Milwaukee, who had an option on the property of the Davis Company, which expired on August 15. Under the terms of the deal they have until September 15 to pay the consideration and take possession. Liabilities of the Davis Company amounted to more than \$750,000 and

under the deal completed the receiver will pay the secured creditors 100 cents on the dollar, while the unsecured creditors will receive five cents.

The Martin Pulp Company mills at Norfolk, N. Y., has completed its new mill at Yalville near Norwood. The plant will have cost, when entirely finished, several thousand dollars, the company being incorporated at \$50,000. At first the concern will devote its attention almost entirely to the manufacture of pulp and the plant will have a capacity of fifty tons per day.

### VIRGINIA EDITORS HONOR CHARLES B. COOKE.

The newly elected president of the Virginia Press Association, Charles B. Cooke, is widely known in the newspaper fraternity, especially in the South and West. He is the president of the Richmond Evening Journal Company and has built up a newspaper considered one of the representative daily journals of its section.

Mr. Cooke organized the company which started the Journal seven years ago, and has since been its head. He is prominent in financial and civic welfare circles of Richmond through service as head of the Real Estate Trust Company and president of the Civic Improvement League of Richmond. The Journal, under his direction, is an ardent supporter of Democracy.

Before making his home in Richmond Mr. Cooke resided in the West, and has been fortunate in being able to combine a practical newspaper training with his extensive business experience in making a prosperous property of the Journal.

His interest and zeal in the promotion of the Virginia Press Association resulted in the members electing him president at their meeting in Blue Ridge Springs.

YOUR

"WRAPPED"

ATTENTION

is invitea to our perfecta

**Nibroc Kraft**  
WRAPPING PAPER

—the banasome "quality"  
kima which gives—

**MOST STRENGTH**  
**MOST "CLASS"**  
**MOST WRAPPING "AREA" TO THE POUND**  
**MOST VALUE FOR YOUR MONEY**

Let us send you proof samples, also name of nearest dealer.

**BERLIN MILLS CO.**

PORTLAND, MAINE.

New York Office, 256 Broadway

## BUILDING UP THE CIRCULATION.

The Bridgeport (Conn.) Post recently entertained its newboys with the annual sail across Long Island Sound and an outing at Port Jefferson, L. I. Several hundred attended and an attractive program was furnished.

A Shetland pony contest is reported to have brought fine results in producing new circulation for the Worcester (Mass.) Gazette, published by G. F. Booth. The contest was conducted by W. G. Naylor, and about 1,000 new subscribers were put on the Gazette's list.

An automobile, three pianos and other prizes are to be given away by the Fort Madison (Ia.) Daily Gem City in a voting contest now being conducted by George Ellis for the United Contest Company, Cleveland.

The Fort Madison (Ia.) Democrat is giving away three motor boats in a voting contest now being operated. The campaign is being conducted by C. G. Prothero, of the Prothero Circulation Company, Cleveland and Indianapolis.

Ten young women of Cleveland and vicinity left Cleveland on Thursday for a lake trip to Montreal as the guests of the Catholic Universe. They were winners in a recent voting contest conducted for the paper by Frank Hicks, general manager of the United Contest Company, Cleveland.

The voting contest held by the Wilmington (Del.) News, with pedalmobiles as the prizes, proved to be one of the most popular novelties of its kind held in the city. The

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

**NEWSPAPERS** contain many items daily which would inform you exclusively of where you can secure new business, an order or a contracts; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

**The CONSOLIDATED PRESS CLIPPING CO.**

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.



NEWSBOYS AT THE CLEVELAND PLAIN DEALER'S ANNUAL OUTING.

competition among the many boy contestants resulted in the addition of nearly 2,000 new readers to the News' subscription list during the six weeks of its duration. The contest closed on September 4.

The World's Baseball Series trip contest on the Washington Herald is reported to be bringing fine results. It is in charge of the United States Circulation Company, Waterloo, Ia.

Willis J. Abbot is writing a series of historical articles on "Famous Women in History" designed to interest readers of the big dailies. Mr. Abbot's "Blue Jacket" series reached a sale of over 200,000 copies.

### LONG SENTENCE FOR YOUNG NEWSPAPER THIEF.

A fourteen-year-old Washington (D. C.) youngster has been sentenced to a term of from fourteen months to seven years in the National Reform School for stealing newspapers. The boy is Edward Payne, who appeared before the Washington Juvenile Court a few days ago charged with taking copies of the Washington Post from the doorsteps of subscribers' homes.

So much of this work has been going on in Washington for the past few months that the court determined to make an example of the young culprit as a warning to others who have been carrying on the illegal practice.

### NOVELTY AD MEN MEET.

Sixty million dollars were spent in the United States last year for advertising novelties, an increase of twenty-five per cent. over the previous year, according to statements made at the convention in Chicago this week of the National Association of Novelty Advertising Men in the Sherman hotel.

### AN EDITOR.

Seat yourself in front of a roll-top desk, rest your feet on the slide, light a cigar and read the papers.

If there is any work to be done, make one of the reporters do it.

Looks easy, doesn't it?

And so it is.

The difficult part is getting the job.—St. Louis Post-Dispatch.

### PLAIN DEALER TAKES BOYS TO CEDAR POINT.

The Cleveland Plain Dealer had more than 1,000 boys as its guests for a day at its second annual newsboys' picnic at Cedar Point Park. The trip was made on the steamship Eastland, and the local newsboy guests were supplemented by delegations from Lorain, Elyria, Mansfield and Sandusky.

After a big dinner the boys engaged in an athletic and fun-making program of a varied assortment of events, or went bathing. The day started with a parade of the boys from the office of the Plain Dealer, through the principal streets, to the boat, headed by a band. The picnic was arranged by the circulation department of the newspaper. Circulation Manager Fred M. McClure was in charge, assisted by George R. Burden, and H. R. Hichens, publicity manager.

### NEWSBOY FAKER HELD.

Frank Carlow, a newsboy, stood at Church and Fulton streets, New York, the other night hollering: "Lieut. Becker found guilty, found guilty!"

A patrolman after reading a paper took Carlow to the station house over night and then to the Tombs court the next morning.

Carlow told the court he had only said: "Whitman finds Becker guilty." Refraining from comment Magistrate Freschi fined him \$2. He had to go to the Tombs.

## DRINK

\$5 may save the life—certainly the useful ness of a good man whose life is being wasted by drink. The Oppenheimer Home Treatment for Alcoholism is recommended to remove the craving.

Total cost \$5. Send for free booklets.

DR. I. OPPENHEIMER,  
RAPID REMEDY CO.,  
14 Vesey Street, NEW YORK.

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

**The William L. Betts Company**  
Suite 406, World Building, New York C

## THE DOINGS OF THE VAN LOON FAMILY

The seven-column daily comic strip now used and recommended by such papers as the

BOSTON POST, ST. PAUL DISPATCH, LOUISVILLE COURIER-JOURNAL, ST. LOUIS GLOBE-DEMOCRAT,

Among the sixty papers using it is second to none in the market.

It can be obtained from the

McCLURE NEWSPAPER SYNDICATE  
45 West 34th Street, NEW YORK

## GET TO-DAY'S NEWS TO-DAY "By UNITED PRESS"

General Offices, World Bldg., NEW YORK



USE  
**RAINCOATS**  
FOR  
**PREMIUMS**

There is positively nothing better to BOOST YOUR CIRCULATION WITH CLIMATIC RAINCOAT CO. 104 Fifth Ave., NEW YORK

## THE SPECIAL SERVICE CO. Experts in Circulation Contests.

306 Publication Bldg., Pittsburgh  
Room 32, 23 Park Row, New York

### SATURDAY SPORT PAGE

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports. Expert Comment.—Best illustrations. YOU NEED IT! Write for particulars to International News Service 200 William St., New York City.

### Notice to PUBLISHERS

Before you put on a contest scheme consult an expert on contest circulation, protect yourself, save commissions. Address Expert Contest, care The Fourth Estate.

### WILL START ANOTHER.

John L. Brown, a former newspaper man of Elgin, Ill., and now editor of the Wheaton Tribune, has arranged to publish a new paper at Glen Ellyn, Du Pont County.



## HERE'S A WINNER

SEWING AWL (lock-stitch). For the mium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MYERS

6300 B Lexington Ave., CHICAGO



## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and re-filled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

*We conduct all kinds  
of Circulation Contests*

Wire  Write

For Washington Correspondence  
WRITE

AMERICAN  
TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

FISK INTERLOCKING  
ADVERTISING SERVICE  
FOR NEWSPAPERS.

\$5 Per Year—Weekly.

Write for Samples.

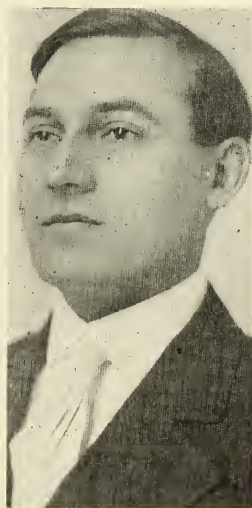
FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

POLISH PAPER SOLD.

The Utica (N. Y.) Polish weekly known as the Spiritual Hammer has been purchased by Stanley Miller.

## BIG THINGS PLANNED FOR UNCLE REMUS' MAGAZINE.

J. A. Malcolm, the newly appointed circulation manager of Uncle Remus' Home Magazine, Atlanta, was formerly with the Hearst newspapers in Chicago and New York. After leaving New York he entered the contest promotion business and conducted campaigns for many of the large papers of the country. He was president of the Publishers'



J. A. MALCOLM.

Circulation Syndicate, officially recognized by the Jamestown and Portland Expositions. Retiring from business on his own account, Mr. Malcolm for two years managed the circulation of the Atlanta Georgian.

Uncle Remus' Magazine moves into its new building on September 15, and will have much more room than in its present home. A new press, said to be the largest magazine press in the South, has been completed for the magazine by R. Hoe & Company, New York. It will allow the printing of sixty-four 800-line pages, with the addition of the cover and insert—making seventy-two pages in all.

# CIRCULATION IS THE LIFE OF ANY NEWSPAPER.

Our company is now managing three campaigns, the

Salt Lake Herald-Republican,  
Lincoln Star,  
Grand Forks Times-Herald

(Second Campaign)

## A Few of Our References:

Philadelphia Press,  
Seattle Post-Intelligencer,  
Atlanta Constitution,  
Omaha World-Herald.

Wichita Eagle,  
Fargo Forum,  
Spokane Chronicle,  
Omaha World-Herald.

If you want paid-in-advance circulation write us and our representative will call on you.

THE MYERS CIRCULATION CO.  
Inc.  
Waterloo, Iowa.

## BOSTON NEWS BUREAU IN NEW QUARTERS.

As a part of its twenty-fifth anniversary celebration, the exact date of which was July 25 last, the Boston News Bureau has moved into its new building at Kilby street and Exchange place.

In its new home, which was erected under the direction of C. W. Barron, founder and its present head, the bureau takes up the basement and two floors in the Liberty Building, and in the connecting building at 10 and 12 Kilby street. The entire news, mechanical and mailing departments will be under one roof, and so systematically arranged as to enable the organization to perform its services with a minimum of friction and waste of energy, and the greatest possible facility and efficiency.

In its twenty-five years of life the Boston News Bureau has grown from a sheet two columns wide and the last half of a page blank, to an issue of twelve pages, issued every morning and evening.

## HAIGHT TAKES CHARGE.

Walter L. Haight, heretofore editor-in-chief of the Racine (Wis.) Times, has succeeded Oliver E. Remy as its general manager. Mr. Remy is now with the Milwaukee Free Press as city editor.

## AGENCY SUCCESSOR.

The Henry Lake Advertising Agency has succeeded the Arthur Zellner Agency, of Memphis, Tenn. Offices are in the Memphis Trust Building.

## ITALIAN EDITORS IN COURT.

Leon L. Rey, editor of l'Echo de l'Ouest, of San Francisco, has had a warrant sworn out for the arrest of Louis A. Lusinchi, editor of Le Franco Californien, on a charge of criminal libel. Rey alleges that on August 6 and 18 Lusinchi printed articles accusing him of taking \$600 from the funds of the Bastille celebration, of which he was chairman of the finance committee. He denies the alleged charges.

## ABOUT MEN.

American Men of Affairs is the name of the new magazine, the first number of which has just been issued in Hartford, Conn., by the American Press Biographies Company. The publication consists of sketches and biographies. The offices are at 48 Temple street, Hartford, with branches in Chicago and New York.

WANTS POLICE CLERK  
ARRESTED.

T. Alvin Durning, a reporter for a Louisville paper, has sworn out a warrant for Harry Neban, clerk of the police court, charging that he was assaulted by that official in the latter's office when he went to straighten out a matter of an alleged false interview.

## FRAME IN DENVER.

D. C. Frame, for several years past associated in the management of the circulation department of the Cleveland News, is now director of circulation on the Denver Times.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

“BURRELLE”

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 968 FOR THE WEEK ENDING SATURDAY, SEPTEMBER 14, 1912

## PECULIAR DISCRIMINATION BY THE GOVERNMENT.

Does the United States Government discriminate against newspapers, in the matter of campaign expenses of candidates for Congress?

The question comes up in connection with the campaign contributions law and the expenses of a candidate. It is set forth in the law that no candidate for Congress may contribute more than the laws of his state provide. This is to cover the point that the expenditures of a candidate for any office are fixed by law in certain states.

It is also provided in the United States law that no candidate shall "give, contribute, expend, use or promise any sum, in the aggregate exceeding \$5,000 in any campaign for his nomination and election."

This is an interesting part of the law, and is to fix a definite limit on the expenses of a candidate for Congress. As a matter of fact, as was pointed out it does no such thing. Following the extract just quoted is a clause making various exceptions and including what appears to be a discrimination against newspapers. This is the clause:

Provided further, that money expended by any such candidate to meet and discharge any assessment, fee or charge made or levied upon candidates by the laws of the state in which he resided, or for his necessary personal expenses, incurred for himself alone, for travel and printing (other than in newspapers), and distributing letters, circulars and posters, and for telegraph and telephone service, shall not be regarded as an expenditure within the meaning of this act section, and shall not be considered any part of the sum herein fixed as a limit of expense and need not be shown in the statement herein required to be filed.

"It is admitted that newspaper advertising is the most valuable of all for political purposes," said a certain campaigner in discussing the section, "but when a man is a candidate for Congress he is required to account for every cent that he uses for advertising his candidacy in the newspapers. At the same time he may use as much as he

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

pleases for letters, circulars and posters and make no record of it.

"Under the section he may have a special train, he may use the finest kind of letter paper and as many postage stamps as the government can furnish and make no account of it. He may employ a hundred stenographers writing letters in his behalf and keep the presses of a dozen job printing shops at work on his campaign material, and make no record of it.

"These expenditures may total \$10,000, \$25,000 or \$50,000, and no account need be made of them, but if the candidate expends twenty-five cents for a political advertisement in the 'want' column of a newspaper, he will be held strictly to account. It looks to me like discrimination, and discrimination, for which we can give no reason."

## THE NEWSPAPER'S PROBLEM OF THE DEVIL AND HIS DUES.

It is often said in behalf of the practice of newspapers whose columns abound in reports of crimes and scandals that they do not give a picture of the world as it is—that they refuse to let their readers dwell in a fool's paradise. But whatever justification there may actually be for the devotion of so large an amount of newspaper space to these matters, the plea that a true picture of the world is thus presented can not stand examination for a moment.

Indeed, the one excuse that may fairly be pleaded for the practice, says the New York Evening Post, is precisely the opposite of that which is so often put forward. Of the normal, the everyday, the things that really form the warp and woof of the web of life, there is nothing to be said. It is precisely because crime and scandal are exceptional and abnormal that they afford matter for interesting narrative and comment.

And even more than this is true. Owing to some perhaps subtle but certainly profound characteristics of

human nature virtue and happiness do not lend themselves to much talking. The writer who feels moved to say something about an act of rare heroism or goodness or about a life of singular beauty and happiness immediately finds himself tongue-tied. Whatever may be true in regard to music it is plain that so far as concerns the news of the day the devil has all the good times.

Battle, murder and sudden death—yes and pecculation and marital unhappiness and poverty and injustice—are interesting and vociferous; peace and comfort and goodness are unexciting and inarticulate.

## NOTE AND COMMENT.

Each successive month continues to draw attention to the Boston Post because of some new record or other show of enterprise. The latest feat of the Post has been to surpass all of its previous circulation and advertising figures for any August in its career. The circulation of the Post's daily edition for August reached the high water average of 418,562, a gain of 59,056 copies per day over August, 1911. Besides, the Sunday Post for the month averaged 319,243, an increase of 28/37 over the same month last year. The display advertising in the Post for the first eight months of 1912 amounted to 3,560,263 agate lines. In this fine record the foreign managers of the Post, the Kelly-Smith Company, New York, and G. George Krogness, Chicago, are admirably represented.

"No newspaper can long survive unless it tells the truth and prints the news without fear or favor."

True. Yet how sad that the newspaper can't please everybody by telling news, good or bad, with a word of regret for those who won't like it, and a whoop for those who will!

They managed these things better in the seventeenth century. Take the following from a London newspaper of 1622. The quoted paragraph closes the report of a battle in which a popular British commander met defeat:

Now, courteous Reader, having heard the truth of the matter, moderate your grief, and do not discourage a young brave warrior, by lamenting for some small loss by him sustained, seeing also that commonly the issues of battles and warlike actions are variable and inconsistent, and that many times it happens that those that the one day have the worst, the next day have the better hand.

The same kindly sheet prints at the foot of its column as a Notice to Correspondents:

All persons who are pleased to favour us with any comical or solid stories, may repair to the "Three Kings," Ludgate, and they shall have them very carefully put in.

Alas, that the modern newspaper must strangle these generous impulses!—New York World.

Newspaper advertising is a preliminary to the kind of advertising that is done after you get the people who respond inside your place of business. It is a very necessary and very valuable preliminary. Without it the number of people who come to your place of business would be very much less.

But you have got to help if you want to get one hundred per cent.

results from your advertising. You have got to give the public just what your advertising leads the public to expect.

P. T. Barnum, so I am told, never made that famous statement which has been attributed to him: "The public loves to be humbugged." Barnum was too shrewd a student of human nature to think or practice anything like that.

The public loves to be served—that's what. And the merchant who serves his public honestly and well is doing the kind of advertising that leads to more business.

Jerome P. Fleishman in the Baltimore Sun.

One of the most complete works of its kind is the 1912 Fall Renting Guide of the New York World. It contains seventy pages of information and is distributed free for the asking. The 1912 edition is larger, more complete and valuable to homeseekers than any of its predecessors and will surely prove helpful to apartment seekers and house owners. The work includes half-tone pictures of houses and much additional information relative to the plans in compact form for ready reference. In all the work gives full information of 200 dwellings in the Greater New York District which are advertised regularly in the World.

An advertising campaign just started in the Chicago papers by the Illinois Life Insurance Company has already attracted much attention from the professional advertising and newspaper men. The campaign has been prepared and is being handled by the Goldstein-Conhaim Company, Chicago, and presents a series of strong personal appeals to men to have their lives insured. The group consists of eight ads, each appealing to a certain class of insurance prospectives, and accompanied by a well adapted illustration. In all the campaign seems to be laid along lines that give it every prospect of being remunerative to all parties concerned.

The Bridgeport (Conn.) Telegram, through an exclusive and round-by-round story on a recent Sunday boxing bout, or alleged prize fight, has caused wholesale arrests of alleged principals and spectators. Over 100 warrants have been issued. The affair took place in the town of Stratford and the authorities of this place have been demanding that those implicated be punished to the full extent of the law.

When circus men go back on billboards it marks the beginning of the end of that form of advertising. The traveling circus initiated billboards, and in turning from them to newspapers the circus advertiser inaugurates a departure from a tradition and custom which have unquestionably built up many a fortune.

While still a novelty, billboards told a story and were effective. But in their rapid multiplication they no longer make the impression they once did. Newspapers give immediate results. They reach the class of people who want to interest.



Where one person read newspapers and magazines thirty years ago, hundreds read them now.

It is to the papers every one goes to find the record of births, deaths, marriages, weather predictions, Wall Street reports, sermons, prize fights and everything else that is going on in the world.

The circus man figures correctly that ninety-nine per cent. of the people will look in the same place to see about the coming of the circus. —Leslie's Weekly.

The Montreal Family Herald and Weekly Star put into effect a new rate card on September 1. The publishers of this publication have built up a circulation of 135,000 among the rural population of nine provinces of the Dominion, and they estimate that it reaches ninety-seven per cent. of the post offices in the Dominion and every sixth rural household in Canada. Naturally, such an accomplishment as this deserves recognition and the publishers take the very appropriate step of charging an advertising rate in keeping with the results such a publication is bound to give.

The incident of a Cincinnati man being driven insane through reading the speeches of the Congressional Record and other such literature may interest the advocates of the endowed newspaper. The philanthropist who first endows a newspaper, we hope will not forget to provide for its victims at the same time.

In harmony with the record amount of advertising the New York American has been carrying this year it established a new "double truck" advertisement record last Sunday by carrying six "double truck" advertisements of the following well-known New York department stores: Gimbel Brothers, Greenhut-Siegel Cooper Company, Simpson Crawford Company, O'Neill-Adams Company, Fourteenth Street Store and A. I. Namm & Son.

In addition eight other large department stores were represented by full page advertisements. Up to that time the record had been five "double truck" advertisements in a single issue made last year by the American.

The fact that the American has been singled out in this manner by department store advertising managers is a tribute to the American as a profitable business bringer no matter how heavy a load it is asked to carry.

The city of Philadelphia is setting an example that might be followed profitably by other municipalities. Director Porter, who is working with the Mayor and Civil Service Commission to increase the efficiency of the police department, has decided to advertise in the newspapers for policemen. The idea of the director is that there are many available men in country towns who would make good patrolmen. The Civil Service Board has prepared advertisements expressing the needs of the city. Other municipal departments are going to try the same plan.

## PURELY PERSONAL.

DR. CANDIDO MENDES DE ALMEIDA, managing editor of Jornal do Brazil, of Rio Janeiro, is attending the International Rubber Congress in Boston.

CHARLES F. GREENE, formerly city hall reporter for the Bridgeport (Conn.) Farmer and now engaged in commercial agency work, is contributing a series of political articles to the Bridgeport Sunday Post.

G. A. RUTHVEN, formerly with the Chicago Inter-Ocean and Journal, has moved to San Francisco.

M. G. WOODWARD, a Stockton newspaper man, has been admitted to the bar in California.

A. E. CULVER, a former Bridgeport (Conn.) newspaper man, is acting as press agent for the Lyric Theater in that city.

F. P. LAMOREAUX has been re-elected editor of the Fresno (Cal.) Labor World for a term of three years.

F. N. GOULD of the Minneapolis Daily News staff was a Labor Day orator at Madison, Wis.

COTTRELL CAHALEY, head of the classified advertising department of the Minneapolis Daily News, gave a sailing party on Lake Calhoun, Labor Day, for the members of the staff.

BARTON W. CURRIE of the New York World has novelized "Officer 666," which has been making a big hit in play form in New York.

JAMES P. MULCAHY, editor of the Butte (Mont.) Tribune, is able to return to his desk after a siege of confinement nursing injuries he received a short time ago.

ETBIN KRISTAN, editor of the Dawn, a Slavonic Socialist paper of Leibach, Austria, is visiting in this country.

H. O. STECHHAN, dramatic critic of the Seattle Town Crier, is one of the authors of a playlet "You Never Can Tell About a Woman," which is to be produced this fall.

VINCENT SMALLEY, formerly of San Francisco, has been assigned the court house run for the Los Angeles Tribune, while F. R. Dyas, the regular man, is enjoying a vacation.

THOMAS L. MASSON, editor of Life, has been elected president of the Glen Ridge Democratic Club, at his home, Glen Ridge, N. J.

## VISITORS IN NEW YORK DURING THE WEEK.

C. W. Boggs, publisher the Davenport (Ia.) Democrat.

A. E. Sansoucy, business manager the Glen Falls (N. Y.) Post-Star.

Herman Suter, publisher the Nashville American.

B. Morgan Sheppard, publisher the Southern Planter, Richmond, Va.

B. K. Rankin, Southern Agriculturist, Atlanta.

## WEDDING BELLS.

NELSON HILL of the Coalinga (Cal.) News was recently married to Miss Alta Shain.

AARON MARGULIES, cashier of the Minneapolis Daily News, has announced his engagement to Miss Ida Pollack of Minneapolis.

ALBERT WHITING FOX of the New York Herald's Washington Bureau was married last week to Miss Eleanor Marjorie Wimsatt of Takoma Park.

MILTON UHL, an advertising man on the Omaha Daily News, was married last week in Greenville, O., to Miss Helen Martz. Mr. Uhl is a son of Mel Uhl, publisher of the Daily News and a brother, Mel Uhl, Jr., will be married on September 28.

JOSEPH A. BILLINGSLEY, a Baltimore newspaper man, and Miss Ruth Horner Love of Woodlawn have been married.

ROSS W. KELLOGG, editor of the Seneca (N. Y.) Press, has been married to Miss Nora Evelyn Seaman of Ithaca.

J. HAROLD PEARCE, editor of the Hallondale (Wis.) Review, and Miss Myrtle Steele were married a few days ago at Lodi.

STANLEY McMINN, of the staff of the Motor World, New York, was married a few days ago in Newark, N. J., to Miss Ethel Ruth Cunningham. The couple are now on their honeymoon in Maine.

CLINTON HILL, editor of the Osage (Ia.) Journal, has been married to Miss Faith Sweeney, daughter of a prominent banker.

RALPH MITCHELL, a former Minneapolis newspaper man, was married in that city last week to Miss Phoebe King. Mr. Mitchell is now a resident of Portland Ore.

## IN POLITICS.

HENRY L. STODDARD, publisher of the New York Evening Mail, has been named a Congress district elector for the Progressive party.

LYNN W. WILSON of the Bridgeport (Conn.) Farmer editorial staff is a candidate for the Democratic Congressional nomination.

EDGAR M. BALDWIN, proprietor of the Fairmont (Ind.) News, is a candidate for the Progressive nomination for senator.

H. W. RISLEY, editor of the South Denver Eye and Bulletin, has been nominated for state senator on the Democratic ticket.

FRANK P. GLASS, editor of the Birmingham (Ala.) News, is the chairman of the Democratic finance committee of the state.

T. G. McKAY, editor of the Montevideo (Minn.) Commercial, has announced his candidacy for judge of the probate court in his county.

PAUL F. DEHNEL, editor of the Worthington (Minn.) Republican, is a candidate for the nomination of Congressman-at-large.

BRUCE DENNIS, publisher of the La Grande (Ore.) Observer,

has resigned the chairmanship of the state Republican committee to cast his fortunes with the new third party.

## NIAGARA FALLS EDITOR FOR REPRESENTATIVE.

Charles B. Smith, proprietor of the Niagara Falls (N. Y.) Journal, has been renominated for national Representative by the



CHARLES B. SMITH.

Democrats of the Forty-first District.

For many years Mr. Smith did newspaper work in Buffalo; for two years he was managing editor of the Buffalo Times and for fourteen years held a similar position on the Courier. He is now closing his first term in Congress, having been elected two years ago from Buffalo by one vote over his opponent.

## SPECIAL AGENCY CHANGES.

In the notice of the change of special representatives of the Kansas City Journal in THE FOURTH ESTATE last week, it was erroneously stated that the representation of the paper in the West had been transferred from Cone, Lorenzen & Woodman; instead it should have been C. R. Arries. The entire foreign advertising management will hereafter be in the hands of the S. C. Beckwith Special Agency.

Adrian (Mich.) Telegram (foreign representation)—Payne & Young to F. P. Alcorn, New York, and F. W. Henkle, Chicago.

A new press is in process of installation in the plant of the Sidney (O.) Journal.

## BUSINESS OPPORTUNITIES

## HELP WANTED.

## SITUATIONS WANTED.

## SITUATIONS WANTED.

Growing daily newspaper property in city of 15,000. In 1911 paid two owners \$30 per week each salary and in addition made a profit of over \$6,500. Can be bought for \$35,000 cash. \$8,000 worth of real estate included. Proposition E. I.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York.

NEWSPAPER  
WANTED.

Manager of New York daily will buy interest or outright small city daily. All correspondence confidential. No brokers' letters answered. Direct dealings desired.

Address W. M. Williams, Singer Building, New York City.

## TO PUBLISHERS.

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care The Fourth Estate.

## MACHINERY FOR SALE.

FOR SALE: One Model No. 4 Linotype, No. 1123, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE: Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

FOR SALE: One Model No. 3 Linotype, No. 7374, with one extra magazine. The Commercial Printing Co., West Exchange and Water Streets, Akron, Ohio.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

33 LIBERTY STREET,

Branches:  
737 STREET AND BROADWAY,  
125 WEST AND EIGHTH AVE.,  
NEW YORK.

## RECENT INCORPORATIONS.

CHICAGO.—Joseph G. Branch Publishing Company; capital, \$25,000; incorporators, Joseph G. Branch, A. W. Rathbun and N. L. Frost.

Facts Publishing Company; capital, \$15,000; incorporators, H. W. Henley and others.

DAYTON, O.—S. O. Lindeman Advertising Company, capital, \$15,000; incorporators, Louis R. Lindeman, Milton G. Lindeman, Louis R. Lindeman, Charles W. Daler and Sidney G. Kusworm.

NASHVILLE, TENN.—C. Holmberg & Co., general advertising; capital

## A Business Manager

who has had experience in cities of 30,000, can find a permanent position if he can prove that he is the man wanted on this newspaper. Send full particulars in first letter to ORTO, care The Fourth Estate.

## REPORTER.

A young man as reporter on a weekly trade paper. One with experience preferred. Must come well recommended and be able to put a story in readable shape. Give full particulars in first letter to Report, care The Fourth Estate.

## Circulation Manager

wanted. One who has had experience on large newspapers. State whether you are in favor of contests and premiums and your reason why. Also salary desired. References. Address Pre, care The Fourth Estate.

## STENOGRAPHER

A stenographer, competent to take dictation quickly, correctly. One who has been employed on a newspaper or advertising agency preferred. Address with full particulars as to references, salary expected, etc. Correct, care The Fourth Estate.

## WANTED.

A home in a refined family for a young (25) capable gentlewoman, where she can have her 20-month-old boy with her; will make herself generally useful; references exchanged.

Address S. C., care The Fourth Estate.

\$5,000; incorporators, C. Holmberg, A. Bohannan and others.

COLUMBUS, O.—Rural Educator Company; capital, \$10,000; incorporators, Garland A. Bricker and others.

NASHVILLE, TENN.—Frost-Stone Advertising Company; capital, \$10,000; incorporators, M. B. Frost, D. Cleff Stone and others.

Waverly, O.—Watchman Publishing Company; capital, \$5,000; incorporators, W. M. Current and others.

WILMINGTON, DEL.—General Advertising Company; capital, \$15,000; incorporators, John J. Pheelan and others.

HOUSTON, TEX.—Houston Press Club; no capital; incorporators, Harry T. Warner, C. B. Gillespie, J. R. Montgomery, Paul C. Edward and Everett Lloyd.

MUNCIE, IND.—A. E. Boyce Company; capital \$60,000; incorporators, A. E. Boyce, C. Hutchinson and J. R. Collins.

LYNCHBURG, VA.—Progressive Publishing Corporation; capital, \$25,000; incorporators, William L. Moorman, J. B. Jennings and J. Lynn Yeagle.

FLOYD, TEX.—Hesperian Publishing Company; capital, \$3,750;

WANT A WASHINGTON  
REPRESENTATIVE?

All round newspaperman, now with leading Eastern daily as editorial and special writer, about to locate in Washington, invites correspondence with newspapers desiring capable representation at the capital. Specialty: International political affairs. Address M. J., care The Fourth Estate.

ACCOUNTANT  
AND AUDITOR

Young college man with nine years newspaper experience in metropolitan city, desires to locate with a progressive daily with circulation of not less than 50,000. Thoroughly competent to take full charge of office, or act in confidential capacity. Single, best of references. Address Auditor, care The Fourth Estate.

Circulation Manager of metropolitan newspaper, acquainted with the methods of topnotching. Over ten years' experience on the three best papers in the United States, will be open for engagement Oct. 1, for reasons for change and a desire to move into wider field. Resourceful, enthusiastic, loyal, manager of men and affairs, securing best results in new business and collections. Address D. P., care The Fourth Estate.

## MANAGER

Thoroughly efficient, desires to connect with daily in prosperous, bustling city of 16,000. References show ability and success in operating plant profitably, developing advertising and circulation and curtailing expenses. A capable man, hustler, not afraid of work and amply experienced in building up propositions. Address C, 426, care The Fourth Estate.

## Circulation Manager

of long and successful experience, with thorough knowledge of every branch of circulation work and especially strong in organizing and systematizing, with a big income detail, a hard worker; good record for quick and permanent increase in circulation and collections; an energetic worker; wants opportunity for big success. Address Success, care The Fourth Estate.

## OUT OF A JOB?

The rate for "Situations Wanted" in THE FOURTH ESTATE is but TEN CENTS A LINE, and an advertisement here is sure to catch the eye of many employers and perhaps secure a situation for you. Certainly worth trying, is it not?

## STENOGRAPHER

Young lady having nine years' experience desires position with first class advertising house. Can furnish best of references. Address Competent, care The Fourth Estate.

Foreman, working or supervising, who can save you money on your operating expenses, is open for engagement. Age forty, sober, competent and up-to-date. Address J. W. Leigh, 1317 North Hagan avenue, New Orleans, La.

Stenographer five years experience desires position in or out of town. Best reference, O. Kirchmeier, 1428 Putnam Ave., Brooklyn N. Y.

incorporators, C. Gurringer and others.

TERRELL, TEX.—Transcript Publishing Company; capital, \$10,000; incorporators, H. Galbraith, Fred I. Massengill and C. K. Patton.

BURLINGTON, WASH.—Journal Publishing Company; capital, \$5,000; incorporators, John Batdorf and others.

## A MANAGER.

who has a clean and successful record, is open for engagement as either advertising or business manager. Thirty-five years of age, fifteen years' experience in news, advertising and business management. Capable of taking full charge. Exceptionally strong business producer and economical manager. Desires permanent position in Middle West town of 20,000 to 75,000 population, where hard work, hustle and ambition will show results required and rewarded. Highest references and reputation. Address PERMANENT, care The Fourth Estate.

Political Crusades  
My Specialty.

Progressive editors who wish to give the old crowd a knock-out blow this fall should not depend on inexperienced reporters. There is much less likelihood of "come-backs" and libel actions if you have the services of a man who has been over the ground and knows how to get documents, furnish my own staff if desired. Ask me to call and map campaign. Address in confidence SPECIALTY, care The Fourth Estate.

## Manager Wants Change

Manager, age 35, open for change. Nearly twenty years' experience as successful, intelligent management of newspapers. References show ability to make losing proposition more successful. Successful in creating and holding business. Capable taking entire charge business, advertising, circulation and supervision of mechanical department. Now employed as manager on large western daily. No hurry, but could come soon. Address, EXPERIENCED, care The Fourth Estate.

Job Printing  
Salesman Wanted

with over ten years' successful experience on morning and afternoon papers desires to make change to a wide field. Thoroughly conversant with circulation in all its minute details. A hard worker; good in organizing and systematizing; holds excellent record for quick and permanent increase in circulation along economical lines. Best of references. Will only consider full management of circulation with compensation contingent upon results. Address Permanent, care The Fourth Estate.

## Circulation Manager

for shop in live middle west city of eighteen thousand. Have established business and good equipment. A clean-cut, sober, active man who can hold our old business and develop new, can make good place for himself. Must be careful estimator, know costs, and honest with clients and company. Pay fair salary to start and rest is up to the man. State age, salary wanted and references. Address, Printer, care The Fourth Estate.

Business or Circulation Manager, age 40 years; 22 years in business. Highest references from both morning and afternoon papers. A hustler, able to produce results. Address DX2, care The Fourth Estate.

OFFICE  
ASSISTANT.

Young hustler with five years practical experience desires to locate with progressive sheet where brains and work are rewarded. Has thorough knowledge of accounting and all office detail, competent to assist executive. Address Hustler, care The Fourth Estate.

Wanted. Position as editor or manager of country newspaper by experienced man. Address, AH, care THE FOURTH ESTATE.

## LOCATES IN INDIANA.

Milton S. Bolerjack, formerly publisher of the Kalida (O.) Record, has become publisher of the Ridgeville (Ind.) Star.



## PROSPEROUS OUTLOOK FOR THE MIDDLE WEST.

NEWSPAPERS ALREADY FEELING INFLUENCE OF GREAT CROPS SEASON.

The billion-dollar crops of the Middle West have already made their effect felt in the publishing business, according to John Burgess, assistant general manager of the Clover Leaf League newspapers, comprising the Omaha, St. Paul and Minneapolis Daily News, the Chicago Daily Press, the St. Paul Rural Weekly, the Woman's Home Weekly, the American Home, the



N. W. REAY.

Omaha Rural Weekly and the Farm Magazine. To THE FOURTH ESTATE Mr. Burgess in an interview of conditions in his section said:

"Every one of the Clover Leaf publications made substantial gains in August over August a year ago. 'The Omaha Daily News' gained 9,411 daily average circulation, making a total of 69,569, and reported a foreign advertising increase of 735 inches, a local advertising increase of 1,552 inches, and a classified increase of 373 inches.

'The Farm Magazine' of Omaha reports August as the greatest August in its history, seventy-five per cent. increase being shown in all kinds of business.

"The St. Paul Daily News, now printing a daily average of 71,536 copies, reports an advertising increase of 37,100 lines.

"The St. Paul Rural Weekly, with 215,000 circulation, made an increase in advertising earnings of approximately 20 per cent.

"The Minneapolis Daily News reports a total advertising increase for last month of 35,448 lines, with an average daily circulation increase of more than 3,000 copies.

"The Chicago Daily Press, the new Clover Leaf Daily, reports an increase of more than 100 per cent. in circulation and advertising in the first three weeks of its existence. This paper was established August 8, 1912.

"The Woman's Home Weekly, the American Home and Omaha Rural Weekly are adding thousands to their lists of subscribers weekly, and succeeding issues show remarkable increases in the amount of advertising carried.

"The Clover Leaf Rural weeklies are now guaranteeing more than 425,000 circulation, at a combination rate of ninety cents a line."

THE FOURTH ESTATE presents herewith the portraits of N. W. Reay, general manager, and Mr. Burgess. The Clover Leaf papers

now employ more than 600 people, who are engaged solely and directly in the production of its papers. The total monthly payroll is more than \$45,000, and a million and a



J. BURGESS.

half pounds of white paper are used per month.

The Clover Leaf maintains its own foreign advertising department, with C. D. Bertolet in charge in the West at 1110 Boyce Building, Chicago, and J. F. Antisdell, 350 Fifth avenue, New York, representing its interests in the East.

## THE REUTERS ENTERTAINED THEIR CO-WORKERS.

A party of members of the Los Angeles Examiner editorial staff, with their wives and friends, were recently entertained by Mr. and Mrs. George P. Reuter, the latter a popular co-worker, at the Reuter home in Glendale, Cal. The object was the celebration of the hostess' birthday anniversary.

Dinner was served in the beautiful La Ramada gardens, to which the guests were taken from Los Angeles in special P. E. cars provided by Del Reynolds, publicity agent for the railway and a former newspaper man. The Examiner employees presented their host and hostess with a beautiful Oriental basket lamp. A number also made individual gifts.

The guests from the Examiner included City Editor Harry E. Morton, Assistant City Editor R. T. Van Etisch, A. B. Cuscaden, Charles Brannaman, Edgar A. Coe, Gordon Seagrave, Don Nickleson, William Ulrich, William Hogue, Fletcher Bowron and Harry Gray. Mrs. Lavinia Graham, Miss Kate Harkness and Mrs. Forrester C. Hooker, also of the Examiner staff, assisted the hostess in entertaining.

## ADDITIONS TO SYRACUSE POST-STANDARD.

Edward Clark, Jr., formerly managing editor of the Albany Knickerbocker Press, and J. Burr Bell, late managing editor of the Rome Sentinel, have joined the staff of the Syracuse (N. Y.) Post-Standard.

Other recent additions to the Post-Standard staff are: Ray Johnson, Chicago American; George M. Grady, Boston Post; F. E. Hersey, Allen B. Sterns and Miss Edith Marshall, the latter three well known in Springfield (Mass.) newspaper circles.

James R. Thursty has started an advertising agency at Webster Grove, Mo.

## VACATION NOTES.

J. W. HUNTER, publisher of the Washington Herald, and A. R. Keator, Chicago special representative, have returned from a thousand mile automobile trip along the Atlantic Coast.

W. G. YOUNG, editor of the Cedar Rapids (Ia.) Gazette, has returned from an Eastern trip during which he visited the principal cities of the section.

LESTER J. CARGILL, police reporter for the Bridgeport (Conn.) Post, is enjoying his annual vacation at Connecticut shore resorts.

Miss M. L. RIDDLE, editor and general manager of the Texas Bankers Record, Austin, is spending a vacation in San Antonio.

E. T. DAVIS, Associated Press operator for the Bridgeport Standard, is vacationing in northern Connecticut.

C. J. HAYNES, Associated Press operator for the Bridgeport Telegram, has returned from Old Point Comfort.

WILLIAM E. TRIBUT, who covers courts for the Los Angeles Times, is putting in a fortnight of recreation at the beach resorts.

JOE AMBROSE DALEY of the Los Angeles Express is spending his vacation in the Santa Monica hills with his family, after having recently been admitted to the practice of law.

CLARENCE M. AGARD, Bridgeport correspondent for the Associated Press and of the Standard's editorial staff, has been passing his annual vacation in western Massachusetts.

IRVING W. STAPLES of the Keene (N. H.) Cheshire Republican Company has returned from a vacation on the coast with headquarters on the Revere Beach.

FRANK E. NOLAN, sporting editor of the Bridgeport Standard, is visiting with friends in Bayonne, N. J.

WILLIAM SMITH, sporting editor of the Bridgeport Farmer, is in Atlantic City.

JAMES H. HABERLIN, sporting editor of the Bridgeport (Conn.) Telegram, has been passing several days' vacation at his home in Rhode Island.

## IN THE PUBLIC EYE.

BEN BLOW, a newspaper man of the Sacramento section, has been appointed secretary of the Napa (Cal.) Chamber of Commerce.

Mrs. DAVID WINTON, Stratford correspondent of the Bridgeport (Conn.) Farmer, has been endorsed by several organizations of voters for election to the school board of that town. She is also prominent in suffragette circles.

G. RAY HORTON, who left the Los Angeles Examiner to take up law, is a judiciary aspirant. He is now chief trial deputy on the staff of District-Attorney John D. Fredricks.

The town of Mallard, Ia., is to have a newspaper.

## SIEGFRIED AD COMPANY IS REORGANIZED.

NEW CORPORATION FORMED WITH F. H. SIEGFRIED AND WELL KNOWN MEN AT HEAD.

The Siegfried Company, Inc., of New York has been incorporated at Albany, with paid-in capital of \$150,000 to take over the general advertising agency business hitherto conducted under that name by Frederick H. Siegfried.

The company has been organized with Mr. Siegfried, president; W. I. Lincoln Adams, chairman of the board of directors; Alfred M. Stockman, vice-president and manager; Frank Delano, treasurer; Edward H. Acree, Jr., secretary.

John B. Wight and Samuel C. Croot with the officers named form the directorate. Mr. Adams is president of Styles & Cash, lithographers, printers and stationers. Mr. Delano is president of the American Temperance Life Insurance Association; the National Security Company; and the Darlington Realty Company.

Mr. Wight is manager and director of the Alpha-Portland Cement Company, and a director in the North American Cement Company. The offices of the Siegfried Company remain at 50 Church street.

## MEDICAL JOURNAL STOPS.

The Yale Medical Journal, of New Haven, Conn., has ceased publication. The reasons given are stated by the editors to be "because there is an abundance of available current medical literature for all desiring it, and because of the belief that the value of the Journal in the limited field which it has attempted to cultivate is not sufficient to justify the effort necessary for its continued publication."

The Journal was started in 1894 as an undergraduate magazine with an advisory board of graduate editors. A few years ago, however, the Journal began the publication of the proceedings of the Connecticut State Medical Society and at the same time the editorial work was taken up by a board of graduate editors.

## UNION AGREEMENT SIGNED AT SAN ANTONIO.

A new agreement has been entered into between the Typographical Union and the San Antonio (Tex.) Light and San Antonio Express. The new scale provides for an increase of two and one-half cents per hour for the ad and all floor men and also increases the piece scale of the machine men.

The hours have been reduced to a minimum of seven and one-half for the floor men and to six and one-half for machine men. Over-time after eight hours, price and a half. The agreement runs for three years.

## TO BOOST THE TOWN.

The Merchants' Association of Ashby, Cal., is to resume publication of its weekly paper which was recently discontinued.

## NEW A. N. A. M. MEMBERS.

Recent new members of the Association of National Advertising Managers are:

Benjamin Akin, Huyler's, New York, vice H. M. Horr, deceased; P. H. Booth, Hot Point Electric Heating Company, Ontario, Cal.; H. S. Dudley, Atlas Portland Cement, New York, vice P. H. Tomes, resigned; Edward Freschi, Holeproof Hosiery Company, Milwaukee; Arthur C. Hurlburt, Colt's Patent Fire Arms Manufacturing Company, Hartford;

George S. Hurst, J. B. Williams Company, Glastenbury, Conn.; Milo C. Jones, Jones Dairy Farm, Fort Atkinson, Wis.; Victor Leonard, Standard Milling Company, New York, vice Ira Fleming, resigned; Henry S. Livingston, Schieffelin & Co., New York;

Charles McMurdy, Emerson-Brantingham Company, Rockford, Ill.; W. E. Marble, R. & G. Corset Company, New York; Arthur Schwab, Schwab Clothing Company, St. Louis, vice William J. Ellis, resigned; John W. Scott, Bissell Carpet Sweeper Company, Grand Rapids.

## SAN JOSE CONTRACT WITH STEREOTYPERS.

The newspaper publishers of San Jose, Cal., have ended a fifteen-year conflict with the Stereotypers' and Electrotypers' Union by signing a union agreement. By the terms of the contract seven and a half hours constitute a day's night's work. Foremen will receive \$5 a day and journeymen \$4. Overtime will be at the rate of time and a half.

## LONDON TIMES' FORTY THOUSANDTH ISSUE.

The London Times on Tuesday celebrated the issue of its forty-thousandth number with a forty-four page supplement dealing with the history of printing and the history of the development of newspapers, including a history of the Times.

## WHITNEY STARTS OUT.

R. M. Whitney has given up the telegraph editorship of the Los Angeles Times to devote his time exclusively to the development of the news bureau bearing his name. Whitney is known in the East, particularly in Boston, where for several years he was connected with the American.

## EDUCATIONAL MAGAZINE.

The Educational Magazine Publishing Company has just been incorporated in New York. It has a capital stock of \$40,000 and the incorporators are W. H. Ives, Yonkers; W. G. O'Donnell, New York and F. Kind of Ardley.

## A NEWSPAPER AUTHORITY.

From the American Press.

"The Fourth Estate" is widely known throughout the country to be an impartial journal, seeking to advance the best interests of the newspapers. It is a national newspaper authority."



MEMBERS OF THE NEW HOUSTON PRESS CLUB.

## HOUSTON MEN ORGANIZE.

The Houston Press Club has been organized by the active newspaper men in that Texas city. Quarters have been taken on the first floor Butter Plats, where rooms have been laid out in regulation club house style. The quarters have been divided into a library, reading room, art room and buffet. It is planned to hold a house warming shortly in which members of all the Houston clubs will be asked to visit the press club and become acquainted.

The club starts with a membership of about sixty. H. T. Warner of the Post is president; Paul Edwards, vice-president; and Everett Lloyd is the secretary.

## ANOTHER MAGAZINE TAKES TO NEW FORM.

The American Magazine is to desert the old standard monthly periodical size for a new form, seven by ten inches. The change will take place with the December issue. It is considered that the larger size will bring an improvement in the way of allowing more space for the editorial contents and the advertising display.

## LEAVES HOOSIER STATE.

Charles E. Mitton is now the publisher of the Mason (O.) Appeal, succeeding the firm of Van Dyke & Guttermuth. Mr. Mitton is a tried newspaper man and has had a number of years' publishing experience in southern Indiana.

## ATLANTA STRIKE OVER.

The strike of union pressmen against the three daily Atlanta newspapers has been settled, the men returning to work Wednesday. While no official statements were made, it is understood a slight increase in wages was granted.

## MAGAZINE MOVED.

The Spare Moments Magazine has been moved from Rochester, N. Y., to Allentown, Pa.

## EDITORS VISIT THE INSANE ASYLUM.

Members of the Long Island Press Association on Monday visited the Kings Park State Hospital for the Insane on the invitation of Superintendent William Austin Macy. Following a luncheon the editors heard a lecture by Dr. Macy on the treatment and prevention of insanity.

The following members of the press association made up the party: Henry A. Reeves, Greenport; L. B. Green, Patchogue; C. P. Rogers, Huntington; J. F. Flugrath, Babylon; C. L. Ballinger, Rockville Centre; A. J. Tefft, Port Jefferson; Gilson G. Roe, Patchogue; Joseph R. Robbins, Smithtown; Reginald S. Vandewater, Hempstead.

Walter S. Funnell and W. B. Trainer, Huntington; S. F. Pearsall, Freeport; Jacob S. Dreyer, Port Jefferson; William McCarthy, Mineola; John G. Dare, Patchogue; I. Wilson Ritch, Port Jefferson; Robert C. Bishop, Brookhaven; I. W. Gardiner, Woodhaven, and E. S. Millard, Huntington.

## WITH THE EXPOSITION.

Robert Hiestend, formerly connected with newspapers in Madison, Wis., and Sacramento, Cal., has joined the publicity staff of the Panama Pacific Exposition commission. He was editor of the Nevada City Transcript until its recent suspension.

## AD MANAGER SHIFTS.

Hamilton Gibson has resigned as advertising manager of Ralston-Purina Company to become advertising manager for Hunt Brothers, San Francisco.

## NEW SOUTHERN AGENCY.

The Sparrow Advertising Agency has been organized at Birmingham, Ala., by John A. Sparrow, Brown Ridley and Morton Simpson.

## FOR DEMOCRATS.

The Spokane (Wash.) Democrat is a new four-page publication. J. R. Dunphy is in charge.

## SPECIAL DAILY EDITION.

The Stanford (Ky.) Interior Journal issued a daily paper during the Knights of Pythias fair held in Stanford. Ed. C. Walton, formerly editor of the Journal, was in charge of the daily supplement.

## AMUSEMENTS.

ASTOR, Broadway and 45th street. "The Greyhound."  
BROADWAY, near 41st street. "Hanky Panky."  
CASINO, Broadway and 39th street. "The Merry Countess."  
COLUMBIA, Broadway and 47th street. Burlesque.  
COMEDY, 41st street, east of Broadway. "Bunty Pulls the Strings."  
CRITERION, Broadway and 44th street. "The Girl From Montmartre."  
DALY'S, 30th street and Broadway. "Discovering America."  
EMPIRE, 40th street and Broadway. "The Perplexed Husband."  
ELTINGE, 42d street near Broadway. "Within the Law."  
FIFTH AVENUE, Broadway and 28th street. Vaudeville.  
FORTY-EIGHTH STREET, just east of Broadway. "Little Miss Brown."  
GAITY, Broadway and 46th street. "Officer 666."  
GLOBE, Broadway and 46th street. "The Rose Maid."  
HARRIS, 42d street near Broadway. "The Model."  
HARLEM OPERA HOUSE, 205 West 125th street, Vaudeville.  
HIPPODROME, 43d street and Sixth avenue. "Under Many Flags."  
Hudson, 44th street near Broadway. "Honest Jim Blunt."  
KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.  
KNICKERBOCKER, Broadway and 38th street. "Robin Hood."  
LYCEUM, 45th street near Broadway. "The Mind the Paint Girl."  
LYRIC, 42d street near Broadway. "The Ne'er-do-well."  
LUNA PARK, Coney Island. "Nothing like it under the sun."  
MAXINE ELLIOTT'S, 39th street, near Broadway. "Ready Money."  
NEW AMSTERDAM, 42d street, near Broadway. "The Pink Lady."  
NEW BRIGHTON, Brighton Beach. Vaudeville.  
NEW AMSTERDAM, 42d street near Broadway. "The Count of Luxembourg."  
PLAYHOUSE, 48th street, east of Broadway. "Bought and Paid For."  
REPUBLIC, 42d street near Broadway. "The Governor's Lady."  
STEELE'S, 42d street near Broadway. "Coney's funny place now."  
39TH STREET, near Broadway. "The Master of the House."  
WALLACK'S, 30th street and Broadway. "Disraeli."  
ZIEGFELD MOULIN ROUGE, formerly New York Theater. "A Winsome Widow."



# "A Record Never Beaten in the Mail-Order Business."

Mr. H. Spencer Lewis, Advertising Manager of the AMERICAN VOLTITE COMPANY, Manufacturers of VOLTITE Electroplating Powders, writes to the NEW YORK HERALD as follows under date of August 22, 1912:

"I feel that my previous opinion of your paper as a mail-order medium has been more than substantiated.

"I am handing you with this letter a true copy of the original statistic sheet from our advertising book relative to the advertisement referred to, and from it you will see that we have secured up to date 2,548 inquiries, and with these \$235.92 in stamps for samples. From these two thousand odd inquiries we have received to date orders amounting to \$2,053.97, and the orders still coming in very strongly.

"And our orders were from dealers as well from consumers, in some cases the dealer's orders amounting to \$90.00 each on introductory assortments.

"At this rate, the ad costing \$567.20 and bringing in 2,548 inquiries, the inquiries cost us less than 22 1/4c for each name, bringing the cost per inquiry down to a very low figure. In fact I doubt if any other medium in the country could beat this. Certainly no other newspaper could do it.

"This is a record that I have never found beaten in my fifteen years' experience in the mail-order business."

This is a  
True  
Copy  
of the  
Original  
Statistic  
Sheet



Publication <i>N.Y. Herald (Sunday)</i>				Date mailed <i>30<sup>th</sup></i>				Style of Copy <i>Sample copy</i>				Key <i>Defit R.A.</i>				Ad. No. <i>20</i>			
Date of Issue <i>June 30<sup>th</sup></i>				Date mailed <i>30<sup>th</sup></i>				Cost Complete <i>\$567.20</i>				Position <i>bottom, 3<sup>rd</sup> page</i>				Proof submitted <i>26<sup>th</sup></i>			
Size of Ad. <i>4 1/2 x 1 1/2</i>				Circulation				Cost (position extra)				Returned <i>27<sup>th</sup></i>							
REMARKS				Date	No. of Inquiries	From Dealers	From Consumers	Date	No. of Inquiries	From Dealers	From Consumers	Date	No. of Inquiries	From Dealers	From Consumers	Date	No. of Inquiries	From Dealers	From Consumers
				7/1	39	160		8/10	4	30		7/2	12	430		8/14	3	150	
				2	160	1530		11/3	3	10		12	10	13		9/16	4	7	
				3	120	1137		19	1	10		13	10	13		11/7	5	52	
				4	20	1137		20	1	10		14	10	13		11/8	1		
				5	190	1170						21	14			11/9	12	47	66
				6	180	18						6	16	10		120	8	30	60
				7								7				21	9	40	46
				8	170	1670						12	11			22			
				9	122	1200						10	10	26	50				
				10	180	1760						10	4	12					
				11	129	1190						11	13	19	64				
				12	131	1275						12	7	18	60				
				13	126	1210						13	10	16	50				
				14								14							
				15	118	1160						15	8	46	66				
				16	112	1110						16	11	39	40				
				17	114	1140						17	9	12	50				
				18	110	1070						18	8	40					
				19	116	1160						19	8	110					
				20	114	1040						20	10	98	60				
				21								21							
				22	110	70						22	7	43	38				
				23	116	1060						23	7	59	66				
				24	105	140						24	6	35	40				
				25	17	110						25	7	16	10				
				26	17	110						26	9	9	40				
				27	18	110						27	4	12	60				
				28								28	12	3					
				29	13	120						29	5	67	66				
				30	20	70						30	7	19	36				
				31	2	6						31	4	120	50				
				32	8	38						32	3	110	50				
				33	1	10						33	2	34					
				34	1	10						34	1	40					
				35	1	10						35	3	12	50				
				36	1	10						36	2	6					

Total Inquiries *2548*

Total orders *168*

Total Receipts *\$235.92*

Total Mailed *\$2053.97*

Total cost per inquiry *8.22 1/2*

Total amount of sales

8/22  
1912

*Certified 22<sup>nd</sup> of 1912  
H. Spencer Lewis  
Adm. Mgr.*

# THE NEW YORK HERALD

offers no inducement other than

# ADVERTISING VALUE

## NEW DAILIES IN MANILA.

ONE ENGLISH AND ANOTHER CHINESE—REA MOVES HIS PUBLICATION.

The Manila Daily Bulletin, for ten years a shipping paper of the islands, has branched out as a full-fledged twelve-page general newspaper in opposition to the Cable-news-American, a morning paper.

The Bulletin covers the local field well and has Norbert Lyons, formerly of the Cable-news-American, as its correspondent in Washington, D. C. It takes the Ostasiasischer Lloyd service from Hongkong and a skeletonized daily wire from the San Francisco office of the United Press.

Carson Taylor, principal owner, continues as publisher and manager. A. R. Tuohy and Joseph Oberlin stay with the paper in their former positions as advertising manager and city editor. Managing editor is William Crozier, once editor of the old Manila American of war time days, and editor of the Far Eastern Review for several years.

Following the resignation of William Crozier, managing editor, the Far Eastern Review has been moved from Manila to Shanghai. The owner, George Bronson Rea, will edit the paper personally for at least a year.

Kong Li Po is a new Chinese daily started in Manila. The promoter and general manager is E. L. Drakeford, formerly a circulation agent for the Cable-news-American. This is the third attempt to publish a Chinese daily in Manila, where 30,000 Chinese, mostly Cantonese, are residents.

The great difficulty in getting skilled Chinese printers into the islands owing to the strict immigration laws, and in keeping them afterwards, caused the demise of the other two papers. In this connection the Kong Li Po has started well.

### IN COMPLETE CHARGE.

P. Reed Marshall, formerly city editor of the Kenton (O.) News-Republican, has assumed the management of the Urbana (O.) Daily Citizen and the Weekly Gazette. Mr. Marshall has been identified with the newspapers for some months past as advertising manager.

## RECORD OF EIGHT MONTHS.

## NEW YORK TIMES

published 5,549,358 lines of advertisements compared with 5,129,847 lines in the corresponding period last year, a gain of 419,511 lines, a greater growth by nearly a quarter of a million lines than the combined increase of the three other New York morning newspapers ranking with the Times in quality of circulation.



WALTER NIEBUHR.

PUBLISHER OF THE LINCOLN COURIER AND NEWS-HERALD.

### A MINNESOTA DEAL.

A deal has been closed by which Frank G. Harris of Hibbing, Minn., becomes owner and publisher of the Chisholm Tribune-Herald. For the past year the paper has been published by Oscar Arneson, chief clerk of the state house of representatives. Mr. Harris has been advertising manager of the Hibbing Tribune for the past year and a half.

### A COUNTY BOOSTER.

A new monthly paper called the Wayne County Conteau is being prepared for launching at Hoadleys, Pa. The new publication will devote its attention to promoting the interests of its section of the county.

### NEBRASKA VENTURE.

H. E. Rouch, formerly editor of the Kearney (Neb.) Morning Times, has purchased equipment for the establishment of a newspaper in Stapleton, Neb.

### SELLS HIS STOCK.

W. P. Freidrichs has relinquished his interests in the Petaluma (Cal.) Morning Independent and retires from the paper.

### BACK AGAIN.

M. C. Peters who sold the Hanover (Kan.) Democrat Press to Frank La Salle the first of the year has closed a deal for the purchase of the Fairbury (Neb.) News from H. R. Himshaw. Mr. Peters assumed full charge of the plant.

### FOR THE PROGRESSIVES.

The Progressive Herald is a new four-page publication to appear in Springfield, Ill. Its publishing committee is composed of C. C. Carroll and J. W. Diller, chairman and treasurer, respectively. Dr. B. L. Renfrow is the managing editor.

### EDITOR BUYS A PAPER.

Zel Loomis, who for some time has been serving as city editor of the Fremont (Neb.) Tribune, has acquired an interest in the Columbus Tribune. He becomes actively associated in the management of the paper.

### HAWAIIAN TRANSACTION.

A syndicate with a capital of \$60,000 has been organized to take over the Honolulu Star-Bulletin. Frank C. Atherton is the president of the concern.

## ILLINOIS DAILIES IN A COMBINATION.

The Lincoln (Ill.) News-Herald and its weekly edition, the Herald, have been sold by Morris Emmerson to the Courier Company, composed of Walter Niebuhr and associates. The News-Herald has been the official Republican newspaper of Logan County, while its purchasers are Democrats. Under the sale agreement the Courier Company has leased the building owned by Mr. Emmerson and the two plants will be consolidated. The Courier will be changed from an evening to a morning paper, while the News-Herald will remain an evening publication.

Mr. Emmerson will continue to edit the News-Herald until after the November election, giving the Republicans of the county an organ until after then, when it will change to independent policies. The Courier Company is capitalized at \$25,000 at present, but the stock will be increased. Walter Niebuhr is president, Brainerd Snider secretary, and Frank Schroeder treasurer.

## MOOSE ST. LOUIS PAPER STOPS.

The National Progressive Daily of St. Louis after a month's struggle gave up, with a mailing list of about one thousand country, paid in advance subscriptions. Valiant attempts to get support from "Bull-Moose" people of St. Louis met with no response and George W. Perkins could not be induced to invest in the daily so it has passed up.

### CITIZENS APPRECIATE.

As an aftermath of the recent fight of the citizens of Russellville, Ark., for concessions in rates and regulations from the Russellville Water & Light Company, J. A. Livingston, editor of the Courier-Democrat, was presented with a handsome watch fob, appropriately engraved.

### SPORTING DESK SHIFTS.

Russell Porter, for the past year sporting editor of the Bridgeport (Conn.) Post, has resigned and will enter Middlebury College in Vermont this fall. Earl C. Dunigan, who has been covering fraternal news for the Post, goes to the sporting desk.

David Lustig is a recent addition to the Post's city staff.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**M** MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA



MURPHY GETS INTEREST IN AN OHIO DAILY.

George A. Murphy, formerly general manager of the Grand Rapids (Mich.) News, has purchased an interest in the Middletown (O.) Daily Journal and becomes its editor and manager. The general policy of the paper will continue as before, and it will support the Republican Party in state and national politics.

Mr. Murphy became business manager of the Grand Rapids News on its purchase by Andrew Fyfe in December, 1910, and continued with the paper until A. P. Johnson of the Chicago Record-Herald, its present owner, purchased it last December and took personal charge.

While in Grand Rapids Mr. Murphy thoroughly systematized the News forces and improved it in many ways, besides greatly increasing its business. He has a good newspaper training and before going to Grand Rapids was with the Detroit Saturday Night.



GEORGE A. MURPHY,  
NEW PUBLISHER OF THE MIDDLETOWN JOURNAL.

UNITED STATES OFFICIALS MUST BUY OWN PAPERS.

Treasury officials will not be able to spend in 1913 any Government money for newspapers, according to a ruling made by the controller of the treasury. The appropriation act passed recently by Congress made the same appropriation for purchasing books and papers as made for 1912, but in the 1913 act the word "newspapers" was eliminated.

It has long been the practice for the Secretary of the Treasury, his assistants, the controller of the currency and similar officers to subscribe to trade papers and journals relating to their work. This has been considered a practical necessity by these officials, and it is expected that their elimination will work hardship, for the officials will have to pay for the papers out of their own pockets.

LEAVES NEBRASKA.

Joseph Tacwagger, who has been editor of the Columbus (Neb.) Biene for the past few months, has gone to Fort Dodge, Ia., where he has purchased an interest in one of the newspapers there.

ANTI-LIQUOR PAPER.

A new paper to support the temperance movement is being planned for Pasadena, Cal. J. W. Odell, president of the Anti-Liquor League, is in charge of the arrangements.

A MAIL ORDER AD IDEA.

A mail order page, published every Monday, has been inaugurated by the Minneapolis Daily News. From the first it was a marked success and is steadily finding favor with advertisers.

APPEARS AT NORWALK.

The Huron County Democrat is a new paper at Norwalk, O. Its publishers are a syndicate of well known Democrats who have organized under the name of the Huron County Democrat Publishing Company.

WILL HAVE A DAILY.

The Griggsville (Ill.) Herald has suspended publication after a career of nine years. Arden Northrup, the publisher, intends moving his plant to Pana, Ill., and entering the daily newspaper field there. The Herald was a weekly.

SECOND FOR PORTAGE.

A paper called the Dispatch has appeared at Portage, Pa. B. F. Kinchart is the editor. The new comer is the second newspaper for the town, which has a population of about 2,000.

COMPANY BUYS A PAPER.

A stock company has taken over the Yoakum (Tex.) Herald. The last owner was the firm of Cook & Traxler. The Herald is an evening paper established in 1897.

BUSY MR. SHESGREEN.

James Shesgreen is filling the responsible position of general press representative for the Henry W. Savage theatrical attractions this season. He has ten companies to care for: Two each for "Everywoman," "The Million," "Excuse Me," and "Merry Widow"; one each for "Little Boy Blue" and "The Prince of Pilsen," and in active preparation "Somewhere Else," and a new farce by Rupert Hughes, author of "Excuse Me," besides several other native and foreign novelties.

BUY FROM RECEIVER.

George C. Sells and S. S. Kirkpatrick have taken over the Jonesboro (Tenn.) Advance. The paper had been in the hands of a receiver for some time past.

DENIES OWNERSHIP IN LIBEL ANSWER.

James Lanzetta declares that he is not and never has been the owner, operator or publisher of the Italian newspaper known as Risveglio Coloniale, published in Syracuse, N. Y., although he acknowledges that he is its editor, in an answer to the \$50,000 libel suit brought against him by Joseph Ray, manager of the Ray Publishing Company, and his rival for newspaper supremacy in the Italian colony of Syracuse.

Ray's action was based upon various articles which had appeared in Risveglio Coloniale between March 29 and April 5 last, which, it was alleged, were composed, printed and circulated with the intention of defaming and injuring the plaintiff.

THE HERALD'S NEW CITY EDITOR.

Frank H. Pierson, who for many years has held various important positions on the New York Herald, has been made city editor of that paper. Mr. Pierson is one of the best known newspaper men in New York. Besides his long service on the Herald he has for the past eight years been president of the New York City News Association where his executive ability has been an important factor in making that institution the success it is.

TWO CHEBOYGAN DAILIES.

A. B. McCoil of Chicago has purchased the Cheboygan (Mich.) News and will make the paper a Bull Moose daily.

Not to be outdone, the proprietors of the Cheboygan Tribune will also enter the daily field. Thus Cheboygan finds itself with two daily papers on its hands.

The Tribune is published by W. H. Gamble, and was only changed from a weekly to a semi-weekly a few months ago.

The Cheboygan Democrat is now the only remaining weekly in the county.

CHICAGOAN GOING ABROAD.

Albert H. Messing, assistant publisher of the Chicago Examiner, will leave Chicago on September 20, accompanied by Mrs. Messing, for a trip around the world. They will sail from San Francisco September 27 on the Tenyo Maru and will visit Japan, China, India, Egypt, Turkey and various countries in Europe.

Mr. Messing has been connected with the Chicago Examiner since the day it was born, eight years ago, and has held the positions of city editor, news editor, advertising manager, business manager, and assistant publisher, in the order named.

NEWBURGH MORNING UNION.

The Newburgh (N. Y.) Evening Union has changed its name to the Daily Union and it now appears every morning. The paper uses the New York Sun service.

The Sidney (N. Y.) Enterprise has been purchased by N. D. Keller of Wyalusing.

## CHAIN OF PAPERS PLANNED FOR THE SOUTH.

The backers of the contemplated Lynchburg (Va.) Daily Progress, the plans for which were told in THE FOURTH ESTATE last week, also intend to establish a chain of Progressive papers in the South. If the local semi-weekly, the Progressive, meets with success, which, its promoters say, now seems assured, they will immediately enlarge the field and prepare for entering other states of the South. This is apart from any Bull Moose movement of the campaign.

The newspapers will be owned and published by the Virginia Progressive Publishing Corporation, of which W. L. Moorman will be president, J. B. Jennings secretary-treasurer, and J. Lynn Yeagle editor and manager. Mr. Moorman is a retired business man and capitalist of Lynchburg.

Mr. Yeagle was formerly with the Chicago American and later managing editor of the Washington Herald, continuing in that position until poor health compelled his retirement several months ago. He was for two years treasurer of the National Press Club of Chicago.

## LOS ANGELES GLOBE SOON.

A new daily paper called the Evening Globe is about to make its appearance in Los Angeles. Its publishers will be a company of which James R. Rodman is president, Albert M. Norton vice-president, Catherine Johnson secretary-treasurer, and Harry P. Coker general manager. The directors are Timothy Spellacy, W. J. Desmond, Albert M. Norton, Dena Burke and Messrs. Coker and Rodman.

The publishers propose issuing a twelve-page paper to start. Nationally the paper will be Democratic in principles. The Globe will be published from temporary quarters until the paper's own building can be completed.

## DE MASI CHANGES AGAIN.

Henry A. De Masi, who was recently appointed night city editor of the Milwaukee Sentinel, has resigned to become city editor of the Evening Wisconsin. Mr. De Masi formerly was connected with the Associated Press in its St. Paul office, the Minneapolis Tribune, the Cleveland Plain Dealer, the Cleveland Leader, the Toledo Times, the Chicago Record-Herald, the Chicago Daily News, the St. Paul Daily News and the Joliet (Ill.) Herald.

## SYNDICATE BUYS PAPER.

A stock company composed of the business men of the town has bought the Calico Rock (Kan.) Progress. The new owners take charge at once with Neill Brooks as editor and manager.

## NEW ONE IN SOUTH.

The Morgan City (La.) Chronicle has just appeared. It is published by a syndicate that has taken over the plant of the Democrat Print and is managed by Morris Blum.



J. LYNN YEAGLE,

EDITOR AND GENERAL MANAGER OF THE NEW LYNCHBURG PROGRESS AND ALLIED PUBLICATIONS.

## FOR MEXICAN REBELS.

A newspaper devoted to the cause of the Mexican rebels is to be established in Los Angeles. The plant is on Main street in the Mexican section of the city, but the publishers have maintained the utmost secrecy in their movements and the names of the persons back of the enterprise have not become known. The project is being watched by the secret service agents for violations of the neutrality laws.

## PARTY PAPERS MERGED.

The York (Neb.) Republican and Democrat have been consolidated with T. E. Sedgwick as president and J. D. Fields as manager.

## LOOMIS IN BUSINESS AGAIN.

A new advertising agency in Chicago is the Commercial-National Advertising Company, which has opened offices at 301 Monadnock Block. The firm has been incorporated with a capital stock of \$15,000. F. A. Tecktonous of Racine, Wis., is president, and Clark Helme Loomis of Chicago is general manager. Mr. Loomis formerly conducted the Inter-State Advertising Agency and later was associated with various other agencies.

## EDUCATOR TO EDIT.

E. L. Musick, late principal of the Weaversville (Cal.) schools, is to start a new paper at Crescent City.

## HELPING THE COLONEL.

A number of well known New York newspaper and advertising men are members of the advisory committee on publicity of the National Progressive party. John M. Bruce is chairman and among his associates are Harry Porter, the Presbrey Company; H. E. Lesan; William C. Freeman, the Evening Mail; J. Fred Atkinson, the E. T. Howard Agency; Foster Gilroy, Class Journal Company; Frank C. Hoyt, the Outlook; and L. A. Van Patton, the Alco Company.

The committee has just issued the first number of the Progressive Bulletin, a sixteen page publication devoted to explaining the policies and doctrines of Mr. Roosevelt and his party.

## ANOTHER FOR MASON CITY.

The Free Press is the name of a new paper to be issued shortly in Mason City, Ia. It will support Ed. C. Dunn for governor and Woodrow Wilson for President. A. B. Huskins, the editor and proprietor, was for four years postmaster of Austin, Minn., and also publisher of the Austin Daily Herald. The new Mason City paper will appear as a weekly, with Saturday as publication day.

## ENLARGED AGAIN.

On account of increased business L. E. Peck, publisher and editor of the Stratford (Conn.) Times, has been obliged to again enlarge his publication. Plans are now under way for the organization of a stock company with the purpose of ultimately establishing an up-to-date publishing plant of its own.

## LODI REVIEW SOLD.

James Hamilton, Jr., of Orrville, O., has purchased the Lodi (O.) Review from E. M. Dunlap. Mr. Hamilton has been located in Chicago since the consolidation of the Orrville Crescent and Courier. He is a son of James Hamilton, a publisher of Wayne County.

## ROMANS IN ATLANTA.

Rice Romans has been made editor of the Atlanta Thrice-a-Week Constitution. For many years Mr. Romans has been editor of the Chicago Blade. He is a native of Freeport and before going to Chicago was connected with the Urichville Chronicle.

## MANAGER APPOINTED.

The Milbank (S. D.) Grant County News had undergone a change in management. George M. Fosburgh, for the past four years connected with the paper, has been appointed to take complete charge, succeeding John D. Snull.

## SEIDERS AND LOUD START AD AGENCY.

The Michigan Advertising Company has opened for business at 44 Palmer avenue, East Detroit, Mich. The enterprise is a partnership between Seth Seiders, formerly of Cleveland, and W. C. Loud, late of the General Motors Company.



**Weekly Paper.**

Located in very desirable South-  
ern County Seat town of 3,000.

Equipment, including No. 5 lino-  
type, inventories about \$9,000.00.

Price, \$7,000.00; terms, half cash,  
balance deferred.

Other attractive propositions in  
Publications.

**HARWELL, CANNON & McCARTHY,**  
Brokers in newspaper and magazine prop-  
erties that are not hawked.  
200 Fifth Avenue, NEW YORK.

**UNIVERSITY OF OREGON TO  
TEACH JOURNALISM.**

Eric W. Allen, Northwest editor  
of the Seattle Post-Intelligencer,  
has been appointed to fill the newly  
endowed chair of journalism at the  
University of Oregon. He assumes  
his new duties next Tuesday and  
will enter the university faculty as  
a full professor.

The new instructor is a graduate  
of the University of Wisconsin and  
has served on several newspapers  
in the East. For the past eight  
years he has been associated with  
the Post-Intelligencer as a re-  
porter, copy reader and editorial  
writer.

**SCRIBES GOOD HUNTERS.**

Several Los Angeles newspaper  
men held over their vacations un-  
til the hunting season and returned  
to work with good kills to their  
credit. Dan Green and Robert Yost  
of the Examiner and Teddy Dunn  
of the Herald bagged four goats at  
Catalina Island, while Edgar A.  
Coe is credited with a 109-pound  
buck, downed at 295 yards on one  
of the higher peaks in the Antelope  
Valley range.

**MOVE TO NEVADA.**

Dave Williamson has resigned the  
political editorship of the Los An-  
geles Times for a similar post on  
the Goldfield (Nev.) Tribune, of  
which George White, another for-  
mer Times man, has become man-  
aging editor. Lou Guernsey is  
handling politics for the Times.

**AD MANAGER PERRY.**

Alfred G. Perry, who recently re-  
signed the editorship of the Ports-  
mouth (O.) Blade, has been ap-  
pointed advertising manager of the  
Gary (Ind.) Evening Post.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
**A RECORD-BREAKING JOB**  
by Linotype Machines with exclusive use of  
**MERCHANT'S Linotype Metal.**

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

**M&E**

Registered

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
**PHILADELPHIA**

Trade Mark

**M&E**

Registered

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

**PROGRESS IN SCRANTON.**

Since becoming publisher of the  
Scranton (Pa.) Truth George A.  
Somarindych has increased the ad-  
vertising rates fifty per cent, besides  
adding considerable new machinery  
and materially strengthening its  
working forces. The new equip-  
ment consists of new linotypes and  
additional stereotype machinery.

Among the new members of the  
Truth's working forces are James  
B. Hopkins, formerly managing edi-  
tor of the Rochester Post-Express,  
on the desk staff; and W. W. Rey-  
nolds, formerly of the Pittston Ga-  
zette, and Stanley Grogan on the  
reporting corps.

**OULAHAN RETURNS TO  
WASHINGTON.**

Richard V. Oulahan has been ap-  
pointed to take charge of the New  
York Times Bureau in Washington.  
D. C. Mr. Oulahan was formerly in  
charge of the Sun office in Wash-



**R. V. OULAHAN.**

ington, was later publisher of the  
Sun and more recently its Euro-  
pean correspondent. He is widely  
known in the District of Columbia  
and is a former president of the  
Gridiron Club.

The Banner County (Neb.) News  
has passed into the hands of J. M.  
Lynch.

More than 500 MULTIPLE MAGAZINE  
**LINOTYPES**

Quick-Change Model 8  
Three-Magazine Linotype

Are proving  
the value and  
superiority of  
the

Multiple  
Machine

Idea

Quick-Change Model 9  
Four-Magazine Linotype

over all other methods of mechanical composition in  
the leading newspaper composing rooms throughout  
the United States. The wide range, versatility and  
flexibility of the three and four magazine machines  
make

The Multiple Linotype Way Is the Modern Way

**MERGENTHALER LINOTYPE COMPANY**  
TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 S. Wabash Avenue;  
SAN FRANCISCO: 638-646 Sacramento Street.  
NEW ORLEANS: 549 Baronne Street  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

**FOR SOUTHERN FARMERS.**

Southern Farming is the newest  
Georgia periodical. It appeared  
last Saturday in Atlanta with a  
handsome issue devoted to farming  
and agricultural news. Professor  
L. A. Niven is the editor, and Wil-  
liam Parkhurst is manager. Offices  
are in the Candler Building.

**HOTEL PAPER SOLD.**

Frank Beach and A. G. Beach are  
the new owners of the Oregon  
Hotel News, of Portland. The for-  
mer was until recently owner of the  
Concord (Cal.) Transcript, and his  
brother has done newspaper work  
formerly on the Pacific Coast.

**OFF FOR SHANGHAI.**

Rodney Y. Gilbert, formerly on  
the editorial staff of the San Fran-  
cisco Call and later in Honolulu,  
has gone to China to be connected  
with the Shanghai Press. Roland  
Swain, also a former Call man, is  
on the Press, too.

**ELECTED TO A. N. P. A.**

The San Diego (Cal.) Union has  
been elected to membership in the  
American Newspaper Publishers'  
Association.

It would take 10 to 36 pages of  
this paper to properly show a  
single family of our attractive  
type faces. Send to us for speci-  
mens.

**Barnhart Bros. &  
Spindler  
Type Founders**

New York, Washington, St. Louis, Kansas  
City, Chicago, St. Paul, Dallas,  
Omaha, Seattle.

**STANDARD LINOTYPE METAL** and  
first-class STEREOTYPE METAL  
now being used and endorsed by the  
Leading Publications throughout the  
United States. Manufactured by the  
NASSAU SMELTING AND REFINING  
WORKS. B. Lowenstein, Proprietor,  
603 West 29th Street, NEW YORK.

**BARNES-CROSBY  
COMPANY**

E. W. HOUSER, President.  
**ENGRAVERS.**

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

Let the American Ink Co.  
of New York City be your  
4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

SCHENCK, Newark, N. J.—I. Lewis, "Cobs" Cigars, Newark, N. J.; copy being placed with a selected list of middle West papers.

HICKS, 132 Nassau street, New York.—Cook's Tours, New York; is making up a list of Pacific Coast papers for advertising to start shortly.

BEERS, Havana, Cuba.—Advertising for Roxroy, London, England, is now being run fifteen-inch s c in newspapers of Cuba.

AMSTERDAM AGENCY, 35 Congress street, Boston.—H. P. Hood & Sons, Lowell, Mass.; advertising being placed in Boston and New England papers through Cleveland A. Chandler.

MANUFACTURERS' P. U. B. CORP.—30 Church street, New York.—Braender Rubber and Tire Company, 315 Fourth avenue, New York; advertising on "Braender" Tires now being placed.

CHELtenham, 150 Fifth avenue, New York.—Gordon & Ferguson, furriers, 216 East 4th street, St. Paul, Minn.; making 5000-line con-

## THE NEW YORK WORLD

Sells morning edition)

MORE copies than  
any other two papers  
Print.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is built on the  
Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in BALTIMORE 100,000 homes  
The combined circulation of the  
AMERICAN and STAR  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

tracts with a selected list of Western papers.

CROCKETT, Maison Blanche Building, New Orleans.—Behrens Drug Company, "Oxodine," Waco, Tex.; placing advertising in Southern papers.

EDWARDS, 329 Chestnut street, Philadelphia.—The Reznor Manufacturing Company, Mercer, Pa.; seventy-nine twenty-seven-time orders being placed with a selected list of Southern papers.

BATES, 15 Spruce street, New York.—The Irving Hat Company, New York; orders being placed in cities where it has stores.

ESSER-WRIGHT, Utica and Buffalo, N. Y.—Rathborne, Sard & Co., "Acorn" Stoves and Ranges, Albany, N. Y.; placing orders with some Vermont papers.

FEDERAL, 231 West 39th street, New York.—Weingarten Brothers, "W. B. Corsets," Marbridge Building, New York; reported to be preparing a newspaper list.

Truly Warner Hats, 811 Broadway, New York; placing orders in cities where they have stores.

GRATZ, 1001 Chestnut street, Philadelphia.—The Welsbach Company, "Welsbach" Mantels, Gloucester, N. J., and Philadelphia; placing copy on contracts.

HEDGE, 366 Fifth Avenue, New York.—Hemmingway Son & Co., Watertown, Conn., and New York City; orders for seventy lines two times a week for thirty-nine weeks being placed in cities where they have distribution.

HOWARD, 154 Nassau street, New York.—The L. E. Waterman Company, fountain pens, 173 Broadway, New York; placing copy on contracts.

KASTOR, Equitable Building, St. Louis.—"Red Cross" Cough Drops; placing four-line readers 156 times with a selected list of papers.

LEVEY, Marbridge Building, New York.—The Prince George Hotel, New York; orders for fifty-six lines thirteen times being placed

The merchants place the volume of  
their advertising in the

## BUFFALO TIMES

because they know their announcements will be read and that immediate sales of their merchandise will follow.

NORMAN E. MACK, Proprietor

VEREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper.  
A Medium that Never Fails.  
Goes into more home offices and work-shops than any other paper.

Best classified medium between New York and Chicago.

Write or Telephone.  
H. C. Rook, Real Estate Trust Bldg., Phila.  
W. B. Brooke, 225 Fifth Ave., New York.  
H. M. Ford, 122 So. Michigan Ave., Chi.  
W. E. Edge, Atlantic City, Atlantic City.  
Dorland Co., 3 Regent St., London, Eng.

with a selected list of Southern papers on a cash basis.

LOTOS, 17 Madison avenue, New York.—Sarnoff Hats; placing orders in cities where they have stores.

POMEROY, 225 Fifth avenue, New York.—Warner Brothers Company, "Rust Proof" Corsets, 225 Fifth avenue, New York; placing orders in selected territory.

SEAMAN, 30 W. 33d street, New York.—Kaufman Hats, New York; orders being placed in cities where they have stores.

VOLKMAN, Temple Court, New York.—The P. L. Oswald Company, 318 W. 42d street, New York; placing ten-line t f orders with a selected list of dailies.

The Goodlow Corporation, Norfolk, Va.; placing orders in cities where it has stores.

WYCKOFF, 14 Eliott street, Buffalo, N. Y.—The Mathes Sales Manufacturing Company, Buffalo; making 500-inch contracts with Ohio papers.

MORTON, 23 Irving Place, New York.—Kops Brothers, "Nemo" Corsets, New York; copy going out.

STERNBERG, Lincoln Trust Building, New York.—The Gotham Manufacturing Company, New York; orders for fifty-six lines five times being placed with a selected list of Pacific Coast papers.

SAVAGE, 82 Griswold street, Detroit.—"Wolverine Coffee"; six-inch twelve-time orders being placed in the West.

SNITZER, Hearst Building, Chicago.—The American Croxone Company; contracts for 500 lines being made with a selected list of Western papers.

SANDLASS, 205 Clay street, Baltimore, Md.—Schloss Brothers, Baltimore; 2000-line contracts being made with Western papers.

ASKING RATES.—Haines, Bailey Building, Philadelphia; 3000 lines in Pennsylvania papers.  
Batten Agency, Fourth Avenue Building, New York; from South-

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Average Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY  
Tribune Building, CHICAGO.  
NEW YORK. Tribune Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

ern and Western papers on a food product.

## DEATH OF MRS. McLEAN.

Mrs. John R. McLean, wife of the proprietor of the Cincinnati Enquirer and Washington Post, and mother of Edward B. McLean, died on Monday of pneumonia at the McLean family's summer home in Bar Harbor, Me.

When she was stricken with the illness which developed into pneumonia and brought on her death Mrs. McLean was visiting at the home of the Russian Ambassador and Mme. Bakmeteff, who is her sister, at Newport. Last Saturday her condition became so critical that the family physician, who was spending a short vacation at Asheville, N. C., was sent for. He chartered a special train for the trip and broke records in his race for his patient's bedside, covering the distance in a day and a half, but nothing could be done.

## SWINGS TO NEW PARTY.

The Lewiston (Me.) Journal, for years a leading Republican newspaper and formerly edited by Nelson Dingley, renounces its allegiance to President Taft and the regular Republican party.

The Journal is now controlled and edited by Frank L. Dingley, a brother of the Congressman, and for years a staunch supporter of Colonel Roosevelt.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.,  
NEW YORK. CHICAGO.



# THE LOS ANGELES TRIBUNE

leads all other newspapers in that city.

LARGEST CIRCULATION.  
OVER **64,000** DAILY.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## STAFF CHANGES.

**WILLIAM A. DAY** has resigned as sales and advertising manager of the Mitchell-Lewis Motor Company, Racine, Wis., to become sales manager of the General Motor Company's truck department. His successor is Leo A. Peil of Racine.

**GEORGE E. PHAIR** has left the Milwaukee Sentinel and is now with the Chicago Examiner as one of its humorists.

**J. E. BOISSEAU** has been appointed advertising and sales manager of the Chesapeake and Potomac Telephone Company, Baltimore. He had been district advertising manager of the New York Telephone Company, at Albany.

**A. P. POPOSON** has left the staff of the A. T. Lesan Advertising Company to become advertising manager of the Detmer Woolen Company, New York.

**REV. F. H. THOMPSON**, pastor of the Maysville (Mo.) First Presbyterian church, has resigned his pulpit to become editor of the DeKalb County Herald, at Maysville.

**G. R. GUTHRIE** is a new member of the advertising staff of Edmund P. Young, manager of special newspaper editions, and at present is with the Waterloo (Ia.) Evening Courier. Mr. Guthrie leaves the staff of the Minneapolis Daily News for his new field.

**RICHARD DIEHART**, formerly of the Minneapolis Tribune business staff, is now with the circulation department of the Daily News.

**ANDY EGAN** has left the staff of the Minneapolis Daily News and

**Emphatic and Virile as  
the Voice of the People.**

# THE MINNEAPOLIS DAILY NEWS

has the confidence of its 50,000 readers and

**PRODUCES RESULTS**

It has in eight months

**Gained 356,000 Lines.**

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City. Boyce Bldg., New York.  
O. G. Davies. Chicago. J. F. Antusdel.

# THE PITTSBURGH PRESS

HAS  
THE **Largest**

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
L. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg, Chicago

## CLEVELAND is the metropolis of Ohio. The PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of August, 1912, was as follows:

Daily 110,906. Sunday, 132,387

J. C. WILBERDING, Representative.  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg, Chicago

is now in charge of the press room of the Memphis Commercial-Appeal.

**BARRETT H. WITHERBEE** has left the New York Evening Journal staff and is now with the World.

**HUGO HALLING** has gone from the New York Evening Mail to the copy desk of the World.

**BURTON F. GILLETT** is now city editor of the Newburgh (N. Y.) Union.

**ALFRED HUMAN** is a new addition to the editorial staff of the Mobile Tribune. He has been connected with a number of prominent papers of the country and recently returned from a South American trip in the interests of a news syndicate.

**CHARLES BRADLEY** has returned to the United Press staff in the office of the Minneapolis Daily News.

**WALTER H. CHESHIRE** of Tulare has joined the circulation staff of the San Francisco Bulletin.

Mrs. **HARRY ILSON** is the new editor of the woman's page of the Selma (Cal.) Enterprise, succeeding Mrs. M. B. Pelton.

**A. L. DAVIS** has become city editor of the Bakersfield (Cal.) Oil World.

**F. E. BECKER**, recently with the San Francisco Chronicle, has joined the staff of the Reno (Nev.) Journal.

**J. R. BARRELL**, formerly of Salt Lake City, is now a member of the San Francisco Chronicle staff.

**FRED HEWITT**, for several years on the sporting staff of the New York Sun, has gone to the Pacific Coast and is now on the San Francisco Chronicle staff.

**TIP RUHL** has left the San Francisco office of the Associated Press, and is now with the Los Angeles Tribune.

**LESLIE HENRY**, San Francisco correspondent of the Los Angeles

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT CIRCULATION in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS.—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## THE NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of \$1,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps., NEW YORK. CHICAGO. ST. LOUIS.

Tribune, is now with the home staff of that paper.

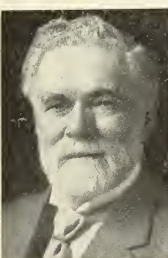
**W. W. ROBERTS**, formerly of the Worcester (Mass.) Gazette, is now on the staff of the Bridgeport (Conn.) Farmer and has been assigned to the police beat.

**HARRY GRAY**, until a few months ago assistant city editor of the Los Angeles Examiner, is now publicity man for the Fraser interests at Ocean Park on the Pacific.

**A. P. SPENCER** has resigned the editorship of the Summit (Ill.) Press to become manager of the Hoopston Daily Herald.

## LIVINGSTONE HEADS THE AMERICAN BANKERS.

William Livingstone, formerly proprietor of the Detroit Journal, has been elected to the presidency of the American Bankers' Association. Mr. Livingstone is known as one of the ablest financiers and shipping men in the Great Lakes



WILLIAM LIVINGSTONE.

section. He has been prominently identified with shipping interests for nearly fifty years, and is president of the Lake Carriers' Association and the Detroit Dime Savings Bank.

The accompanying cut of Mr. Livingstone is printed through the courtesy of Leslie's Weekly.

# J. WALTER THOMPSON COMPANY.

Est. 186

The experience of forty - eight successful years Guaranteed to those who entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

**JOHN BUDD CO.,**  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS

**PAYNE & YOUNG**  
SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
750 Marquette Bldg., CHICAGO.

## BAKER CLEARED OF FRAUD CONTEST CHARGE.

A. M. Baker, general manager of the Fargo (N. D.) Courier-News, who was recently arrested with W. M. Hatcher in connection with a complaint that there was fraud in the conduct of a circulation contest held by the Courier-News, was cleared of the charge after a hearing. Without the appearance of an attorney, and without any evidence in Mr. Baker's behalf, the United States district attorney moved that he be not held, as there was, according to the showing of the Government's own witnesses, absolutely no reason why he should be included in the complaint.

Mr. Baker was so discharged at once by the commissioner, the post office inspectors joining in the statement that there was no evidence that any feature of the contest or its conduct could be attributed to him; on the contrary their own witnesses showed that he had nothing to do with it.

There are said to be features, particularly of a political nature, that will be brought to light as soon as the ease against Mr. Hatcher is disposed of at the next term of the court.

The San Marcial (N. M.) Standard has ceased publication.

**Largest proved high-class  
evening circulation.**

# The NEW YORK GLOBE

holds certificates of A. A. and N. W. Ayer & Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

### CHICAGO PRESS CLUB'S NEW OFFICERS.

The slate selected at the recent caucus was approved without opposition at the annual election of the Chicago Press Club. Charles N. Wheeler of the Inter-Ocean was chosen president, Jay Cairns of the Record-Herald first vice-president, and Claire A. Briggs of the Tribune second vice president.

Other officers chosen are Frank Collins, treasurer; B. Beecher Osborne, re-elected financial secretary; William Frederick Nutt, recording secretary; and Joseph F. Henderson, librarian. Joseph F. Lawson of the Tribune, Harry R. Daniel of the Inter-Ocean, and George L. Louis are the new directors.

### NOMINATIONS IN SAN ANTONIO.

The San Antonio Press Club has nominated officers for the annual election to be held September 29. Joseph Emerson Smith has been named for president; Louis De Nette, first vice-president; George D. Armistead, second vice-president; E. A. Harris, third vice-president; and Charles G. Norton, secretary-treasurer. Major M. C. Harris and Carl Runge were named to complete the board of governors, acting with the officers of the club.

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well known  
that its Increase in Quantity  
involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**189,411** WANT ADS  
in 1911.  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

### OTHER CLUB NOTES.

At a rousing meeting of the Washington (D. C.) Ad Club plans were presented for actively carrying on a fall campaign. A committee was appointed to co-operate with the Baltimore convention committee to devise ways and means of entertaining the advertising men who will go to Baltimore at the next A. A. C. A. convention. A banquet is being proposed at which it is hoped to have some good speaker address the meeting and in fact advertising principles and ideas.

Editors of the Fifth Congressional district of Nebraska met at Holdrege last week and established a permanent organization, called the Fifth District Democratic Editorial Association.

The members of the Southern Illinois Editorial Association recently took an outing to Springfield, where they visited Governor Deneen at his mansion.

A party of 125 members of the Los Angeles Ad Club made a trip to San Diego last week and were the guests of the members of the ad club of that city.

### IOWAN SELLS PAPER.

A change has taken place in the ownership of the Algona (Ia.) Upper Des Moines Republican. J. W. Shearer has sold his interest to County Superintendent Backus, and the latter takes control on October 1. The poor health of Mr. Shearer has compelled this action on his part. Mr. Backus will have editorial charge of the paper and this would indicate little or no change in its political policy.

### NEW ILLINOIS OWNER.

R. W. Balsley, formerly of Sapulpa, Oklahoma, has purchased the Leland (Ill.) Times. J. E. Hanson, the present editor, expects to retire from the business.

### AN INVADER IN TEXAS.

W. W. Rankin is planning to establish a newspaper at Navasota, Tex. The town already has a daily paper called the Examiner-Review. The new comer will be a weekly.

# THE BOSTON POST

AUGUST, 1912. AVERAGES

The Daily Post 418,562  
The Sunday Post 319,243

KELLY-SMITH CO., Representatives.  
1 Jackson Avenue, NEW YORK.  
C. GEORGE KROGESS, Western Rep.,  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Advertisers, New York City.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

### COMPANY TAKES OVER SWEDISH PAPER.

Organization of the Moline (Ill.) Tribune Company, a corporation with capitalization of \$5,000, has been effected, and application for a charter will be made at once to the secretary of state. Directors were named as follows: Gus Falk, J. P. Pearson, George W. Johnson, Frank J. Landee and F. A. Landee.

Directors will organize as soon as Mr. Johnson, one of those elected, returns to the city. The corporation will publish the weekly Swedish Moline Tribune, which has heretofore been published by Mr. Falk. Mr. Falk, with solid financial backing, expects to develop the paper materially.

### AT THE NATIONAL PARK.

A party of newspaper men of ten papers of the middle West are on a two weeks' outing to the Glacier National Park. The party includes C. F. Yost, the St. Louis Globe-Democrat; George A. Davies, Cincinnati Commercial-Tribune; W. C. Jernagin, Des Moines Capital; John S. Potts, St. Louis Times; M. A. Bingsay, Detroit News; C. C. Kline, Kansas City Journal; Willis King, Kansas City Post; William Henderson, Cleveland Plain Dealer; Eugene Kelly, Sioux City Journal; and Charles J. L. May of the St. Joseph Gazette.

### I. T. U. GROWTH.

Officials of the International Typographical Union report an increase of 3,158 members during the last year. Number of members on pension roll, 1,038. Total earnings of members during the year, \$55,379,902, an increase over last year of \$3,608,234. Average yearly earnings of members, \$932.04, an increase over last year of \$17.91 per member.

### WILL PRACTICE LAW.

O. W. James has bought control of the Lewis County (Ida.) Leader from Mr. Duffy. The latter will resume his practice of law in Vollmar.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation  
for August - -

**99,211**

EDWARD H. BUTLER, Editor and Pub.  
Representative in the foreign field by  
KELLY-SMITH CO.  
220 Fifth Avenue, Peoples Gas Bldg  
NEW YORK. CHICAGO.

## The JOURNAL DAY PAPER PUBLISHED IN IS THE ONLY MORNING AND SUN. DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Masters Building, CHICAGO.  
Chemical Building, ST. LOUIS.

### AGENCY INCORPORATES.

The Piedmont Advertising Company has been incorporated at Charlotte, N. C., with offices at 17 West 4th street. The officers are C. E. Creswell, president; W. C. Timmons, vice-president and manager; C. M. Creswell, secretary-treasurer, and C. A. Henley, general superintendent. The company is capitalized at \$20,000.

### A TRIPLE OWNERSHIP.

The Coalinga (Cal.) News has been acquired by C. G. Noble, F. G. Roberts and E. B. Carwile. The business will be conducted with Mr. Noble in editorial charge, Mr. Roberts as business manager and Mr. Carwile as circulation director. Each of the new owners is a newspaper man of experience, and Mr. Noble has been at the helm of several Western papers before.

### JUMPS TO DEATH WHILE ILL

Louis Parker, a Waco newspaper man, while in a delirium at a local sanitarium, threw himself out of a third story window and was dashed to death. Parker was thirty-six years old and unmarried.

### OWNS TWO PAPERS.

The News is the name of a new paper that has just appeared in Wilmore, Kan. Its publisher is F. C. Trillingham, who also publishes the Sawyer News.



### A Dull Month

and yet August saw the confidence of local advertisers in the Pittsburgh Post increase by

**93,016 Lines**

Setting a Heartbreaking Pace. The

## Pittsburgh Post

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

## News Scimitar of MEMPHIS, Tennessee,

is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## BIRDSALL ENTERS NEW FIELD OF ENDEAVOR

Alfred W. Birdsall, one of the foremost newspaper machinery experts in the United States, has given up his newspaper pursuits for the present and retired altogether from newspaper work. He has resigned his position as mechanical superintendent of the Pittsburgh Press to become director of dramatic art in the new million-and-a-half-dollar Pittsburgh Athletic Association.

This organization has 4,000 members and Mr. Birdsall has been selected to direct the dramatic end permanently. He has been doing this work since the organization of the association in conjunction with his newspaper work, but finds he could not give ample time and attention to both.

Mr. Birdsall is a graduate of the American Academy of Dramatic Arts of New York, and he takes up his new work for the purpose of gaining more knowledge of the dramatic art.

Mr. Birdsall leaves the Press under the most pleasant conditions and with the best wishes of his employers in his new endeavors. In an interview with THE FOURTH ESTATE Mr. Birdsall said: "In leaving the Press I have severed my connection with the most generous and considerate employers in America.

The combined rate of the

## CLEVELAND LEADER and NEWS

makes it possible for advertisers to cover the Nation's Sixth City with a single-rate expenditure. 100,000 circulation daily in Cleveland and within 40 miles.

About 140,000 circulation in Cleveland and within 100 miles of Cleveland.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS, President and General Manager.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

It is my object later, if not satisfied with my new work, to enter the newspaper field again."

In the course of his service with the Pittsburgh Press Mr. Birdsall was the means of developing some important steps in plate-making for newspaper work. He was associated with Colonel Oliver S. Hershman, publisher of the Press, in the invention of a new dry matrix for stereotyping work and various other mechanical improvements, which have been described at length at various times in THE FOURTH ESTATE, and are now in practical use in the plants of the Press and other newspapers.

## ADDITIONS TO HEARST'S LOS ANGELES STAFF.

New faces in the editorial department of the Los Angeles Examiner are those of Miss Louise Sher, until recently on the Denver Post; William Hogue, formerly rewrite man on the Chicago Examiner, and Miles Overholt, who before locating in Los Angeles was dramatic critic on Portland papers and is widely known throughout the Northwest.

## SOLD BY RECEIVER.

The Marietta (O.) Journal was purchased at a receivers' sale last week by Dr. J. C. Swan for \$15,308. 't is understood that a number of local men are interested in the purchase with Dr. Swan.

The paper will be printed by the Marietta Publishing Company, and L. N. Harness, who has been for several years the editor of the Register Leader, will be in personal charge as editor and manager.

## MUST HAVE IT.

Charles P. Knill, the newly appointed Western representative of the New York Sun, one of the best known newspaper and advertising men in this country, writes:

"I cannot get along without THE FOURTH ESTATE, so please put me on the subscription list.

Recently on the occasion of a great catastrophe the purchaser of a Toledo paper on the street bought a newspaper having the reputation of being yellow, read the sensational news and remarked, "I don't believe it. I will look to the

## TOLEDO BLADE

to see if it is true." This is confidence. Confidence in the news columns is always reflected in the advertising columns.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## Results are obtained in the

## SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr. 212 Temple Court, NEW YORK CITY.

## YOUNGEST OF THE PRESS HUMORISTS.

Howard C. Kegley, a member of that organization of joyous spirits known as the Association of American Press Humorists, has resigned his position as city editor of the Fort Collins (Colo.) Morning Ex-



HOWARD C. KEGLEY.

press, and has returned to the West coast to do magazine work and special newspaper writing.

During the next few weeks Mr. Kegley will pursue the wild boar on one of the islands of the Santa Barbara group in the Pacific, and then he plans to invade Mexico to gather material for a number of farcical stories of the insurrection, as well as some first-hand data for special articles.

After he left the staff of the Pasadena (Cal.) Daily News last

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va. Gives advertisers For a short time a sworn average of advertising will be accepted at circulation in excess of flat rate of

7200 7c per inch per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS, Chicago

year Mr. Kegley did special writing for several months, but was lured back into the daily newspaper field by an opportunity to go to Utah. There he studied dry farming, irrigation, and inter-mountain agricultural conditions while on the Ogden Standard, and then he went to Fort Collins. Along with his daily newspaper work, in eighty-one days this spring and summer he sold twenty-two magazine articles and special features.

The upshot of this feat is that Mr. Kegley pulled down the cover of his roll-top desk, took one last look at the regenerated cow-country, and returned to the West coast to syndicate his experience.

Although still three stations this side of his thirtieth milestone Mr. Kegley is well known through his newspaper work and is the youngest one of the big press humorists. He has written special features for nearly every metropolitan paper west of New York and made a careful study of the Sunday "special" field. It is his intention to write and syndicate farm journal features and magazine articles.

Several of Mr. Kegley's articles will appear in forthcoming numbers of the Illustrated Outdoor World, one of them, is said to be the first feature story ever written with a Death Valley setting.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK

*Oldest Minneapolis Daily.*

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantitv and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

WILLIAM MATTHEW SHIRLEY, for many years engaged in the advertising and publishing business in Chicago, died at Mercy Hospital last week. He was born at Owensville, Ky., and in 1895 became advertising manager of the Chicago Daily News. From there he went to the Palmer Tire Company, serving as advertising manager, and in 1899 became manager of the advertising department of Swift & Co., with whom he remained for a number of years.

Later he published the Ladies' Review, the official organ of the Lady Maccabees of the World, and in 1910 founded the Shirley Press, a modern print specializing in advertising literature. For many years Mr. Shirley was president of the Atlas Club of Chicago and was a member of the Aldine Association of New York and numerous other organizations.

REV. DR. R. S. HOLMES, widely known as a Presbyterian clergyman, editor, author and lecturer, is dead in Philadelphia of apoplexy. He founded the Westminster, a Presbyterian publication, and was its editor until the paper was merged with the Interior, of Chicago, under the name of the Continent, now the national organ of the church. Since the consolidation Dr. Holmes

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
Indianapolis Sun  
daily and Sunday actual  
average circulation in Dec. 43,601  
THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

had been associate editor of the Continent. He was seventy years old.

Dr. G. M. WHITAKER, associate editor of Hoard's Dairyman died suddenly at Fort Atkinson, Wis., of heart disease. Two months ago Dr. Whitaker was appointed to his editorial position from the dairy division of the United States Agricultural Department in Washington. He was well known in dairy circles and held the position of secretary of the National Dairy Union.

JOSEPH H. CALLAHAN, at one time city editor of the Baltimore Evening Herald, died a few days ago at Laurel, Md. He was forty-two years old and had been ill for a long time.

EDWIN D. BUTTERFIELD, formerly of the Galesburg (Ill.) Advocate-Mail, passed away recently in Spokane, Wash. Before coming to this country Mr. Butterfield was on the London Mirror.

ALVARO GOODENOUGH, who founded a number of papers in the states of Ohio and New York, died last week in Syracuse, from paralysis at the age of sixty-two years. Mr. Goodenough was the founder of the Cleveland Lakeside Press, Port Leydon Enterprise, Fort Ann Republic, Castleton Republic and Sandy Creek News.

CAPTAIN GEORGE H. MOFFETT, an editor, railroad builder and one of the members of the constitutional convention which framed the constitution of West Virginia, is dead at his home in Waynesborough, Va., aged sixty-eight years.

GUY C. SEEDS, for nine years associate editor of the Leavenworth (Kan.) Times, died last week.

ABNER GREENLEAF, president of the Ottmar Mergenthaler Company and an inventor of typesetting machines, died in Baltimore Wednesday at the age of sixty-eight years.

The Aitken (Minn.) Age and Enterprise have been merged.

# THE SEATTLE TIMES DAILY AND SUNDAY

is repeating in the City of Seattle the great success as an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

THE  
MILWAUKEE  
NEWS has the largest  
home delivered  
circulation of  
any paper in Milwaukee.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

ASKS COURT TO ENJOIN  
PAPER'S CHANGE IN  
POLITICS.

Before Judge H. Wholbee Postmaster Zeb W. Burlingame, N. C., has instituted suit to enjoin the publishers of the Burlington (N. C.) State Dispatch from publishing editorials indorsing the Presidential candidacy of Roosevelt.

Postmaster Waller states that he is a stockholder in the newspaper, and, though holding large shares in it, was outvoted in the matter of changing policy. Thirteen votes were cast against him.

Since the Chicago Convention the State Dispatch had been running the regular nominees. Last Saturday it announced a change of base, declared Taft a colossal blunder, and his nomination fraudulent and criminal. It also said that it is moved to change by the fact that 90 per cent. of its readers are Roosevelt men.

Waller asks the injunction on the ground that the Dispatch is chartered to "print a Republican paper," and that, as Roosevelt no longer pretends to be a Republican, the compact with the State is violated.

## WILL START A SCHOOL.

Miss Elizabeth W. Gurney, for several years a member of the reporting staff of the Wilmington (Del.) Evening Journal, has returned to her home in St. Cloud, Minn. She leaves newspaper work to establish a normal school in St. Cloud, under the supervision of the Catholic Church. In addition to being an accomplished newspaper writer and clever magazine contributor, Miss Gurney is an artist, having studied under the late Howard Pyle.

## AD MAN INJURED.

John J. Cairnes, advertising agent of the Chicago, Milwaukee & St. Paul Railroad, was injured last week when he was hit by a street car while crossing Evanston avenue, Chicago. While not seriously hurt, he was severely bruised about the head and shoulders.

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

THE PEORIA  
JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

## BOUCHER ENDS LIFE.

C. C. Boucher, who recently left the position of marine reporter on the New York World to join the European staff of the New York Herald, was found dead in a hotel at Gravesend, England, on Monday, having committed suicide with gas. Mr. Boucher was fifty years old and was on his way to take up his new duties with the Herald when found.

The Ritz Hotel bill was not paid, and as threepence was all the money found in Boucher's clothes the Coroner ordered his burial as a pauper unless some one orders otherwise.

## SALE OF OKLAHOMA PAPER.

Earl V. Croxton, of Guthrie, has purchased the controlling interest in the Medford (Okla.) Patriot. Mr. Croxton has been private secretary to Bird McGuire, and it is reported that in the latter will be found the real owner of the Patriot.

Mr. Croxton was formerly city editor of a Wichita (Kan.) newspaper. J. P. Baker, the former editor of the Patriot, retains his interest in the publication, and also editorial supervision.

## HEALTH TOO POOR.

The Suisun (Cal.) X-Ray has been suspended by Publisher Mason. His health is too poor to give proper attention to business.

The newspaper that  
knocks and boasts at the  
same time is never a safe  
adviser. The

## NEW YORK MAIL EVENING

neither knocks nor boasts,  
but tries to be of assistance  
to advertisers.

203 Broadway, NEW YORK



# LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
**Williams, Lawrence & Cresmer Co.**  
NEW YORK CHICAGO

LEWIS TO TRIAL AGAIN—  
NEW LIBEL SUITS  
STARTED.

Judge Charles A. Willard of the  
United States District Court of  
Minneapolis, Minn., will preside at  
the next trial of E. G. Lewis, the  
St. Louis promoter and publisher.  
The appointment was made by Walter  
H. Sanborn of the United States  
Circuit Court of Appeals. The time  
for the trial was not set but it is  
expected it will open early in October.

Lewis was tried last spring in the  
United States District Court on a  
charge of using the mails to defraud.  
The trial resulted in a disagreement  
of the jury and another trial  
was ordered.

Frank Frayser, a post office inspector  
attached to the St. Louis  
office, has filed a libel suit in the  
United States District Court against  
the Star-Chronicle Publishing Company,  
owner of the St. Louis Star,  
asking \$80,000 damages. The publications  
complained of appeared in  
accounts of the trial of E. G. Lewis  
on the charge of using the mails in  
a scheme to defraud, last March  
and April. Frayser sued as a resident  
of Richmond, Va., his home  
town.

Frayser took part in the investigation  
of the Lewis companies,  
which the Post Office Department  
conducted and was a witness for the  
government. The accounts of the  
trial printed by the Star on March  
18, said that a witness identified a  
letter written by himself to Lewis  
which it developed had been stolen  
along with other government exhibits.  
It said, also, that District  
Attorney Houts admitted the let-

"A Daily Newspaper for THE HOME"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.  
For advertising rates address  
**CHRISTIAN SCIENCE MONITOR,**  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg, Chicago

IT PAYS TO ADVERTISE IN THE

# ST. LOUIS TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the most  
remarkable growth ever recorded in the  
Mississippi Valley.

EDWARD L. PREFETTORIUS,  
President and General Manager.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

# SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

ter had been taken by "one Frazier,"  
but would not state that he was a  
post office inspector.

This is made the basis of one  
count of the petition, Frayser alleging  
that it was intended to defame him.  
He asks \$20,000 actual and  
\$20,000 punitive damages on this account  
and like amounts on the second  
count, which deals with an  
article of April 2. The latter did  
not mention Frayser by name, but  
spoke of "government" spies figuring  
in the investigation.

# SUIT OVER OWNERSHIP OF MAGAZINE.

George Henry Stetson, formerly  
proprietor of a publication called  
American Suburbs, has begun an action  
in the Supreme Court of New  
York against William S. Peace,  
Walter C. Kimball, the House  
Beautiful, Inc.; Herbert S. Stone,  
House Beautiful Company; Walter  
B. Stark, Samuel D. Townsend, Jr.,  
and Stewart Buck to regain control  
of American Suburbs.

Mr. Stetson alleges that he entered  
into an agreement with Mr.  
Stone to purchase from him a publication  
called the House Beautiful  
for \$80,000. They also agreed to  
form a new company for the publication  
of both magazines.

In the new company Mr. Stetson,  
it is said, was to have the controlling  
interest, while Mr. Stone was to  
have \$100,000 worth of the bonds  
of the company. Mr. Stetson seeks  
to dissolve the new company and to  
obtain control again of the American  
Suburbs.

# FARM EDITOR STARTS A NEW PAPER.

The town of Montrovia, Cal., has  
a new paper called the Mail. E. C.  
Stivers, the publisher, was formerly  
manager of the Little Farms Magazine  
in Los Angeles.

# IN REAL ESTATE FIELD.

Timothy J. Mahoney, formerly a  
member of the advertising staff of  
the Erie (Pa.) Herald and the Dispatch,  
has engaged in the real estate  
business in Erie, with office in the  
Marine Bank Building.

Higher rates become effective Oct. 1st  
NOW is the time to get the benefit of  
present LOW prices.  
Biggest value in New England.

THE  
**Boston Herald**  
now over 100,000  
THE  
**Boston Traveler**  
AND EVENING HERALD  
(consolidated OVER 130,000  
July first)  
*A Quality and Quantity  
Combination that cannot  
be excelled.*

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK. CHICAGO. ST. LOUIS.

# CLOSING A BIG WORK.

"Bible Genealogy" is the subject  
of a work being completed after  
many years of study and labor by  
Levi L. Alrich, editor of the  
Cawker City (Kan.) Public Record.  
The work is a genealogical dictionary



LEVI L. ALRICH.

ary of the Bible, accompanied by a  
chart. The name of every person  
mentioned in the Old and New  
Testaments and the Apocrypha is  
given alphabetically in tabular form  
showing the tribe and family of  
each person, their generation, the  
derivation, meaning of each name,  
and notes, extracts, quotations, remarks,  
etc.

On the chart every person is  
named in his or her tribe and family  
and generation. The complete  
genealogy of Christ is shown,  
harmonizing with the records given  
by Matthew and Luke, with explanatory  
notes in the text.

Mr. Alrich is a veteran of the  
Civil War from California, and for  
thirty years has been editor of the  
Public Record. He is a past com-

# A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania ..... 24,508  
(Only German evening daily in Milwaukee)  
Daily Herald ..... 17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post ..... 45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania ..... 107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly ..... 22,000  
Die Rundsicht, Weekly ..... 25,002  
HENRY DE CERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The Only Daily Paper in Cuba  
Printed in English is the

# HAVANA POST

GEORGE M. BRADT, Publisher

Published Every Day in the Year

mander of Reynolds Post No. 43,  
Department of Kansas, G. A. R.

Mr. Alrich is associated in the  
publication of the Public Record  
with his wife. Their efforts have  
resulted in the establishment of a  
model weekly newspaper that is  
doing much in the interest of north-  
central Kansas.

# ABOUT OUR NATION.

The Nation's Business, the official  
organ of the Chamber of Commerce  
of the United States, a new organization  
which plans to bring into  
closer affiliation the civic bodies of  
the country, made its first appearance  
Monday in Washington.

The publication is to gather for  
the newspapers and organizations  
current information regarding the  
development of the nation.

The publication committee is  
composed of John H. Fahey, formerly  
publisher of the Boston  
Traveler, Frederick Bode of Chicago,  
and H. E. Miles of Racine,  
Wis. G. Grosvenor Dawc is the  
editor. The publication carries no  
advertising, being supported by contributions  
like the organization it  
represents. The next issue will appear  
September 23.

# FOR THE GULF COAST.

The Gulf Coast Journal has appeared  
in Houston, Tex. It is published  
by the Stewart Publishing  
Company, and J. O. Robertson is  
the editor.

# THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
on its merits as a newspaper.

49,304 CIRCULATION  
Daily (Net Paid)

FOR JULY, 1912.

No wonder it carries more advertising,  
and at higher rates, than any  
other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

# In New England It's The BOSTON POST

## Circulation

Average Circulation of the Boston Daily Post for August, 1912

# 418,562

*A Gain of 59,056 Copies Per Day Over August, 1911*

Average Circulation of the Boston Sunday Post for August, 1912

# 319,243

*A Gain of 28,737 Copies Per Sunday Over Aug., 1911*

## Ten Augusts with the Boston Post

Observe the Strong Strides Toward Supremacy Year by Year.

	Boston Daily Post	Boston Sunday Post		Boston Daily Post	Boston Sunday Post
1903	187,744	169,520	1908	266,233	234,617
1904	217,898	178,318	1909	291,315	248,303
1905	235,660	188,867	1910	351,444	261,206
1906	240,480	219,982	1911	359,506	290,506
1907	248,216	218,244	1912	418,562	319,243

## Display Advertising

In Boston Newspapers Having Daily and Sunday Editions

## First Eight Months of 1912

AGATE LINES

Boston Post	3,560,263
Boston Globe	3,234,375
Boston American	3,046,112
Boston Herald	2,009,107

Post Led Globe by 325,888 Lines

Post Led American by  
Over Half a Million Lines

Post Led Herald by  
Over a Million and a Half Lines

## The Boston Post Led

In Local Display Advertising

In Foreign Display Advertising

In Automobile Display Advertising

In Total Display Advertising

(Small want advt., or classified, not included in the comparison)

EASTERN REPRESENTATIVE:

Kelly-Smith Co., 220 Fifth Avenue, New York

WESTERN REPRESENTATIVE:

C. Geo. Krogness, Marquette Building, Chicago

To Anyone Familiar with the Newspaper History of Boston  
a Study of These Statistics Will Show that the

# Boston Post Thrives with Competition



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

No. 969 NEW YORK, SATURDAY, SEPTEMBER 21, 1912

TEN CENTS A COPY

*A New Advertising Record.*

## THE NEW YORK WORLD

on last Tuesday, September 17, 1912, printed the

*Greatest Number of  
Individual Advertisements*

that has ever appeared in the week-day issue of any  
newspaper, namely

6,468.

The World not only excelled its own record of 6,407  
advertisements, but it also printed *more* individual  
advertisements *than all of the six other New York  
morning newspapers added together.*

The World Gained 298 Advertisements over its own record of  
the corresponding day of last year.

RESULTS IS THE SECRET OF THE LEAD.  
WORLD'S GREAT

## MUNSEY IS BACK IN NEW YORK.

### PURCHASE OF THE PRESS COMPLETES CHAIN OF SEABOARD PAPERS.

Frank A. Munsey is back in the daily newspaper field of New York again. Since 1904, when he sold the Daily News, Mr. Munsey has been trying to purchase one of the local daily newspapers owning an Associated Press franchise, and now he has it in the Press, which he acquires from Henry L. Einstein.

With the Press under his ownership Mr. Munsey's chain of daily newspapers in all the biggest cities of the Atlantic Seaboard, from Boston to Washington, is completely linked.

The chief interest attaching to the sale is that it gives the Bull-Moose party, of which Mr. Munsey is an ardent adherent, a thorough-going organ among the morning newspapers. Mr. Munsey says he will support Mr. Roosevelt and the Progressive policies in the Press as in his newspapers in Boston, Baltimore, Philadelphia and Washington.

Regarding his purchase Mr. Munsey says:

"I have bought the Press because I want it. It completes my chain of newspapers covering the five big cities of the East, Boston, New York, Philadelphia, Baltimore and Washington. On several occasions I have tried to buy the Press, but always without success until now."

"My purpose is to make the Press a complete newspaper, large enough to cover all news worth while, a newspaper that shall be clean, honest and fearless; a newspaper so written and so condensed that the busy man can read it and have time for something else."

"The Press, therefore, under my ownership will stand for American prosperity and American industries, which after all are the broad and better issues of the campaign."

The New York Press was founded in 1884 as a Protective Tariff newspaper by Frank Hutton, who was first assistant postmaster general under President Hayes, Robert P. Porter had an interest in it. After a time it was sold to James Phillips, a wealthy woolen manufacturer, who conducted it until 1895, when it passed to the ownership of Mr. Einstein.

The paper has always been Republican in politics. In 1902 the publication moved to its present home at 7 Spruce street. Lemuel Ely Quigg was its editor for several years.

Mr. Munsey assumes the presidency of the New York Press Company, Ltd., succeeding Mr. Einstein. C. H. Pope takes the place of Alex. McD. Stoddard as secretary, and R. H. Titherington is the treasurer. The latter office was also occupied by Mr. Einstein.

Mr. Einstein says that many attempts have been made to buy the paper, but that he wouldn't sell until he was sure that the purchaser would not be repugnant to present readers of the Press.

The Press has always been a staunch Republican paper and has attacked both the Progressive national and the Progressive state candidates with zeal. Mr. Einstein has been the sole owner since 1895.

Ervin Wardman, whom Mr.

Munsey calls "the man chiefly responsible for the making of the Press," will remain as editor and also the present staff, but Mr. Munsey states that it is his intention to develop the Press into "a bigger and stronger paper." Mr. Munsey said the negotiations were started and completed in quick time. He did not state the price paid.

This is really Mr. Munsey's third experience in New York daily journalism. In 1893 he bought the New York Daily Star, changed its name to the Continent and published it as a sixteen-page paper, with four wide columns to the page. He soon sold it to Colonel John A. Cockerill, who ran it as the Morning Advertiser, which was afterward merged with the New York American. In 1903 Mr. Munsey purchased the New York Daily News from the estate of Benjamin Wood, and a year later sold it to Thomas C. Quinn, who discontinued it shortly afterwards.

Six magazines are also owned by Mr. Munsey—the Argosy, the Scrap Book, the Cavalier, the Railroad Man's Magazine, the All Story Magazine and Munsey's. His other daily papers are the Washington Times, the Baltimore News, the Boston Journal and the Philadelphia Evening Times. He began as a publisher in 1882 with the Argosy.

Only a few months ago Mr. Munsey advertised to sell the Boston Journal and Philadelphia Times, because, he explained, his magazine business had expanded to such an enormous extent that it required most of his time and energy and he could not give the necessary attention to these papers. As yet no deals for the purchase of those papers have been consummated.

### NEW MANCHESTER DAILY.

Incorporation papers have been issued to a stock company to publish a new daily paper in Manchester, N. H. The corporation is called the Leader Publishing Company and capitalized at \$100,000. The new paper will make its appearance early in October under the title of the Leader and it is expected to support the cause of the Progressive party, although conducted by independent ownership.

The publisher is to be Frank Knox, who recently sold the Sault Ste. Marie (Mich.) Times. The company has installed a plant of its own on Hanover street which includes a press of the latest design and six Mergenthaler Linotypes.

### TOWNE BUYS ANOTHER SCRANTON PAPER.

Robert D. Towne, proprietor of the Scranton Tribune-Republican, has purchased also the Scranton Truth, an evening newspaper, and will publish the two as morning and evening papers, respectively.

The plants of the two papers have been consolidated and the Truth office moved over to the Tribune-Republican Building. The deal involved in the neighborhood of \$500,000 and was negotiated through the newspaper brokerage firm of Harwell, Cannon & McCarthy, New York.

## LABOR SITUATION IN SPOKANE.

### SPOKESMAN - REVIEW FORCED TO BREAK WITH UNION PRESSMEN.

With the expiration of its three-year contract with the union pressmen, the Spokane Spokesman-Review's pressroom ceased to be under the jurisdiction of the Spokane Printing Pressmen's Union and is now being conducted under independent management. No changes in wages and hours of the men are contemplated, but the publishers say it is their purpose to establish a system which will insure their ability to fulfill their contracts with subscribers by the prompt and regular issue of papers every day in the year.

While a new force was at once placed in charge of the pressroom, operating under open shop rules, the former employees were notified that they could retain their places on the pay-roll at full wages for the next two weeks, giving them opportunity to secure new employment.

The publishers of the Spokesman-Review give this statement of the break with the pressmen's union to THE FOURTH ESTATE:

"The positive refusal of the union to enter into any agreement for the peaceful settlement by arbitration of any dispute that might arise during the coming year and a vote by the union to strike in violation of its contract with the Spokesman-Review convinced the publishers that steps must be taken to safeguard the regular publication of the news."

"For years the Spokesman-Review and the pressmen's union had been working under the regular form of arbitration agreement, practically identical in terms with the agreements now in force between the Spokesman-Review and the topographical and stereotypers' unions."

"Upon the first notification that the pressmen's union no longer desired to arbitrate any question that might come up, the Spokesman-Review asked for further explanation of this unusual attitude. The answer was a definite refusal to make any further agreement to arbitrate, leaving the plain inference that in case any misunderstanding should arise, a walkout might be expected at any time, day or night."

"Such a strike might mean days of delay on which the paper would be unable to fulfill its contracts with subscribers—a condition which might result in a heavy loss to its patrons who are relying upon its daily paper to give them information as to crops, markets, financial conditions, or the affairs of the world."

### PRESSMEN'S "GUARANTEE."

"Following this came action which convinced the Spokesman-Review that even if a contract providing for arbitration could be secured from the union, the guarantee would be worthless. For years the publishers had considered themselves doubly protected by two contracts: One with the Spokane

Pressmen's Union; the second with the International Printing Pressmen's and Assistants' Union, the latter also signed by the local union, guaranteeing the peaceful settlement of all disputes by arbitration."

"Then came the Chicago strike of May 2, which resulted in severing all relations between the pressmen's union and all the leading daily papers of that city. In spite of the fact that the trouble originated in Chicago and was confined to that city, President Berry of the international union called upon the unions all over the country to declare their willingness to join in a sympathetic strike."

"The great majority refused to break their agreements with the publishers; but the Spokane Union, in spite of its local contract, voted to strike on call of President Berry, showing its willingness to cripple the newspapers of this city upon a moment's notice, not on account of any action of the local publishers, but simply because there was trouble at Chicago which Spokane newspapers could not have prevented and could not remedy."

"This action convinced the publishers that it was impossible to place reliance upon the contracts of the pressmen's union, either local or international, so long as the organ-

Continued on Twenty-third Page.

### PERRIN GOES TO RENO.

Frank L. Perrin has resigned as city editor of the St. Louis Star to become managing editor of the Reno (Nev.) Evening Gazette. Mr. Perrin has been connected with St. Louis newspapers for twelve years and has been city editor of the Star for the past three years. He was formerly connected with the Times, the Globe-Democrat and the Republic.

### CHANGES ON COLLIER'S.

E. C. Patterson has been elected vice-president and general manager of P. F. Collier & Son, New York. Mr. Patterson has been advertising manager of Collier's Weekly for several years past, and is succeeded in that position by A. C. G. Hammesfahr, heretofore Western manager. Mr. Hammesfahr will retain his quarters in Chicago. Franklin Coe has been elected treasurer of the Collier firm.

### BOICE GOES SOUTH.

Robert A. Boice, formerly advertising manager of the American Magazine and for the past year Eastern advertising manager for Good Housekeeping, has resigned, and on October 1 will go to Richmond, Va., as manager of the office in that city of the Washington Advertising Agency, of Washington. D. C. Mr. Boice is well known in the advertising field of New England and the South as well as in New York.

### AD AGENTS' MEETING IS POSTPONED.

The first annual meeting of the National Association of Advertising Agents which was to have been held in Pittsburgh on September 10, has been postponed temporarily on account of the unfinished work of the membership committee.



# DENVER TIMES CHANGES.

**SPEER GIVES UP AS PUBLISHER AFTER SHORT, BUT LIVELY, TRIAL.**

Robert W. Speer, ex-mayor of Denver, has retired as publisher of the Denver Times, and the paper reverts back to William G. Evans, the Denver traction magnate, who is said to hold \$350,000 in notes given by Speer for the paper when he took hold last January.

The Speer Publishing Company has ceased to have any ownership in the Times and Alfred Platek, heretofore business manager, takes general charge. Mr. Speer says he will remain in Denver and engage in other business.

It is generally reputed that the Times has been the heaviest losing journalistic enterprise that Colorado has known since the days of the Colorado Sun, which swamped the fortune of Earl B. Coe and pulled so heavily upon the resources of B. H. Moffat and the late Senator Wolcott.

The entrance of Speer into the newspaper field of Denver was the beginning of tumultuous times in publishing circles of that city. There has been a continuous fight between the Times and the Post, published by Tammam & Bonfils, which has constantly brought the publishers of both newspapers before the courts in a chain of libel suits instituted against one another. Decisions in the suits are yet pending.

F. G. Bonfils was recently sentenced to serve sixty days in prison and pay a fine of \$5,000 for alleged contempt of court in the libel actions against Speer, but the execution of the sentence has been stayed pending an appeal. The total damages sought on both sides run away into the millions.

## ENSIGN STARTS AGENCY.

The F. A. Ensign Advertising Agency has opened offices in the Columbia Bank Building, Pittsburgh, to conduct a general advertising business. Mr. Ensign is one of the best known advertising men in Pittsburgh, where his career in the publicity business covers a period of fifteen years.

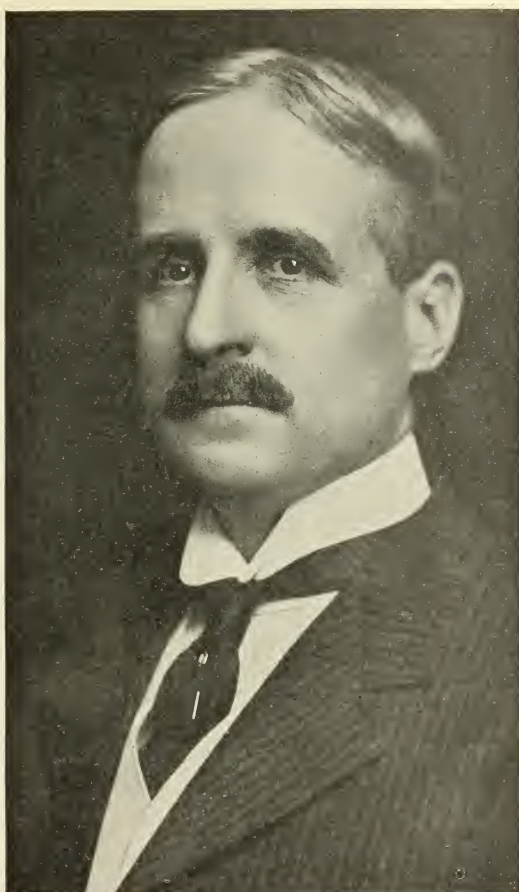
Mr. Ensign and the late W. S. Hill, as equal partners, founded the firm of W. S. Hill & Co., which later they merged into a corporation, Mr. Hill acting as president and Mr. Ensign as treasurer.

## DAKOTAN MOVES.

W. J. Bird, editor of the Goodrich (N. D.) Citizen, has sold that newspaper and moved to Bowden, where he has assumed publication of the Guardian. A. D. McKinnon succeeds Mr. Bird as publisher of the Citizen.

## A SHORT LIFE.

The Falls Creek (Pa.) Advocate has been suspended by Publisher Clyde Underhill after an existence of fifteen weeks.



HENRY M. PINDELL.

PROPRIETOR OF THE PEORIA JOURNAL.

## DEMOCRATS HAVE STRONG MAN IN PINDELL.

Henry M. PindeLL, proprietor of the Peoria Evening Journal, has been appointed chairman of the advisory committee on publicity by the National Democratic Committee and will play an important part in the Presidential campaign.

There is perhaps no daily newspaper in the Central West that has ever shown a more splendid growth in the same period of time than the Peoria Journal, under the ownership of Mr. PindeLL. Two years ago last December the Journal suffered a disastrous fire, which completely wiped out its plant, and since it has installed a splendid new equipment in the new twelve-story Jefferson Building the publication has experienced a remarkable growth.

The Journal now enjoys a great circulation and its books are always

open. During the first eight months of this year the Journal carried 4,694,312 agate lines of display advertising, including a goodly share of foreign advertising, which is in the hands of Charles H. Eddy.

The Journal is always a home paper and some idea of its influence can be gained from the fact that the Peoria Congressional District was the only district in the state which was carried by Woodrow Wilson in the recent state-wide Presidential primaries and the Journal was the only Wilson organ in the district.

## NEW JACKSONVILLE DAILY.

It is reported that the launching of a new daily newspaper will be an event of the near future in Jacksonville, Fla.

The Liberty (O.) Press has installed a new typesetting machine.

## BRITISH EDUCATOR FOR PHONETIC SPELLING.

A strong plea in favor of phonetic spelling was made to the meeting of the British Association for the Advancement of Science at Dundee, Scotland, by Sir James Donaldson, LL. D., vice-chancellor and principal of the University of St. Andrews and principal of the United College of St. Salvador and St. Leonard. Sir James told the association that spelling is a thing of no consequence and everybody ought to be allowed to spell as he likes, just as Shakespeare and our ancestors did.

Sir James said that this plan would lead to phonetic spelling. Our present system of spelling, he told the scientists, if it can be called a system, is unique in its absurdity. The French, German and Dutch spell phonetically, but the English are terribly behind them.

If the English spelling were phonetic, said Sir James, it would be easy for the whole population of China to learn the English language, but no foreigners now had a chance to learn easily. The English speaking child taught to spell phonetically, he said, saved at least a year in the task of acquiring an education.

Sir James concluded his phonetic plea by scoring compositors in general. The present method of making up words, he charged, was the doing of compositors. "We are slaves of the printers," he asserted, "and if we do not spell according to their ways of thinking they change us over and over again. And there is no redress."

Sir James is an authority on the matter of spelling, being the author of "The Modern Greek Grammar" as well as many works on religious subjects.

## CROY TO EDIT JUDGE AND LESLIE'S WEEKLY.

Homer Croy has been appointed managing editor of Judge and Leslie's Weekly, New York, succeeding the late Carleton Garretson. Mr. Croy is well known in the newspaper and magazine field, and up to a short time ago published the Magazine Maker, in New York. He is succeeded in the latter position by Modeste Hannis Jordan.

For more than a year Mr. Croy has conducted the "We have with us tonight" column in Judge, and he has written many articles in a serious vein for different publications. He is one of the younger school of humorists, being only twenty-eight years old.

## BUYS PAPER MAGAZINE.

The Industrial and Technical Press has been incorporated in Canada, with offices in Montreal and Toronto, and takes over the Pulp and Paper Magazine from Biggar-Lawson, Ltd.

## DAMAGED BY FIRE.

A fire a few days ago did \$2,000 damage to the plant of the Amsterdams (N. Y.) Morning Sentinel.

## ACCOUNT FOR ALL PAPERS SOLD.

POSTMASTER-GENERAL SAYS  
FULL FIGURES MUST BE  
GIVEN DEPARTMENT.

Postmaster-General Hitchcock has issued official orders for carrying into effect the new newspaper and periodical publicity law.

Under the law the first returns must be made October 1 next, but the department will allow a reasonable time thereafter for the newspapers to answer.

After a conference with publishers and lawyers the postmaster-general decided to construe the words "sold or distributed to paid subscribers" to mean all papers actually sold by newspapers, whether by subscription or on the street to casual purchasers. The newspaper is required under the new law to give its average daily circulation of this character for the preceding six months on the first of every October and April.

Mr. Hitchcock's instructions are:

"The law requires that publishers shall file on the first days of October and April of each year, both with the postmaster-general and with the local postmaster, under penalty of denial of the use of the mails, a sworn return of the names and addresses of the owner, publisher, editor, managing editor, and business manager of all newspapers and periodicals, with the exception of religious, fraternal, temperance and scientific publications, and also, when a corporation, the names of the holders of more than one per cent. of the stocks, bonds or other securities; and, in the case of daily newspapers, a statement of the average paid circulation for the preceding six months.

"All editorials or other reading matter appearing in a newspaper or magazine for the publication of which pay is accepted or promised must be marked 'advertisement,' under a fine, of not less than \$50 nor more than \$500."

There were 28,144 newspapers and periodicals enjoying second class mail privileges on July 1, 1912. There were 2,514 dailies, 17,217 weeklies, 5,277 monthlies, 1,351 quarterlies and 1,785 having other periods of issue. Of these, all except about 1,500 exempted publications will be affected by the new law.

"Although this law was not favored by the Postoffice Department," said Mr. Hitchcock, "it will be administered faithfully and impartially." He added:

"In framing the act Congress doubtless had in mind the leading daily newspapers, but it will affect also nearly eighteen thousand weeklies. Many of these publications are having a hard struggle for existence and will find the making of returns a considerable burden.

"In my judgment—and I so expressed it to the Congress—the provision will be harmful, as it will require the continuous use of valuable space in the publications and at the same time be resented as a censorship of the press.

"One of the greatest difficulties now encountered in the enforcement of the law relating to the second class mail privilege is that the Post Office Department is compelled by law to make inquiry into so many aspects of the private business of publishers. This gives rise to the complaint—ill-founded, in



JOHN A. RATHOM,

NOW EDITOR AND GENERAL MANAGER OF THE PROVIDENCE JOURNAL.

my opinion—that the government interferes needlessly with the privileges of the press.

"My judgment is that it should be the constant aim not only of the Congress but of the Postoffice Department to lessen the necessity for supervision of the public press in the enactment and administration of postal laws."

Appropriate return blanks are being mailed to all publishers.

The board of directors of the American Newspaper Publishers Association held a regular quarterly meeting at the general offices in New York on Thursday. President Elbert H. Baker, of the Cleveland Plain Dealer, presided.

The main topic of discussion was on the new postal law. The board is securing views of all the members of the association regarding their attitude toward the bill and also their views on testing the legality of the act.

Full information is being sent to all members acquainting them with all phases of the law and the activities of the directors in opposing it.

## THE NEW HEAD OF THE PROVIDENCE JOURNAL.

John R. Rathom, who is now editor and general manager of the Providence Journal and the Evening Bulletin of that city, has been managing editor of these properties for the past six years.

Mr. Rathom went to Providence from the Chicago Record-Herald, with which paper he had been identified for several years. There are very few working newspaper men from New York to California who have not at some time or other rubbed shoulders with him on big stories.

Mr. Rathom is an Australian by birth and his first newspaper work in this country was done twenty-two years ago for the New York Herald on the Behring Sea controversy with Great Britain.

## WHAT MARTIN DID.

To have fought and won four important campaigns on municipal and county questions for his paper in two months of his being in charge of the Lansing (Mich.) State Jour-



D. D. MARTIN.

nal is a feat achieved by Douglas Martin, who was appointed managing editor of that publication on July 1.

Although at the head of the State Journal this short time Mr. Martin is not new in the Lansing newspaper field. His journalistic experience extends over a period of ten years, during which he has held positions in the South, North and middle West.

He left the city editorship of the Lansing State Journal two years ago to become connected with the South Bend News, and later went to the Detroit News. He is a conspicuous example of the young newspaper man who uses his energy and brains for the good purpose of advancement.

The Oklee (Minn.) Tribune has suspended.

## NEW DAILY STARTED IN ATHENS, GA.

W. D. Gredig, formerly of Knoxville, Tenn., and J. L. Latimer, late of Bristol, the same state, have established the Herald as an afternoon paper in Athens, Ga. Mr. Gredig is the managing editor, and Mr. Latimer, business manager. Mr. Gredig is a newspaper man of more than twenty-five years' experience.

## AGAIN SOLD.

The Alvinson (Can.) Free Press has again changed hands. Harry Moore has been succeeded as editor by J. W. Kedwell of Regina, formerly publisher of the Petroleum Topic, and will devote his entire attention to the Sombra Outlook and Courtright Tribune.

## BACK IN PENNSYLVANIA.

G. Scott Smith has purchased the Kane (Pa.) Republican from the widow of R. K. Godding. Mr. Smith was formerly one of the owners of the Bradford Daily Record and later has been in the newspaper business at Reading, Pa., and Bridgeport, Conn.



# STAFF CHANGES WITH THE ASSOCIATED PRESS.

Chris. D. Hagerty has been made traveling inspector for the Associated Press and is now in the West on a tour. Mr. Hagerty has been with the A. P. for over ten years and covered for it the Japanese-Russian war, the Nicaraguan revolution, the first Mexican revolution and the intervention in Cuba. For a time he was city editor in Chicago and then correspondent at Denver. C. O. Hooper succeeds him as Denver correspondent.

Timothy Turner, sporting editor of the El Paso Herald, has been appointed resident staff correspondent for the A. P. at El Paso, a new position created recently.

David Lawrence, a graduate of Princeton, and a personal friend of Woodrow Wilson, has been assigned by the A. P. to duty with the Presidential nominee. Mr. Lawrence was recalled from the Mexican border for this work.

A. L. Cohen, of the A. P. staff at Los Angeles, is temporarily on "war" duty on the Mexican border near Douglas, Ariz.

# ROCHEFORT FINALLY LAYS ASIDE HIS PEN.

Henri Rochefort, dean of French journalists, has laid aside his pen and retires at the age of eighty-two years. Rochefort has been one of the leading European journalists for the last half century, and in this long period he is said to have missed only one day that he did not write a newspaper article. For some years past his eyesight has been failing, but he has continued his remarkable record through dictation.

In his early days Rochefort wrote for Figaro, then for a long time with the Intransigent, and later years La Patrie. Rochefort's writings got him into all kinds of trouble. Once he was exiled in New Caledonia, but escaped in an open boat and was picked up by a passing ship.

# A THEATRICAL MAGNATE.

Will R. Winch, formerly with the Kansas City newspapers, is partner in a new \$25,000 moving picture theater now being erected in El Paso, Tex. He owns a half interest in another picture theater in that city and a third interest in two in San Antonio.

A theater which he and his associates have been operating for three years is being torn down to make way for the new house in course of construction. Mr. Winch has lately been back in Kansas City visiting his old friends of the press and theatrical profession.

# SMITH INVESTIGATING.

William Alden Smith, United States Senator from Michigan and publisher of the Grand Rapids Herald, is now in El Paso, Tex., conducting a hearing into the Mexican revolution, pursuant to a resolution of Congress. Mr. Smith is chairman of the committee named for this purpose. He is holding daily hearings of American refugees in El Paso.

# Here is What is REALLY Happening in Chicago.

Shrewd Advertisers always judge the *rise or decline* of a newspaper by its *gains or losses* in *Department Store Advertising*.

Here are the official records of the Washington Press, an independent Audit Company, showing the trend of Department Store Advertising in Chicago for the past five years.

These cold figures tell their own story:

	<i>Examiner</i> (Cols.)	<i>Tribune</i> (Cols.)
1908—	*3,667	6,237
1909—	4,498	5,487
1910—	4,153	5,302
1911—	4,658	5,189
For eight months of		
1912—	2,987	2,878

In other words, since 1908 the Chicago TRIBUNE has LOST OVER A THOUSAND COLUMNS of Department Store Advertising and the Chicago EXAMINER has not only GAINED A THOUSAND COLUMNS, but has OUTSTRIPPED THE TRIBUNE and has TAKEN THE LEAD IN ITS FIELD.

\*Examiner columns are 280 agate lines. Tribune columns are 300 agate lines.

M. D. HUNTON,  
220 Fifth Avenue, NEW YORK.

E. C. BODE,  
Hearst Building, CHICAGO.

# SEEING THE CLOVER LEAF PAPERS BEING MADE.

The Omaha Daily News, after October 1, will make every Wednesday visitors' day, and a guide will be on duty to show visitors through the building, explaining the entire working of a newspaper.

The Omaha Daily News has resumed the practice of instructing Omaha school children about a newspaper, taking a class of fifteen children through the plant each afternoon.

# WEST CHESTER STAR OUT.

The Star has appeared in West Chester, Pa., as a morning newspaper. Charles D. Hester is the editor, and George L. Saunders, business manager. The new paper is at present issuing six pages and is independent in politics.

# LEASES A PAPER.

O. A. Lloyd has leased the Grand View (Can.) Exponent and will act as its editor. A. G. Graham, the owner of the Exponent, also publishes the Canora Advertiser and plans to give his entire time to the latter property.

# CHANGE IN NAME.

The Arcadian Magazine, published in St. Louis, will change its name to the Ozark Magazine.

# MANY OF EL PASO HERALD STAFF OWN HOMES.

The El Paso Herald claims to have more employees who own homes than any other paper in any other city of 50,000 people in the United States. Those owning their own homes and employed regularly on this paper devoting their entire time to it, and their positions, follow:

H. D. Slater, president and editor; J. C. Wilmarth, business manager; H. L. Capell, assistant manager; W. M. Laughlin, advertising manager; G. A. Martin, news editor; L. P. Boyce, assistant news editor; H. H. Fris, circulation manager; Norman E. Veazy, cashier; Miss Liza Taylor, foreign advertising bookkeeper.

John Harm, foreman stereotyping room; Charles S. Ward, foreman composing room; J. L. Tucker, linotype operator; Mrs. Etta Longnecker, proofreader; C. E. Darnell, advertising solicitor.

Mr. Veazy's home is a farm in New Mexico, but all the other employees own homes in El Paso, most of them of the California bungalow type and none costing less than \$3,000. Mr. Laughlin owns two apartment houses besides his home.

# SUIT OVER COHOES PAPER.

Mrs. Margaret Wallace and her son Thomas, as administrators of the estate of James Wallace, have brought an action against another son, Michael Wallace, to force him to give an accounting of James' share of the Cohoes (N. Y.) Evening Dispatch.

It is charged that in 1884 James and Michael Wallace entered into a partnership to run the Dispatch. The partnership was dissolved by the death in 1911 of James, who left no will, his heirs-at-law being his mother and five brothers. The complaint states that Michael since the death of James has continued in exclusive possession of the newspaper and refused to make any account of that part of the property that belongs to the estate of James.

They also charge that Michael has in his possession \$25,000 worth of property that should belong to the estate of James. A sale of the plant and equitable division of the property is asked for.

# TO MOVE TO TEXAS.

Miss Esther MacGuigin, for three years managing editor of the Montezuma (Ia.) Republican, will leave this fall for St. Paul, Tex., where she will edit and manage a weekly newspaper for George H. Paul, an Iowa land man who has large interests in that section of Texas.

# WEEKLY FOR VANCOUVER.

It is rumored that a new weekly paper is being planned for Vancouver, B. C., in opposition to the Saturday Sunset. The name of the backers or the plans have not yet become public.

# HAMPSHIRE ENLARGEMENT.

The Penacook (N. H.) News Letter, published by W. D. Ranney, has enlarged to a six-column, eight-page paper.

# CUBAN EDITORS PROMISE TO BE CAREFUL.

Secretary of State Sanguilly of Cuba has conferred with the editors of most of the Havana papers and communicated to them the desire of the foreign diplomats to know what action the Cuban government intends to take against papers insulting the American representative, considered as an infringement on their diplomatic immunity.

The editors responded in effect that they had not intended any offense against the American representative, and gave assurances of their earnest desire to give no cause for further complaint. The question of the punishment of the editors who have been daily attacking Hugh S. Gibson, the American charge, and Arthur M. Beaupre, the American minister, were not considered at the conference. All attacks by the papers have now ceased.

# THE RIGHT BEAR.

"No," said the editor, regretfully, as he handed the typewritten manuscript back to the young man, "bear stories are out of date. We want more spicy matter."

The author's face brightened. "Oh, then that is just what you want!" he declared. "It describes an adventure with a cinnamon bear."—The Youth's Companion.

## BUILDING UP THE CIRCULATION.

The Washington Herald is offering \$25,000 in prizes in a merchants' co-operative voting contest. The most popular contestant will receive a \$5,000 house and lot in Washington, the next four prizes are latest model automobiles, and others consist of pianos, player-pianos, etc. Votes are to be procured solely through purchases from merchants contracting for part in the contest with the Herald. Votes consist of labels, wrappers and trade-marks, at the rate of one vote for each cent.

Commencing tomorrow, on every Sunday for twelve weeks, the N. Y. Tribune will present its readers with a study in colors of some celebrated fairy story character known to childhood. Each picture will be printed on a coated paper and of material and workmanship that will stand preservation.

A saddle pony is the grand prize offered in the voting contest being conducted by the Perdue (Can.) Witness. The voting will close on December 18.

The publishers of the Campbellton (Can.) Graphic are offering a piano to the person getting the highest number of subscribers in a certain period.

The Vernon (B. C.) News has closed a popularity voting contest in which the prizes are four \$25 cash purses. The contest ran four weeks and is reported to have brought very good results.

The United States Circulation Company is repeating for the third time a contest for the Oklahoma

## THE DOINGS OF THE VAN LOON FAMILY

The seven-column daily comic strip now used and recommended by such papers as the

BOSTON POST, ST. PAUL DISPATCH, LOUISVILLE COURIER-JOURNAL, ST. LOUIS GLOBE-DEMOCRAT,

Among the sixty papers using it it is second to none in the market.

can be obtained from the

**McCLURE NEWSPAPER SYNDICATE**  
45 West 34th Street, NEW YORK

## GET TO-DAY'S NEWS TO-DAY

**"By UNITED PRESS"**

General Offices, World Bldg., NEW YORK.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.

Expert Comment.—Best illustrations. YOU NEED IT! Write for particulars to **International News Service**  
1000 William St., New York City.

Newspapers are already getting advertising contracts by giving position on page with or opposite to the

## SARAH BERNHARDT SERIES

of daily and Sunday articles.

Released October 7.

Stories on the larger interests of life, written for women, that will make men readers, too!

*Greatest Feature Ever Offered!*

If you advertise it right before release it will

**Double YOUR Circulation.**

Get in at the start and write at once for terms to the

**ROCHAMBEAU Newspaper Syndicate**  
1632 Real Estate Trust Bldg., Philadelphia, Pa.  
(Mention The Fourth Estate)

City Oklahoman and Farmer-Stockman. In this campaign forty prizes are offered, the first five being touring automobiles. The prizes in all are valued at \$12,000.

The Winnipeg Telegram is distributing an illustrated dictionary for coupons and small cash considerations.

"A shower of gold for babies" has been started by the Streator (Ill.) Free Press, which will distribute \$800 in a voting for the most popular baby. The first prize of \$300, and the others \$200, \$100, \$50 and other smaller amounts. The grandparents, fathers and mothers are out scouring the woods for subscriptions and votes. The contest is being conducted by H. A. Dickinson and staff for the United Contest Company, Cleveland.

The Concord (N. C.) Tribune has just started a voting contest in which it will give away an automobile, a piano, bank accounts and other minor prizes. George F. Houlihan of Susquehanna, Pa., is in charge.

A voting contest with prizes valued at \$8,000 has been started by the Paterson (N. J.) Press and Sunday Chronicle in conjunction with Pearson's Magazine, open to any one within a radius of twenty miles of Paterson, to continue until November 2. Distribution of prizes will be on the basis of the highest number of ballots cast for nominees, as allowed on subscriptions of different duration. Contest votes will also be allowed on all subscriptions to Pearson's Magazine. The first prize is a \$3,000 home; second, a \$3,000

automobile; third, a trip around the world; fourth \$2,500 in cash; and others are \$1,000 in cash for the most popular organization, automobiles, pianos, diamond rings, watches and more, valued in all at \$500. The campaign is being directed by the Northern Circulation Company, 165 Broadway, New York.

The Portsmouth (N. H.) Times will award a touring car, pianos, diamonds, furniture sets and tours in a voting contest now being conducted under the direction of the Intensive Circulators, Binghamton, N. Y.

The Gardner (Me.) Reporter-Journal is offering a first grand prize of \$500 in cash, diamond rings, furniture sets and tours in a circulation promotion campaign. The Intensive Circulation Promoters, Binghamton, N. Y., are in charge.

Underwood & Underwood, newspaper photographers of New York, have instituted a new and unique series of pictures called "The Spotlight Service," which is being offered to clients in the afternoon and Sunday newspaper field. The service consists of instructive and interesting pictures from all parts of

the world, with suitable copy to carry them. Harry G. Wales, Jr., is in charge of the "Spotlight Service" with offices at 12 West 37th street.

## CODRINGTON RETURNS TO CIRCULATION WORK.

Another former newspaper man has returned to the circulation contest field after an absence of more than a year. He is A. B. Codrington of Florida who has a record of many contests which have proved fruitful to publishers and readers of newspapers throughout the East.

Mr. Codrington uses tours exclusively and has been the cause of sending more than 300 young ladies on pleasantly conducted trips to Europe, Panama Canal, West Indies, Bermuda, and many sections of the United States.

"An honest deal to the publisher, truthful and fair handling of the candidates" should be the motto of every circulation contest manager if the business is to continue and prosper, says this circulation man.

Mr. Codrington will make his headquarters at 398 Broadway, New York, and will handle tours as arranged and conducted by the Frank Tourist Company of that address.

## THE MANY SIDED McCLURE FEATURE SERVICES.

Uncommon versatility is shown by the McClure Newspaper Syndicate, of New York, in its political campaign matter for newspapers. Publications both favorable and unfavorable to the cause of the Bull Moose Party are getting feature service from the McClure Syndicate. Roosevelt's African trip story is being carried by many papers supporting the Progressive Party, while anti-Bull Moose publications are using a McClure cartoon series called "The Bull Moose 'Movies'."

The plant of the Wilmerding (Pa.) Publishing Company was recently destroyed by fire.

## USE RAINCOATS FOR PREMIUMS



There is positively nothing better to BOOST YOUR CIRCULATION WITH CLIMATIC RAINCOAT CO. 104 Fifth Ave., NEW YORK

## THE SPECIAL SERVICE CO.

Experts in Circulation Contests.

306 Publication Bldg., Pittsburgh Room 32, 23 Park Row, New York

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

**The William L. Betts Company**  
Suite 406, World Building, New York City



## HERE'S A WINNER

SEWING AWL (lock-stitch). For Premium, with all the features necessary to make it a booster. Approved by some of the best publishers as the most practical premium ever offered on rural route circulation. Will not disappoint and leave a bad effect. They'll subscribe to get this perfect stitching awl. Indispensable for harness, shoes and many kinds of heavy sewing.

Mailing cost 4c, fully equipped in cartons. Needles in the hollow screw top handle. Exposed reel under the fingers' ends makes it easy to thread and operate. This principle is right. To realize its full value, give this perfect stitcher a test. Prices the lowest in quantities. Address

C. A. MYERS

6300 B Lexington Ave., CHICAGO.



## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

We conduct all kinds of Circulation Contests



Wire Write

For Washington Correspondence WRITE

AMERICAN TELEGRAPH PRESS  
District National Bank Building,  
WASHINGTON, D. C.

RISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year—Weekly.

Write for Samples.

FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

POLISH PAPER SOLD.

The Utica (N. Y.) Polish weekly known as the Spiritual Hammer has been purchased by Stanley Miller.

## HANDLING THE CIRCULATION.

THE FARMED-OUT PLAN VS. OFFICE-OWNED ROUTES.

EDITOR THE FOURTH ESTATE.

SIR: In your issue of August 31 you have an article headed "Handling the Circulation." It is a comparison drawn between the farmed out plan and the office owning and controlling its own routes.

There is one paragraph of the article that I take exception to and that is the last one wherein Gomer M. Thomas of the Kansas City Journal claims that the best plan is to sell the routes outright to the carriers.

On the Portland Oregonian the writer has put into force a system which is the result of over twenty years' experience in the circulation game on various papers throughout the United States.

City plan—The city is divided into 156 districts. The boundaries of each district being in the middle of the street so there can be absolutely no chance for error in routing orders.

An ironclad contract is made with a separate carrier for each district. The contract is made in duplicate and legal form.

The contract itself covers two pages and embodies every possible point that could come up, protecting, of course, the newspaper. A bond for \$100 is attached to and is made a part of each contract. The bond is our assurance that the terms of the contract will be fulfilled. We insist upon three signatures. The carriers, parents and one outside property owner.

Papers are sold to carriers in each district at a certain rate per paper, daily and Sunday. Rate varies according to route. Extra Sundays are charged for at the rate of three cents each to protect our street sale. Bonded carriers are not allowed to sell to street sellers or newsdealers. They take out only enough papers to supply their regular customers.

Everything pertaining to route, including good will, is our property except wagons, sacks, etc., necessary to the delivery. Carriers deliver newspaper bundles free and office makes the collection. Downtown and inside residence district is collected weekly and outlying districts monthly.

The office keeps a card record of the name, address, source of order, term, length of contract and premium, if any, of every subscriber. These cards are indexed from A to Z by route. Office cards are checked periodically with carriers' route book and must tally.

Every new order and stop must go through the office and a carrier's draw is not decreased unless the original order sheet (which contains a list of our carriers' route book) is turned in with reason for the stop stated on it.

Carriers are obliged to pay for every paper they receive. We have absolutely no free list. Carriers' payments are made each Saturday between 8 a. m. to 5 p. m. for that current week and must be

# CIRCULATION IS THE LIFE OF ANY NEWSPAPER.

Our company is now managing three campaigns, the

Salt Lake Herald-Republican,  
Lincoln Star,  
Grand Forks Times-Herald  
(Second Campaign)

## A Few of Our References:

Philadelphia Press,  
Seattle Post-Intelligencer,  
Atlanta Constitution,  
Omaha World-Herald.

Wichita Eagle,  
Fargo Forum,  
Spokane Chronicle,  
Spokane World-Herald.

If you want paid-in-advance circulation write us and our representative will call on you.

THE MYERS CIRCULATION CO.  
Inc.  
Waterloo, Iowa.

paid in full, otherwise there is a fine of \$1 per day for every day the weekly account or any part of it runs over. These fines do not go into the Oregonian till but are held in reserve and used periodically to provide entertainment for the carriers. The fines are so few that the entertainments are far between.

Routes are not allowed to be bought or sold in any way. All carrier organizations are prohibited. It is our aim to keep carriers from getting acquainted. Carriers wanting routes must file an application. The routes are much sought after and our waiting list is between five and six hundred carriers.

When we have a change of carriers on a route we have plenty of good material to choose from, but we never put on a carrier who is recommended by another carrier for fear of there being a money consideration somewhere. Carriers make all their own collections without any office aid, and if there is any loss on a route it is wholly the carrier's loss.

Our carriers make good money and we are willing they should, at the same time we demand perfect service and get it.

The largest net amount any carrier makes is \$90 per month. The average for the 156 carriers is \$34. The average age of the carriers is eighteen years and the average length of continuous service is fifteen months. Average number of papers per route nearly 200 daily and 250 Sunday.

We keep a force of ten special district men. It is the duty of these men to train the carriers in soliciting and collecting, and assist them in holding stops. From time to time we run carrier contests and always offer cash prizes. We never run a publicity contest that is advertised in our paper. Working on our plan every carrier is a solicitor, and it is as much to his interest as ours to build up his list.

Most of our carriers are young men who have settled upon some profession or business they expect to follow and are getting the means for obtaining their education by carrying an Oregonian route.

We never raise a carrier's rate, cut his route in two or discharge him so long as he obeys our rules and fulfills his contract. The carriers know this and are not afraid to try for big money. We have carriers who are so sure they have every possible customer on their routes

that they offer solicitors a bonus of \$1 an order for new business on their routes. We have one route of over three hundred customers and there are only six prospects.

The population of our city last census was 207,214. There are 42,000 water permits—our daily city circulation exceeds 30,000 and Sunday 40,000.

Carriers' average profit per month per customer is .203.

Our country plan is simply to make an exclusive arrangement (a good deal the same as with a city carrier for his town. We have over three hundred towns where we have an arrangement of this kind. Rural districts and towns that are too small to maintain a carrier service in we handle by mail. The mail end, however, is by far the smallest.

We maintain a force of traveling men but do not work them in regular districts. Like the carriers, we keep them apart as much as possible.

E. P. HOPWOOD,  
Circulation Manager Portland Oregonian.

## NEWSDEALERS ORGANIZE.

The Bronx Newsdealers and Stationers' Association has been incorporated in New York. The objects of the association are to promote the mutual welfare for all those engaged in the sale of newspapers and periodicals in the Bronx and aid, sustain and co-operate with other bodies of like purpose in the advance of the rights and interests of newsdealers throughout New York City.

## FOR B. C. CONSTRUCTORS.

A new magazine to appear in Vancouver is the Architect, Builder and Engineer, published as a journal of up-to-date construction for British Columbia. Clyde M. Davis is business manager and H. A. R. Macdonald is editor.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

"BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O. March 23, 1894. Issued every Saturday by The Fourth Estate Publishing Company. E. F. Birmingham, Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICE:

105 West 40th Street

(Tilden Building,) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 969 FOR THE WEEK ENDING SATURDAY, SEPTEMBER 21, 1912

## RIDICULOUS EFFECTS OF NEW POST OFFICE LAW.

It is already apparent to officers of the Post Office Department that a serious blow might be struck at the liberty of the press in a strict enforcement of legislation attached as a "rider" to the Post Office Appropriation bill. The serious character of this legislation was realized by Postmaster-General Hitchcock, who protested before its enactment. Speculation has shown some of the ridiculous situations that might result.

The first interpretation of the new provisions, although the Post Office officials decline to admit that it is a ruling, has been made by James J. Britt, third assistant postmaster-general, who has charge of the administration of postal laws and regulations relating to publications.

In response to an inquiry from a newspaper in Brooklyn Mr. Britt has laid down what seems to be the principle that if a book publisher sends a free copy of a new book to a newspaper for review, the published notice of that book shall be marked plainly with the word "Advertisement."

These acknowledgments or reviews are for the information of the readers of the newspaper or magazine and have come to be an established feature of current news. But under Mr. Britt's ruling a newspaper or magazine seems to be required to print "Advertisement" after every such notice or review, thus creating the impression in the mind of the reader that the book publisher has paid the newspaper or magazine to print the notice or review, and that the words of the reviewer were really written by the publisher's advertising manager.

The third assistant postmaster-general called attention to the provision of the new statute that editorials or reading matter published in any newspaper, magazine, or periodical, for the publication of which "money or other valuable consideration" is paid, accepted or

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line: age matter (10 lines to the inch; 140 lines to the column; 50 lines to the page). One page, \$380; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

promised, shall be marked "Advertisement."

Under such conditions the law might also be held to affect reviews of plays, stories of baseball games, entertainments, banquets or any other function where the reporter who wrote the story had been admitted on a free pass—the same constituting "a valuable consideration."

It is evident that there is much confusion in the minds of postal officials as to the application of the law. One of them who is very close to Postmaster-General Hitchcock said that the whole question involved was one of intent.

If a newspaper accepted a free copy of a book and reviewed that book, he said, there was no intent on the part of the newspaper to deceive its readers and it could not be asserted properly that the newspaper had been subsidized by the book publisher. He hardly thought that a theatrical critic or a book reviewer who saw a play on a free pass or reviewed a free copy of a book would be regarded as having brought his newspaper into conflict with the new law.

Post Office officials feel sure that the "valuable consideration" provision is going to lead to endless embarrassments and much injustice if any attempt is made to apply its provisions in a literal way.

Of course, the publisher could escape the penalties of so severe an interpretation of the law by returning reviewed books to the publishers, and buying theatre and baseball tickets for his critics and reporters.

Mr. Hitchcock holds that he must carry out the law in the face of his belief that it is very unwise, but it is the opinion that he will decline to make the Post Office Department responsible for enforcing the provision relating to newspaper publications for which a "valuable consideration" is given, as that provision carries a penalty to be imposed by the courts, and must be construed and enforced by the attorney general.

It is expected that he will have

something additional to say as to the manner in which the Post Office Department will deal with those features of the law which are obviously ridiculous.

### NOTE AND COMMENT.

A very noticeable feature of the advertising carried by the Chicago newspapers is to be found in the constantly increasing department store advertising in the Chicago Examiner. In the last five years the Examiner has gained more than a thousand columns of this class of advertising. Figures compiled for the first eight months of this year show the Examiner has printed 2,987 columns of department store business, which gives it the chance of substantially exceeding the total of 4,658 for the entire year of 1911.

The children's pages are being made a very attractive and valuable feature of the New York Tribune. "The Junior Forum," the children's pages of the Sunday Tribune have become widely noted for the excellency of the contents. They contain interesting, attractive and amusing stories and sketches for children of all ages and have an instructive and educational value, as well as serving to demonstrate the efforts of the management to make the Tribune a clean home paper.

A strong movement is on foot to make advertising truthful, one of the startling results being that a merchant offers "cracked good patent leather shoes at three dollars a pair."—Toronto Mail and Empire.

Some of the newspaper correspondents have to work without pause at conventions, grinding out interminable strings of copy for transmission by telegraph. On such occasions it is not uncommon for four or five who are friendly to each other to form combinations and exchange reports. This is done the simplest way by having each writer take carbon copies of his day's work.

Five weary correspondents were occupying one room in Michigan avenue, and four of them had keeled out on beds while the fifth continued to pound his mill. "What are you writing?" asked one of them after a while. "A letter to my wife." "Give us carbons," yelled the four in chorus.

"When I want to know something about a subject, what I do is to sit down and write a book about it," said Sir E. T. Cook, the noted English journalist.

That is the text on which Sir E. T. bases his remark that a journalist is "necessarily a middleman between the expert and the complete ignoramus"; adding that "a journal written only by experts would ruin even Thomas W. Lawson."

A big reduction is reported by Supervisor David Ferguson in the cost of publishing the City Record, the official daily of the City of New York, for the past year. The total cost for 1911 was \$1,028,577.12,

which was a saving of \$744,037.04 over the previous year.

The publishers of the Clover Leaf newspapers issue a monthly booklet called the Clover Leaf in the interest of the 500 members of their staff. The work consists of items about Clover Leaf publications and the activities of the men and women who make them. In the last number Publisher Lawrence V. Ashbaugh, on the front page under the caption "A Word From the President," pays a glowing tribute to the workmen who have helped him make a success of his great enterprise, and in a characteristic manner points out where success lies before each member of the staff, if they choose to take it.

One of the first acts of George A. Murphy in assuming charge of the Middletown (O.) Daily Journal is to inaugurate a policy of clean advertising. In the Journal appears this notice:

Every business house has its advertising policy. Every newspaper has or should have some advertising policy. One paper will bar from its columns advertising matter which other papers equally strong or respected, will accept.

It will be the policy of the Journal to decline such advertising as it feels that for any reason, it should not accept. The Journal, without implying any criticism of any advertiser, bars from its columns palmist, clairvoyant and similar advertisements, as well as fake investment advertisements.

It also bars from its columns medical advertisements which deal with subjects which should be discussed only in the privacy of a physician's office.

Whatever may be the merits of any medical appliance or system of treatments, the Journal reserves the right to present them to its readers or not, as it may see fit.

The Journal makes no claim to any particular high-mindedness in connection with this announcement. It is simply making plain its stand on one particular phase of its daily routine.

"It cost us money, but we like it," says Mr. Murphy. Then to demonstrate his faith in a clean newspaper he has just purchased a new press for the Journal, which will be installed by October 5.

It is announced at Republican headquarters that 3,000 post cards mailed to the editors of Republican newspapers throughout the country, to ascertain their attitude in the campaign, had elicited positive assurances from 2,217 that they would support Taft. Eighty Republican editors confessed that they were supporting the Progressive cause.

Colonel Charles S. Diehl, who was known to hundreds of newspaper men as the former assistant general manager of the Associated Press, and is now running the San Antonio Light, is apparently meeting with considerable success. Last Sunday he issued an edition of a hundred pages, profusely illustrated, covering the resources of southwestern Texas, with particular reference to the need of railroads and deep waterways.

### WORTH \$50 A YEAR.

Harold Hough, circulation manager of the Fort Worth (Tex.) Telegram, writes:

"THE FOURTH ESTATE is worth \$50 a year to me."



## PURELY PERSONAL.

**COLONEL ALDEN J. BLETHEN**, editor-in-chief of the Seattle Times, was the speaker of the day at last week's luncheon of the Seattle Ad Club.

**AMBRASADOR WHITELAW REID** and Mrs. Reid plan to spend a part of the Autumn in New York and are booked to sail from England next Saturday.

**HAROLD HEATON**, cartoonist on the Chicago Inter-Ocean, has written a play which will be produced next season.

**S. J. VAUGHN, JR.**, formerly secretary of the South Jacksonville (Fla.) Publishing Company, has resigned and is now connected with the Seaboard Air Line Industrial Agency in Jacksonville.

**F. A. MOORE**, a former newspaper man, has been appointed to take charge of the Macon (Ga.) office of the industrial department of the Southern Railroad. Mr. Moore was formerly with the Durham (N. C.) Sun.

**JUDSON H. CARTER**, business manager of the Vancouver (B. C.) Sun, is on a business trip to the States. Following a few days in New York he has gone to Chicago before going home.

**F. REGINALD KENNINGTON**, the American manager of the Manchester Guardian, Glasgow Herald, London Morning Post and the Frankfurter Zeitung, will be away until the end of October on a 12,000-mile business tour through Canada and the Western states.

**JAMES E. SULLIVAN**, president of the American Sports Publishing Company, New York, has been elected president of the Metropolitan Association of the Amateur Athletic Union for his twenty-first consecutive term.

**A. L. BARRETT**, manager of the Bay of Islands (N. F.) Western Star, is suffering from two broken ribs and an injured right arm received in a recent curling game.

**C. H. HALE**, publisher of the Orillia (Can.) Packet, has fully recovered from his recent illness after a month's vacation in the Maritime Provinces.

**FRANK WICKWEIR**, who recently sold his newspaper interests in Huron County, Ont., has gone West.

**E. G. DAVIS** has returned to work on the Vancouver Sun editorial staff after a siege of confinement owing to an injured foot.

**L. D. TAYLOR**, publisher of the Vancouver (B. C.) World, on his birthday entertained the employees of his paper by a banquet in the Hotel Elysium.

**ROSELL M. DAVIS**, Council Stuffs reporter for the Omaha Daily News, recently won a prize of \$100 for the best descriptive caption to a cartoon published in Life.

**W. M. LAUGHLIN**, advertising manager of the El Paso Herald who has been laid up two months with rheumatism, is able to be back on duty. Mr. Laughlin is a former Wisconsin newspaper man.

**G. A. MARTIN**, news editor of the El Paso Herald, has purchased

a new Chalmers "30" automobile to replace a Buick "20" which he had used a couple of years.

**GEORGE MCQUAID**, editor in chief of the Galveston News, has lately been traveling over Texas writing a series of articles for his paper and the Dallas News.

**E. W. RAY**, publisher of the Acworth (Ga.) Republican-Post, won the capital prize, a handsome piano, in the Atlanta Journal's book-lovers' contest.

**CARL F. LITTLE** of the Bradford City (O.) Sentinel has been appointed a teacher of mathematics in Wittenberg College.

## VACATION NOTES.

**JOHN C. SHAFER**, publisher of the Indiana Star League papers, the Chicago Post and the Louisville Herald, is expected home from his European motoring tour about next month.

**JOHN T. TOLER**, circulation manager of the Atlanta Constitution, has returned from his vacation spent in the North.

**CLYDE C. BUCKINGHAM**, publisher of the Texas Realty Journal, of Houston, has returned from a vacation trip through Iowa, Missouri and Illinois.

**J. F. MacKAY**, business manager of the Toronto Globe, is on a three months' trip to the British Isles. Previous to his departure he was presented with a steamer rug and an umbrella by members of the Globe staff.

**HARRY HARTLEY**, who covers Cinder Row for the Jacksonville (Fla.) Times-Union, is spending a two weeks' vacation in New York. He made the trip north by the water route.

**JULIA MURDOCK**, dramatic editor of the Washington Times, is back from her summer trip to Bermuda.

**BRENTON A. McNAB**, editor-in-chief of the Montreal Star, is back from his European trip.

**JOHN ROSS ROBERTSON**, publisher of the Toronto Telegram, has returned from a two months' tour in Europe.

**W. J. EVJUE**, managing editor of the Madison (Wis.) State Journal, has returned to work after a visit to his parents in Merrill.

**H. G. HEININGER**, day Associated Press operator in El Paso, is on a vacation trip with his wife in Chicago.

**Rev. JAMES T. NICHOLS**, publisher of the Christian Union, of Des Moines, has left for a trip to the Orient to collect information on church and missionary conditions.

**A. H. TRENT** of the reporting staff of the Norfolk Virginian-Pilot, spent his vacation in New York last week.

**GEORGE SLAVIN**, advertising manager of the Omaha Daily News, has returned from a trip to Denver.

## KING SELLS A PAPER.

**E. A. King** has sold the Byers (Colo.) Granger to A. L. Maxwell. Mr. King will continue as publisher of the Deer Trail News.

## WEDDING BELLS.

**JOHN B. TOWNSEND**, publisher of the Philadelphia Press, and Miss Margaret Riley were married last week.

**RALPH JUDSON WANN**, of the staff of the Pueblo (Colo.) Star-Journal, was married last week to Miss Hazel Tong of Canon City, Colo.

**GEORGE CREEL**, editorial writer for the Denver Rocky Mountain News, has announced his engagement to Blanche Bates, the actress.

**A. DE FORT PITNEY** of the Chicago staff of the Associated Press has been married to Miss Rachel Olsen of De Kalb, Ill.

**ROBERT D. HEINL**, Washington correspondent of Leslie's Weekly, was married a few days ago to Miss Helen Margaret Corbin of New Harmony, Ind.

**C. FRANKLIN BAILEY**, advertising manager, and Burton S. Brown, in charge of the automobile advertising of the New York Globe, are recent additions to the ranks of the benedicts.

**H. A. BALLINGER**, telegraph editor of the Grand Rapids Press, and Miss Mabel Butler were married in Peoria, Ill.

**OID BELL**, editor of the Fulton (Mo.) Gazette, has been married to Miss Maude Hall of Rochefort.

**C. A. GRIFFIN**, editor of the Ouray (Colo.) Plain Dealer, was married in Boulder a few days ago to Miss Vera McGrath. Mr. Griffin was formerly connected with newspapers in St. Louis and Denver.

**WILLIAM L. HORNADAY**, editor of the Guthrie (Okla.) Star, has been married to Miss Levina Mason of Anadarko.

**R. D. CROFT**, publisher of the Alisa (Ont.) Banner, is a recent benedict.

**R. T. FREEMAN**, a member of the reporting staff of the Vancouver (B. C.) World, was recently married.

**GLEN R. TOWNSEND**, a member of the editorial staff of the Fargo (N. D.) News-Courier, ended a college romance a few days ago by marrying Miss Edith M. LaDue. The couple first met at Olivet College of which both are graduates. Mr. Townsend formerly worked on Detroit newspapers.

**TIMOTHY TURNER**, El Paso correspondent of the Associated Press, was recently married to Miss Melitta Tafel of El Paso.

**ANTHONY FIDEL**, advertising manager of the Grand Junction (Colo.) Sentinel, and Miss Anne Allen, for three years society editor of the same paper, were married recently at Alamosa.

**JOHN DIEMAR BUCHER**, for a number of years city editor of the Sunbury (Pa.) Daily Item, and Miss K. M. Snyder have been married. Mr. Bucher is now auditor of Northumberland County.

**FREDERICK DOLE**, McAlary formerly city editor of the Waterville (Me.) Daily Sentinel, and Miss Genevieve Ayer Boulder were recently married.

## IN THE PUBLIC EYE.

**EDWARD T. DEVINE**, editor of Survey, New York, has been suggested as a member of the new industrial commission proposed by Congress to bring about closer relations between capital and labor.

**E. E. FRANTZ** of the New Orleans Times-Democrat has been appointed a trustee of the State Normal College by Governor Brower.

**GEORGE M. McDADE**, formerly of the St. Johns Sun and Montreal Star, has been appointed permanent secretary of the Frederickton (N. B.) Board of Trade.

**FRANK J. TIERNY**, formerly a newspaper man of Boise, Ida., and more recently manager of the Spirit Lake Herald, has been elected bursar of the state normal school at Lewiston.

**J. F. HUTCHINSON**, editor of the Springer (N. M.) Stockman, has been appointed superintendent of the New Mexico Reform School.

**RUFUS MARSH**, city editor of the El Paso Times, has been elected secretary of the chamber of commerce.

## IN POLITICS.

**HERMAN RIDDER**, publisher of the New York Staats-Zeitung, has been selected Democratic Presidential elector-at-large from New York State.

**DAVID HAMILTON**, a well known Hoboken (N. J.) newspaper man, has entered the campaign for election as excise commissioner at the Democratic primaries.

**C. D. MORRIS**, proprietor of the St. Joseph (Mo.) Gazette, has refused earnest opportunities to stand for re-election as chairman of the Democratic state central committee.

**STANLEY WATERLOO** has been appointed to take charge of the publicity of the Chicago office of the Progressive National Committee.

**C. B. BJORNSSON**, editor of the Minnesota Mascot, has filed notice of his candidacy for the nomination as legislator.

**GEORGE W. SQUIRES**, editor of the Cairo (N. Y.) Herald, who was designated by the Republicans as a candidate for a member of the Assembly from Green County has declined the honor.

**GEORGE E. LANGDON**, editor of the Youngsville (Pa.) Enterprise, has announced his candidacy for the legislature on an independent ticket.

**JAMES D. MAGEE**, editor of the Bordentown (N. J.) Register, is a candidate for the Democratic nomination for the assembly from Burlington County. Mr. Magee is a strong supporter of Governor Wilson.

**J. D. PONDER**, court reporter for the El Paso Times, which he has served for the past twenty years, has been renominated by the Democrats of El Paso for county treasurer. The nomination is equivalent to election. He was appointed to the unexpired term about a year ago.

## BUSINESS OPPORTUNITIES.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

Growing daily newspaper property in city of 15,000. In 1911 paid two owners \$30 per week each salary and in addition made a profit of over \$6,500. Can be bought for \$35,000 cash. \$8,000 worth of real estate included. Proposition E. I.

C. M. PALMER,  
NEWSPAPER BROKER,

277 Broadway, New York.

## NEWSPAPER OPPORTUNITY

Leading evening daily newspaper of North Dakota for sale at sacrifice, owing to lack of capital of present owners. Largest circulation of any newspaper in the state, also has weekly edition; great opportunity for practical newspaper man. Don't write unless you mean business. Address H. F. EMERY, Fargo, N. Dak.

## TO PUBLISHERS.

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care The Fourth Estate.

## RECENT INCORPORATIONS.

YOKUM, TEX.—Yokum Printing and Publishing Company; capital, \$8,000; incorporators, L. W. Jelinek, Louis Poth and F. L. Jukubik.

PHILADELPHIA.—Polish Publishing Company; capital, \$5,000; incorporators, Joseph Wilkowski and others.

MARIETTA, O.—Marietta Publishing Company; capital \$20,000; incorporators, C. Swan, Charles Pope and others.

BELTON, S. C.—News Company; capital, \$5,000; incorporators, T. A. Wilbur, Jr., W. Matthews and J. F. Bell.

DURHAM, Va.—Sun Company; capital, \$50,000; incorporators, O. F. Crowson, R. O. Everett and M. F. Primrose.

CORNING, N. Y.—Journal Publishing Company; capital, \$10,000; incorporators, H. Pratt, John L. Chatford and others.

## NEW ENTERPRISES.

MINNEAPOLIS, MINN.—Fred Rauterstrom has begun publication of the Honest Woodman.

MILDEN, CAN.—A new weekly newspaper will be shortly started here.

MOUND, MINN.—The Messenger is a new paper just established.

LYMAN, WYO.—J. U. Allard has established the Bridger Valley Enterprise.

MINNETTE, CAN.—W. J. Mahoney, publisher of the Minto Packet, has

## BUSINESS OPPORTUNITIES.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

## WEEKLY PAPER

Located in very desirable South-eastern County Seat town of 3,000.

Equipment, including No. 5 linotype, inventories about \$9,000.00.

Price, \$7,000.00; terms, half cash, balance deferred.

Other attractive propositions in Publications.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine properties that are not hawked,  
200 Fifth Avenue, New York.

## NEWSPAPER WANTED.

Manager of New York daily will buy interest or outright small city daily. All correspondence confidential. No brokers' letters answered. Direct dealings desired.

Address W. M. Williams, Singer Building, New York City.

established a new weekly here called Life.

SOMERS POINT, N. J.—The Record has been launched by William A. Haffert.

YARMOUTHPORT, MASS.—The Bank Bill is the name of a new paper started by George Otis.

MACHIAS, ME.—The Sun Rise News has been brought out by the Sanborn Publishing Company.

REDVALE, COLO.—F. E. Rich has purchased the Record.

NORTH PARK, WYO.—The News has been started by Leo G. Schanck.

## CHANGE IN INTEREST.

MILIKEN, COLO.—C. L. Weidman and V. F. Hill have leased the Mail from H. M. Porter.

GROVE CITY, PA.—The Reporter has been sold by H. K. Daugherty to J. B. Robbins.

ALMA, COLO.—George W. Miller has succeeded M. and I. Shackelford as publisher of the Bulletin.

RED CLIFFE, COLO.—George C. Reader, formerly of Cortez, has purchased the News.

WAVERLY, VA.—E. D. Lum, formerly publisher of the Monango (N. D.) Journal, has purchased the Standard of this town.

IRWIN, PA.—Rodger J. Stewart has sold his interest in the Republic-Standard to E. E. Helman, his partner.

ALEX, OKLA.—H. B. Holmes, who has been editor of the Tribune for a long time, has retired and is succeeded by Mrs. Josephine Simpson.

The Ames (Ia.) Times has been changed from a weekly to a thrice-a-week publication.

## HELP WANTED.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

## Circulation Manager Wanted.

Young man, 26, desires permanent position as business manager on daily in city of 12,000 to 30,000. Exceptionally strong business producer and economical manager; ability to take entire charge of business, advertising, circulation and supervision of mechanical department. Capable man, hustler and used to working under pressure. References from all former employers. Address Producer, care The Fourth Estate.

## A Business Manager

who has had experience in cities of 30,000, can find a permanent position if he can prove that he is the man wanted on this newspaper. Send full particulars in first letter to ORTO, care The Fourth Estate.

## REPORTER

A young man as reporter on a weekly trade paper. One with experience preferred. Must come well recommended and be able to put a story in readable shape. Give full particulars in first letter to Report, care The Fourth Estate.

## Circulation Manager

wanted. One who has had experience on large newspapers. State whether you are in favor of contests and premiums and your reason why. Also salary desired. References. Address Pre, care The Fourth Estate.

## STENOGRAPHER

A stenographer, competent to take dictation quickly, correctly. One who has been employed on a newspaper or advertising agency preferred. Address with full particulars as to references, salary expected, etc. Correct, care The Fourth Estate.

## Job Printing Salesman Wanted

for shop in live middle west city of eighteen thousand. Have established business and good equipment. A clean-cut, sober, active man who can hold our old business and develop new, can make good place for himself. Must be careful estimator, know costs, and honest with clients and company. Pay fair salary to start and rest is up to the man. State age, salary wanted and particulars. Address, Printer, care The Fourth Estate.

## WANTED.

A home in a refined family for a young (25) capable gentlewoman, where she can have her 20-month-old boy with her; will make herself generally useful; references exchanged.

Address S. C., care The Fourth Estate.

## WALLACE IN CONTROL.

Orion Proctor has sold his interest in the Bridgeport (Tex.) Index and retires from the editorship. He is succeeded by Frank Wallace of Chico.

## MACHINERY FOR SALE.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

FOR SALE: Go's Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE—Three No. 2 Linotype machines equipped with German and English type cases. German Daily Gazette Publishing Co., Philadelphia, Pa.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
Branches:  
730 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## AMUSEMENTS.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

ACADEMY OF MUSIC, 14th Cent.  
"The Girl From Brighton."  
BELASCO, West 44th street.  
"The Greyhound."  
ASTOR, Broadway and 45th street.  
BROADWAY, near 41st street. "Hanky Panky."  
CASINO, Broadway and 39th street.  
"The Merry Countess."  
COLUMBIA, Broadway and 47th street.  
Burlesque.  
COMEDY, 41st street, east of Broadway.  
"Fanny's First Play."  
CRITERION, Broadway and 44th street.  
"The Girl From Montmartre."  
DALY'S, 30th street and Broadway.  
"Discovering America."  
EMPIRE, 40th street and Broadway.  
"The Perplexed Husband."  
ELTING, 42d street near Broadway.  
"Within the Law."  
FIFTH AVENUE, Broadway and 28th street. Vaudeville.  
FORTY-EIGHTH STREET, just east of Broadway.  
GAIETY, Broadway and 46th street.  
"Officer 666."  
GLOBE, Broadway and 46th street. "The Rose Maid."  
HARRIS, 42d street near Broadway.  
"The Model."  
HARLEM OPERA HOUSE, 205 West 125th street. Vaudeville.  
HIPPODROME, 43d street and Sixth avenue. "Under Many Flags."  
HUDSON, 44th street near Broadway.  
"Honest Jim Blunt."  
KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.  
KNICKERBOCKER, Broadway and 38th street. "Robin Hood."  
LIBERTY, 42d street and Broadway.  
"Milestones."  
LYCEUM, 45th street near Broadway.  
"The Mind the Paint Girl."  
LYRIC, 42d street near Broadway. "The No-How-Why."  
MAXINE ELLIOTT'S, 39th street, near Broadway. "Ready Money."  
NEW ASTORIAN, 42d street near Broadway. "The Count of Luxembourg."  
PARK, 59th street and Columbus Circle. "The Best Girl."  
PLAYHOUSE, 48th street, east of Broadway. "Bought and Paid For."  
REX, 42d street, near Broadway. "The Governor's Lady."  
39TH STREET, near Broadway. "The Master of the House."  
WALLACK'S, 30th street and Broadway. "Disraeli."  
ZIEGFELD MOULIN ROUGE, formerly New York Theater. "A Winsome Widow."

## KILLED FROM AMBUSH.

Frank Merrick, managing editor of the Guthrie (Okla.) Leader, was lured to a sparsely settled section of Guthrie Saturday night by a telephone message and shot from ambush. He was killed in revenge, it is believed, for the killing of a negro Merrick shot to death a year ago.



**SITUATIONS WANTED.**

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

**Manager Wants Change**

Manager, age 35, open for change. Nearly twenty years' experience in successful, intelligent management of newspapers. References show ability to make losing proposition make money. Success in creating and holding business. Capable taking entire charge business, advertising, circulation and supervision of mechanical department. Now employed as manager on large western daily. No hurry, but could come soon. Address, EXPERIENCED, care The Fourth Estate.

**Circulation Manager**

with over ten years' successful experience on morning and afternoon papers desires to make change to a wider field. Thoroughly conversant with circulation in all its minute details. Hard worker; good in organizing and systematizing; holds excellent record for quick and permanent increase in circulation along economical lines. Best of references. Will only consider full management of circulation with compensation contingent upon results. Address: Permanent, care The Fourth Estate.

**MANAGER**

Thoroughly efficient, desires to connect with daily in prosperous, hustling city of 16,000. References show ability and success in operating plant profitably, developing advertising and circulation and curtailing expenses. A capable man, hustler, not afraid of work and amply experienced in building up propositions. Address C, 426, care The Fourth Estate.

**HOW SARAH BERNHARDT  
CAME TO WRITE FOR  
THE PRESS.**

**AMERICAN SYNDICATE SENT ALL THE  
WAY TO PARIS AND HAD TO SIGN  
A SPECIAL CONTRACT.**

There is an interesting story of how the Rochambeau Newspaper Syndicate, 1632 Real Estate Trust Building, Philadelphia, procured the consent of Madame Sarah Bernhardt to write for it a series of daily and Sunday articles for the newspapers of all English speaking countries.

The feature is being rapidly placed with leading newspapers everywhere, and, according to W. Hancock Payne, general manager of the concern, its development has cost its promoters more than has ever been paid before for any newspaper feature of the kind.

To a representative of THE FOURTH ESTATE Mr. Payne said:

"P. M. Satterthwaite, president of our syndicate, about a year ago got the idea that it would be a mighty good thing for newspapers, from a circulation and business standpoint, if it were possible to win Madame Bernhardt's consent to writing a series of articles on topics of interest to women. Knowing that I was a newspaper man, Mr. Satterthwaite mentioned his idea to me and we talked it over from every angle and decided to send a man to Paris to see Madame Bernhardt.

"We decided on this measure in spite of the advice of our friends that we were 'shooting at the moon'; but events have proven that, literally and figuratively, we 'hit our wagon to a star' instead.

"Dr. J. Victor Wilson, who was then representing the New York

**SITUATIONS WANTED.**

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

**EDITORIAL WRITER  
WANTS POSITION.**

For a number of years I have looked after my own business (publishing newspapers.) Now I want to get back to the editorial end of a daily newspaper in New York City or vicinity. I do not consider salary a principal consideration.

Address. Returning, care The Fourth Estate.

**ACCOUNTANT  
AND AUDITOR**

Young college man with nine years newspaper experience in metropolitan city, desires to locate with a progressive daily with circulation of not less than 50,000. Thoroughly competent to take full charge of office, or act in confidential capacity. Single, best of references. Address Auditor, care The Fourth Estate.

**News or Telegraph  
Editor**

Man of 40, married, with splendid general newspaper, advertising and publicity experience, strictly temperate, now employed, desires to change climate. Would consider position on afternoon daily or good trade publication in Mid-West or southern states. Address A. O. P., Box 652, Seattle, Wash.

**MANAGER.**

There is a great opportunity for a young circulation manager who has had experience, and who knows how to get quick circulation in a live town. Write immediately, addressing C. R., care The Fourth Estate.

Morning Telegraph in Philadelphia, and who we knew was acquainted with Madame Bernhardt, was asked by Mr. Satterthwaite if he would take the trip to Paris to see her. Dr. Wilson instantly consented and also became one of the stockholders of the company.

"He went to the French capital, obtained an interview with Madame Bernhardt, which terminated almost fatally for our enterprise when he suggested to her that she simply let us use her name and we would do the writing.

"She vehemently declared that nothing should ever appear above her name that she did not write herself, and negotiations were brought to a standstill for some time because of the suggestion. But after some months of correspondence and the friendly intercession of Mr. William F. Connor, Madame Bernhardt's American representative and friend, she finally signed the contract under the terms of which she writes each article herself, fixing a heavy fine in one of its clauses for any variation from the French text of her articles.

"Soon the articles themselves began to arrive from Belle-Isle-En-Mer, Madame's summer residence, and later from Paris and now from London, and they are coming with a rush that makes one marvel at

**SITUATIONS WANTED.**

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

**WANT A WASHINGTON  
REPRESENTATIVE?**

All around newspaperman, now with leading Eastern daily as editorial and special writer, about to locate in Washington, invites correspondence with newspapers desiring capable representation at the capital. Specialty: International political affairs. Address: M. J., care The Fourth Estate.

**A NEW STUNT**

Do you want your paper to increase its want ads? I know how, have been seven years with the most successful newspapers in this country, and know all their methods. I will come to you, install these methods, instruct the help, supervise their start. Stay one to three months. For my terms, references, etc., address Classified Expert, care The Fourth Estate.

**OFFICE  
ASSISTANT.**

Young hustler with five years practical experience desires to locate with progressive sheet where brains and work are rewarded. Has thorough knowledge of accounting and all office detail, competent to assist executive. Address Hustler, care The Fourth Estate.

Circulation Manager of metropolitan newspaper, acquainted with the methods of top-notchers. Over ten years' experience on the three best papers in the United States, will be open for engagement Oct. 1st. Climatic reason for change and a desire to move into wider field. Resourceful, enthusiastic, loyal, best results in new business and collections. Address D. P., care The Fourth Estate.

**STENOGRAPHER**

Young lady having nine years' experience desires position with first class advertising house. Can furnish best of references. Address Competent, care The Fourth Estate.

Wanted. Position as editor or manager of country newspaper by experienced man. Address, A. H., care THE FOURTH ESTATE.

the wonderful mental activity of this wonderful woman.

"We believe that her articles will be eagerly read by all women and, aside from the great weight that Madame Bernhardt's name itself carries, her articles are really brilliant and as radical as she herself is known to be."

The feature will be released for simultaneous publication on October 7, next, and continue for one year.

**TOWN DEVELOPMENT  
MOVES.**

The publication known as Town Development has moved from Chicago to New York, where its offices are at 11 West 32d street. The paper under the new arrangements will be printed in the plant of Doubleday, Page & Co., Garden City, L. I.

J. W. Greely, a well known former newspaper man, is manager of this magazine, and has come on to New York with it. He was formerly for ten years on the staff of the Chicago Tribune and later with the Spokane Inland Herald.

**SITUATIONS WANTED.**

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

**A MANAGER.**

who has a clean and successful record, is open for engagement as either advertising or business manager. Thirty-five years of age, fifteen years' experience in news, advertising and business management. Capable of taking full charge. Exceptionally strong business producer and economical manager. Desires permanent position in Middle West town 20,000 to 75,000 population, where hard work, hustle and ability will show results required and appreciated. Highest references and ready for change from employer. Address PERMANENT, care The Fourth Estate.

**Political Crusades  
My Specialty.**

Progressive editors who wish to give the old crowd a knock-out blow this fall should not neglect the indispensable reporters. There is much less likelihood of "comebacks" and libel actions if you have the services of a man who has been over the ground and knows how to get documents, pictures, confessions and legal evidence. Furnish my own staff, if desired. Ask me to call and map campaign. Address in confidence SPECIALTY, care The Fourth Estate.

**Circulation Manager**

of long and successful experience, with thorough knowledge of every branch of circulation work and especially strong in organizing and systematizing, with a big record for quick and permanent increase in circulation and collections, an energetic worker; wants opportunity for big success. Address Success, care The Fourth Estate.

**A LIVE REPORTER**

and college graduate, with ability to gather and write news, desires position on morning daily. Will go to any part of the United States. Address, M. H. E., care The Fourth Estate.

Stereotypist with five years experience desires position in or out of town. Best reference. O Kirchner, 1428 Putnam Ave., Brooklyn N. Y.

Business or Circulation Manager, age 40 years; 22 years in business. Highest references from both morning and afternoon papers. A hustler and able to produce results. Address DX2, care The Fourth Estate.

**BILLBOARD NUISANCE ON  
RIVERSIDE DRIVE.**

Unwisely billboards on New York's handsome Riverside Drive have caused a protest to be lodged with the superintendent of buildings asking their removal as nuisances. One of the complainants is M. Wilbur Dyer, who declares that light and air are shut out from his residence by signs on a plot of ground adjoining his home. He says he has offered to pay a rental to the owners of the ground equivalent to the rent of the sign posters, but his offer has been ignored.

Various other complaints made to the city departments by him. Mr. Dyer says, have been ignored. He expects that unless some determined effort is made to prevent further erection of the boards that the next move will be the invasion of the drive by "sandwich" men, wagons, vans and pushcarts.

The Canadian Jewish Times had been launched in Montreal by M. Gelbman.

## THE NEWS PRINT PAPER FIELD.

HIGHER R.R. RATES HELD UP  
—CANADIAN PULP WOOD  
RECORD FOR 1911.

Proposed advances to have become effective last Saturday in the rates, on news print paper from Sault Ste. Marie, Ont., were suspended until January 11 by the Interstate Commerce Commission. By these rates the Canadian Pacific and the Duluth, South Shore & Atlantic railroads cancelled joint rates, leaving higher combination rates to apply.

For example, the present rate from Sault Ste. Marie to St. Louis, 20.75 cents a 100 pounds, was advanced to 23.5 cents, and the rate to Des Moines, Ia., 18.75 cents was put up to 23 cents.

The following information concerning the pulp wood used in paper making in Canada in 1911 was prepared by the Forestry Branch in Ottawa:

In Quebec three-fourths of the wood used was spruce. Balsam fir made up 23.8 per cent, and the remainder consisted of small quantities of hemlock and poplar. Only Quebec cut all four species used for pulp wood during the year. No hemlock was reported from Ontario or Nova Scotia, while New Brunswick used spruce and balsam fir only.

Three-fifths of the pulp wood manufactured in Canada in 1911 was by the mechanical process. The sulphite process consumed nearly one-third, and the remainder was by the soda process. Ontario produced the most sulphite pulp with Quebec second. Only mechanical pulp was made in Nova Scotia, while over four-fifths of New Brunswick's output was manufactured by the sulphite process. Of

the remainder about half was produced by each of the other processes.

Spruce, as in former years, was the chief wood used in each process. Balsam fir was more used than formerly in the mechanical and less in the sulphite process. The average cord of wood reduced by the mechanical process in 1911 produced 1,783 pounds of pulp. This is 125 pounds less per cord than was produced in 1910, and 133 pounds more than in 1909.

Not in years have conditions been so favorable at this season for the manufacture of pulp and paper in Canada. The Ottawa River is above where it usually is at this time of year, and the prospects are that there will be water right through the cold season.

In other ways, too, conditions are good. There have been no changes in price.

The capital of the Labrador Pulp and Paper Company will be increased from \$3,000,000 to \$15,000,000 to permit of the establishment of a much larger industry than had been intended when the company was first formed.

The intention of the company is to erect two large mills at Hamilton Inlet and Sandwich Bay, Quebec. These will have a combined output of 150,000 tons of paper yearly. Power for the enterprise would be brought down from the falls on the Hamilton River. The country is reported to be rich in the very best pulp wood. The project is of particular interest in view of the fact that these will be the furthest northern paper mills in Eastern Canada. Hamilton Inlet is more than 500 miles north of St. John's, N. F., but is most easily approached through the Straits of Belle Isle. Work will be commenced at the earliest possible date on the carrying out of the enterprise. The construction expenditure, as well as the increased capitalization, will all be raised by private subscriptions.

The Tidewater Paper Mills Company, Brooklyn, N. Y., has arranged with the Bush Terminal Company to increase its space.

### A MICHIGAN NEWCOMER.

A new weekly paper called the Advertiser has made its appearance at Kinde, Mich. John H. Cole & Co. are the publishers.

### NO SUPPORT FOR IT.

The Eldorado (Ill.) Democrat has suspended publication. It had been conducted as a Democratic newspaper by W. J. Haley.

### GOING WEST.

O. A. Hicks has sold the Markham (Can.) Sun to Frederick Reesor of Mount Joy. Mr. Hicks has moved to Western Canada.

### MAGAZINE MOVES.

The periodical known as Efficiency and Personality has moved from Quincy, Ill., to 177 Huntington avenue, Boston.

### THROWN FROM AUTO.

Colin M. Selph, the well known St. Louis advertising man, was painfully injured a few days ago when he was thrown from an auto-



mobile in front of his home. He was alighting from a friend's car, when the machine suddenly started. His injuries are not serious.

### WARNING TO ADVERTISERS.

By W. Mason in Fame.  
"The merchant wrote a little ad  
And put it in the Shrick,  
And there it stood day after day,  
And each succeeding week.

It told about his heating stoves,  
He wrote it when the snow was piled  
Upon the frozen earth  
As high as it would go.  
And in the sizzling August days,  
When in the towns and groves,  
The people fried and sweated blood  
They read about his stoves.

Years wore on,  
The babes were born,  
And grown up folks were pinched,  
Some men were to the senate sent  
And other men were lynched.  
And some were wed,  
And some divorced,  
And some were boiled in oil,  
And some were loafing in the shade,  
While other tilled the soil.

And some were on the briny seas,  
A-hunting treasure troves,  
And still that doggone foolish ad  
Referred to heating stoves.

The type wore out,  
The printer went to get another ad;  
'I tried that graft,' the merchant said,  
'And found it very bad.'  
'No, advertising doesn't pay,  
Go chase yourself, my love,  
I tried your sheet for seven years  
And never sold a stove.'"

### PASSES TO A COMPANY.

The Auburn (Neb.) Republican has been sold to the firm of Sanders & Frinck, of Beatrice. John H. Kearns has been the publisher of the Republican for the last five years.

### IN PUBLICATION FIELD.

W. F. Hapgood has left the publicity staff of the Hendee Manufacturing Company, Springfield, Mass., to join the editorial staff of Motor Cycling, Chicago.

The Eaton (O.) Herald has moved into a new building, three times the size of its former quarters.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

**Berlin Mills Company,**

PORTLAND, MAINE.

New York office, 256 Broadway

SIMMONS TO EDIT CHICAGO NEGRO PAPER.

Roscoe Conkling Simmons of New York has been appointed editor of the Illinois Chronicle, a Chicago publication devoted to the interests of the negro race. Mr. Simmons is a nephew of Mrs. Booker T. Washington and has been editor of the National Review and the New York Age. William D. Neighbors, the negro banker and real estate dealer, will continue to be president of the Chronicle Publishing Company.

### A LIBERAL DAILY.

Interests that are friendly to the Liberal party are getting ready to launch a daily paper in Brandon, Can. This is a city of fourteen thousand population and already is supporting two daily papers.

### AT AGENCY WORK.

Colver Gordon has resigned as advertising manager of the H. L. Heinz Company, Pittsburgh, to associate himself with the Ivan B. Nordheim Advertising Company of that city.

### NEW APPOINTMENT.

Rhodes & Leisenring, Chicago, have been appointed advertising representatives of Park's Floral Magazine.

DO YOU notice any Paper that takes FINE HALF-TONES any better, on HURRY-UP WORK, than that on which THE FOURTH ESTATE is printed?

**LASHER & LATHROP**  
INCORPORATED

**PAPER**

18 Beekman Street, NEW YORK  
Successors to "MOLLESON BROTHERS  
Established 1868.

## Unusual Papers and Papers of Unusual Sizes.

HENRY  
LINDENMEYER  
& SONS,

**PAPER**  
Warehouses,

20 Beekman Street,  
32 Bleeker Street,  
NEW YORK.

Wrapping Paper.

All Kinds of Paper  
Made to Order.



## PULITZER SCHOOL READY TO OPEN.

MANY OTHER INSTITUTIONS  
TO HAVE JOURNALISTIC  
COURSES THIS YEAR.

The constantly increasing demand for practical education in newspaper and advertising work will be met during the coming season by educators in a manner more in keeping with the great interest than has ever been attempted. The educational institutions that have pursued this line of teaching in the past will open this season with greater facilities for handling students in these classes, more elaborate programs of subjects and increased forces of practical newspaper men and specialists as teachers. Other universities, colleges and schools have announced plans for entering into the work of educating for the newspaper and advertising callings.

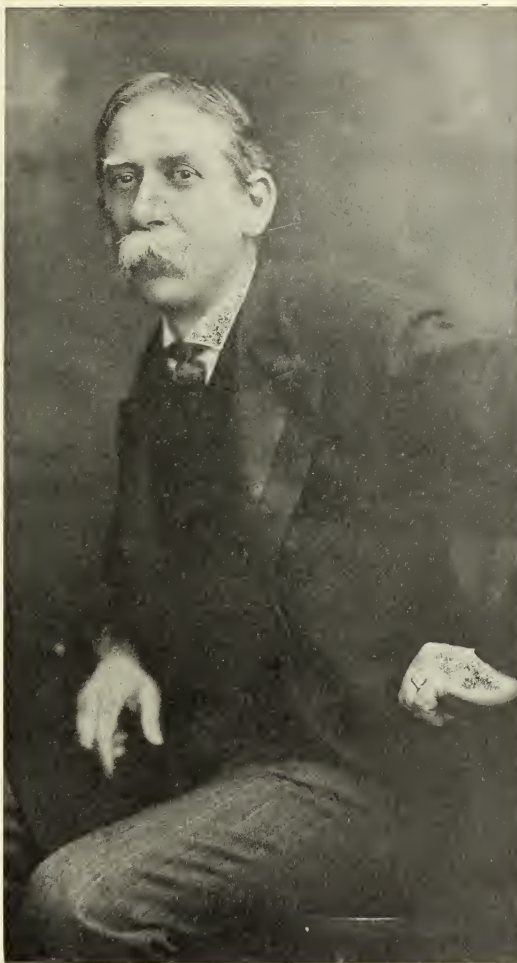
Of most importance among the newcomers will be the Pulitzer School of Journalism at Columbia University, which opens for its first term next Wednesday. This school, supported by the \$2,000,000 endowment of the late Joseph Pulitzer, will take precedence in importance among the journalistic institutions of the world. As a regular department of Columbia University, it will give a regular four-year course and award graduates the degree of Bachelor of Literature. The details of the course have been described at length a number of times in THE FOURTH ESTATE.

Dr. Talcott Williams is the dean of the Pulitzer school, and his chief assistant is Professor John W. Cunliffe, formerly head of the department of English in the University of Wisconsin. The staff of teachers consists of men recognized as among the best college professors in America—Frederick Dean Keppel, William P. Trent, James T. Shotwell, Charles F. Beard and Henry Rogers Seager. Each will teach in his respective specialty and Dr. Williams will personally direct instruction in the history and ethics of journalism in addition to his administrative duties.

As teacher of practical newspaper work the school has Robert E. McAlarney, well known throughout the country as a newspaper man, and until recently city editor of the New York Evening Mail, and formerly of the Evening Post.

The government of the school is in the hands of an executive board named by Mr. Pulitzer consisting of St. Clair McKelway, editor of the Brooklyn Eagle; Whitelaw Reid, proprietor of the New York Tribune; Melville E. Stone, general manager of the Associated Press; E. P. Mitchell, editor of the New York Sun; Samuel C. Wells, editor of the Philadelphia Press; George S. Johns, editor the St. Louis Post-Dispatch; Charles R. Miller, editor the New York Times; Victor F. Lawson, publisher the Chicago Daily News; General Charles H. Taylor, publisher the Boston Globe, and Samuel W. Bowles publisher the Springfield (Mass.) Republican.

Work on the \$500,000 building to house the institution is being pushed



DR. TALCOTT WILLIAMS.

DEAN OF THE PULITZER SCHOOL OF JOURNALISM, WHICH BEGINS ITS  
CAREER NEXT WEEK.

rapidly and is expected to be completed early in 1913; in the meantime the school will open with temporary quarters in one of the other university buildings. For the first year no female students will be allowed to enter, owing to the inefficient facilities, but they may take a preparatory training in Barnard College, the woman's branch of the university, and enter when the facilities of the journalistic school are ready to receive them.

Until the new building is completed only about seventy-five students can be taken care of. The curriculum has two objects in view—to give the students a sound general education, and to give specialized training, which will fit them

for beginning the practice of their profession. The tuition fees will be \$180 a year.

Other new schools are those endowed at Notre Dame University by Max Pam, the New York lawyer; and at the University of Oregon.

The full courses, with numerous improvements, will be resumed at Missouri University, under Dean Walter Williams; New York University, under James Melvin Lee; University of Wisconsin; University of Ohio; Washington State University; University of Pittsburgh, under T. R. Williams, and other well known institutions.

The magazine and newspaper courses of the department of jour-

nalism of New York University will start on September 26. New courses will be offered in magazine writing and editing, magazine and newspaper verse, magazine and newspaper advertising and circulation.

Courses in religious and trade journalism will also be given. New appointments to the faculty include Albert Frederick Wilson, formerly of the Literary Digest, and Arthur Guiterman, of Life. James Melvin Lee is the director of this department.

Following the successful inauguration of a course in journalism last year in the University of Pittsburgh in connection with the evening school of economics, accounts and finance, a newspaper course open for day students will be started when the university opens on September 30.

The new course has been decided upon as a result of the demand of the day students of the institution for a journalistic course that they could pursue in connection with other studies without necessitating their attending classes both day and night. The day course will not interfere with the evening course, which will be continued for students of the evening school. Both courses will cover practically the same ground. The journalistic courses are under the direction of T. R. Williams, managing editor of the Pittsburgh Press.

The work will include class instruction and practical exercises in news gathering, news writing, editing, etc., special lectures by men actively engaged in various departments of newspaper work; research work, including the reading of the best works on journalism and newspaper making.

The eighth annual course in the theory and practice of advertising at the 23d street branch of the Y. M. C. A. will open on Wednesday evening, October 9, and will continue each Wednesday until April. The course will be under the direction of Frank L. Blanchard, and H. W. Doremus, of the Doremus & Morse Advertising Agency, will be assistant director.

### NEW ENGLAND'S LATEST.

The Plymouth (Mass.) News has just appeared as an eight-page paper. Its publishers are William T. Way and Ralph F. Paulding.

## THE LOS ANGELES TRIBUNE

is the Progressive, Independent newspaper with the LARGEST CIRCULATION in Los Angeles.

OVER 64,000 DAILY,  
AND GROWING.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steeger Building, CHICAGO.  
Tremont Building, BOSTON

### PROFESSOR-AUTHOR LIKES NEWSPAPER STYLE.

Professor R. W. Neal of Amherst, Mass., thinks that newspapers are all right. At least, he thinks that the news style is worth imitating, and that students can be taught to write better by setting them at news-writing. In a textbook on composition just published he makes his position clear.

Some of his reasons are that journalistic writing leads to closer observation and analysis, and therefore affords discipline of the faculties; that it is interesting; that it leads students to attempt to form opinions on matters of news and current thought, and thus causes them to realize their own need of further information.

Professor Neal is professor of English and journalism in the state college of agriculture and is also connected with the Boston American as editor of its Sunday feature page on farm matters. His students have published various articles on rural topics in agricultural papers, and supplied a rural feature page regularly for the Springfield Sunday Union. The book "Thought-Building in Composition" is a manual of practice rather than theory, and is thoroughly boiled down. It is published by the Macmillan Company.

### FINDS ONE ENOUGH.

George B. Lockwood has sold the Marion (Ind.) Chronicle to W. H. Sanders and George D. Lindsay. The new management intends to continue the paper on its former editorial policies. Mr. Lockwood has been publishing the Chronicle along with his Munsey Press. He will now give his entire attention to the latter property.

### RENNARD IN PITTSBURGH.

Offices in Pittsburgh, Pa., have been opened by the John H. Rennard Advertising Company of Wheeling, W. Va. The new branch will devote its attention to keeping in closer touch with clients of the agency in Pennsylvania and the North.

### AIKEN ADDS ANOTHER.

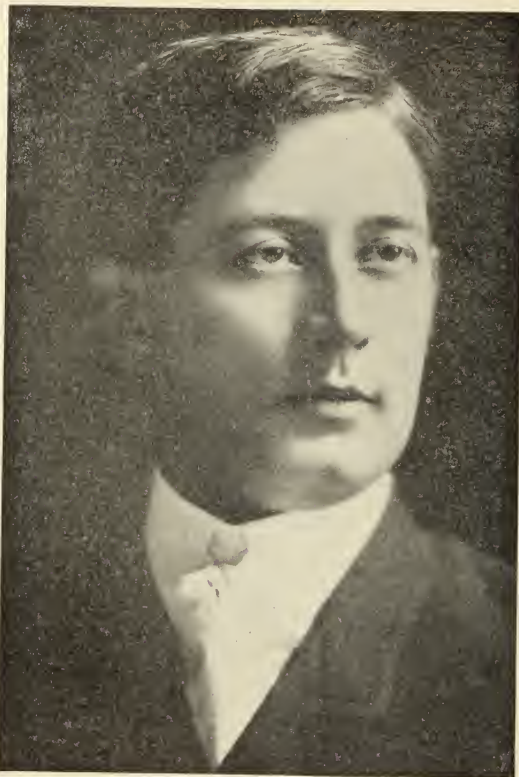
J. A. Aiken, publisher of the Saskatoon (Can.) Phoenix, has purchased the Prince Albert Times. The publication will be conducted under the management of G. H. Heighway.

### AUTUMN FASHION NUMBER.

## NEW YORK TIMES

Sunday, October 6.

Latest creations of the world's leading fashion artists, beautifully illustrated and graphically described.



ALFRED F. SANFORD,

PRINCIPAL OWNER OF THE KNOXVILLE JOURNAL AND TRIBUNE, AND  
VICE-PRESIDENT OF THE SOUTHERN PUBLISHERS ASSOCIATION

### NEWSPAPER SUPPLEMENT FOR CAMPAIGN PUBLICITY.

The publicity committee of the Democratic party of Pennsylvania has decided to establish a semi-monthly magazine, with Charles Kurtz of Bellefonte as editor. The publication will be distributed as a supplement to any Democratic newspaper in the state that desires to use it. The first issue is expected this month.

### BRITISH JOURNALISTS TO MEET IN MONTREAL.

The Institute of British Journalists at its annual convention in Brighton, England, voted to hold its 1913 meeting in Montreal. Henry Bragg, publisher of the Canadian Municipal Journal, is president of the Canadian division of the Institute.

James J. Gallagher, Montreal manager of the Acton Publishing Co., Limited, has succeeded W. M. Stuart of the Montreal Standard as secretary of the Canadian Division.

### VAN LOON RETIRES.

In order to give his entire time to other business investments on the Pacific Coast, William C. Van Loon will retire from the advertising agency business in Cincinnati and move to Los Angeles. He has been in the advertising field since 1884 and in business for himself for the past sixteen years. Before starting his own agency Mr. Van Loon was with the old firm of S. H. Parvin & Sons Company.

### CHANGES IN ST. JOHN.

John R. Nugent and F. O'Leary have been added to the reporting staff of the St. John (N. B.) Telegraph. Stanley H. Taylor has left the Telegraph to go into the real estate business.

### STARTS IN NEW TOWN.

Charles Johnson has purchased the plant of the Moyie (B. C.) Leader and moved it to Althamar, where he plans to start a paper called the Columbia Herald.

### NEW VICE-PRESIDENT OF SOUTHERN PUBLISHERS.

Alfred F. Sanford of the Knoxville (Tenn.) Journal and Tribune has been president, manager and principal owner of that newspaper since the company publishing it was organized in 1896 to effect the consolidation of the two morning newspapers of Knoxville.

The Knoxville Journal and Tribune is the only morning and Sunday newspaper in its city and it is somewhat unique in that it is the only Republican daily published in the South with the exception of Louisville, Ky. It is the only Republican daily in what was originally the Southern Confederacy. Mr. Sanford was elected vice-president of the Southern Newspaper Publishers' Association at its annual meeting last month.

### HUMORISTS CHOOSE GUEST.

Eddie Guest of Detroit was elected president of the American Press Humorists' Association at its annual meeting in Detroit. James Sullivan of Boston is the new vice-president and George Fitch secretary. The association voted to limit the future membership to writers in the daily columns or of humor and versified contributions to newspapers and periodicals.

Resolutions were adopted in honor of the four members who died in the past year—Charles Battell Loomis, Frank T. Seagriff, Willard L. Clanhahan and Carleton Garretson. The next meeting of the association will be held in Peoria, Ill., in August, 1913.

### FAKERS ARRESTED.

The Chicago police have rounded up five men charged with using the name of the Chicago Daily Journal without authorization in soliciting funds for a mythical dying man. The prisoners gave their names as James Ray, J. M. Giffullan, William A. Hally, Walter H. Green and Herbert Scanlan.

### JOINS CHICAGO WORLD.

J. Edgar Moriarity of Fond du Lac, Wis., has been appointed city editor of the Chicago Evening World, the Socialistic daily. He formerly worked on the Fond du Lac Reporter, the Milwaukee Daily News, the Free Press and the Daily Leader.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

49,304 CIRCULATION  
Daily (Net Paid)

FOR JULY, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.  
Tremont Building, BOSTON.



GOING AHEAD IN ST. JOHN.

The St. John (N. B.) Standard has called for bids for the reconstruction of its building. Its plans call for the creation of one of the most compact and up-to-date newspaper offices east of Montreal. Work is to begin at once and the publishers expect to have everything completed within the next three months.

The publishers have ordered from R. Hoe & Co., New York, a sixteen-page "Observer" press with additional equipment capable of printing in three colors, a complete new stereotyping outfit and full equipment for flat casting, practically replacing the Standard's present press room and stereo plant.

A new No. 8 linotype is also to be installed, increasing the battery of these machines to five. J. W. Daniel, M. D., is president of the Standard Corporation, and H. B. Mackinnon manager.

SIXTY-ONE YEARS EDITOR.

After an active career of sixty-one years in newspaper work A. W. McKinstry, editor of the Faribault (Minn.) Republican has retired, selling his business to Walter M. West of Minneapolis. Mr. McKinstry, who is eighty-five years old, edited the Faribault Republican for forty-six years and for fifteen years prior to that was with the Fredonia (N. Y.) Censor.

JACKSONVILLE BASEBALL.

The Jacksonville Metropolis and Times-Union baseball teams played a game last Thursday afternoon which resulted in a score of four to one in favor of the Times-Union. Spottswood pitched for the winners, and Dow decorated the mound for the Metropolis aggregation.

FOR LABOR UNIONISM.

The Industrial Digest has appeared in Cleveland in the interest of labor unionism. It will be issued weekly and its contents will be devoted to the latest news of all branches of labor.

TO ADVERTISE TIRES.

A. E. Williams has been appointed advertising manager of the Switchcraft Tire and Rubber Company, Akron, O.

THE EVENING WISCONSIN  
Milwaukee's Favorite Home Paper.

It is **QUALITY** Circulation against mere **BULK** Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory returns and poor buyers.

Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do read the advertisements because they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "worth-while" home in which this paper will be invariably found.

JOHN W. CAMPSE, Business Manager.

Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



W. H. COWLES,

PUBLISHER OF THE SPOKANE SPOKESMAN-REVIEW, WHICH HAS  
BROKEN WITH THE PRESSMEN'S UNION.

See Second Page.

SUES FOR STOCK.

I. Shapiro, secretary of the Chicago Jewish Record Company, is defendant in a suit before the Superior Court brought by Abraham B. Fifer to prevent him from selling eighty-eight shares of stock in the Record Company. Fifer claims that he gave stock to Shapiro as security for a loan of \$2,900 and that Shapiro never carried out the agreement. He now wants his shares back again.

CHANGE IN TEXAS.

The Columbus (Tex.) Citizen is now being issued under the management of D. O. Bell of Port Lavaca. The retiring publisher is County Judge J. J. Mansfield.

MISSISSIPPI MERGER.

The Valden (Miss.) News has been taken over by the Medium, which now has the local newspaper field to itself.

DINNER TO MESSING.

Friends of A. H. Messing, assistant publisher of the Chicago Examiner, tendered him a complimentary luncheon last week. The affair was given at the Chicago Athletic Association and was presided over by George Lytton, manager of the Hub. Mr. Lytton was assisted in the arrangements by a committee composed of H. L. Fogelman, E. S. Wells, Jr., H. N. Tolls, Seth Brown, William R. Moss, F. W. Harvey, Jr., E. C. Bode, James O'Shaughnessy, A. N. Fox and George L. Wilson.

Mr. Messing will leave San Francisco on his year's trip around the world on September 27.

PAPER FOR NEW TOWN.

The new town of Vanguard, on the branch of the Canadian Pacific Railroad southeast from Swift Current, is to have a new paper. Arthur Fraser will be the publisher.

OPPOSE CHANGE OF N. Y.  
NEWSSTAND LAWS.

Much opposition to the proposed resolution of Alderman Esterbrook to remove control of New York newsstand licenses within stoop lines and under elevated stations from the board developed Wednesday at a public hearing on the matter before the Aldermanic Laws and Legislation Committee. A hundred or more newsdealers opposed the plan. Joseph Baroness, a member of the Board of Education, spoke against certain provisions of the proposed ordinance.

Mr. Baroness objected to the suggestion that only citizens should receive stand permits.

He said that some of the questions propounded to those anxious to become citizens were too difficult. He said that when a man applied for a renewal of a license already in his possession it was not right to regard him in the same light as an entirely new applicant, that he had a right to continue to conduct his business which he had built up. Mr. Baroness said he did not object to charging a fee in addition to that now exacted by the city for the right to conduct a newsstand.

Several of the newsstand dealers spoke against the resolution and it was then reported out of committee with a recommendation that it be put on file.

FARM PAPERS MERGED.

The Farm World of Chicago, which started publication six years ago, has been taken over by the Farm Journal, of Philadelphia, and will be merged with that publication. The Farm World is credited with a circulation of more than 200,000, which, added to the Farm Journal's list, will total over the million mark, giving that paper one of the largest circulations of any paper of its kind in the world.

PAPER FOR FORT FRASER.

A. C. Hirschfield has established a paper called the News in the interests of Fort Fraser, B. C. For the present the paper is being printed in Vancouver on account of the lack of accommodations in Fort Fraser. Mr. Hirschfield was at one time publisher of the Adin Claim and later was with the Vancouver World.

EXCHANGE DEAL IN IOWA.

Negotiations have been closed for the purchase of a half interest in the Ames (Ia.) Intelligencer by the Wilson brothers, formerly owners of the Mason City Times. Freeman Conaway, formerly publisher of the Intelligencer, recently purchased a controlling interest in the Times.

NO EDUCATION COMPLETE  
WITHOUT IT.

Mandel M. Sener, of Baltimore, widely known as a newspaper man and publicist, writes:

"THE FOURTH ESTATE is the best friend I have in newspaperdom and I wouldn't be without it. It is getting better every day and a newspaper man's education isn't complete without it."

## FOREIGN EXPERTS IN NEW YORK.

BRAZILIAN, GERMAN AND  
BRITISH EDITORS STUDY  
OUR METHODS.

New York during the past week has been entertaining four noted foreign journalist visitors—Count Candido Mendes de Almeida, and Candido Mendes, Jr., of the *Jornal do Brazil*, of Rio, Janeiro; Dr. Franz Ullstein of Berlin, and Cosmo Hamilton, editor of the *English World of Today*, of London. All the men have been greatly interested in the methods of producing the city's great dailies and have visited the various plants, where everything has been shown to them.

Count Candido Mendes de Almeida, part owner and managing editor of the *Jornal do Brazil*, is in North America as chairman of the special commission appointed by the Brazilian government to have charge of its exhibit at the Rubber Exposition which opens in New York on Monday; but he is devoting the intervening time, with his son, who is the sporting editor of the *Jornal*, to studying our newspaper work. While in the city the South Americans are under the competent guidance of Jose Marcal, general representative of the *Jornal* in the United States.

Count de Almeida is a director of the Commercial Museum of Brazil and occupies one of the important chairs in the School of Law in the University of Brazil.

During a stay of one month in this country an exhaustive study of American newspaper methods will be made by Dr. Franz Ullstein, one of the leading newspaper proprietors and publishers of Germany. Dr. Ullstein arrived in this city Tuesday on board the Cincinnati, of the Hamburg-American line.

He describes his trip to America as a vacation, but while here will go to Washington, Chicago, Philadelphia, Boston, St. Louis, Montreal and Toronto, and in each city will inspect the leading newspaper properties for the purpose of gathering data to apply to the conduct of his own large publishing enterprises in Germany.

"While I have been a close student of American journalism for many years," said Dr. Ullstein, "I am certain that I will learn much

that is new to me during my little holiday here.

"While journalism has one function the world over—to print the news from day to day, without fear and without favor—it differs much in various countries and is radically different in Germany and the United States. At home we are hampered by tradition and law touching the subject of libel. It would be splendid indeed if each of us might wield the free pen which is the privilege of the American editor.

"Still we are hopeful, and I hope to incorporate some of the ideas. I shall get here in the future policy of my own publications."

Dr. Ullstein came to this country in the company of two hundred German physicians and surgeons who are going to Washington to attend the international conference on hygiene and sanitation.

By the White Star liner Oceanic, which got on Wednesday arrived Cosmo Hamilton, editor of the *English World of To-day*. He is a cousin of Lord Hamilton and a grandson of the equerry of the late King Edward. In addition he is a novelist, playwright, actor and lecturer.

Mr. Hamilton is to direct the production of his latest play, "The Blindness of Virtue," in Montreal September 30.

He left for that city directly after landing, but he found time to say he expects to remain in this country about four years and make a close study of America and its people. He added he had a contract to furnish two novels based on American life and manners.

### DUNNING'S APPOINTMENT.

James Edward Dunning, at one time managing editor of the Portland (Me.) Advertiser and later with various other New England newspapers, has been appointed by President Taft a consul-general at large. Since giving up newspaper work several years ago Mr. Dunning has been United States consul at Milan, Italy, and Havre, France.

### MINISTER FAVORS THE PEN.

Rev. Clifton D. Cray has resigned the pastorate of the Stoughton Street Baptist Church, Boston, to enter the newspaper field. He goes to Chicago as associate editor of the Standard. Mr. Gray has written extensively for the religious press during his church work.

## CHICAGO PRESS HAS BIG FIRST MONTH.

EQUIPMENT ALREADY HAS TO BE  
ENLARGED—MAKE-UP OF ITS  
STAFF.

The first four weeks of the Chicago Daily Press are regarded by Publisher L. V. Ashbaugh and his associates in the management of the *Clover Leaf* for the paper exists. Circulation has been growing at a remarkable rate, they say, and its ultimate success is believed to be assured.

In its first month the staff of the Press has been thoroughly organized and its policies already defined. It has been found necessary to increase the mechanical equipment by the addition of two more Mergenthaler linotypes. Three automobiles and two wagons are now used to circulate the paper within its district.

More than seventy-five advertising contracts, amounting from \$100 to \$10,000, have been closed. Three of the downtown general advertisers in Chicago have put the Press on their schedules for full lines of copy.

In the advertising department are Al. V. Sieren, formerly of the Examiner; C. A. Hawley, lately owner of a neighborhood paper, and prior to that time connected with the advertising staff of the Omaha Daily News; J. Laskey; A. F. Neil, formerly of the Chicago World, and J. R. Oehlert, formerly with the Pennsylvania Railroad.

The editorial department, under the direction of George H. Gordon, is settling into well defined lines. The paper is condensed to a remarkable degree, and a wide variety of topics outside of the news of the day is shown in every issue.

Benjamin S. Garretson, formerly with the Inter-Ocean, is doing the theaters, under the non de plume of "A Patron."

R. Eddie Matthews, who brought out the convention number of the Christian Science Monitor, is city editor, while Mrs. Anna R. Morehouse, formerly of the Chicago Tribune, is in charge of the women's page. George C. Briggs, for ten years with the Daily News, is the labor editor.

Harvey L. Goodall, formerly managing editor for the Drovers Journal, and who still owns a large interest in that paper, is telegraph editor. A staff of twelve reporters and assignment men complete the department.

Five editions a day are printed, the sport extra now conforming with the prevailing Chicago style in sport extras—pink. A novel way of handling brevities is shown in classifying such briefs into world divisions, like Europe, Asia, Africa, United States, etc.

### RATES UP IN CANADA.

The Winnipeg Telegram will increase its advertising rates from five to six cents a line on October 1.

### ST. PAUL FASHION NUMBER.

The annual fashion edition of the St. Paul Daily News was issued last Sunday. The fashion section consisted of fourteen pages.

## TO IMPROVE MONTREAL WITNESS.

With the passing of its sixty-fifth birthday the Montreal Witness has decided to spend a sum of \$100,000 for making general improvements in the newspaper. This money will be used solely in strengthening the paper's staff and in enlarging the publishing premises. The Witness has now been in the hands of the Douglass family for more than three generations.

The publishers of the Witness have just appointed as circulation manager E. H. Lawson, formerly Canadian manager and later assistant circulation manager of the Curtis publications. More recently Mr. Lawson has had charge of the circulation of the Christian Herald, of New York. The circulation of the Witness has increased over seventy per cent. above that of the preceding twelve months.

Contractors are at present pushing forward with all possible speed an addition to the present building which will provide nearly 10,000 feet more floor space, and arrangements have been made for a large increase of electric power to drive the increasing machinery.

The foreign advertising interests of the Witness publications in the United States are looked after by the Carpenter-Scheerer Special Agency, New York and Chicago. Besides the daily Witness, the list includes the Weekly Witness and Canadian Homestead, Canadian Pictorial, World Wide and Northern Messenger.

### TIME TO CELEBRATE.

The Regina (Can.) Leader is celebrating the occupation of its new six story building.

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

**NEWSPAPERS** contain many items daily which would inform you exclusively of where you can secure new business, an order or a contracts; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

**THE CONSOLIDATED  
PRESS CLIPPING CO.**

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.  
**SAFETY. RELIABILITY. ECONOMY.**

Specify JENNEY universal type motors  
for all purposes and know you will get THE BEST.

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:  
156 N. Dearborn St., CHICAGO.

FACTORY:  
ANDERSON, IND

Combination Vacuum Cleaning Machines and Air Compressors.



OLD MAGAZINE COMES BACK.

After being dead for seventy-three years, a paper which exercised extraordinary influence in the Paris of the past has come to life again. It is called *Le Journal des Dames et des Modes* and, after its long sleep, appears once more in the same form, the same type and on the same paper as in the fifth year of the republic.

The paper was founded by a certain Pierre de la Mesangere, who had been destined for the priesthood, but was turned out of the seminary, where he taught dogma, at the revolution. He came to Paris to try to earn his living, and abandoned theology to rule the mode by prescribing the cut of men's coats and the trimmings of women's hats.

The *Journal des Dames* continued to appear until 1835, and it calmly pursued its mission, regardless of political confusion and social upheaval.

HONORS FOR SISSON.

Francis H. Sisson, a former newspaper man who is now one of the officers of the American Real Estate Company, New York, was elected president of the national Beta Theta Pi at the annual meeting of the fraternity in Cadillac, Mich. Mr. Sisson was at one time editor of the Galesburg (Ill.) Evening Mail and graduated from Knox College into newspaper work.

TO MANAGE BRITISH NEWS.

Charles V. Coombs has resigned as assistant advertising manager of the Houston Post to return to Canada as business manager of the British News, of Toronto. Before coming to the States he was with the Vancouver Saturday Sun-set and the Vancouver Sun.

CLEMENTS KEPT BUSY.

George H. Clements, who has been watching the Mexican rebellion alternately for the El Paso Herald and the Associated Press, is now covering the capitals of New Mexico and Arizona for the El Paso Herald, alternating between the two places each week.

PAPER FOR DEMOCRATS.

F. B. Tippet and W. C. Whaley, well known West Virginia Democrats and newspaper men, have launched the Mason County Journal at Point Pleasant. The new paper will be conducted on Progressive policies.

ADVERTISING INSTRUCTOR

J. B. Powell, advertising manager of the Hannibal (Mo.) Courier Post, has been appointed instructor in advertising in the School of Journalism of the University of Missouri.

He will assume his duties this month, at the fall opening of the university. In addition to his duties



J. B. POWELL.

as instructor in advertising Mr. Powell will have charge of the University Missourian, the daily newspaper published in the school of journalism.

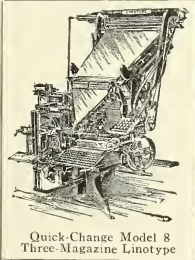
CHIEF OHIO PRESS AGENT

FOR THE DEMOCRATS.

A new position has been created in the Ohio Democratic state executive committee, chairman of the bureau of field organization and publicity. J. D. Knowles, editor of the Delaware Journal Herald, has been appointed to the position. It will be his duty to visit the offices of the Democratic newspapers of the state, confer with the county organizations, promote team work, generate enthusiasm and bring the local organizations into close touch with the state executive committee.

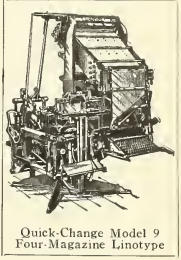
MULTIPLE MAGAZINE LINOTYPES

Are a necessity in up-to-date composing rooms. They help to better work and more of it. They minimize expense and inconvenience.



Quick-Change Model 8  
Three-Magazine Linotype

The Multiple Machine Idea



Quick-Change Model 9  
Four-Magazine Linotype

s the development of our close study of present day requirements. Rigid inspections under which every Linotype must pass are the foundation of the success of the thousands of machines all over the world in satisfying and helping each particular user.

The Multiple Linotype Way Is the Modern Way

All two-letter Linotypes are covered by patents having a number of years to run. Any Linotype using two-letter matrices, multiple magazines, or other improvements which place the present machine far ahead of the earlier models cannot be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

MERGENTHALER LINOTYPE COMPANY, TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

WESTERN BERTH FOR TAYLOR.

D. B. Taylor, for several years connected with the Woodstock (Can.) Sentinel-Review and Rod and Gun in Canada, has left for Prince Rupert, B. C., to assume the management of the Daily News. Mr. Taylor is a former secretary of the daily newspaper division of the Canadian Press Association and is a brother of J. W. Taylor, publisher of the Woodstock Sentinel-Review.

FOR ILLINOIS SWEDES.

The first issue of the new Rockford (Ill.) Swedish Journal is expected to appear before the close of this month. S. A. Hessler, now on the staff of the Chicago Swedish Tribune-News, and formerly of Worcester, Mass., will be the city editor. R. Remidaw is coming from Stockholm to take charge of the foreign news. Carl A. Atterling will be the editor-in-chief.

The Kaufman (Tex.) Herald, published by Monroe Drew, is installing new equipment.

It would take 10 to 36 pages of this paper to properly show a single family of our attractive type faces. Send to us for specimens.

Barnhart Bros. & Spindler Type Founders

New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street, NEW YORK.

BARNES-CROSBY COMPANY

E. W. HOUSER, President. ENGRAVERS ARTISTS. ELECTROTYPERS NEW YORK, CHICAGO, ST. LOUIS

1937 Pages. 6300 Gallies. 120 MILLION EMS A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

Registered

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

Trade Mark

Registered

Let the American Ink Co. of New York City be your 4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, and as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result of carrying the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

JONES, Binghamton, N. Y.—Crystolls & Sargol; advertising on this firm's mail order medicine now going out.

GUENTHER-BRADFORD, 64 West Randolph street, Chicago.—Orders for thirty-five lines being placed in the daily newspapers on an eczema remedy advertisement for Dr. J. E. Cammady.

LEWIS, Washington, D. C.—Hydro Blene Chemical Company; advertising being placed where publishers will secure dealers for "Musterated Campholine."

LOTOS, 17 Madison avenue, New York.—Pilgrim Manufacturing Company, "El Rado"; new account for this agency; advertising will be placed shortly throughout the country.

WYCKOFF, 13 Ellicott street, Buffalo.—Turner's "Inflamine"; placing advertising in newspapers of the Central States.

Booth's Hyomei and Parisian Sage; contracts are being made through A. N. Drake.

ALLEN, 141 West 36th street, New York.—Peter Doelger's beer;

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is built on the  
Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in **BALTIMORE** 100,000 homes  
the combined circulation of the  
**AMERICAN STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

orders going to newspapers of the East, where product is on sale.

SEAMAN, 34 West 33d street, New York.—Liebig's "Oxo Boulion" Cubes; placing orders throughout the country.

MATOS-MENZ, Bulletin Building, Philadelphia.—Dr. Jayne; contracts being placed generally.

HOWLAND - GARDNER-FENTON, 20 Broad street, New York.—The Magistral Chemical Company is a new account for this agency and will be placed shortly with a selected list of papers.

IRELAND, 925 Chestnut street, Philadelphia.—S. B. & B. W. Fleischer, knitting worsted, Philadelphia; placing 300-line sixteen-time orders with a selected list of papers throughout the country.

DEIMAL, 735 Bushwick avenue, Brooklyn.—Placing thirty-four lines for the winter season for the Clog Company, Charlottenburg, Germany, in a selected list of farm papers.

Kieselbach's Paints, forty lines eight times in a selected list of city papers.

Max A. Schmidt, patent counselor, Washington, D. C., four lines five times in a list of German papers.

Sal-Sano Company; renewing contracts with Western papers.

ARMSTRONG, North American Building, Philadelphia.—Henry Sonenborn & Co., Baltimore; reported to have secured this account.

The Waltham Watch Company, Waltham, Mass.; this agency is reported to have secured this account.

BATTEN, Fourth Avenue Building, New York.—The Loose-Wiles Biscuit Company, Boston; making contracts with a selected list of papers.

The Regal Shoe Company, Boston; reported that orders will be placed shortly with a selected list of papers.

BLISS, 1919 Broadway, New York.—Dr. F. Harvey Roof, "Roof Fit Cure," New York; orders for sixteen lines ten times being placed

People who have money to spend  
and spend it in Buffalo, take the

## BUFFALO TIMES

They respond to good advertising.

Are we receiving y YOUR COPY?

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper.  
A Medium that Never Fails.  
Goes into more homes, offices and workshops than any other paper.  
Best classified medium between New York and Chicago.

Write or Telephone.  
H. C. Rook, Real Estate Trust Bldg., Phila.  
W. G. Brooke, 225 Fifth Ave., New York.  
H. M. Ford, 122 So. Michigan Ave., Chi.  
W. E. Edge, Atlantic Ave., Atlantic City.  
Dorland Co., 3 Regent St., London, Eng.

with a selected list of mail order papers.

EWING & MILES, Fuller Building, New York.—The M. L. Brandt Cutlery Company, 42 Hudson street, New York; placing orders with a selected list of semi-weekly papers.

AMSTERDAM, 35 Congress street, Boston.—Advertising of the Boston Yarmouth Steamship Company (Dominion Atlantic Railway Steamship Line) is being placed in Boston papers by Cleaveland A. Chandler, vice-president of this agency.

FEDERAL, 231 West 39th street, New York.—The Partola Manufacturing Company, New York; reported that this agency has secured this account.

GREENE-FARRINGTON - DE VINNEY, 530 Atlantic avenue, Boston.—Dr. J. A. Greene, "Greene's Nervura," Boston; reported to be making contracts with a selected list of papers throughout the country.

HULL, Tribune Building, New York.—B. Altman & Co., New York; placing 120-line three-time orders with a selected list of dailies.

IRONMONGER, 20 Vesey street, New York.—G. H. Howells & Co., "Lymphine Tablets," 50 Church street, New York; reported to have secured this account.

PEARSALL, 203 Broadway, New York.—Sending out fifty-line copy for J. A. Meyers Company, New York, wholesale jewelry, to the leading women's magazines.

Plymouth Raincoat Company, New York, 800-line copy being sent to local dailies.

BROMFIELD & FIELD, 1780 Broadway, New York.—Placing orders for Virginia Hot Springs advertising in daily papers of large cities.

FULLER, 629 South Washburn avenue, Chicago.—The Henderson Motor Company, 3,000-line orders being placed with a selected list of Eastern papers.

JOHNSON, 28 East Jackson boulevard, Chicago.—The Antitoxine Chemical Company; orders

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENT,  
Tribune Building, CHICAGO.  
NEW YORK.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

for 10,000 lines being placed with a selected list of middle West papers.

KASTOR, 4th and Olive streets, St. Louis.—Dr. B. F. Roller; orders for 10,000 lines being placed with a list of middle West dailies.

MAHIN, 76 West Monroe street, Chicago.—The N. K. Fairbanks Company; 1,000-inch orders (renewals) being made with a selected list of papers.

GUNDLACH, 122 South Michigan avenue, Chicago.—Bondy & Lederer; orders for 12,000 lines being placed in a selected Western territory.

KEEFER, Albany, N. Y.—Christian Brothers Soap Company, "Borax Chips," Albany; making contracts with a selected list of New York State papers.

DIRECT.—Hosetter's Bitters, 60 First avenue, Pittsburgh.—New contracts for the coming season being placed through Mr. Hemmings.

Philo-Hay Company, Verona and Clifton avenues, Newark, N. J.—Additional contracts being placed throughout the country by W. L. F. Hardham.

The Carlton & Hovey Company, "Father John's" remedies, 333 Central street, Lowell, Mass.; making new contracts.

The Peruna Drug Manufacturing Company, 115 East Rich street, Columbus, O.; making new contracts.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.  
Representative:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.,  
NEW YORK, CHICAGO.

## THE NEW YORK WORLD

Sells morning edition)

MORE copies than  
any other two papers

Print.



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the ONLY  
INDEPENDENT  
NEWSPAPER

in the Mississippi Valley.  
*The News League of Ohio.*  
The Dayton News  
The Springfield News  
Combined circulation  
MORE THAN 42,000  
Combination Rate: Display, 84c. per inch  
Classified, 2c. per word  
Delivered to 75 per cent of the homes of  
Dayton and Springfield on paid subscrip-  
tions.  
La Coste & Maxwell, Monolith Bldg., N. Y.  
John Glass, Peoples Gas Bldg., Chicago

**STAFF CHANGES.**

EDWARD N. LEWIS has re-  
signed from the staff of the New  
Britain (Conn.) Herald to enter the  
Pulitzer School of Journalism at  
Columbia University.  
SAMUEL ROSENTHAL has  
joined the staff of the Western Ad-  
vertising Company, St. Louis, after  
a service of many years with the  
St. Louis Republic.  
H. SPENCER LEWIS has left  
the Voltine Company to become con-  
nected with the George Ethridge  
Company.  
GEORGE H. ZAHN has re-  
signed as secretary-treasurer of the  
Dayton (O.) Journal to become as-  
sociated with the Electrical The-  
ater Advertising Company, of Cleve-  
land. Mr. Zahn's duties will be as  
superintendent of the northeastern  
division of Ohio.  
GEORGE D. LOVE has resigned  
as telegraph editor of the Buffalo  
(N. Y.) Express to return to the  
South. Mr. Love was at one time  
connected with the Jacksonville  
(Fla.) Metropolis.  
J. A. BELFLOWER, editor and  
vice-president of the South Jack-  
sonville (Fla.) Journal, has resign-

**Emphatic and Virile as  
the Voice of the People.**

**THE MINNEAPOLIS  
DAILY NEWS**

has the confidence of its 50,000  
readers and

**PRODUCES RESULTS**

It has in eight months  
**Gained 356,000 Lines.**

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City. Boyce Bldg., New York.  
O. G. Davies. Chicago. J. F. Antisdell.

THE  
**PITTSBURG  
PRESS**  
HAS  
THE **Largest**  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
J. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of August, 1912, was as follows:  
Daily 110,906. Sunday, 132,387

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

ed to become contest manager for  
D. D. Marcus.  
KENNEDY CRONE has been  
appointed editor of Canadian  
Women, of Quebec.  
ARTHUR D. H. SMITH has  
joined the New York Globe staff.  
He was formerly with the Evening  
World and Post.  
FRED WILLIAMS of Montreal  
has joined the staff of the Victoria  
(B. C.) Colonist.  
ROBERT H. CLAGETT is a  
new addition to the staff of the  
Jackson (Tenn.) Daily Sun.  
FRANK MCGRAW is now sport-  
ing editor of the Peoria (Ill.) Jour-  
nal.  
ARTHUR D. LAHINES has left  
the staff of the New York Evening  
Journal and is now with the Globe  
as a copy reader.  
WILLIAM ORR has left the staff  
of the New York Tribune for a  
place with the Evening World.  
WALTER STEAD has joined  
the staff of the Verden (Can.)  
Echo. He was until recently with  
the Lovell Company, Montreal.  
HERMAN ROEMER has been  
appointed managing editor of the  
Wausau (Wis.) Sun.  
JAMES HILL, formerly of the  
Nelson Daily News, is now con-  
nected with the New Westminster  
(B. C.) Columbian.  
HARRY MOORE, formerly with  
the Montreal Herald, is now a  
member of the staff of the Winni-  
peg Tribune.  
HUGH STEEL has left the city  
staff of the Norfolk Virginian-  
Pilot.  
ROLAND H. HILL has resigned  
the telegraph editorship of the  
Vancouver (B. C.) World to go to  
New York.  
A. L. WOOD, formerly of Chey-  
enne and Denver, is now telegraph  
editor on the Douglas (Ariz.) Daily  
International.  
L. P. BOYCE, formerly of the  
Mason City (Ia.) Herald and man-  
aging editor of the Tucson (Ariz.)

THE **BOSTON  
GLOBE** Has the LARGEST  
TWO-CENT cir-  
culation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.  
This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.  
The Globe reaches the substantial and well  
to do people of Boston and New England.

THE **NEW ORLEANS  
ITEM** has made New Orleans  
a "one paper city."

The Association of American Advertisers  
recently gave The Item a Sunday circula-  
tion of 51,818 daily of 77,800.  
That's why The Item month after month  
carries as much advertising as the Pica-  
ny and Times-Democrat COMBINED, and  
from 300 to 500 COLUMNS MORE than  
The States.  
JOHN BUDD CO. Foreign Adver. Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

Citizen, has joined the staff of the  
El Paso Herald as assistant news  
editor.

RAY CAMP, formerly of the ad-  
vertising staff of the Minneapolis  
Daily News, who spent the summer  
gold mining in Alaska, has returned  
and joined the local advertising de-  
partment of the Woman's Home  
Weekly.

CHARLES E. BUCK, for nearly  
five years Detroit representative of  
the Whitehead & Hoag Company,  
has become associated with the De-  
troit office of the J. Walter Thomp-  
son Advertising Company.

JULIUS PETERSON has been  
transferred from the Minneapolis  
News staff to the Woman's Home  
Weekly, issued from the News of-  
fice.

THOMAS H. HIGGINS, former  
postmaster of Chester, Pa., is now  
editor of the Condorsport Demo-  
crat.

ARTHUR A. NORTON has re-  
signed the associate editorship of  
the Belmont (N. Y.) Dispatch to  
enter the photographic supply field.

DORA FLEMING, dramatic  
critic of the St. Paul Daily News,  
has resigned and will come to New  
York in the spring.

E. R. BUELL has joined the local  
staff of the Minneapolis Daily  
News.

G. S. JOHNSON, formerly of  
the Sioux City Tribune, and Wil-  
liam Kirwin, late of the Des Moines  
Capital, are new additions to the  
advertising staff of the Omaha  
Daily News.

CHARLES A. BIRD is now  
managing editor of the Sarnia  
(Can.) Post.

Miss MILLIE MOAK has suc-  
ceeded Miss Nellie Chapin as  
woman's editor on the St. Paul  
News.

W. REDFERN BROWN, ad-  
vertising manager of Chatham (Can.)  
News, has resigned and is now with  
E. M. Wilcox, Ltd., Toronto.

HUGH S. MAGILL has been ap-  
pointed associate editor of the

**J. WALTER  
THOMPSON  
COMPANY.**

Est. 1



The experience  
of forty-eight  
successful years  
Guaranteed  
to those who en-  
trust their

**ADVERTISING**

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.  
Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



**PAYNE & YOUNG**

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
750 Marquette Bldg., CHICAGO.

Princeton (Ill.) Republican. Mr.  
Magill was a candidate for the Re-  
publican nomination for United  
States Senator at the April prima-  
ries.

C. B. HARDACKER of Cleve-  
land has gone to Los Angeles to  
become connected with one of the  
newspapers of that city as a car-  
toonist.

M. L. H. ODEA has joined the  
advertising staff of the National  
Cash Register Company, Dayton, O.  
He was until lately an executive  
secretary of the La Salle (Ill.)  
Commercial Association.

S. W. McELROY, associate edi-  
tor of the Oconomowoc (Wis.)  
Enterprise, has resigned to enter the  
newspaper field in Milwaukee. His  
successor is Arthur C. Hathaway.

E. W. HEMPHILL has resigned  
from the Cheltenham Advertising  
Service, New York, and is now  
with Everybody's Magazine.

**IN PRINTING BUSINESS.**

W. G. Pickell has disposed of the  
Minto (Can.) Packet to W. J.  
Mahoney and has gone into the  
printing business on his own ac-  
count in Portage la Prairie. In the  
latter town he has purchased the  
plant of the H. H. McCullough  
Printing Company.

**Largest proved high-class  
evening circulation.**

The  
**NEW YORK  
GLOBE**

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

### MILWAUKEE AD MEN ELECT.

Raymond T. Carver was chosen president of the Advertisers' Club of Milwaukee in its annual election and banquet in the Hotel Blatz. Other officers are: Vice-president, C. L. Benjamin; secretary, L. L. Newton; treasurer, S. A. Holyoke. The board of governors consists of A. M. Candee, Henry Brockbank, Martin C. Rotier, R. R. Kahn, F. P. Kelsey.

A campaign will be carried on this year to boost Milwaukee and place advertising on a higher plane.

### SAN FRANCISCO NEWSIES' ATHLETIC CLUB.

The San Francisco Evening Post Newsboys' Athletic Club was formally opened a few nights ago with more than 200 boys taking part in the ceremony. Mayor Roth and other prominent men of the city were present and made short addresses. Colonel E. F. Cunningham, circulation manager of the Post, purposes to eventually enlarge the club quarters into regular sleeping and eating premises.

### NEW OHIO AD CLUB.

The advertising men of Alliance, O., have formed an association with the following officers: President, Milton Bejach; vice-president, W.

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
in no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

189,411 WANT ADS in 1911.  
165,426 WANT ADS in 1910 in the  
Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

T. Edmonson, Jr.; secretary, F. M. Kettle; treasurer, Clyde Cassaday; executive committee, I. Koch, G. C. Russell, H. L. Wakefield, William Rose, E. J. G. Lovett, Frank Baughman and Charles Sebring.

### THE PILGRIMS' BUSY SEASON.

The program of activities for the winter laid out by President Carroll B. Swan and his officer associates of the Pilgrim Publicity Association of Boston gives promise that the advertising men of the Hub



CARROLL B. SWAN.

City are going to set a merry pace for other clubs to follow this coming season. Although a Boston organization the objects of the Pilgrim Association are to further the cause of clean advertising and boost for the prosperity of the entire New England section.

The Mount Forest (Can.) Sun has suspended publication.

# THE BOSTON POST

AUGUST, 1912. AVERAGES

The Daily Post 418,562

The Sunday Post 319,243

KELLY-SMITH CO., Representatives.  
at the Waukegan, NEW YORK.  
C. GEORGE KROGGINS, Western Rep.,  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Adver-  
tisers, New York City.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

### GAYNOR AGAIN HITS AT THE NEWSPAPERS.

At the dinner of the eighth International Congress of Applied Chemistry, at the Waldorf, Mayor Gaynor took his customary fling at New York newspapers. The mayor launched forth on his pet subject, saying:

"I desire to make an apology to you. If this congress had been held in any of the cities throughout the country with from 20,000 inhabitants and upward, the newspapers of those cities would have devoted more space to your proceedings than the newspapers of this city have done.

"The papers here of large circulation who make daily affidavits, each of them, that its circulation is the largest in the whole world, ladle out of their ideas in types from an inch to six inches long. They think our skulls are so thick that there is no other way of penetrating them even with the commonplace thoughts which they seek to convey.

"But, I may say to you that those papers, although a majority in this town, speak principally to the underworld of this town, the great criminal underworld of 200,000 in this great city of 5,000,000, and the people of that underworld are not scientists, I assure you."

### ENCOURAGING NATIONAL ADVERTISING.

The first number of a quarterly review of the trade press has been issued by Good Housekeeping Magazine. The side issue, which is also called Good Housekeeping, describes itself as "a paper devoted to the interests of the merchant, as a merchant, whatsoever his line," and contains reprints from the leading trade papers in different fields, together with editorial matter dealing with the advantages of handling nationally advertised goods.

### CITY EDITOR RESIGNS.

Arvid A. Erickson has resigned the city editorship of the Mankato (Minn.) Daily Free Press to enter Hamline University.

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average  
Circulation 99,211  
for August -  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## The JOURNAL

DAY PAPER PUBLISHED IN  
IS THE ONLY MORNING AND SUN-

### DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

### PHONOGRAPH FOR ECONOMY IN NEWS GATHERING.

The Tremont (Neb.) Tribune. Ross L. Hammond's newspaper, will get its news through a phonograph, if a novel scheme planned by Mr. Hammond works successfully.

Mr. Hammond has contracted with the Associated Press for a daily service to be delivered from its Omaha office by telephone to Fremont. Instead of having a shorthand stenographer at the Fremont end of the wire, Mr. Hammond intends to install a phonograph. The machine will take the news dictated from Omaha.

Then the phonograph in turn will dictate the news to a stenographer, who will turn it over to the typesetters.

### LEVEN SELLS STOCK.

Ben Leven, president of the Leven Advertising Company, Chicago, has sold his interest in the National Advertising Agency, of Denver, to Paul Richter of that city.

### ILLINOIS DEAL CLOSED.

Negotiations have been closed for the sale of the Hoopeston (Ill.) Herald by C. A. Aldrich to A. E. Spencer. The new owner comes from St. Francesville, Ill.



### Good Salesmen

Spend their selling arguments on prospective customers only.

### Your Advertising

If it is to exert its maximum selling power, must be so placed to reach the greatest number of prospective customers per publication.

In Pittsburgh the families of real buying power read the

## Pittsburgh Sun

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

## THE News Scimitar

of MEMPHIS, Tennessee, is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## McLEANS AT ATLANTIC CITY.

John R. McLean, proprietor of the Cincinnati Enquirer and the Washington Post; Edward Beale McLean, publisher of the latter paper, and his wife and baby son; and Mrs. McLean's mother, Mrs. Thomas F. Walsh, have left Washington for Atlantic City, where they will remain for a short time.

Mr. and Mrs. Edward Beale McLean will then go to Newport, where they will occupy Stoneleigh, on Narragansett avenue, which they have leased.

## GAGNIER'S NEW HOME.

The publishing and advertising firms of Grip, Ltd., and H. Gagnier, Toronto, are erecting a building to take care of their business at Shepard and Richmond streets. The structure will be complete about the middle of October and will be known as the Graphic Arts Building.

## NEW ONE IN CAROLINA.

The Advance is a new paper at Ayden, N. C. Walter Book, formerly of the Spring Hope Leader is the editor and owner.

The name of the Detroit (Minn.) Quiver has been changed to the Herald by its new owners.

The combined rate of the

## CLEVELAND LEADER and NEWS

makes it possible for advertisers to cover the Nation's Sixth City with a single rate expenditure. 100,000 circulation daily in Cleveland and within 40 miles. About 140,000 circulation in Cleveland and within 100 miles of Cleveland.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PREETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—  
"The Leven Service."

Correspondence invited.

## JOKE ON THE PRESS AGENT.

Any editor will print a press agent story if he thinks it contains the sort of news that the public wants, but he takes a grim satisfaction in seeing how these stories occasionally act as boomerangs. Such a case has just come to light.

Early this year the editors of many newspapers received the information that a gigantic electric generator of unusual capacity, built for a motor company's factory at Detroit, had proved too large to pass through certain railroad tunnels. The machine was built at the electrical company's plant, but it was found necessary to wind the armature at Detroit.

For the last ten years it has been necessary for all large manufacturers of electrical machinery to keep diagrams of all railroad tunnels in the United States so that parts of the big generators would not be built too large for shipment. Therefore the newspapers absorbed this item eagerly—and so did the purchasing company.

As soon as the story was published in Detroit the motor company wrote to the generator makers deprecating the bad mistake of which they had "heard indirectly," and saying that they would naturally withhold payment until the machine could be delivered.

It required some lively telegraphing to convince them that the generator could be shipped in parts and assembled at Detroit.

## DEERY IN CONTROL.

Earl Cummings has sold his advertising agency in Rockford, Ill., to W. L. Deery, who has been his partner for several months past. Mr. Cummings retires from the business altogether and the firm will hereafter be known as the Deery Advertising Agency.

## SALE IN MISSOURI.

The Ravenwood (Mo.) Gazette has been sold by O. E. Smith to Dale Whitehurst, formerly of the Maryville Tribune. Smith will assist in publishing the paper.

The mechanical plant of the

## TOLEDO BLADE,

considering the size of the paper and the city, is second to none in the country. Many New York, Boston and Philadelphia papers have plants absolutely inadequate to handle as large a newspaper with as large a volume of advertising as that handled by the Toledo Blade.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
218 Temple Court, NEW YORK CITY.

## SALESMEN INTERESTED IN ADVERTISING.

In response to the advertising campaign just inaugurated by the Loose-Wiles Biscuit Company in Chicago the salesmen of the company in that territory held a meeting last Saturday to hear the complete details of the extensive publicity plans.

The salesmen were enthusiastic over the work as outlined to them by Geo. W. Hopkins, advertising manager. A luncheon was served after J. W. Shaner, J. McKenna and F. M. Craig, heads of selling divisions, addressed the salesmen along lines of co-operation with the newspapers and merchants.

## NEW I. T. U. SCALE.

The publishers of the Chatham (Can.) Planet and News have signed an agreement with the local typographical union, which calls for a twenty per cent. increase in the scale. The new wage is \$12 a week for forty-eight hours' work, time and one-half for overtime and double time for Sundays and holidays.

## CAUGHT IN BAY STORM.

James Heatherstone, publisher of the Plumbers' Trade Journal, and a party of friends were caught in a storm on Chaumont Bay, N. Y., Monday and were tossed about for five hours on account of their engine breaking down. Using a piece of canvas for a sail and planking from the boat as paddles, they finally reached a beach and assistance.

## PAPER GETS CLAIM.

The old claims of the Indianapolis Sentinel Printing Company against the county have been decided by Judge Collier of Superior Court, and judgment given the plaintiff for \$2,686.96. The facts were agreed on by the county and company's attorneys, but the amount due was left to the court. The case was tried several weeks ago and taken under advisement.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va. Gives advertisers a sworn average circulation in excess of

7200 7c per inch per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia All business placed direct.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
The C. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS, Chicago

## PAPER FOR LARISON.

John A. Larison, formerly business manager of the Lincoln (Ill.) Courier, has purchased the Keatsville (Mo.) Courier. Mr. Larison has had a number of years' practical publishing experience and was city editor of the Lincoln Courier until he purchased an interest in the paper and became its business manager. He sold out to his partner, Walter Niebuhr, last January.

## NEW ORANGE-JUDD PAPER.

The Orange-Judd Company, of Springfield, Mass., has brought out a new weekly farm publication, called Southern Farming, in Atlanta. The publication is successor to the southern edition of the American Agriculturist and is under the editorial charge of Professor L. A. Niven. William F. Parkhurst, formerly of the Atlanta Advertising Club, is manager.

## OUT FOR HIMSELF.

D. Gus Schneider, who has been connected in advertising capacities with several important Cincinnati business firms, has gone to Dayton, O., to enter business for himself.

## BUYS IN NEW MEXICO.

Brownson M. Cutting of New York has obtained a controlling interest in the Santa Fe New Mexican.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK

*Oldest Minneapolis Daily.*

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

EMANUEL KATZ, for many years a special newspaper representative in New York and a well known figure in advertising circles, died Wednesday at Far Rockaway, N. Y. Mr. Katz was born in St. Louis, sixty-three years ago, and early in life in California received his first newspaper experience on the San Francisco Chronicle, later taking charge of the Examiner of that city under Senator Hearst. In 1886 he came East, establishing the E. Katz Special Agency. Mr. Katz's two sons were associated with him in his business, one in Chicago and the other in New York.

HARRY W. ARMSTRONG, a South Bend (Ind.) newspaper man, is dead after an operation for appendicitis. He was twenty-three years old and was city editor of the Tribune.

COOPER W. McLAREN, for many years connected with the Philadelphia Public Ledger as an accountant, is dead at the age of sixty-two years.

JOHN J. FLANNERY, publisher of the Irish Pennsylvania and the Trade Journal, of Philadelphia, has passed away.

EDWARD C. CAMPBELL, at times editor of the Birmingham News and the Clarksville (Tenn.)

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Singer Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
**Indianapolis Sun**  
daily average circulation  
during the six months  
ending June 30, 1912, **41,840**  
THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives.  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

Chronicle, has passed away in the latter city. He was fifty-seven years old and lately had been in the government service.

ALEXANDER MCPHERSON, who published the Berlin (Can.) Telegraph for more than thirty years, died recently in Toronto, where he had been living in retirement for the past twelve years. Mr. McPherson, who was one of the best known newspaper men in Ontario, was seventy-eight years old.

A. B. MCSWEEEN, a well known newspaper man in Washington, D. C., is dead at the age of eighty-one years. Mr. McSweeney was a clergyman of the Presbyterian Church in Canada, and afterward became superintendent of public schools in Detroit. He went to Washington thirty years ago to fill a position in one of the Government departments, but took up active newspaper work and served for many years as an editorial writer and dramatic critic of the Washington Post. One of his sons is Angus McSweeney, Washington correspondent of the Philadelphia North American.

BURGHARDT HASSELL, editor of the Richmond (Va.) Anzeiger for the last sixty-two years, died Sunday in Richmond. Mr. Hassell was eighty-six years old and was born in Kassell, Germany. He came to this country when he was twenty-one years old and was employed for some time on the New York Staats-Zeitung and later published a paper in Baltimore.

LOUIS S. PARK, a advertising man who had worked on various Texas newspapers, has passed away in Greenville, aged thirty-five years.

ISAAC L. BLUMENSTOCK, junior member of the Detroit advertising agency of Blumenstock Brothers, is dead in Denver, after an illness of two years. He was twenty-seven years old.

JOHN E. ASHTON, a newspaper man well known in several Western cities, died a few days ago at Pueblo, Colo., aged forty-four years. He was at various times

## "As Much as the Times"

The advertising patronage of the  
**SEATTLE TIMES**  
DAILY AND SUNDAY

for ten months of 1911 shows a continuance of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried Paid Advertising to the amount of 622,230 inches, or 8,712,620 lines, being an average of 62,233 inches, or 871,262 lines, per month.

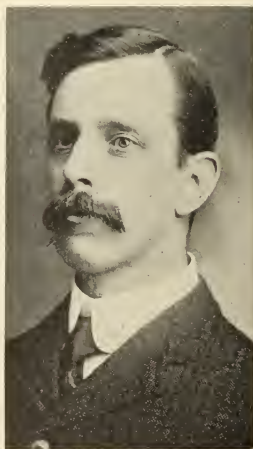
This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,074,688 lines, being an average access for each month of 14,819 inches, or 207,468 lines.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

connected with the Detroit News, the Pueblo Chieftain and newspapers in Salt Lake City.

## A PROGRESSIVE CANADIAN.

David Williams is one of the best known newspaper publishers of Canada. As publisher of the Collingwood Bulletin he has demonstrated his capabilities as a journal-



ist, good business man and a champion of the public, and he is just as popular with his publisher associates, who in 1908-1909 elected him to the important office of president of Canadian Press Association.

## CAWCROFT FOR STATE TREASURER.

Ernest Cawcroft, Progressive candidate for New York state treasurer, is a former newspaper man, who still keeps his hand in the game by economic contributions to the magazines. Before commencing the practice of law at Jamestown six years ago, Mr. Cawcroft toured Europe, the West Indies, South America and the Northwest for the purpose of investigating financial and industrial problems. He has served as special counsel in the drafting of various commission charters and direct nomination measures.

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

# THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

## NORTH SIDE OFFICE FOR THE PITTSBURGH POST AND SUN.

The Pittsburgh Post and Sun have opened a new branch office at 206 East Ohio street, on the north side, for the convenience of our public across the Allegheny River. Here general business will be transacted similar to the main office. Subscriptions will be taken, advertisements received and news covered.

Several thousand north siders visited the new branch on the opening day. The quarters were decorated with palms and flowers, and Emil M. Scholz, general manager, received numerous congratulations on his enterprise.

## THEATER TICKET FAKER.

A young man giving his name as James L. Smith was turned over to the police a few days ago in Chicago after he had tried to obtain theater tickets by representing himself as a newspaper man. Samuel Lederer, manager of a local theater, became suspicious of the stranger when he said he represented a certain press association, and on learning that he was an impostor caused his arrest. He was held on a charge of disorderly conduct for hearing.

## THE NEW YORK MAIL EVENING

regards the advertising it  
prints as real news of  
interest to all the com-  
munity, and makes up its  
pages accordingly.

203 Broadway, NEW YORK.



# LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere. Advertising. Subscriptions.

Represented by  
**Williams, Lawrence & Cresmer Co.**  
**NEW YORK CHICAGO**

## LABOR SITUATION IN SPOKANE.

Continued from Second Page.

ization was controlled by elements which regarded no pledge as binding whenever trouble might happen to arise with newspapers published thousands of miles away. In spite of this fact the publishers considered themselves bound by the old contract so long as it should remain in force.

"The new contract proposed by the local union contained no provision for arbitration; and this fact was emphasized by the action of the International Pressmen's Union in refusing to renew an arbitration agreement with the American Newspaper Publisher's Association.

"But the contract proposed by the local union demanded changes in the working rules of the pressroom designed to greatly hamper the office, reduce the output of the individual workman, cut down the efficiency of its employees and result in long periods of idleness during working hours.

"This fact, backed by covert threats, gave abundant reason for the belief that a strike was contemplated with the purpose of crippling the office and making it impossible to deliver news to subscribers or render advertisers the service to which they have a right.

### PATRONS MUST BE PROTECTED.

"With all arbitration agreements denied, with preposterous conditions demanded, with past contracts made worthless, and threats of strike afloat, the management decided it was time to make arrangements that would enable it to carry out its

"A Daily Newspaper for THE HOME"

## THE CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing. Dependable, honest advertising. Undoubtedly the most closely read newspaper published. For advertising rates address **CHRISTIAN SCIENCE MONITOR**, Boston, Mass. New York office, 1 Madison Avenue. Western office, People's Gas Bldg, Chicago

IT PAYS TO ADVERTISE IN THE

## ST. LOUIS TIMES

Now generally recognized as the Home Newspaper of St. Louis.

This newspaper has enjoyed the most remarkable growth ever recorded in the Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 FIFTH AVENUE, 87 Washington St.,  
NEW YORK. CHICAGO.

promises to subscribers and advertisers.

"The former employees had the privilege of remaining on the payroll for two weeks, receiving full wages, although the publishers found it necessary to contract with others to take charge of the work, beginning with the expiration of the union contract.

"In contrast to the pressmen's union, the typographical union and stereotypers' union promptly executed arbitration contracts with the Spokesman-Review, obligating the latter to employ only union stereotypers and union compositors for a period of five years, beginning May 1, 1912.

Both of these contracts provide for the settlement of all disputes by arbitration in the same manner provided in the arbitration contract which the Spokesman-Review offered to sign up with the pressmen's union and which the latter, as stated above, refused to sign both times it was requested to do so.

The differences with the newsboys, who at first refused to handle the Spokesman-Review because it was printed in an open shop, lasted but one day. It did not extend beyond the newsboys on the street and was at no time a matter of sufficient moment to merit comment."

### A DAILY TO SUSPEND.

It has been decided by the directorate of the Victor (Colo.) News, an evening daily started six months ago, to suspend publication. Its stockholders comprise many local men of prominence in politics and business. The News for a time supported the Bull Moose movement, but a few weeks ago changed to regular Republican politics.

### HEIM'S SIDE ISSUE.

L. C. Heim, game and fish warden of Marine, Ill., has begun the publication of a fish and game magazine called the Illinois Fisherman. The new magazine will appear monthly in the interest of fresh water fish and sport in Illinois. Mr. Heim is also publisher of the Marine Telegram.

Higher rates become effective Oct. 1st NOW is the time to get the benefit of present LOW prices. Biggest value in New England.

THE  
**Boston Herald**  
now over 100,000

THE  
**Boston Traveler**  
AND EVENING HERALD  
(consolidated)  
OVER 130,000

*A Quality and Quantity  
Combination that cannot be excelled.*

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK. CHICAGO. ST. LOUIS.

### FRY'S NEW PAPER.

Ed. A. Fry, who founded several newspapers in Nebraska and South Dakota, has assumed the publication of the Wagner (S. D.) New Era. Mr. Fry formerly issued the Niobrara (Neb.) Pioneer, Lake Antes (S. D.) Wade and the Mitchell Star and during the last primary campaign was advance man for R. O. Richards, one of the Republican candidates for United States Senator.

### SONS TAKE CHARGE.

After twenty-eight years as editor and publisher of the Rockwell Center (Ia.) Republican, Bryan Mattison has retired in order to look after other interests. His sons, R. H. and J. T. Mattison, have leased the plant and will conduct the business.

### CHANGE IN FORM.

The Phillipsburg (Pa.) Ledger has changed from a semi-weekly to a weekly newspaper. A. R. Richards, formerly of the Houtzdale (Pa.) Citizen, is now the publisher and believes that in its new form he will be able to greatly improve the Ledger.

### TWENTY-YEARS OF SERVICE.

W. A. Endley has sold the Walkerton (Ind.) Independent to A. M. Clark of South Bend. Mr. Endley has been editor and proprietor of the Independent for more than twenty years. The new owner has a wide newspaper training.

### WILL MOVE SOON.

The new home being erected by the Marble (Colo.) Booster is now nearly enclosed. The paper will soon move into a much more commodious building than it now occupies.

### HEUSTON & HOLMES RETIRE.

The ownership of the Prince Albert (Can.) Herald has passed to the firm of Herman Armstrong & Lawson, which also owns the Saskatchewan Star. Heuston & Holmes had been the owners for the past year.

## A Powerful List is the MILWAUKEE GERMANIA LIST

	CIRCULATION
Daily Germania.....	24,568
(Only German evening daily in Milwaukee)	
Daily Herald.....	17,000
(Only German morning daily in Milwaukee)	
Sonntag Post.....	45,000
(Only German Sunday rally in Milwaukee)	
Weekly Germania.....	107,413
Haus-und Bauernfreund (German Farm Journal) Weekly	103,333
Deutsche Warte, Weekly.....	22,000
Die Rundschau, Weekly.....	25,002
HENRY DE CLERQUE, U. S. Rep. 702 Schiller Building, CHICAGO.	
LOUIS KLEBAHN, Eastern Manager, 1 West 34th Street, NEW YORK. Telephone, 215 Murray Hill.	

The LARGEST and MOST MODERN newspaper plant in any Latin-American country is owned by the

## HAVANA POST

which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba

Published Every Day in the Year

### WELSH PAPER SOLD.

The Druid, a national Welsh weekly newspaper published in Scranton, Pa., has been sold to a Pittsburgh syndicate and moved to the latter city. T. Owen Charles, founder of the publication, will remain as managing editor with headquarters in Scranton. Mr. Charles is a member of the Scranton Poor Board and for many years was active in the local daily newspaper field.

### NEW TEXAS OWNER.

The Trenton (Tex.) Times has been sold to Fred Tolle, formerly proprietor of the Gault Sun. The Times is a daily with a weekly edition and was owned jointly by E. M. Harber and Alvin, Jennie and Artie Dickson.

### GERMAN PUBLISHER MOVES.

William H. Triebold, publisher of the Greenville (O.) Deutsche Umschau, is moving to Toledo, O., and will change the name of his paper to Sontagblatt.

### PROGRESSIVES GET PAPER.

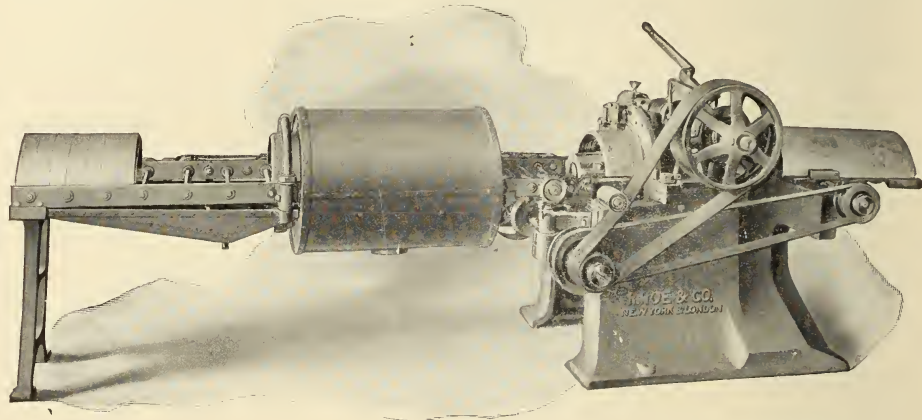
Leaders of the Progressive-Republican movement in Wyoming have secured control of the Sheridan Post.

## THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

There is nothing in the line of Printing or Stereotyping Machinery which can be duplicated (or near-duplicated) elsewhere, for the same high quality, at the price charged by R. HOE & COMPANY.



For example, the

## Hoe Automatic Plate Finisher,

the simplest and speediest machine in its line, can be bought outright for less than the rental cost of other makes of machinery occupying much greater space and costing much more to operate.

The stamp of HOE QUALITY on his machinery differentiates "The Man with the Hoe" from all other newspaper publishers.

When in New York don't fail to visit our factory and see in operation the latest, up-to-date Stereotyping and Printing Machinery.

**R. HOE & CO., 504-520 Grand Street, NEW YORK.**

7 Water Street, BOSTON, MASS. 7 South Dearborn Street, CHICAGO, ILLS. 109-112 Borough Road, LONDON, S. E.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 970

NEW YORK, SATURDAY, SEPTEMBER 28, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship"  
Lecture V

TEN CENTS A COPY

## A Quarter-Million Gain

(to be exact, an increase of 251,586 lines in  
paid advertising in the first eight months of  
1912 over the corresponding period of 1911)

Shows Conclusively that the

## BUFFALO TIMES

is not only maintaining but increasing its  
**ADVERTISING SUPREMACY**  
in **WESTERN NEW YORK.**

During this period (January-August) the  
Buffalo **TIMES** carried  
**MORE PAID ADVERTISING**  
**THAN ANY OTHER**  
**BUFFALO NEWSPAPER.**

**NORMAN E. MACK**, Editor and Publisher.

Foreign Representatives:

**VERREE & CONKLIN**

Brunswick Building  
NEW YORK

Steger Building  
CHICAGO

## PUBLICITY LAW IS TO BE TESTED.

A. N. P. A. DECIDES ON ACTION.—EVERY PAPER SOLD MUST BE AC-COUNTED FOR.

A test of the new newspaper publicity law is to be made by the American Newspaper Publishers' Association. As told in THE FOURTH ESTATE last week, the directors carried out their work of getting the opinions of members as to the advisability of making a test of the legality of the law, and received such encouragement from lawyers and members as to warrant their taking the step. The test will be made by the Brooklyn Free Presse, published by Carl J. Roehr, according to a report.

This means that on refusal to comply with the law by October 10, the publication will be automatically barred from rights to the mails, though by appeal to a court, pending a final decision, the publisher might obtain an order permitting the use of the mails under a heavy bond. This bond would be forfeited as a sort of fine in case a court sustained the act.

In an opinion given by Postmaster-General Hitchcock's request, Attorney-General Wickersham holds that in the meaning of the law requiring daily newspapers to publish statements showing their circulation among paid subscribers, a "paid subscriber" is not merely a person who pays the subscription price for an individual copy of the newspaper and gets it by mail, but that the term is intended to embrace newspaper distributing companies, newsdealers, and newsboys who buy and sell newspapers regularly.

The attorney-general does not pass on the constitutionality of the law. He devotes his opinion to answering questions put by the postmaster-general as to how the requirement concerning circulation statements is to be construed. He takes occasion, however, to characterize as "highly penal" the provision that excludes a newspaper from the mails if it fails to comply with certain requirements of the new statute, and draws attention to the fact that this punishment is not merely a denial of the right to send a newspaper through the mails at the newspaper rate of one cent a pound, but a complete denial of the right to use the mails at all. This, says the attorney-general, is "in derogation of common right."

The attorney-general leaves no alternative for the Post Office Department than to enforce the law in the most drastic way.

The attorney-general's opinion is of minor importance in comparison with the vital question involved in the new law, that of the constitutional freedom of the press. He does not touch on such an important point as the requirement in the statute that periodical publications, including newspapers, are to include in the sworn statement a list of owners or stockholders and other persons having a pecuniary interest in such publications, and

also the names of certain editors.

Explanation is also necessary of the meaning of the clause demanding the insertion of the word "advertisement" after everything printed in a newspaper for which a "valuable consideration" is received by the publisher. Whether this relates to news matter gathered where reporters are admitted on passes; book reviews, where an exchange copy is received for review; or only regular paid-for advertising, must also be had before the publishers will know how to abide by the law.

It will require judicial action to determine whether the new law is a curtailment of the freedom of the press. The courts will be called upon to decide whether a newspaper is to be denied the same right to use the mails as an individual citizen possesses, and whether the arbitrary authority over periodical publications, and particularly newspaper publications, does not constitute a real danger to the freedom of speech and the press guaranteed by the Constitution.

"We shall administer the law justly and impartially, as we find it," said Mr. Hitchcock. "The opinion by the attorney-general upholds the construction placed upon the law by officers of the Post Office Department. We have no alternative; we must enforce it."

Yesterday the Post Office Department began mailing to editors, publishers, and others interested forms to be filled out in compliance with the law. These will reach their destinations by October 1, when the law becomes effective. Under the act they must be filled out and returned in ten days. In the event of failure to comply with the provisions of the law, publishers may be liable to the penalty provided by the Congress.

It is pointed out by experts who have closely examined the new law that it, if ultimately held constitutional, will be far more dangerous to the private interests of the public generally than to some of the newspapers, for the reason that if the Government has power to regulate the business affairs of the newspapers of the country, then the Federal authorities with no better pretense of legality could also invade the private affairs of the individual or corporation, and the rights of property and liberty guaranteed under the Constitution would be destroyed. There is a growing conviction that the law was drawn carelessly and will not stand the test in the courts.

## CINCINNATI NEW DAILY READY TO APPEAR.

The Cincinnati Progressive, a new morning paper, will be issued beginning October 1, by leaders of the Bull Moose party in Hamilton County. Otto Lightner, who has the matter in charge, said that all arrangements have been made. The paper will be eight pages, seven columns to the page. If the paper meets with favor it will be continued indefinitely after the Presidential campaign. An office has been taken on Opera place, near Race street. The Progressive will sell at one cent.

## NEW CONTRACTS WITH THE I. T. U.

### AGREEMENTS FOR HIGHER WAGES GO INTO EFFECT IN MANY CITIES.

The daily newspaper publishers of San Antonio, Tex., have signed a new scale agreement. The piece scale remains as heretofore, as follows: Nonpareil, twelve cents per 1,000 ems; minion, thirteen cents; brevier, fourteen cents, for morning papers; afternoon papers, nonpareil, ten cents; minion, eleven cents; brevier, twelve cents. The face of the morning paper is nonpareil and the afternoon minion. Hours on machine are reduced to six and one-half on both papers. All floormen are raised two and one-half cents an hour, making their present scale sixty-two and one-half cents. Seven hours shall constitute a day's work for floormen. A new feature of the scale is the provision that all work performed outside regular hours shall be paid for at price and one-half and after eight hours price and one-half shall be paid to both machine and floormen. Also working conditions on machines have been materially improved. A new job scale is now being formulated, providing for substantial increases.

Three-year agreements, to end May 1, 1915, have been signed by the publishers of Olean, N. Y. Machine operators receive an increase of \$3 for both day and night work, the pay to be \$21 per week, night, and \$18 day. Handmen, morning papers, \$18 (no increase); evening papers, first year, \$15.50 (increase, \$1.50); second year, \$16; third year, \$16.50. The wage of book and job men will be the same as paid for hand men on evening papers. The pay of foremen on morning papers remains at \$21 a week, but book and job foremen receive an increase of \$1.50 a week, and foremen on evening papers an increase of \$1 the first year, and fifty cents for each of the succeeding years, which will bring their wages up to \$18 a week. Pressmen will receive the same pay as hand compositors.

Scale negotiations between the German Typographia and the German publishers of Newark, N. J., have been closed on the following basis, which is a substantial increase: One year from July 1, 1912, \$4.20 for day work, \$4.70 for night work; the next year, \$4.40 for day work, \$4.90 for night work; the third year, \$4.50 for day work, \$5 for night work. The men also receive back pay from July 1, 1912.

Printers employed on the Portsmouth (N. H.) Morning Chronicle and Evening Herald recently struck for an increased scale. The strike lasted but one day. The new scale follows: Book and job scale, \$14 per week (no increase asked); ad men, day work, \$14, an increase of \$2; operators, day work, \$15, an increase of \$1.50; ad men, night, \$14, an increase of \$1; operators, night, \$16, an increase of \$2; makeups, \$16; an increase of \$1 per week.

Contracts for three years have been signed with the Waycross (Ga.) Journal, Waycross Herald,

Frank P. Wade and the Wilcox Publishing Company.

In Moose Jaw, Can., the scale for machine operators has been increased \$1 per week, and that for hand compositors \$2 a week, with another advance of \$1 per week at around in a year's time.

A four-year contract has been signed in Lansing, Mich., for a flat raise of \$1 per week now and \$1 in two years for both hand compositors and machine operators.

Memphis mailers are benefiting by a new wage agreement, taking effect September 1. The pay will be \$18 for six days of eight hours each, and \$19.50 for five nights or seven hours, with eight hours on Saturday night. Overtime is paid at one-half, and extras on Saturday night will receive \$3.50. The contract covers a period of three years.

All the offices in Billings, Mont. have agreed to a new wage scale providing for an increase of \$1.5 per week for day work and an advance of \$3 per week for night work.

A new agreement with the Mailers' Union to run for two years has been signed by the Portland Oregonian, Telegram and Journal. An increase of twenty-five cents a day was granted the employees of the mailing rooms, making the new rate \$3.75 per day; overtime six cents an hour, an increase of two cents; abolition of the split shift on the Oregonian and Telegram (published by the same company), and a rate of \$2 a day when men are used on half shifts on afternoon papers.

## BOSTON POST NOW EIGHT COLUMNS WIDE.

The Boston Post has introduced the eight-column page newspaper to Boston; to accomplish the object, the column width has been reduced to twelve and a half ems. The principal benefit gained by the publishers is that the additional space will allow of the carrying of more advertising at a small increase in cost. In New York the only eight column paper is the World.

## YONKERS' SUNDAY RECORD

The cause of the Progressive Party in Yonkers, N. Y., is to be assisted by a new paper called the Yonkers Record, which appeared last Sunday. Harry Mark Malone, formerly city editor of the Yonkers Herald and correspondent for several New York daily papers, is the editor of the new publication.

## BENNETT COMING AGAIN.

James Gordon Bennett, proprietor of the New York Herald, is on his way to this country for a second visit this year. He is a passenger on the Kronprinzessin Cecilie which sailed from London Wednesday. On his visit last spring Mr. Bennett spent only a week here.

## WHEELER'S NEW DUTIES.

Charles M. Wheeler, well known as the political writer of the Chicago Inter-Ocean, has been appointed to take charge of the publicity work of the Republican campaign in Illinois.



**GAIN PRESTIGE** by Locating Your **OFFICE** at the Official and Business **CENTRE** of **GREATER NEW YORK.**

**INSURE  
YOURSELF**  
by Taking Space  
in the  
**PULITZER  
(WORLD)  
BUILDING.**

Take No Chances  
on Having Your  
Quarters Open to  
Criticism.



**BEST LOCATION  
BEST SERVICE  
ALWAYS OPEN**

Only the **BEST**  
is Inexpensive.

Elevators Run  
Day and Night  
and Sunday.

Every Modern  
Improvement.

Obviously the World Building is the ideal location for the New York offices of out-of-town newspapers and for advertising representatives.

Offices for High Class Tenants only. Not Small and Cheap, but Large, with High Ceilings, Well lighted, Perfect Ventilation and Reasonable Rents, from \$660 up. Divided to suit.

*Assembly Rooms, Well Furnished, to Rent Night or Day.*

*Booth to Rent in Arcade, Passed by 25,000 Daily.*

These are some of the present tenants, all well satisfied, as they will tell you themselves if you ask them.

American Newspapers Publishers' Association,  
Daily Newspaper Club,  
Baltimore American,  
Boston Globe,  
Brooklyn Eagle,  
Philadelphia Record,  
Pittsburgh Dispatch,  
Chicago Inter Ocean,  
Cleveland Plain Dealer,  
Philadelphia Press,  
American Association of Foreign Newspapers.

United Press Associations,  
Lanston Monotype Company,  
Scripps-McRae League,  
Typographical Union No. 6,  
Stereotypers Union No. 1,  
Newspaper Enterprise Association,  
Cartwright Automatic Press Co.,  
S. S. Schroff, special correspondent,  
H. W. Fairfax Advertising Agency,  
United Sunday Magazines,

**E. A. PRATT, Superintendent, Room 207.**

## THE PRINT PAPER MARKET.

SOME RECENT PRICES PAID  
—NEW PRODUCTION—  
OTHER NOTES.

The committee on paper of the American Newspaper Publishers' Association in its current bulletin reports as follows:

Paper has been offered in New York State at \$2.10 delivered.

The Canada Paper Company, of Windsor Mills, Quebec, has contracted with the Ohio Select List of thirty-five newspapers for delivery of approximately 3,000 tons of paper per annum, at \$2.13 destination, net 30 days. The average consumption of each paper is 100 tons per annum. Freight rates varied from fifteen to eighteen cents, making the price vary from \$1.95 to \$1.98 f. o. b. mill.

The Great Northern has contracted to supply an Ohio paper at \$2.15 destination, net thirty days. One of the largest concerns in the paper industry with output approximating 200 tons per day is averaging \$1.95 f. o. b. mill for all of its output. In view of the fact that it has been receiving \$2 f. o. b. mill for some of its paper, there must be a price below \$1.95 for another part of its production.

"Paper" of Chicago reported that contracts were closing between \$2.12 and \$2.15 delivered.

Mr. Hastings of the American Paper and Pulp Association has publicly announced on more than one occasion that he had prevented cutting of prices by inducing managers of new mills to withhold quotations until they were ready to put their paper on the market. Thus far he has been measurably successful in checking serious cuts but the new production is now accumulating.

The new mills are encountering

## Unusual Papers and Papers of Unusual Sizes.

HENRY  
LINDENMEYER  
& SONS,

## PAPER Warehouses,

20 Beekman Street,  
32 Bleeker Street,  
NEW YORK.

## Wrapping Paper.

All Kinds of Paper  
Made to Order.

difficulty in wedging themselves into the market. Cuts in prices below the softening already noted would seem to be imminent. Prices of books and wrappings and ledgers have been arbitrarily advanced by the group of manufacturers producing those grades of paper. Meanwhile, the American paper makers are shipping news print paper out of the country faster than the Canadians have shipped it in. The exportations of news print paper for July, 1912, were 120 tons in excess of the importations. The exports were 5876 tons and the imports 5756 tons.

### NEW PRODUCTION.

Before next April the total new production of news print paper to be thrown on the market will approximate that which the International Paper Company now makes. The figures of immediate and prospective developments exceed 3,000 tons per day, an amazing advance in volume.

The details of that total are as follows:

	Tons per day
Mills started up to September 1, 1912.....	575
Mills to be started between September and December, 1912.....	621
Mills to be started early in 1913.....	240
Other mills to start in 1913.....	50
Other mills in sight.....	400
Other mills planned or reported.....	1,250
Total.....	3,136

### MILLS STARTED TO SEPT. 1, 1912.

	Tons per day
Tidewater Paper Mill (Brooklyn).....	100
DeGraze (Northern New York).....	50
Alexandria (Ind.).....	112
Powell River (British Columbia).....	100
Sault Ste. Marie.....	90
Spanish River.....	92
Sturgeon Falls.....	82
Newfoundland.....	85
Total started.....	575

### TO START BETWEEN SEPT. AND DEC.

	Tons per day
Powell River (Additional).....	125
Sault Ste. Marie (Additional).....	110
Spanish River (Additional).....	112
DeGraze (Additional).....	60
Kenogami.....	150
Crown Columbia (Additional).....	55
Total to start in 1912.....	612

### TO START IN 1913.

	Tons per day
Chicago Tribune (Thorold).....	120
Port Francis (Ontario).....	120
Capeau Sante (Jacques Cartier River, Quebec).....	50
Total.....	290

### MILLS IN SIGHT.

	Tons per day
Grand Falls, New Brunswick.....	300
Cushnoc Paper Co.....	50
Riordon Pulp and Paper Co.....	50
Total of paper mills in sight.....	400

### PLANNED OR REPORTED.

	Tons per day
Labrador Pulp and Paper Co.....	500
Helena (Montana).....	100
Mackenzie and Mann (Nipigon).....	300
Fairville (New Brunswick).....	50
Drummondville (Quebec).....	100
Ogilvie & Anson at Abitibi.....	100
Colonization Co.....	100

Total of other paper mills reported.....1,250

### PULP MILLS.

	Tons per day
East Canada Paper Co. (Murray Bay).....	110
Vesiville.....	50
Roberval Company.....	60
Pigeon River (Port Arthur).....	50

M. J. O'Brien (Quinze Lake).....	400
Oyamel Co. (Lake St. John).....	400
Neuquait River Pulp Co.....	25
Plattsburg, N. Y.....	1070

### PULP MILL ENLARGEMENTS.

	Tons per day
Combined Locks.....	25
Laurentide.....	45
St. Croix.....	25
Hawkesbury.....	35

### ACCUMULATING STOCKS.

Commissioner Conant's report of the bureau of corporations showed that the stocks on hand at the end of June increased approximately ten thousand tons over that of May. During July stocks increased 4,000 tons. Early in July many of the news print paper mills stopped work on Saturdays in an effort to keep down the surplus stock of paper. The first intimation of that plan came from the Rumford Falls mill of the International Paper Company on July 2.

Notwithstanding these restrictions accumulating a large stock of paper. Much of the increase may be concealed for a time by paper makers through shipments from the mills to various cities for storage in anticipation of increased demand.

Paper shipped from the mill is not reported to the Government in statements of stock on hand which are confined to stock at mills. The new mills already on the market have been adding 575 tons per day to the output. This statement excludes plants in course of construction. The summer decline in number of pages printed and in circulation due to diminished business is estimated as equivalent to 800 tons per day of reduced consumption in a total of 4,500 tons per day. The tions the news print paper market newspaper strike and boycott in Chicago have contributed somewhat to lessen the demand for paper.

### NO QUOTATIONS UNTIL OCTOBER.

The organized paper makers are refusing to make quotations until after October 1. They say there is no market at this time and they are making no contracts.

### PAPER MILLS.

The successful operation of two new paper machines at the Tidewater Paper Mill, Bush Terminal, Brooklyn, signals the first substantial advance toward a revolution in the methods of news print paper manufacture for a considerable part of the country. There is a material saving in the item of buying and transporting the supplies and the finished product of a tidewater mill as well as an economy of operation in the large labor market of a big city when compared with an isolated plant in the woods. Ultimately the consumer must enjoy the benefits of those economies, if the idea be extended to apply to any considerable number of cities possessing water routes from the source of raw materials of manufacture. The product of the Tidewater Mill has merit. Similar conversion of pulps at the point of distribution has been carried on for years by mills in England, especially in London, which import all their mechanical pulp.

The De Graze Mill, at Pyrites, has ordered an additional paper machine which will increase its output in November to 170 tons per day, all of which will

## YOUR

## "WRAPPED" ATTENTION

is invited to our perfected

## Nibroc Kraft WRAPPING PAPER

—the handsome "quality" kind which gives—

MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY

Let us send you proof samples, also name of nearest dealer.

BERLIN MILLS CO.  
PORTLAND, MAINE.

New York Office, 256 Broadway

be furnished to the New York World.

The mill of the Chicago Tribune at Thorold, Ontario, will operate two 200 inch machines which are now in course of construction at Wilmington, Del.

The Lake Superior Paper Company of Sault Ste. Marie, Ontario, started two machines which are producing 90 tons per day of news print. In October it will start two additional machines which will increase its total production to 20 tons per day.

Two machines of the Sturgeon Falls plant with capacity for fifty-two tons per day started production last week.

The first of three news print machines for Price, Porritt & Co., at Kenogami, Quebec, will be running in October.

G. H. P. Gault of Lyons Falls and managers of paper manufacturers of northern New York are interested in the Donnacona Paper Company, which will immediately develop news print paper plant at Capeau Sante at the mouth of the Jacques Cartier River in Quebec, with a capacity of fifty tons per day with a year and with provision for an ultimate output of 100 tons per day.

The Riordon Pulp and Paper Company recently increased its capital stock to \$6,000,000 as preliminary to a considerable enlargement of its pulp capacity at Hawkesbury, near Meriton, and a development of news print paper at Kous River.

Ten tons per day have been added to the capacity of the Alexandria (Ind. Paper Company).

The Carrott-Paterson Company is assisting the town of Fairville, Nova Scotia, for tax exemption for fifteen years, assist in the erection of a paper mill that place.

The Powell River Paper Mill, of British Columbia, which started its plant few months ago, is now producing more than 100 tons per day in November.

Continued on Fourteenth Page.

DO YOU notice a Paper that takes FIN HALF-TONES any better, on HURRY-UP WORK, than that of which THE FOURTH ESTATE is printed?

LASHER & LATHROP  
INCORPORATED

## PAPER

18 Beekman Street, NEW YORK  
Successors to MOLLESON BROTHERS  
Established 1868.



# HOW MUCH BUSINESS ARE YOU GETTING FROM PITTSBURGH?

Do you know that Pittsburgh is one of the richest markets in the country? Do you know that Pittsburgh's metropolitan district contains over one million people, and that it is estimated that the food bill of this one million people is two hundred million dollars (\$200,000,000) annually?

Pittsburgh is leaping ahead fast and her prosperity, shown in a pay roll of over one million dollars a day, makes her a market full of tremendous sales possibilities for the manufacturer who is getting retail co-operation.

We will be glad to answer any question you ask us regarding the possibility of marketing your goods in Pittsburgh.

## The PITTSBURGH POST

Two cents every morning; Five cents per copy on Sunday

## The PITTSBURGH SUN

One cent every afternoon

EMIL M. SCHOLZ, Gen. Mgr. CONE, LORENZEN & WOODMAN, Foreign Representatives  
Pittsburgh, Pa. NEW YORK and CHICAGO

### OPINIONS OF THE NEW P. O. LAW.

THIS UNCONSTITUTIONAL—  
BUT THIS MUST BE AFFIRMED BY COURTS.

With the notice sent out by the directors of the American Newspaper Publishers' Association a few days ago to its members suggesting injunction proceedings against the enforcement of the new Federal statute for publicity of newspapers' affairs were lengthy legal opinions from eminent counsel, declaring the new law clearly unconstitutional.

One of these opinions was written by James M. Beck, former United States Assistant Attorney-General, and in it he says that he believes a test of the law in the District Court or the United States Supreme Court would result in its defeat. In his opinion he says:

"The attempt to censor the press is not altogether novel. During the administration of Andrew Jackson an agitation sprang up to exclude from the United States mails all newspapers which contained anti-slavery matter, on the ground that it tended to disturb the public peace.

In 1835 President Jackson recommended to Congress the passage of a bill to make such an exclusion from the Federal mails. The bill was referred to a select committee, of which John C. Calhoun was chairman, and on February 4, 1836, the committee made a report to Congress recommending the passage of a law which would make it a criminal offense to transmit through

the mails anti-slavery documents to any state which had a local law forbidding the circulation of such printed matter.

"Although a pro-slavery man, Calhoun expressed the opinion in this report that the Federal Government had no direct power to forbid the circulation of anti-slavery matter except as an auxiliary to police regulations of the several states. James Buchanan affirmed the broader power of the Federal Government to exclude any matter from the mails which it deemed objectionable. The views of Buchanan and Calhoun were opposed by Daniel Webster, and the proposed bill was rejected by a vote of 25 to 19.

THE QUESTIONS AT ISSUE.  
"This legislation, therefore, involves two questions:

"1. Can the Federal Government prohibit under the threat of imprisonment the insertion in a newspaper of paid matter unless it is plainly marked as an advertisement?

"2. Can the Federal Government exclude from the mails any newspaper or other publication which fails to file with the Postmaster-General semi-annually a sworn statement as to its business and editorial management and its circulation?

"The first question admits of an easy answer. That portion of the law does not pretend to exclude from the mails publications which contain advertisements which are not marked as advertisements. If it did, it would suffer the question which will hereafter be discussed in connection with the second question, how far the power of Congress to determine what shall and

what shall not be carried in the mails includes the right to exclude otherwise innocent mail matter, unless it conforms to the conditions prescribed by Congress.

"But that portion of the law which forbids the publication of advertisements as reading matter does not pretend to regulate mail matter. Whether such publications are carried in the mails or not, the mere insertion by any editor or publisher of reading matter for which compensation is paid, accepted, or promised, without so marking the same, is prohibited and punished with imprisonment.

"Under this section of the law, a newspaper which made no use whatever of the mails and did not avail itself of any other Federal instrumentality like the channels of interstate trade, would yet be prohibited from publishing paid matter except as an advertisement.

"Freely admitting that the practice of publishing paid matter as ordinary reading matter is in most cases bad journalistic ethics, and assuming for the purposes of the argument that under all circumstances it is for the public welfare that no contribution, for which advertising rights are paid, shall be published as ordinary reading matter, nevertheless, even under the legislative powers of a sovereign state, which are far more comprehensive and less delegated than those of the Federal Government, it is at least debatable whether such a provision would not infringe on the liberty of the press.

"In any aspect of the case it is a matter of police regulation, which is in the reserved powers of the state. No decision of the Supreme Court can be cited which lends the slightest justification to this bald attempt of Congress to regulate what shall and what shall not appear in the newspapers of the country.

CARRIAGE IN MAIL A PRETENSE.

"The difference between regulating an exercise of a Federal power, such as conveyance by the mails or inter-state commerce, and punishing generally given evil without reference to its exercise of Federal functions, can be illustrated by the fact that, while Congress has the

power to exclude from the mails any newspaper which contains lottery advertisements, it has no power except in the territories to prohibit a newspaper from inserting a lottery advertisement.

"It is not the insertion of the lottery advertisement that the Federal Government has the power to prohibit, but it is its carriage in the mails. Similarly the Federal Government has the power under its plenary authority over foreign commerce to prohibit the importation of immoral matter, but it has no power except in the territories, to punish the publication of immoral matter without reference to its carriage either in the mails or in foreign or inter-state commerce. The line of demarcation has always been drawn and admits of no dispute.

"The present question pointedly raises this question. Looking beyond the form and to the substance, it is obvious that Congress by this rider to the Post Office Appropriation bill sought to regulate journalism. The carriage in the mails is a mere pretense. It cannot and does not matter to the Federal Government whether the newspapers which it carries contain sworn statements of circulation and the names of the publisher. In either event they weigh neither more nor less, and if in the collection of postal dues it is necessary for the Post Office Department to know the responsible owner of a publication or what its circulation is, there are other and more proper methods for making such inquiry.

"So far as the Federal Government is concerned, there is no reason why a newspaper should be obliged to make public the details of its business office. It is, therefore, obvious that this act is intended to regulate journalism, and not the mails.

"Its obvious purpose is to acquaint the public with the ownership of every publication and the extent of its circulation, and, while these may be desirable objects, their attainment was clearly not delegated either expressly or by necessary implication to the Federal Government, and, not being thus delegated, such right of regulation was under the tenth amendment expressly reserved to the states.

"Even though the executive department of the Government should hereafter construe this law only to have reference to such newspapers as are given to the Post Office Department for circulation, the fact

Continued on Thirteenth Page.

## BUILDING UP THE CIRCULATION.

Rev. Dr. J. Leonard Levy, one of the most popular, most influential men in the Jewish circles in America, is starting a series of articles in the Pittsburgh Sunday Post. This feature is designed to be another class circulation puller.

The circulation department of the Zanesville (O.) Times-Recorder has started a publication called "T. R., Jr.," in the interest of the carriers and newsboys.

A separate magazine of handy size, twenty-four pages (sixteen in color), will be distributed free as a part of the New York Sunday World beginning tomorrow. Its contents will be designed to interest the home, the commuter and the recreation room.

The Grand Forks (N. D.) Times-Herald has announced a circulation campaign, using five automobiles, four piano players and other prizes. The Myers Circulation Company, Waterloo, Ia., is in charge.

The Lincoln (Neb.) Daily Star has begun a circulation contest in which it will pay non-winning contestants five per cent. of the money they turn in for their services. Other inducements are six automobiles, fully equipped, and nine other prizes. The Myers Circulation Company, Waterloo, Ia., is conducting the contest.

The Memphis News-Scimitar on October 1 abolishes the return privilege to dealers.

It is reported that a Sunday newspaper is about to be established in St. John, N. F.

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

**NEWSPAPERS** contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

**THE CONSOLIDATED PRESS CLIPPING CO.**

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

## MANY NEW FEATURES FOR THE GLOBE.

"City Homes" is the title of a magazine published by the New York Globe for free distribution as a help to seekers of high class apartments. Leading rental agents give their latest offerings in the magazine, and also included in its contents are many interesting articles to help the housewife solve her household problems.

A special representative of the Globe has just returned from Paris after arranging with some of the best known designers in the French capital to contribute articles on the newest developments in women's fashions. The articles will appear regularly in the Globe, beginning October 12.

As an educational feature the Globe has arranged with Frank R. Robertson for an extended series of travel talks. They began last Sunday at the Twenty-second Regiment Armory, and cover the most interesting places in America and foreign lands, being illustrated with views and motion pictures. Coupons issued by the Globe are redeemed as part admission to the lectures.

## PANAMA CANAL NUMBER OF THE TIMES.

The New York Times' edition of last Sunday was featured by sections showing the Panama Canal building progress from 1887 to 1912. A special pictorial section of calendared paper contained a group of seven sketches of the most interesting points of operation, drawn especially for the Times by Joseph Pennell, N. A. The regular pictorial section was also devoted principally to photographs of the work.

The Times owns the exclusive right of reproduction of these Pennell lithographs, the originals of which the United States Government has placed in the Congressional Library, and which the Panama Commission has resolved to preserve. The drawings were accompanied with an article on Panama by Stephen Bonsa.

## CHICAGO NEWSIES CALL OFF THEIR STRIKE.

Striking newsboys who have refused to handle the daily Chicago newspapers since May 1 have abandoned the struggle in which they had become involved. They have returned to work at the old stands and in all parts of the city conditions are the same as they were before the newsboys quit work.

Decision to abandon the fight which they had begun was made by the newsboys at a mass meeting of their union held at 167 West Washington street.

## KELLY'S STORIES.

Fred C. Kelly's daily column of semi-humorous human interest stories from Washington on national celebrities are evidently making a hit in many papers.

D. H. Murphy of Staceyville has purchased a half interest in the Eldon (Ia.) Forum.

## NEWSPAPERS "COVERING" ROOSEVELT TOUR.

On the private hotel car Sunbeam with Colonel Roosevelt's train on his tour there are newspaper men representing the big press associations and various individual papers. The car has been converted into editorial rooms during the waking hours. The party also boasts the only motion picture man ever quartered with the newspaper "gang" on such a tour. He is J. M. Cummings of St. Paul, special emissary of the Progressive National Campaign Committee. His pictures will be shown in every town in the United States not visited by the candidate.

For the most part the newspaper men remain aboard train each night, owing to the exigencies of their assignment. Those in the party are L. F. Curtis of New York, representing the Associated Press; M. Cummings, John Callan O'Loughlin of the Chicago Tribune, also representing the New York Sun; John D. Pratt, New York American; Charles W. Thompson, New York Times; Angus McSwen, Philadelphia North American; Perry Arnold, United Press; Theodore Tiller, Munsey newspapers, staff of the Washington Times, and E. S. Underhill, Newark (N. J.) News.

## THE SUN AFTER OPINIONS ON WOMAN SUFFRAGE.

The New York Sunday Sun wants to get the opinions of its readers on the question "Do Women Want to Vote?" and invites all its women readers to send in contributions of not more than 500 words on either side of the question.

Prizes amounting to \$100 will be paid by the Sun for two of the articles, which give the most logical presentation of the subject or contain the most original point of view. This sum will be divided into \$50 for the best article favoring woman suffrage, and \$50 for the best article opposing it. The prize articles and the best of the others, will be printed in the Sunday Sun of October 6.

## MISS BURKHOLDER BACK.

Miss Mabel Burkholder, a newspaper and magazine writer of Hamilton, Ont., has returned home from a trip to the Rocky Mountains and the Pacific Coast. Miss Burkholder is the writer of "The Course of Impatience Carningham," a story of Ontario. She is also the author of a number of songs and poems.

SHRINERS connected with the circulation end of the newspaper business can hear something decidedly to their financial advantage by communicating with The Crescent, 180 E. Fourth street, St. Paul, Minn.

## TO NORTHERN CANADA.

John M. Millar, a newspaper man well known in the province of Alberta and British Columbia, has taken over the Athabasca (Can.) Northern News, located ninety-six miles north of Edmonton. R. F. Truss, the former owner, retires to engage in business elsewhere. Mr. Millar has featured his entrance into the newspaper field of Athabasca by putting in an entirely new mechanical equipment for the News.

## You Should Look Into

## A CLASSIC IN A PAGE

A Weekly Feature which is both Entertainment and Education.

Put out in 1906 for ten weeks service, it is now in its sixth year and is a Permanent and Valuable Fixture with such papers as the

BOSTON GLOBE,  
MILWAUKEE FREE PRESS,  
CINCINNATI INQUIRER, etc.

It is a feature which grows and holds. Furnished by

**McCLURE** SYNDICATE  
45 West 34th Street, NEW YORK

## Contests that Produce New Business.

The **MYERS** Circulation Co., Inc.,  
WATERLOO, IOWA.

## RISK INTERLOCKING ADVERTISING SERVICE FOR NEWSPAPERS.

\$5 Per Year—Weekly.

Write for Samples.

**RISK PUBLISHING CO.**  
Schiller Building, CHICAGO.

## GET TO-DAY'S NEWS TO-DAY

## "By UNITED PRESS"

General Offices. World Bldg., NEW YORK.

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports. Expert Comment.—Best illustrations. YOU NEED IT! Write for particulars to *International News Service* 200 William St., New York City.

## THE SPECIAL SERVICE CO.

Experts in

Circulation Contests.

306 Publication Bldg., Pittsburgh  
Room 32, 23 Park Row, New York

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

**The William L. Betts Company**  
Suite 406, World Building, New York City



## Voting Contests.

For several months we have advertised our complete contest plans for \$10, and they have proved very popular with publishers of both dailies and weeklies.

We will continue to supply files and complete plans as long as they last, including complete set of follow up letters, copy for all forms, ads and writeups and inside information on securing prizes without much cash outlay; how to interest and secure your best citizens as solicitors for your paper, etc.

Wayne D. Bird will also answer any fifteen questions you may want to ask from time to time relative to handling contests.

This complete service for \$10 is bound to save hundreds of dollars for any publisher who intends conducting a contest. Bank reference, Bank of Wisconsin, Madison, Wis. Remit by check or money order to THE

## BIRD SYNDICATE,

PROMOTORS OF

## Newspaper Circulation,

Madison, Wis.

## BIG PLANS FOR THE NEW MANCHESTER DAILY.

WILL HAVE THREE NEWS SERVICES AND VERY LATEST MACHINERY —CAREER OF PUBLISHER.

The new Manchester (N. H.) Daily Leader, the plans for which were noted last week in THE FOURTH ESTATE, will appear about October 1.

It will carry the full leased wire services of the United Press, the Newspaper Enterprise Association and the National News Association. Its editorial policy will be Progressive, and its publishers expect that it will start with a circulation in excess of 15,000. It will be issued in the afternoon and sell at one cent.

The Leader will be printed in one of the best equipped newspaper plants in New England north of Boston. The press installed is a four-deck Goss straight-line machine, and the typesetting outfit consists of a battery of six standard Mergenthaler linotypes.

Frank Knox, the publisher, from 1902 until a short time ago was associated with John A. Muehling in the ownership of the Sault Ste. Marie (Mich.) News. During the ten years of their ownership the News became one of the most successful smaller dailies of the state.

Just prior to going to New Hampshire Mr. Knox and Mr. Muehling sold the paper to George A. Osborn, a son of Governor Osborn of Michigan. During his residence in Sault Ste. Marie Mr. Knox took a prominent part in state politics and served as chairman of the Republican State Central Committee in 1910.

During the recent pre-convention campaign for President Mr. Knox was vice-chairman of the Roosevelt National Committee with headquarters in Chicago. His personal acquaintance with Theodore Roosevelt began in 1898 when he served as a member of his regiment of Rough Riders.

Mr. Knox began his newspaper career as a cub reporter on the Grand Rapids Herald, and served that paper in various editorial

capacities and as circulation manager.

Manchester is a city of about 70,000 population, and until now has had two English daily newspapers and one French evening paper. The Leader will share the evening field with the Union, a regular Republican paper.

## THE REJUVENATED ST LOUIS STAR.

SOME NEW POLICIES AND CHANGES INAUGURATED BY MESSRS.

WARREN AND VEON.

The St. Louis Star, since appearing in new form under the joint direction of Frederic B. Warren and Fred C. Veon, has taken the town by storm, according to reports from St. Louis.

Being an independent newspaper in politics the Star at once plunged into the politics of the three parties and immediately made itself a factor. It formulated and printed a Home Rule plank for St. Louis and the other big cities and succeeded in having this plank adopted in the platform of the Progressive party within twenty-four hours after the Star came under its new management.

A few days later the Star discovered a convict labor plank in the Republican state platform and conducted such a hot fight on the plank for a week that the authors of the plank were "smoked out" and organized labor throughout Missouri demanded the withdrawal of the plank.

Taking a hand in local politics, the Star published an expose of political grafting whereby underpaid members of the street cleaning department were assessed by political leaders for campaign purposes and made matters so uncomfortable for St. Louis political leaders that Mayor Kreissmann within twenty-four hours ordered that all money levied from the street cleaners be refunded and threatened those planning future assessments with dismissal from the city's service.

Some changes have been made in the Star staff since Mr. Warren became the editorial director. Frank D. Taylor, Jr., who has been dramatic editor, becomes city editor, succeeding Frank L. Perrin, who has gone to Reno, Nev., to become editor of the Gazette.

W. V. Brumby, who has been combining the duties of editor and managing editor of the Star, becomes managing editor.

Harry L. Wells, the editorial writer of the old Star, has been appointed editor of the Sunday Star and has direction of the editorial and "All-Missouri" sections of the paper.

Two new departments made their appearance in the Star within a few days of each other, a religious page, and a page devoted to Civil and Spanish-American War veterans. The first is edited by Ralph Bayes, a new member of the staff, and the latter by F. W. Cluever, who is commander of the United Spanish-American Veterans' Camp.

The Star now claims to be producing a financial department daily that ranks with the financial pages

of such authoritative financial newspapers as the Boston Transcript and the New York Evening Post. In its eighth edition the Star is carrying seven columns of financial news and tables and in the first of its three final editions increases the amount of financial to ten or eleven columns, virtually two complete pages.

E. J. Edwards, whose work under his own name and under the market name of "Holland" is controlled by the McClure Newspaper Syndicate, is a daily contributor to the Star's financial department, which is under the direction of Theodore J. Wolfley.

Fred C. Veon, business manager of the Star, is making some changes in his department. He has brought J. O. Thurston from the Oklahoma City Oklahoman as classified manager of the paper and created a separate classified section which appears in the Sunday Star.

A new edition called the East St. Louis Star was put on Wednesday, and is reported to have made a "killing" from the start. The Illinois St. Louis is a town of 75,000 population.

## ORIGIN OF TRADE-MARKS.

It is interesting to trace the origin of some famous word trademarks.

"Nabisco," the name of sugar wafers, is derived from the first two letters of National, the first three letters of Biscuit, and the first two letters of Company.

"Nesco," the name of chocolates, is derived from the initial letters of New England and Confectionery and the first two letters of Company.

"Jap-a-lac," the name of a stain and varnish combined, comes from the words, Japanese and Lacquer.

"Helmar," the name of cigarettes, is the reversed spelling of a town in Egypt.

"Sapolio," the name of a scouring cake, is from two Latin words, meaning literally, Soap Oil.—Leslie's Weekly.

## NEW CIRCULATOR FOR NEW

### HAVEN TIMES-LEADER.

Oscar E. Jones has been appointed circulation manager of the New Haven (Conn.) Times-Leader. For the past year Mr. Jones has been with the Richmond (Va.) Journal and was previously with the Munsey papers. He succeeds Philip Kantravitch.

## CIRCULATION MANAGERS

who are up-to-date use

**SALZ**  
Fountain Pens

as Premiums because they always prove satisfactory.



We have them at all prices and every one carries our guarantee

## SALZ BROS.

45 West 34th Street, NEW YORK

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

*We conduct all kinds of Circulation Contests*

Wire



Write

For Washington Correspondence

WRITE

## AMERICAN TELEGRAPH PRESS

District National Bank Building, WASHINGTON, D. C.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

**"BURRELLE"**

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 370 FOR THE WEEK ENDING SATURDAY, SEPTEMBER 28, 1912.

## ALL AROUND BENEFITS OF POLITICAL ADVERTISING.

The Massachusetts Legislature some months ago killed a bill prohibiting political advertising in newspapers.

Unquestionably the good old custom of sponging on the newspapers and slipping personal and partisan appeals into the news and editorial columns had its advantages for gentlemen who are engaged in the profession of politics, but it was an imposition on the readers as well as the public.

The day for that kind of political hackwork on the part of the papers has happily passed, says the Boston Globe. A good modern newspaper gives its readers fair reports of political speeches and events and all the legitimate news of the campaign.

There is no complaint on that score. If a candidate or a committee wishes to publish a direct appeal to the voters, a political advertisement for that purpose possesses the merit of frankness and of carrying on its face the name of the person or persons in whose interest and on whose responsibility it is inserted.

To be sure, it costs money, but that means that there is just so much less money to be spent on more questionable methods of influencing the electorate.

## A CITY THAT PAYS FOR ITS ADVERTISING.

Philadelphia has decided to advertise for policemen, convinced that the present system of appointing to the force is not making efficiency or reliability.

Director of Public Service Porter has had the Civil Service Commission prepare ads to be circulated in the country towns, setting forth the need of officers, the requirements for appointment and the compensation and chances for promotion.

Other Philadelphia departments, it is said, will try the same plan, and there are even some \$2,500 jobs

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line: agate measure (14 lines to the inch; 140 lines to the column; \$500 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

to be placed on the list for which applicants will be invited.

This is a very novel move for an American city to make, and the experiment will be watched carefully by other municipalities. Mayor Blankenburg's administration is quite in earnest in its attempt to bring real reform to Philadelphia.

## JOURNALISM TO BRING THE AMERICAS TOGETHER.

"Light, be!" was the primal fiat that ushered in the beginning of human history; and the spread of light has been the main means by which men through the ages have come to know each other and the nations to advance in civilization.

Secretary Knox, when he urges the promotion of better acquaintance between the United States and the republics of Central and South America, falls back on the fundamental and permanent power for the making of friendship between them and us, says the Spokane Spokesman-Review.

It is more our ignorance of the Latin-American people and their unacquaintance with the motives, character and policy of this republic than any other factor that has kept us apart and bred contempt on this side and suspicion on that.

The press of North America and of Central and South America can render service of supreme value in acquainting their peoples and ours with one another. Commerce can do much, visits from our travelers and theirs may do much, but these agencies are but limited and partial in their working. The influence of the newspapers, however, that go everywhere and are read by many, is practically universal.

As practical means to making the real United States known to the Spanish-American republics and the actual America beyond the Rio Grande known to the United States Mr. Knox suggests a good news service, the publication of American newspapers of the best class in Latin-American communities and

Spanish editions, weekly or twice a week, of some great American journal. His idea is that these would replace the reports of American crimes and scandals now sent to Latin-America with true news of our really important affairs.

The secretary's proposal, if carried out, would help decidedly in bringing about better understandings between the people of the United States and those of the southern nations.

## NOTE AND COMMENT.

Several newspapers edited by women, with women as contributors, have lately been started in China. Mrs. Wang, widow of a Chinese official, is editor of the Pekin Women's Paper, devoted exclusively to women's interests, the world-wide suffrage movement being a favorite topic. In Pekin there are nine journals edited, composed, printed and sold by women; Canton produces four, Shanghai six and Foochow three.

The Mexican federal army forces correspondents accompanying it to wear the uniform of the army, the same as that worn by the officers, minus the shoulderstraps.

Advertising as a selling force for years met the opposition of salesmen, both resident and traveling, through the false belief that too much credit would be given for business increases to the publicity rather than to the personal effort of the man on the ground. For years salesmen felt that advertising appropriations were made up from the increased salaries that the salesmen might have received.

Time has changed this and today salesmen are the greatest boosters that advertising is blessed with, through a realization that the increased sales have greatly reduced the selling cost, and manufacturers and merchants are paying higher salaries than ever before.

Recently the Connecticut Trolley Company recalled all free-passes from New Haven newspapers. The editors "kicked," but to no effect and they were consoled with the thought that their railroad "blue books" were still left. The other day when the schedule changed for the winter, the trolley company sent out the usual notice and was surprised to find it omitted from some of the papers. They demanded either pass books or an ad, and the next day they received a fair-sized advertising announcement.

The Cleveland Leader has received a letter from the president of the Collier Realty & Trust Company stating that a six-inch ad run by it in the Leader and News want pages on July 24 brought 187 replies within ten days and that it had already sold five farms to buyers secured through the ad.

Wallace C. Richardson, Inc., publishers' representative, of New York, has issued the sixth edition of Richardson's Annual. The work this year is more complete than has ever been attempted, and contains

many valuable agricultural statistics compiled from government sources for the purpose of furnishing prospective agricultural advertisers with definite data from which to build farm paper campaigns. The information contained in the Annual is of value to anybody interested in agricultural progress.

In eight months of 1912 the Sunday edition of the New York Times published 1,768,598 lines of advertisements, compared with 1,601,784 lines in the corresponding period last year, a gain of 166,814 lines.

Among journals of which the public knows little is that issued from Bedlam, London's great madhouse. Its title is Under the Dome. Bedlam has a dome like that of St. Paul's.

The paper's contents include, besides institutional notes, some thirty pages of matter, compiled by the chaplain on "Bethlehem Hospital In History and In Literature."

This should be an effective warning to delinquent newspaper subscribers. A Kansan was sued by an Atchison paper for sixteen years' subscription. The jury awarded the paper a judgment of \$24 and costs, not counting attorneys' fees.

A newspaper offered a prize for the best answer to the conundrum, "Why is a newspaper like a woman?" The prize was won by a lady who sent in the following: "Because every man should have one of his own and not run after his neighbor's."

The police scandal has awakened "Vox Populi," "Veritas" and "Old Subscriber" to unprecedented activity in the columns of the New York newspapers. Some of the conservative old families of the metropolis are only beginning to realize what a swift town they live in.—Washington Star.

## UNIQUE MEMORIAL TO W. E. CURTIS.

According to a wish, often expressed, that nothing but a natural boulder should mark his grave, the family of William Eleroy Curtis, a former well-known newspaper man, have just caused such a memorial to be erected over his grave in Rock Creek Cemetery.

A huge six-ton natural granite boulder, measuring five feet by four feet, from the famous quarries of Concord, N. H., was the stone selected to comply with Mr. Curtis' wish. The only ornament on the stone is a bronze plate bearing the name and dates of birth, and death in old English script. It is said that it took four months to quarry the boulder, and it required a derrick and several men to place it in the cemetery.

Mr. Curtis died on October 5, 1911, at the age of sixty-one years. For many years he was connected with the Chicago Record-Herald.

L. Larry Pope, formerly of the Rising Sun (O.) Weekly, has established the Hammer at Loughman, Fla.



## PURELY PERSONAL.

HOMER F. COON, assistant general manager of the Altoona (Pa.) Times, is reported to be seriously ill.

FRANK E. ROWLEY, managing editor of the Cleveland News and Leader, is ill.

GEORGE SELTSAM, of the Bridgeport (Conn.) Standard, is acting as publicity man and secretary of the annual exhibition of the Bridgeport Poultry, Pigeon and Pet Stock Association, which will take place this fall.

LOUIS REILLY, city hall reporter for the Bridgeport (Conn.) Post, is assisting his father, Congressman T. L. Reilly, in his campaign for re-election.

JAMES H. HABERLIN, sporting editor of the Bridgeport (Conn.) Telegram, is acting as publicity man and matchmaker for the National Athletic Club of his city.

RALPH PULTIZER of the New York World is one of the organizers of the new \$1,250,000 Motor Gear Improvement Company of Manhattan, which has obtained the American rights to a new type of gasoline motor for aeroplanes and motor vehicles.

J. A. MATTHEWS, circulation manager of the Oklahoma City Oklahoman, recently delivered a speech before the Ad Club there on "Quality Circulation."

Rev. LEROY M. ANDERSON, who has been appointed pastor of the First Christian Church at Macon, Ga., is a former newspaper man. He retired from the journalistic field several years ago and until recently was located at Ada, Okla.

HOWARD ANGUS KENNEDY, a journalist and author of London, England, with Mrs. Kennedy and their daughter have returned home from a vacation in the Yellowhead Pass country of Canada.

PAUL BARNET and Fred Pennell, both local newspaper men, are in charge of the official program for New Haven Home Week.

F. E. JOHNSON, advertising manager of the Taunton (Mass.) Gazette, was in New York for several days this week.

JOSEPH WESTHAUSER of the New York Press staff is spending a week in St. Paul with his parents.

MABEL S. C. SMITH, assistant editor of the Chautauquan Magazine, is the author of "The Spirit of French Letters," adopted as one of the books of the "Reading Course" for the year 1912-13.

JOHN NEVIN of the New York bureau of the United Press is covering the Republican convention at Saratoga. Mr. Nevin also wrote all the leads for the Chicago and Baltimore conventions.

J. L. MAPES, business manager of the Beaumont (Tex.) Enterprise, is on a business trip to this city.

CHARLES ATKINSON, business manager of the Atlanta (Ga.) Journal, is on a visit to New York.

GRANTLAND RICE, baseball expert of the New York Evening

Mail, will report the coming World's Championship Baseball Series between the New York and Boston teams for the United Press.

LEANDER RICHARDSON is to contribute a series of articles to Variety, of New York.

## WEDDING BELLS.

RALPH H. MITCHELL, a member of the editorial staff of the Portland Oregonian, was married a few days ago in Minneapolis to Miss Phoebe Anne King. Mr. Mitchell formerly worked on North Dakota newspapers.

WILLIAM JENNINGS O'NEILL, a Chicago advertising man has announced his engagement to Miss Ruth Marie Reddy. The wedding is planned to take place around Thanksgiving Day.

Miss FLORENCE VAN VALKENBURG, daughter of E. A. Van Valkenburg, editor of the Philadelphia North American, was married last week to Claude E. Bennett at Wellsboro, Pa. Owing to the illness of the bride's grandmother, the wedding was very quiet, none but the family and immediate friends being present.

HAROLD M. COCHRAN, managing editor of the Day Book of Chicago, was married on Tuesday to Miss Helen Van Loo of Toledo. Mr. Cochran was formerly on the Toledo News-Bee staff.

J. FREDERICK GLEICH, Jr., a member of the staff of the Toledo Blade, and Miss Eunice Alexander of the same city have been married.

ALMOND D. SASSAR, manager of the Smithfield (N. C.) Journal, was married last week to Miss Lottie Lee Barrow. The couple are spending their honeymoon in a tour of the South.

## ST. PAUL LOSES "STAR" REPORTER.

Michael Mingo of the St. Paul Daily News staff, who advanced from office boy to "star" reporter in less than eight years, has resigned to join the Portland Oregonian. He leaves for the West October 1.

Mr. Mingo joined the News staff on the day of its first issue, March 1, 1900. He was then twelve years old. The trial of Mayor Dumas in Bemidji, the illness and death of the late Governor John A. Johnson at Mayo's hospital, Rochester, Minn., are some of the assignments of national interest covered by Mr. Mingo.

The newspaper men of St. Paul gave a "stag" supper for him at the Ryan Hotel, on Wednesday.

## WARREN ON THE PLATFORM

Frederic B. Warren, editorial director of the St. Louis Star, delivered addresses last week at the noon-day luncheons of the St. Louis Advertising Men's League and the St. Louis Credit Merchants' Association. Before the former he talked on "Advertising Agencies" and before the latter his topic was, "How to Advertise the Installment Business."

## CARTOONIST TOM MAY JOINS DETROIT TIMES.

Tom May, cartoonist, who has been drawing for Detroit newspapers for the past twenty years and recently with the Journal, will transfer his activities on October 1 to the Detroit Times. Mr. May's



TOM MAY.

work has been widely reproduced and commented on. A short time ago he was included in a group of six cartoonists of all nations, singled out by an English magazine as the most distinguished and capable in their profession. Mr. May was awarded the honorary degree of Master of Arts by the University of Michigan in 1910 in recognition of his merits and attainments as a newspaper artist and cartoonist. This was said to be the first honor of its kind conferred upon a cartoonist by a university.

## IN POLITICS.

WILLIAM PREBLE JONES, editor of the Mediord (Mass.) Mercury, is seeking the nomination for representative in the twenty-ninth Middlesex District. Mr. Jones is a resident of Somerville.

L. E. PECK, publisher of the Stratford (Conn.) Times, has been nominated for tax collector of the town by the Republicans.

EDGAR M. BALDWIN, editor of the Fairmount (Ind.) News, is the Progressive nominee for Congress in the Eleventh District. Mr. Baldwin has never been a candidate before for any elective office. He is a lifelong printer and publisher, and served in an Indiana regiment during the Spanish-American War.

JAMES L. NIXON, editor of the Buffalo Enquirer, has been named by the Republicans of the Seventh District as their candidate for the assembly.

Thomas C. Hughes has disposed of the Salinas (Cal.) Courier to E. L. Matthews.

## VACATION NOTES.

FREDERICK W. KAYE, business manager of the New Haven (Conn.) Times-Leader, and family are home from Colonial Inn, Woodmont-on-the-Sound, Conn., where they spent the summer.

Colonel C. W. Pickett, managing editor of the Times-Leader, has returned from his summer home in New Preston, Conn.

W. J. Slaton of the city staff spent his vacation "tramping" about Connecticut.

Robert Taylor Bulkeley goes on his vacation next week. He will take in the Danbury Fair.

DR. THOMAS O'HAGAN, editor of the New World, Chicago, has returned to his home after a vacation in Ontario, Can.

L. W. KEYES, circulation manager of the Bridgeport (Conn.) Standard, and Mrs. Keyes are on a vacation trip to Old Point Comfort.

Miss GRACE BENHAM of the Bridgeport (Conn.) Standard has returned from a two weeks' vacation passed among Connecticut shore resorts.

BERTHOLD YOKEL, circulation manager of the New York American, has returned from his European trip with Mrs. Yokel.

PHILIP SIMMS, manager of the United Press office in Paris, is on his first visit to New York in four years. During his absence Andrew Glanner is acting manager in Paris.

FRANK D. CARRUTHERS, assistant business manager of the New York World, is back at work again after a vacation spent in Arkansas.

LEE J. ROUNTREE, editor of the Georgetown (Tex.) Commercial, has returned from a two months' European trip.

W. F. KINGSBURY, circulation manager of the Fort Worth (Tex.) Record, has returned from a trip to Colorado.

H. D. PAULSON, city editor of the Grand Forks (N. D.) Herald, has returned from an automobile trip to Minneapolis.

Miss NAN DUNNIGAN of the Minneapolis Tribune has returned from Europe. She told her experiences as a "tripper" in a series of letters to the Tribune.

MURKIS PANCOAST, cartoonist on the Philadelphia North American, spends the week-end at New Brighton, N. Y.

JENNIE IRENE MIX of the Pittsburgh Post and Sun has returned from a three months' trip through European countries. She will remain in New York for a couple of days, stopping at the Plaza.

CHARLES R. SHERLOCK, advertising manager of the United Cigar Stores Company, has returned from a six weeks' sojourn in Europe.

## FOR MICHIGAN SOCIALISTS.

The Socialists of the upper Michigan peninsula are selling stock in an endeavor to raise \$50,000 to start a daily newspaper. It is probable that Iron Mountain will be selected as the publishing point.

## BUSINESS OPPORTUNITIES

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

Growing daily newspaper property in city of 15,000. In 1911 paid two owners \$30 per week each salary and in addition made a profit of over \$6,500. Can be bought for \$35,000 cash. \$8,000 worth of real estate included. Proposition F. Q.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York.

## NEWSPAPER OPPORTUNITY

Leading evening daily newspaper of North Dakota for sale at sacrifice, owing to lack of capital of present owners. Largest circulation of any newspaper in the state, also has weekly edition; great opportunity for practical newspaper man. Don't write unless you mean business. Address H. F. EMERY, Fargo, N. Dak.

Wanted. Young editor with \$5,000 or \$10,000. Can clear \$25,000 or \$50,000 in two years. Legitimate. Write Treasurer, 308 Laclede Building, St. Louis, Mo.

## TO PUBLISHERS.

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care The Fourth Estate.

## PROPOSED CUT IN GERMAN CABLE RATES.

Conferences held in Berlin between Melville E. Stone, general manager of the Associated Press; Count Von Bernstorff, German ambassador to the United States, and Herr Moll, managing director of the German Trans-Atlantic Cable Company, are said to make it certain that a reduction will be made in the rates of cable press matter to America.

The present rate is twelve and a half cents, and the probability is that this will be lowered to seven cents, the cut rate recently established by the Western Union Telegraph Company with Great Britain.

The details of the change still remain to be settled between the German Post Office Department, which controls the land lines to Emden; the Portuguese government, which derives a certain revenue from the intermediate station in the Azores, and the Commercial Cable Company, which handles German cable traffic arriving in America.

The proposal of a cheaper rate has the indorsement of the German government because of the increased political value to be had in the giving of more news of the Fatherland to Germans in America.

The proposal to reduce press rates is not looked upon by the French companies as favorably as in Germany, and it is said to be

## BUSINESS OPPORTUNITIES.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

# CONSOLIDATION.

## In Consolidation There is Strength.

We have just completed a \$500,000 transaction at Scranton, Pa. This deal involved the transfer of the Scranton Truth to the Tribune Publishing Company of that city and plans for the erection of a new concrete building to house the two properties.

Through this absorption the Tribune Publishing Company is enabled to issue an all-day newspaper with 46,000 sworn circulation, effecting an immediate economy of more than \$40,000 per annum in operating expenses.

There are many cities in the United States where a "clean-up" of this character would secure equally attractive results as in the Scranton situation. We have our own methods of financing. After the Scranton deal was closed Mr. Robt. D. Towne, President of the Tribune Publishing Company, said:

"You gentlemen have accomplished in three weeks what I have been endeavoring to do for three years."

**HARWELL, CANNON & MCCARTHY,**  
Brokers in Magazine and Newspaper Properties,  
200 Fifth Avenue, NEW YORK.

## HELP WANTED.

### Job Printing Salesman Wanted

for shop in live middle west city of eight-cen thousand. Have established business and good equipment. A clean-cut, sober, active man who can hold our old business and develop new, can make good place for himself. Must be careful estimator, know costs, and honest with clients and company. Pay fair salary to start and rest is up to the man. State age, salary wanted and particulars. Address, Printer, care The Fourth Estate.

## ABusiness Manager

who has had experience in cities of 30,000, can find a permanent position if he can prove that he is the man wanted on this newspaper. Send full particulars in first letter to ORTO, care The Fourth Estate.

quite likely that the French Cable Company will not make any cut in its present rate. Mr. Stone conferred with M. Petrie, head of the French company, in Paris before going to Germany, and statistics are now being examined with a view of arriving at a decision as soon as possible.

## WATT AGAIN WRITING.

A. B. Watt, former editor and manager of a week-end paper in Edmonton, Can., has become editor of the Weekly Journal, of that city; also writing editorial paragraphs for the Daily Journal. His wife, Gertrude Palmer Watt, is editor of the Mirror, a new Edmonton publication. Mr. Watt was identified with the Woodstock (Ont.) Sentinel before going to Edmonton several years ago and is widely known throughout Eastern Canada.

## EDITOR ENDS LIFE.

J. B. Myers, publisher of the Maxbass (N. D.) Monitor, committed suicide by shooting himself at Newburgh last week. His business affairs were in the best possible shape and no cause can be attributed for his act. He has a brother who is in the newspaper business in Western Canada.

## BUSINESS OPPORTUNITIES.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

## MACHINERY FOR SALE.

ADVERTISEMENTS under this classification 25 cents per line each insertion. Count seven words to the line.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE.—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

EIGHT-PAGE GOSS perfecting press, with stereotyping outfit, for sale. Is in excellent condition. Journal Printing Co., Racine, Wis.

## MISCELLANEOUS.

### UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
Branches:  
734 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

### MEAT FIRMS BRING LIBEL SUIT FOR BIG DAMAGES.

A libel suit to recover \$250,000 damages has been instituted in the Supreme Court by Schwarz Brothers Company of Kearny against the Newark (N. J.) Evening News Publishing Company, Wallace M. Scudder and Edward W. Scudder, publishers of the News.

The suit sets out that the defendant company published articles in its paper September 19, 20 and 21, 1911, that the Schwarz Company had unlawfully carried on its horse meat business at Kearny; that the company had taken horses which were diseased and which had died otherwise than by slaughter and prepared them for human consumption; that this product was shipped to Holland and reshipped to this country as imported frankfurters, bolognas and smoked beef.

The Schwarz Company denies all these allegations.

### CASHMAN'S SCORE BEST FOR COOPER CUP.

Members of the New York Newspaper Golf Club played the qualifying round for the Cooper Cup at Van Cortlandt Park, Monday. Of the thirty-six golfers eligible for the competition thirty-two were on hand.

The chief honors of the day were shared by H. D. Cashman, with 85—14—71, which was the low net score, and P. B. Lucas, whose 82 was the low gross score. Lucas and H. B. Martin tied at 72 for second low net.

For the newspaper men this competition is one of the two important events of the year.

## HARVARD'S LAW REVIEW.

John Willard Ford of Youngstown, O., has been elected an editor of the Harvard Law Review. Robert Taft, son of President Taft and Robert Hughes, son of Supreme Court Justice Hughes, are at the head of the Law Review this year. Other members of the editorial board are Allen R. Campbell and Edmund N. Morgan.

## HELP WANTED.

### Circulation Manager Wanted.

There is a great opportunity for a young circulation manager who has had experience, and who knows how to get quick circulation in a live town. Write immediately, addressing C. K., care The Fourth Estate.

## Circulation Manager

for Southern paper in town of 350,000. High class paper, long established. Excellent opportunity for energetic man with ideas. State reference and salary expected. Address, Circuman, care The Fourth Estate.

## Contest Manager Wanted

State age, married or single and experience in first letter. The Bird Syndicate, Madison, Wis.

## NEILSON ON A VISIT.

Francis Neilson, member of the House of Commons for the Hyde Division of Cheshire and president of the English League for Taxation of Land Values, is with a party of members of the English Parliament on a trip to Canada to study municipal ownership and single tax.

About twenty-three years ago Mr. Neilson was a working newspaper man in New York. He was a member of the staff of the New York Recorder and the Sun and in all spent twelve years in newspaper and dramatic work in this city. His drama "The Butterfly on the Wheel," met with great success last season when it played in New York.

### GRIEVANCE AGAINST THE NEWSPAPERS.

"So you have a grievance against the newspapers," said the publisher, wearily. "I have," replied Mr. Dustin Stax. "If a man wants to start a business, he has to pay for advertising by the inch. But when a candidate comes along, it is handed to him gratis by the column."—Washington Star.

There is talk of establishing a newspaper in the town of Dubach, La.



### SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

### MR. PUBLISHER.

Do you need a Circulation Manager? A man who has the knowledge and ability to systematize and organize the department so as to get the best possible results for the least possible cost.  
A man who thoroughly understands the use of premiums and knows the right premiums to use in the right place.  
A man who knows how to promote circulation as well as hold it.  
A man who can get in the money.  
A man who has executive ability.  
A man who knows how to treat his help (office help, solicitors, boys), so as to get the best that is in them.  
A loyal man with plenty of pep, energy and enthusiasm.  
Here is a man, twenty-six years of age, married, who is looking for an opportunity to prove the above statements. He can furnish references as to character, habits, and ability, if necessary. Address, H. D. C. Care THE FOURTH ESTATE.

**Circulation Manager**  
with over ten years' successful experience on morning and afternoon papers directly make change to wider field. Thoroughly conversant with circulation in all its minute details. Hard worker; good in organizing and planning, holds exact record for quick and permanent increase in circulation along economical lines. Best of references. Will only consider full management of circulation with compensation contingent upon results. Address Permanent, care THE Fourth Estate.

### MANAGER

Thoroughly efficient, desires to connect with daily in prosperous, hustling city of 16,000. References show ability and success in operating plant profitably, developing advertising, circulation, and curtailing expenses. A capable man, hustler, not afraid of work and amply experienced in building up propositions. Address C, 426, care THE Fourth Estate.

### PROMOTE USE OF

### NEWSPAPERS.

### PUBLISHERS GET TOGETHER

### TO PROCURE MORE

### NATIONAL BUSINESS.

There will be a meeting in New York next Friday of representatives of a number of prominent newspapers in the United States to talk over a plan for the formation of an organization to be called the Association of Daily Newspapers. The object of the move is to promote the use of the newspapers for national advertising.

While no tentative plans have been yet agreed on it is understood that the new association will act in a supplementary way with the Daily Newspaper Club, and will go actually into the solicitation of advertising for its members. At the meeting, which will take place in the Waldorf-Astoria, the organizing plans will be decided on, officers elected, and a program prepared for the beginning of business.

Operations will start when thirty newspapers sign the organization agreement.

The annual dues of members will be \$500. If the authorized expenses exceed the amount of the dues paid in, the members will be assessed. No member is to have any vested rights in the property of the association.

Members are to furnish the board of trustees a true quotation of their advertising rates to be quoted by the association's agents in soliciting business. The publisher must

### SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

### EDITORIAL WRITER WANTS POSITION.

For a number of years I have looked after my own business (publishing newspapers.) Now I want to get back to the editorial end of a daily newspaper in New York City or vicinity. I do not consider salary a principal consideration.

Address, Returning, care The Fourth Estate.

### ACCOUNTANT AND AUDITOR

Young college man with nine years newspaper experience in metropolitan city, desires to locate with a progressive daily. Thoroughly competent to take full charge of office, or act in confidential capacity. Single, best of references. Address Auditor, care The Fourth Estate.

### News or Telegraph Editor

Man of 40, married, with splendid general newspaper, advertising and publicity experience, strictly temperate, now employed, desires to change climate. Would consider position on afternoon daily or good trade publication in Mid-West or Southern states. Address A. O. P., Box 652, Seattle, Wash.

certify that the rates quoted are the lowest quoted to any advertiser.

Some of the newspapers mentioned in connection with the idea are:

- New York Times, World, Globe.
- Brooklyn Eagle.
- Boston Globe, Post and Transcript.
- Chicago News, Record-Herald and Tribune.
- Philadelphia Bulletin, Inquirer and Record.
- Pittsburgh Chronicle, Telegraph, Dispatch, Press and Gazette-Times.
- St. Louis Globe-Democrat, Post-Dispatch, and Republican.
- San Francisco Bulletin and Call.
- Seattle Post-Intelligencer and Times.
- Washington (D. C.) Star.
- Cleveland Plain Dealer and Press.
- Consider Constitution and Journal.
- Baltimore News and Sun.
- Buffalo Express and News.
- Cincinnati Enquirer and Times-Star.
- Dallas News.
- Detroit Free Press and News-Tribune.
- Denver Republican and Rocky Mountain News.
- Des Moines Capital.
- Houston Chronicle.
- Indianapolis News and Star.
- Kansas City Star and Times.
- Los Angeles Times.
- Louisville Times and Courier-Journal.
- Memphis Commercial-Appeal.
- Milwaukee Journal and Sentinel.
- Minneapolis Journal and Tribune.
- Naperville Banner.
- New Orleans Item and Times-Democrat.
- Newark News.
- Omaha Bee and World-Herald.
- Portland Oregonian.
- Providence Journal.
- Richmond Times-Dispatch.
- Salt Lake City Tribune.
- St. Paul, Minn., Dispatch and Pioneer Press.
- Spokane, Wash., Spokesman-Review.

The men at the head of the movement are W. H. Field, manager of the Chicago Tribune; Hopewell L. Rogers, manager of the Chicago Daily News; and J. S. Seymour, manager of the Chicago Record-Herald.

### SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

### A NEW STUNT

Do you want your paper to increase its want ads? I know how, have been seven years with the most successful newspaper in this country, and know all their methods. I will come to you, install these methods, instruct the help, supervise their start. Stay one to three months. For my terms, references, etc., address Classified Expert, care The Fourth Estate.

### MANAGER.

Young man, 26, desires permanent position as business manager on daily in city of 12,000 to 20,000. Strong business producer and economical manager; ability to take entire charge of business, advertising, circulation and supervision of mechanical department. Capable man, hustler and used to working under pressure. References from all former employers. Address Producer, care The Fourth Estate.

### OFFICE ASSISTANT.

Young hustler with five years practical experience desires to locate with progressive office where brains and work are rewarded. Has thorough knowledge of accounting and all office detail, competent to assist executive. Address Hustler, care The Fourth Estate.

Circulation Manager of metropolitan newspaper, acquainted with the methods of top-notchers. Over ten years' experience in the United States. Will be open for engagement Oct. 1st. Climatic reasons for change and a desire to move into wider field. Resourceful, enthusiastic, loyal, manager of men and agents, securing best results in new business and collections. Address D. P., care The Fourth Estate.

### STENOGRAPHER

Young lady having nine years' experience desires position with first class advertising house. Can furnish best of references. Address Competent, care The Fourth Estate.

### SAN FRANCISCO PRESS CLUB HOLDS ELECTION.

W. W. Naughton, the well known sporting writer for the Hearst newspapers, has been re-elected president of the San Francisco Press Club for the third consecutive term. His opponent for the presidency was W. J. Ahern, who ran on an independent ticket. Peter B. Kyne is the new vice-president and H. G. Greenhill was elected to succeed himself as secretary. Thomas F. Boyle was elected treasurer without opposition and Louis J. Stelman was again chosen librarian.

The directors elected for a term of two years are James Bellew, W. H. B. Fowler and Frank B. Morse. The members of the board who hold office for another year are John W. Burrows, Spencer B. Best and W. Russell Cole.

At the annual meeting of the club the building committee reported that a contract had been signed and plans drawn for the erection of a new home on the southwest corner of Sutter and Powell streets. The building is to be ready for occupancy by March 1, 1913.

### CAN'T AFFORD TO MISS IT.

C. B. Hollister, president of the Northeastern Circulation Company, writes of THE FOURTH ESTATE: "I cannot afford to miss one issue of your valuable paper."

### SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

### Political Crusades My Specialty.

Progressive editors who wish to give the old crowd a knock-out blow this fall should not neglect experienced reporters. There is much less likelihood of "come-backs" and libel actions if you have the services of a man who has been over the ground and knows how to get documents, pictures, confessions and legal evidence. Furnish my own staff if desired. Ask me to call and map campaign. Address in confidence SPECIALTY, care The Fourth Estate.

### Circulation Manager

of long and successful experience, with thorough knowledge of every branch of circulation work and especially strong in organizing and systematizing, with a big record for quick and permanent increase in circulation and collections, an energetic worker; wants opportunity for big success. Address Success, care The Fourth Estate.

### A LIVE REPORTER

and college graduate, with ability to gather and write news, desires position on morning daily. Will go to any part of the United States. Address, M. H. E., care The Fourth Estate.

Stereotyper, with five years experience, desires position in or out of town. Best reference. O. Kirchmeier, 1428 Putnam Ave., Brooklyn N. Y.

Business or Circulation Manager, age 40 years; 22 years in business. Highest salaries from both morning and afternoon papers. A hustler and able to produce results. Address DX2, care The Fourth Estate.

Wanted. Position as editor or manager of country newspaper by experienced man. Address, A. H. care THE FOURTH ESTATE.

Accountant desires situation with advertising agency or publisher. Fifteen years commercial experience. Can invest small amount if desirable. J. O., 229 2d street, Union Hill, N. J.

### AN ALL-AROUND MAN.

Experienced all departments of newspaper. Splendid training in advertising writing and handling his publicity campaigns. Practical printer. Have operated own newspapers and job plants. Have served as secretary and in other important positions with Chambers of Commerce. Forty years old. Good reference. Prefer Midwest or Southern states. Address A. O. P., P. O. Box 652, Seattle, Wash.

### RENO'S RIVAL TO SUNSET MAGAZINE.

The first issue of the New West Magazine has appeared in Reno, Nev., with Edward Nelson Buck as publisher. It is the idea of Mr. Buck to place his new magazine in competition with the Sunset Magazine, of San Francisco, and he expects to have a circulation of 50,000 by January 1. J. B. Joyce is in charge of the advertising department and the foreign representation is in the hands of H. W. Korsgren, Unity Building, Chicago.

### CHANGE IN OREGON

The Weekly Echo, a paper published at Echo, Ore., has passed into the hands of J. P. Taylor. The new owner was formerly with the Palouse Republican.

## ABSORPTION OF PAPERS IN SCRANTON.

HOW MR. TOWNE CLEARED UP A PECULIAR NEWSPAPER SITUATION—INSIDE STORY OF THE DEAL.

The newspaper consolidation in Scranton, Pa., reported in the last issue of THE FOURTH ESTATE, by which Robert D. Towne, publisher of the Tribune-Republican, a morning newspaper, became also the proprietor of the Evening Truth, illustrates the usefulness to publishers of a newspaper brokerage firm.

Aubrey Harwell, of the firm of Harwell, Cannon & McCarthy, of New York, tells an interesting story of the facts and conditions which led up to the transaction just consummated, involving an investment of half a million dollars.

"Mr. Towne," said Mr. McCarthy, "has established in the past five years a remarkable record for cleaning up a bad newspaper situation. The Scranton Truth, established in 1884 by Messrs. Barrett and Jordon and sold by them in 1903 to Colonel L. A. Watres, has always been a newspaper of the highest character, reflecting the best social and industrial interests of the Lackawanna section of Pennsylvania. But there were too many papers in Scranton.

"When Mr. Towne went to Scranton after having had a valuable experience on the Newark Evening News and later as editor of Judge in New York City, he first purchased the Scranton Tribune, a morning newspaper owned by Congressman Connell, one of the rich coal operators of that section, and in a short time he absorbed his morning competitor and hyphenated the name of his newspaper as the Tribune-Republican. By this move he acquired an old newspaper which had been established by Congressman Joseph A. Scranton and owned in the Scranton family for many years.

"This left a three cornered fight between the Tribune-Republican in the morning and the Times and the Truth in the evening. The morning newspaper had become so healthy and prosperous that it had reached a sworn circulation of 30,000 copies a day, and for a customer we recently offered Mr. Towne \$300,000 for his morning paper.

"Mr. Towne said that he was not interested in any attempt to buy his property, but if we could devise means for the absorption of another newspaper property he might do business with us. Within a few days we submitted in detail a plan with which Mr. Towne was delighted, and our negotiations promptly culminated in the purchase of the Truth property, as stated in THE FOURTH ESTATE last week.

"In addition to the sale to the Tribune Company of all the real estate, including a three-story building equipped with modern machinery, and the advertising contracts, subscription list and good will of the Truth, we planned and conducted an issue of \$300,000 six per cent. gold bonds, supplying part of the purchase price of the property as well as furnishing funds for the erection of a new concrete building



AUBREY HARWELL



HENRY F. CANNON



JOHN A. MCCARTHY

## AN ENTERPRISING FIRM OF NEWSPAPER BROKERS.

to house the machinery of the two plants. Operations will begin at an early date on this building to be erected in the heart of the city and to contain one of the finest newspaper equipments in Pennsylvania.

"We were fortunately able to do for Mr. Towne what he had been endeavoring for several years to do for himself. He frankly states that he had been endeavoring to buy the Scranton Truth from Colonel Watres but had been unable to get the slightest encouragement.

"The plain fact is that when the owners of competitive newspapers get together for the purpose of purchase or sale they 'use the English language to conceal their thoughts.' Both Colonel Watres and Mr. Towne are now agreed that brokers are necessary even between the best of friends who are conducting daily newspaper properties in competition."

## POLITICAL CIRCULARIZING IN CHICAGO.

The Municipal Art League of Chicago in a campaign against the political bill poster has sent letters to all candidates in an effort to dissuade them from the use of bills during the campaign. The letter opens with a suggested request, then quotes the law against bill posting, and ends with a few remarks about police enforcement. The league thinks one of the three arguments ought to be effective.

The chief of police has issued an order that the provisions of the ordinance shall be enforced.

## EDITOR SENT TO JAIL.

James M. Freeman, editor of the Fair Deal, a Saturday publication of Knoxville, Tenn., has been fined \$50 and sentenced to six months in jail charged with circulating obscene literature. Freeman was immediately sent to jail, but he plans to make an appeal.

## LONDON BANS PALMIST ADVERTISING.

Scotland Yard has put a ban on the advertising of palmists, crystal gazers and other peerers into the future, who infest the West End of London. About 500 are affected. Their advertising lately has increased tremendously, according to one of the "professors," because competition has grown enormously.

It is evidently a profitable business and the police have long been blamed for inactivity. The ban on the advertisements is declared to be only the first step in a carefully planned campaign to suppress the evil.

## BRISBANE'S POLITICAL BELIEFS.

Arthur Brisbane, editor of the New York Evening Journal, was the principal speaker at a dinner given Tuesday evening at Hempstead by Long Island Progressives in honor of Bourke Cochran, candidate for Congress. Mr. Brisbane took the occasion to declare himself politically. While not advocating the Progressive party as a whole, he said he believed Oscar Straus will be elected governor of New York, and that Wilson will not be the easy winner of the Presidential contest that some predict.

## ITALIAN PRESS BUREAU.

The Italian Government has just established a press bureau in Rome. All the foreign papers will be read and whenever an editor says anything derogatory of Italy the bureau will try to show him he is mistaken.

## BUYS OKLAHOMA WEEKLY.

W. S. Davis, who was with the McAlester (Okla.) News-Capital for several months, has purchased a weekly paper at Nacogdoches and has taken charge.

## NEWSPAPER MEN GUESTS OF ADVERTISER.

Joseph P. Day, real estate auctioneer, gave his annual, "personally conducted," outing to newspaper men last Monday afternoon; aboard a big sight-seeing auto they were taken to Manhattan Beach. After a baseball game and other sports a shore dinner was served. A quartet of colored singers provided music and popular songs, improvised by the host, in which each guest was respectfully remembered. When the dinner was finished the big auto started off for Coney Island. Those present were:

Edwin L. Bell, Herald; J. B. Stewart, Times; H. Morris, Press; Arthur Nicholson, Tribune; C. Harrison, Tribune; Bert Smith, American; Elton Burroughs, World; Franz Marquardt, Staats Zeitung; Frank Pascal, Morgen Journal; Thomas J. Scowcroft, Evening Mail; Robert Bridgeman, Evening Mail; Thomas Manning, Evening Mail; Charles Molephine, Evening Post; Charles Schaefer, Evening Post; R. O. Chittick, Evening Globe; Frank Boyle, Evening Telegram; Vincent Kirk, Brooklyn Eagle; William Severn, Brooklyn Eagle; David J. McLean, Brooklyn Citizen; F. A. Austin, Real Estate Magazine; H. B. Bonart, German Review; Louis Rader, Sun, and Thomas Casey, Sun; E. A. Pearsall, Record and Guide.

## HALL STARTS NEW AGENCY.

Charles H. Hall, for ten years vice-president of the Hall-Taylor Company, Milwaukee, has started the Hall Advertising Company of that city.

The Taylor-Walters Company has succeeded the Hall-Taylor Company.

## CONTRACTOR SUES.

David J. Barry, a contractor, has brought suit against the Providence Journal Company for libel, and assesses his damages at \$50,000.

## SALE OF PRESCOTT ARGUS.

Earl Howard of Maryville, Mo., has bought the Prescott (Ia.) Argus. His predecessor, Whit. Booth, has moved to Elliott.



# OPINIONS OF THE NEW P. O. LAW.

Continued from Fifth Page.

remains that the conditions upon which such circulation are offered by the statute have no proper relation either to the carriage of the mails or to any other Federal function.

"For the reasons given, I am of opinion that the law as a whole is unconstitutional and void, and am confident that if the question were tested, the District Court of the United States, or in any event the Supreme Court of the United States, would so decide."

Robert C. Morris, counsel for the American Newspaper Publishers' Association, in his opinion declaring the law unconstitutional, says:

It would appear that the law under consideration is not to prevent injury to public morals or public health, and it is difficult to perceive how it can in any wise be construed as affecting the public welfare. It is, on the other hand, oppressive, is directed to a particular class, imposes unusual and unnecessary burdens and restrictions upon a lawful occupation and invades liberty and property rights, which are inviolate under the fundamental law.

This law has not the excuse of demanding statements such as might be required by an excise law to furnish the basis for taxation. While in so far as it requires, like our New York statute, the publication of the names of the owners, it seems reasonable and proper, yet beyond that point there would appear to be no justification for its enactment.

This law is perniciously inquisitorial and seeks to inquire into the details of a legitimate private business and make public certain required publications the knowledge obtained by the Government without any benefit to the public, and constitutes an unwarranted interference with private business.

We firmly believe this law to be unconstitutional, and that it should be tested by an appropriate action by one of the members of the American Newspaper Publishers' Association looking to an injunction against its enforcement.

Some newspaper editorial comments follow:

## Boston Post:

The method, by which this important law was passed without notice, without hearings and apparently without investigation, is a vicious one, for which there is no adequate defence. The "rider" system is a bad legislative practice, as has been repeatedly shown of late.

The Post has no objections whatever to the actual requirements of this newspaper law. It seems to us entirely in accord with public policy that newspapers should publicly state their ownership, their control, and their circulation under oath, and that all advertisements in newspapers should appear clearly as advertisements.

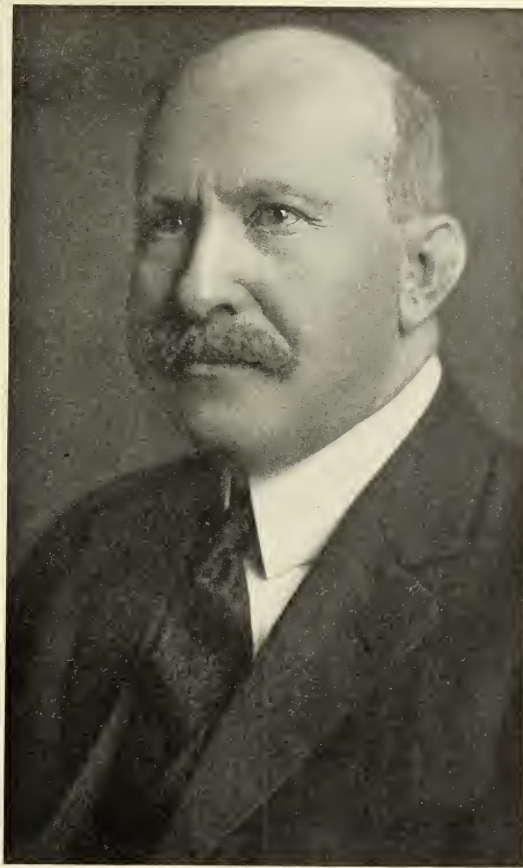
Many leading newspapers have often indulged in the claim that they were "public institutions," and so they are in a broad view of the case, and are the medium of information on public affairs. They are the counselors and often the leaders in the formation of public opinion.

The direction of public policy, local, state and national, often depends in large measure upon their conduct. It is not desirable, and indeed almost essential to the general welfare, that the public should know what influences control the press, and what the extent of those influences may be, so far as it can be measured by circulation?

And the newspapers, which are so free to recommend publicity for everybody else, should be willing to submit themselves to the calcium light of publicity.

The proper objection to the new law, therefore, is not so much what it actually accomplishes—which is commendable in itself—but the fact that it is a step toward a censorship of the press by the general Government and some degree of an "abridgment" of the freedom of the press, which the United States Constitution explicitly prohibits. It also argued with some force that the law is an encroachment of the rights reserved to the states.

It seems not improbable that on a test



ROBERT D. TOWNE,

NOW PROPRIETOR OF THE SCRANTON TRIBUNE-REPUBLICAN AND THE TRUTH

case this law will be found in conflict with the United States Constitution. But its object is so salutary and desirable from a public standpoint, that it is to be hoped in such event that the same end may be attained by state statutes.

## New York World:

The World believes that the ownership of newspapers should be a matter of public record.

It believes that the indebtedness of newspapers should be a matter of public record.

It believes that the circulation of newspapers should be a matter of public record.

It believes that all paid advertising should be marked advertising.

Newspapers are not private enterprises.

They are great agencies of government, often more powerful than the regularly established agencies of government. They hold great privileges and great franchises, and their responsibility should extend far beyond the printed word. The public is therefore entitled to all reasonable information as to their operation and control.

We are opposed to the newspaper law sneaked through Congress as a rider to the Post Office bill only because we be-

lieve that this matter has no legitimate relation to the postal service and that the Government's inquisitorial powers over users of the United States mail should not be extended.

The danger is too apparent. The freedom of the press should never be directed or indirectly at the mercy of a centralized National Government.

But all this information can justly and rightfully be demanded by each state, and the World would heartily favor a state law which provided for the full measure of newspaper publicity that this Federal statute seeks to obtain.

## New York Herald:

The country is beginning to laugh at the provision in the postal appropriation bill which seeks to regulate the liberty of the press and the newspaper business generally, and no law that excites much ridicule can be very well enforced.

The measure is a meddlesome, inquisitive, socialistic and unconstitutional attempt to bring newspapers under control of the Government, just as the railroads are now under control.

So far as the Herald is concerned it does not care a snap about the law, except as it invades a great principle. This newspaper never prints any reading matter for pay, it has no debts, no outstanding bonds, sells no stock.

But what has Congress to do with the question whether a newspaper prints mat-

ter that is paid for? What business is it of Congress to say that a newspaper that sells for less than the cost of production, say one cent a copy, shall make known from whom it borrows money? What right has Congress to say that all the circulation of a newspaper—that part which goes through the mails and that part which is sold in the streets—shall be printed so often each year?

Congress might just as well pass a law requiring that the Herald, which is sold for three cents daily and five cents on Sunday, and worth it, should hereafter sell its issue for one cent a copy, and that magazines that are sold for ten, fifteen, twenty-five and fifty cents shall hereafter adopt a flat rate of five cents a copy.

## Tucson (Ariz.) Citizen:

Few journals in the country are controlled by the interests and object to disclosing the names of their owners.

## Albany Knickerbocker-Press:

Many newspapers are kicking like mad over this legislation, but newspapers are advocating publicity in all kinds of business, therefore it is no more than proper that they should begin to take their own medicine. The more publicity the better.

## Syracuse Post-Standard:

Among the many ridiculous pieces of legislation enacted by the last Congress the most preposterous is the newspaper rider to the Post Office bill. It is the expression of animosity of some radical Senators against the daily newspapers which have had the audacity to criticise adversely their public record.

Unless the Post Office Department shows the broad charity of constraining the law in the light of reason the newspaper may be compelled to add the qualifying phrase to a large part of the news after the word ADVERTISEMENT has been printed at the end of the article.

[Note to Reader.—The above is not an advertisement at all, but the law compels us to say that it is.]

George G. Booth, publisher of the Detroit Daily News, in reply to the letter sent out by the A. N. P. A. asking opinions of members on the law, says:

"Permit me to make two or three comments relative to this matter as the subject appeals to me.

"I think there is great danger of the newspapers of the country discrediting their profession before the people if in their action relative to this matter they appear to stand together in opposition to the law.

"Such a course is likely to lead to further legislation to which we might have more serious reason to object.

"I do think an error was made in discriminating or singling out the daily papers. I feel that there is equal reason to include all publications, even to religious papers.

"So far as this paper is concerned we offer no objections whatever to the enforcement of the law as it applies to daily papers. I have no doubt whatever that there will be an increasing demand on the part of the public to know something about the inside workings of newspapers.

"We think publicity is very beneficial when it affects a great many other lines of business, particularly when they become so large and important that they are almost a public institution. But the newspapers have always been at least a semi-public institution, and I think it will be very strange indeed if the public does not develop in time a great curiosity, if nothing more, as to the ownership of newspapers and other matters that may help to their understanding of what they read.

"I believe the publishers' association would do much better if it devoted its entire energy helping to

Continued on Sixteenth Page.

## THE PRINT PAPER MARKET.

Continued from Fourth Page.

output will be increased to 225 tons per day which will almost equal the capacity of the three American mills on the Pacific Coast. The supply now shipped from Eastern or Middle Western mills to that market will be displaced.

The Cushman Paper Company recently increased its capital and plans to install a news print paper machine.

Consul Gebhard Wilrich of Quebec says, two large pulp companies are now making pulp have decided to build paper mills in the United States. He says "the manufacture of pulp has been found most advantageous near the source of power and of raw material, that of paper near the points of distribution, and the supply of skilled labor out there." Two large pulp producing companies in Quebec are now supplying the Tidewater Paper Mill at Bush Terminal, Brooklyn, and are running two modern paper machines at high speed.

The project to build a 300-ton paper mill at Grand Falls, New Brunswick, has been revived. Sir William Van Horne, president of the Grand Falls Power Company, has taken over the properties of two rival companies which contended for the control of the property.

Mackenzie and Mann, the builders of the Canadian Northern railroad, are credited with plans for the development of 30,000 horse power at Cameron's Falls, on the Nepigon river, Ontario, and the building of a 300-ton news print paper mill.

The South Shore Power and Paper Company has been organized by Syracuse (N. Y.) investors to develop water powers on the south shore of the St. Lawrence river in Quebec, and to build a paper mill at Drummondville, which is 60 miles from Montreal on the Intercolonial and Canadian Pacific Railroads.

A report comes from Helena, Montana, that a 100-ton paper mill is to be built at Libby on the Kootenai river.

The Labrador Pulp and Paper Company proposes to increase its capital stock from \$3,000,000 to \$15,000,000 for the development of paper mills at Hamilton Inlet, and at Sandwich Bay, Quebec, with a claimed output of 500 tons per day. These figures are subject to question.

### PULP MILLS.

The new plant of the East Canada Power and Pulp Company, of Murray Bay, Quebec, is turning out over 110 tons per day of ground wood.

The Wayagamack Pulp and Paper Company plant at Bapst, Island near Three Rivers, Quebec, capable of producing 100 tons per day of sulphate pulp and 50 tons of Kraft paper, is scheduled to begin operations within a few days.

The Laurentide Paper Company is enlarging its sulphite mill.

The new pulp mill of the Martin Pulp Company at Valville, N. Y., has been completed and an output of fifty tons per day is promised shortly.

The Combined Lumber and Paper Company, of Combined Locks, Wis., has doubled its capacity for sulphite pulp.

The St. Croix Mill at Woodland, Me., is making a large investment in the development at Grand Falls, on the St. Croix river, to provide for future extension of the company's plant.

The Spanish River Mill at Espanola, Ont., is enlarging its grinding installation

to provide for a capacity of 200 tons per day.

The Chicoutimi Mill in conjunction with the Chicoutimi Falls Mill has almost completed its plans for a daily output of 325 tons per day of ground wood.

Announcement is made that a sixty-ton pulp mill will be built in the Lake St. John District by the Roberval Paper Company. It is said a print paper mill will be built later.

M. J. O'Brien, a builder of railroads, has acquired timber limits near Quinze Lake, Northern Ontario, with the idea of building a 400-ton mechanical pulp mill. The Oyamel Company, of which Colonel B. A. Scott of Quebec is general manager, contemplates a 400-ton pulp mill on the Gt. George Discharge, a tributary of 1,500 square miles of timber limits near Lake St. John.

The Pigeon River Lumber Company has offered to buy 5,000 to 6,000 horse power from Port Arthur (Ont.) Council with a view to the erection and operation of a pulp mill.

The project of a pulp and paper plant at Maniwaki, Quebec, is credited to an English syndicate, which is reported to have been negotiating with the Maniwaki Light and Telephone Company, for its property.

### OTHER NOTES OF INTEREST.

The Berlin Mills Co. has acquired large freehold tracts of pulp wood along the Gt. George River, below 1,500 feet for the supply of its American mill at Berlin, N. H.

A committee of the American Library Association is studying methods for the preservation of newspaper files for historical purposes. One newspaper in the United States—The Wing Overland Republican—prints special copies on extra paper for filing with the Minnesota Historical Society.

Amesbury will supply 40,000 cords of freehold pulp wood to paper makers this year.

### FAVORED NATIONS AND FREE PAPER.

The argument on the appeal for exemption of "favored nations" from the payment of import duty on pulps and on paper costing not more than four cents per pound will be heard by the United States Court of Customs Appeal in October.

### NO MODIFICATION OF SECTION 2.

The test votes in Congress upon the repeal of the Canadian Reciprocity Law indicate that regardless of any attitude of the political parties upon Sections 1 and 3 of that law, there will be no modification of Section 2, admitting free of duty pulps and paper costing not more than four cents per pound. It may be interesting to note that the paper makers were alarmed over the possibility of the passage of the original Gronna amendment in the Senate because while raising the duty on Canadian paper made from free wood to \$2 per ton, it reduced the duty on Canadian paper made with restricted wood from \$5.75 per ton to \$2 per ton, and it reduced all foreign paper to \$2 per ton. Some of the foreign paper, such as kraft, is now dutiable at approximately \$18 per ton.

### CANADA'S ATTITUDE.

Canada shipped 55,563 tons of news print paper to the United States in the fiscal year ended June 30, 1912, an increase of only 2,449 tons over the previous year. It is evident that the Canadian paper industry takes a year to turn around and to adjust its wood supplies to the new conditions of free access to the attractive market of the United States. Canada consumes 64,000 tons of news print paper per annum, or 200 tons per day, but is making 850 tons per day. American paper makers paid \$25,972,108 in the last fiscal year principally to

Canada for supplies of raw material to keep their mills going.

### SALE OF CANADIAN WATER POWER RIGHTS.

The recent sale of fifteen water power rights by the province of Quebec was a failure. Only four of the fifteen powers were sold and these with one exception were auctioned off at ridiculously small figures.

The provincial government will not be able to attract much capital to the development of crown land properties until it enables investors to enter the market of the United States free of duty and it cannot do that until it removes its restrictions upon the exportation of that wood from which the pulp or paper has been produced.

Meanwhile, large shipments of pulps made from unrestricted woods cut on freehold lands are distinguished from crown lands are coming to the United States. Over 334,000 tons of pulp were imported in the fiscal year of 1912 of which 234,000 tons came from Canada.

The province of Ontario has fared no better than Quebec in its offerings of crown land limits at auction. It sold the Atabiti timber limits comprising 1,500 square miles for a rental of \$3 per square mile per annum, or \$5,000, to Ogilvie Anson. A device to beat around the bush and save the face of the provincial government from apparent retreat in the prohibition of exportation of pulp wood is apparent in a scheme to open part of the land to settlers who can cut freely from their licensed holdings.

A somewhat similar scheme seems to be disclosed in a contract made by the provincial authorities with Willis K. Jackson, a Buffalo lumberman, who has acquired 98,000 acres comprising the townships of Haggart and Kendry in northern Ontario. The Colonization Company can cut pulp wood in large quantities from townships which are nine miles square. It can ship the wood into the United States or sell to Canadian paper mills for the American market.

These projects may be entering wedges for the general removal of the prohibition of exportation. It is certain that the owners of Crown land limits in Ontario who are not permitted by the provincial authorities to reach the United States market will have occasion to complain of discrimination against them and in the interest of favored concerns.

In British Columbia, the provincial council took the stand that it was justified in removing the prohibition of exportation upon particular areas from which the Powell River Paper Company was cutting wood for conversion into paper and for shipment into the United States. The matter was submitted to acting Secretary of the Treasury Curtis, who decided that paper made in Canada from unrestricted wood must be admitted free of duty under Section 2 of the Reciprocity law.

### ORGANIZING PAPER MAKERS.

Arthur C. Hastings, president of the American Paper and Pulp Association, visited Europe a few months ago and tried to induce the

British and Swedish manufacturers to co-operate with the American paper makers in gathering statistics, that would inform them how the world's paper production was keeping pace with consumption. He said the competition which the United States is about to experience with Canadian paper manufacturers is "real" and not imaginary, as new mills with capacity for 1,000 tons per day were coming into the market.

Describing a trip to Germany and England, he said: "They seem very much interested in the progress of the American association, and strong hope was expressed by some of the larger manufacturers that they might through closer association, gather statistics that might be of great importance to the English manufacturers. If this could be done this information could be combined with the information being gathered by our association, and the Canadian association, and eventually the paper interests of the world would be in an intelligent position to handle any problem which might arise."

### BOOST FLORIDA LAND.

The Florida Real Estate Bulletin has appeared in Jacksonville in the interests of the development of property of Florida and south Georgia.

The new magazine is published by the Realty Trade Publishing Company. B. E. Calkins is president; W. C. Ricketts, vice-president, and G. L. Schofield, secretary and treasurer. The publication has been endorsed by the Jacksonville Real Estate Men's Association, as well as other similar organizations in different Florida cities.

### COSTLY ARGUMENT.

As a result of an argument over a question of wages, A. H. Sniff, editor of the Missouri Valley (Ia.) News, has been haled into court charged with striking one of his employees and necessitating the attention of a physician.

### FROM A GENERAL ADVERTISER.

Orr Young of the advertising department of the Proctor & Gamble Company, Cincinnati, makers of "Ivory Soap," writes of THE FOURTH ESTATE:

"I am obtaining a great deal of pleasure, as well as instruction, from reading your good publication regularly at my home."

### WONDERFUL ACHIEVEMENT

## The Detroit News.

In the past two years shows the greatest circulation gains among twelve of the very biggest newspapers published in the United States. Nine boasts of gains up to 26,680. The circulation of the Detroit News is 139,701—an increase of 37,330, and the Sunday News-Tribune exceeds 100,000 copies "Sold" which is over 25,000 in excess of its only competitor.

"The Where" to advertise if you want to do business in Michigan is explained. Results follow the first insertion.

New York Office: Metropolitan Tower  
L. A. KLEIN, Manager  
Chicago Office: People's Gas Building  
JOHN GLASS, Manager

## Eight Months' Growth of the Sunday Edition of the NEW YORK TIMES

In eight months of 1912 the Sunday edition of The New York Times published 1,768,598 lines of advertisements, compared with 1,601,784 lines in the corresponding period last year, a gain of 166,814 lines—a growth greatly exceeding the combined gains of three other New York Sunday newspapers.



## WRITERS HELP ROOSEVELT.

A group of some of the best known newspaper and magazine writers of the country have gathered together, with Will Irwin at the head, to assist the National Progressive Party by contributing gratis stories for the advancement of the Progressive cause. It is the plan to send Bull Moose matter throughout the country to every city, the articles to be written for the party by some of the most widely read magazine writers.

Richard Harding Davis, Frederick Palmer, the war correspondent; Bert Leston Taylor ("Lyne-o-Type"); Jesse Lynch Williams, the novelist; C. P. Connolly, P. C. McFarlane, Louis Evan Shipman, Isaac F. Marcossou, Dr. Woods Hutchinson, William Allen White, Judson C. Welliver and Franklin P. Adams will devote all their time to it after October 1.

## BREEN WILL MANAGE TWO PLAYHOUSES.

Stephen J. Breen, a former Bridgeport (Conn.) newspaperman, who was at one time manager for Poli's Theater in that city and recently has been the Poli representative in Springfield, Mass., has been assigned to manage the two Poli Theaters in Bridgeport. One of these is a new building booked to open the first of the year.

M. E. Hoffman, who has been the Poli manager in Bridgeport for several months, returns to the William Morris amusements in New York.

## EISENBREY IS SOUGHT.

The police of all cities have been asked to look for Stanley W. Eisenbrey, secretary of the C. M. Wessels Company, advertising agents of Philadelphia, who is accused of the embezzlement of \$5,000. It is believed the shortage will greatly exceed the amount named, as Eisenbrey's thefts are alleged to have covered a period of four years.

## IN NEW YORK AGAIN.

Franklin Fishler, for three years editor of the Burlington (Vt.) Clipper, has resigned to become associated on October 1 with Moody's Magazine, the New York financial publication. Mr. Fishler was formerly with the American Press Association in this city.

Edwin McSheehy has purchased the Lake View (Ia.) Resort.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

49,304 CIRCULATION Daily (Net Paid)

FOR JULY, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## NON-ST. LOUIS JURY ASKED FOR LEWIS TRIAL.

United States District Attorney Houts has asked that a jury to try E. G. Lewis, the St. Louis publisher who is charged with fraudulent use of the mails, be drawn from districts outside of St. Louis. Houts has filed a formal petition in the United States District Court asking that a venire of seventy-five be chosen from the Eastern District of Missouri, providing none are residents of St. Louis or St. Louis County.

A jury for the same case, tried last April, was drawn from the county. It disagreed. Houts believes citizens of St. Louis and its environs are prejudiced in Lewis' favor. Judge Charles A. Willard of Minneapolis will hear the second trial, which has been set for October 16.

## ANOTHER FOR LYNN?

Rumors to the effect that another newspaper would be started in Lynn, Mass., which have been in circulation for some time past, have reached a point where it now appears that it will be a certainty. It is understood that the concern is backed by prominent Boston and New York men, and the syndicate has leased floor space in the building now occupied by the Murray Shoe Company.

Negotiations, it is said, have been going on for machinery necessary for a newspaper plant, and it is thought that this has been procured. A part of the first floor and the greater part of the basement of the five-story building occupied by the Murray Shoe Company, at 30 Willow street, has been leased and will contain about 4000 square feet of floor space.

## A DAILY HOTEL PAPER FOR HOUSTON.

Everett Lloyd has started a daily newspaper called Lloyd's Hotel News in Houston, Tex. The concern, promoting the enterprise will be incorporated and editions of the paper will be published simultaneously in Dallas, San Antonio and New Orleans. Mr. Lloyd is director of publicity for the carnival association.

## FREEMAN MADE EDITOR.

Edgar T. Freeman has been appointed editor of the Mount Vernon (N. Y.) Freeman. Until recently he was with the Mount Vernon Argus and previously worked on the Bridgeport (Conn.) Standard.

## TURON PRESS ESCAPED.

A fire that burned out a section of a business block in Turon, Kan., last week fortunately was halted at the fire wall just north of the Press office, and Turon's newspaper was saved.

## OIL INSPECTOR SELLS.

Jud Ludke has sold the Arlington (Ia.) News and will purchase a paper at What Cheer. He also plans to resign his duties as oil inspector for the state.

## FINELY EQUIPPED PRINTERY FOR TEXAS COLLEGE.

The new concrete Evans Industrial building which opens for work this fall at Tillotson College, Austin, Tex., will, when fully equipped, have a complete printing plant, one of the most modern of any of the smaller colleges. It will be used for the instruction of printing classes, publication of the Tidings, official college paper and general printing.

Sufficient money has been secured in donations to begin work this year on a modern administration building. Dr. Isaac M. Agard, president of the institution and a New Englander, believes that publicity showing what the college is doing has been highly successful in the campaign for funds. It is intended to follow this procedure in the work of increasing the building fund.

## TEACHING JOURNALISM AT NEW YORK UNIVERSITY.

Albert Frederick Wilson has been appointed instructor in journalism in the School of Commerce, Accounts and Finance of New York University. Mr. Wilson comes from the University of Virginia, where during his undergraduate days he was the editor of the University of Virginia Magazine.

Upon leaving college he became a member of the editorial staff of the Literary Digest. Later he was connected with the World Today, and has been managing editor of Leslie's Weekly. He has been contributed verse and special articles to the Outlook and other publications.

## O'BRIEN TO KINGSTON.

Alfred S. O'Brien, for some time with the Bridgeport (Conn.) Sunday Herald and formerly with other local papers, has become assistant city editor of the Kingston (N. Y.) Daily Leader and Sunday Argus.

Harris Lindsey, formerly city editor of the Bridgeport Post is editor of the publications. Mr. O'Brien had recently been nominated as state senator on the Socialist ticket.

## FAKE AD LAW VALID.

Judge McCormick of the Superior Court, Los Angeles, has declared California's fake advertising law to be constitutional and reverses the decision of Police Judge Ross in the case wherein M. D. Herington, a Los Angeles merchant, resorted to misrepresentation by making false and misleading statements in his advertising.

## MAGAZINE IN TROUBLE.

Judge Mayer has appointed Oliver Goldsmith receiver for the Whitehall Publishing Company, New York, owner of the Architect, a monthly publication. The receiver's bond is \$500.

## CHANGE IN WISCONSIN.

Edward McBride has been succeeded in the ownership of the Moberge (Wis.) Bulletin by Harry Keith and Robert Weir.

## AUTO SALES AND AD MEN TO CONVENE.

The holding of a mammoth national sales and advertising automobile convention at Indianapolis, October 8 and 9 is expected by its promoters to result in big benefits for retail automobile selling agents all over the country. The idea, conceived by President J. J. Cole of the Cole Motor Car Company, is only in its infancy, but the plans mapped out for its promotion are expected to not only help boost the automobile industry but educate the automobile agent on how to cash in on intensified salesmanship and the proper method of expending his advertising appropriation.

Every automobile manufacturer in the United States will be invited to Indianapolis for the convention. He will be asked to have his sales and advertising manager present to talk to convention guests.

W. D. Nesbit of Chicago will be permanent chairman. An address of welcome will be delivered by Charles A. Bookwalter. Among the advertising men who will talk are Albert Hubbard, John Lee Mahin, Le Roy Pelletier, Martin Kelly and A. D. Laskar.

## ICE CREAM MAKERS SUE.

The Chicago Tribune and the Record-Herald are defendants in libel suits, aggregating \$600,000 damages, started by Collins Brothers and Thompson & Reid, ice cream makers. The basis of the suits are articles published in the papers, which the plaintiffs allege stated that their products were impure and adulterated.

## OREGONIANS RETIRE.

The Bay City (Ore.) Examiner has passed to the ownership of Harry Trowbridge and Samuel J. Cotton. The former owners were Herbert C. Conger and George H. Root.

## NEW IOWA DAILY.

The Ames (Ia.) Times has been changed from a weekly to a daily publication. The Times for the last twenty years has been owned by Lon G. Hardin. It will be issued every evening.

## CRAIG BACK AGAIN.

G. A. Craig, who formerly owned the Pleasanton (Ia.) Times, has again engaged in the newspaper business, buying the Van Wert Record from E. M. Braham.

## THE LOS ANGELES TRIBUNE

is the clean, home paper of Los Angeles. No objectionable advertising accepted.

## LARGEST CIRCULATION IN LOS ANGELES.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## OPINIONS OF THE NEW P. O. LAW.

Continued from Thirteenth Page.

perfect this law, eliminating its real faults and trying to bring out the information the law aims to accomplish.

"I should be sorry indeed to see the association utilizing its resources in contesting the validity of the law. The assertions that it violates the freedom of the press I regard as beneath any man's notice. There are a sufficient number of publishers who violate the freedom of the press and give sufficient reason for the enactment of this or some better law to preserve the freedom of the press.

"If an institution is honestly organized for an honest purpose what possible objection can there be to giving to the public frankly the facts relating to ownership or financial backing that they may at least judge for themselves whether the newspaper is a public journal or a private organ, or the organ of some special interest.

"What possible objection can there be to ridding the papers of the intolerable nuisance of tricky reading notices, notices written by the greatest advertising writers whose sole aim is to cause the public to feel that they are reading something disinterestedly published by the editor.

"I am not assuming that the law is foolish, therefore I do not believe that when it is scrutinized carefully, as it now must be, that it will have anything to do with adding the word 'advertisement' to the legitimate story written by a reporter who entered the ball park on a pass, or the dramatic critic who used a ticket, or the book reviewer who is furnished a book by the publisher.

"But even if it should be so I should vote the law a better law than I think it intended to be, for I think anything that will rid the papers, small or great, of the last vestige of free passes, free tickets, free books or anything of a like character will prove to be a blessing to the entire newspaper publishing business, just as I am sure publishers generally now absolutely approve the elimination of all railroad passes.

"As publishers I think we should use our best endeavors to enlarge the scope of the law and see that it includes all publications enjoying second class privileges. I am equally sure that all publishers would bless the day the law was enacted. The country publisher will cling to some of his old traditions and perquisites to the everlasting injury of his business just so long as we let him, and I believe we have a real interest in raising the standard of the publishing business whether it is the daily newspaper or some other.

"I would emphasize that I do not think that we should oppose a law because it fails to do all that we think would be perfectly just and wise. It is not right to single out the newspapers. The law ought to include all publications, but I do not oppose the law as it applies to daily newspapers, but believe so



## THE RIGHT HAND OF LIBERTY.

From the New York Herald.

far as it goes it is good for the business."

BARNHARDT SAYS HE'S NOT TO BLAME

Another peculiar phase of the law is that its originator, Representative A. W. Barnhardt, who is publisher of the Rochester (Ind.) Independent, disclaims all blame for the complications that have arisen over it; stating that it was distorted and changed to its present form by the Senate and "in conference" after it left the House of Representatives. In the following statement Mr. Barnhardt explains the purposes which prompted him in proposing the bill in its original form:

"It originally meant that the names of owners, editors, and security holders, to the amount of more than \$500, of newspapers and magazines should publish these names on a conspicuous page of each issue, except that daily publications publish such names only once a week, and excepting fraternal, religious, and labor publications.

"It was amended to require all paid-for editorial and news matter to be

marked 'Advertisement,' and then the same was changed so as to require publication of names only once in every six months, that affidavit of ownership, etc., be filed with the Post Office Department and the post office where such publication is mailed. It was also amended to require affidavits of circulation, all of which changes were made over my protest.

"The sole purpose of the bill, as originally framed, was to let the public know who owns, edits, and controls the periodicals which the public reads—to 'smoke out' the secret owners and publishers of the publications owned and controlled for selfish or evil purposes, and to free legitimate and meritorious publishers from the unfair charges frequently made against their publications that they are under this or that baneful financial influence.

"I have been a newspaper publisher for a quarter of a century, and the bill was introduced solely because I have always believed that the people who pay for editorial enlightenment ought to know who's who in editorial suggestions and dictation before they decide what is what. I know the original bill was opposed by certain big publications which do not want it known that trust magnates like Perkins, J. P. Morgan, and their kind own and influence them, and such publications are the ones that are encouraging

the postmaster-general to try to discredit the law.

"I had no personal animus in the conception of the act, for newspapers have, so far as I know, treated me with more than the usual courtesy and respect shown a man in National politics.

"I merely intended that the reading public shall know who directs or controls the editorial sentiments that influence public opinion, and in this position I make no apology to any publisher of the land. If he is honorably in the editorial business it will help him to have the fact known in this day of doubt and indiscriminate suspicion, and if he is dishonorably in the business the public should know it that he may be put out of a profession which exerts so much influence for weal or woe as does journalism.

"The people have a right to know who and what inspires the editorial sentiments they pay for and the new law will give them this information, although it could have done just as effectively without putting publishers to the unnecessary inconvenience and personal business exposure which the bill, as amended by the Senate, imposes."

The Fort Bragg (Cal.) Chronicle has been established by L. F. Groner.



# NEW YORK AD MEN PLAY LIVELY GOLF.

The Metropolitan Advertising Golf Association's third tournament over the links of the Fox Hills Golf Club, provided some lively and interesting competitions. There were morning and afternoon foursomes and an individual competition in three classes in the afternoon.

D. L. Hedges and E. T. Bromfield took the morning foursomes prize with a best ball card of 37-35-72, three-quarters of the handicap being allowed, the strokes being taken at various holes, as in bogey competition.

In the afternoon the winners were F. L. Witzberg and C. P. McMillan, with a best ball of 39-33-72. The best individual score of the day was a 75, returned by J. Harold Slater. He went out in 38 and back in 37, and the par for the course is 74. This was good enough to also win the net prize, but the rule forbidding a player from taking more than one award gave the latter to E. S. Freeman, who had 80-2-78.

In Class B the winner was Raymond D. Little of tennis fame, with 88-12-76, while in the third class L. B. De Veau topped the list with 104-18-86.

The next tournament of the advertisers will be at Knollwood on Thursday, October 17.

## TO IRRIGATION CONGRESS.

Governor Deneen of Illinois has appointed four Chicago newspaper men as delegates from that state to the National Irrigation Congress, which is to be held in Salt Lake City, September 30 to October 3. They are: D. H. Anderson, president of the Irrigation Age; James A. Dickson, the Record-Herald; James Keely, general manager of the Tribune, and C. A. Shamel, editor of the Orange Judd Farmer.

## HEARST FOREIGN NEWS.

It is said that an extensive expansion of the Hearst foreign news service is planned. E. C. Forbes of the New York American has sailed for London, where he will meet Mr. Hearst and it is reported, talk over plans for some important changes.

## MILTON'S NEW DAILY.

The Daily Bulletin has appeared at Milton, Pa. Fred A. Godcharles is president and editor, and F. Pursel Angle is secretary and treasurer of the publishing company. F. R. Price is the city editor.

## SPECIAL AGENCY FOR THE GERMAN NEWSPAPERS.

Howard C. Story has organized a special agency in Philadelphia to represent German newspapers of the United States in the foreign field. For the last eight years Mr. Story has been advertising manager of the German Gazette of Philadelphia.

His agency starts with foreign representation of the Philadelphia Gazette, the Pittsburgh Volksblatt and Freiheits Freund, the Cincinnati Volksblatt, Cleveland Express and Westbote, Buffalo Demokrat, Rochester Abendpost and the St. Louis Abendshule. The Story Agency will have a Chicago office in charge of E. A. Bodell, formerly with the advertising agency of Nelson-Chesman & Co.

## AUSTRIA-HUNGARY SIGNS COPYRIGHT TREATY.

Ratifications of the copyright treaty between the United States and Austria-Hungary have been exchanged at the State Department in Washington by Acting Secretary Huntington Wilson and Baron Zwiedinck von Sudenhorst, charge d'affaires of the Austro-Hungarian Embassy.

The treaty confers upon the citizens of each country the same rights of protection in the other as native citizens for their literary, artistic, musical, dramatic and photographic work. The agreement will become effective on October 16.

## KARGER'S NEW DUTIES.

Gus J. Karger, Washington correspondent of the Cincinnati Times-Star, owned by the brother of President Taft, has come to New York to assist in the Taft campaign work. Mr. Karger will have charge of the campaign activities in several of the biggest states.

## MARSHALL PROMOTED.

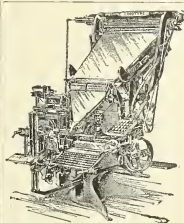
Morgan Marshall has been appointed managing editor of the Nashville Tennessean and American. His post as Washington correspondent of the paper has been filled by the appointment of Walter S. Gard of the Houston Post and the Fort Worth Record.

## FINK WITH HILL COMPANY.

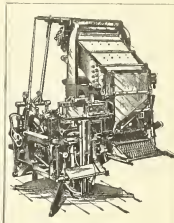
Allen Fink has been elected vice-president of the W. S. Hill Advertising Company, Pittsburgh. For a number of years past Mr. Fink was advertising manager of the Rosenbaum Company.

# SPEED and VERSATILITY

conducted  
in  
Multiple  
Magazine  
Linotypes  
are the  
secret



Quick-Change Model 8  
Three-Magazine Linotype



Quick-Change Model 9  
Four-Magazine Linotype

of the immediate and remarkable success of these most efficient composing machines.  
Let us send you letters from users in your vicinity. Ask your contemporaries how their machines work. See them in operation.

It's worth your while to investigate

## The Multiple Machine Idea.

All two-letter Linotypes are covered by patents having a number of years to run. Any Linotype using two-letter matrices, multiple magazines, or other improvements which place the present machine far ahead of the earlier models cannot be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHALER LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## MAY BE IN CONTEMPT.

Edmund O. Sawyer and Dana Sleeth, editor and reporter, respectively, of the Portland (Ore.) Daily News, and Assemblyman James McGuire have been summoned to appear before Judge Kavanaugh and explain on what grounds they published certain statements in the News assailing the character of Judge George B. Cleland and others in connection with the Robert Wakefield suit against the city. The hearing is to determine whether or not warrants shall be issued for the three men on charges of contempt.

## TWO AGAIN FOR HORTON.

C. C. Rethmeyer of Topeka has begun publication of the Horton (Kan.) News. The town has had only one newspaper since June, 1911, when Charles H. Brown bought the Commercial and consolidated with the Headlight. The new paper will be a Democratic weekly.

Paragon	Authors Roman Italic
Paragon Italic	Caslon Old Roman
Authors Roman	Barnhart Old Style
Old Roman Bold	Authors Roman Wide
Adstyle	Lining Strillon
Adstyle Normal	Mission
	Old Roman Condensed

## Barnhart Bros. & Spindler Type Founders

New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor. 603 West 29th Street, NEW YORK.

## BARNES-CROSBY COMPANY E. W. HOUSER, President. ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB  
by Linotype Machines with exclusive use of  
MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.



MERCHANT & EVANS CO.  
Smelters-Refiners  
PHILADELPHIA

NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER



Let the American Ink Co.  
of New York City be your  
4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

FROM THE AD FIELD  
SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

THOMPSON, 44 East 23d street, New York.—The Apollinaris Agency Company, "Apollinaris" Water, 503 Fifth avenue, New York; forty-two line six-time orders being placed with a selected list of papers throughout the country.

Gerstendorfer Brothers; 1,120-line orders to be used in fourteen months being placed with a selected list of middle West papers.

STERNBERG, 208 Fifth avenue, New York.—The Gotham Manufacturing Company, "Gotham" Underwear, 200 Fifth avenue, New York; making some new contracts.

TRADES, 1182 Broadway, New York.—"College Brand" clothes, New York; placing orders with papers in twenty selected cities.

VOLKMAN, Temple Court, New York.—Vapo-Cresolene Company, 62 Cortland street, New York; reported that orders will be placed shortly with a selected list of papers.

WEEDEN, Slater Building, Worcester, Mass.—The Automatic Aul Company; placing seventeen-line

## THE NEW YORK WORLD

Sells morning edition)

MORE copies than  
any other two papers  
Print.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is built on the  
Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN** and **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically  
every person in Baltimore whose  
patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

three-time orders with weekly papers.

BATTEN, Fourth Avenue Building, New York.—G. P. Ide, Troy, N. Y.; 5,000-line orders being placed with a selected list of dailies.

The Bristol Manufacturing Company; orders for 5,000 lines being placed with a selected list of papers.

NICHOLS-FINN, Kesner Building, Chicago.—The Essenkay Company; making 10,000-line contracts with some Western papers.

The Regal Automobile Company, Detroit; reported that the above agency has secured this account.

SHERMAN & BRYAN, 79 Fifth avenue, New York.—Frankel Brothers Clothing, New York; making 400-line contracts with a few Southern papers.

Sam W. Peck & Co., clothing, 808 Broadway, New York; placing orders in a few Southern dailies for 6,000 lines.

SHUMWAY, 373 Washington street, Boston.—The Glastonbury Knitting Company, underwear, Glastonbury, Conn.; 168-line two-time-a-week orders to appear seventeen times being placed with a selected list of papers throughout the country.

COWEN, 50 Union square, New York. P. Lorillard Tobacco Company; will shortly place advertising through the East.

WINEBURGH, 576 Fifth avenue, New York.—Omega Oil; making up a list for the season's advertising.

FULLER, 623 South Wabash avenue, Chicago.—Allen B. Wrisley Company, "San Toy Trio," Chicago; making 5,000-line contracts with Ohio papers.

The Henderson Motor Car Company, Indianapolis; 3,000-line contracts being made with Eastern papers.

GOULSTON, 18 Tremont street, Boston.—The George Snow Shoe Company, Brockton, Mass.; placing new copy on contracts.

GRAY, Dwight Building, Kansas City, Mo.—The Barbo Manufactur-

Columns and pages of  
advertising in other Buffalo  
newspapers will not reach  
the readers of the

## BUFFALO TIMES

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bldg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper.  
A Medium that Never Fails.

Goes into more homes, offices and work-  
shops than any other city paper.  
Best classified medium between New York  
and Chicago.

Write or Telephone.  
H. C. Rook, Real Estate Trust Bldg., Phila.  
W. G. Brooke, 225 Fifth Ave., New York.  
H. M. Ford, 122 So. Michigan Ave., Chi.  
W. E. Edge, Atlantic Ave., Atlantic City.  
Dorland Co., 3 Regent St., London, Eng.

ing Company; making contracts  
with a selected list of Ohio papers.

LOTOS, 17 Madison avenue, New York.—Stollwerck Brothers, cocoa and chocolate, New York; reported to have secured this account.

CHESMAN, 1127 Pine street, St. Louis.—The Root Juice Medicine Company, Fort Wayne, Ind.; making 500-line contracts with a selected list of Western papers.

New York office, 200 Fifth avenue.—The International Institute of Music, 98 Fifth avenue, New York; placing mail order copy with a selected list of papers.

DECKER, Fuller Building, New York.—John Lynn & Co., 48 Bond street, New York; placing orders with a selected list of mail order papers.

FREEMAN, Richmond, Va.—The Village View Orchards; making 1,000-line orders with a selected list of Southern Sunday papers.

ALLEN, 141 West 36th street, New York.—The Savoy Hotel, Fifth avenue and 59th street, New York; orders being placed with a selected list on a trade basis.

LYDDON & HANFORD, 452 Fifth avenue, New York. Dr. Bull Cough Syrup; orders being placed with the usual list of papers throughout the country.

AYRES, 164 Federal street, Boston.—The Magee Furnace Company, 38 Union street, Boston; placing orders with New England papers.

BLUMENSTOCK, Chemical Building, St. Louis.—The Schwab Clothing Company, St. Louis; placing orders in a few cities where agents are located.

THOMPSON, 649 West 43rd street, New York.—Placing orders with papers that print their own color section.

PRESBRY, 456 Fourth avenue, New York.—The American Tobacco Company, 111 Fifth avenue, New York; making new contracts where old ones have expired.

STREET & FINNEY, 45 West 34th street, New York.—Strouse, Adler & Co., "CJB" corsets, 45 East

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, CHICAGO.  
NEW YORK.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY

REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bldg., N. Y. Tribune Bldg., Chi.

17th street, New York; reported that advertising will be resumed through the above agents.

MOSS-CHASE, Buffalo and Syracuse, N. Y.—The Larkin Soap Company, 680 Seneca street, Buffalo; making contracts with a selected list of Massachusetts papers.

CALKINS & HOLDEN, 250 Fifth avenue, New York.—The Crowell Publishing Company, Springfield, O.; contracts for 10,000 lines being made with a selected list of dailies.

WOOD, PUTNAM & WOOD, 161 Devonshire street, Boston.—The Stephen L. Bartlett Company, Boston; orders being placed with a selected list of New England papers.

McMULLEN, Cambridge Building, New York.—C. J. Van Houten & Zoon, cocoa, New York and Chicago; orders being placed with a selected list of Eastern papers.

The Standard Milling Company, "Ceresota" flour, 49 Wall street, New York; orders for 1,000 lines being placed with a selected list of Western dailies.

ASKING RATES.—Hamblin Agency, 200 Fifth avenue, New York, on 3,000 lines.

DIRECT.—The Royal Baking Powder Company, 135 William street, New York; placing orders for fall schedule.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.  
NEW YORK. CHICAGO



# ONE Strong Appeal to Advertisers for the ST. LOUIS STAR

is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average  
circulation of the Plain Dealer for the  
month of August, 1912, was as follows:

Daily 110,906. Sunday, 132,387  
J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## STAFF CHANGES.

CLARENCE KENDALL, formerly  
of the Watertown (N. Y.)  
Times, is now in charge of the au-  
tomobile advertising department of  
the Columbus (O.) Dispatch.

PHILIP H. BEAHN, a former  
president of the Worcester (Mass.)  
Typographical Union, has entered  
the employ of the New Haven  
(Conn.) Union composing room.

GEORGE T. BROWNE has been  
appointed advertising manager of  
the Long Beach (Cal.) Telegram.

W. H. BENNETT has been ap-  
pointed editor of the Bingham  
(Utah) Bulletin.

GLENN ALTER, sporting editor  
of the Danville (Ill.) Press-Demo-  
crat, has given up newspaper work.

OTTO BERKEMEYER, manag-  
ing editor of the Guthrie (Okla.)  
Leader, has resigned and gone to  
Winnipeg, Can.

F. O. BOOTON has become as-  
sistant to Editor J. M. Ramsey of  
the Clarksville (Ia.) Star.

JAMES C. WEBSTER, city ed-  
itor of the New Haven News-  
Leader, has resigned to take the  
Pulitzer Journalism Course at  
Columbia University.

GEORGE W. WOODS of the St.  
Paul Dispatch-Pioneer staff has re-

**Emphatic and Virile as  
the Voice of the People.**

# THE MINNEAPOLIS DAILY NEWS

has the confidence of its 50,000  
readers and

## PRODUCES RESULTS

It has in eight months

## Gained 356,000 Lines.

Foreign Advertising Department,  
C. D. BERTOLLET, Manager,  
Kansas City, Mo. Bldg., New York  
O. C. Davies, Chicago. J. F. Antisdel

# THE PITTSBURG PRESS

HAS  
THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

signed to manage the campaign of  
F. C. Stevens, candidate for Con-  
gress from the Fourth Minnesota  
District.

Miss NELLIE CHAPIN, editor  
of the St. Paul Daily News  
woman's department, has resigned  
to become assistant cashier in the  
First State Bank of Euclid, Minn.

HARRY S. BISHOP, former  
chief of the copy staff of the New  
York office of Lord & Thomas, has  
been appointed to take charge of  
the advertising of Hackett, Carhart  
& Co., New York.

## NEW YORK PUBLISHERS AT PAPER MILL.

Herbert L. Bridgman, business  
manager of the Brooklyn Standard-  
Union, entertained the members of  
the Publishers' Association of New  
York at a luncheon Wednesday in  
the Hamilton Club. After the  
luncheon the guests to the number  
of forty visited the Tide Water  
Paper Mill at the Bush Terminal in  
South Brooklyn. The journey was  
made in automobiles.

The mill is the first of its kind  
in New York. The pulp is brought  
here from Maine, and converted  
into paper. The party inspected the  
plant and saw the papermaking  
machinery in operation.

## AD MEN HEAR HOW TO SELL

"At the last meeting of the Rep-  
resentatives' Club of New York J. D.  
Kenyon and Dr. E. K. Strong lec-  
tured on "How to Sell."

By popular ballot W. A. Sturgis  
of the Review of Reviews was  
awarded the silver cup presented by  
the International Silver Company,  
for making the annual outing a suc-  
cess.

## QUITS MAYOR-EDITOR LUNN.

Ben S. Henry, right-hand man of  
Mayor George R. Lunn in the up-  
building of his paper, the Schene-  
ctady (N. Y.) Citizen, and his polit-  
ical success, has resigned as business  
manager of the publication and as  
a member of the Socialist party.

## MAGAZINE CHANGES NAME.

The publishers of the Town and  
Country Journal, San Francisco,  
will change its name on October 1  
to the California Country Journal,  
and change from a semi-monthly to  
a weekly publication.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

## The NEW ORLEANS ITEM

has made New Orleans  
a "one paper city."

The Association of American Advertisers  
recently gave The Item a Sunday circula-  
tion of 51,118, daily of 47,807.

That's why The Item month after month  
carries as much advertising as the Picayune  
and Times-Democrat COMBINED, and  
from 100 to 300 COLUMNS MORE than  
The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

## NEWSPAPERS WERE VICTIMS OF A HOAX.

Several newspapers in New York  
Monday morning printed a thrilling  
and dramatic story of the suicide of  
a young Los Angeles attorney, tell-  
ing how he had run his automobile  
over a cliff in the Santa Monica  
Mountains. The newspapers that  
printed it, and the Associated Press  
that furnished it to them were the  
victims of a hoax.

The New York American, through  
investigation made by its associate  
paper, the Los Angeles Examiner,  
learned that the story was abso-  
lutely untrue in time to avoid fall-  
ing a victim. Mr. Folsom was  
found, and said that he was very  
much alive.

## WILL WATCH WILSON'S INTERESTS IN THE WEST.

Charles Boeschenstein, editor of  
the Edwardsville (Ill.) Intelligencer,  
is to handle the campaign of Wood-  
row Wilson for President in the  
West. Mr. Boeschenstein has been  
publishing the Intelligencer since  
1883. He is National committeeman  
from Illinois and has served twelve  
years as a member of the Demo-  
cratic state central committee and  
was two years mayor of Ed-  
wardsville.

## MRS. SKINNER HOME.

Mrs. Genevieve Lipsett Skinner,  
formerly a member of the staff of  
the Winnipeg Telegram and presi-  
dent of the Canadian Press Club,  
has returned to Canada from Great  
Britain, where she delivered a series  
of lectures with a view of interest-  
ing women in immigrating to the  
Dominion. Mrs. Skinner is now in  
Edmonton gathering material for a  
series of feature stories dealing  
with the northern country.

## TAYLOR STARTS PAPER.

R. Jeff Taylor has launched the  
Paullina (Ia.) Star. Mr. Taylor  
was with the Paullina News before  
becoming publisher of the Homer  
(Neb.) Star, which he recently sold.

# J. WALTER THOMPSON COMPANY.

The experience  
of forty-eight  
successful years  
Guarantees to  
those who en-  
trust their



## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS

PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
750 Marquette Bldg., CHICAGO.

## BLAZE IN ROCKY MOUNT.

Fire gutted the office of the  
Rocky Mount (N. C.) Evening  
Telegram a few days ago, with a  
loss of \$5,000, covered by insur-  
ance. With the use of a job press  
of another printing concern in the  
city it was possible to issue a five-  
column sheet of the Telegram the  
day after the fire; then an arrange-  
ment was made with the publishers  
of the Wilson Times to use a night  
shift on their linotypes, and a four-  
page paper has been issued daily  
since. Every effort is now being  
made to get back into the regular  
size in the quickest possible time.

## CLIPPING SERVICE MOVES.

The Consolidated Press Clipping  
Company, Chicago, has moved its  
offices from the North American  
Building to the Post Building, 167  
West Washington street. This com-  
pany maintains one of the most  
complete organizations of its kind.  
The present firm is a combination  
of the Advance News Company,  
Bureau of Clippings, Chicago Press  
Clipping Bureau and the Pointers  
Publishing Company and its opera-  
tions take in every conceivable  
branch of service.

## SUN AD DEPARTMENT MOVES.

The financial advertising depart-  
ment of the New York Sun, in  
charge of John D. Lane, has moved  
temporarily to Room 1639, 25 Broad  
street.

**Largest proved high-class  
evening circulation.**

# The NEW YORK GLOBE

hold certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

THE

# NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

COUNTRY PUBLISHERS ARE  
URGED TO ORGANIZE.

Work in a campaign to form a national organization of country newspapers of the United States has been begun by the Washington State Press Association. At its annual meeting in Mount Vernon in July this association appointed a committee to organize the country publishers into a national body to secure a fair rate for space, to divert foreign advertising to country papers, to educate manufacturers and advertising agencies to the value of country papers as advertising mediums, and to take united action on all legislation and postal regulations affecting the country press.

The national organizing committee is composed of Arthur A. Hay, the Camas Post; Albert Johnson, Gray's Harbor Washingtonian; and Thomas Crawford, Centralia Daily Chronicle. It is pointed out that if the country publishers of the United States were organized they could by concerted action secure the unanimous support of the country merchants in an effort to induce national manufacturers to patronize local newspapers, and that the success of the effort would bring hundreds of dollars' worth of foreign advertising each year.

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity  
involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

THE

# CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

### CLUB FOR SPRINGFIELD.

At an informal meeting of the newspaper men of Springfield, Ill., initial steps were taken for the organization of a Springfield Press Club. At a luncheon to be held on Sunday, October 13, the organization will be perfected. Oliver Davenport of the Record has been elected temporary chairman; Walter Eden of the Register, secretary, and Miss Hazel Blum of the Evening News, treasurer.

Miss Jessie Wetzel, Raymond Knotts and Waldo McAmis were appointed a committee on temporary constitution, and Earl B. Searcy, Walter Eden and Halbert O. Crews were named a committee on membership.

### WILEY TO ADDRESS AD MEN OF WASHINGTON.

Louis W. Wiley, president of the Daily Newspaper Club, and business manager of the New York Times, will address the Washington Ad Club at its October meeting.

At the last meeting F. J. Kans was appointed secretary to succeed William T. Sherwood, who was compelled to resign because of the pressure of other duties. C. E. Henderson, chairman of the house committee, was authorized to obtain larger and more adequate quarters for the club.

The following new members were elected: Frank P. Howard, John J. Wagner, Taswell Hargrove Lamb, and Robert C. Nelligan.

### GUEST OF PRESS CLUB.

The New York Press Club in conjunction with representatives of the New York Stock Exchange, Chamber of Commerce, Produce Exchange, and commercial banking, transportation, shipping and manufacturing interests, will give a banquet at the clubhouse on Tuesday evening in honor of Sir George Houston Reid, commissioner of Australia in Great Britain. The British Embassy and foreign attaches and consuls will be represented. William J. Ellis is chairman of the banquet committee.

THE

# BOSTON POST

AUGUST, 1912. AVERAGES

The Daily Post 418,562  
The Sunday Post 319,243

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

THE

# DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Advertisers, New York City.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

### AD LEAGUE OUTING.

The Advertising Men's League of New York will have a field day next Friday at the South Orange (N. J.) Field Club. The program will include a five inning ball game—a tennis tournament, a golf contest, some old-style, outdoor sports; then supper at the club house. And in the evening a bowling match, a billiard and pool tourney, dancing, singing and cards.

A special train leaving the Lackawanna station at Hoboken in the early afternoon will carry the party. The regular October meeting of the league has been postponed to October 8.

Four out of the eight monthly dinners to be given by the league this season will be devoted to the analysis of the selling problem in four principal lines of trade—dry-goods, hardware, drugs and groceries.

The first of these, on dry-goods, will be held at the Aldin Club, October 8. The speakers will be Charles Coolidge Parlin and E. J. Frost.

### NEW MISSOURI PRESS CLUB IS PLANNED.

Editors and proprietors of newspapers within a radius of 250 miles of St. Louis have been invited to attend the Missouri National Land Congress and Exposition to be held in the Coliseum, St. Louis, during the week of October 14 under the auspices of the Missouri State Immigration Society. It is planned to form at the Congress an organization to be known as the Mississippi Valley Press Association, the objects of which will be to advance the fraternal as well as the business interests of the newspapers of the section.

### DAYTON'S NEW AGENCY.

The S. O. Lindeman Advertising Company has been incorporated at Dayton, O., with \$500,000 capital. The members of the firm are S. O. Lindeman, Milton G. Lindeman, Louis R. Lindeman, Charles W. Dale and Sidney G. Kusworn.

THE

# BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation 99,211  
for August - -  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# THE JOURNAL

DAY PAPER PUBLISHED IN  
IS THE ONLY MORNING AND SUN-  
DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

### PRESS CLUB OF BROOKLYN ON ANNUAL OUTING.

The members of the Brooklyn Press Club on last Thursday afternoon held their first annual outing. On the ocean-going tug Beatrice Bush a trip was taken up the Hudson River, back again down the bay as far as Quarantine and then to Clifton, Staten Island, where dinner was had. The return trip included a cruise off Coney Island. The club now has almost 100 members, although only a few months old.

### LONDON'S VANITY FAIR CHANGES OWNERS.

C. E. Jerningham, who for twenty years has been "Marmaduke" in the London Truth, has bought Vanity Fair, and takes the editorial control next month. He intends, he says, to make Vanity Fair "a society paper written by people in society." "Bv society," he adds, "I mean people who are making the history of the day."

### GERMAN EDITORS' MEETING.

The German Press Association of Wisconsin at the close of its convention in Madison selected Shawano for its meeting place in 1913, and elected the following officers: President, Emil Wittzack, Milwaukee; vice-president, A. G. Pankow, Marshfield; secretary, Arthur Mathewig, Shawano; treasurer, Carl Seeger, Appleton.



Rev. Dr. J. Leonard Levy, one of the most popular, most influential men in the Jewish circles in America, is starting a series of articles in the Pittsburgh Sunday Post. Another class circulation puller. The

## Pittsburgh Post Daily ana Sunaay

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

# CHICAGO

RECORD-HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE

## News Scimitar

of MEMPHIS, Tennessee, is the leading afternoon newspaper in circulation; and importance, in the Mississippi Valley South of St. Louis and a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## TRAVELERS' MAGAZINE MAY COME TO NEW YORK.

It is reported that a large New York publishing house is negotiating for the purchase of the Commercial Travelers' Magazine, of Springfield, Mass. A flattering offer has been made, and if the deal goes through, the magazine will be changed from a quarterly to a monthly and will be issued from New York.

If the present negotiations are successfully carried through it will make the second well-known Springfield magazine to seek a metropolitan home, Good Housekeeping having been purchased by New York interests and removed to that city some time ago.

## A NARROW ESCAPE.

Chester B. Grandey, editor of the Glens Falls (N. Y.) Post-Star, and two friends narrowly escaped death in an automobile accident on the Glens Falls-Saratoga state road when their auto was ditched while going thirty-five miles an hour. The steering gear went wrong and the car turned a complete somersault. Grandey escaped serious injury, but his companions were not so fortunate, being caught underneath the car.

The National Progressive has appeared in Quincy, Ill.

## The combined rate of the CLEVELAND LEADER and the NEWS

makes it possible for advertisers to cover the Nation's Sixth City with a single-rate expenditure. 100,000 circulation daily in Cleveland and within 40 miles. About 140,000 circulation in Cleveland and within 100 miles of Cleveland.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PREETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

## HOW THE POST-STANDARD GOT TORNADO STORY.

A tornado swept across the northern half of Onondaga County at 5:05 o'clock Sunday afternoon, September 15, cutting off all telephone and telegraph communication. Roads were washed out by the heavy rain that followed the tornado or were rendered impassable by fallen trees. Despite these obstacles the Syracuse Post-Standard had a complete list of all the buildings destroyed and persons killed and injured in the office at 8:30 o'clock. By midnight, when the forms were closed for the first edition, seventeen columns were in type, in addition to a map of the devastated area, pictures of the victims and tables showing the losses.

All the work was done by five reporters without the aid of the rewrite desk. All the news was brought into the office by automobiles. The afternoon papers failed to produce a single new feature or uncover a new end. The original story stood except for changes in the spelling of some of the names.

## NEW DETROIT AGENCY.

R. C. Banker and F. V. Martin have formed the Banker-Martin Company in Detroit to do a general advertising business. For the past four years Mr. Banker has had charge of the advertising of several large retail stores, and his partner has managed the advertising departments of the J. L. Hudson Company and the Brushaber Furniture Store. The offices of the agency will be in the Free Press Building.

## ANOTHER LONDON EDITOR HERE TO VISIT.

Hannen Swaffer, an associate editor of the London Daily Mirror, has come to America on a visit. He will remain for two months during the Presidential campaign and study American newspapers and newspaper methods.

Speed being a requisite factor in the making of an evening newspaper, few plants, regardless of the size of the paper, are so well equipped as the

## TOLEDO BLADE.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## CALL FOR KENTUCKY EDITORS.

For the purpose of greater cooperation and particularly to discuss means of raising money for the coming campaign, J. N. Camden, Democratic state campaign chairman of Kentucky, has called a meeting of the Democratic editors at Democratic headquarters for today.

## PHOENIX AD AGENCY.

Under the name of Southwestern Publicity Company, C. L. Michael and Ben J. Kimber have opened an office at 17 West Adams street, Phoenix, Ariz. Mr. Kimber is to be the manager and Michael will act in an advisory capacity. The men will conduct a general publicity and advertising business.

## COMPLIMENT NOT LIKED.

The Cedar Rapids (Ia.) Gazette recently printed a suggestion that while the city council was considering the matter of licenses it might do well to consider a scheme whereby "loan sharks of the Andrew Dugane variety" would have to be licensed; now Dugane has started a libel suit for \$2,000 damages as baln for his wounded feelings.

## BENNETT'S BIG YEAR.

Arthur Bennett, a Western newspaper man, is going out again next year ahead of the Sells-Floto circus. He has just completed a successful year's work and will spend the winter on the Denver Post, which is owned by Tammam & Bonfils, who also own the circus.

## SALE OF LANSING NEWS.

The Lansing (Kan.) News has been sold to C. H. Coddington, son of the warden of the State Prison. The News was established in 1895 by John Higgins, parole officer at the prison. For the past five years the management of the paper has been in the hands of J. W. Higgins, his son, who will remain at Lansing and continue his duties as weighmaster at the prison.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va. Gives advertisers a sworn average circulation in excess of

7200 7c per inch per day.

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct.

THE

## MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
New York ST. LOUIS, Chicago

## BOOMING WILMINGTON.

To draw attendance from the entire state and the nearby sections of Pennsylvania, Maryland and New Jersey, the Wilmington (Del.) City Council has launched a comprehensive advertising campaign for Old Home Week, which is to be observed beginning October 6.

To assist the council in the publicity end of its work an auxiliary committee has been appointed, composed of A. O. H. Grier of the Every Evening, Ernest J. Otteni, Evening Journal, and William J. McVey of the Morning News. They have placed advertising with every paper in Delaware and with papers in all nearby territory.

## CHARGED WITH BIGAMY.

Frank J. Seibold, publisher of a weekly newspaper at St. Louis, is under arrest on a charge of bigamy. He is said to have married Miss Mary Malone, a school teacher of New Bloomfield, Mo., recently although he had a wife living in St. Louis from whom he has not been divorced.

## FOR COLUMBUS SOCIALISTS.

Plans for starting a new weekly paper in Columbus to be called the Ohio Socialist, have been formulated by the state executive committee of the Socialist party. The paper will appear about October 10.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY  
450 Fourth Avenue, NEW YORK

*Oldest Minneapolis Daily.*

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantity and Quality of Circulation

THE TIMES-DISPATCH

## RICHMOND,

IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

J. P. ABBOTT, editor of the Antioch (Cal.) Ledger, is dead at the age of seventy-two years. He was an ex-state senator and one of the pioneers of Contra Costa County.

LOUIS WASHBURN, employed in the advertising department of the Smith Greater Shows Company, Lansing, Mich., died suddenly in New York last Thursday.

GORDON MINNERLY, for many years connected with New Jersey newspapers, died last week in Leonia, aged fifty-seven years.

GEORGE GILBERT POL-LARD, for many years widely known in Missouri as a newspaper man, died a few days ago in St. Louis at the age of sixty-eight years. He was at one time associated with Eugene Field in the Kansas City Times, founded the Carrollton Express, and later published the St. Louis Journal and the Bismarck Gazette.

FERDINAND WESEL, president of the F. Wesel Manufacturing Company, printing machinery, Brooklyn, died last Friday in Germany, where he had gone for the benefit of his health. He was sixty-five years old and two sons, Ferdinand, Jr., and Harris Wesel, were associated with him in the business. Mr. Wesel was born near Frank-

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capital District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steiger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily average circulation during the six months ending June 30, 1912, 41,840

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

fort-on-Main, and was in his twentieth year when he came to this country.

CHARLES WRIGHT, editor of the Wapella (Ia.) Record, died last week.

SETH K. CORDON, publisher of the Gore (Okla.) Citizen, died suddenly a few days ago of heart trouble.

HENRY NICHOLSON, formerly owner of the Roanoke (Va.) Daily Record and editor of the Evening World, died last week in Baltimore, aged seventy-six years.

WILLIAM H. MARIN, founder of the Utica (N. Y.) Sentinel, is dead. He started the paper thirty-five years ago.

GEORGE D. DEMERS, for many years a newspaper man in Albany, Troy and Newark, N. J., passed away last week in Troy at the age of forty-seven years.

DOUGLAS TAYLOR, at one time with the New York Commercial Advertiser, now known as the Globe, and Father of the New York Typothetae, died last week at the age of eighty-two years. For many years after giving up newspaper work Mr. Taylor conducted the printing firm of Douglas Taylor & Co.

CHARLES EDWARDS, for years a newspaper publisher in Springfield, Ill., died Monday in Chicago of Bright's disease. He was sixty-six years old and a native of Springfield. He was at one time on the Springfield State Journal and later associated with United States Senator John M. Palmer in the ownership of the State Register.

## FAYETTEVILLE SALE.

James A. Parkam has sold the Fayetteville (N. C.) Index to Arley M. Moore. The new owners plan to continue the Index along the lines of its former publishers.

## EVERY WOMAN'S SCHEDULES

Schedules in bankruptcy of Every Woman's Magazine (corporation), New York, show liabilities of \$125,912, and assets of \$803.

The City of Greater Seattle (14 wards) has a population of 237,194 people, according to 1910 U. S. Census, which is an increase of 194 per cent over 1900, and western Washington and territory contiguous to Washington, nine-tenths of which is thoroughly permeated with copies of THE TIMES, a population of 1,300,000.

## THE ACTUAL CIRCULATION OF THE SEATTLE TIMES DAILY AND SUNDAY

is by far the largest of any newspaper published west of Minneapolis, and north of San Francisco.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

## LIBEL CASE DEFENDANT TO QUIZ PLAINTIFF SMITH.

John C. Hammond, assistant publicity man for the Democratic National Committee, obtained an order Tuesday from Supreme Court Justice Pendleton for the examination before trial of Courtland Smith, president of the American Press Association, in a suit Smith has brought against Hammond for \$50,000 damages for libel. Hammond was formerly connected with the American Press Association.

Hammond said in his petition that he wanted to examine Smith to find out if he didn't tell Hammond to use bitter language toward rival concerns, and especially the Western Newspaper Union. He also wants to ask Smith if he didn't say that when he had acquired the Western Newspaper Union and merged it with the American Press Association "his power would be greater than Rockefeller's."

## A WISCONSIN SUIT.

Papers have been filed in a suit brought by Wallace Engles of Racine against the Beloit (Wis.) Daily News for \$50,000 damages for alleged libel. The suits are caused by publications in the News during the political campaign of 1910.

## HEALTH FORCES HIM OUT

M. C. Peters has sold his interest in the Fairbury (Neb.) News to Lew Shelley. Mr. Peters, who became part owner of the News three months ago, retires on account of poor health. He will move to another part of the country.

## LEAVES POSTAL SERVICE.

James B. Benedict, for years one of the best known newspaper men in Troy, N. Y., has resigned as assistant postmaster of that city. Mr. Benedict will move to New York, where he is president of the Emerson-Norris Company.

## TWO NEW OWNERS.

The two newspapers at Pecos Tex., have undergone changes in ownership. J. B. Strickland has purchased the Times from Somes & Link, while the Record is now being issued under the management of S. J. Carruthers.

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative  
1 Madison Avenue, NEW YORK.

## "THE TEST" MAKES ITS DEBUT.

William F. Sailor of the St. Paul Dispatch-Pioneer staff has written a sketch, "The Test," which has been booked for ten weeks on the Sullivan & Considine circuit. The playlet had its premier start September 13 in the Majestic Theater, St. Paul. There were more than fifty newspaper men and women present on the occasion.

## WALES STARTS IN BUSINESS

The Wales Advertising Company, with offices at 125 East 23d street, New York, has been organized by James Albert Wales, formerly of the firm of Morris & Wales, Philadelphia, and until recently of the Bartlett-Wales Agency of New York.

## CRITIC GOES TO CANADA.

Miss Francis Boardman has resigned as dramatic critic of the St. Paul Dispatch-Pioneer to become press agent for the Orpheum Theater in Winnipeg. Miss Louis W. West is Miss Boardman's successor.

The publishers of the Coshcocton (O.) Times are planning to establish a daily edition very shortly.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

## NEW YORK MAIL EVENING

to believe in you, and  
you will get rich.

203 Broadway, NEW YORK.



# LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere. Advertising. Subscriptions.

Represented by Williams, Lawrence & Cresmer Co. NEW YORK CHICAGO

# PULITZER SCHOOL

## BFGINS LIFE.

INSTITUTED AS PART OF COLUMBIA—STUDIES START ON MONDAY.

The beginning of the one hundred and fifty-ninth academic year of Columbia University on Wednesday found the Pulitzer School of Journalism one of the permanent departments of that famous institution of learning. Its birth was ushered in as a part of the customary formal commencement ceremonies of the university, at which President Nicholas Murray Butler, presided, assisted by Dean Talcott Williams of the new school, and other distinguished professors.

The school of journalism will have its own formal exercises on Monday afternoon at four o'clock. President Butler will conduct the ceremonies with Bishop Greer, a trustee of the university, and Dean Williams. The latter on the occasion will deliver the first of the series of the scheduled course of lectures, his subject being "The Aims and Methods of the Pulitzer School of Journalism."

Lectures will be given in the Earl Hall Auditorium on Monday afternoons thereafter. "The Purpose of the Pulitzer Bequest" will be described by J. L. Heaton on October 7. Charles R. Miller, editor of the Times and one of the Advisory Board of the School, may make the address scheduled for October 14. Other lectures arranged for include one on "The Editorial Writer's Opportunity," by Arthur Brisbane; "Modern Newspaper Organization,"

"A Daily Newspaper for THE HOME" THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. The largest national circulation and steadily growing.

Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address CHRISTIAN SCIENCE MONITOR, Boston, Mass. New York office, 1 Madison Avenue. Western office, People's Gas Bldg, Chicago

IT PAYS TO ADVERTISE IN THE

# ST. LOUIS TIMES

Now generally recognized as the Home Newspaper of St. Louis.

This newspaper has enjoyed the most remarkable growth ever recorded in the Mississippi Valley.

EDWARD L. PRETORIUS, President and General Manager.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

# SEATTLE "P-I"

THE POST-INTELLIGENCER Able, alert, always ahead.

LEADING NEWSPAPER OF THE PACIFIC NORTHWEST W. J. MORTON, Eastern Representative, 225 Fifth Avenue, 87 Washington St., NEW YORK. CHICAGO.

by C. V. Van Ande; "Accuracy in Journalism," by Ralph Pulitzer; "The Truth in the News," by Miss Ida M. Tarbell; "Newspaper Power and How to Direct It," by G. S. Johns; "Art and Conscience in Newspaper Making," by Samuel Bowles.

The attendance is larger than was anticipated. It is representative in its character, coming from all parts of the United States and one young man is coming all the way from South Africa, where his father conducts a Hungarian newspaper. More than 1,500 applications for admission have been received, but not more than 100 students can be accommodated with the present facilities.

The fourth-year class will be composed almost wholly of men who have received their degree of A. B. at various colleges and who take this year of technical training in order to fit themselves for journalism. The first-year class in nearly half its number consists of men who have had experience as newspaper reporters from one year to four.

Some of these men have left their positions, hoping to get work in New York to help them pay their way through the course. The cost of the tuition is \$180 a year, and arrangements have been made so that this sum may be paid in installments.

Pending the completion of the school building, now under construction at the southeast corner of Broadway and 116th street, the school will be housed in various halls on the Columbia campus. Dean Talcott Williams has his office in the library.

Dr. Williams declares that prospects are bright to carry out every purpose Mr. Pulitzer had in mind when he instituted the school.

"It was Mr. Pulitzer's purpose to give the opportunity for men who are already in journalism to take up special studies which would better fit them for their calling. It is a gratifying proof of the wisdom of this provision that nearly half the entering class of the school is composed of those who have already spent from one to four years on

Higher rates become effective Oct. 1st NOW is the time to get the benefit of present LOW prices. Biggest value in New England.

THE

# Boston Herald

now over 100,000

THE

# Boston Traveler

AND EVENING HERALD (consolidated) OVER 130,000 (first listed)

A Quality and Quantity Combination that cannot be excelled.

Sole Foreign Representatives: The S. C. BECKWITH Special Agency, NEW YORK, CHICAGO, ST. LOUIS.

Newspapers in various parts of the country.

"In more than one case men engaged in exhausting night work in New York offices are using their scanty leisure to take the courses of the school. They will get six years, or more if necessary, to take their degree.

"In other cases the young journalists have already held responsible positions on papers in different cities and are giving up positions which would lead on to important work because they feel that in the end they will profit by more training, as their experience has already shown them the necessity of this training in practical newspaper work.

The fourth-year class will be composed almost wholly of men who have received their degree of A. B. at college and who take this year of technical training in order to fit themselves for journalism.

"It is already plain that the school will do the work proposed by Mr. Pulitzer in furnishing training to those already in the calling to fit themselves more completely for the service of the people and in enabling those who have already received a college education to provide themselves with the special equipment needed in the work of the reporter."

## AT OTHER SCHOOLS.

A new course in advertising has just been announced by Dean Joseph French Johnson of the New York University School of Commerce, Accounts, and Finance, in which the ideas of practical advertising will be taught from the point of view of the Associated Advertising Clubs of America. The course will be in the hands of Harry Tipper, advertising manager of the Texas Company. Mr. Tipper is president of the Technical Publicity Association and a member of the educational committee of the A. A. C. A.

The course given by Mr. Tipper will be held every Monday evening during the school year, and will include a careful study of the economic forces in advertising, the relative value of mediums for various purposes, the technique of advertising, and the various follow-up

A Powerful List is the

# MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,568 (Only German evening daily in Milwaukee)  
Daily Herold.....17,000 (Only German morning daily in Milwaukee)  
Sonntag Post.....45,000 (Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413 (German Farm Journal)  
Haus-und Baternfreund (German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEUQUE, U. S. Rep. 702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager, 1 West 34th Street, NEW YORK. Telephone, 215 Murray Hill.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

# HAVANA POST

the only English newspaper printed in Cuba and read by all who read English-Americans, Cubans and Spaniards.

GEORGE M. BRADT, Publisher

Published Every Day in the Year

systems used in campaigns. In addition to Mr. Tipper's course, a correlated elaborated course in advertising practice will be in charge of G. B. Hotchkiss, assistant professor of Business English.

A faculty and curriculum of journalism have been established at Cork University. A degree will be granted to a student on the completion of three years.

A course in the Irish language is made compulsory for both the matriculation and degree examinations.

## AN ARDENT SUFFRAGIST.

Miss Mary McFadden, political writer and suffragist, was one of the principal speakers at the state convention of Federated Women's Clubs held last week in Dodge Center, Minn. Less than four years ago the club women of Minnesota were openly opposed to woman suffrage, their change of attitude and their unanimous indorsement of "votes for women" are largely due, it is said, to the effective work of Miss McFadden.

## NEW DAILY FOR TEXAS.

The town of New Ulm (Tex.) now has a daily newspaper; an enlargement of the Weekly Enterprise.

# THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE ADVERTISING AGENCY ATLANTA, GA.

# THE NEW YORK EVENING TELEGRAM *PROVES*

ITS SUPERIORITY  
MONTH AFTER MONTH

By Publishing More Advertising Than  
Any of Its Contemporaries.

---

*HERE IS THE RECORD FOR AUGUST:*

EVENING TELEGRAM	422,703 Lines
Evening Journal	367,334 Lines
Evening World	327,609 Lines
Evening Mail	276,020 Lines
Evening Globe	227,636 Lines
Evening Post	182,897 Lines
Evening Sun	142,898 Lines

The New York Evening Telegram is the only afternoon newspaper which publishes classified advertising—the small daily “home-wants” which are a sure indication of advertising value.

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## *National Advertisers*

intending to use newspapers in New York City should be sure that the Evening Telegram appears on all lists.

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Daily Circulation Over 200,000 Copies



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 971 NEW YORK, SATURDAY, OCTOBER 5, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

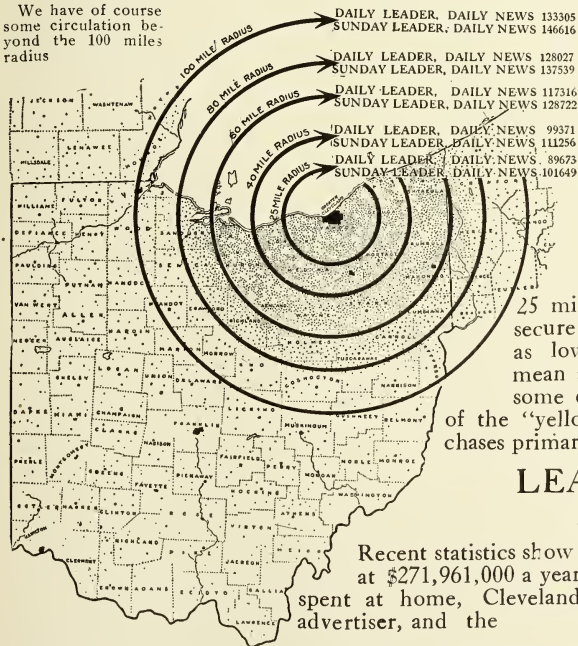
—Carlyle's "Heroes  
and Hero Worship"  
Lecture V

TEN CENTS A COPY

Cover Cleveland and 100 Miles Surrounding at a Single Rate.  
Circulation All Day Long.

## The CLEVELAND LEADER and NEWS

We have of course  
some circulation be-  
yond the 100 miles  
radius



This map shows approximately the  
circulation of the

## LEADER and NEWS

within 100 miles of Cleveland. Each  
black dot represents a settlement of  
homes receiving 25 or more copies per  
day. The

## LEADER and NEWS

has a greater quality circulation within  
25 miles of greater Cleveland than you can  
secure elsewhere at a rate proportionately  
as low—and by "quality" circulation we  
mean an audience with a purchasing power  
some degrees higher than that of the readers  
of the "yellow" journal who confine their pur-  
chases primarily to bargain sales. The

## LEADER and NEWS

A HOME MEDIUM.

Recent statistics show Cleveland's manufactures to be valued  
at \$271,961,000 a year. Since most of the city's revenue is  
spent at home, Cleveland is a fertile field for the judicious  
advertiser, and the

## LEADER and NEWS

provide Cleveland's medium of maximum results at minimum cost.

## The CLEVELAND LEADER and NEWS

*Blue Bear* INC.

In Charge of Foreign Advertising  
NEW YORK BOSTON CHICAGO

## PUBLICITY LAW IN EFFECT.

### NEWSPAPERS SLOW TO COMPLY WITH IT—WHAT THE PUBLISHERS SAY.

Although the new post office law regarding publicity for newspapers' affairs went into effect on Tuesday, hardly more than one tenth of the publications of the country had complied with the law in all respects, up to the time of going to press.

Between 3,000 and 4,000 periodicals, including thirty-eight daily newspapers, had responded. One of the first daily newspapers to respond was the Baltimore Sun, which published the necessary statements in its issue of October 2.

While the law requires that statements shall be filed not later than October 1, the Post Office Department will allow a reasonable period before notifying any publication of its failure to respond. The department was unable to supply the blank forms before last Friday, when more than 22,000 were mailed out. Forms mailed to Pacific Coast newspapers therefore did not reach their destinations in time to be returned by the date set in the law.

The contemplated action of the American Newspaper Publishers' Association in regard to testing the legality of the new law is still held up, although as already told in THE FOURTH ESTATE, it has been fully determined to put the courts to the question of the constitutionality of the act. Within a few days it is expected action will be begun on behalf of one of the members of the association.

The new post office appropriation bill requires every publication in the United States to file with the Post Office Department on April 1 and October 1 annually sworn statements of their ownership, and, in the case of daily newspapers their circulation, and that every article or editorial paid for by money or other valuable consideration, be plainly marked "advertisement."

Compliance with the law requires that there shall be filed with the local postmaster by each periodical and newspaper two copies of the statement of ownership, management and circulation. The local postmasters are required to keep one of the statements in the Post Office files and to forward the other copy to Third Assistant Postmaster General James J. Britt.

The act of August 24, 1912, requires a copy of the sworn statement of ownership, management and circulation to be published in the second issue of the publication printed next after the date of filing the statement.

Postmasters are also required to report promptly to Mr. Britt the failure of any publisher to file statements or to publish them.

It is believed that as soon as it can be arranged the Post Office Department will give any person so desiring full access to the sworn statements filed with the department. The law does not specifically direct the department to make these statements public, or to grant access to them, but as it does re-

quire the publication to print the statements in its second issue after the filing, the officials hold that the law contemplates full publicity and ready access to persons seeking that privilege in a legitimate way.

The clause of the law requiring the labeling as advertising all matter in news or editorial columns in which a valuable consideration is received, does not seem to have caused any change or innovations in any of the newspapers. Baseball games, theatrical criticisms, banquets, etc., continue to be printed each day without the suffix "Adv."

Evidently with more thought over the matter many publishers are beginning to realize that some good may be wrought by the measure. The harsh criticisms of the bill in its first days have sobered down considerably, and now many of the biggest publishers and newspapers are looking upon it as the opening wedge to a rejuvenation of the business end of the country's newspaper industry.

Accompanying are a group of expressions from newspapers and editors on the subject. Others were printed in THE FOURTH ESTATE last week:

#### Christian Science Monitor:

Whatever opinions may be held by judges or by journalists it is not likely that some students of American contemporary life will regret opening of the large issue involved in this statute and in its enforcement. They will still continue to insist that it is high time that the American democracy again faced the problems involved in maintenance of liberty of the press and in saving it from degeneration into license where only liberty was intended.

They will welcome any happening that forces upon the country the debate involved, believing that nothing is more needed now than the publicity of "politics," in order to equip the people with information by which they may know from the genuine, the faker from the prophet, and the swindler from the seer. It is many decades since Americans really seriously considered all

Continued on Fourteenth Page.

#### MOBILE MAY SEE WAR.

A newspaper war is threatened in Mobile, Ala. There are insistent rumors that three new dailies are about to be started. Advice says that Frederick I. Thompson, publisher of the Register, is perfecting plans to launch an evening publication; while J. C. O'Connell, publisher of the Item, admits, it is said, that his paper would resent this "trespassing" by entering the morning field.

Believing that Mobile would support another evening paper, William F. Cotheran, formerly president of the Item Company, is reported to be contemplating starting a one-cent, independent, afternoon paper called the Evening Star.

#### READING NEWS APPOINTMENTS.

Gilbert S. Jones, general manager of the News Corporation, owner of the Daily News, which is shortly to appear in Reading, Pa., has appointed I. M. Rutter advertising manager, and H. B. Baker to have charge of the circulation department. Associated with Mr. Jones in the conduct of the paper as editor will be A. W. Cummins. The News will appear every morning except Sunday.

## PULITZER SCHOOL OPENING.

### PRAYER THAT IT MAY BE A "SCHOOL OF LIGHT"—EXERCISES IMPRESSIVE.

The School of Journalism founded by Joseph Pulitzer was formally opened Monday at Columbia University, when Dr. Talcott Williams, Director of the School, made his opening lecture in the presence of a large and enthusiastic audience in Earl Hall.

Bishop David H. Greer began the exercises with a prayer for the guidance of the tutors and pupils of the school, and President Butler of the University followed with an eloquent address introducing Dr. Williams and setting forth his views as an earnest student of educational affairs concerning the important place which the School of Journalism will fill in the modern world of letters and education.

The auditorium of Earl Hall was thronged with interested men and women who came to show their approval of the new undertaking; men and women whose lives have been spent in the fostering of general and technical education. Newspaper men of all degrees, from managing editors to reporters, united in bearing witness to the value of the labors undertaken by the school and its director.

PRAY FOR "SCHOOL OF LIGHT."  
"A School of Light and Leading," Bishop Grier prayed the newly opened institution would prove to be.

We ask Thy blessing upon Thy School of Journalism which within Thy hearing and presence we inaugurate this day. Guide and direct those entrusted with the responsibility of its conduct and control. Give to its directors and tutors the wisdom, skill and patience necessary to teach and to its pupils an open and ready mind to learn. Inspire them with pure and high ideals, with the love of country and wisdom and to protect them from ignorance and vice and oppression.

"President Butler told of the plan evolved by the director, to have lectures by men well known in the newspaper profession and in other walks of life every Monday afternoon. In the outlook for the school, in the highest terms, he saw a new sign of hope for the spread of higher education. He said:

A matter of high consideration is the rapidity with which the contempt at first felt for the plan of a School of Journalism in certain quarters has passed away and turned into a feeling of respect and admiration.

When the project was first mooted these wisecracks shook their heads and said that journalism could not be taught and many of us frankly sympathized with that view and hoped it could not.

But the high ideals that Joseph Pulitzer had in mind, the great sincerity and earnestness he brought to the consideration of the scheme, came to be understood before long and the incredulous ones began to weaken. And now we have seen that incredulity suppressed and supplanted by an unbounded enthusiasm. We have now as in the beginning the fullest confidence in the wisdom and practicability of the School of Journalism. We need this school, its prestige and its influence to show what may be done to represent in its true light that field of activity known as the Fourth Estate.

DR. WILLIAMS' ADDRESS.

President Butler closed with a tribute to Dr. Williams' personal

and professional achievements and reputation, and then introduced the director, who said in part:

It was yesterday but eleven months since Joseph Pulitzer died, and the school for which he gave his open, with nearly one hundred students and twenty-four officers of instruction. The school draws students from twenty-two states and countries. Students are in its courses from China, New Zealand and Turkey. Of its teaching force one-third, eight, have been newspaper men, and four of these have spent most or all of their active lives in this calling. It is a part of this school that opens. It is even more memorable in the development of our national education than its opening has opened the mind of the nation to a new and needed field of professional training. What was doubted is possible is accepted as practical. Wisdom was demanded as a clinical is now in actual operation. What was once derided by the calling itself is approved and demanded by it.

What was vague purpose and proffer of training in specific aspects of news writing today is the aim and the serious educational problem as to how, in Mr. Pulitzer's noble and penetrating utterance which has become the motto and the forefront of this school, to make the object of its training, "to make better journalists who will make better newspapers for the benefit of the public." The day is over for discussing the need or the character of this education. Our subject today is the aim and method.

The broad lines are accepted by all. The world is international. A journalist can no longer do his full work within the limits of his own tongue. He must have a reading command of either French or German, both preferably, one or the other. Journalism is the service of the state and no man can serve the state unless he knows its history, its structure, and its working in legislative, administrative and party government. Recent history must be known or the relation of nations will be an enigma and foreign news will be a mere maze.

Economics must open the way to a knowledge of the problems of labor and capital, and the study of the sciences. There must be a rapid view of the sciences. The whole object of the school must be to concentrate its training on

Continued on Twelfth Page.

## NEWSPAPERS FORM AD BUREAU.

### MEETING IN NEW YORK TO PLAN FOR NATIONAL ADVERTISING.

At the time of going to press a number of representatives of metropolitan newspapers of the country are meeting in the Waldorf-Astoria, New York, with the object of forming a co-operative organization for the promotion of national advertising in the daily newspapers.

It is the plan to form a bureau called the Association of Daily Newspapers to work with the Daily Newspaper Club.

The meeting was presided over by Hopewell L. Rogers, of the Chicago Daily News. Among those present were:

W. S. Bird, Baltimore Sun; H. F. Gunnison, Brooklyn Eagle; J. W. Woodward, Chicago Record-Herald; W. H. Field, Tribune; G. M. Rogers, Cleveland Plain Dealer; M. E. Foster, Houston Chronicle; W. D. Phillips, Louisville Courier-Journal; L. T. Boyd, Milwaukee Journal; J. Poppendieck, Jr., Sentinel; W. S. Jones, Minneapolis Journal; W. J. Murphy, Tribune; E. M. Foster, Nashville Banner; Jason Rogers, New York Globe; A. K. Oliver, Pittsburgh Chronicle-Telegraph; C. A. Rook, Dispatch; H. C. Milholland, Press; G. S. Oliver, Gazette Times; J. S. Bryan, Richmond Times-Dispatch; F. Newbold, Washington Star; J. W. Adams, Daily Newspaper Club.



# As Usual New York American Leads

All Other New York Morning and Sunday  
Newspapers In Advertising Gain.

In September the NEW YORK MORNING and SUNDAY AMERICAN gained 137,601 lines in total advertising over the corresponding month of last year—which is considerably more than the gain made by any other New York Morning and Sunday newspaper.

## Again The NEW YORK AMERICAN

Leads All Other New York Morning and Sunday  
Newspapers In Dry Goods Advertising.

During the month of September, 1912, the NEW YORK-AMERICAN published 331,549 lines of Dry Goods Advertising—a greater volume than that published by any New York Morning and Sunday Newspaper during the same period. This represents a gain of 96,680 lines of Dry Goods advertising for the NEW YORK AMERICAN over the same period last year—a greater gain than that made by any other New York Morning and Sunday newspaper.

### AND HERE IS THE RECORD FOR THE FIRST NINE MONTHS OF 1912.

*In Total Advertising:—*

AMERICAN	GAINED	689,504 LINES
World	Gained	266,971 Lines
Herald	Lost	256,254 Lines

*In Dry Goods Advertising:—*

AMERICAN	GAINED	351,328 LINES
World	Gained	256,876 Lines
Herald	Gained	144,732 Lines

*From Figures Compiled by New York Evening Post.*

**CONCLUSION:—**The NEW YORK AMERICAN has been steadily forging ahead of all other New York Morning and Sunday newspapers in advertising gain month by month during the first nine months of this year. Mark you!—not a spasmodic gain now and then but a steady consistent gain. There is only one reason for this condition, and that is advertisers find the "Quantity Quality" circulation of the NEW YORK AMERICAN brings BEST RESULTS.

Advertising That Pays *Grows*.

Advertising That *Grows* Pays.

# New York American

## THE PRINT PAPER MARKET.

### TIDEWATER PRODUCT FOR THE WORLD-FINANCIAL RECORDS—TARIFF.

THE FOURTH ESTATE purposes to keep close track of the news print paper industry as developed through statistics gathered by the American Paper and Pulp Association, as filed with the Bureau of Corporations in Washington.

As these reports are given very little attention by the average newspaper, although they are furnished to them, supposedly because they are not put in an intelligent form. The FOURTH ESTATE ventures to call subscribers' attention to the facts as developed from month to month.

For the fiscal year ended December 31, 1909, the average production of all mills in the United States was ninety-two per cent. of normal capacity. In 1910, ninety-three per cent. In 1911, ninety-three per cent. and so far in the year 1912, the percentage of normal manufactured by all mills has been about ninety-six per cent.

The stocks of paper on hand at the end of each month has shown an increase from January, 1912, to the first of September, roughly, of 20,000 tons. The total stocks on hand at the end of August amounted to about ten days' supply for the combined newspapers of the country. In 1911, during the same period, there were over 8,000 tons more on hand. In 1910 the amount was about the same. In 1909 there were 8,000 tons more on hand. It must be borne in mind that stocks must be accumulated to take care of the demand in the fall and winter, which is largely increased due to extra pages for the large fall and holiday advertising.

The last four months of 1911, while the mills ran full time, the stocks of paper were reduced 27,000 tons. In the last four months of 1910 the stocks of paper were reduced 19,000 tons. In the last four months of 1909 the stocks of

paper were reduced 27,000 tons. It is a fortunate thing that stocks do accumulate at this time of the year, otherwise, there would not be enough to go around in the winter.

Few publishers realize the relative connection between rainfall and stocks of paper. All news paper is made from a large percentage of ground wood pulp, and the ground wood pulp supply depends entirely upon water power. Water power is dependent upon rainfall. This year there has been an abundance of rain in most parts of the country, which has produced an ample supply of ground wood pulp.

The statistics indicate that any cycle of eighteen months shows an exhaustion of ground wood stocks. The FOURTH ESTATE will devise a simple and clear method of showing the facts so that the publisher may draw his own conclusions without involved study.

Next week will be shown quantities and periods.

For the next year the entire news print product of the Tidewater Paper Mills, in South Brooklyn, N. Y., will be taken by the New York World.

The St. Louis Post-Dispatch has decided not to renew its contract with the Great Northern Paper Company for the 15,000 tons of paper it uses annually, and notification was sent to De Grasse Paper Company, at Pyrites, N. Y., which has the contract to supply the New York World the 60,000 tons it uses, that it would have to double its output to provide for the Post-Dispatch. Accordingly, the De Grasse Company contracted for the product of the Tidewater Company for the next five years, to be delivered to the World, while the 150 tons of paper made daily in its Pyrites Mill and the Hannawa Falls Mill is to be sent to St. Louis.

The World several months ago determined to insure its paper supply for the next ten years and contracted with the De Grasse Company, for its entire product for that period, which at the time was only seventy-five to 100 tons daily. Through the advance of money by the World, improvements were made in the mill which allowed this to be increased to 150 tons, as at present.

The net earnings of the International Paper Company for the third quarter of the year will be greatly in excess of those for the same period in 1911. It is probable that the fiscal year, ending December 31, will show the largest net earnings in any year since 1905. The net earnings for 1912 are expected to be about \$3,000,000.

According to the Wall Street Journal:

The International Paper Company now owes about sixteen per cent., or \$3,600,000, in back dividends. The full cumulative six per cent. dividend has not been paid since 1907. In 1908 the company annual distribution on the preferred stock has been at the rate of two per cent.

The company has spent a great deal of money in improving property during the past five years, and now has a profit and loss surplus of approximately \$9,000,000. Increased earning power of company during the past three months has been due to an increased demand for news print from newspapers throughout the country. The demand for news print at

present continues unabated and it is probable that it will reach record breaking proportions by the 1st of November.

The production of the International Paper Company is now about 1,800 tons of paper a day, of which 80 per cent. is news print. The market for news print continues firm with two and one-fourth cents a pound the ruling quotation.

In 1911 the company charged off \$484,760 for depreciation. This was the first depreciation charge made since 1900. Some of the directors believe that an annual depreciation charge should be written off the books, and for this reason are opposed to increasing dividends.

It is pointed out, however, by other interests in the directorate that the company's investments in woodland have increased enormously in value during the past five years, and that this increased value of woodland holdings, as well as the water power holdings should offset the fact that there had been no depreciation charge for ten years.

The plants of the Great Northern Paper Company have ever since January 1 been operating at full capacity. This means a production of about 500 tons of paper daily. The company has a demand, it is stated, at least ten per cent. and at times fifteen per cent. in excess of its full productive capacity and would be warranted in the face of trade conditions prevailing for the past two years in making an increase in its productive capacity of that extent, giving it an output of 600 tons each twenty-four hours.

The Wall Street Journal reports: Dry weather or water shortage have been facts of which the company has had to have no concern this summer. Its huge storage reservoir in the Maine timber lands insures continuous operation at full capacity the year around, a factor which makes Great Northern probably the lowest cost producer in the United States. Even now this reservoir has enough water to last till next April.

The company's \$6,000,000 stock is now firmly established on a regular 6 per cent. basis.

In 1911, owing to an extra dividend, seven per cent. was paid and an extra one per cent. last May insured seven per cent. as the minimum this year. If trade conditions hold it is possible that shareholders will get eight per cent. for 1912, a course which would be warranted in view of the suspension of dividends during 1908 and 1909.

The company is in a strong financial position and is without floating debt. Current plant additions and betterments are being paid for out of surplus earnings.

Construction of a two-grinder pulp mill at Plattsburgh is already under way. The plant will be one of the most modern and will be equipped with the latest type of machinery used in manufacturing pulp. It is planned to operate the mill in the spring.

### MAY TO REPRESENT ILLINOIS.

Governor Charles S. Deneen of Illinois has appointed Charles H. May, publisher of the Peoria Herald-Transcript, a delegate to the American Prison Association's annual meeting in Baltimore from November 9 to 14. Mr. May's work as a member of the board of directors of the Pontiac Reformatory brings about this appointment.

### NEW HOME AND PRESS FOR SHERRILL'S PAPER.

The Concord (N. C.) Tribune will move October 15 into new quarters on Union street, where it will occupy the ground floor of the Morris Realty Building. A new press has been purchased by Publisher J. B. Sherrill and will be installed in a few days.

### Unusual Papers and Papers of Unusual Sizes.

HENRY LINDENMEYR & SONS,

## PAPER Warehouses,

20 Beekman Street,  
32 Bleecker Street,  
NEW YORK.

### Wrapping Paper.

All Kinds of Paper  
Made to Order.

### GUIDE FOR USERS OF NEWS PRINT PAPER.

By far the largest single item in the expense account of any publisher is for the paper he uses, and Post's Paper Mill Directory, the 1913 edition of which is just off the press and is advertised in another column, furnishes him with valuable information, not otherwise attainable, which may save him a great many dollars.

This book gives the name, location and capacity of every mill in the United States and Canada, with the kind of paper each makes and—particularly important feature—the width of its machines. It also gives the railway connections, the names of the officers and all other essential data.

Mr. Post's experience of thirty-five years as the publisher of the Paper Mill, the leading journal in the paper trade, has enabled him to gather and classify this information in the most compact and useful form, and the directory should be secured at once for every newspaper office.

DO YOU notice any Paper that takes FINE HALF-TONES any better, on HURRY-UP WORK, than that on which THE FOURTH ESTATE is printed?

LASHER & LATHROP  
INCORPORATED

## PAPER

18 Beekman Street, NEW YORK  
Successors to MOLLESON BROTHERS  
Established 1868.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

Berlin Mills  
Company,

PORTLAND, MAINE.

New York office, 256 Broadway



## GLYNN NOMINATED FOR LIEUTENANT GOVERNOR.

The signal honor of the nomination for lieutenant governor of the state of New York on Wednesday was conferred upon Martin H. Glynn, president and editor of the Albany Times-Union, by the Democratic party. He will be the chief running mate for Congressman W. H. Sulzer, the nominee for governor.

Mr. Glynn's popularity was emphasized from the very opening of the convention, which chose him temporary chairman, and his record affords evidence that he is to be a strong man in upholding the banner of the Democratic party in the state and national elections next month.

For a time Mr. Glynn was mentioned prominently for the governorship, and showed much strength in the early balloting. Finally, however, it was agreed to nominate Mr. Sulzer, and Mr. Glynn received an overwhelming majority for the lieutenantancy. Mr. Glynn has had a wide public career as a lawyer, editor, Representative in Congress, state controller and Democratic member of the World's Fair Commission on the appointment of President McKinley.

Mr. Glynn was born on a farm at Kinderhook, N. Y., in 1871, and worked as an accountant to get enough money to go through college. He was graduated from Fordham University, an honor man in the class of '94. He studied law and was admitted to the bar. Then he became editor of the Albany Times-Union.

In 1898, when he was twenty-six years old, he was elected to Congress from the Albany district. He was re-elected in 1900. At one time he was the youngest member of Congress. President McKinley appointed him a member of the national committee of the Louisiana Exposition and he was elected its vice-president.

In 1906 he was elected state controller on the Democratic-Independent League ticket. He was renominated in 1908, but defeated. He is an orator of distinction and as controller he was a persistent reformer of abuses in his office.

## WORLD ASKS PROTECTION FROM PARASITE.

Supreme Court Justice Kelby of Brooklyn is hearing argument on the application of the New York World for an injunction restraining Albert L. and Nathaniel H. Levi, from inserting in the pages of the Sunday World green folders advertising their Berlin store. When the alleged illegal practice was started several months ago the defendants printed their folders on white paper of the same size and general appearance as that used by the World. Later they adopted the green folder.

Business Manager Don C. Seitz, of the World, states that the defendants have been conducting the practice for many months. On March 14 last suit was brought to restrain them from using the World as an advertising medium and for money damages. The complaint states that a lawyer for the Levis called upon Mr. Seitz and promised



MARTIN H. GLYNN,

EDITOR OF THE ALBANY TIMES-UNION, AND DEMOCRATIC NOMINEE FOR  
LIEUTENANT-GOVERNOR OF NEW YORK STATE.

that they would stop circulating the folders through the World, but again on May 19 they printed the folder on green paper and began to circulate it through the World as before.

The suits that had been withdrawn were immediately reinstated. In its actions the World maintains the privilege of presenting its paper to the public in the form in which it comes from the presses. It is alleged complaints have been received in which World readers call attention to the defendant's loose insert and asking that the practice be stopped.

## WORKING AT POLITICS.

Guy W. Finney, a Washington newspaper man, has been appointed secretary of the Wilson National Progressive Republican League, with headquarters in New York. He will have charge of the league work in the East. The purpose of the league is to help the growing sentiment among Republicans for the election of Woodrow Wilson.

## CO-OPERATION BETWEEN ADVERTISER AND PUBLISHER.

The kind of co-operation between advertiser and publisher that has made the magazine advertising the big factor that it is today is emphasized in a move just made by the Good Housekeeping Magazine. The dealers' service department has just issued a magazine entitled Good Storekeeping to help in the education of the storekeeper in how to take advantage of manufacturers' national advertising. The first number of Good Storekeeping contains sixty-four pages, with thirteen articles treating on the point "how to sell."

Advertisements which have appeared in Good Housekeeping recently are reproduced in part or fac-simile, classified by trades, and there is a buyers' guide of retail merchants throughout the country who are handling advertised goods, particularly those guaranteed by the Good Housekeeping Magazine. The right to a place in this list, which is circulated among the subscribers of Good Housekeeping all over the country, is without cost to the merchant; while the advantages accruing to the advertiser whose goods are handled by the merchants listed, are also gratis. Good Storekeeping will be issued monthly.

## EDITORS WITH McCORMICK.

Alexander A. McCormick, formerly publisher of the Chicago Evening Post and the Indiana Star League Newspapers, is a candidate for the presidency of the Cook County Board.

A series of meetings will be held by the different foreign language speaking residents of Chicago in the interests of the candidacy of Mr. McCormick.

At a meeting in the Hotel La Salle a general organization was effected. About fifteen nationalities were represented and the editors of a number of foreign language papers expressed their willingness to co-operate with the McCormick campaign. John R. Palendech, editor of the United Servian, was elected president of the Nonpartisan Foreign Language Club, and Peter S. Lambro, editor of the Greek Star, was elected secretary. A resolution was adopted calling on the foreign press of the city to support Mr. McCormick.

## FOR CHESS PLAYERS.

Jose R. Capablanca, one of the leading chess players of the world, has become an editor. At present the young Cuban is busy preparing for the first edition of the Chess Forum, which will make its appearance in New York this month. Besides Capablanca, others interested are F. D. Rosbault and Felix Kahn. The Forum will be issued from 34 Park Row.

## HEAVY FIRE DAMAGE.

Fire completely destroyed the home of the Terra Bella (Cal.) Daily News, published by G. A. Hart, last week. The damage was placed at \$65,000 and the building was insured for \$42,500.

## RUSSIAN CENSORSHIP.

The press in Russian Poland is meeting with drastic treatment by the authorities. The Warsaw papers were fined 198 times during the first seven months of this year. Not a single paper escaped and the fines amounted to \$30,925. The Kief Myse has been fined eight times and twenty editors have been sent to prison since January.

## GOSS AND SOMMERS SHIFT.

R. H. Goss, assistant city editor of the St. Paul Dispatch, has been appointed sporting editor of the Dispatch and Pioneer Press. He is succeeded on the city desk by David R. Sommers, formerly of the Minneapolis Tribune.

## SUBURBAN PAPERS MERGE

The North Chicago Times has been consolidated with the North Chicago Review, which made its appearance a short time ago. The combination will hereafter be published as the Times-Review.

You Should Look Into

## AClassic In A Page

A Weekly Feature which is both Entertainment and Education.

Put out in 1906 for ten weeks service, it is now in its sixth year and is a Permanent and Valuable Fixture with such papers as the

BOSTON GLOBE,  
MILWAUKEE FREE PRESS,  
CINCINNATI INQUIRER, etc.

It is a feature which grows and holds. Furnished by

**McCLURE** NEWSPAPER SYNDICATE  
45 West 34th Street, NEW YORK

The **MYERS** Circulation Co., Inc.,  
OF WATERLOO, IOWA,

Leads All Other Contest Companies. Write Us.

## BUILDING UP THE CIRCULATION.

The Pittsburgh Post has arranged with the Rochambeau Newspaper Syndicate of Philadelphia for its series of articles by Sarah Bernhardt. They will begin in the Post on October 7 and will appear every day including Sunday.

Forty prizes valued at \$18,000 are offered by the Rochester Union and Advertiser in a voting contest to last six weeks. The first prize is a \$5,000 home; second, an organization prize of \$2,000 in gold; third, a \$2,000-touring car; fourth, a \$1,500-electric runabout, and others consist of player pianos, pianos,

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

The CONSOLIDATED PRESS CLIPPING CO.

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

merchandise orders, tropical tours, diamond rings, photographs, gold watches and \$1,000 in special prizes. The contest is being conducted under the direction of the Northern Circulation Company, 165 Broadway, New York.

The Pittsburgh Post's Travel Club spent part of the week in Jamaica. The club is comprised of seven women and seven men, who were chosen to make a trip as the result of a popularity contest recently conducted. They left New York on September 21 and will tour for three weeks through the West Indies. The trip will also include a visit to the Isthmus of Panama and an inspection of the canal.

C. J. Zaiser, manager of the Moline Mail, is now conducting a voting contest, the prizes being a \$2,100 automobile, four \$600 player-pianos, four diamond rings, gold watch, bank accounts, etc.

The Fort Worth Star-Telegram abolished the return privilege on October 1.

The Gold Bug, a new Chicago magazine, the first number of which is that of October, is offering cash prizes for short stories.

Last Friday night was newsboy night at the National Theater in Philadelphia, when more than one hundred newsboys from each newspaper in the city were the special guests of Manager Kelly of the theater and Manager Williams of the stock company playing at that house. A special section of the theater was reserved for the boys, who showed their approval in an enthusiastic manner for the "Montana Limited" which was played for them.

## BERNHARDT ARTICLES IN CHICAGO RECORD-HERALD.

The rights in the Chicago territory to the Rochambeau Newspaper Syndicate's articles by Sarah Bernhardt have been acquired by the Chicago Record-Herald. The articles will be printed daily beginning next Monday.

Stories of exceptional interest are being carried in the Record-Herald's Sunday Magazine. The newest articles of Harry Furniss for "Punch," Sewell Ford and Paul West, and illustrations by Wladyslaw Benda are now being featured.

## INTERESTING THE HOME.

The Chicago Sunday Tribune is making extensive use of feature stories of the Central Press Association, of Cleveland, especially the writings of Jane Addams.

For interest in the home the Tribune prints a special cut-out page of "moving pictures" for the boys, and patterns in fancy collars and other outfitings for the girls.

The Tribune is offering cash prizes of \$5 for the best answers for reason of failures in life as depicted in stories in the "Workers' Magazine" section.

## BETTER WITH EVERY ISSUE.

H. F. Sweatland, circulation manager of the Madison (Wis.) State Journal, writes:

"THE FOURTH ESTATE is getting better with every issue."

## ASSOCIATED NEWSPAPERS' PLANS DISCUSSED.

Business Managers of Members  
Talk of Advertising and  
Feature Improvement.

A meeting of the business managers of the Associated Newspapers was held in Des Moines September 23 and 24. The feature service of the association and its use in circulation promotion, together with plans for advertising solicitation, were discussed. Among the features now running is Rex Beach's new novel, "The Net," to which the Associated Newspapers secured the serial rights for \$15,000. The visiting newspaper men were the guests of Lafayette Young, Jr., at the Des Moines Club during their stay. Those present included:

Jason Rogers and W. A. Thomson of the New York Globe; H. L. Rogers, the Chicago News; C. H. Poole, the Denver Times; Lafayette Young and Lafayette Young, Jr., the Des Moines Capital; W. L. Halstead, the Houston Chronicle; J. T. Barrons, the Kansas City Star; A. L. Fish, the Portland (Ore.) Journal; Harry Dooley, the Omaha World-Herald; C. K. Blandin, the St. Paul Dispatch; and W. C. R. Harris, the Toronto Star.

Representatives of the newspapers making up the association believe magazines now carry much advertising that should be carried also in the daily papers and an effort will be made to secure some of this for the twenty-five big evening papers which make up the membership.

Already the papers are providing their readers with what they believe to be the very best obtainable in the nature of features, but an effort will be made to secure even better material of this class.

"The Associated Newspapers has secured for its members the highest class fiction possible," said Secretary Jason Rogers, publisher of the New York Globe. "Our serial stories by E. Phillips Oppenheim and Rex Beach have proved wonderfully popular. It is our intention to continue the high grade of stories already maintained and if possible make them even better. In addition to the serial stories we have arranged for a series of other daily fiction stories that will suit a wide range of readers. These will start in October.

"J. N. Darling, cartoonist, is going to have an operation performed upon his arm. This will put him out of active work for two months or more. He will, however, resume his duties with the New York Globe and will remain with us another year. His cartoons will be furnished as they have been in the past. Webster and Ripley will also remain as cartoonists and we are arranging to put on other artists. We employ only the highest class artists in the business.

"The various features will continue to improve. 'Daddy's Bed-

time Stories' is the big favorite all over the country. Parents are reading them to their children and the teachers are reading them to their pupils. Dr. Frank Crane continues to be a wonderfully attractive writer. He has signed up for another year.

"The less weighty features will be improved."

## Voting Contests.

For several months we have advertised our complete contest plans for \$10, and they have proved very popular with publishers of both dailies and weeklies.

We will continue to supply files and complete plans as long as they last, including complete set of follow up letters, copy for all forms, ads. and writups and inside information on securing prizes without much cash outlay; how to interest and secure your best citizens as solicitors for your paper, etc.

Wayne D. Bird will also answer any fifteen questions you may want to ask from time to time relative to handling contests.

This complete service for \$10 is bound to save hundreds of dollars for any publisher who intends conducting a contest. Bank reference, Bank of Wisconsin, Madison, Wis. Remit by check or money order to THE

**BIRD SYNDICATE,**  
PROMOTORS OF  
Newspaper Circulation,  
Madison, Wis.

## THE SPECIAL SERVICE CO.

Experts in  
Circulation Contests.

306 Publication Bldg., Pittsburgh  
Room 32, 23 Park Row, New York

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports.  
Expert Comment—Best illustrations.  
YOU NEED IT! Write for particulars to  
International News Service  
200 William St., New York City.

## GET TO-DAY'S NEWS TO-DAY

"By UNITED PRESS"

General Offices. World Bldg., NEW YORK.

**FISK INTERLOCKING**  
ADVERTISING SERVICE  
FOR NEWSPAPERS.

\$5 Per Year—Weekly.

Write for Samples.  
FISK PUBLISHING CO.  
Schiller Building, CHICAGO.

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

**The William L. Betts Company**  
Suite 406, World Building, New York City



# CONSOLIDATION.

In Consolidation There is Strength.

We have just completed a \$500,000 transaction at Scranton, Pa. This deal involved the transfer of the Scranton Truth to the Tribune Publishing Company that city and plans for the erection of a new concrete building to house the two properties.

Through this absorption the Tribune Publishing Company is enabled to issue an all-day newspaper with 46,000 sworn circulation, effecting an immediate economy of more than \$40,000 per annum in operating expenses.

There are many cities in the United States where a "clean-up" of this character would secure equally attractive results as in the Scranton situation. We have our own methods of financing. After the Scranton deal was closed Mr. Robt. D. Towne, President of the Tribune Publishing Company, said:

"You gentlemen have accomplished in three weeks what I have been endeavoring to do for three years."

**HARWELL, CANNON & McCARTHY,**  
Brokers in Magazine and Newspaper Properties,  
200 Fifth Avenue, NEW YORK.

## EQUIPMENT SOLD.

The mechanical equipment of the Antwerp (O.) Argus, which was recently consolidated with the Antwerp Bee, has been sold to Noah Gerig, publisher of the Grabbill (Ind.) Review.

# NEW YORK HERALD SYNDICATE

Our Christmas Material is well advanced and special booklet describing it about ready for the mail.

The idea is new and something that will appeal to all up-to-date Editors.

Write today.

## Full-page Sunday Features

### SPECIAL CABLE AND TELEGRAPH SERVICE

Daily Features: News Matrices, Comic Matrices, Women's Matter and Photographs.

For particulars of any service apply to  
**NEW YORK HERALD SYNDICATE.**  
Herald Square, New York City.

Canadian Branch:  
Desbarats Building, Montreal, Canada.

SHRINERS connected with the circulation end of the newspaper business can hear something decidedly to their financial advantage by communicating with The Crescent, 180 E. Fourth street, St. Paul, Minn.

*We conduct all kinds  
of Circulation Contests*

Wire Write



## BOESHANS RETURNS.

"Jake" L. Boeshans has returned to the Augusta (Ga.) Chronicle as circulation manager. For the past two and a half years Mr. Boeshans has been secretary and treasurer of the Edward T. Miller Company,



J. L. BOESHANS.

Columbus, O., but now retires to get back into newspaper work. Mr. Boeshans formerly for two years occupied the position to which he now returns.

## SOCIOLOGICAL ARTICLES AND PREMIUMS FOR INTER-OCEAN.

The Chicago Inter-Ocean has engaged the Rev. Dr. David Heagle, well known as an educator and the author of various books on morality and religion, to write a series of articles on the general subject of whether man is really immortal.

The Inter-Ocean's Money Saving Premium offer continues to be a popular attraction among readers. For thirty consecutive coupons, and a small money consideration, the holder is entitled to any article in the Inter-Ocean premium parlors, at 20 West Lake street.

## NOTES AMONG THE CIRCULATORS.

FRED MARTIN has been appointed business manager of the Bay City (Mich.) Tribune. Heretofore Mr. Martin has been circulation manager of the Tribune, and was previously with the Grand Rapids News.

WILLIAM BRIER has been appointed to take charge of the circulation department of the Home Paper, a new monthly at Allentown, Pa.

RICHARD DIEHART has left the Minneapolis Tribune staff to become connected with the circulation department of the Minneapolis Daily News.

E. E. SCOTT, circulation manager of the Tulsa (Okla.) World, has resigned to become connected with the Montgomery Advertiser in a similar position.

JAMES E. SHARKEY has been elected secretary of the L. W. Walter Company, Chicago, publishers, and is now giving his entire attention to the premium department of this concern. Mr. Sharkey has been engaged in the publishing business for the past fifteen years.

PETER BORNHOLDT, assistant circulation manager of the Peoria (Ill.) Star and Miss Nellie Christopher were recently married.

E. R. SMITH is now in charge of the circulation department of the Waco (Tex.) Morning News.

W. H. CHESHIRE has joined the circulation staff of the San Francisco Bulletin.

J. C. JONES, formerly with the Chicago Examiner, has become assistant circulation manager of the Chicago Press, the new Clover Leaf Daily.

MARION GUY CHARLES, manager of the circulation department of the Sandusky (O.) Register, was recently married to Miss Eliza Ann Dellenbaugh.

E. E. DEWEY has succeeded D. S. Beebe as subscription sales manager of Office Appliances, Chicago. Mr. Beebe has gone to Los Angeles to become engaged in the optical business.

OSCAR F. STEIN, until recently with the Nashville Banner, is now connected with the circulation department of the Cleveland Leader-News.

W. H. Hunter, for the past five years with the Galesburg (Ill.) Mail, has been appointed circulation manager of the MoLine Mail.

## THE TELEGRAM'S EXPERTS.

The New York Evening Telegram is organizing its three men bowling league for the season. The Telegram's league is known throughout the United States for its model tournaments. The Telegram has signed up a number of expert writers for the winter sporting, social, theatrical season; leading persons in each individual circle will entertain Telegram readers with "sidelights" on life daily.

## CIRCULATION MANAGERS

who are  
up-to-date use

# SALZ

Fountain

Pens

as Premiums  
because they always  
prove satisfactory.

IF

# QUALITY

GETS

# QUANTITY

IN NEWSPAPER  
CIRCULATION  
WHY NOT USE

# SALZ

FOUNTAIN

PENS?

*They lead all others  
as to Quality.*

We offer to prove that our  
pens ARE BEST.

*Samples on ten days'  
free trial sent to any  
responsible concern.*

We have them at all prices  
and every one carries our  
guarantee.

## SALZ BROS.

45 W. 34th Street, NEW YORK

For Washington Correspondence  
WRITE

## AMERICAN TELEGRAPH PRESS

District National Bank Building.  
WASHINGTON, D. C.

## THE HOTALING NEWS VENDOR

A slot machine for newspapers.  
Sells 8 to 40-page papers at 1, 2, 3  
or 5 cents. Can be emptied and  
refilled with 60 papers in 30 seconds.

HOTALING BROS.  
Tribune Building, NEW YORK.



# THE FOURTH ESTATE.

THE FOURTH ESTATE.

OCTOBER 5, 1912.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines, and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 971

FOR THE WEEK ENDING SATURDAY, OCTOBER 5, 1912

## PURPOSES OF THE SCHOOL OF JOURNALISM.

As a law school does not turn out finished lawyers ready to lead the bar, so the Pulitzer School of Journalism, which has just opened its doors, will not be expected to turn out experts ready to take direction of the press, says the New York Tribune. The most it can do is to give men such a degree of familiarity with the methods and tools of their craft as will enable them to turn themselves quickly to practical usefulness, and such a foundation of knowledge and culture as will serve as a working basis for immediately intelligent application to whatever problem they may face in a newspaper office.

Dr. Williams in outlining the courses of the school has laid great emphasis on laboratory practice and is endeavoring to train the students to write good and accurate English under conditions for acquiring information and under limitations of time approximating those imposed in a newspaper office.

But that training in facility is to be superimposed on a rigid course in history, economics and literature and is not directed to giving shallow men a superficial facility. His aim is not merely to make graduates more acceptable as "cub reporters" because they know enough of newspaper technique to furnish passable "stories" almost from the beginning, but rather to turn out men who, being equipped to adapt themselves readily to apprentice work, will have the capacity and the breadth to develop to mastery along whatever line their tastes or their opportunities may dictate.

Every experienced editor knows the difficulty of finding men and women for important places. Passable workers are common enough. Facile writers are numberless. But those who combine facility and technical expertness with breadth of knowledge and sound judgment are rare either for writing or executive work.

That the School of Journalism will furnish these paragons in a

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; aggregate measure (14 lines to the inch; 140 lines to the column; 350 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, Insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

steady stream is not to be expected. That its graduates will go into the offices of newspapers settled in their traditions, and do away with all the sins of omission and commission popularly attributed to them is as little to be hoped as that a class of law students with high ideals will reform the abuses of the law instead of adapting themselves to the conditions of getting a living with which they are confronted.

Yet nobody will deny that the more men of broad training and high ideals go into the law the higher becomes the standard of the profession, and we may look to see in newspapers an improvement in taste and truth just in proportion as strength of character, trained accuracy and good taste are inculcated in the coming generation of journalists.

It has been the fashion to laugh at the idea of teaching journalism in a school. The oldtime physician laughed at the medical college, and the oldtime lawyer thought his office all the school a student needed. Both the law office and the doctor's office are still invaluable for practical training.

The professional school only fits a man to make the best use of them. So the school of journalism may be expected to fit students to make the best use for themselves and their employers of the chances which come to them in actual newspaper making. They will still be "cubs" when they enter the editorial rooms—woe for them if they dare to think otherwise!

But they should be "cubs" with a capacity for more than ordinary development in one of the most difficult and trying of professions and one for which no strength of character and no breadth of training can be too great.

A most noticeable feature of the opening of the new Pulitzer School of Journalism is this spirit of cordiality with which it is being received on all sides. Such efforts toward co-operation and encouragement will provide much of the needed stimulus to the success-

ful accomplishment of the life desire of the institution's memorable founder.

## NOTE AND COMMENT.

The close of the first nine months of 1912 finds the New York World with the remarkable record of having printed paid advertising in its columns to the amount of 9,080,282 lines, an increase over its grand total for the same period of last year of 157,971 lines. The accomplishment of this feat was helped materially during the month of September by advertisers using in the World 1,175,676 lines of business of all classes, which was more than 125,194 lines more than it carried in the same month of 1911.

Ten pages of letters from manufacturers in all parts of the country published in this week's issue of the Manufacturers Record tell of remarkable activity everywhere and in every line of industry.

Many of these letters emphasize the point that, notwithstanding the fact that this is a Presidential year, business men are ignoring political problems and are attending strictly to business. Apparently political activities are having no effect whatever, as in former years, in retarding business or preventing the spending of money to provide for enlarged facilities.

Favorable comment is being expressed on the move of William J. Connors, publisher of the Buffalo Courier and Enquirer, in enlarging the Courier, the morning issue, from a seven-column to an eight-column page. The change improves the appearance of the paper. The Enquirer has always been eight columns wide.

In all parts of the country great interest is being shown in the New York Herald's straw poll and forecast of the Presidential election. As a rule the poll, published last Sunday, September 29, is looked upon as a broad and accurate expression of the sentiment regarding the three Presidential candidates in the states where test votes were taken.

The Nashville Democrat, which has scored such a brilliant success in Tennessee, began its second year last week, and in this short time it has taken a place in the front rank of southern journalism.

The anniversary passed without any formal celebration, but Hickman Price, the publisher, was the recipient of hundreds of letters of congratulation attesting the cordial relations between the Democrat and citizens of all classes and in all quarters.

As indicating the success of the Nashville Democrat in maintaining an independent, fair and unprejudiced position, it is significant that among the letters were many from those who opposed its policies yet wrote to express their admiration for the Democrat as a progressive and wide-awake newspaper, in spite of any political feeling.

The business men of Nashville say that the reason why they use its advertising columns so heavily is because it brings them good re-

turns, that an advertiser knows just what he gets when he buys space in the Democrat, and that its statements can be relied upon.

Mr. Price is credited with having put new life into the entire newspaper field in Nashville, as its energy, courage and progressive spirit, and the big, live way in which the Democrat does things made it absolutely necessary for other papers to wake up and work or go down and out.

In advertising and circulation the Boston Post during the month of September experienced substantial gains. During the month just closed the advertising printed in the Post amounted to 327,467 agate lines, a gain of 133,199 lines over its record for the same month of last year.

The circulation of the Post, daily, showed an average of 415,535 copies, an increase of 51,929 copies per day over its 1911 record for the same month; while the Sunday Post's average was 315,604 per issue, a gain of 23,084. The automobile advertising carried in the Post was a most noticeable feature of its great record. The month's total in this class of business amounted to 291,368 agate lines.

The Indianapolis Sun began the month of October with this announcement:

Henceforward, the Indianapolis Sun will eliminate from its advertising columns the announcements of medical practitioners engaged in an objectionable character of practice.

This step is taken in pursuance of a progressive campaign for cleaner advertising columns, inaugurated by the Sun in this city—a campaign that already has barred loan sharks, masseurs and others from these columns.

In the future as in the past, it will maintain a rigid censorship of all advertising appearing in its columns.

In regard to which, President George A. McClellan says: "We purpose to make the Sun a better newspaper for the home, family and children, and we purpose to do it by making our columns absolutely clean."

In emulation of the elections recently organized for the prince of notes, the prince of novelists, the prince of dramatists, etc., Fantasio, a Parisian dramatic journal, has caused much amusement by opening its columns to votes for the prince of bores. The polling is reported as brisk.

Postmaster General Hitchcock is preparing to establish a limited free delivery service at postoffices of the second and third class. The experiment will affect deliveries to nearly 30,000,000 people now obliged to call at the local postoffices for their mail.

An appropriation was made by Congress for experimental free delivery in small communities, the amount to be expended at any one office not to exceed \$1,800 a year. Delivery by carrier is confined now to cities having a population of 10,000 or more, or annual postal receipts of at least \$10,000.

The Editor—Well, there's hardly any chance of our going to war with Japan.

The Reporter—I'm glad of that; I never could spell those Japanese names.



## PURELY PERSONAL.

J. BERNARD LYON, advertising manager of the Augusta (Ga.) Chronicle, arrived in New York this week with his wife, the trip being part of their honeymoon. They will remain in the city for a couple of weeks.

WALTER P. MCGUIRE, Sunday editor of the St. Paul Pioneer-Press, has been appointed publicity agent of the St. Paul Association of Commerce. Mr. McGuire was formerly connected with the New York Sun and other Eastern newspapers.

JAMES B. GAINES, editor of the Park City (Ky.) News, is ill.

F. L. MEASE, editor of the Madison (S. D.) Sentinel, has been elected secretary of the Lake County Fair Association.

FRED STECKMAN of the Washington Post staff is working with the Democratic National Committee Publicity Bureau in Chicago.

MARK PLAISTED, advertising manager of the Springfield (Ill.) Journal, delivered a lecture before the local ad club at its last meeting.

WILLIAM H. SMITH of the Kelly & Smith Special Agency, New York, has returned from a business trip through the state.

J. P. MCKINNEY, New York special agent, has returned from a business tour of the upper state. His son, Raymond H. McKinney, who started out with him, is prolonging his trip to Pennsylvania.

HERMAN G. HALSTED, of the New York office of the Paul Block Special Agency, has returned to his desk after a swing "around the circuit," during which he stopped at Chicago, Detroit, St. Louis, Rochester, Baltimore, Montreal and Quebec.

RUBY DANEBAUM of the Minneapolis Tribune has written a play, "Caught With the Goods," which was produced last week in Milwaukee.

## JUSTICE RETIRES RATHER THAN ADVERTISE.

Charles M. Start, for eighteen years chief justice of the Supreme Court in Minnesota, has such a decided repugnance to newspaper and billboard advertising that he has declined to be a candidate to succeed himself for another term on the supreme bench.

Under the corrupt practice law in Minnesota, when political candidates publish their platforms or other political matter in the newspapers, the publications must be made under the captions "paid advertisement," and this is practically their only means of reaching the newspaper reading public.

The venerable chief justice declares that "advertising is incompatible with the dignity of the supreme bench," and he has withdrawn from the race for re-election.

## BENNETT HERE ON VISIT.

James Gordon Bennett, proprietor of the New York Herald, arrived in America Tuesday on board the Kronprinzessin Cecilie on one of

his infrequent visits to America. This is his second trip to America this year; last spring he spent less than a week here, when he returned to his headquarters in Paris.

## WEDDING BELLS.

ELWOOD H. RANDOLPH, advertising manager of the New York Press, was married on Thursday to Miss Mary Jane Price of New York.

W. H. FRANCIS, editor of the Velva (N. D.) Journal, has been married to Miss Ethel Moore of Arcadia, Wis.

LOUIS GARTHE, Washington correspondent of the Baltimore American, was married on Wednesday to Miss May Florence Berry in Philadelphia.

HENRY S. HOOPES of the Chester (Pa.) Times was recently married to Miss Mabel Staus.

ORSON N. RITZMAN of the staff of the Reading (Pa.) Eagle has been married to Miss Carrie C. Gottschall of Pottsville, Pa.

JOHN E. RICHARDS, city editor of the Alpena (Mich.) News, and Miss Maude Culligan have been married.

CLIFFORD S. LEE, a newspaper man of Indianapolis, was married a few days ago in St. Joseph, Mich., to Miss Bertha Wilkinson of Fort Wayne, Ind.

JOHN E. HEARTT, associate editor of the Bridgehampton (N. Y.) News, has announced his engagement to Mrs. Emily Peck of Washington, D. C.

## IN POLITICS.

HJALMAR LUNDQUIST, formerly editor of the Rock Island (Ill.) Svenska-Posten, is mentioned as a possible candidate for circuit clerk.

A. H. TILLEY, editor of the Ashland (Pa.) Telegram, has been delegated for senator from the Pottsville District.

FRANCIS M. HUGO of Watertown, N. Y., one of the most prominent men engaged in the manufacture of paper in New York State, has been nominated for secretary of state by the Republican party.

R. DONLAWS, editor of the Moravian Falls (N. C.) Yellow Jacket, has been nominated by the Republicans of the Seventh Congressional District for Representative in Congress.

JAMES L. NIXON, for many years a newspaper man in Buffalo, has been nominated by the Republicans of the Seventh District as candidate for the assembly.

## VISITORS IN NEW YORK DURING THE WEEK.

Louis J. Wortham, publisher the Fort Worth (Tex.) Star-Telegram.

A. L. Fish, business manager the Portland (Ore.) Journal.

Edgar M. Foster, business manager the Nashville (Tenn.) Banner.

## TWO CHICAGO AD MEN ARE TENDERED RECEPTION.

The Red Roosters, a Chicago organization of advertising men, gave a dinner last Friday evening in honor



A. C. G. HAMMESFAHR.

of two members of the Chicago advertising fraternity who have lately been honored with important



F. N. RALSTON.

promotions by publishing houses—A. C. G. Hammesfahr, who has been appointed advertising manager of P. F. Collier & Son, and F. H. Ralston, who recently was made general sales manager of the Butterick Publishing Company with headquarters in New York. The

affair was held at the Hotel La Salle.

The details of Mr. Ralston's advancement have already been told in THE FOURTH ESTATE. Mr. Hammesfahr, who takes charge of the advertising of Collier's, began his advertising career sixteen years ago with Armour & Company and first became associated with Collier's Weekly as a solicitor in Chicago under E. C. Patterson, who has been elected vice-president of the Collier house and whom he succeeds in his present position.

Recently Mr. Hammesfahr was a leading spirit in charge of the luncheon given Mr. Ralston and was largely responsible for the big success of the affair. As president of the Agate Club during the past year he has done much to create better feeling among advertising representatives and a greater spirit of co-operation with agencies and other media. In this new position Mr. Hammesfahr will have full supervision over the advertising of Collier's Weekly and the Housekeeper, retaining his headquarters in Chicago. As Western manager he is succeeded by John E. Williams, heretofore his assistant.

## VACATION NOTES.

NORMAN E. MACK, publisher of the Buffalo Times, and Mrs. Mack have gone abroad for a short trip.

CHARLES C. HART, Washington representative of the Spokane Spokesman-Review and Chronicle, has left for a visit to his home in Spokane.

S. BLAKE WILLSDEN, Chicago circulation premium specialist, has returned from an extensive tour of Europe.

E. M. KERR, publisher of the Muskogee (Okla.) Democrat, has returned with his family from an automobile trip as far north as Ohio.

EDWARD ROBERTS of the Chicago Examiner staff spent a week's vacation in St. Paul.

ARTHUR W. VANCE, city editor of the St. Paul Daily News, is spending a two weeks' vacation in northern Minnesota. Allyn G. Fleming, assistant city editor and dramatic critic of the News is "on the desk" during Mr. Vance's absence.

J. J. RYDER, the former newspaper man who is now commissioner of police in Omaha, is visiting relatives in Kenosha, Wis.

## MARSE HENRY ILL.

Henry Watterson, editor of the Louisville Courier-Journal, has been seriously ill in New York for the last week. His recovery is now assured, it is thought by his physician and his friends, and on Monday it is expected that he will be able to return to Louisville.

Mr. Watterson came to New York the middle of last week with Mrs. Watterson. His coming was unheralded, and few of his friends knew he was here.

## BUSINESS OPPORTUNITIES

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

Growing daily newspaper property in city of 15,000. In 1911 paid two owners \$30 per week each salary and in addition made a profit of over \$6,500. Can be bought for \$35,000 cash. \$8,000 worth of real estate included. Proposition E. Q.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York.

## NEWSPAPER OPPORTUNITY

Leading evening daily newspaper of North Dakota for sale at sacrifice, owing to lack of capital of present owners. Largest circulation of any newspaper in the state, also has weekly edition; great opportunity for practical newspaper man. Don't write unless you mean business. Address H. F. EMERY, Fargo, N. Dak.

Wanted. Young editor with \$5,000 to \$10,000. Can clear \$25,000 or \$50,000 in two years. Legitimate. Write Treasurer, 308 LaCade Building, St. Louis, Mo.

## TO PUBLISHERS.

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care The Fourth Estate.

## REMARKABLE WORKING RECORD.

John C. Milne, editor and proprietor of the Fall River (Mass.) Daily News, has a record of eighty years of active work. He is now eighty-eight years and still contributes to the editorial columns of the News every day. Mr. Milne founded the News in 1845 and for a long time conducted it alone, doing the typesetting, press work and writing.

He first learned the printer's trade at the age of eight years in a shop in Pictou, N. S. Mr. Milne is a native of Scotland and has numerous other business interests outside of his newspaper. He has served as a member of the state legislature, as a bank director and is interested in cotton mills and other industries.

## A DOUBLE CHANGE.

The Hershey (Pa.) Press has undergone changes in ownership and in name. William E. Wright of Middletown, Del., has just taken over the property and has decided to call it Hershey's Weekly.

## HOLT'S PROMOTION.

After five years as advertising manager of Bullock's Store, Los Angeles, W. A. Holt has been promoted to the position of sales manager with supervision over the advertising department.

## HELP WANTED.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

Job Printing  
Salesman Wanted

for shop in live middle west city of eighteen thousand. Have established business and good equipment. A clean-cut, sober, active man who can hold our old business and develop new, can make good place for himself. Must be careful estimator; know costs, and honest with clients and company. Pay fair salary to start and rest is up to the man. State age, salary wanted and particulars. Address, Printer, care The Fourth Estate.

## A Business Manager

who has had experience in cities of 30,000, can find a permanent position if he can prove that he is the man wanted in this newspaper. Send full particulars in first letter to ORTO, care The Fourth Estate.

## LEWIS GETS EXTENSION OF TIME IN PAYMENTS.

A conditional extension of thirty days' time to E. G. Lewis to complete the payment of \$100,000 for the Woman's Magazine Building has been granted by Walter D. Coles, referee in bankruptcy. Coles refused Lewis' application for an extension of ninety days, and granted the thirty days' extension on condition that Lewis turn over to the referee all the securities he holds on the building with the accumulated interest on the \$100,000.

Lewis purchased the Woman's Magazine Building and the Woman's National Daily Building at a judicial sale of the properties June 26. He was given ninety days to make the payment, aggregating \$140,000. He has paid \$40,000, completing the payment for the National Daily Building.

## STATE DUTIES ENOUGH.

J. L. Patterson, managing editor of the Defiance (O.) Crescent News who was recently appointed to a state office, has sold his stock in the newspaper to Lee O. Tustison. The latter has had newspaper experience in Dennison, Tex., and Sterling, Ill., besides having owned and edited the Hicksville News.

## PAPER FOR GROVE CITY.

C. E. Frazey has started a weekly newspaper at Grove City, O., under the title of the Franklin Democrat. The town has been without a newspaper for some time. Mr. Frazey was formerly with the Shepard Printing Company, Cincinnati.

## FOR RURAL READERS.

A company to publish a periodical known as the Rural Educator has been incorporated at Columbus, O. It is capitalized at \$10,000 and Garland I. Bricker is one of the directors. It is the plan of the publishers to devote the periodical to agriculture and country life.

## ILLINOISIAN RETIRES.

J. E. Hanson, publisher of the Leland (Ill.) Times, has retired from active business and is succeeded in charge of the property by R. W. Bakley, formerly of Sapulpa, Okla.

## HELP WANTED.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

Circulation Manager  
Wanted.

There is a great opportunity for a young circulation manager who has had experience, and who knows how to get quick circulation in a live town. Write immediately, addressing C. R., care The Fourth Estate.

## Circulation Manager

for Southern paper in town of 350,000. High class paper, long established. Excellent opportunity for energetic man with ideas. State reference and salary expected. Address, Circuman, care The Fourth Estate.

## Contest Manager Wanted

State age, married or single and experience in first letter. The Bird Syndicate, Madison, Wis.

## RECENT INCORPORATIONS.

NEW YORK.—William G. Forster, Inc., general advertising; capital, \$15,000; incorporators, William B. C. Forster, Charles B. LaVee and William H. Barr.

MOBILE, Ill.—Tribune Company; capital, \$6,000; incorporators, Gus Falk, J. P. Person and others.

CHICAGO.—Publishers Press; capital increased from \$10,000 to \$40,000.

LOUISVILLE, KY.—Moore-Cottner; capital, \$1,000; incorporators, Charles W. Bruce, Henry H. Moore and others.

INDIANAPOLIS, IND.—The Sun Advertising Company; capital, \$5,000; incorporators, O. H. P. Lorenz, E. F. C. Weber and F. C. Starkey.

DOVER, DEL.—General Advertising Company of New York; capital, \$15,000; incorporators, John J. Phelan, John Seasia and J. M. Grossman.

BYRON, N. C.—City Publishing Company; capital, \$25,000; incorporators, S. W. Black and others.

BOSTON.—Educational Press Company; capital, \$65,000; incorporators, David B. Lyman and others.

CHARLOTTE, N. C.—Piedmont Advertising Company; capital, \$20,000; incorporators, E. F. Creswell, W. C. Simmons and others.

SOUTH BEND, IND.—South Bend Polish Printing & Publishing Company; capital, \$20,000; incorporators, Stanley K. Szalenski, Marion S. Gorski, Luke J. Granza and others.

FRANKFORT, KY.—The Whynot Company; capital, \$1,000; incorporators, George B. Harper, H. C. Harper and D. V. Redding.

CHICAGO.—National Publishers' Association; capital, \$5,000; incorporators, Dalton W. Riggs, Nathaniel Slokis and E. Mangold.

BUFFALO, N. Y.—The Progressive, Inc.; capital, \$15,000; directors, Chauncey N. Hamlin, Knowlton L. Mixer and Walter W. Davidson.

BREMERTON, WASH.—News Publishing Company; capital, \$18,000; incorporators, Edgar L. Gale and Harold C. Stone.

WAVERLY, O.—Watchman Publishing Company; capital, \$5,000; incorporators, W. M. Currant and others.

OKLAHOMA CITY, OKLA.—Progress Publishing Company; capital, \$6,000; incorporators, E. J. Abbott, C. M. Allen, M. M. Allen and others.

## MACHINERY FOR SALE.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

1 CAMPBELL MULTI PRESS Prints from type, either 4.6 or 8 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

ONE GOSS HELIX ROTARY PERFECTING PRESS.

Prints either 4, 6, 8 or 12 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

GOSS THREE OR FOUR DECK STRAIGHTLINE.

overhauled and rebuilt, first-class condition—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

POTTER 3-DECK PRESS.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 2 or 24 pages, overhauled or rebuilt, —very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

FOR SALE: On Model No. 4 Linotype, No. 1123, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE.—Three No. 2 Linotype machines equipped with German and English matrices. German Daily Gazette Publishing Co., Philadelphia, Pa.

EIGHT-PAGE GOSS perfecting press, with stereotyping outfit, for sale. Is in excellent condition. Journal Printing Co., Racine, Wis.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
Branches:  
73rd STREET AND BROADWAY,  
15th STREET AND EIGHTH AVE.,  
NEW YORK.

## NEW ENTERPRISES.

WINTON, O.—The Rhode Tribune has just been established by H. J. Rizer.

CHAMPAIGN, ILL.—A paper called the Noise has appeared here in the interest of negroes.

## CHANGES IN INTEREST.

ROSEVILLE, O.—The Citizen has been purchased by W. F. Waller, who takes charge at once.

MARYSVILLE, Mo.—George Troutwine has purchased the Journal from H. T. Grinstead.

GLENCOE, KAN.—Cullen Mayfield has purchased the Mirror from P. B. Vandament.

## ATTORNEY HEALY.

Timothy Healy, for many years a newspaper man in San Francisco and best known through his work on the Evening Post, has been admitted to the practice of law in the state of California. He will give up his newspaper work and take up his practice at an early date.



## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## MR. PUBLISHER.

Do you need a Circulation Manager? A man who has the knowledge and ability to systematize and organize the department so as to get the best possible results for the least possible cost.

A man who thoroughly understands the use of premiums, and knows the right premiums to use in the right place.

A man who knows how to promote circulation as well as hold it.

A man who can get in the money.

A man who has executive ability.

A man who knows how to treat his help (office help, solicitors, boys), so as to get the best that is in them.

A loyal man with plenty of pep, energy and enthusiasm.

Here is a man, twenty-six years of age, married, who is looking for an opportunity to prove the above statements.

Can furnish references as to character, habits, and ability, if necessary. Address, H. D. C., Care THE FOURTH ESTATE.

## Circulation Manager

with over ten years' successful experience on morning and afternoon papers desires to make change to a wider field. Thoroughly conversant with circulation in all its details. Has had considerable experience in organizing and systematizing; holds excellent record for quick and permanent increase in circulation along economical lines. Best of references. Will only consider full management of circulation with compensation contingent upon results. Address Permanent, care The Fourth Estate.

## BUSINESS BOURSE TO HAVE BIGGER SCOPE.

The success of last year's Business Efficiency Lecture Course at the West Side Y. M. C. A., New York, directed by J. M. George Frederick, has made preparations for still bigger series on new lines this year.

Louis Brandeis will deliver the opening lecture on "Efficiency and the Modern Trusts" on October 10 and then each Monday evening from October 21 to January 13 will follow a series of twelve lectures by live business men. Instead of two lectures each night there will be one, to leave more room for round table discussion. Also, in addition to the lectures, there will be class room problem study with individual instructors.

The lectures will cover four general subject divisions; general and industrial efficiency; office management; business psychology and personal efficiency; sales and advertising.

The general efficiency class room work will be under the direction of Robert Thurston, Key Consulting engineer, and editor of the Industrial Engineering Magazine; office management division, under H. S. McCormack, president the Business Bourse and Office Efficiency Engineer; while the remaining two will be under Mr. Frederick.

## MAYOR VS. EDITOR.

Harry McGill, managing editor of the Sidney (O.) Daily Journal, has been arrested again on a charge of libeling Mayor Duncan. McGill, it is said, has been saying quite a number of uncomplimentary things about the mayor and each time he does it the latter has him arrested. Mr. McGill has pleaded not guilty to the latest charge and on waiving examination was bound over to the Common Pleas Court in the sum of \$500.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## EDITORIAL WRITER WANTS POSITION.

For a number of years I have looked after my own business (publishing newspapers.) Now I want to get back to the editorial end of a daily newspaper in New York City or vicinity. I do not consider salary a principal consideration.

Address, Returning, care The Fourth Estate.

## ACCOUNTANT AND AUDITOR

Young college man with nine years newspaper experience in metropolitan city, desires to locate with a progressive daily. Thoroughly competent to take full charge of office or act in confidential capacity. Single, best of references. Address Auditor, care The Fourth Estate.

## OUT OF A JOB?

The rate for "Situations Wanted" in THE FOURTH ESTATE is but TEN CENTS A LINE, and an advertisement here is sure to catch the eye of many employers and perhaps secure a situation for you.

Certainly worth trying, is it not?

## AD WOMAN JOINS THOMPSON AGENCY IN DETROIT.

Margaret K. Burlingame has joined the staff of the Detroit office of the J. Walter Thompson Advertising Company. Mrs. Burlingame has a wide reputation not only as an advertising woman, but as a publicist, having conducted a campaign in Indianapolis against pawnbrokers, which has resulted in several hundred suits against firms engaged in the loan business in that city. At the present time she is active in the preparation of publicity for the \$25,000,000 inter-ocean highway from New York to San Francisco.

She has been connected with newspapers and advertising work for the past six years and formerly had charge of the advertising of the Presto-O-Lite Company of Indianapolis, where she handled an advertising appropriation of \$250,000 a year.

## WEST VIRGINIA SALE.

J. O. Darnall and A. H. Garrett, two West Virginia newspaper men, have leased the Clarksburg Herald. The paper has been enlarged to a seven-column quarto size and will support the National Progressive Party. Mr. Darnall was at one time with the Cincinnati Enquirer, while Mr. Garrett has been managing editor of the Herald for the past four years.

## PEKIN'S "COMING" DAILY.

There is still talk of a new daily newspaper appearing in Peking, Ill. The latest report states that two Federal office holders and a city official are considering the plan to start the project.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## A NEW STUNT

Do you want your paper to increase its want ads? I know how, have been seven years with the most successful newspaper in this country, and know all their methods. I will come to you, install these methods, instruct the help, supervise their work. Stay only three months. For my terms, references, etc., address Classified Expert, care The Fourth Estate.

## MANAGER.

Young man, 26, desires permanent position as business manager on daily in city of 12,000 to 30,000. Exceptionally strong business producer and economical manager; ability to take entire charge of business, advertising, circulation and supervision of mechanical department. Capable man, hustler and used to working under pressure. References from all former employers. Address Producer, care The Fourth Estate.

## OFFICE ASSISTANT.

Young hustler with five years practical experience desires to locate with progressive sheet where brains and work are rewarded. Has thorough knowledge of accounting and all office detail, competent to assist executive. Address Hustler, care The Fourth Estate.

Circulation Manager of metropolitan newspaper, acquainted with the methods of top-notchers. Over ten years' experience on the three best papers in the United States, will be open for engagement Oct. 1st. Climatic reasons for change and a desire to move into wider field. Resourceful, enthusiastic, loyal manager of men and agents, securing best results in new business and collections. Address D. P., care The Fourth Estate.

## PRESS ARRANGEMENTS FOR BASEBALL GAMES.

The arrangements for the press at the coming world's championship baseball series in New York and Boston are in the hands of the Baseball Writers' Association of America, of which Joseph S. Jackson of the Washington Post is president. Applications for space at the games in New York must be made to John B. Foster of the Evening Telegram, and for the games in Boston to Harmon Nickerson of the Boston Journal.

Seats in the press box at the series will be confined to men who are actually working on the games. Owing to the limited space, newspapers of the cities in which the major leagues are represented will have precedence over all the others.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## Political Crusades My Specialty.

Progressive editors who wish to give the old crowd a knock-out blow this fall should not depend on inexperienced reporters. There is much less likelihood of "come-backs" and libel actions if you have the services of a man who has been over the ground and knows how to get documents, pictures, confessions and legal evidence. Furnish my own staff if desired. Ask me to call and map campaign. Address in confidence SPECIALTY, care The Fourth Estate.

## A LIVE REPORTER

and college graduate, with ability to gather and write news, desires position on morning daily. Will go to any part of the United States. Address, M. H. E., care The Fourth Estate.

## STENOGRAPHER

Young lady having nine years' experience desires position with first class advertising house. Can furnish best of references. Address Competent, care The Fourth Estate.

Accountant desires situation with advertising agency or publisher. Fifteen years commercial experience. Can invest small amount if desirable. J. O., 229 2d street, Union Hill, N. J.

## AN ALL-AROUND MAN.

Experienced all departments of newspaper. Splendid training in advertising writing and handling big publicity campaigns. Practical printer. Have operated own newspapers and job plants. Have served as secretary and in other important positions with Chambers of Commerce. Forty years old. Good reference. Prefer Midwest or Southern states. Address A. O. P., P. O. Box 652, Seattle, Wash.

## "BOMB SCARE" IN CHICAGO.

A report was started through the publication of a note in the Chicago Daily World, formerly the Socialist, that there had been a general consolidation of the big daily newspapers of Chicago, affecting the Chicago Tribune, the Daily News and the Inter-Ocean.

The rumor was that the Inter-Ocean had been sold to the Tribune and the Daily News. George W. Hinman, publisher of the Inter-Ocean, denied all knowledge of such an affair, as did also Victor F. Lawlor, publisher of the Daily News; likewise the Tribune stated that it has not negotiated for purchase, nor intended to purchase the Inter-Ocean.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

## "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

## PULITZER SCHOOL OPENING.

Continued from Second Page.

the issues, the problems, the policies, the authors and the agitation which will people the next thirty years.

Writing and reporting are the necessary care and center of a School of Journalism. A man may be as wise as Solomon, but unless he can write he can reach no one. All turns on writing and on writing as presentation. On this principle the writing of the School of Journalism is organized. The subjects on which men are to write are to come from the work they are doing.

### ROLL OF STUDENTS.

Besides the regular students there are others who registered in various departments of the university. Some of the regular students have been admitted because of "experience or marked fitness," having been already actually engaged in newspaper work for one to five years.

For a year at least the facilities of the school will not allow the care of female students; until the new building is ready a preparatory course for women is being given at Barnard College.

Every Monday afternoon, beginning October 7, there will be a special lecture on some feature of newspaper work. The course will be opened by John L. Heaton of the World editorial staff, on "The Purpose of the Pulitzer Bequest." Charles R. Miller and C. V. Van Ande of the New York Times; Arthur Brisbane of the Evening Journal, Rollo Ogden of the Evening Post, Ralph Pulitzer of the World and Samuel Bowles of the Springfield (Mass.) Republican and others will lecture.

Following the official opening of the students and faculty began the serious work of the first semester.

The third-year class in reporting assembled in a recitation room in Kent Hall and listened to instructions by Robert Emmet MacAlarney, former city editor of the Evening Mail, who is a member of the faculty of the new department.

At the close of the recitation hour he gave out assignments to the students, sending some to the various political campaign headquarters, others to police courts, and the two girl members of the class to the United Charities' Building to observe the manner in which the cases of poverty-stricken women and children were handled. Still other "reporters" were dispatched into the tenement sections of the lower east side for the purpose of acquainting themselves with the manner of living in the different foreign colonies, and, if possible, to imbibe a little of the spirit of the city streets.

In order to familiarize the students with the different styles of writing to various newspapers, it was explained, a week will be set apart for the study of each. The reporters will attempt to write for the Times one week and for the Evening Post the next. In the same manner different styles of make-up will be observed.

### FOR UTAH NEGROES.

A number of colored residents of Salt Lake City have organized a company to publish a weekly newspaper called the Western Light.



DR. TALCOTT WILLIAMS,

SKETCHED BY A WORLD ARTIST AT THE OPENING OF THE PULITZER SCHOOL OF JOURNALISM WHILE MAKING HIS FIRST ADDRESS TO HIS CLASS.

### SEPTEMBER ADVERTISING HIGH IN THE AMERICAN.

In the first nine months of 1912 the New York American printed 689,504 lines of advertising over its record for the corresponding period of last year. In the month of September the Morning and Sunday American bettered its best previous mark for that month by 137,601 lines. In the past month dry goods advertising in the American amounted to 331,549 lines, a gain for the month in this department of advertising of 66,630 lines and bringing the total increase for dry goods advertising for the nine months of 1912 as compared with 1911, to 351,328 lines.

### LUNCHEON FOR POE.

John C. Henley, Jr., president of the Birmingham Publishing Company, entertained a party of newspaper men at a luncheon in the Empire Cafe to have them meet Clarence Poe, editor of the Progressive Farmer. Mr. Poe recently moved his plant from Raleigh, N. C., to Birmingham, from which point he will hereafter issue his publication. Although he has

changed the headquarters of his publication Mr. Poe will continue his residence in Raleigh.

### FOR WASHINGTON'S WELFARE.

The Washington (D. C.) Ad Club will not affiliate with the Chamber of Commerce as an auxiliary body of that organization. This decision was reached at a meeting of the board of governors. A resolution was passed thanking the chamber for its invitation and assuring it of the ad club's earnest desire to co-operate in anything pertaining to the welfare of Washington. The governors also voted to move the quarters of the club to the Southern Building.

### KIRBY JOINS KATZ AGENCY.

The E. Katz Special Advertising Agency has added to its staff of representatives H. N. Kirby, for a number of years connected with the advertising department of the Butterick Publishing Company, and later associated with William C. Freeman in the development of advertising for newspapers.

## PULITZER SCHOLARSHIPS ARE AWARDED.

The Pulitzer Scholarships, founded twenty-three years ago by Joseph Pulitzer and continued under his will, have been awarded for the coming year. Each award is for four years upon the usual conditions.

Ten young men have just entered Columbia University upon these scholarships, and will enjoy free tuition and annual payments of \$250 a year in addition.

The scholarship examinations were taken by sixty-two candidates: of these twenty-eight obtained a grade of seventy-five per cent. or over, and from this smaller list the selections were made. Four other young men were awarded free tuition without the money stipend.

Any boy of good character who graduates from a public high school of New York and who would otherwise be unable to obtain a collegiate education may compete for one of these scholarships, which are awarded upon the basis of need, character and promise of a useful career, by a committee appointed by the supervising board named in the will of the founder.

In all 253 scholarships have been awarded. The forty stipendiary scholarships now outstanding are distributed among the colleges thus: Columbia, twenty-nine; Cornell, three; Harvard, two; Princeton, two, and one each at Brown, Fordham, Williams and Amherst. Thirteen tuitionary scholarships in addition are held at Columbia.

A class in journalism has been established at the School of Commerce and Finance at St. Xavier College, Cincinnati. L. J. Blakeley is in charge.

### SHIFFLER HAS TWO PAPERS.

Irwin Shiffler, proprietor of the Elizabethtown (Pa.) Herald, has purchased the defunct Palmyra Record, and after a week's lapse in publication it is appearing again. Gabriel H. Moyer, ex-assemblyman of Palmyra, bought the paper at a sheriff's sale for \$1,000 and resold it to Mr. Shiffler, who will conduct it along with his Elizabethtown paper.

### FOR CHICAGO HUNGARIANS.

The Hungarians of Chicago have a new weekly publication called Chicago Magyar Hirlap. John Cserney, the publisher, has his offices at 124 La Salle street.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

**49,304 CIRCULATION**  
Daily (Net Paid)

FOR JULY, 1912.

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.



## N. Y. PRESS CLUB DINES AUSTRALIAN VISITOR.

Sir George Houston Reid, now high commissioner of Australia, was the guest of honor Tuesday night at a dinner given by the New York Press Club. Lady Reid accompanied her husband.

Charles R. Macaulay, president of the Press Club, introduced the speakers, who were Sir George, Hannen Swaffer, of the London Mirror; Joseph P. Hennessy and Dr. Adams of the Chicago Press Club.

"As a man in public life, I of course respect the press in this country, England and Australia," said Sir George; "and although your papers have attained a high degree and standard of excellence, I can truly say that those of Australia are on the same plane.

"When I left Canada it was with misgivings that I crossed the border into the United States—misgivings of social and political nature. I found it entirely different; that you were not a different race of people, you and the British people. We are both of the same race.

"Though there was a great revolution, a rebellion between the two countries years ago, it proved that you were true sons of the mother land, and that Washington, your leader, was one of England's greatest men."

## SULLIVAN-HEARST SUIT.

A demurrer has been filed by the attorneys of William R. Hearst against the hearing in Peoria County of the libel suit for \$25,000 damages instituted by Roger C. Sullivan against Mr. Hearst for publications in the Chicago Examiner. Action was begun in May in several counties where the paper is circulated. The defendants, besides Mr. Hearst, are Andrew M. Lawrence, publisher of the American, and the Illinois Printing & Publishing Company, the holding company for the paper.

The attorneys for Mr. Hearst claim that the courts of Peoria County do not have jurisdiction in the case as a corporation can be sued only in the county where its office is located. Arguments and briefs in the case are now before Judge Puterbaugh and will probably be ruled upon at the coming term of his court.

## TEACHERS BUY PAPER.

C. B. Stanley and M. R. Stanley, two Wisconsin school teachers, have purchased a controlling interest in the Shawano (Wis.) Journal. The former is principal of the Waupaca County Normal School, and his partner for several years past has been superintendent of the school at Oconto and is also vice-president of the Northwestern Teachers' Association. Mr. R. Stanley will be the editor and active manager. The publication will remain Republican in politics. L. W. Roberts retires from the publishing incorporation.

## KNOTT AS PUBLISHER.

Robert Knott, for several years associated in the management of the Van Buren (Ark.) Press, has become publisher, succeeding the late Colonel J. S. Dunham.

## SPARE MOMENTS SOLD.

H. S. Haltzel of Allentown, Pa., has purchased a controlling interest in the Johnstone Publishing Company, owner of Spare Moments. The office of that publication has been moved from Rochester to Allentown, where the magazine will be issued in the future.

Under the reorganization C. L. Davis is president of the Johnstone Publishing Company; C. A. Bruff vice-president, and Mr. Haltzel secretary and treasurer. The policy of the new management will be to make Spare Moments a mail order paper of the most up-to-date type. Complete and up-to-date new printing facilities have been provided in its new quarters, and no expense will be spared in improving the publication.

## LOS ANGELES TIMES AGAIN AT OLD STAND.

Just two years almost to the hour from the time its plant was blown up by dynamite the Los Angeles Times published the first edition of the paper on the site of the wrecked building on Tuesday.

The Times moved its editorial and mechanical departments into the new building, at First street and Broadway, Monday, the first time that both departments have been under the same roof since the disaster. The Times plant was wrecked by dynamite at one o'clock on the morning of October 1, 1910.

## JUDGE AT EDITING AGAIN.

Judge R. W. H. Kennon of Rockdale, Tex., has purchased the Cameron Herald, a weekly paper, and assumed active charge on October 1. The Herald is the second oldest paper in Milam County, and is exceeded in age only by the Rockdale Reporter-Messenger, of which Judge Kennon was editor for fifteen years, but retired about eighteen months ago. Judge Kennon for more than a decade has been prominent in political and business life of Milam County.

## CLEMENCEAU COMING BACK

According to a report Georges Clemenceau is about to re-enter journalism in Paris as the editor-in-chief of a newspaper to be backed by Georges Legues and Gaston Menier. Mr. Clemenceau is one of the most famous of the living French statesmen and journalists. He founded La Justice in 1888, Le Bloc in 1902, and L'Aurore in 1903. He is now seventy-one years of age.

## DAILY FOR SLAVS.

The Mally Company has been organized in Chicago to publish a new daily paper in the Slovenian language. Its title will be Chicagosky Slovinsky Dennik and the publication offices will be at 1702 South Halsted street.

## IN CROATIAN LANGUAGE.

A new Chicago publication in the Croatian language is the Slusbeni Glasnik just issued by the Croatian League of Illinois. The paper will appear monthly from 2335 Wentworth avenue.

## PRINTERS' COST CONGRESS.

The second session of the Cost Congress of the Master Printers of the Middle Atlantic States was held this week at Carnegie Lyceum, New York. The previous session was held in Philadelphia last January. More than 500 master printers registered at the congress, from thirteen states.

The purpose of the movement is to interest and educate master printers in modern business methods and to have them establish a cost system in their shops so that they may have a better idea of what it costs them to conduct their business. It was brought out at the Congress that the majority of master printers were pursuing antiquated business methods, and that in many instances they were disposing of their product at a loss for the reason that they did not know what their labor cost them.

A notable exhibit at the congress was that of the Mergenthaler Linotype Company of two fully equipped multiple magazine linotypes—a Quick Change Model 8 three-magazine machine, and a Quick Change Model 9 four-magazine machine. Both were kept in continuous operation, and their versatility was demonstrated to the satisfaction of everyone who saw them.

Faces, bodies, and measures were constantly being changed for the benefit of the interested spectators, and the ease with which the changes were made was a revelation to those who saw these new models of linotypes for the first time.

## ADVICE TO LONDON JOURNALISTS.

The London Globe, apropos of Oscar Hammerstein's remark that "nothing pleases the London public better than abuse of an American," prints the following as the initial number of the Young Journalists' Guide:

When news is scarce and things are slack  
Don't roam the office looking black,  
But have some piquant things to say  
Of those who hail from U. S. A.

Don't sigh for ordinary news,  
But seize your style and abuse  
With all the venom at command  
Some exile from that favored land.

The ordinary reader begs,  
For use with bacon and with eggs,  
As extra special condiment,  
Invective that is violent.

The Yankee is so good and great—  
In conduct so immune from hate—  
To contemplate him struts the bile  
Of dwellers in this backward isle.

So, green with jealousy and spite,  
We love to see our writers write  
Abuse for all that they are worth  
Of these—the greatest folk on earth.

## ROYALTY WAITED FOR THE NEWSPAPER MEN.

H. Hamilton Fyfe of the London Times and Daily Mail, W. J. Healy of the Winnipeg (Can.) Free Press, representing the Western Associated Press, and Captain Ferguson, a Canadian Pacific telegraph operator, who accompanied the Duke of Connaught, and suite across the prairie provinces to Edmonton, where the governor-general of Canada formally opened the provincial parliament building

on September 3, had an amusing experience at Prince Albert.

They were looking over the town when the royal train pulled out ahead of scheduled time, leaving the two correspondents and the all-important brasspounder behind. There was only a stretch of track where the train had been parked when the trio returned from the sight-seeing tour, and a special locomotive was requisitioned to overtake the dual party. But before it was under way some one on the train discovered that the scribes had been left behind, and the governor-general himself gave orders to run the special train back to Prince Albert.

## WHAT ADVERTISERS WANT TO KNOW ABOUT MEDIUMS.

L. C. McChesney, advertising manager of Thomas A. Edison, Inc., Orange, N. J., and president of the Association of National Advertising Managers, indicates the specific points which he estimates important to the advertiser in making selections of advertising mediums. Mr. McChesney said:

"If it could be made the general practice of publications to furnish information of value to advertisers, we would like the following:

"Physical data (size of paper and type pages, depth of columns, number of columns to page, time of issue, closing date, subscription price, etc., etc.).

"Quantity of circulation (net page by states, etc., etc.), backed by definite evidence or confirmation.

"Quality of circulation (kind of readers, analysis of occupations where possible, etc., etc.).

"Editorial policy and how it is regarded by its readers.

"Rates, with a convincing statement that no other advertisers are getting or can get better rates.

"Its principal field of circulation and how it ranks in that field.

"Its policy with reference to objectionable advertising.

"Methods employed to get circulation with cost per subscription.

"We can see no reason why this cannot be properly covered in writing.

"If done, it would undoubtedly save much of the time of the buyer and the seller.

"The trained buyer already knows the status of good publications. It is the weaker ones he is more uncertain about and where he needs the assistance that recognized standards would give him."

## SIMS-BEAUVAIS AGENCY.

The latest addition to the advertising business of New Orleans is the Sims-Beauvais Advertising Agency, Inc., which has opened offices in the Louisiana Bank Building. The company is incorporated with an actual cash capital of \$25,000.

George A. Sims, the president, is a man of twenty years' experience in the advertising line, while his partner for the last ten years has been district sales and advertising manager of the Southern Cotton Oil Company. Gilbert Edge, a well-known commercial artist, is the other member of the firm.

## PUBLICITY LAW IN EFFECT.

Continued from Second Page.

the implications of free thought and free speech in their relations to government; and if the issue has reappeared now, it is no doubt owing to causes that fully account for the effect.

The fact cannot be overlooked that partially restrictive legislation with respect to publicity as to control of journals already has found its way to the law of a few states and that publishers in several commonwealths have been forced by public opinion to conform to laws intended to curb fake advertising. In the latter campaign the national organization of advertising men is already enlisted.

Effort to prove unconstitutional federal action along these lines will run counter to a body of public opinion and of professional opinion that may not be ignored safely as wholly negligible in quality or quantity.

New York Globe:

With the principle behind the newspaper publicity law the Globe is in hearty accord. Newspapers are not private enterprises. The press is a public institution. The history of the development of its liberty is a long record of the slow development of the idea. In the statutes governing libel there is as yet only partial recognition of the public's right to be informed and hence of the right of the information-giver to protection if he pursues the business without malice and with reasonable care; but otherwise it is fairly well established that the newspaper of necessity possesses a tribune character.

Thus it is proper for the public to be informed as to newspaper ownerships. It is also proper for the public to be informed as to newspaper debts when those debts are of a character as to suggest that the lenders really own or exercise control over the newspaper. It is proper that the public, especially that part of it which buys advertising space, should be informed as to newspaper circulation just as the buyer of any commodity should know the quantity of what he buys. It is proper to insist that all paid for matter should be marked as advertisements.

Some newspapers say they fear the setting up of a censorship at Washington under which, by excluding from the mail on special and flimsy grounds, a bureaucratic machine may control the press of the country. Such a condition is conceivable but the danger of it is remote and may be ignored. On the whole, it is a good thing to have the newspaper business altogether an open one and to preserve it from suspicion.

The newspapers of America are generally clean and wholesome inside—some more wholesome inside than outside—and there is no harm in having the facts fully known. It is the best way to answer the chief criticism made against the American press.

New York Journal of Commerce:

Congress has stretched its power over interstate commerce to regulate a lot of business that it is not competent to regulate.

This idea that the money power has closed its tentacles about the press and is dictating the community with pernicious opinions is grotesque and ridiculous. But it is characteristic of the atti-

## IN SEPTEMBER THE NEW YORK TIMES

published 818,525 lines compared with 738,139 lines in September last year—a gain of 80,386 lines.

The New York Times maintains a rigid censorship of all advertising matter and the great gain recorded is despite the exclusion of many thousands of lines fraudulent financial, improper, illegal and objectionable advertisements.

# POST'S PAPER MILL DIRECTORY.

A Daily Business Necessity for every Newspaper Publisher, and particularly valuable before renewing Paper Contracts or making new ones.



The Standard Annual Reference Book of the Paper and Pulp Industry. You cannot afford to do without it.

1913 Edition in Press. Price \$2.00.

Ask for Details of Contents.

L. D. POST, Publisher.

Tribune Building,

NEW YORK.

tude of the late session of Congress from beginning to end. It is of a piece with the effort to get traces of the money power, by going through the transactions of 10,000 banking institutions for five years. It is a policy in sharp contrast with the theories of the Democratic party regarding limitations of government and the rights of the citizen.

Galesburg Register-Republican:

Just what was the need of this surveillance over a press supposed to be free is hard to see. It makes a demand on the press that is not made by the government on any other business.

The law appears to us to be unjust and discriminating and one can see how it might be abused.

The press of the country is just awakening to the fact that such a law so severe in some of its restrictions was passed.

But it is some comfort to know that the authorities at Washington cannot tell what the law really means.

The Philadelphia Press:

The act in question is a piece of impertinent meddling by Congress with a great business without any justification for it on public grounds. It is an offensive and arbitrary exercise of power, and as Congress is without constitutional authority to impose such conditions

on publications as are contained in this act it must fall when put to the test.

It was demanded by no considerations of public policy. It represents only somebody's spleen against the newspapers of the country and is an attempt to cause them annoyance without serving any public purpose whatever.

Congress has power to regulate commerce between the states, but it has no power to regulate journalism. It has not the understanding to exercise that power fairly and properly, even if the Federal Constitution did not direct that "Congress shall make no law abridging the freedom of the press."

The Philadelphia Bulletin:

The requirements will cause probably as little inconvenience to the Bulletin as to any newspaper in the United States. The law finds the Bulletin already complying in nearly every particular with its demands. Nevertheless we have opposed this attempted regulation of the newspaper press from the time of its original incorporation in the Postal Appropriation bill and are concerned, as should be every newspaper publisher, that this law shall be put to the test as to its constitutionality, or that its repeal shall be made a first duty at the next session of Congress.

The authority of the Federal Government to establish a censorship over the newspaper press is asserted in this law.

If the Government can direct the publication of newspapers in such an consequential matter as the printing of circulation figures, or can regulate the typographical arrangement or appearance of advertising matter in any particular Congress of the future need no hesitate to establish a censorship over the newspapers in more important matters.

These matters of circulation figures, or reading notice style and designation and the other regulations of the business law, are not germane to the objection of the Post Office Department. The clause was placed in the Postal Appropriation bill because it was the only means which could be devised by which Federal power over newspapers could be exercised and enforced by a drastic penalty.

If this device proves effective, there is nothing to prevent the newspaper press of the country being brought under the thumb of a President or an Administration, acting through its Post Office Department.

From, newspaper publishers the postal service, according to their compliance with whatever regulations may be set up, will be granted to, or withholding.

This law, if sustained, would be but the beginning of a system of espionage and censorship, patterned after the centralized power of European governments, and in contrast with our boasted freedom of the press.

Chicago Tribune:

In all candor it must be confessed that the federal law is in direct line with the tendency of the age to regulate the conduct of private business by legislation. The faults of this law are probably no more marked than the faults in other laws regulating business. The resultant inequalities favoring one publisher over another are no greater than the inequalities favoring one factory over another or one railroad over another, which result from our factory and railroad regulation laws.

If it is true that the law in part springs from a desire of congressmen, and senators to be revenged upon the newspapers, it is likewise true that all legislative bills have in them an element of hostility towards the industries regulated.

If it is feared that this law will give the federal government a control over the press which has been misused, let us not forget that it has such a control over banks.

Publishers are talking of fighting the bill as unconstitutional, but in doing so they should bear in mind that many of them have criticised the courts for declaring unconstitutional measures of similar nature, and have espoused as good doctrine to prevent the courts from declaring statutes unconstitutional, the recall of judges, and the recall of judicial decisions.

If it is good for the government to regulate various forms of business to prevent abuses which in other days were supposed to work their own salvation, it is good policy to compel publication of the ownership of newspapers and to show up purchased news and editorials.

In this age of regulation of industry let the newspapers stand on an equality with other business.

Troy Record:

The rider has been declared unconstitutional in its provisions by lawyers of recognized ability, and—it may be that soon the courts will be prompted to similar action and so make the law ineffective. Such action will meet with general approval, for the legislation is looked upon everywhere as the first step toward censorship of the press, with all the handicaps such regulation would offer.

WONDERFUL ACHIEVEMENT.

## THE DETROIT NEWS

In the past two years shows the greatest circulation gains among twelve of the very biggest newspapers published in the United States. Nine boasts of gains up to 25,680. The circulation of the Detroit News is 157,703—an increase of 37,330, and the Sunday News-Tribune exceeds 100,000 copies "sold" which is over 25,000 in excess of its only competitor.

"The Where" to advertise if you want to do business in Michigan is explained. Results follow the first insertion.

New York Office: Metropolitan Tower  
I. A. KLEIN, Manager  
Chicago Office: People's Gas Building  
JOHN GLASS, Manager



fer to the maintenance of publications willing to speak the truth regardless of all influences.

There is one detail of the measure to which valid objection cannot be made, and if it alone had been incorporated in the postal bill there would have been little effort to prevent its going into effect. That detail is the provision for a sworn statement of the actual paid circulation of the various publications coming within the scope of the law.

The law is especially strict in regard to accurate weights and measures, and each day sees an increase in effort to prevent the cheating made possible by incorrect scales and measuring vehicles falling short of the required capacity. Similarly the law would seem to have full right to prevent the frauds against the advertiser made possible by overstating the circulation of the publication through which he seeks publicity for his wares.

The newspaper publisher who sells space on a circulation claim which he knows to be inflated is as much guilty of fraud as is the man who gives his customers short weight or short measure. There is a penalty for one, and there should be for the other.

The presentation of accurate and regular statements concerning newspaper circulation is a reform which is bound to come, whether the new law on the subject is declared constitutional or not.

It is no more honest for a publisher to seek an advertising contract without giving an accurate measure of the publicity he is selling than it is for the grocer to supply his customers through short weights and measures.

Dubucque Times:

The country is beginning to laugh at the provision in the postal appropriation bill which seeks to regulate the liberty of the press and the newspaper business generally, and no law that excites much ridicule can be very well enforced.

In the first place the provision requiring that all the secrets of the business of a newspaper shall be published twice a year is a fake and a fraud. It actually never regularly passed Congress. The most objectionable features of the publicity clause were inserted "in conference." These provisions were not fully discussed on the floor of either house and they were simply slipped through.

Answering the request of the A. N. P. A. for his opinion, James M. Thomson, writes:

I have been over a good part of the material contained in the new law, and am inclined to believe the result of the enforcement of this law will be for the good of the country.

The fact that daily newspapers are singled out to present sworn statements of circulation does not militate against the proposition that they should make official, truthful statements of their circulation. Now I am also in favor of the inclusion of weekly newspapers, and of the magazines in these statements of circulation made to the government. The law that Congress has passed should be strengthened in this regard. Advertisers throughout the country should know exactly what quantity of circulation they are buying, and should know something about its distribution. This would leave only the quality circulation to be argued about.

The people who have large interests in the publishing business will as a rule be sympathetic with this law. The New York World expresses itself as favoring the law, provided it were made a state law instead of a national law. That in itself seems to me to be a distinction without a difference. We are all citizens of the Republic. A great proportion of the advertising business is general or interstate business. We all benefit to a great extent by the Government control of mails by the by low postal rates the government makes for us.

I do not believe that our association should use its resources to fight the new law. I would much rather see it use its resources in assisting Congress to pass a better law—one that would make every newspaper and the publishing business of the country widely field come up to the mark.

It is going on thirteen years since I first owned and conducted a paper, and in all that time I have been working for open circulation books all around. In that time I have found no difficulty by the application of energy in getting my fair share of the business in proportion to circulation and standing of my paper. I do not take any money for it, solely because the new law happens to make it to my interest. The newspaper publishing interests in the country, particularly those represented in the American newspaper



JOHN C. COOK,

WHO HAS COMPLETED TEN YEARS AS BUSINESS MANAGER OF THE NEW YORK EVENING MAIL.

Publishers Association, are strong enough in my judgment to take the position of favoring anything that provides for honesty in its administration of the newspaper.

The more the public knows about newspapers, the more it is going to advertise. The more honestly newspapers are with the public in every direction, the greater their value as properties, and the more certain their prosperity.

While this is the view of the New Orleans Item on the new law, we desire to go on record as being willing to subordinate our own views to the will of the majority, and to heartily co-operate as far as funds are concerned, and in any fashion considered necessary by the officers and board of directors of the American Newspaper Publishers Association.

Arthur G. Newmyer, business manager of the Item, supplements Mr. Thomson's opinion as follows:

"I heartily agree with Mr. Thomson. Let's have a clean-up—the sooner the smaller papers realize that even small circulations have a value and the sooner they ask the right price for their adver-

tising, based on their exact circulation, the better off they will be.

#### NEW OHIO SYNDICATE.

The Waverly (O.) Republican has been sold by Charles B. Wynn to the Waverly Publishing Company, recently organized. The Republican will be consolidated with the Waverly Watchman, a paper soon to be established by the company.

#### FOR POLISH MINERS.

The Polyglot Publishing Company has brought out the first number of the Pennsylvania Miner, a Polish newspaper, in Scranton. It is published under the editorial supervision of Nat H. Strauss.

#### ASSOCIATES HONOR J. C. COOK ON ANNIVERSARY.

John C. Cook, business manager of the New York Evening Mail, completed ten years' service with that newspaper on Wednesday and the event was celebrated by a dinner at Haan's, where Mr. Cook was the guest of his associates, and a gold watch, with chain and diamond studded locket, was presented to him.

William C. Freeman, advertising manager of the Mail, was the toastmaster and told of Mr. Cook's early days on the Philadelphia Press as secretary to the managing editor, when Freeman was soliciting want advertisements.

John Adams Thayer, owner of the Smart Set, as one of Mr. Cook's oldest friends, and William R. Hotchkin, advertising manager for Gimbel's, gave personal reminiscences and spoke of Mr. Cook's growth as a business man.

James Creelman pointed to the success of the Mail, with its policy of honesty and decency, as showing that the city was coming out of the orgy of sensationalism.

Henry L. Stoddard, publisher of the Evening Mail, said that the success of the paper was due to the loyal and unselfish co-operation of the members of the staff, and particularly to the cheerful and able carrying of burdens by Mr. Cook.

Max Goldberg, of San Francisco, father of R. L. Goldberg, the Evening Mail cartoonist, and Joseph Edgar Chamberlin, editorial writer on the Mail, were among the other speakers.

#### BELIEVES HONEST PAPERS WON'T SUFFER.

EDITOR THE FOURTH ESTATE:

SIR: Whatever may be the purpose of the newspaper legislation attached to the Post Office Appropriation Bill, its results, among others, will be the disclosure of the names of officers, etc., of newspapers and periodicals and will reveal interlocking directorates and quasi-trusts if such exist. Then the marking of paid matter will uncover veiled advertising, whether of a political, commercial or any other nature.

No honest newspaper need shake in its boots on these accounts.

ROBERT G. MACCARTEE.

The Van Metre (S. D.) Messenger has discontinued and its subscription list has been taken over by the Journal.

## THE LOS ANGELES TRIBUNE

has the largest circulation of any daily paper in Los Angeles. Verified by A. A. A.

OVER 64,000 DAILY

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

### THREE YEARS' PROGRESS OF THE ST. JOHN STANDARD.

In the forward movement now sweeping over the Maritime Provinces of Canada, which is particularly affecting St. John, the Standard of that city is sharing to a marked degree. This paper, established in the spring of 1909, has in its comparatively brief existence enjoyed remarkable growth in circulation and advertising patronage. Advertising increased sixty per cent. in 1910 over 1909; 215 per cent. in 1911; and 340 per cent. in 1912 to date. Circulation has doubled during the past year.

As a leading conservative newspaper east of Montreal the Stand-



H. V. MCKINNON.

ard enjoys whatever prestige may accrue as a result of representing the governing party; but its gratifying advance has been due to progressive and aggressive management alone, supported by a high news value.

The Standard has in the past been handicapped mechanically, and has been unable to increase in pages to the extent demanded by its business. This will very shortly be overcome. Contractors are now practically reconstructing the Standard building on plans which will

### THE EVENING WISCONSIN Milwaukee's Favorite Home Paper.

It is **QUALITY** Circulation against mere **BULK** Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory returns and poor buyers.

Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do read the advertisements because they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "worth-while" home in which this paper will be invariably found.

H. H. W. CAMPSIE, Business Manager.

Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



JOB HEDGES.

JUDGE LYNN J. ARNOLD.

THE PUBLISHER OF THE ALBANY KNICKERBOCKER PRESS IN CONVERSATION WITH THE REPUBLICAN NOMINEE FOR GOVERNOR OF NEW YORK. FROM A SNAPSHOT SECURED BY THE FOURTH ESTATE AFTER THE STATE CONVENTION.

make it one of the most compact and convenient newspaper offices in eastern Canada. The basement will be entirely occupied as pressroom, the ground floor in rear of the vestibule as mailing room; the second floor as business office; the third, composing room; and the fourth, or top floor, as news department. The building will be finished throughout in steel and quartered oak.

R. Hoe & Co., of New York, are under contract to install in the Standard office a press and stereotype plant of the most modern type, including an "Observer" press capable of printing in four colors, and all other pieces necessary to bring the equipment up to date. The linotype battery will be increased by one No. 8 model Mergenthaler machine.

The management of the Standard is in the hands of H. V. MacKinnon, who began his newspaper career as a reporter on the St. John Star in 1910. He remained with that paper, or with its morning edition the Sun, until 1909, when the company owning it sold out to a competitor. Mr. MacKinnon then established the New Star, issued from the Standard office. Some months later he assumed the management of the Standard, and is endeavoring at the present time to make it the leading paper of eastern Canada.

### DANIELS' SONS ILL.

Joseph Daniels, publisher of the Raleigh (N. C.) News and Observer, has been called home from New York, where he has been working as chairman of the publicity committee of the Democratic party, on account of the illness of two of his sons with typhoid fever. Both Worth and Frank Daniels were seized with the malady several days ago, and are reported to be critically ill.

### DIVORCE COMPLAINT IS BARRED FROM PRESS.

Judge Halsley gave an odd warning to newspaper reporters when the \$100,000 alienation suit which Mrs. Katherine White has brought against Arthur G. White, her divorced husband, and other relatives came up before him in Milwaukee.

On motion of the attorneys for the relatives five or six pages of Mrs. White's complaint were ordered suppressed as "scandalous" matter, and the complaint will remain sealed until the time of the trial. The court called attention to consequences that would ensue if such portions were quoted in the newspapers. Mrs. White charges a conspiracy to alienate her husband's affections.

The portion of the complaint which was ordered suppressed related to the alleged love affairs of White and names several well known Milwaukee women.

### CANTON'S DAILY APPEARS.

The Daily Ledger is the name of a new Progressive newspaper launched at Canton, Ill. The new publication starts life apparently in the best of conditions, with an ideal plant and office equipment. The paper is issued by a company of which N. G. Orendorf is president and Hugh Agnelli, a former Michigan newspaper man, manager. A. J. Slater is managing editor and Sam T. Hurd is in charge of the advertising.

The new daily is the outgrowth of the Fulton County Ledger, which has been in existence for the past sixty years and will be continued in its weekly form as a supplement to the Daily Ledger.

### WEEKLY ON THE ROCKS.

The Marion (Ky.) Weekly News has suspended publication. C. V. Oakley, the publisher, has sold the plant to the J. C. Boulland Printing Company of the same town. The News was the only Republican paper in the county and recently changed from the support of President Taft to that of Roosevelt.

### RETURNS TO SCHOOL WORK.

Jacques T. Little has purchased the Gladewater (Tex.) Gazette from Professor W. C. Jones of Glenwood, and assumed charge on October 1. Professor Jones returns to school work.

### MEDICAL "QUACK" ADS.

A campaign for the extermination of medical "quacks" and for the advertising of "cure-alls" in Chicago is to be commenced by the Chicago Medical Society, according to action taken at a meeting last week. It was pointed out that there are more than 2,000 medical quacks in the city, and about two hundred of these are using foreign and English papers in advertising their practice. A special committee was appointed to push the crusade.

### WOMEN'S GOSSIP.

Miss Pauline Slosson has begun the publication of a magazine in Chicago called National Sorosis, devoted to the doings of women's clubs. Publication offices are at 115 Dearborn street.

### THE ATHENS JOURNAL CASE.

The creditors of the defunct Athens (O.) Journal recently held a meeting at which it developed that there are valid claims against the company amounting between \$7,000 and \$8,000, while the assets amount to only half that sum.

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.

SAFETY. RELIABILITY. ECONOMY.

Specify JENNEY universal type motors for all purposes and know you will get THE BEST.

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.  
GENERAL OFFICES: FACTORY:  
156 N. Dearborn St., CHICAGO. ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.



**BOTSFORD'S LATEST TROUBLES.**

Allan Botsford, editor of the Owl, a Cincinnati publication, is again in trouble with the law authorities. He has been arrested charged with selling to minors newspapers largely made up of accounts of criminal deeds. This charge is one seldom evoked and carries with it a possible penalty of from one to five years in the penitentiary, or a fine of \$50 to \$2,000, or both.

Some weeks ago the Federal authorities caused the arrest of Botsford on the charge of publishing scurrilous matter on the front page of his publication and sending it through the mails. He was bonded over to the Federal Grand Jury in \$2,000.

**ITALIAN NEWSPAPERS BAN THE "PERSONAL" AD.**

The newspapers of Rome, Italy, are trying now to bring about the abolition of the "personal columns."

The fight that has been started for the abolition of the once popular feature is the same that has resulted in its abolition from most American newspapers. It is charged that the column has lost its original, distinctive purpose of helping loved ones in distress and has become a means of promoting immorality.

**PETER SELLS IN ROCK ISLAND.**

Val J. Peter, editor of the Omaha Daily Tribune, has disposed of his interest in the Rock Island (Ill.) Volks-Zeitung to H. K. Mueller of Erie, Pa. The new owner takes charge of the property at once.

**CHARGED WITH ASSAULT.**

D. H. MacArthur, chairman of the Democratic State Central Committee of North Dakota, has been arrested and fined on a charge of assault and battery preferred by Arthur Falkenstein of the Bottineau News. Falkenstein declares that when he tried to collect a bill from MacArthur, the latter struck him.

**WHIT. BOOTH'S NEW LOCATION.**

The Elliott (Ia.) Graphic has been sold by E. C. McCarthy to Whit. Booth, formerly publisher of the Prescott Argus. The paper brought \$4,000.

**DE MASI HAS HAD A VARIED EXPERIENCE.**

Henry A. De Masi, who recently assumed the city editorship of the Milwaukee Evening Wisconsin, was born in Joliet, Ill., in 1886. Starting in 1904 he worked in turn on the Joliet Republican and Joliet Herald.

1908 he went West, locating in St. Paul as a reporter on the Daily News, then to the Chicago Record-Herald as a telegraph copy-reader, and to the Toledo (O.) Times as assistant city editor.

His next step was to the Cleveland Leader as a telegraph copy-reader, and from there to the Plain



HENRY A. DE MASI.

Dealer. In 1911 he joined the telegraph desk of the Minneapolis Tribune; in November he became "pony editor" of the Associated Press in St. Paul, and in June of this year, after the stork had visited his household, he removed to Milwaukee to become telegraph editor of the Sentinel. Several months ago he was made night city editor and now becomes city editor of the Evening Wisconsin. Mr. De Masi belongs to St. Paul Lodge No. 3, A. F. and A. M.

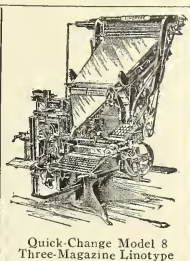
The Alger (O.) Gazette has suspended publication because of lack of support.

**The MACHINES with BRAINS.**

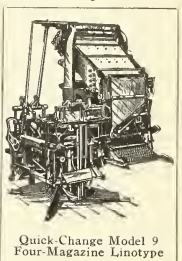
Your composing room will never reach its highest state of efficiency

until you install

**Multiple Magazine Linotypes**



Quick-Change Model 8 Three-Magazine Linotype



Quick-Change Model 9 Four-Magazine Linotype

They can be equipped to fill the requirements of any office, at any time, on any class of work. Complete changes of face, body, and measure can be made in less than one minute.

Tell us your needs, and let us submit sample equipment.

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

**MERGENTHALER LINOTYPE COMPANY, TRIBUNE BUILDING, NEW YORK.**

CHICAGO: 100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street. TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

**EDITORS FOR CHURCH PAPER.**

Rev. George G. Bartlett, rector of the Church of Our Saviour, at Jenkintown has been appointed editor-in-chief of the Church News, the official organ of the Protestant Episcopal Church in Pennsylvania. Associated with Mr. Bartlett will be Rev. Arthur Rodgers of West Chester and Rev. F. C. Hartshorne of Phoenixville.

**FACTIONAL FIGHT BITTER.**

Fred A. Mix, editor of the Fort Pierre (S. D.) Fair Play, and C. A. Main, a printer on the same paper, have been arrested for choking up the exhaust pipe of the gasoline engine of the opposition paper, the Stock Growers' News. Both papers are controlled by companies of local politicians and are bitter enemies.

**WEBB TO LITTLE ROCK.**

J. H. Webb, who has been with the Shreveport (La.) Times, has been appointed managing editor of the Little Rock (Ark.) Democrat.

**BARNHART BROS. & SPINDLER TYPE FOUNDERS**

New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

Will equip with their wonderfully convenient space-saving Composing and Press Room Steel Furniture, making layout and blue print of your rooms, so that you can save money at spigot and bung-hole every day of the year. Call us into council.

**STANDARD LINOTYPE METAL** and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

**BARNES-CROSBY COMPANY**

E. W. HOUSER, President. **ENGRAVERS** ARTISTS, ELECTROTYPERS NEW YORK, CHICAGO, ST. LOUIS

An entirely new printing outfit is now the boast of the Steubenville (O.) Germania.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
**A RECORD-BREAKING JOB**  
by Linotype Machines with exclusive use of  
**MERCHANT'S Linotype Metal.**  
SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

Registered

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
**PHILADELPHIA**

**NEW YORK**  
BROOKLYN

**CHICAGO**  
KANSAS CITY

**BALTIMORE**  
DENVER

Trade Mark

Registered

Let the American Ink Co. of New York City be your 4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constancy of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries over the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

### Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

MASSENGALE, Candler Building, Atlanta, Ga.—The Marathon Motor Works, Nashville, Tenn.; orders for 210 inches being placed in the West.

AYER, 300 Chestnut street, Philadelphia.—The Hygienic Products Company; placing orders in a few selected cities.

BALLARD & ALVORD, Marbridge Building, New York.—The C. H. Howell Company; this agency has just secured this account and will shortly place orders throughout the country.

GUENTHER & BRADFORD, 64 West Randolph street, Chicago.—Dr. J. E. Cannady, eczema cure; placing contracts throughout the country.

BATTEN, 381 Fourth avenue, New York.—The Bristol Manufacturing Company; Eastern papers are receiving contracts.

LORD & THOMAS, 132 North Wabash avenue, Chicago.—The Reserve Remedy Company, Chicago; orders being placed with a selected

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers

Print.

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is built on the  
Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in **BALTIMORE** 100,000 homes

The combined circulation of the **AMERICAN** and **STAR** is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNESSE,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.  
225 Fifth Avenue, NEW YORK.

list of papers throughout the country.

ROBERTS & MACVINCHIE, 30 North Dearborn street, Chicago.—The Globe-Pharmaceutical Company; orders being placed throughout the country.

MAHIN, 76 West Monroe street, Chicago.—The Price Cereal Products; 8,400-line orders being placed with a selected list of Western papers.

BLUMENSTOCK BROTHERS, 7th and Olive streets, St. Louis.—The Schwab Clothing Company; 5,000-line contracts being placed with a selected list of Southern dailies.

CALKINS & HOLDEN, 250 Fifth avenue, New York.—The Crowell Publishing Company; making contracts with the usual list of papers.

HEDGE, 366 Fifth avenue, New York.—The Jaeger Underwear Company; copy being placed with a selected list of Eastern papers.

MERRILL, 1161 Broadway, New York.—Placing advertising on an exchange basis, payable in accommodation, for the Hotel Colonial Hotel, New York; Mt. Clemens, Mich.; Victoria Hotel, Los Angeles; New Paso del Norte Hotel, El Paso, Tex.; Hotel Vale, Pueblo, Colo.; and Continental Hotel, Philadelphia.

CALKINS & HOLDEN, 250 Fifth avenue, New York.—The Wilson Distilling Company, "Wilson Whisky," 303 Fifth avenue, New York; placing fifty-line d c three time a week a f orders with a selected list of papers.

MATOS-MENZ, Bulletin Building, Philadelphia.—Advertising on the "Blue Danube" Talcum Powder is now being placed.

GOULSTON, 18 Tremont street, Boston.—The Boot & Shoe Workers' Union, Boston; reported to be making up list of newspapers.

FOLEY, Bulletin Building, Philadelphia.—William H. Luden, "Luden's" Mentholated Cough Drops, 230 North 8th street, Reading, Pa.; reported that orders will

The circulation of the

## BUFFALO TIMES

is constantly and steadily growing both daily and Sunday. No advertiser who wants to reach the buying public can do without it.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper.

A Medium that NEVER FAILS.

Goes into more homes, offices and work shops than any other paper.

Best classified medium between New York and Chicago. Write or Telephone.

H. C. Rook, Real Estate Trust Bldg., Phila. W. G. Brooke, 225 Fifth Ave., New York. H. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.

be placed shortly with a selected list of dailies.

WYCKOFF, 25 East 26th street, New York.—Hazen Morse, patent medicine, New Rochelle, N. Y.; 7,000-line contracts being made with a selected list of Western papers.

The Wendell Pharmacal Company; placing orders with Western papers.

VOLKMAN, Temple Court, New York.—The Dr. Kline Institute, Red Bank, N. J.; two-inch twenty-time orders being placed with a selected list of New England papers.

The Renova Distributing Company, 200 Broadway, New York; four-inch two-time-a-week orders being placed with New England dailies; copy to run one year.

The Pond Pharmacal Company, 226 Ninth avenue, New York; placing orders in the South.

ALLEN, 141 West 36th street, New York.—The Partola Manufacturing Company, New York; this advertising is now being placed by the above agency.

AMSTERDAM, 1178 Broadway, New York.—The Woodstock Hotel, 127 West 43d street, New York; twenty-eight-line thirty-time orders being placed with a selected list of papers on a trade basis.

BATES, 15 Spruce street, New York.—Joseph B. McHugh & Son, furniture, 9 West 42d street, New York; placing advertising through this agency.

DEIMEL, 735 Bushwick avenue, Brooklyn, N. Y.—The Buffalo Felt Lines Clog Store, Buffalo, N. Y.; orders for thirty-four-line two-time orders being placed with a selected list of Western dailies.

ELLIS, 10 High street, Boston.—The Hub Rubber Company; making contracts with a selected list of New England papers.

HEDGE, 366 Fifth avenue, New York.—The Dr. Jaeger Sanitary Woolen System Company, "Dr. Jaeger Underwear," 305 Fourth avenue, New York; placing copy with Eastern papers.

HULL, Tribune Building, New York.—The Monarch Vacuum

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENTS,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.  
Frisko Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

Cleaner Company, 1151 Broadway, New York; placing large one-time orders with Pennsylvania papers.

WILLIAMS & CUNNINGHAM, Heyworth Building, Chicago.—Martin & Martin, Chicago; making 1,000-line contracts with Western papers.

The Mitchell-Lewis Motor Company, Racine, Wis.; placing orders through the above agency.

LEVEN, 22 West Monroe street, Chicago.—Julius Kessler & Co., "Cedar Brook Whisky," Chicago and New York; making contracts with a selected list of Southern papers.

RIDGEWAY Publishing Company. Everybody's Magazine, Spring and MacDougal streets, New York; advertising being placed through a number of agencies, among them N. W. Ayer & Son, Philadelphia; J. Walter Thompson, New York; and Robert H. McMullen, New York.

ASKING RATES.—Philip Morris & Co., cigarettes, 402 West Broadway, New York; from large city papers. Reported that an agency will be selected later.

John Leddy Company, 41 Park Row, New York; generally.  
F. A. Ensign Advertising Agency, Columbia Bank Building, Pittsburgh; generally.

The Standard Vaporizer Company, Broadway and 34th street, New York; generally.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBURN, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.  
NEW YORK. CHICAGO



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

\$20,000,000 in wages will be paid to wage earners in Dayton and Springfield during the coming year.  
The DAYTON NEWS  
The SPRINGFIELD NEWS  
are read in 75 per cent. of the homes receiving this money. It's going to be a big year in Dayton and Springfield—the factories are busy. Combined circulation 42,991—combination rate 6 cents per line.  
La Coste & Maxwell, Monolith Bldg., N. Y.  
John Glass, Peoples Gas Bldg., Chicago

### STAFF CHANGES.

O. F. SWEET of Hampton, Ia., has joined the staff of the Chicago Tribune.

CHARLES W. LA VEY has left the staff of the O. C. Wilson Agency, Chicago, and is now soliciting for the Jackson Advertising Corporation.

FLOYD T. SHORT is now connected with the Chicago office of the Curtis Publishing Company. He was formerly with the Federal Advertising Company.

ARTHUR T. CONLON has left the advertising staff of the Detroit Free Press to take charge of the advertising of the Winegar Stores, Grand Rapids.

C. S. BEARDSLEY of Cleveland is a new addition to the staff of the Charles S. Fuller Company, Chicago.

R. H. HORST has been appointed city editor of the South Bend (Ind.) Tribune, succeeding the late Harry W. Armstrong.

FRANK R. PRICE has been made city editor of the Milton (Pa.) Bulletin. He was formerly with the Shamokin Dispatch in a similar position.

H. JENKINS has joined the staff of the Mahin Advertising Company, Chicago. He was formerly with the

**Emphatic and Virile as  
the Voice of the People.**

**THE MINNEAPOLIS  
DAILY NEWS**

has the confidence of its 50,000 readers and

**PRODUCES RESULTS**

It has in eight months

**Gained 356,000 Lines.**

Foreign Advertising Department.

C. D. BERTOLET, Manager.

Kansas City, Boyce Bldg. New York,  
O. C. Davies, Chicago. J. F. Antisdell.

THE  
**PITTSBURG  
PRESS**  
HAS  
THE Largest  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average circulation of the Plain Dealer for the month of August, 1912, was as follows:

Daily 110,906. Sunday, 132,387

J. C. WILBERG, Representative,  
223 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

West Disinfecting Company, New York.

H. S. WEBER has left the New York Times for a position on the copy desk of the Evening World.

J. H. CAFFEY of Denver is now editor of the Washington (D. C.) Times.

EDWIN REYNOLDS has been appointed editorial director of the Newton (Mass.) Times.

E. I. MILLER, formerly publisher of the Trade News, Duluth, Minn., has taken editorial charge of the Kenton (O.) Republican.

L. B. SAMPSON has resigned the editorship of the Milan (O.) Ledger to become associated with his father in business at Plymouth, Mich. He is succeeded by D. M. Walters of Mount Gilead.

Rev. WILLIAM MASON, formerly rector of the First Presbyterian Church at Hamilton, O., is now connected with the editorial staff of the Xenia Tribune.

CHARLES G. MCKINLEY, formerly advertising manager of the Lima (O.) Times-Democrat, is now with the advertising department of the Toledo News-Bee.

C. D. SARGENT, has succeeded R. D. Vordale as editor of the Dodgeville (Wis.) Sun-Republic.

WILLIAM E. HEIM, formerly with the old C. E. Sherin Advertising Company, is now connected with the Foster Debevoise Agency, New York.

### KIRK GETS A PAPER.

General Brant Kirk, formerly of Oklahoma City, has become editor of the Altus (Okla.) Democrat. General Kirk made the race for United States Senator in the first state election and for governor two years ago, both in the Democratic primaries.

### FILLING THE GAP.

Frank Rafferty and C. K. Ramsey have begun the publication of a weekly paper at Locksburg, Ark., to succeed the Enterprise, which recently suspended.

**THE BOSTON  
GLOBE** Has the LARGEST  
TWO-CENT circulation in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

**THE NEW ORLEANS  
ITEM** has made New Orleans a "one paper city."

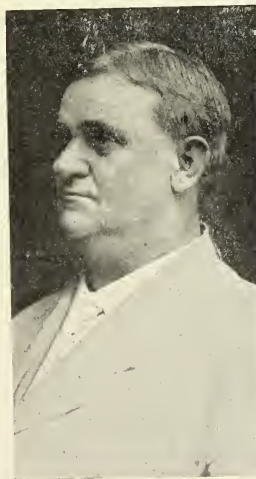
The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picaune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

### REWARD FOR HINES.

Richard Hines, Jr., a veteran journalist, well known throughout the South, has been elected secretary of the Mobile School Board after twenty-eight years of continuous newspaper service.



Mr. Hines was recently editor of the Mobile Item, and for a number of years was connected with the editorial staff of the Register.

### CHICAGO'S GOLD BUG.

The Gold Bug is the newest comer in the literary magazine field in Chicago. Its first number is for the month of October and Leo Charles Browne is the publisher, with offices in the Monadnock Block.

### MOVES TO CHICAGO.

The Greek weekly known as Froimios has moved its publication office from New York to Chicago.

**J. WALTER  
THOMPSON  
COMPANY.**

Est. 1864

The experience of forty-eight successful years Guarantees to those who entrust their



### ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

**JOHN BUDD CO.,**

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



### PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO.

### NEWSPAPER MAN ILL.

H. S. Rogers is ill with pneumonia at Colorado Springs. Mr. Rogers was formerly dramatic editor and later city editor of the Denver Republican, and years ago was city editor of the Colorado Springs Gazette. He handled the publicity work for the recent carnival in Colorado Springs.

### BECOMES A DAILY.

The Spring Valley (Ill.) Gazette, after running for twenty-seven years as a weekly, became the Evening Gazette yesterday. Fred T. Hoffman, the publisher, starts the paper on its new career in eight-page six-column size and all home print.

### A POLISH GAZETTE.

A new Polish newspaper called Nowa Gazeta Ludowa made its appearance at Krotoszyn, Pa., on October 1. In English the title means the People's New Gazette. The paper is printed by Theophil Crecinski & Co.

### SALE OF EVERY WOMAN'S.

Every Woman's Magazine, of New York, which recently went into the hands of a receiver, has been purchased by the George H. Currier Company, Chicago, in which city it will be issued in the future.

### COAL PAPER MOVES.

The American Coal Journal, formerly published monthly in St. Louis, has been moved to Chicago and is now appearing weekly.

**Largest proved high-class  
evening circulation.**

The  
**NEW YORK  
GLOBE**

hold certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

### IOWA EDITORS MET.

The meeting of the Western (Ia.) Editorial Association at Shenandoah was largely attended. The Commercial Club of the town and the local publishers provided splendid entertainment. At the business meeting a legislative committee was appointed consisting of C. N. Marvin of Shenandoah; C. W. Bays of Woodbine and Fred Hill of Hamburg.

The employers' liability law was discussed and the legislative committee will draft resolutions against the majority report of the commission which investigated the subject being enacted into a law. A discussion on the new newspaper publicity law brought out the opinion that it amounted to a censorship of the newspapers. The meeting ended with a banquet at the Commercial Club at which C. N. Marvin, editor of the Sentinel-Post, was the toast-master.

### SACRAMENTO PRESS CLUB.

Initial steps in the formation of a permanent press club in Sacramento, Cal., have been taken. Club rooms tendered by Kirk Harris, a former San Francisco newspaper man, will be established in the Eagle Hotel. The following officers have been elected: President, Fred C. Goodcell, the Bee; vice-president, Kenneth C. Adams, the Union; sec-

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

retary, Gilbert H. Parker, the Union;  
and treasurer, Thomas B. Brown, the San Francisco Examiner. The following committees have been appointed:

Membership, Harry Speas, the Union;  
chairman; John L. Davis, the Bee; Lawrence Todd, the Star; William C. Prohme, Jr., of the Union; H. R. McLaughlin, San Francisco Call.

House committee: Kirk Harris, chairman; C. E. Brazier, the Union; John H. Miller, the News; Edwin H. Norman, the Bee; and E. Swift Train.

### MAGAZINE MAN PRAISES NEWSPAPER ADVERTISING.

Richard H. Waldo, advertising manager of Good Housekeeping Magazine, New York, told the Pittsburgh Publicity Association at its dinner in the German Club that careful censoring of advertising by newspapers in recent years has doubled the value of newspaper advertising, and predicted its value would be doubled again within a few years by the same methods of refusing questionable matter.

One hundred members sat down at the banquet, and at the conclusion of Mr. Waldo's address engaged in a discussion for the betterment of the organization. The Westinghouse band of thirty pieces furnished the music. J. C. McQuiston, president, presided. Mr. Waldo pointed out the work that an advertising club should perform to be successful, and told why many clubs failed to reach the desired degree of success.

He said that when the druggist and specialty dealer learned that better advertising would move the stocks from their shelves, that the newspaper would become an even better medium.

Other speakers were Byron Orr, Herbert Rosenberg, John H. Renard, F. A. Bullock and H. W. Prentiss.

### NEW OFFICERS IN OAKLAND.

Will D. Simonds and J. R. Newsom have been elected president and secretary respectively of the Oakland (Cal.) Ad Mens' Association. Mr. Simonds takes the place of W. E. Gibson, who retired from office owing to the pressure of other

# THE BOSTON POST

SEPTEMBER, 1912. AVERAGES

The Daily Post 415,535  
The Sunday Post 315,604

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Advertisers, New York City.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

business, and Mr. Newsom will act as secretary for the next six months during the leave of absence of Henry Raymond Boyd.

### OTHER CLUB NOTES.

Following the resignation of John Fanning as corresponding secretary of the Fort Worth Ad Mens Club W. H. Beck has been appointed to fill the vacancy for his unexpired term.

An organization of all classes of men interested in advertising is about to be launched in Terre Haute, Ind.

Thomas W. Garvin has been made secretary of the Cleveland Advertising Club, succeeding Robert Wadsworth, who has resigned to become secretary of the Harrisburg (Pa.) Board of Trade.

The organization of the Springfield (Ill.) Press Club will be perfected on October 13.

The Syracuse Ad Men's Club has appointed a committee with George H. Bryant, chairman, to arrange a series of Monday evening entertainments.

The Kalamazoo (Mich.) Advertising Club has been elected to membership in the Associated Advertising Clubs of America.

Members of the Pennsylvania Women's Press Association were tendered a reception by their president, Mrs. Edward Beecher Finck, at her home in Philadelphia last week. The affair was to mark the resumption of the club's activities for the fall and winter season.

Members of the Chicago Advertising Association Baseball League gave a jollification banquet last week to its players, its officers and friends at the Ad Club rooms. C. E. Kimball, C. A. H. P. D. Nelson and Frank Berend arranged for a very enjoyable program of entertainment.

The Northeast Texas Press Association was organized at a meeting in Greenville. H. P. D. Nelson of Greenville was elected temporary chairman, and John Green of Leona, secretary.

Another of the popular Dutch treat affairs of the Portland (Ore.)

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average  
Circulation **99,211**  
for August -  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

Press Club was held last week at the club rooms. The principal feature of the program was an interesting lecture on the Hawaiian Islands by Walter G. Smith, who is now touring the Pacific Coast under the auspices of the Hawaiian Promotion Committee.

At the last meeting of the Norfolk (Va.) Ad Club three new members were elected. They are William H. Lowe, A. P. Shalet and G. D. Dunbar.

The Kentucky Press Association has decided to hold its winter meeting at Louisville on December 25 and 27.

### BRIGGS TO PUBLISH PAPER.

Arthur L. Briggs of the Chicago Evening Post is to establish this month in Chicago a publication in the interest of musicians, to be known as the Manager and Musician. Associated with him are Morris Rosenthal of the Examiner and Charles E. Nixon of the Daily News.

### NEWCOMER IN CEDAR FALLS

The starting of a new weekly publication in Cedar Falls, Ia., will become a reality within a few days. The new paper will be published by the Miller & Ostrander Printing Co. under the management of W. F. Burke and Fred Miller.



### Favorite With Women.

The standards of cleanliness and news interest established by The Pittsburgh Sun appeal to women. A majority read it exclusively. The

## Pittsburgh Sun

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO

### RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

## News Scimitar

of MEMPHIS, Tennessee, is the leading afternoon newspaper in circulation and importance, in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

### EDITOR SEES FINE PROSPECTS FOR TRADE WITH CHINA.

Lovett M. Wood, editor of the Seattle Trade Register, an important commercial paper of the Northwest, has been spending a few days in New York and visiting all the principal Eastern cities on a tour combining his own business with the delivering of a series of addresses before business organizations on the development of American trade with the Oriental nations, especially China.

Mr. Wood spent most of last year in the far East, gathering information for the Bureau of Manufacturers of the United States Department of Commerce, and is doing all he can to awake American business men to the necessity of prompt action, if this country is to hold its own with others in the development of China.

Mr. Wood says that the newspaper press of China was the great power that brought about its transformation from a monarchy to a republic; that it was a unifying force between the different provinces, which previously had been surrounded by barriers almost as strong as those separating different countries.

The Chinese, he says, are absolutely safe people to do business with, as their integrity is a part of

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.  
Complete and efficient personal service—  
"The Leven Service."  
Correspondence invited.

their national religion, and he believes that during the next few years millions upon millions of dollars can be made by Americans who are prompt to act.

### COURT TO DECIDE ON A SECOND CLASS MAIL CASE.

The Supreme Court in the District of Columbia has a case before it to decide if the government may revoke the second class privileges of the publishers of the Tip Top Weekly and Work and Win, two New York publications.

The Post Office Department is contending that the publications should come under third class mail matter as they are books in serial form. The publishers are seeking to enjoin the revocation on the grounds that the department did not give them the proper hearing before deciding to take away the privilege.

### TWO NEW "MOOSE" PAPERS.

The Daily Progressive has appeared at Crawfordsville, Ind. S. M. Coffman, formerly of the Crawfordsville Review, is the publisher, and Thomas J. Foster is business manager.

Supporters of the "Bull Moose" Party have launched a weekly in Buffalo, N. Y., called the Progressive. The editor is Chauncey J. Hamlin.

### EDITOR NOW THE OWNER.

C. W. Atkinson, publisher of the Northome (Minn.) Record, has sold that publication to Val Kuchenmeister, who for several months has been editor of the paper.

### NEW HOME AND PLANT.

The Barboursville (W. Va.) Budget will erect a new building at an early date and install considerable new equipment.

### MAGAZINE FOR POETS.

Poetry is the name of a new monthly magazine that has just appeared in Chicago. Harriet Monroe is the editor.

## The circulation of the TOLEDO BLADE

is in excess of 40,000. The circulation has been examined by the Association of American Advertiser as well as by N. W. Ayer & Son.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES I. BROOKS, Eastern Mgr.  
218 Temple Court, NEW YORK CITY.

### HARTFORD CHURCH PEOPLE HEAR OF NEWSPAPERS.

A discussion of newspaper ethics and the relation of the newspaper press to the public was held at the Plymouth Congressional Church, Hartford, Conn., last week. Harry I. Horton of the Hartford Courant and C. C. Hemenway of the Post told how newspapers were made and the efforts to issue them in the interest of the public. Rev. Walter E. Lamphear, pastor of the church, expressed his views, making some kindly criticisms and asking questions which the newspaper men answered.

Winslow Russell complimented the local newspapers for their generous treatment of religious news. He thought the absence of more religious news might be the fault of those who can give it out, but won't, rather than the newspapers. He advocated a central religious publicity bureau, in charge of an expert, to provide papers with properly prepared articles about churches and other religious bodies.

### A NEAR VICTIM.

As Hugo Kessler, editor and proprietor of the Stapleton (N. Y.) Staten Island Post, was passing the corner of Cross and Bay streets last Thursday a large bronze sign on the Richmond Borough National Bank Building fell from its place and missed him by only a few inches.

### GOLF PAPER SOLD.

Arthur Pottow has sold the New York publication called Golf to Clifford L. Turner. The latter will conduct the magazine from 48 West 27th street, with Max Behr, the New Jersey champion, as editor. Golf has been published in New York for the past eleven years.

### WHITEBURST'S PAPER.

O. E. Smith has sold the Ravenwood (Mo.) Gazette to Dale Whitehurst. The new owner was formerly with the Maryville Tribune.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va. Gives advertisers a sworn average circulation in excess of

7200 7c per inch per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENT  
NEW YORK. ST. LOUIS. CHICAGO.

### COX WANTS EDITORS' HELP.

Congressman James M. Cox, owner of the News League papers of Ohio and Democratic candidate for governor, told about one hundred Democratic editors who were the guests of State Chairman Findley at a breakfast in the Southern Hotel, Columbus, that if he were elected they were to form part of the "round table" of counsellors he would run steadily and overtime in the State House beginning the early part of January.

"You have recommended me to the public of Ohio," said Mr. Cox, "and if I should in any sense go wrong in the State House, you are apt to lose your subscribers, so that the success of my administration is clearly your success."

Chairman Findley asked the editors to make suggestions about campaign work to A. V. Abernathy, chairman of the State Press Bureau.

### FOR PRINTERS' HOME.

The officers of the International Typographical Union have acquired the tract of 160 acres of land adjacent the Printers' Home at Colorado Springs upon which the National Association of Letter Carriers held an option and intended to build a home for aged and indigent letter carriers.

### TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY  
456 Fourth Avenue, NEW YORK

## CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

THE CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

Oldest Minneapolis Daily

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,094	109,313

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

DEAN CARSON PASSES  
AWAY.

Major John M. Carson, known in his time as the dean of Washington correspondents, died on Sunday in Philadelphia. Major Carson was born in Philadelphia in 1835, and was working as a newspaper compositor when the Civil War broke out. He enlisted and served until 1864 and on his return from the front engaged in newspaper work. In 1873 he went to Washington as night city editor of the National Republican, remaining for over a year, when he was made assistant of the New York Times Washington Bureau. George W. Childs engaged him as correspondent for the Philadelphia Public Ledger in 1882.

Major Carson was widely known in government circles as well as in newspaper work. President McKinley offered to make him assistant Secretary of the Treasury, but he declined it, and in 1905 retired from newspaper work to become chief of the Bureau of Manufacturers on the appointment of President Roosevelt.

OLD SOLDIER-EDITOR DIES.

Major Clifford Thomson, for thirty-five years editor-in-chief of the Spectator, a New York Insurance paper, died Sunday at East Orange, N. J., in his seventy-ninth year. Major Thomson was born at

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
Indianapolis Sun  
daily average circulation  
during the six months  
ending June 30, 1912, 41,840  
THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

Fulton, N. Y., and learned the printing business in Rochester. He then became journeyman printer and in the early fifties was connected with the New York Tribune. Failing health sent him to Minnesota, where he did frontier fighting; going to California he engaged in gold mining, and then took up work on the Sacramento Union.

In 1860 he returned to New York and again entered the service of the Tribune as reporter, leaving to answer Lincoln's call for volunteers at the outbreak of the Civil War. On his return he became night editor of the old New York Daily Times, and later city editor of the Evening Mail. In 1877 he became editor of the Spectator.

AUTOMOBILE KILLS PRESS  
REPRESENTATIVE MURRAY.

John Murray, for many years a newspaper man in New York and for several years past general press representative for the Klaw & Erlanger theatrical enterprises, died on Monday as a result of injuries received in being run down by an automobile Saturday night. Mr. Murray, who was a Princeton graduate, attended a dinner given by the Woodrow Wilson College Mens' League at the Hotel Astor, Saturday, and was crossing Broadway when he stepped in front of the automobile which struck him. The accident is said to have been unavoidable.

Mr. Murray at different times worked on the staffs of the New York Sun, World, Press and American, and for a time was editor of the Chicago American. On first entering the theatrical field he was manager and press agent for Lillian Russell. He succeeded Wilbur Bates as press representative for the Klaw & Erlanger interests in 1908.

OTHER OBITUARY NOTES.

COLONEL HENRY CASSON, a former newspaper man and later for a number of years sergeant at arms of the House of Representa-

To carry as much news "as the Times" is the ambition of all newspapers in the Pacific Northwest. To carry as many photographs "as the Times" to print as good cartoons "as the Times" to possess as good franchise, and have as large a circulation "as the Times" is the dream of Northwest publishers.

To be as loyal to the common people year in and year out as the

**SEATTLE TIMES**  
DAILY AND SUNDAY

is a performance not to be surpassed. The reward of all this is a splendid, clean circulation to readers who do not have to be coaxed by gifts of merchandise, or "bargain days," voting contests, or other bargain counter methods; and a quantity of paid advertising unsurpassed in the Pacific Northwest.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

tives in Washington, is dead at Madison, Wis., aged sixty-nine years. His death was caused by appendicitis. Mr. Carson began his newspaper work as a printer in Chicago and after the big fire engaged in the newspaper business in Wisconsin. He entered politics and until two years ago was one of the most influential Republicans of the state. He served as secretary of the state of Wisconsin and later as private secretary to Secretary of Agriculture Russek.

CALVIN J. MILLS, at one time one of the proprietors and associate editor of the Buffalo Courier, passed away a few days at Sidney, N. Y. Mr. Mills was a native of Gileford, N. Y., his family locating in Buffalo when he was fourteen years old. Mr. Mills started to study law, but relinquished it to enter the newspaper field. He served in the Mexican War and afterwards became associated with the Buffalo Courier. In 1857 he came to New York and was connected with the Herald for about twenty years, or until he retired from active work.

CHARLES VOGT, at one time publisher and business manager of the Richmond County Gazette, died a few days ago in New York as the result of injuries received in a street accident.

S. DELAVAN HOUSE, who was the first editor of the Dry Goods Reporter, Chicago, died last week at the Old Soldiers' Home in Milwaukee at the age of sixty-eight years.

GREEN R. KELLER, editor of the Carlisle (Ky.) Mercury, is dead at the age of sixty-eight years. He was a leader in Democratic politics in his state and in the legislature.

CARL BRAYFIELD, editor of the Charlestown (Ind.) Citizen, is dead of pneumonia after an illness of two weeks. He was sixty-two years old and after purchasing the plant of the Henryville Times he moved the plant to Charlestown and established there the Weekly Citizen, continuing as publisher until his death.

JAMES C. WHEELER, formerly a newspaper man in New York, passed away a few days ago in Denver. He was a native of Brooklyn, being born in 1849, and was actively connected with local papers up to a few years ago, when he retired to give his entire attention to book writing.

PAUL WALKER, who did newspaper work at different times

# THE BOSTON AMERICAN

Largest  
Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY

Over 400,000

# THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

in New York, Chicago and St. Louis, died recently at Newburg, O. and was prominent in horse racing with the New York Evening World. activities in New York and several other states. He was forty-five years old.

J. S. DUNHAM, editor of the Van Buren (Ark.) Press, is dead at the age of eighty years. He was a veteran of the Civil War and was one of the leading figures in the development of the state.

WILLIAM H. NETHERWOOD, for a number of years foreman of the press room of the New York Times, died suddenly of heart disease Saturday at his home in Whitehouse Station, N. J. He was forty-eight years old and a native of Westerly, R. I. He left the Times five years ago to engage in farming.

FRANK W. THORPE, for many years a writer of racing news for New York papers, died Sunday at his home in Mountain Lake, N. J. Mr. Thorpe was for fifteen years

ARTHUR LUMLEY, once well known as a writer and illustrator, died this week at Mount Vernon, N. Y., aged seventy-five years.

LUCIAN V. PINNEY, who was owner of the Winsted (Conn.) Press from 1873 to 1888, died on Thursday at the age of sixty years.

The newspaper that  
knocks and boasts at the  
same time is never a safe  
adviser. The

NEW YORK MAIL  
EVENING

neither knocks nor boasts,  
but tries to be of assistance  
to advertisers.

203 Broadway, NEW YORK.



# LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily,  
and the **Illustrated Weekly**  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
**Williams, Lawrence & Cresmer Co.**  
NEW YORK CHICAGO

NEW YORK UNIVERSITY  
OPENS JOURNALISM  
COURSE.

The department of journalism  
connected with the School of Com-  
merce of New York University be-  
gan its classes this week with a total  
enrollment of over one hundred  
students in its magazine, newspaper,  
and advertising courses. On Satur-  
day James M. Lee, the director of  
the department, gave a lecture on  
"Early American Journalism."

Among the courses offered this  
year in the magazine and newspaper  
divisions are the following:

Magazine writing and one in current  
topics, conducted by Albert Frederick Wil-  
son, formerly a member of the editorial  
board of the Literary Digest.

Magazine making and editing, James M.  
Lee, who has held important editorial posi-  
tions with the Outing Publishing Com-  
pany, the Funk & Wagnalls Company, and  
the Leslie-Judge Company.

Editorial writing and newspaper prac-  
tice, by Royal J. Davis, of the editorial  
staff of the New York Evening Post.

News writing, one by George B. Hotch-  
kiss, and one by George T. Hughes, city  
editor of the New York Globe.

Magazine and newspaper verse by  
Arthur Guiterman, of the editorial staff  
of Life.

Newspaper law by John Gerdes.  
Three courses in advertising by mem-  
bers of the teaching staff of the school.

The students enrolled in the  
evening classes include a number  
now employed on New York publi-  
cations.

## FOR SICK FUND.

The Times Square Newspaper  
Club had its annual smoker and  
entertainment for the benefit of the  
sick fund of the organization in the  
club rooms, at 106 West 38th street,  
on Thursday evening. Professional  
talent entertained the members and  
their friends.

"A Daily Newspaper for THE HOME"  
THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
**CHRISTIAN SCIENCE MONITOR,**  
Boston

New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg, Chicago

IT PAYS TO ADVERTISE IN THE

## ST. LOUIS TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the most  
remarkable growth ever recorded in the  
Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Seger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Westinghouse St.,  
NEW YORK, CHICAGO.

## GOLDEN WEDDING ANNI- VERSARY FOR PUBLISHER.

David Ramaley, one of the pio-  
neer printers and newspaper editors  
of Minnesota, celebrated on October  
1 the fiftieth anniversary of his  
marriage to Mary Louise DeGraw-  
Ramaley. Their four sons, Profes-  
sor Francis Ramaley of the Colo-  
rado State University, Dr. Louis  
Ramaley, F. W. Ramaley and David  
Ramaley, Jr., attended the golden  
wedding reception.

As a printer's "devil" in a Pitts-  
burgh newspaper office David Ramaley  
began his newspaper work in  
1839. He was then eleven years old.  
When he was seventeen he was  
foreman of the Pittsburgh Daily  
Gazette; before he was twenty he  
was publishing an agricultural paper  
in Pittsburgh, and he also published  
a farm journal in Monongahela  
City, Pa.

He removed to Minnesota in  
1855; worked first as a compositor  
on the St. Paul Pioneer, and later  
was part owner of that paper. In  
1867, the Minneapolis Tribune hav-  
ing been born of a union of the  
Atlas and the Chronicle, Mr. Rama-  
ley became business manager of the  
new paper. The political aspira-  
tions of the late Senator Washburn  
were then in first bloom, the Tribu-  
ne was the Washburn organ, and  
the way of the Tribune's business  
manager was anything but smooth.

In six months Mr. Ramaley re-  
signed and returned to St. Paul and  
with the late Harlan P. Hall he  
established the St. Paul Dispatch.  
The partnership continued for four  
years when Mr. Ramaley withdrew  
to open a job printing office.

Although he is now eighty-four  
years old, Mr. Ramaley is still  
dabbling in printer's ink, and as the  
head of the Ramaley Printing Com-  
pany he is one of St. Paul's most  
active business men. He edits and  
publishes the A. O. U. W. Guide,  
official organ of the Ancient Order  
of United Workmen.

## ELECTED TO A. N. P. A.

The South Bend (Ind.) Tribune  
has been elected to membership in  
the American Newspaper Publish-  
ers' Association.

## THE Boston Herald now over 100,000

## THE Boston Traveler AND EVENING HERALD

(consolidated OVER 130,000  
July first)

*A Quality and Quantity  
Combination that can-  
not be excelled.*

Sole Foreign Representatives:  
The S. C. BECKWITH Special Agency,  
NEW YORK, CHICAGO, ST. LOUIS.

## WANTS MERGER ENJOINED.

Seeking to enjoin the sale and  
transfer of the property of the  
Coshocton (O.) Times Publishing  
Company, John C. Fischer has  
brought suit against William T.  
Albertson, its principal owner and  
manager.

The plaintiff states that a contract  
entered for the sale of the Times  
to the Tribune owners is not for  
the best benefits of the stockhold-  
ers; also that when the majority  
of the stock in the Times Publish-  
ing Company was sold to the  
defendant it was the agreement that  
the newspaper should continue to  
be a Democratic organ.

Fischer claims that if the paper  
should be consolidated with the  
Tribune, which is independent in  
policies, it would be contrary to the  
contract and would work irrepara-  
ble damage to his holdings. A  
deal providing for the consolidation  
of Coshocton's two morning news-  
papers has been pending for some  
time.

## WEEKLIES MAY MERGE.

Negotiations are said to be pend-  
ing for the transfer of the Waupaca  
(Wis.) Record to the Leader Pub-  
lishing Company, owner of the  
opposition paper. The Record is  
owned by Mrs. Aneta R. Carpenter,  
while the principal stockholder in  
the Leader is L. W. Krake. The  
Record has been published for the  
last twenty-five years, while the  
Leader was established only last  
January. Both papers are weeklies.

## VETERAN TO REST.

F. M. Ford, who has been the  
publisher of the Montpelier (O.)  
Enterprise for a number of years,  
has sold the publication to W. H.  
Shinn. Mr. Ford plans to take a  
well-earned rest as he is advanced  
in years and his health is some-  
what poor.

## HURT BY AUTOMOBILE.

W. R. Conaways, publisher of the  
Cardington (O.) Independent, was  
struck by an automobile when cross-  
ing the street in his home town  
several days ago. While his in-  
juries are not serious, he was con-  
fined to his bed for several days.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herald.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly...22,000  
Die Rundschau, Weekly....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Let us know what you have to ad-  
vertise. We will tell you if there is a  
market for you in Cuba. If "Yes" we  
will accept your advertisement for the

## HAVANA POST

Cuba's only English Daily, and if "no"  
we will refuse it. We accept no ad-  
vertisement unless we know it will pay the  
advertiser. All inquiries cheerfully an-  
swered.

GEORGE M. BRADY, Publisher

## MOVED TO TOLEDO.

Arrangements have been made by  
W. H. Triebold, editor and owner of  
the Greenville (O.) Deutsche  
Umschau, to move that paper to  
Toledo. In the latter city Mr. Trie-  
bold will have the backing of sev-  
eral German churches.

## LAND FOR MAGAZINE.

Henry H. Windsor, publisher of  
Popular Mechanics, Chicago, has  
bought a plot of ground one hun-  
dred feet square at the southwest  
corner of Cass and Michigan streets  
for \$45,000.

## AN OHIO ASSIGNMENT.

George P. La Porte, publisher of  
the Danville (O.) Herald, has made  
an assignment to L. B. Houck of  
Mount Vernon. Mr. La Porte de-  
clares that lack of support from his  
townspeople resulted in his failure.

## PLANNING ANOTHER.

A. J. Whitney, publisher of the  
Bettsville (O.) Vidette, which sus-  
pended after it was burned out a  
short time ago, is now planning to  
establish a paper in Waterville.

## THE SOUTH.


Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

The **PRESIDENTIAL CAMPAIGN** will contribute very largely to the "joy of living" during the ensuing month, but

The **ADVERTISING CAMPAIGN** is a fixed feature of every October for the Go-Ahead Business Man.

### NOBODY KNOWS

(positively) who will be the next President of the United States, but - - - 

### EVERYBODY KNOWS

which newspaper is the Leading Advertising Medium of America. The Advertisers have "by an unprecedented majority" voted this distinction to the

# NEW YORK WORLD

## HERE ARE THE "RETURNS"

of the September Polling, and of the steady vote during nine months of 1912, as canvassed by the Statistical Bureau of the New York Evening Post:

	The WORLD	The HERALD
September, 1912	1,175,676 lines	981,288 lines
September, 1911	1,050,482 lines	935,594 lines
<b>GAIN</b>	<b>125,194 lines</b>	<b>45,694 lines</b>

**WORLD'S September Lead  
Over the HERALD 194,288 lines**

	The WORLD	The HERALD
Nine Months of 1912	9,080,282 lines	7,188,973 lines
Same Period of 1911	8,922,311 lines	7,445,227 lines
<b>World's GAIN</b>	<b>157,971 lines</b>	
<b>Herald's LOSS</b>		<b>256,254 lines</b>

**WORLD'S 1912 LEAD  
Over HERALD 1,891,309 lines**

This is NO "STRAW VOTE" but the actual expression of the Advertisers' opinion on September 30, 1912, of the relative merits of the two principal newspapers of America.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 972

NEW YORK, SATURDAY, OCTOBER 12, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

TEN CENTS A COPY

The BIG PAPER at the CAPITAL of  
the State of NEW JERSEY,

## The TRENTON TRUE AMERICAN,

Changes Oct. 14 from a Morning to an  
EVENING PAPER.

16 pages for 1 cent. Independent in  
Politics, Clean in every respect—news  
and ads. The strongest Editorial Staff  
of any paper in a city of its size.  
United Press Report.

---

Advertising Accepted on a Guarantee of not  
less than 12,000 copies average for one year.

---

Wm. H. GUTELIUS, Editor and Publisher.

## TEST OF PUBLICITY LAW BEGUN.

THE JOURNAL OF COMMERCE ACTS ON BEHALF OF 25,000 PUBLICATIONS.

The first step of the American Newspaper Publishers' Association to test the validity of the newspaper publicity law was taken Wednesday in the filing of a suit in the United States District Court by the New York Journal of Commerce and Commercial Bulletin. The law is alleged to be invalid on the ground that it deprives newspapers of their constitutional rights.

Frank Hitchcock, postmaster-general; George W. Wickersham, attorney-general of the United States; Edward M. Morgan, postmaster, and United States District Attorney Henry A. Wise are joint defendants. The suit is brought through Alfred W. Dodsworth, secretary of the Journal of Commerce corporation, and the court is asked to restrain defendants from enforcing the regulations against that paper, since to do so would ruin its business and deprive the corporation of its property without due process of law. Whatever the outcome of the suit would be in the District Court, it is certain to go to the United States Supreme Court for final decision.

While the suit is brought in the name of a single newspaper publishing corporation, the action, which is in the form of a bill in equity, has the sanction of the American Newspaper Publishers' Association, of which the plaintiff is a member, and it is regarded as a test case for the benefit of the 25,000 publications of the United States affected by the law.

Robert C. Morris, attorney for the association and for the plaintiff in this suit, said of the action:

The proceeding is one of great importance, not only to newspapers and other publications but to all persons, in that it will demonstrate whether the Government has power to inquire into and make public private affairs by means of an inquisitorial law. The law of this character which has been enacted, and does not possess the justification of the right of the Government to inquire into private business affairs for the purpose of regulating commerce or imposing excise.

In my opinion the law is illegal and void because it is beyond the power of Congress to enact and is in contravention of the Constitution of the United States, as it is a deprivation of liberty and property without due process of law, denies equal protection of the law, and abridges the freedom of the press.

Secretary Dodsworth, on behalf of his newspapers, says his corporation has refused to comply with the law which became effective October 1, and also has declined to give the government any information by filling out the blank forms sent out for that purpose. He says the Journal of Commerce and Commercial Bulletin represents an investment of \$1,000,000, and to deny them the use of the mails would result in serious inconvenience to thousands of leading business houses all over the country by depriving subscribers of the papers and information contained therein, in numerous cases causing loss and injury.

The complaint says, in part: That in addition to the newspapers of the complainant, upward of 25,000 news-

Continued on Fourteenth Page.

## BIG DOINGS IN TRENTON.

TRUE AMERICAN BECOMES EVENING PAPER — PRICE CUTTING WAR.

Newspaperdom of Trenton, N. J., has received quite a shaking up as the result of the transfer of the True American, from the morning to the evening field next Monday.

The State Gazette is now the only morning paper in the city, and has reduced its price from two cents to one cent a copy.

The True American, which sold for two cents as a morning paper, will now be on sale at a penny, and this has led the Trenton Evening Times, heretofore a two-cent paper, to cut its price in half also.

In a statement to THE FOURTH ESTATE William H. Gutelius, publisher of the True American, said:

"I feel that the fact that the mere announcement of my intention to print an evening paper at one cent has caused the other papers to reduce their prices, and so save the people of Trenton over \$100,000 a year in the sum paid for daily local newspapers, is a decided compliment to the position which the True American has attained under my management.

"I am making advertising contracts guaranteeing to advertisers a circulation of not less than 12,000 a day for the first year. I expect to start off with not less than 15,000, but I am making the guarantee within what I consider reasonable limits."

Mr. Gutelius has given up the morning Associated Press franchise for Trenton in transferring the True American to the evening field, and under the new arrangements will take the full leased wire service for afternoon papers furnished by the United Press.

## HEARST COMING HOME.

William R. Hearst has cabled from Paris that he is "hastening home to work for Wilson and Marshall, Sulzer and Glynn." Both New York State candidates have messages of congratulation from him.

Mr. Glynn, who is editor of the Albany (N. Y.) Times-Union and the Democratic candidate for lieutenant-governor of New York, has learned that his nomination gives Mr. Hearst "not only the greatest possible pleasure, but highest civic satisfaction."

## NEW SIZE FOR THE ITEM.

The New Orleans Item will make its appearance on Monday in eight column size, thirteen ems wide, and 280 lines deep.

## DAILY FOR MINING TOWN.

A company has been organized to start a democratic daily paper in the mining town of Cartersville, Mo. Incorporation papers have been filed for the purpose by the Cartersville-Missourian Publishing Company, of which Robert L. Marrs is president.

## DAILIES AFTER THE FOREIGN ADS.

NATIONAL NEWSPAPER ASSOCIATION SUCCESSFULLY LAUNCHED.

Definite plans for the organization of a co-operative association of a group of the big newspapers of the United States for the promotion and securing of national advertising for the daily newspapers were decided on last Friday at the meeting of newspaper publishers in New York, told of in THE FOURTH ESTATE last week.

It was decided to call the organization the National Newspapers (not incorporated) and by-laws for the conduct of the association were adopted. Hopewell L. Rogers, business manager of the Chicago Daily News, was elected president. Herbert F. Gunnison, business manager of the Brooklyn Daily Eagle, was chosen vice-president; George Oliver of the Pittsburgh Chronicle-Telegraph, secretary; and treasurer, William Simpson of the Philadelphia Bulletin.

These officers were elected for terms of one, two and three years, respectively. A board of nine trustees from the governing body of the association. This board is made up of the above named officers with J. St. George Bryan, the Richmond (Va.) Times-Dispatch; M. E. Foster, the Houston (Tex.) Chronicle; William H. Field, the Chicago Tribune; W. S. Jones, the Minneapolis Journal, and W. H. Cowles, the Spokane (Wash.) Spokesman-Review.

The purpose of the association is to develop and enlarge, in the daily newspapers that become members, national or foreign advertising. In thus endeavoring to develop and enlarge such business the association will deal with and act for all members as a unit.

It will work to make known to the advertising public the advantages to be derived in using the columns of its members and generally to develop and improve the advertising business, so far as it pertains to such newspapers; and do any other mission as the members may determine to be of benefit and advantage to them.

## MEMBERSHIP QUALIFICATIONS.

The association is not formed for the purpose of making profits, nor to make or declare dividends. No member of the association shall have any vested interests in the money or property of the association, and all rights of a member will cease with the termination of membership.

Any daily newspaper is eligible for membership. If the applicant is the owner of a newspaper published in a city where the owner of one or more newspapers are already members of the association, a favorable vote of such members is required, together with a favorable two-thirds of the entire list of members. In the case of the applicant being located in a city not represented in the membership, a vote of two-thirds of the members is sufficient for election.

The annual meeting of the association will be held on the first Fri-

day of October, each year. The affairs of the association will be managed by nine trustees.

Each member of the association will pay annual dues of \$500. Whatever sum of money needed more than the annual dues will be raised yearly by assessing each such portion of the needed sum (exclusive of and in addition to the regular annual dues) as the gross 10,000-line advertising rate of such member bears to the combined 10,000-line daily rate of all the members for such advertising.

Every member of the association must furnish to the board of trustees a true list of the current ad-

Continued on Thirteenth Page.

## FALSE REPORTS FROM SAN FRANCISCO DENIED.

Charles W. Hornick, general manager of the San Francisco Call, asks THE FOURTH ESTATE to deny absolutely a story printed in another publication last Saturday to the effect that he had resigned his position and would shortly leave San Francisco for an extended trip abroad, and that he would be succeeded by W. W. Chapin, for the past few years publisher of the Seattle Post-Intelligencer.

Mr. Chapin, who was in New York during the week, stated that he had offered to buy the San Francisco Call from John D. Spreckels, but had been unable to secure even an option on it. He had sold his stock in the Seattle Post-Intelligencer, the control of which is in the hands of his father-in-law, Senator John L. Wilson, and would probably buy a newspaper for himself, but the San Francisco story was not true.

Mr. Hornick says that, as his health has been bad for some months past, he has been planning, at the expressed wish of Mr. Spreckels, to take an extended foreign trip after the national election, but he has no intention of resigning his position.

Mr. Hornick acquired his first newspaper experience on the St. Paul Dispatch, of which he was first mechanical superintendent and afterwards business manager. He went to San Francisco in 1905 to become business manager of the Chronicle, and in 1906 assumed the management of the Call. He is a director of the American Newspaper Publishers' Association, and has always been one of its most enthusiastic supporters.

## MAIL'S NEW CITY EDITOR.

Frederick Knowles has succeeded Charles Sarver as city editor of the New York Evening Mail. Mr. Sarver has become associated with Frank A. Munsey's New York Press. Mr. Knowles for some time past has been assistant to Managing Editor T. E. Niles of the Mail and has been in charge of the mail up.

## NEW APPOINTMENT.

The Fuller, Henriques, Putnam Special Agency, New York and Chicago, has been appointed the Eastern and Western foreign representative of the Waco (Tex.) News. The paper heretofore was not represented in the foreign field.



## KOHLSAAT BUYS THE INTER-OCEAN.

RETIRES FROM CHICAGO  
RECORD - HERALD—  
SEYMOUR AND MAYO  
MOVE UP.

The many recent reports of proposed changes in ownership among the Chicago newspapers have finally culminated in the negotiation of a deal having important effects on the Chicago Record-Herald and the Chicago Inter-Ocean. By means of the transaction Herman H. Kohlsaat has sold out his interests in the Record-Herald and becomes the owner of the Inter-Ocean, succeeding George Wheeler Hinman.

On the Record-Herald Mr. Kohlsaat is succeeded as president, publisher and editor by James S. Seymour, who for many years has been vice-president, treasurer and general manager of the Record-Herald. The general management of the publication is assumed by A. D. Mayo.

Mr. Kohlsaat discontinues all connection with the Record-Herald, of which he was twice the owner, the last time since he purchased the paper from Frank B. Noyes in January, 1910. His going to the Inter-Ocean is also a return to that newspaper after a period of eighteen years.

The amount of money paid for the Inter-Ocean by Mr. Kohlsaat is not stated, but it said that Mr. Hinman clears nearly a million dollars in the transaction. Mr. Hinman had been at the head of the Inter-Ocean organization since 1897, when he was brought from New York to take the management by Charles T. Yerkes, the traction magnate, who succeeded Mr. Kohlsaat at the time as owner.

In 1901 Mr. Hinman succeeded to the proprietorship. Last year he purchased all the outstanding stock held by the Yerkes estate in the Inter-Ocean, amounting to \$400,000, and took full title to the property. The par value of the Inter-Ocean stock acquired by Mr. Kohlsaat is a little over \$1,000,000, the capital stock being \$1,500,000.

It has been understood that Mr. Kohlsaat's connection with the Record-Herald for the past year has been only nominal, he having disposed of most his stock to his associates in the ownership of the paper.

The first issue of the Inter-Ocean under the revived ownership of Mr. Kohlsaat was on Thursday morning. It appeared in a new dress, and in his announcement of ownership Mr. Kohlsaat refers to the fact that after eighteen years he again assumes control. He says:

The Inter-Ocean will be Republican, because it believes in the principles of the Republican Party, respects its traditions, reveres the memory of its great leaders and sincerely believes that this great party has not outlived its usefulness, and that, under the leadership of patriotic, unselfish men, it will still be the party of progress and sanity.

The Inter-Ocean will be independent in its republicanism and will vigorously oppose the leadership of political spoilsmen or representatives of special interests or of demagogues or racketeers.

It is not necessary to scuttle the Republican ship to rid it of some of the



HERMAN H. KOHLSAAT,

NOW PROPRIETOR OF THE CHICAGO INTER-OCEAN

unsavory crew, who have in the last ten years exercised too much control in its management.

It is fitting to confess that the writer has cherished an admiration and affection for Theodore Roosevelt, for which he has no excuse to make. Not until Mr. Roosevelt's better self was submerged in his overmastering ambition, so as to obliterate every sense of gratitude to his party and his friends, was it possible to conceive that anything could occur to break their cordial relations.

It is sheer fatuity to propose to substitute the undigested theories of initiative, referendum, and recall for the attested advantages of responsible representative government.

The Inter-Ocean pledges itself with all the power at its command to fight those twin evils of anarchy—the recall of judges, and the recall of judicial decisions.

James Sherwood Seymour, who succeeds to the offices left vacant by Mr. Kohlsaat, has been connected with the Record-Herald as general manager since 1903. Previously he was publisher of the New York Evening Post and the New

York Commercial Advertiser.

The new general manager of the Record-Herald, Alfred D. Mayo, has been connected with the advertising department of the paper for fifteen years, and for a number of years has been in charge of the foreign advertising.

### KOHLSAAT'S CAREER.

Herman H. Kohlsaat was well known as a journalist through his many years' connection with newspapers in Chicago, during which he owned at various times the Inter-Ocean, Times-Herald and Evening Post.

The career of Mr. Kohlsaat has been a remarkable one. Born fifty-six years ago near Albion, Edwards County, O., he started out on his business career as a salesman for a wholesale bakery, and a few years later started for himself a bakery and a string of restaurants,

the beginning of the well-known establishment of H. H. Kohlsaat & Co.

Through his sagacious investments in real estate and his other business enterprises he was enabled in 1893 to purchase a half interest in the Chicago Inter-Ocean, of which he became business manager. His vigorous methods worked with such good effect on the property that in two years it was on a dividend-paying basis for the first time in its history.

Selling out his interest in the Inter-Ocean, Mr. Kohlsaat endeavored to purchase the New York Tribune or Times, but without success, and it is related that he once



A. D. MAYO.

offered a round \$2,000,000 for a bare majority of stock in the Chicago Tribune.

On the death of James W. Scott, proprietor of the Times-Herald and the Evening Post, Mr. Kohlsaat bought those papers at a price reputed to be \$1,500,000 and installed himself as editor. Both papers up to that time had been staunchly Democratic, but their new owner amazed all Chicago by changing their policies in a single night and bringing them out next day as independent Republican papers.

Mr. Kohlsaat continued as editor and owner of both papers until in 1901 he took over the Record, formerly owned by Victor F. Lawson, consolidated it with the Herald and disposing of the Post to John C. Shaffer.

He remained at the helm of the Record-Herald until January, 1902, when he turned it over to Frank B. Noyes, publisher and one of the owners of the Washington Star. From that date he devoted himself to his real estate interests until January, 1910, when Mr. Noyes returned to Washington and Mr. Kohlsaat again took charge of the Record-Herald, which has been under his guidance until this week.

A. G. Graham has sold the Grand View (Can.) Exponent to A. O. Lloyd.

## THE PRINT PAPER MARKET.

### REPORTS OF PROPOSED TAX ON CANADIAN EXPORTS—OTHER NOTES.

There is considerable talk in Canada concerning the probability of the Dominion government at its forthcoming session imposing an export duty on pulpwood in order to shut off shipments to the United States from free lands.

It is understood that two proposals have been made to the government. One is an outright prohibition of the export of all pulpwood in any form; the other is to impose first a small export duty on wood cut from freehold lands, with a provision in the act for a gradual increase of the duty each year till the export duty reaches five dollars a cord, which, of course, would be a prohibitive duty long before it reached that figure.

The proposers of the measure think that by starting out with a small export duty they can try the plan out without arousing too strong an opposition.

The federal parliament has no power over the crown lands of the several provinces which alone exercise control over their public lands, but the three provinces of New Brunswick, Ontario and Quebec have already prohibited the export of pulpwood cut from their crown lands. The Dominion Parliament has full power, however, to deal with the freehold lands and either an export duty or a prohibition of export is within the power of Parliament.

It is maintained in many quarters, however, that the present provincial restrictions are now ample to conserve the pulpwood resources of the provinces, without the Dominion government taking a hand in a fray which might lead to certain reprisals from the United States. About twenty-five per cent of the pulpwood areas of Quebec consist of private lands so that the existing regulations on Crown lands protect three-fourths of the timber from being sent across the line in its raw state.

Since the present law went into effect in Quebec, the amount of pulpwood exported in its raw state has decreased from 779,000 tons in 1910 to 636,000 in 1911, and at the same time the consumption of pulp wood in the province advanced by 47,000 cords. Owing to this law, American buyers are paying the settlers considerably more money for wood and many new pulp and paper mills are locating in the province to be near a source of supply that cannot be obtained in the United States.

Last year, in the province of Quebec alone, nineteen new pulp, paper and lumber companies were organized with a total capitalization of nearly \$42,000,000.

A possible temporary solution of the problems connected with the proposal to put an export duty on pulp wood has been disclosed, in what is said to be a general move-

**DO YOU notice any Paper that takes FINE HALF-TONES any better, on HURRY-UP WORK, than that on which THE FOURTH ESTATE is printed?**

**LASHER & LATHROP**  
INCORPORATED  
**PAPER**

18 Beekman Street, NEW YORK  
Successors to MOLLESON BROTHERS  
Established 1868.



JAMES SHERWOOD SEYMOUR,

NOW PUBLISHER AND EDITOR OF THE CHICAGO RECORD-HERALD.

See Third Page.

ment among Canadian railway traffic officials to advance the freight rates on pulp wood to points in the United States.

The Canadian Pacific has recently made an advance in rates of about two cents a 100 pounds to northern New York points. This increases the cost to northern New York paper mills from seventy to ninety cents a cord.

A proposal to increase pulp wood freight rates generally by all Canadian roads will come before the board of railway commissioners in Ottawa, Can., on Tuesday, when pulp wood exporters and United States paper makers will be heard in opposition to the proposal.

The Government is understood to favor this proposed increase, which would add from \$1 to \$1.50 a cord to the cost of the wood.

The Canadian Manufacturers' Association has issued a statement repudiating all responsibility for the talk of a prohibitive export tax on Canadian pulp wood.

Stocks of news print paper at the end of August aggregated 45,988 tons, an increase of 5,547 tons over

July, as reported by the American Paper and Pulp Association to the Commissioner of Corporations. Production in August was 105,980 tons, an increase of 3,883 tons; shipments, 100,752 tons, an increase of 1,890 tons. Companies reporting numbered fifty-one.

The Montana Pulp and Paper Manufacturing Company, just incorporated in Montana, representing \$4,500,000 in stock and bond issues, expects within two years to have in operation on the Kootenai National Forest Reserve a plant costing about \$1,500,000.

The officers of the company are: Edward Donlan, Missoula, Mont., president; Robert McIntyre, La Chute, Quebec, vice-president; William P. Boshart, Ottawa, Canada, treasurer; J. H. Ehlers, Spokane, secretary. Of the finances of the company there is a \$2,500,000 bond issue underwritten, \$2,000,000 of stock subscribed for and \$500,000 stock in the treasury to go as a bonus with the bonds.

By an arrangement with the United States Government, the company expects to have practically a perpetual source of supply at its mill site, half way between Libby,

Mont., and Bonners Ferry, on the Great Northern Road. The site of the plant will be in the Yahk River Valley, where the Federal Government is understood to have assured the company 500,000 acres of timber available, tributary to the mills. The company also depends on getting about 12,000,000 feet of timber from the Canadian side of the Yahk, as this timber cannot be brought out of the valley save through the American gateway.

In a letter to THE FOURTH ESTATE the Tidewater Paper Mills Company says its contract is with the DeGrasse Paper Company, and is for 15,000 tons for the year. (See THE FOURTH ESTATE of October 5, which the paragraph corrects).

### BONE TALKS TO STUDENTS ON JOURNALISM.

Scott C. Bone, editor of the Seattle Post Intelligencer, addressed the students of the state university department of journalism on the importance of training for newspaper work. He asserted that academic training has its place in the newspaper world, and urged that an all-around knowledge of the business be obtained.

"A man must have character to do newspaper work," he said. "Honesty, perseverance and dependability are absolute essential characteristics of the successful newspaper man. The newspaper, like the man, must have character, and that character is determined largely by the staff it employs. The higher the ideals of a newspaper, the higher its standards, the greater the influence of the paper. The newspapers today that really deserve success are succeeding."

### FOR IOWA WILSON MEN.

A new paper called the Tribune is about to appear at Hamilton, Ia. W. Harkader will be the editor and owner and the paper will support the candidacy of Woodrow Wilson for president.

### YOUR "WRAPPED" ATTENTION

is invited to our perfected

**Nibroc Kraft**  
WRAPPING PAPER

—the handsome "quality" kind which gives—

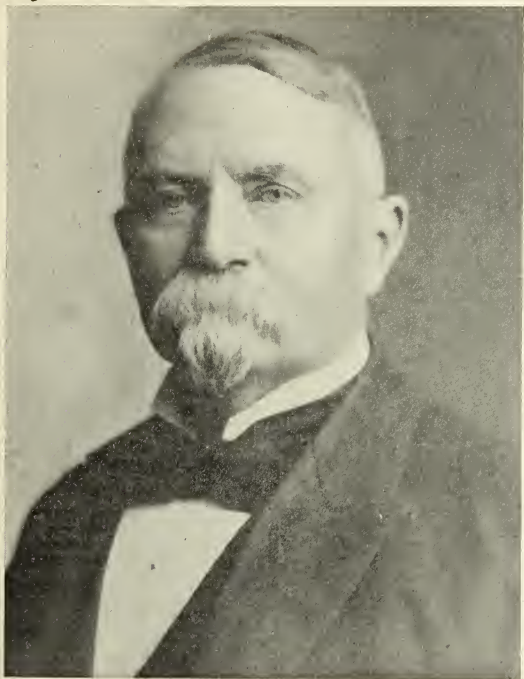
**MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY**

Let us send you proof samples, also name of nearest dealer.

**BERLIN MILLS CO.**  
PORTLAND, MAINE.

New York Office, 256 Broadway





GENERAL HARRISON GRAY OTIS,  
PROPRIETOR OF THE LOS ANGELES TIMES.

## THE RISEN LOS ANGELES TIMES.

ONE OF FINEST STRUCTURES  
OF ITS KIND OPENS ON  
DYNAMITED SITE.

The risen building of the Los Angeles Times is erected on the spot occupied by the original structure destroyed by dynamite on October 1, 1910.

The aim of the builders has been to make the building as nearly fire-proof, earthquake-proof and dynamite-proof as is humanly possible, and also to make it exactly suited to the practical and exacting requirements of the expanded and expanding business of the Times.

The new building is wider, deeper, higher in the air, extends farther into the earth, and is more solid, massive, enduring and imposing in appearance than was the destroyed structure.

The building covers a private closable alley running north from First street along the easterly side. From this alley a powerful paper hoist starts, connecting with the sub-basement. "Ink Alley," so called, which ran eastwardly from the Broadway front, and was the point chosen by the dynamiters for their

criminal operations, has been abolished.

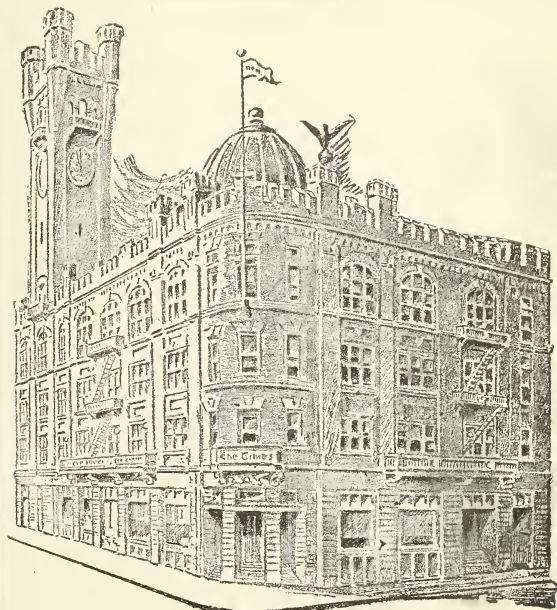
Five public entrances from the street, two passenger elevators, three freight elevators, two plate elevators and one electric paper hoist give ingress and egress.

The building is equipped with a modern system of heating and ventilation, arranged with automatic control from the various departments, to give the temperature required. All of the air entering into the ventilation system is purified before entering the rooms. All the floors have suitable washrooms and lockers.

A permanent exterior lighting system has been installed, with about 6,000 incandescent lights outlining the entire building, including the four sides of the tower, and also the dome above the southwest corner of the building. A complete sprinkler system has been installed, supplied from two 7,500-gallon pressure tanks above.

On the outside wall, west side, is an erection tablet of solid brass, with a bronzed surface, giving the date of the destruction of the original Times Building, the duration of the period of reconstruction, the date of the occupation of the new building, and a brief mention of "The Crime of the Century."

Just within the southeast entrance is a bronze tablet bearing a copy of



THE NEW BUILDING OF THE LOS ANGELES TIMES.

the immortal address of Abraham Lincoln on the battlefield of Gettysburg.

Within the main entrance is a tablet of solid brass showing a reproduction in fac-simile of the first page of the Times for October 1, 1912. On the west front, near the public entrance on that side, is a rescued and restored brass tablet bearing a legend which explains itself.

Within the building, on the first floor, at the foot of the easterly stairway, is a mental tablet headed "Our Martyred Men," being a replica of the impressive and striking tablet, with its eloquent and touching words, which appears upon the monument erected to the dead of the Times in Hollywood Cemetery. This replica has been placed here by men and women of the Times phalanx, in memory of their dead co-workers. At the main front entrance are two rescued and restored brass signs.

The materials used in the construction of the building are principally granite, brick, iron, steel and concrete. The dimensions are ninety feet on First street, by 156 feet on Broadway; depth thirty-two feet below the curb by eighty-eight feet above the curb; the height of the building proper is 120 feet. It consists of four stories, two basements, dome and tower.

The sub-basement has a total floor space of 13,500 square feet. It is thirty-one feet below the curb and is used for the storage of print paper and has a capacity of sixty tons. It is reached by a powerful freight elevator with a capacity of fifteen tons, one passenger elevator,

a sidewalk elevator and electric paper hoister and by adequate stairways.

The basement is the press room proper, with total floor space of 6,540 square feet, including the various "dips, spurs and angles," and working space under the west sidewalk. Five presses, each with its own individual electric power; electric switchboards; lift to convey paper from the sub-basement; foreman's room, machine shop, supply room, boiler room, ink pump and conveyors, roller cabinets, closets, broken-paper baler, core-corner, and rooms under sidewalk.

Six Hoe perfecting presses are in use; "Uncle Sam" (rescued sextuple—twenty-four pages); "Columbia" (sextuple—twenty-four pages, entirely rebuilt from two like machines destroyed in the fire); "American Sire," (new octuple—thirty-two pages); "American Boy" (new octuple—thirty-two pages); "American Girl" (tri-color); the recently rebuilt seven-cylinder forty-eight page multi-color magazine perfecting machine, upon which the Illustrated Weekly is printed at the rate of 12,000 complete copies per hour.

In the front of the battery of presses, and separated from them by a metal curtain, is the lower mailing room, including much available working space under the west and south sidewalks, this department has a total floor space of 8,200 square feet. The mezzanine floor is on the same story, looking down into the mailing and press rooms. It has a floor space of 3,200 square feet and is also available for

Continued on Fifteenth Page.

## BUILDING UP THE CIRCULATION.

A contest for Southern California camera faddists with prizes for all accepted pictures is being conducted by the Los Angeles Tribune. Prize winning pictures will go into the Sunday Tribune Album of "The Beautiful Southwest." Fifteen dollars will be paid for the best picture; \$10 for the second; and \$2 for all others available for the series. As a premium the Tribune is offering an illustrated bible for six coupons and a small sum in cash. A spirited campaign for the enrollment of voters in the ranks of the Progressive party and the co-operation of women with the movement is also being carried on. A circulation of more than 62,500 is now claimed by the Tribune.

For the convenience of patrons the Tribune has opened a new branch office at 124 South Broadway, in the Chamber of Commerce Building. Advertisements and subscriptions will be received at the branch and a free information bureau maintained. Free telephones and writing desk conveniences will be at hand for the public.

A voting contest has been launched by the Memphis News-Scimitar with a prize list valued at \$13,000. The grand prizes are six automobiles, and other inducements are pianolas, pianos, diamonds and trips to New York with all expenses paid. The contest is being directed by the United States Circulation Contest, of Waterloo, Ia.

Much enthusiasm is being shown among bowlers in the Greater New

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

**THE CONSOLIDATED PRESS CLIPPING CO.**

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

York individual championship for the Brooklyn Eagle medal. Eagle readers are voting in a spirited manner for the most popular F. and A. M. master of Long Island; a handsome jewel of office will be awarded to the winner. The Eagle is conducting its annual voting contest for seats at the Metropolitan Grand Opera at the Brooklyn Academy of Music. The Eagle's annual real estate review will be issued on Sunday, October 20.

The New York American magazine section is now appearing in tabloid form twice a month. The advance from monthly form was made for the first time last Sunday, when the section consisted of twenty-eight pages with colored cover.

A circulation campaign in the nature of a voting contest began on the Birmingham Ledger last Saturday. The prize list amounts to \$10,000 and includes two touring cars, player-pianos, grafanolas, diamonds, etc. The campaign is to be of a state wide nature, and directed by the United States Circulation Company, Waterloo, Ia.

A Sunday edition was made a part of the Pensacola (Fla.) News this week.

A prize of \$25 is being offered by the Pittsburgh Sun for the best design or suggestion for a trade mark for that newspaper. Answers will be received up to November 10.

The Stapleton (N. Y.) Daily World offers a fishing rod to the angler catching the heaviest weak fish before October 15 at Staten Island fishing points.

The New York American has another bargain in books for its readers. During three months of last year the American distributed more than 100,000 dictionaries at ninety-eight cents each; now it offers the Everybody's Encyclopedia to readers for one coupon and \$1.98. The American claims that it has placed the largest book order ever given to a publisher and will give its readers the very low price at which they may purchase the five-volume sets.

The New York Evening Sun has made arrangements to publish the celebrated cartoons of J. T. McCutcheon.

A nickel plated repeating coffee percolator in two different sizes is one of the premiums being used successfully by the Chicago Inter-Ocean. The utensil is said to be capable of making hot coffee in one and a half minutes.

The New York American has assumed the large expense and duties of organizing a public entertainment for the 26,000 sailors of the battleship fleet now in the Hudson River. This evening the armory of the Sixty-Ninth Regiment will be thrown open without price to the sailors. Within the hall refreshments will be served and the "jacks" will hear many famous "stars" of the theatrical world on the stage. The theatrical people have responded to the sentiment of the occasion and volunteered their services for a brilliant evening.

The New York Sunday World has inaugurated a new handy size

magazine section. It is the World's own magazine and edited by John O'Hara Cosgrove, formerly editor of Everybody's Magazine, and later associate editor of Collier's Weekly. The new section is in tabloid form of twenty-four pages, of which sixteen are in color.

## SCRIPPS SYNDICATE DROPS ONE OF ITS PAPERS.

The Fresno (Cal.) Tribune, established in 1905, has been suspended by the Scripps Syndicate, its publisher. As to the reasons for the suspension, General Manager W. H. Porterfield had the following to say:

"During the past ten years there have been about eight newspaper failures in Fresno and it is rightly regarded as the hardest and most unsatisfactory newspaper city in the state, on account of the high freight rates and the general high cost of doing business and the peculiarly high cost of handling circulation."

While the Tribune is now closed up, the Scripps management does not intend to sell the property, but may re-establish the paper again at a future date.

In the seven years of the Tribune's existence it had seven editors. Horace J. Brown was in charge when the paper was started and he was followed by A. C. Shaw, Samuel Evans, Bensel Smythe, L. J. Muller, W. I. Spence and T. T. Grimshaw, the last editor. Mr. Grimshaw has gone to Los Angeles to become connected with the Record, the Scripps paper in that city.

## AGENCY MOVES.

The Curtis-Newhall Advertising Company, of Los Angeles, has moved to the ninth floor of the new Los Angeles Investment Building, 9th street and Broadway, where it now occupies a suite of rooms especially designed for its use.

The business of this agency now extends throughout the United States and foreign countries, and a special department to handle the extensive amount of literature has just been opened.

## JENKINS MAKES A CHANGE.

Charles Jenkins has resigned the city editorship of the Chatham (Can.) Planet to take a similar position on the Saskatoon Phoenix. Mr. Jenkins was at other times with the Brantford Expositor and Chatham News.

## TIMES PARISIAN OFFICES.

New offices in Paris for the New York Times, including a travel and information bureau, reading and writing rooms, have been opened to the public in the center of the city, at 32 Rue Louis Le Grand.

## You Should Look Into

## A CLASSIC IN A PAGE

A Weekly Feature which is both Entertainment and Education.

Put out in 1906 for ten weeks service, it is now in its sixth year and is a Permanent and Valuable Fixture with such papers as the

BOSTON GLOBE,  
MILWAUKEE FREE PRESS,  
CINCINNATI INQUIRER, etc.

It is a feature which grows and holds. Furnished by

**McCLURE** NEWSPAPER SYNDICATE  
45 West 34th Street, NEW YORK

Increase in the Value of a Newspaper as an Advertising Medium is brought about by increased circulation.

The **MYERS** Circulation Co., Inc.,  
of Waterloo, Iowa, can help you.

## THE SPECIAL SERVICE CO.

*Experts in Circulation Contests.*  
306 Publication Bldg., Pittsburgh  
Room 32, 23 Park Row, New York

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering baseball, boxing, Olympic Games, football—all sports. Expert Comment—Best illustrations. YOU NEED IT! Write for particulars to *International News Service*  
200 William St., New York City.

## GET TO-DAY'S NEWS TO-DAY

## "By UNITED PRESS"

General Offices, World Bldg., NEW YORK.

## New Premiums Wanted.

I want, for use as a premium, something absolutely new. Something never used before by any newspaper.

Address Premwant. care The Fourth Estate.

## Sermons On Selling.

I have compiled a series of short "Sermons On Selling," suitable to be run daily, is a lesson to all who buy, sell, or handle goods at retail. About 200 words each. Who wants to publish them? Sample or request. R. J. M., 5417 Christian Street, Philadelphia, Pa.

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

**The William L. Betts Company**  
Suite 406, World Building, New York City



# CONSOLIDATION.

In Consolidation There is Strength.

We have just completed a \$500,000 transaction at Scranton, Pa. This deal involved the transfer of the Scranton Truth to the Tribune Publishing Company of that city and plans for the erection of a new concrete building to house the two properties.

Through this absorption the Tribune Publishing Company is enabled to issue an all-day newspaper with 46,000 sworn circulation, effecting an immediate economy of more than \$40,000 per annum in operating expenses.

There are many cities in the United States where a "clean-up" of this character would secure equally attractive results as in the Scranton situation. We have our own methods of financing. After the Scranton work was closed Mr. Robt. D. Towne, President of the Tribune Publishing Company, said:

"You gentlemen have accomplished in three weeks what I have been endeavoring to do for three years."

**HARWELL, CANNON & MCCARTHY,**  
Brokers in Magazine and Newspaper Properties,  
200 Fifth Avenue, NEW YORK.

## BIG ADVERTISING MEET IN ROCHESTER TODAY.

MANY CELEBRITIES AMONG PUBLICITY AND NEWSPAPER MEN TO ATTEND.

Rochester today is to have the distinction of entertaining one of the largest gatherings of bona fide advertising men that has ever congregated in this country. The Detroit Ad Club is coming by special train and expects to bring close to 200; Buffalo is to follow suit with an equally large crowd, and Cleveland will come as far as Buffalo by boat, and will bring along 150, with Mayor Baker.

These cities, with Rochester, compose the Advertising Affiliation of which William H. Campbell of Rochester is president. But other clubs are to be represented with big delegations at the meeting—particularly Toronto, Ontario; Syracuse, New York City and Toledo, Ohio. These cities, with many individuals from New York, Boston and Philadelphia, will help to swell the crowd. Then, too, the local ad club has extended an invitation to all the noted men who have spoken before it during the past three years, to come and "talk."

The complete programme of the meeting is as follows:

Morning discussion—Subject: "Fraudulent advertising; What can the affiliation do to suppress it in its own cities?"

Opened by Alfred W. McCann, advertising manager of Francis H. Leggett & Co., New York, followed by Walter B. Cherry, advertising manager Merrill-Soule Company, Syracuse, and John E. Kennedy, of the Baltimore Bargain House.

Five-minute talks by Jeremiah G. Hickey of the Hickey-Freeman Company, Rochester; Sidney S. Wilson, Mayor of Willsoughby, Ohio, and E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company of Detroit.

Afternoon—"From Manufacturer—Through Jobber and Retailer—to Consumer." H. A. Brown, advertising manager Victor Talking Machine Company, Camden, N. J.

"The Advertising Agent," Frank Presbrey, president of the Presbrey Agency.

"The Ties of Advertising," Frank J. Raymond, St. Louis, Mo.

"The Fast Art," "We Going?" R. E. Watrous, advertising manager of the Warner Instrument Company, Beloit, Wis.

Evening—"Practicalities in Business Management," Edwin S. Browne, effi-

ciency expert Curtis Publishing Company, Philadelphia.

"The Man Between," Joseph H. Appel, the Wanamaker stores of New York and Philadelphia.

"Journalism of Today—and Tomorrow," Dean Talcott Williams of the Pulitzer School of Journalism, Columbia University.

"Big Business," Louis Brandeis, Boston, Mass.

"Does Advertising or Salesmanship Sell Goods?" Alvin Hunsicker, general manager Standard Oil Cloth Company of America.

Between the morning and afternoon sessions a buffet luncheon will be served. The afternoon session will close promptly at 4:30 o'clock to make the banquet hall ready for the big dinner of the evening.

Under the guidance of George P. Culp some splendid "stunts" have been prepared to entertain the guests while the dinner is being served. It is planned to have the dinner out of the way by 7:30 o'clock so that speaking may begin at that hour. The delegation will remain in Rochester until Sunday afternoon.

## NEWSPAPER EXPRESS RATES.

Acting on the application of the United States Express Company the Texas Railroad Commission has amended its express classification applying to newspapers and periodicals returned.

The amendment provides that when newspapers and periodicals are returned by dealers to shippers the rate shall be two cents per pound, minimum ten cents. Regular merchandise rates are to apply when less. This change in the rate will prove beneficial to small publishers and the rate only applies to points traversed by the applicant. The amendment became effective on October 10.

## ROTH GOES TO SACRAMENTO.

Gustav Roth, for some time city editor on the Chico (Cal.) Record, has resigned to join the Sacramento Bee. His place on the Record has been taken by O. K. Posey.

Mr. Roth is now confined to his rooms, severely ill, and will be unable to leave for his new post for several weeks.

## NOTES AMONG THE CIRCULATORS.

L. W. Keyes, circulation manager of the Bridgeport (Conn.) Standard, and Mrs. Keyes have returned from Old Point Comfort.

Hugh Arthur, circulation manager of the Pittsburgh Post, has been elected secretary of the Pennsylvania Association for the Blind.

W. E. Moss, for a number of years with the United Press bureau in New York, has become chief assistant and circulation manager for W. B. Clark, on the Philadelphia News-Press. Mr. Moss will be succeeded by E. C. Stephan, formerly of the Cleveland Bureau.

Oscar S. Stein, formerly manager of the promotion department of the Nashville Tennessean and American, is now occupying a similar position with the Cleveland Leader and News. It was erroneously stated last week that Mr. Stein was formerly with the Nashville Banner.

## GREATER FACILITIES FOR LINOTYPE FACTORY.

The new eight story addition to the factory of the Mergenthaler Linotype Company, in Brooklyn, N. Y., is rapidly approaching completion and will be ready for occupancy in the near future. It will be all under roof within thirty days, the exact date depending largely on weather conditions and delivery of steel. The building is of reinforced concrete and steel construction throughout.

When finished it will enable the Linotype Company to make prompt shipment of its multiple magazine machines, the demand for which shows no signs of abating.

## CLUB HONORS NEWMYER.

A. G. Newmyer, business manager of the New Orleans Item, has been presented with a gold life membership card by the New Orleans Ad Club, of which he is the organizer.

The club held its first fall educational meeting on Tuesday. Dr. F. A. Wynn of Dallas was one of the speakers. J. V. Dugan and C. W. Townsley also read interesting and instructive papers. Other club meetings will be held every other Tuesday in October. The membership of the club is now 193.

## NEW YORK HERALD SYNDICATE

Our Christmas Material is well advanced and special booklet describing it about ready for the mail.

The idea is new and something that will appeal to all up-to-date Editors.

Write today.

## Full-page Sunday Features

SPECIAL CABLE AND TELEGRAPH SERVICE

Daily Features: News Matrices, Comic Matrices, Women's Matter and Photographs.

For particulars of any service apply to NEW YORK HERALD SYNDICATE, Herald Square, New York City.

Canadian Branch: Desbarats Building, Montreal, Canada.

We conduct all kinds of Circulation Contests

Wire



Write

For Washington Correspondence WRITE

AMERICAN TELEGRAPH PRESS

District National Bank Building, WASHINGTON, D. C.

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK.

The Minster (O.) Post has moved into new and more modern quarters.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

"BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICE:

105 West 40th Street  
(Tilden Building.) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 972 FOR THE WEEK ENDING SATURDAY, OCTOBER 12, 1912

## CANADA'S ADVERTISING.

When the history of the Canadian Northwest shall be written the credit for its development will have to be divided between railroad enterprise and newspaper advertising, notes the Philadelphia Record.

The railroads made profitable farming in the prairie lands of Canada's Northwest a possibility. They opened up the country, brought cheap and fertile farms within the reach of all capable of cultivating them, and stood ready to finance the settlers—but without the aid of advertising they couldn't provide the population.

The problem before them was how to transfer from the United States to new homes in Canada enough tillers of the soil to make the operation of the railroads profitable. They went to our Western farmers through the newspapers that the farmers read, and began a campaign of education.

The results of their persistent advertising are known of all men. Northwestern Canada is largely populated by Americans persuaded to remove from their former homes by advertising.

The influence of the newspapers, some hasty observers say, is declining. But when in the West a whole new country can be populated by newspaper advertising, and when all over the country the daily life of the people is affected at every turn by the same force—when publicity determines what we shall eat and what we shall wear, and in what kind of a bed and under what kind of a roof we shall sleep—it would seem as if the newspaper critics were unduly pessimistic.

## THE NEWSPAPER'S MISSION.

A thought can drop the same thought into a thousand minds at the same moment. A newspaper is an adviser who does not require to be sought, but goes out briefly every day of common weal, without distracting private affairs.

Newspapers, therefore, become more necessary in proportion as

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch, 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

men become more equal individuals, and more to be feared. To suppose that they only serve to protect freedom would be to diminish their importance, they maintain civilization.

Notwithstanding all the faults of our newspapers, there is one thing that can be said in behalf of American journalism. It stands for unselfish work for community betterment.

It is manifestly suicidal when a newspaper permits personal spites to govern its policy. Hence a conviction and tradition has grown up in the newspaper fraternity that considerations of public welfare alone must govern newspaper policy, according to the best intelligence of the editor.

Who can measure the good accomplished by the American newspaper as a righter of wrongs, as a proclaimer of hidden evils, as a persuader in campaigns of public enterprise and business advancement?

Wherever a charitable or religious society needs help, wherever a scamp is to be ousted from office, the public instinctively turns to the newspaper for help. Here and there a newspaper shows the yellow streak and fails to assist, but it is not often.

In view of these services, there is a growing recognition of the honorable character of journalism as a profession, a growing disposition to co-operate with the newspaper by helping it obtain all legitimate news, and a growing tendency to extend adequate financial support through subscriptions and advertising.

### NOTE AND COMMENT.

During the last session of Congress all records were surpassed in the flow of oratory. Eighteen million words were turned into the Congressional Record, making a volume of 13,003 pages. The session lasted 265 days.

On three previous occasions Congress was in session a longer period of time, but fell far short of the record made by this session in

speechmaking. Here are the figures: Fiftieth Congress, 321 days, 10,216 pages in Record; 51st Congress, 304 days, 11,588 pages; 53d Congress, 268 days, 10,216 pages.

The New York Evening World was twenty-five years old on Thursday and with the celebration of the anniversary rounds out a quarter-century of efficient news-gathering and forceful public service.

From its establishment it has occupied a place among evening newspapers corresponding to that held by the World in morning journalism and has equally exemplified the high ideals of Joseph Pulitzer, founder. It has been first of all a newspaper, but not satisfied with merely printing news, it has employed the power of publicity for progress and reform, exposing corruption, attacking public wrong and consistently championing the cause of the people against oppression in whatever form.

What it has accomplished in the prosecution of this mission is a matter of common knowledge. The support it secured from the first, and continues to enjoy in increasing measure, bears witness to popular recognition and approval of its policy of public service and non-partisan devotion to the public welfare.

The Winnipeg Free Press has taken the commendable step of deciding to charge for its advertising on a circulation basis. The publishers have decided that on January 1, 1913, an increased advertising rate card will go into effect.

The Omaha Daily News has agreed to give daily free of charge to the Bull Moose leaders certain space in which they can print whatever they wish in the furtherance of their campaign, subject to such rules as govern the publication of all matter in the columns of the Omaha Daily News. The News says it donated the space because it feels that the party ought to have the publicity it desires on account of the many excellent planks in its platform.

The South Boston (Mass.) News is celebrating its birthday. The present editor of the News, John J. Merrigan, started the paper in 1884 and it has been in his charge continuously ever since. The News is an important factor in South Boston and has been responsible for many improvements to the section in which it circulates.

The Cleveland Plain Dealer reports big circulation increases for the month of September. Just passed, as compared with the same month last year. The daily average for the Plain Dealer last month was 110,742, and the Sunday, 130,431 per issue, as compared with 99,398 daily, and 125,599 Sunday in 1911.

## TWO GREAT FACTORS IN CIVILIZATION.

Fred W. Ellsworth of the Guaranty Trust Company, New York, made the principal address before the State secretaries' section of the American Bankers' Association at

its convention in Detroit last week in which he said that two of the greatest factors in the development of our modern civilization are the bank and the newspaper.

"Each fills a definite want and neither can be dispensed with," declared Mr. Ellsworth, "Both the bank and the newspaper came into being in response to a concrete demand and in confirmation of that well known law which asserts that 'necessity is the mother of invention.' We are familiar with the almost unlimited good which each can accomplish, and we are not unmindful of the possibilities for harm which are latent in each, and which come to the surface whenever either is managed by unscrupulous or incompetent persons.

"In view of this fact it is to the everlasting credit of the banks and the press that, with some noteworthy exceptions, their operation has been uniformly characterized by a broad conception of their duty to the general public.

"There are still some banks that do not believe in newspaper advertisement. They have not yet become convinced of the necessity for the wisdom of ethics in publicly asking for new business. And yet these same banks are advertising in a way which only a few years ago would have been considered very much out of place.

"They perhaps run a fossilized card, and they exhibit on their windows and over their door signs announcing the name of their institution, with possibly the amount of their capital and surplus, or possibly the words 'conducts a general banking business.' Now advertising in the newspaper is merely increasing the circulation of the sign in front of the door.

"It is the act of placing the bank's announcement before a multitude who otherwise would never see it, and then calling attention to it by explaining in simple, direct English just what the bank stands for and in what way it can serve the readers.

"There is probably no business institution, public or private, in which the people are more interested than they are in the bank. If I were asked to advise the bankers in this connection I would say, get acquainted with the men in your town who make the newspapers. I know from personal conversation with many newspaper men that they are only too glad to receive the co-operation of the bankers in the dissemination of real news matter.

"Please understand that I do not mean by this that the newspaper will welcome write-ups or fake news items just merely to advertise the bank, but they do want information that is reliable and has real news value and will gladly give it space in their columns. In this way the bank can co-operate and assist the newspaper.

"The policy of our company is to let the public know through the columns of the newspapers and other similar mediums that we have first class facilities for handling all kinds of financial and fiduciary business. In addition to newspapers we use some magazines and many of the higher class financial journals."



## PURELY PERSONAL.

John C. Shaffer, proprietor of the Chicago Evening Post, the Louisville Herald and the Star League newspapers of Indiana, has returned from Europe with his family.

J. B. McLean, president of the McLean publications, Toronto, is back from a two months' tour of Europe.

George W. Dun, publisher of the Toledo (O.) Times, has been appointed by Governor Harmon a member of the Perry Victory Centennial Commission.

Joseph Marohic, editor of the Croatian Herald, of Pittsburgh was elected president of the National Croatian Society at its annual convention in Kansas City.

C. Maxwell, city editor of the Medford (Okla.) Daily Star, has been appointed private secretary to Congressman Bird McGuire, succeeding Earl B. Croston, who resigned recently to become publisher of the Medford Patriot.

Dr. A. E. Winship, editor of the Journal of Education, Boston, is on a lecture tour in California.

R. R. Shuman, advertising manager of the Liquor Carbonating Company, Chicago, has been appointed a member of the National Vigilance Committee of the Associated Advertising Clubs of America.

E. D. Cowles, managing editor of the Bay City (Mich.) Tribune, has suffered a stroke of paralysis.

Merle Estrom is acting as city editor of the Olean (N. Y.) Herald during the illness of John F. Coad.

Melville E. Stone, general manager of the Associated Press, has returned to his headquarters in New York after a trip abroad in the interests of his organization.

C. S. Brandegee has had charge of the Associated Press staff at the World Championship Baseball Series in New York and Boston.

Ernest Metcalf, news editor of the Jacksonville (Fla.) Metropolis, is in Havana, Cuba, on his vacation.

Samuel Trissel, publisher of the San Juan (Porto Rico) Times, is visiting in New York.

Hugh A. O'Donnell, business manager of the Philadelphia Press, has been able to return to his duties after an operation.

Rudolph Kauffman, news editor of the Washington Star, has been elected vice-president of the Washington American League Baseball Club.

Jackson Tinker of the Washington bureau of the New York Press is doing some special work in New York.

Adalaska G. Harlan, for many years a newspaper man in St. Joseph, Mo., has been spending a few days on a visit to that city. Mr. Harlan is now in the real estate business in Edmonton, Can. He was for many years with the St. Joseph Gazette.

Emmerson Hinchliff of Rockford, Ill., has been appointed editor-in-chief of the Cornell Daily Sun, issued at Cornell University.

Leigh Carey, city editor of the St. Cloud (Minn.) Times, has returned

from Minneapolis where he spent a few days' vacation.

P. V. Collins, publisher of the Northwestern Agriculturist, has been nominated on the Progressive ticket for governor of Minnesota.

George H. Larke, general manager of the W. D. Boice publications, Chicago, returns today with his wife from a three months' motoring trip through the European countries. He arrives on the Adriatic.

Frank E. Nolan, sporting editor of the Bridgeport Standard, has returned from a vacation spent in New Jersey.

James H. Haberlin of the Bridgeport (Conn.) Telegram is spending an indefinite vacation at his home near Providence, R. I.

Robert S. Fountain, who has been in the East all summer, has returned to the Chicago advertising field.

Stuart S. Scott, for a number of years with the Baltimore American and Star, is now in charge of the publicity department of the Greater Baltimore Committee.

Kendrick Scofield is in charge of the Washington Bureau of the Boston Post during the absence of Norborne Robinson, who is on a visit to Boston.

Lynn W. Wilson, editorial writer of the Bridgeport (Conn.) Farmer, was defeated for the Congressional nomination following an aggressive campaign. In two previous campaigns he won the nomination. The Democrats have now given him the nomination for state representative.

Colonel Robert Ewing, publisher of the New Orleans Daily States, is in Chicago with the National Democratic Committee.

James M. Thomson, publisher of the New Orleans Item, has returned to his desk after a month's visit in the North.

E. B. Stillman, for many years publisher of the Jefferson (Ia.) Bee, and Mrs. Stillman, have just celebrated their golden wedding anniversary.

George J. Claxton, publisher of the Ridgetown (Can.) Plain Dealer, has just recovered from an extended illness.

A. Campbell, president of the St. Johns (N. F.) Star, has returned from a visit to his old home on Prince Edward Island.

Charles Crandall, managing editor of the Montreal Star, spent his vacation at his former home in Halifax.

Blaine McGrath, of the Chicago Bureau of the United Press, covered the Vanderbilt Cup and the Grand Prix automobile races which were held at Milwaukee last week.

Bond P. Geddes, connected with the Washington bureau of the United Press, is covering the investigations of the Clapp Senate Committee into campaign contributions.

Henry L. Stoddard, publisher of the New York Evening Mail, has received a signal honor in being selected to head the Progressive party electoral ticket in New York this year. It is a distinction which has come in the past to many men of national prominence. The place

at the head of the electoral ticket of any political party is a "badge of honor" politically in this state.

R. L. Richardson, editor of the Winnipeg Tribune, has accepted the nomination for the McDonald constituency and will run for the House of Commons as an independent.

## WEDDING BELLS.

George W. Bradt, proprietor of the Havana Post, came back to the United States last week to claim a bride. He was married in Louisville, his former home town, to Miss Alma Reid. Mr. Bradt started his career as a "paste boy" on the Louisville Courier Journal. Nine years ago he went to the Cuban capital and now owns the Post and La Ultima Hora.

Graham Nichols of the Washington Times staff and Mrs. Annis Benjamin have been married at the Capital.

Lawrence F. Sissinger of the Lewiston (Pa.) Daily Sentinel was recently married at Harrisburg to Miss Katherine E. Arbogast.

N. A. Johnston, editor of the Fulton (Mo.) Daily Sun, has been married to Mary E. Jameson of the same city.

William N. Taft of the staff of the National News Service is to be married next Wednesday to Miss Stella Carusi, of Washington, D. C.

George S. Edgecombe, a member of the staff of the New York Tribune, was married at New London, Conn., last week to Miss Margaret C. Browne. Mr. Edgecombe formerly worked on New London newspapers.

Miss Sue Martin Black, a magazine writer is to be married next Wednesday to Joseph Collins. Miss Black is a resident of Chester, Pa.

William A. Scully, at one time editor of the Colorado Springs Gazette and Miss A. G. Hall have been married at Los Angeles.

R. D. Croft, publisher of the Ailsa-Craig (Can.) Banner, has been married to Miss Sadie Landon of Toronto.

William N. Dooley, editor of the Shelley (Ia.) Pioneer, and Miss Ethel Hall of Des Moines, Ia., have been married.

H. S. Moeller, connected with the soliciting staff of the New York office of the Payne & Young Special Agency, was married last week to Gertrude Alice Corbin of New Britain, Conn. The couple are on a honeymoon to Bermuda, which will last two weeks.

Miss Wilhelmina Long of St. Louis, a student in the School of Journalism of the University of Missouri, has decided to forsake the study of journalism for the practice of matrimony. Miss Long will be married in St. Louis next Saturday evening to J. Clark McLroy of England. They will make their home at "Randolph" Stone, Staffordshire, England.

George B. David of the John Budd Special Agency, New York, is to be married in a few days to Miss Vera Beatrice Hendricks, of New York.

TENNESSEAN-AMERICAN'S  
NEW MANAGING EDITOR.

Marshall Morgan, who has just been appointed managing editor of the Nashville Tennessean and American, is a native of Nashville, was born and reared and spent the greater part of his life in that city. He graduated from the Vanderbilt School in 1897 and became associated with the old Nashville American. After two years he went



MARSHALL MORGAN.

over to the Daily News and then to the Banner, which he served as city editor for nearly eight years.

In April, 1911, Mr. Morgan went to Washington as private secretary to United States Senator Luke Lea, who is publisher of the Tennessean and American, and as special correspondent. In the latter position Mr. Morgan's stories of the death of Senator Taylor and the closing speech of Senator Lorimer, and his work in handling the Baltimore convention story are still fresh in the minds of the Nashville reading public.

VISITORS IN NEW YORK  
DURING THE WEEK.

A. P. Kohn, advertising manager the Charleston (S. C.) Post.

F. P. Glass, publisher the Montgomery (Ala.) Advertiser.

C. F. Huntress, publisher the San Antonio (Tex.) Express.

C. B. Hanson, general manager the Mobile (Ala.) Item.

Milo J. Whittaker, publisher the Jackson (Mich.) Patriot.

Frank R. Hussey, advertising manager the Chicago Post.

A. C. Weiss, publisher the Duluth (Minn.) Herald.

C. J. Pyle, publisher the Wilmington (Del.) Journal.

Otto Floto, sporting editor the Kansas City Post and the Denver Post.

## BUSINESS OPPORTUNITIES

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

\$2,000 cash, balance of a total of \$3,500 deferred, secures southwestern county seat weekly. 30 miles to competition. Equipment includes \$2,000 worth purchased within 18 months. Property returned man and wife \$2,852 for personal effort and investment in past year.

Proposition E. R.

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York.

## TO PUBLISHERS.

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.

Address PLYMOUTH, care The Fourth Estate.

## SUIT SETTLED OUTSIDE OF COURT.

A settlement having been effected out of court, the libel suit of A. N. Jarvis against the Salt Lake Tribune Publishing Company has been dismissed in the district court. Jarvis asked \$50,000 damages.

The suit grew out of a story published in the Tribune about Jarvis after the latter had made charges against former Mayor John S. Bransford in the last city election.

There were eight causes of action set forth in the suit filed by Jarvis. Three of these were thrown out by the court as not being libelous, but the other five were sustained. The Tribune demurred to the entire complaint, but the demurrer was overruled to the five causes of action, aggregating about \$35,000. The amount actually paid is withheld, but it is placed by one authority at \$500, and by another as "about \$10,000."

## CALIFORNIA "SWAP" DEAL.

Frederick J. O'Brien, editor of the Riverside (Cal.) Enterprise, and J. R. Gabbert, owner of the Oxnard Courier, have exchanged newspapers. The men met at luncheon recently at Los Angeles and after voicing opinions of each other's towns reached an agreement of trade. This week Mr. O'Brien moved his headquarters over to Oxnard, and Mr. Gabbert became manager of the Riverside newspaper.

## WILL BUILD AGAIN.

Fire destroyed the office and plant of the Fort Frances (Can.) Times a few days ago. The publisher, J. A. Osborne, has set up temporary quarters and will erect a new and larger building on the site of the destroyed structure.

## HELP WANTED.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

## Advertising Solicitor Wanted.

A young man with some experience in soliciting advertisements for a daily or a weekly newspaper, wanted at once. Give fullest particulars as to experience, references, salary, etc., in first letter.

Address Adsol, care The Fourth Estate.

## RUMOR OF ROOSEVELT EDITING THE PRESS.

Frank A. Munsey has issued a statement regarding the rumor that Colonel Roosevelt is to become editor of the New York Press:

"The rumor is news to me," he said. "I have never discussed this idea with Mr. Roosevelt, neither has he discussed it with me, neither has he been thought of by either of us."

"It goes without saying that if Colonel Roosevelt is not elected President nothing would please me so much as to secure a man of his ability for any one of my newspapers."

"I do not mind saying that the salary that has already been fixed upon in Park Row, \$50,000 a year, wouldn't stand in the way. Indeed, I think I could make money on Mr. Roosevelt at a salary of \$100,000 a year."

Mr. Munsey added that neither Mr. Straus nor Mr. Perkins had any interest in his newspaper.

## A NEW ENGLAND MERGER.

The Independent Publishing Company, of Chicopee, Mass., has purchased the business and goodwill of the News Publishing Company, owner of the Chicopee News, and the latter paper has been consolidated with the Independent. The policy of the combined papers will be non-partisan.

## AD MAN BUYS PAPER.

An interest in the Petersborough (Can.) Review Printing Company has been acquired by Fred C. Mills, who has been advertising manager of the Hamilton Herald. Mr. Mills assumes the general management of the Review and will be associated with S. H. Dobbin.

## ANOTHER IN SPRINGFIELD.

A new weekly paper, known as the Progressive, is the latest addition to the newspaper colony in Springfield, Mass. Charles W. Newman is the publisher.

## LEAVES FAIR WORK.

W. H. Kerr, publisher of the Brussels (Can.) Post, has resigned as secretary-treasurer of the East Huron Valley Fair, a position which he has filled for the last ten years.

## HELP WANTED.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

## Contest Manager Wanted

State age, married or single and experience in first letter. The Bird Syndicate, Madison, Wis.

## Circulation Manager Wanted

for a Chicago Daily. Must be thoroughly experienced and be able to handle a large volume of business. Give full particulars in first letter. Address, Chicago, care THE FOURTH ESTATE.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

Branches,  
32 LIBERTY STREET,  
73d STREET AND BROADWAY,  
15th STREET AND EIGHTH AVE.,  
NEW YORK.

## TWO SALES IN THIS TOWN.

Both the newspapers of Pecos, Tex., have undergone changes in ownership. The Times has again passed into the hands of J. B. Strickland, the former owner, who has bought out the firm of Simes & Link.

The Reeves County Record has been taken over by S. J. Carruthers, formerly of Rosewell, N. M., and a newspaper man of wide experience. The new owners of both publications have already begun improvements.

## THE PRESCOTTS CELEBRATE

The Quincy (Mass.) Patriot observed its seventy-fifth anniversary by issuing a special edition. The Patriot was established in 1837 and was for many years published by the late George W. Prescott. His five children now own and conduct the newspaper.

## SUCCEEDS HIS FATHER.

A. J. Carey has succeeded his father as publisher of the Bryant (S. D.) Hamlin County News. For a long time the new publisher has been associated with his father in the business.

## FOUNDERS SELL OUT.

The Realty Review, of Toronto, has been sold by Stephenson & Hevey to J. T. Wood. The Review was established last March by its retiring owners.

## IOWA COMBINATION.

M. A. Aagaard, publisher of the Hamletown (Ia.) News, has taken over the business of the Fertile Enterprise and combined the two papers.

## NEBRASKAN RETIRES.

J. M. Anderson, for four years publisher of the Johnstown (Neb.) News, has sold the paper to L. Z. Zook.

## A WESTERN ABSORPTION.

The Midland (S. D.) Mail has absorbed the Western Star. Mr. Sherbrooke succeeds Albert Norby as editor.

## MACHINERY FOR SALE.

ADVERTISEMENTS under this classification 25 cents per line each insertion. Count seven words to the line.

**FOR SALE. Two HOE Quads and GOSS Four-Deck, Straight-Line presses in good condition, printing 4 to 16 pages, will be sold for very low price.** Address Press, care The Fourth Estate

**FOR SALE:** One Model No. 4 Linotype, No. 11231, complete with motor, Rogers attachment and mold; also three fonts of matrices, Jackson & Bell, Wilmington, North Carolina.

**FOR SALE.** Established weekly paper in Eastern Washington county seat. Population 4,000 and growing rapidly. Town will be ripe for sale within two years. Plant inventories \$6,000. Circulation 1,000. Good job business. Have year's contract for county printing. \$2,500 cash will handle deal. Address W. W. Liggett, 1039 Melville street, Vancouver, B. C.

## AMUSEMENTS.

ALHAMBRA, 7th avenue and 126th street. Vaudeville.  
ASTOR, 45th street and Broadway. "The Woman Haters."  
BELASCO, 44th street, near Broadway. "The Case of Becky."  
BELASCO, West 44th street. "The Conqueror."  
BROADWAY, near 41st street. "Hanky Panky."  
BRONX, 149th street and 3d avenue. Vaudeville.  
CASINO, Broadway and 39th street. "The Merry Countess."  
CENTURY, 62d street and Central Park West. "The Daughter of Heaven."  
COHAN'S, Broadway, west of 42d street. "Broadway Jones."  
COLONIAL, 62d street and Broadway. Vaudeville.  
COLUMBIA, Broadway and 47th street. Burlesque.  
COMEDY, 41st street, east of Broadway. "Fanny's First Play."  
CRITERION, Broadway and 44th street. "Tantalizing Tommy."  
DAILY, Broadway and 30th street. "Henry V."  
EMPIRE, 40th street and Broadway. "The Perplexed Husband."  
ELTINGE, 42d street near Broadway. "Within the Law."  
FIFTH AVENUE, Broadway and 28th street. Vaudeville.  
FORTY-EIGHTH STREET, just east of Broadway. "Little Miss Brown."  
GAITY, Broadway and 46th street. "Old 666."  
GARRICK, 35th street, near Broadway. "The Attack."  
GLOBE, Broadway and 46th street. "The Charity Girl."  
HARLEM OPERA HOUSE, 205 West 125th street. "Old Heidelberg."  
HIPPODROME, 43d street and Sixth avenue. "Under Many Flags."  
HUDSON, 44th street, near Broadway. "Men Supermen."  
JOE WEBER'S, 29th street and Broadway. "A Scrape of the Pen."  
KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.  
KNICKERBOCKER, Broadway and 38th street. "Oh! Oh! Delphine."  
LIBERTY, 42d street and Broadway. "Milestones."  
LITTLE, 44th street, near Broadway. "Anatol."  
LYCORN, 45th street near Broadway. "The Mind the Paint Girl."  
LYRIC, 42d street near Broadway. "The Master of the House."  
MANHATTAN OPERA HOUSE, 34th street and 8th avenue.  
MAXINE ELLIOTT'S, 39th street, near Broadway. "The Lady Janey."  
NEW AMSTERDAM, 42d street near Broadway. "The Count of Luxembourg."  
PARK, 59th street and Columbus Circle. "My Best Girl."  
REPUBLIC, 42d street near Broadway. "The Government Lady."  
39TH STREET, near Broadway. "The Brute."  
WALLACK'S, 30th street and Broadway. "The New Sign."



## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## MR. PUBLISHER.

Do you need a Circulation Manager? A man who has the knowledge and ability to systematize and organize the department so as to get the best possible results for the least possible cost.

A man who thoroughly understands the use of premiums, and knows the right premiums to use in the right place.

A loyal man who knows how to promote circulation as well as hold it.

A man who can get in the money.

A man who is looking for an opportunity to prove the above statements.

Can furnish references as to character, habits, and ability, if necessary. Address, H. D. Co., Care THE FOURTH ESTATE.

## Circulation Manager

with over ten years' successful experience on morning and afternoon papers desires to make change to a wider field. Thoroughly conversant with circulation in all its minute details. Hard worker; good in organizing and systematizing; holds excellent record for quick and permanent increase in circulation along economical lines. Best of references. Will only consider full management of circulation with compensation contingent upon results. Address: Permanent, care The Fourth Estate.

## BUSINESS PAPER MOVES.

The A. N. Palmer Company has moved the American Penman from Cedar Rapids, Ia., to New York, where offices have been taken at 30 Irving Place. The editorial staff of the American Penman is composed of A. N. Palmer, editor; Philip R. Dillon, manager; and S. E. Bartow, associate editor. The publication is devoted to penmanship and business education.

## FOR ALABAMA TAFT MEN.

The Alabama Republican is a new weekly paper to appear in Birmingham. The publication will support Taft for the Presidency. It is in editorial charge of E. E. Winters of Montgomery and Asa E. Stratton of the same city.

## SALE IN TEXAS.

The Belleville (Tex.) Times, established in 1879, has been sold by A. A. Holland to Richard E. Zeiske. Mr. Holland has been owner and editor of the Times for several years and has not announced his plans for the future.

## NEW ONE FOR OREGON.

A new daily newspaper is planned for La Grande, Ore., by the Examiner Publishing Company, which had been incorporated with \$25,000 capital. E. E. Haymond, Thomas Ohmart and Lulu Day are the directors.

## BUILDING IN OREGON.

Rapid progress is being made on the home being erected by the Klamath Falls (Ore.) Northwestern. It is expected that the structure will be ready for occupancy by December 1.

The Times Hustler is the name of a new paper at Paradise, La., in St. Charles Parish, near New Orleans.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## EDITORIAL WRITER WANTS POSITION.

For a number of years I have looked after my own business (publishing newspapers.) Now I want to get back to the editorial end of a daily newspaper in New York City or vicinity. I do not consider salary a principal consideration.

Address, Returning, care The Fourth Estate.

## Mr. Publisher or Business Manager.

Have you ever realized the amount of money that classified advertising pays some newspaper and magazine. Have solicited advertising over 15 years, the past 7 years in the classified department of one of the largest newspapers in this country and understand their methods. Am open for proposition as classified manager. Address W. B. care The Fourth Estate.

## EDITORS TO HELP RAISE

## HOSPITAL FUND.

A meeting of Staten Island, (N. Y.) newspaper editors is planned to devise ways and means by which the press of Staten Island can help the campaign for the S. R. Smith Infirmary to raise \$100,000.

Among the editors expected to attend are: W. C. Rowland, Joseph Burke, J. J. Worrell, M. J. Kane, Ira K. Morris, Frank Mahon, Ralph Muller, John Clark, R. G. Brown, John Macklin, William Huntington and others.

## SCHRAMM GETTING RESULTS.

W. P. Schramm is looking after the publicity interests of Keith's Union Square Theater, New York. The accomplished style of Mr. Schramm's copy is helping to get generous space for his house from the local newspapers. The character of the entertainment put on at the Union Square Theater makes it one of the most talked-about places of amusement in New York.

## EDITORS AT DINNER.

More than four hundred Oklahoma papers and their friends were recently the guests of Oklahoma City at a banquet at the Lee-Huckins Hotel, to mark the culmination of press day at the state fair.

## APPEARS IN THE MORNING.

The Daily Cardinal, issued at the University of Wisconsin, Madison, has been changed from an afternoon to a morning paper. The Cardinal is now twenty-three years old.

## FOR PEORIA PROGRESSIVES.

The Peoria (Ill.) Progressive is expected to appear very shortly. George Fitch is the editor, and his associates are A. L. Duke and Stephen Bunn.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## A NEW STUNT

Do you want your paper to increase its want ads? I know how, have been seven years with the most successful newspaper in this country, and know all their methods. I will come to you, install these methods, instruct the help, supervise their start. Stay one to three months. For my terms, references, etc., address Classified Expert, care The Fourth Estate.

## MANAGER.

Young man, 26, desires permanent position as business manager on daily in city of 12,000 to 30,000. Exceptionally strong business producer and economical manager; ability to take entire charge of business, advertising, circulation and supervision of mechanical department. Capable man, hustler and used to working under pressure. References from all former employers. Address Producer, care The Fourth Estate.

A 1 Advertising Solicitor, 44 years old, 25 years experience, hard worker. Honest, good reference. Newspaper, trade paper or magazine. Address H. care The Fourth Estate.

## Circulation Manager

desires change. Can you use a hustler, result getter and expense reducer? Sixteen years' experience on leading dailies. References and particulars furnished. Address, C. B. J., Fourth Estate.

## Advertising Man

wants a position with Southern newspaper as advertising manager or assistant, married, at present employed—knows how in ad-copy, circulation, propositions; progressive, original. \$1,500-\$2,000. Address ADVERTISING, 1320 Fairmount street, N. W., Washington, D. C.

## RECENT INCORPORATIONS.

WEST ALLIS, WIS.—Press Company; capital, \$10,000; incorporators, Gustave A. Hueber, A. F. Sells and W. C. Koontz.

COMANCHE, TEX.—The Publishing Company; capital, \$15,000; incorporators, D. H. Cunningham, P. Smith and others.

SPRINGFIELD, ILL.—Walter A. Townsend & Co.; capital, \$25,000; incorporators, Walter A. Townsend, August Striffler and others.

OAKLAND, MO.—Garrett Publishing Company; capital, \$5,000; incorporators, G. S. Hamill, Jr., E. L. Warnick and John Shalinger.

CRITCHFIELD, MASS.—Independent Publishing Company; capital, \$2,500; incorporators, J. Alcide, T. E. Latendre and Rosa A. Latendre.

## CANDIDATE BUYS PAPER.

The Abilene (Kan.) Weekly Democrat has been purchased by J. E. Wallace, who was a candidate for the Democratic nomination for representative, but was defeated, and is now running on an Independent ticket.

## BUYS OUT PARTNER.

George A. Dean is now editor, publisher and proprietor of the Logan (W. Va.) Banner through his purchase of the interest of John J. Grose.

## WILSON SELLS OUT.

B. F. Wilson has sold the Vandalia (Mo.) Mail to W. B. McIntyre of Caldwell, Kan. It is reported that the Mail will be independent in politics.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## STENOGRAPHER

Young lady having nine years' experience desires position with first class advertising house. Can furnish best of references. Address Competent, care The Fourth Estate.

## An All-Around Man.

Experienced all departments of newspaper. Splendid training in advertising writing and handling big publicity campaigns. Practical printer. Have operated own newspapers and job plants. Have served as secretary and in other important positions with Chambers of Commerce. Forty years old. Good reference. Prefer Midwest or Southern states. Address A. O. P., P. O. Box 652, Seattle, Wash.

## Do YOU Need an

Advertising Manager  
Solicitor  
Circulation Manager  
Managing Editor  
City Editor  
Reporter  
Linotype Operator  
Monotype Operator  
Pressman  
Engraver  
or any kind of help?

## Or are YOU Seeking a change

The quickest way we know of to the broad advertising field is to use the small staff department of The Fourth Estate.

During the past few days we have received letters from subscribers who want to accomplish the following:

Purchase a high-class paying daily.

Secure a good feature service.

Seeking a high-class advertising manager for a large daily.

Looking for a good Premium.

Constant enquiries of this character prove that The Fourth Estate is recognized as the newspaper publishers' exchange.

Send along your ad and the promptness of results will surprise you. Ads should be received by Thursday, although a few can be squeezed in Friday morning.

Why not mail or telegraph copy for the next number and start the machinery? Think of being able to set one of the strongest forces in the newspaper field to work for you for a few pennies!

THE FOURTH ESTATE,  
105 West 10th Street,  
NEW YORK.

## PRINCE VISITS THE TIMES.

The New York Times was honored by a call the other day from Prince Mahidol of Siam, brother of the King, who was in the city from Newport on a three days' visit. The prince inspected the Times Building and showed much interest in the composing room and other departments associated with the printing of a newspaper.

## MERGER IN NEBRASKA.

The Scottsbluff (Neb.) Star and Herald have been purchased by A. B. Wood of the Courier and H. J. Wisner. The two papers will be consolidated as the Star-Herald.

## HELPED THE EXHIBITION.

W. H. Golding, formerly of the St. John (N. B.) Sun, managed the advertising of the recent successful St. John Exhibition.

## PULITZER SCHOOL IS IN FULL OPERATION.

PRACTICAL TRAINING METHODS—  
HEATON DELIVERS SECOND LEC-  
TURE ON FOUNDER'S AIMS.

Working from dawn to midnight is what most of the students in the Pulitzer School of Journalism have found to be part of the training for a newspaper job. Both the second and third year classes have to take regular assignments in practical reporting and their hours come at all times of the day and night.

Hereafter it is expected that everything that happens in the city will be "covered" by one of the new Columbia reporters.

John L. Heaton of the editorial staff of the New York World delivered the second of the series of lectures on "The Purpose of the Pulitzer Bequest" before the school on Monday afternoon. His address drew upon various sources for the thoughts that impelled Mr. Pulitzer to place this foundation first among his wide projects for general benefit. Mr. Heaton said this course was necessary because Mr. Pulitzer's unexpected death last October deprived the school of his matured judgment on how journalism should be taught.

"If we are to judge by experience," Mr. Heaton said, "journalists should study law, political science, history, literature—the things that have trained broad journalists in the past. To Mr. Pulitzer himself nothing in human knowledge was without interest. His reading was broad, omnivorous, incessant. The most important publications in several languages were read to him in skeleton or in full."

"No indictment Mr. Pulitzer could draw against one of his men was harder to meet than that he did not read. Nothing pleased him more than evidence of reading that did not advantage his newspapers the next day but did develop the man. No form of gift was more common with him than thought-compelling books."

"He breakfasted while listening to book reviews summarized so that he might decide what new volumes to order for his use. He would have students of mathematical bent trained to make statistics as fascinating as fiction; and it can be done by condensation, peptonizing, visualizing the unknown by comparison with the known."

"Against the popular error that newspaper waiting is 'dashed off' Mr. Pulitzer made truceless war. He did his own work with infinite care. The North American Review article of May, 1904, which was his plea to the newspapermen of the United States for the school and a rebuttal of all that had been urged against the professional training of journalists, was in course of preparation for some months. Mr. Pulitzer was assisted in its preparation by two eminent writers."

"He believed in the utmost compression. He would pour out for half an hour his brilliant and epigrammatic instructions and at the end say: 'Now, go and put that in twenty lines.' Only one servitude



ABRAHAM M. LIEBLING, JR.,

PUBLISHER OF THE CHICAGO JEWISH DAILY PRESS.

must the journalist permit. That is public service. He must accustom himself to taking instinctively not the personal but the public and general point of view."

Each of the lectures is open to the public, the doors closing at five minutes past four o'clock. The series will include addresses by Rollo Ogden of the New York Evening Post; C. R. Miller and C. V. Van Anda of the New York Times; G. S. Johns of the St. Louis Post Dispatch; Samuel Bowles and Miss Ida M. Tarbell.

## WELCOMING THE SCHOOL OF JOURNALISM.

From the New York World.

Striking is the contrast between the ironical greeting given by the American press to the Pulitzer School of Journalism when it was first proposed and the hearty welcome it receives now that it is actually opened.

In the half-dozen years that the project has been ripening, the facts have had a chance to get a hearing. As the World put it Aug. 16, 1903:

In 1900 there were in the United States 114,073 lawyers and 30,098 persons as

journalists. The legal profession was provided with 100 law schools, with 1,106 professors and instructors. For a fair proportion there should have been at least twenty-six colleges of journalism, with faculties 291 strong. There was not one. In former years a boy began the study of law by sweeping out a lawyer's office, or of medicine by mixing pills for a country doctor. Instruction for newspaper work is still in the same stage.

That was nine years ago. Already courses in journalism are given in pretty nearly twenty-six American colleges of good rank, though the Pulitzer School is the only fully equipped institution of the sort in the world. It has conquered prejudice. It has shown the way.

As the Tribune says:

"The School of Journalism will not be expected to turn out experts ready to take direction of the press."

The boys will still be "cubs" when they enter the editorial rooms. "But they should be 'cubs' with a capacity for more than ordinary development in one of the most difficult and trying of professions, and one for which no strength of character and no breadth of training can be too great."

That is all that can be said in behalf of a training school for any profession.

## THE PUBLISHER OF CHICAGO JEWISH PRESS.

Abraham M. Liebling, Jr., publisher of the Chicago Jewish Press, has been a newspaper man from his boyhood days. At the age of twelve he started as a "printer's devil" in his father's office, and worked his way up in every branch of the paper. He had thus gained a thorough knowledge of newspaper publishing.

Mr. Liebling was born December 20, 1879, near Odessa, Russia. In July, 1886, he came to the United States with his parents, who made Pittsburgh their home. In 1888 his father established the Blumengarten, a weekly Jewish publication in Pittsburgh, and continued its publication until 1897, when the family moved to Chicago. There the name of the paper was changed to the Jewish Progress, and so successful was it that in June, 1904, the Daily Jewish Press made its first appearance as the daily edition of the Jewish Progress. The Daily Jewish Press has always taken an independent stand on the leading questions of the country.

In 1907 Mr. Liebling was appointed by Mayor Busse a member of the Chicago Park Board and was re-appointed three times. He was also re-appointed under the present mayor, Carter H. Harrison, a Democrat, and is still an active member of the board. For two years he was on the most important civic committees, and in co-operation with the board of education.

In 1910 Mr. Liebling, Jr., became the publisher of his father's paper, and under his management the Press has continued its rapid strides.

## ARNOLD IN WASHINGTON.

Perry Arnold of the United Press is back in Washington, D. C., after accompanying Colonel Roosevelt on his swing "around the circuit." He will be relieved from the Central and Western States tour by Stanley J. Dyer, formerly of the Baltimore Sun, and now associated with the New York bureau of the association. Mr. Arnold will remain in Washington and prepare for the coming election and Congressional activities.

## FORTY SEVEN YEARS OLD.

The Newton (Mass.) Journal has just celebrated its forty-seventh anniversary. The present publisher, George H. Pratt, has been connected with the paper for the past forty-three years and since 1882 has been its editor and proprietor. The Journal was established by the late Henry A. Stimson.

## REMOVAL IN KENTUCKY.

J. R. Ward, publisher of the Greensburg (Ky.) Record, has moved his paper into a new building in a more desirable location after eighteen years in the old quarters.

## NEW PRESS IN COLORADO.

The Florence (Colo.) Daily Citizen has installed a new press in order to facilitate the handling of its increasing business.



## DAILIES AFTER THE FOREIGN ADS.

Continued From Second Page.

vertising rates to be quoted by the association in the conduct of its work. Each member must certify that the furnished rates are the lowest pro rata rates offered to any advertiser for advertising of the kind and character and for the quantity indicated.

Such lower or higher rate, as the case may be, when furnished, or such lower rate (if not furnished) when ascertained, will be incorporated in the combined advertising rate of the newspapers so owned by members of the association, and will thereupon be recognized as the advertising rate of such member.

The liability of each member cannot exceed his obligation to pay dues and assessments. No contract of the association will be binding on the association if made for a period of less than one year, and no obligation will be binding unless approved by the board of trustees.

### FIRST YEAR'S WORKING BASIS.

Hopewell L. Rogers acted as chairman of the meeting until his formal election, as did Mr. Oliver as secretary. The meeting was addressed by William C. Freeman of the New York Evening Mail; James W. Adams of the Daily Newspaper Club; Frederick E. Colver of the New York Times; and Thomas E. Dockrell.

The members voted a budget of \$35,000 for the first year's work, to be raised through the regular form of dues and the balance in assessments per member as the individual 10,000-line advertising rate for national business bears to the combined advertising rate of all.

The following newspapers were represented:

Baltimore Sun, W. S. Bird;  
Brooklyn Eagle, H. F. Gunnison;  
Chicago News, H. L. Rogers;  
Chicago Record-Herald, J. B. Wood;  
Chicago Tribune, W. H. Field;  
Cleveland Plain Dealer, G. M. Rogers;  
Houston Chronicle, M. E. Foster;  
Louisville Courier-Journal and Times, W. H. Phillips;  
Milwaukee Journal, L. T. Boyd;  
Milwaukee Sentinel, John Poppendick, Jr.;  
Minneapolis Tribune, W. S. Jones;  
Minneapolis Tribune, W. J. Murphy;  
Nashville Banner, E. M. Foster;  
New York Globe, Jason Rogers;  
Pittsburgh Chronicle-Telegraph, A. K. Oliver;  
Pittsburgh Dispatch, C. A. Root;  
Pittsburgh Press, H. C. Millholland;  
Pittsburgh Gazette-Times, G. S. Oliver;  
Richmond Times-Dispatch, J. S. George Bryan;  
Washington Star, Fleming Newbold.  
The following papers by proxy:  
New Orleans Item,  
New Orleans Times-Dispatch,  
Omaha Bee,  
Portland Oregonian,  
San Francisco Call,  
St. Paul Dispatch and Pioneer Press.

Herbert F. Gunnison, the vice-president of the National Newspapers, had the following to say of the new association for THE FOURTH ESTATE:

"The new association of daily newspapers formed for the purpose of securing national advertising, is an outcome of the work that has been done during the past four years by the Daily Newspaper Club.

There is a large amount of advertising, national in character, which does not go into the newspapers. We believe that much of this advertising can be obtained if the merits of the newspapers are properly presented.

"This list of papers represents the large centers of this country and their representative, in presenting the proposition, has a definite and concrete plan to give to the advertiser to secure country-wide publicity. If new business is developed, not only these newspapers will be benefited but other papers as well.

"The unit rule prevails in this organization for the purpose of presenting to the advertiser a proposition similar to that presented by the magazines, street car and billboards. The total circulation is given and the advertiser is in a position to make comparison with estimates which he may have in other directions. Should an advertiser desire to make up his own list or to adopt the zone system, he is, of course, at perfect liberty to do so, and in this way all newspapers of the country will be benefited by the promotional work which will be done by this association.

"It will doubtless work in conjunction with the Daily Club, with advertising agents and with special agents. It is not intended to cut off any method of solicitation now in vogue but to endeavor to develop business which has not yet found its way to the daily newspaper."

## LEWIS CASE TO BE HEARD NEXT WEEK.

United States District Judge Willard of Minneapolis has ruled that E. G. Lewis must go on trial October 16 in the case of the United States Government charging him of fraudulent use of the mails. Attorneys for Mr. Lewis asked that the time set for the trial be extended, but the court's decision is that he must appear on that date, when, if a valid reason can be shown for further delay, one might be granted.

Judge Willard also overruled the application of Lewis to reinstate and argue a demurrer to the indictment against the publisher, which was overruled by Judge Amidon, before the recent trial. Judge Willard made a decision favorable to Lewis when he ruled the jury to try him must be selected from the entire eastern district of Missouri and not from districts outside St. Louis and St. Louis County, as was desired by United States District Attorney Houts. A jury of countrymen sat in the first trial.

## PALL MALL GAZETTE SOLD.

The Pall Mall Magazine, of London, which was acquired by Waldorf Astor some years ago, has been purchased by Iliffe & Sons, the firm which issues the Autocar and other publications.

It is understood that the price paid by the new owner was remarkably small. A report a few weeks ago said the magazine could be had for \$5,000 or so.

Under the Astor proprietorship the sales of the magazine never exceeded 40,000, though 60,000 copies were regularly printed.

## GETTING READY FOR CITY'S FUTURE.

The Pensacola Journal, heretofore published every morning but Monday, has now put on a Monday morning edition, and, Colonel Frank L. Mayes, the publisher, will hereafter issue it seven days a week for the same subscription price previously charged for six papers.

The Journal recently added the Hearst comic section to its Sunday edition, and has made other notable improvements. Pensacola is credited with having the deepest and finest harbor in the Gulf of Mexico. Two new railroads are now building out of the port—one to the northwest and the other to the Birmingham ore district. The Panama Canal will open next year and it is inevitable that a large part of the canal traffic will pass through the gulf ports. It is to be ready for the growth in business and industry which will naturally follow that Colonel Mayes is now making the improvements noted.

He believes that the gulf ports will reap the largest share of the business following the opening of the canal, and that Pensacola is destined to become, by virtue of her magnificent deep water harbor, the greatest port on the gulf.

## ASHBAUGH PUTS OUT FIRE.

The St. Paul fire department was a bit too slow in responding to a fire alarm sent in from the Clover Leaf newspaper offices in St. Paul, last Saturday, so L. V. Ashbaugh, president and publisher of the Clover Leaf League put the fire out himself.

A fire in a grate on the floor below the Clover Leaf offices, and a defective chimney, caused the blaze and sent a dozen stenographers and clerks panic stricken into the halls of the building. Before the fire department arrived Mr. Ashbaugh had emptied a water cooler into the chimney in his office and quenched the blaze.

## AN OHIO NEWCOMER.

The Waverly (O.) Watchman is a new publication. The paper is printed with the equipment of the Picketon (O.) Republican, which was recently purchased and moved to the Valery Building in Waverly.

Picketon is now without a newspaper. The former owner of the Republican was William B. Wynn. The Waverly Watchman Company has been incorporated with Samuel E. Hamilton as president and E. L. Donovan as secretary.

## WITH MONTREAL HERALD.

P. T. O'Connor, formerly of the Sydney Record, has joined the staff of the Montreal Herald.

John Townsend has returned to the Herald advertising department.

## FISHERMEN AGAIN SUE.

A third libel action has been instituted by the Fisherman's Union against the St. Johns (N. F.) Chronicle. In the latest case \$10,000 are asked. All the cases will be heard at the fall session of the Supreme Court in St. Johns.

## TABLOID NEWSPAPER IDEA AT PULITZER SCHOOL.

From the New York Herald.

The Pulitzer School of Journalism at Columbia University has been launched in the right direction. After the first day's active effort on the part of his "cub" reporters, Professor MacAlarney received enough matter to fill seven newspapers, and promptly "boiled" their efforts down to about a column of actual news.

If Mr. MacAlarney can instill into the minds of these young gentlemen that most essential detail of present day journalism—terse—induce them to conform to the present demand for tabloid journalism, there is no question about his graduates obtaining positions on the New York press. It would be a good thing for most newspaper writers to sit at the feet of Dr. Williams and Mr. MacAlarney and learn wisdom.

## MINNESOTA'S EDITOR-POLITICIANS.

The Republicans of Minnesota may send three editors to the House of Representatives this fall, according to present political indications. Robert C. Dunn, editor of the Princeton Union; C. H. Warner, editor of the Aitkin Age and Henry Rines of Mora, editor of the Mora Times, are candidates for re-election. Mr. Rines is a candidate for the speakership in the House.

## SULZER AT PRESS CLUB.

The New York Press Club next Tuesday evening will give a dinner in honor of Congressman William H. Sulzer, the Democratic nominee for governor of New York. Mr. Sulzer has been a member of the club for nearly a quarter of a century.

The invitation committee for the dinner is composed of Herman Rieder, John Temple Graves, Augustus Thomas, Charles R. Macauley, Arthur Benington and John A. Hennessey.

## FROM NEW ORLEANS TO NEW YORK.

H. A. Stretch, formerly with the Munsey newspapers in New York, and lately associated with the advertising department of the New Orleans Item, will join the staff of the New York Globe on Monday.

Morton Caldwell, for years with the Louisville Times, succeeds Mr. Stretch in the advertising department of the New Orleans Item.

## THE DETROIT TIMES

has been gaining in home-going circulation since the beginning of the present year at the rate of over

1,000  
a month.

Jas. Schermerhorn, Pres. and Gen. Mgr.  
The N. M. Sheffield Special Agency.  
NEW YORK. CHICAGO



## TEST OF PUBLICITY LAW BEGUN.

Continued from Second Page

papers, magazines and periodicals are published in the United States, each of which is doing a large and thriving business, and together the owners thereof have made investments of cash capital aggregating many millions of dollars, and each and all thereof are equally affected by the legislative enactment.

The complainant alleges that the section of the new law requiring newspapers to furnish to the post office and publish the circulation and the average number of subscribers is in violation of the Constitutional amendments relating to taking liberty and property without due process of law. The complaint says further:

That neither the United States of America nor the Post Office Department nor the officials thereof nor the public at large have any interest in knowing or having furnished or published to it or them the circulation of the complainant publications or the average of the number of paid subscribers to either thereof for the six months preceding the first day of October, 1912, nor for any other period, nor is said information or statement thereof material or necessary to aid or assist in the operation of the Post Office Department, or in the carrying of the mails or in the regulation thereof, nor does the same have anything to do with or bear any relation to the regulation of the mail or the carrying of mail matter of the second class.

The complainants hold that the same arguments apply to the section of the law relating to furnishing the names of stockholders, mortgages held and other information. They say they regard these matters as private and relating to their own business affairs. Touching on that part of the law which "requires newspapers to mark as 'advertisement' any editorial or reading matter for which money is paid or accepted or promised, the complaint says:

Your complainant does not publish in its newspaper any advertisements as editorial or reading matter, but it does publish in its said newspapers reading notices and other reading comment, criticisms or reviews for which either directly or indirectly some valuable consideration is frequently paid, accepted or promised, and some or all of which are not marked "advertisement."

That all such matters are matters of business arrangement or of favor or otherwise between complainant and its advertisers or other persons by whom the consideration is directly or indirectly promised or paid, from whom it is accepted, and said act in so far as it prohibits the publication of any such matter and provides for a penalty for violation by such publication is no relation to the operation or regulation of the mail and such provision of said act is not necessary or proper to assure the public of the department or official thereof to carry out or perform any power or duty entrusted or granted to the United States by the several States under and by the Federal Constitution and otherwise.

A restraining order is asked of the court to prevent the defendants from enforcing the regulation, and that under provision of Section 265 of the judiciary law a restraining order may be granted against the defendants until the courts shall determine upon motion and hearing whether a temporary injunction shall be granted pending the result of the suit.

Every effort will be made by the government to facilitate consideration of the injunction proceeding instituted by the Journal of Commerce to restrain the enforcement of the law.

"I have requested Attorney-General Wickersham to expedite the

suit in every possible way, in the interest of the publication, as well as the government," said Postmaster-General Hitchcock. "Personally I have waived the lack of jurisdiction of the New York courts over a cabinet officer, that the proceeding may be brought to an issue promptly. No merely technical legal obstacles will be laid in the way of the proceeding."

The information required by the law is being gradually received by the post office authorities in Washington, but a great many of the big daily newspapers are taking full advantage of the provision of the law which declares that after failure to comply with the law within "reasonable" time, registered notification will be sent by the Post Office Department to the delinquents, and they will be allowed ten days thereafter to comply in the matter.

No decision of what the "reasonable" time amounts to has yet been made public. Among the New York papers to file and print their statements during the past week were the New York Press, the World, the Staats-Zeitung and the Sun.

The ruling of the department that owners of stock in a newspaper or magazine cannot be reported to the department in the name of a trustee is held to apply to companies which hold the stock of publications for their owners. The department has ruled that when newspaper stock is in the hands of a trustee the newspaper must inform the department of the actual ownership of such stock held in trust. It will return for correction all statements filed by newspapers or magazines in which the stock is listed as held in trust.

This rule, it is contended, applies with equal force to newspaper holding companies and Sunday news-

papers, whose stock is in the hands of such companies. The department will insist upon being informed of the name of every individual owner having more than 1 per cent. of the stock value of the publication.

Several members of Congress have written to the Post Office Department requesting that the provision of the new law requiring of daily newspapers statements of ownership and circulation, and of magazines and periodicals, statements of ownership only, to be filed on October 1 and April 1, shall not be enforced until next April. It is understood that the department holds that it cannot postpone the enforcement of the publicity provisions of the act.

### OPINIONS OF THE LAW.

#### New York Times:

In his opinion upon the scope and meaning of the new law Attorney General Wickersham said that "the provision is highly penal in its nature," since the punishment imposed for violation is a denial of the privileges of the mail. Mr. Wickersham, in his letter to the Postmaster General, continues: "Being, therefore, in derogation of common right, the provision should not be construed to embrace anything more than falls clearly within its terms." In the judgment of the law-officer of the Government, therefore, this enacted "riders" to an appropriation bill is "highly penal," and the enforcement of the penalty would be "in derogation of a common right."

This language would be entirely appropriate in an opinion treating of serious offenses. What is the offense, potential or actually committed, at which Congress aims in this law? There is no offense charged, either grave or trivial. Congress seeks only to find out and make public the names of the editors and managers and publishers, and of the owners of newspapers and of their securities. The lawmakers of the land have not sought to punish an offense; they have engaged in a spying expedition to get at facts actually ascertained by those to whom the public the names of the editors and managers and publishers, and of the owners of newspapers and of their securities. The lawmakers of the land have not sought to punish an offense; they have engaged in a spying expedition to get at facts actually ascertained by those to whom the public the names of the editors and managers and publishers, and of the owners of newspapers and of their securities. The lawmakers of the land have not sought to punish an offense; they have engaged in a spying expedition to get at facts actually ascertained by those to whom the public the names of the editors and managers and publishers, and of the owners of newspapers and of their securities.

under their lead, gave assent to this law. James M. Beck, in his well-considered opinion, reaches the conclusion that this is plainly a law to regulate journalism. The conditions imposed upon the newspapers have no relation to the business of carrying the mails. A newspaper does not weigh more or less because of the publication or the omission of the required statements.

"It is, therefore, obvious," says Mr. Beck, "that the act is intended to regulate journalism and not the mails." What Constitutional power of regulation over journalism has Congress? Publications of articles of an immoral nature and that are prejudicial to the public health and the public welfare may be excluded from inter-State transportation, whether by mail or otherwise.

Very few, if any, of the newspapers at which this "highly penal" statute is directed offend in any of these particulars. They are not immoral, not injurious to health. It is equally plain to every man who has common sense, and is therefore not a Populist, that the newspapers are not prejudicial to public welfare.

It may be surmised that this "rider" originated in the belief, present to the mind of Bourne or Bristow, as it has been present to the mind of Bryan and Roosevelt, that some or many newspapers, trolled by Wall Street or by the trusts, are preaching doctrines contrary to the canons of Populism and the New Nationalism, and, therefore, are prejudicial to public welfare.

Here at length we are on the trail of an offense, an offense, at least, in the eyes of Bourne and Bristow and their kind.

It had supposed it to be a settled principle of law that the detection of the

### Nine Months' Growth.

In nine months of this year the

## NEW YORK TIMES

published 6,366,409 lines of advertisements compared with 5,867,986 lines in the corresponding period of 1911, a gain of 498,523 lines—a greater growth by many thousands than the combined increase of three other New York morning newspapers ranking with the Times in quality of circulation.



SEEING CHAMPIONSHIP GAMES PLAYED ON THE NEW YORK HERALD'S 'PLAY-O-GRAF'



offense was antecedent to its punishment. Not so in this case. The penalty is imposed indiscriminately upon an entire class, in which it is supposed there may be a few offenders.

More than 100,000 publications come within the scope of the law. Compliance with its "highly penal" provisions may do serious damage to property interests, and this damage will be inflicted upon the innocent and the guilty alike, granting that there may be some guilty, though it is manifest that their number must be very small.

Mr. Beck points out that the Supreme Court has held that the Postmaster General could not arbitrarily exclude matter from the mails on the ground that it was fraudulent, that he must first duly ascertain the facts. Under the new law, the newspapers are all to be excluded from the mails if they do not tell who owns them, without any attempt being made to ascertain whether the matter they print is prejudicial to the public welfare.

If there is any sense or logic whatever in the theory upon which this enactment is based, Congress must go further. Having ascertained by the statements filed at Washington and published that a certain newspaper is owned and controlled by the money trust, or some other trust or combinations of trusts, Congress must proceed to exclude it from the mails altogether.

That is the logical and necessary extension of such a theory of the power of Congress over the press. Comparatively few persons will read the statements of ownership, the mass of the people will go on absorbing the poison distilled from Wall Street sources without knowing the mal. For Congress must intervene and enact that publications so owned or controlled shall have no use of the mails.

When this doctrine is once set up there is no barrier against its indefinite extension. If a newspaper may be excluded from the mails for opposing against Populism, then, of course, it may be excluded for preaching for or against any class or doctrine.

The newspapers of the Socialists, newspapers that advocate tariff reform, free trade, or protection, newspapers that uphold the Copperheads, newspapers that express poor opinion of the intelligence of the Bourne and Bristows of Congress—all may come under the ban. Mr. Beck is right, the law is intended to regulate journalism. It has no other purpose.

The Supreme Court has held that "it must be left to Congress in the exercise of a sound discretion to determine in what manner it will exercise the power it undoubtedly possesses."

Undoubtedly Congress has the power to regulate commerce between the states. In this case it becomes necessary to question the quality of the discretion which is exercised. If it is not, a sound discretion must be evident to any one who inquires into the bearing of this enactment upon the liberties of the press.

For instance, when these statements are published, it will appear that thousands and thousands of newspapers are owned and absolutely controlled by the persons engaged in their production, that they are wholly independent of outside domination.

Nevertheless they will feel the rigor of this "highly penal" statute, unless they come within the order, without the required statements. It is impossible that such an interference with and regulation of the press can proceed from the exercise of any sound discretion.

Detroit Times:

This paper does not share the perturbation of those publishers who declare that

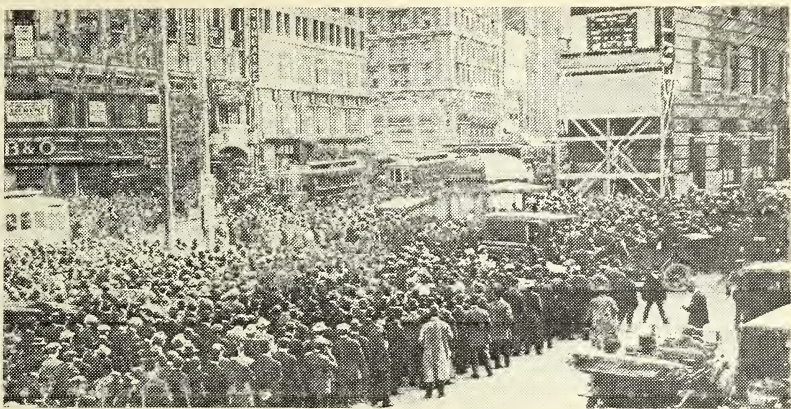
THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

51,625 CIRCULATION Daily (Net Paid) FOR SEPTEMBER, 1912

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.



WATCHING THE NEW YORK TIMES' ELECTRIC BASEBALL SCOREBOARD.

Liberty is tottering from her throne because an eleven-hour rider on the post-office bill requires them to give the names of their stock and bondholders and mortgages and the exact facts with reference to their circulation.

The people are entitled to this information; they have a right to know whether this country actually has a free press or a fettered press.

Besides, the public source that is good for the goose should be good for the gander.

For its part, the Times is glad of the opportunity of telling who its owners are—although the history of the paper has been a sign and token to all men that its ownership has been of that fortunate kind that has left it absolutely free to serve the common good.

The names carry their own guarantee that their investment represents nothing more than a desire to support the publisher in those progressive policies and ideals that have given the Times a notable and enduring place in newspaperdom.

The circulation figures tell a story of fair success only, on the material side, for the owners of the Times know that they have chosen a course that is of slower fruitage than the old system of "making 'er sell like hot cakes" and counting everything as grist that comes to the advertising mill.

The lamentable thing about the new law is its inadequacy. Requiring a newspaper to mark an editorial or matter run as news for which a valuable consideration is received "Advertisement" is only scratching the surface of the evil.

It is straining at a gnat and swallowing a camel.

The government knows from the revelations in notorious prosecutions that display advertising in leading newspapers was the decoy that was used to cheat widows, orphans, pensioners and working girls out of millions in these conscienceless mining swindles.

What should be required as a condition of transmission through the mails is such care in the acceptance of advertising that anything that appears in the newspaper fit to run without attaching the danger-signal "Advertisement" to it.

The sanitary and healthy dwelling does not need a smallpox sign.

An honest newspaper does not have to label any of its columns "Beware!"

Its advertising should be just as worthy of its space as editorials.

In attaching a "Dangerous" sign to certain forms of advertising, the new law misdirects the public purpose of the Associated Advertising Clubs of America and all the other factors of progress and uplift in the realm of publicity.

What is to make advertising actually synonymous with truth and integrity and to purge it entirely of the stigma that business rascality and excessive commercialism have placed upon it.

The Wahpeton (N. D.) Globe-Gazette is now being published as a daily.

THE RISEN LOS ANGELES TIMES.

Continued from Fifth Page.

a visitors' gallery. It is capacious and finely lighted.

The counting room is on the first floor and occupies 10,000 square feet including lobby and aisles. The convenience of the public has been specially considered here.

The second floor, of 10,000 square feet, is occupied in part only by the Times. On that floor is the assembly room, women's rest room, printers' club-room, shower bath, closets, etc., leaving space available for other purposes.

The editorial and news room is on the third floor, and occupies 10,000 square feet.

The linotype room and hand composition room, of 6,000 square feet, is on the fourth floor with the stereotyping room, the latter taking up 3,700 feet and being separated from the composing room by a wall and a metal curtain. Complete matrix-making and stereotyping machinery and equipment in the latest design are in use.

The tower with its clock is a commanding structure, twenty-two feet by twenty-two feet square, reaching 150 feet above the sidewalk. The tower has several rooms, with a total floor space equal to 1,600 square feet. The tower footing is forty feet below the curb, and its clock is visible for a long distance.

The Times' famous eagle is on one of the turrets with this inscription:

"High on the ruins of the battlement The Eagle stood, unscathed, above the wreck

Of dynamite and death," . . .

That same eagle, after an enforced absence of two years, has been triumphantly restored to his old perch.

The dome's dimensions are twenty-four feet in diameter and thirty feet high, twice as large as the dome on the old building. Within is a large fine room.

The photograph and photo-engraving establishment occupies 3,200 square feet and is brilliantly lighted

from twenty-two windows and three skylights. It is divided into suitable sub-departments, all fully equipped with the best modern devices.

NEWSPAPERS SHOWED THE BIG GAMES.

Newspapers all over the country during the past week made extensive arrangements for giving baseball enthusiasts the full details of the world's championship games in Boston and New York. In most of the big cities electric and automatic score boards recorded every move of the ball for the "hungry fans" who were unable to get to the games.

On other pages of this edition are shown pictures of parts of the crowds that filled Times Square and Herald Square, New York, watching the electric scoreboard and "play-o-graph" of those newspapers. Besides these two papers, every other daily in the city gave "fans" their fill of baseball.

NOW OWNS A PAPER.

Miss Mary McFadden, until recently a member of the Duluth News-Tribune staff, has purchased the Courant, a club women's publication in St. Paul, Minn. Under Miss McFadden's management the Courant will be published weekly instead of monthly, and it will be the organ of the suffrage party in the Northwest.

THE LOS ANGELES TRIBUNE

leads all other newspapers in that city.

LARGEST CIRCULATION.

OVER 64,000 DAILY

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.



## WITH THE CRAFT IN THE PHILIPPINES.

SOME NEW MEN IN THE FAR EASTERN NEWSPAPER FIELD—BRECKNOCK-WATSON'S PROMOTION.

Three American newspaper men who made the mistake of going to Manila on vacation found that they really went there to work. They were made officers immediately by the Cablenews-American, and are now on the staff of that enterprising American journal.

The first to be induced to decide that he had rested long enough was W. E. Christian, a veteran Philadelphia and New York journalist, who is at present the Philippine correspondent of the New York American. Several months ago he went out to the islands to visit his son, Lieutenant Thomas J. J. Christian, Seventh Cavalry, taking the New York American commission with him. He was engaged to be the correspondent of the Cablenews-American at Fort McKinley, which is the largest military reservation in the United States army.

For the past ten years Mr. Christian was general passenger agent of the Seaboard Air Line at Atlanta. Prior to that time he spent a quarter of a century in newspaper work. He was reporter and copy editor on the Philadelphia Press, managing editor of the San Diego Union, also deputy collector at that port for three years. He was in the Washington bureau of the New York Herald during the Spanish-American war, doing yeoman's work during that seething period. Then he joined the Hearst staff.

The other two metropolitan additions to the Cablenews-American staff are Boyden R. Sparkes of the Chicago Record-Herald and Gilman M. Parker of the Chicago Tribune. They dropped in on Manila in July on their two year tour of the world. They spent nearly a year in Europe and the British Isles, and are now doing the Orient. After a stay of several months in Manila they will cover China and Japan.

Sparkes is covering the government run on the Cablenews, and Parker is the paper's correspondent at Pasig, capital of Rizal province, besides "doping up" Sunday feature stuff. Upon returning to the United States Messrs. Sparkes and Parker will go back to their Chicago posts.

W. Brecknock-Watson, for eight years reporter and morgue keeper on the Manila Cablenews-American, has been promoted to the post of assistant city editor.

## AFTER PUBLICITY.

The Progressive party in Bridgeport, Conn., has established a publicity bureau in charge of Bert E. Barnes of the Farmer; James E. Kerrins and Clarence A. Agard of the Standard; L. J. Cargill and Earl Donegan of the Post; and C. E. Mahoney of the Sunday Herald.

## WOMAN STARTS PAPER.

The Dubuque (Ia.) Digest, the city's first paper to be edited and managed by a woman, has appeared with Mrs. Alice S. Blount at its head.



NEW HOME OF THE TAMPA TRIBUNE.

## MORE TRIBUTES TO HAMMESFAHR AND RALSTEN.

The first annual ladies' dinner of the Red Roosters, given at the La Salle Hotel, Chicago, was made a special occasion in honor of Mr. and Mrs. Fred H. Ralsten and Mr. and Mrs. A. C. G. Hammesfahr, the two men having recently been signally honored and promoted by the Butterick Publishing Company and P. F. Collier & Son, respectively.

William H. Rankin acted as toastmaster and was assisted by Harry Dumont as master of ceremonies, and Guy Pierce in charge of the musical entertainment.

A "Marathon relay speech," participated in by "The Original Five" of the Red Roosters, was the hit of the evening. Every member present was called upon for some particular stunt, and no one knew when or what he would be asked to do.

The dinner was a signal success, and the addresses made by Mr. Ralsten and Mr. Hammesfahr were inspirations to those present.

An unique menu was prepared under the direction of Mr. Rankin, in which a short history of each of the guests of honor, written in a semi-humorous and serious nature, made a great hit.

## LUHMS START A PAPER.

The Rynella Democrat is a new journal to appear in Iberia Parish, La., on the Gulf Coast, 130 miles from New Orleans. It is published at the Marcel post office as a four-column folio with L. Luehm as publisher and editor, Samuel Luehm associate editor, and J. L. Luehm assistant business manager.

## A FIVE LINOTYPE PAPER.

The Waterloo (Ia.) Evening Courier is now using five linotypes exclusively for its newspaper work. The latest edition to the battery is a three-deck No. 9 Mergenthaler machine.

## MISSOURI'S JOURNALISTIC SCHOOL GROWS.

The enrollment in the school of journalism of the University of Missouri shows an increase over last year's enrollment. Two years' of college work are now required for entrance.

Thirteen states and two foreign countries are represented in the enrollment: Kansas, Arkansas, Mississippi, Illinois, Indiana, Ohio, Pennsylvania, California, Nebraska, Montana, Kentucky, Tennessee, Missouri, Canada and Japan. Eight women students are enrolled.

## MR. REID HERE ON VISIT.

Whitelaw Reid is again visiting America on a leave of absence from his post as United States Ambassador to Great Britain. He is accompanied by Mrs. Reid and declares that his stay here will be very short. When asked if the report was correct that he intended to retire from diplomatic service soon, Mr. Reid declared that he might do so, as he had been thinking seriously of coming back to this country to live.

## JOINS D'ARCY STAFF.

Mart F. Reddington has been appointed to take charge of the outdoor advertising department of the D'Arcy Advertising Company, St. Louis. Mr. Reddington has had a wide experience in this class of advertising with the Street Railways Advertising Company and other publicity agencies of this kind.

## VOLUMES OF OLD PAPERS.

Bound volumes of the Massachusetts Spy and Worcester Gazette for the years 1812, 1813, 1814 and 1815 have been loaned to the St. Paul Institute Museum by Frank H. McManigle, a St. Paul collector of curios and antiques.

## UP-TO-DATE FLORIDA HOME.

The Tampa (Fla.) Tribune has just moved into a new home that is modern and up-to-date in every respect. The building is of unique architectural design, of twelve-inch Roman bond buff brick, trimmed in marble. Its inside arrangement is for hard service such as is demanded by newspaper and commercial printing purposes, special attention being paid to lighting facilities. In the new quarters the Tribune will have 20,000 square feet of floor space.

The Tribune is published by a company of which W. F. Stovall is president and treasurer; W. O. Stovall, vice-president, and J. S. Mims, secretary. It is issued daily Sunday and weekly and takes the full leased wire service of the Associated Press.

## NEW NORFOLK PUBLISHER.

The Norfolk (Va.) Journal, a weekly publication, has undergone a change in ownership. I. Branch Johnson, a prominent Progressive, has acquired it for \$5,500 from the Norfolk Journal Company, of which Perry D. Ruth was president and Thurmer Hoggard secretary.

C. R. Kiley has been appointed editor. He was at one time connected with the Norfolk Landmark in a similar position and is known as a strong writer. The entire plant and building at 5 and 7 Williams street are taken over by Mr. Johnson. The new owner has declared that he will follow an independent policy, steering as far as possible from party political lines with the Journal.

## LOS ANGELES SCHOOL TO TEACH JOURNALISM.

A department in journalism, with John S. McGroarty as dean, has been instituted as a part of the Egan School of Music, Drama and Fine Arts, of Los Angeles. Associated with Mr. McGroarty in this department will be R. M. Whitney, head of the Whitney News Bureau and for eighteen years an active newspaper man.

## COUNTY'S FIRST PAPER.

The Catton County Times with J. B. Simpson as editor is about to make its appearance at Randlett, Kan. This is the first paper to be started in the new county.

## GREENAWALT IN MERIDIAN.

C. R. Greenawalt, formerly business manager of the Pensacola (Fla.) Evening News, is now associated with the Meridian (Miss.) Star.

## AN IOWA VENTURE.

William H. J. Scineer of West Union, Ia., is the editor and publisher of a new weekly called the Exponent, which has just appeared at Mallard, Ia.

## FAMILY READING.

The Family Monthly is the name of a new mail order publication just issued by Rhodes & Liesenring, in the Unity Building, Chicago.



## SWEATLAND PRESIDENT OF TRADE PRESS ASSOCIATION.

At its seventh annual convention in Niagara Falls the Federation of Trade Press Associations of the United States elected H. M. Sweatland, president of the Class Journal Publishing Company, New York, to the presidency. Elmer C. Hole, of the American Lumberman, Chicago, is the new vice-president; and Edwin C. Johnson, publisher of the American Exporter, New York, is secretary-treasurer.

The convention was marked by the many fine addresses delivered by prominent trade paper publishers and advertising men. The meeting was opened with an address by Mayor Cutler of Niagara Falls, which was answered by Henry G. Lord of Boston. The different sessions were presided over by A. W. Clark, publisher of the American Paint and Oil Dealer, St. Louis, and John Clyde Oswald, publisher of the American Printer, New York.

Speakers included O. C. Harn, advertising manager of the National Lead Company, New York; Charles G. Phillips, the Root Newspaper Association, New York; W. J. McDough, the Drygoods Reporter, Chicago; F. J. Tresize, Chicago; J. C. McQuiston, the Westinghouse Company, Pittsburgh; J. B. McLean, Toronto; R. C. Jacobson, Hide and Leather, Chicago; E. K. Shaw, retiring president; George O. Glavis, the Automobile Trade Journal; M. C. Robbins, the David Williams' publications.

The meeting closed with a banquet at the International Hotel, at which Mr. Sweatland the new president, presided. The membership of the association is now 248, an increase of thirty-six over last year. The meeting adopted resolutions pledging itself to co-operate with the A. A. C. A. in stamping out fraudulent advertising.

### PECK'S NEW MOVE.

L. E. Peck, proprietor of the Stratford (Conn.) Times, is completing arrangements to have his paper published in its home town and has taken an option on a building site. Plans are nearing completion for the formation of a stock company and with this step accomplished move will be taken to secure a plant. The paper has been printed in an adjoining town, and although it was started only a few months ago it has been enlarged several times.

## OLD PAPER DIES.

The Long Island Democrat, a newspaper published at Jamaica, N. Y., since 1832, has suspended publication. About three years ago the paper was changed from a weekly to a daily, but the move was not a success. Its final issue was printed last week.

The majority stockholders in the Democrat Publishing Company are Joseph T. Jones, Elmer J. Ashmead and William Harris. At a meeting last week these men carried a motion to declare the company insolvent as a preliminary to bankruptcy proceedings.

Mr. Jones, who was elected president of the publishing company at a reorganization meeting when he acquired the controlling interest, declares he found it a hopeless task to keep the concern afloat. He says there are debts of over \$8,000, but none preferred, and that there is \$1,500 at least in uncollected debts. As a result, he says, the suspension of the publication was necessary.

### WILLIAMS' VENTURE.

The first issue of the Tennessee Farmer has appeared in Knoxville. W. D. Williams, the editor and publisher, is a man of fifteen years' experience in Knoxville, ten of which he spent with the advertising department of the Journal and Tribune. Mr. Williams at the present time is also advertising manager of the Appalachian Trade Journal, the official organ of the Southern Appalachian Coal Operators' Association. The new publication is a semi-monthly devoted to the farming, poultry, live stock, truck raising and fruit interests of Tennessee and up-to-date farming in all its branches.

### LYNN'S CAMPAIGN WORK.

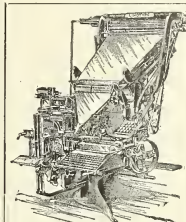
Walter Lynn, editor of the Harrisburg (Pa.) Telegraph, has been appointed campaign assistant to Congressman J. Hampton Moore, chairman of the Pennsylvania Republican Congressional Committee. It is said that Mr. Lynn is to aid in establishing a militant organization in every section of the state in the interests of Republican Congressional candidates.

### FODREA MAKES CHANGE.

Penn. B. Fodrea has resigned as editor of the Trade Exhibit, Omaha, and will engage in advertising work for a number of Omaha manufacturers. He is succeeded by a Mr. Adair of Cheyenne.

## SCIENTIFIC MANAGEMENT

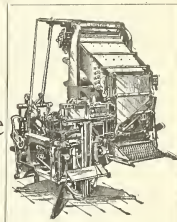
Aims to eliminate waste effort. The value of any piece of machinery must be measured by what it enables its operator to perform.



Quick-Change Model 8  
Three-Magazine Linotype

## Multiple Magazine Linotypes

are built to conserve human energy.



Quick-Change Model 9  
Four-Magazine Linotype

Every quick-change device is within convenient reach of the operator—shift key, magazine shifter, mold disk pinion, universal ejector. Complete change of face, body and measure can be made by the operator without leaving his seat.

There are dozens of other reasons why Multiple Magazine Linotypes will increase the efficiency of your composing room.

### The Multiple Linotype Way Is the Modern Way.

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHALER LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 547 Baronne Street. TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

### HILL COMPANY TO BUILD.

The Hill Publishing Company has bought a plot of ground, covering 17,500 square feet, at 36th street and Tenth avenue, New York. The ground is now covered with tenement houses, but these will be razed and an office building, probably sixteen stories in height, will be erected on the site.

### TOWN LOSES ITS PAPER.

The town of La Harpe, Kan., is without a newspaper for the first time in ten years. Columbus Borin, editor of the Allen County Journal, has decided to move his plant to Yates Center and there establish the Woodson County Journal, a paper advocating Progressive principles.

### SUCCESSOR FOR YATES.

At a meeting of the stockholders of the Jacksonville (Ill.) Journal Company, resolutions in memory of the late Hawes Yates were adopted. William A. Fay was elected a director of the company to succeed Mr. Yates.

## BARNHART BROS. & SPINDLER

New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

### TYPE FOUNDERS

Will equip with their wonderfully convenient space-saving Composing and Press Room Steel Furniture, making layout and blue print of your rooms, so that you can save money at spigot and bung-hole every day of the year. Call us into council.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS, B. Lowenstein, Proprietor, 603 West 27th Street, NEW YORK.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

### ENGRAVERS

ARTISTS, ELECTROTYPERS NEW YORK, CHICAGO, ST. LOUIS

The Sidney (O.) Journal has installed a new perfecting press.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB  
by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark  
**M&E**  
Registered  
MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA  
NEW YORK  
BROOKLYN  
CHICAGO  
KANSAS CITY  
BALTIMORE  
DENVER  
Trade Mark  
**M&E**  
R.

Let the American Ink Co.  
of New York City be your  
4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

MATOS-MENZ, Bulletin Building, Philadelphia.—Dr. D. Jayne & Son, Philadelphia; placing orders with a selected list of Pacific Coast papers.

LEWIS, Equitable Building, Boston.—Whitmore Brothers & Co., "Whitmore" Shoe Polish, Cambridge, Mass.; making up a list of Southern papers.

MOSES, Munsey Building, Baltimore.—The Read Drug & Chemical Company, "Gypsy Gift," Baltimore; reported about to place advertising through this agency.

PRESBRY, 456 Fourth avenue, New York.—The American Tobacco Company, "Omar" cigarettes, 111 Fifth avenue, New York; campaign has just started in a large list of papers.

The Hendee Manufacturing Company, "Indian" Motor Cycle, Springfield, Mass.; asking rates from papers in cities where stores are located.

The Horace L. Day Company, 4 White street, New York; reported to be placing fourteen lines twice a week for twenty-six weeks with

## THE NEW YORK WORLD

**Sells** (morning edition)

MORE copies than  
any other two papers

**Print.**

The Remarkable Advertising  
Growth of the

## WASHINGTON TIMES

Is built on the  
Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN STAR**  
is from 130,000 to 140,000

daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGGES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

papers in California, Oregon and the state of Washington.

The R. B. Davis Company, baking powder, 8 Jackson street, Hoboken, N. J.; placing orders with some Southern papers.

H. L. Day & Co., "Suchard's Chocolate," orders for 140 lines six times; fifty-six lines six times; and fifty-six lines forty times being placed with a selected list of Pacific Coast papers.

BEERS, Havana, Cuba.—Renewing advertising for the D-D-D Remedy Company, Chicago, in Cuban papers.

Taking space of nine inches, four columns, in principal Cuban and Porto Rican papers to start at once for Santogén.

THOMPSON, 44 East 23d street, New York.—The Horlick Food Company, "Horlick's Malted Milk," Racine, Wis.; placing new copy and schedules with a selected list of papers.

Mme. Elizabeth Gille, "Spun Gold," 1 Hamilton Grange, New York; some two-inch twelve-time orders being placed with a selected list of Southern and Pacific coast papers.

VREELAND, 350 West 38th street, New York.—The Crown Corset Company, "Rengo Belt Corsets," 150 Fifth avenue, New York; placing new orders generally.

AYER, 300 Chestnut street, New York.—I. S. Johnson & Co., "Johnson's Anodyne" Liniment, Boston; placing new schedules.

Asking rates for thirty inches nine times and thirty inches eighteen times generally.

SHARPE, 99 Nassau street, New York.—E. Fongera & Co., making 3,800-line contracts with large Sunday papers.

BLACKMAN-ROSS, 10 East 33d street, New York.—The H-O Company, oatmeal, Buffalo, N. Y.; placing schedules with papers that have contracts.

Hoggson Brothers, 7 East 44th street, New York; forty-two-line  
BROMFIELD & FIELD, 1780 Broadway, New York.—Placing

When you buy space in  
THE  
**BUFFALO TIMES**  
you get full value  
for your money.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper, A Medium that NEVER FAILS. Goes into more homes, offices and workshops than any other paper. Best classified medium between New York and Chicago. Write or Telephone.

H. C. Rook, Real Estate Trust Bldg., Phila.  
W. G. Brooke, 225 Fifth Ave., New York  
H. M. Ford, 122 So. Michigan Ave., Chi.  
W. E. Edge, Atlantic Ave., Atlantic City.  
Dorland Co., 3 Regent St., London, Eng.

contracts for the Fiat Motor Sales Company in daily papers.

Placing orders for page copy in the standard magazines for the Fisk Rubber company, Chicopee Falls, Mass., on Fisk tires.

seventy-eight-time orders being placed with a selected list of Western papers.

WYCKOFF, 23 East 26th street, New York and Buffalo, N. Y.—The Okla Laboratories; placing tryout copy with a selected list of papers.

CALDWELL, Louisville, Ky.—Peaslee-Gaubert Company, paints, Louisville, Ky.; making 400-inch contracts with a few Southern dailies.

CHESMAN, 200 Fifth avenue, New York.—The Roelly Chemical Company, New York; two-inch thirty-nine-time orders being placed with a selected list of New York City, Boston and Chicago papers. Reported that no other cities will be used for the present campaign.

The Capudine Chemical Company; orders for one-half inch 312 times being placed with Southern dailies.

STILES, 417 South Dearborn street, Chicago.—The Foulds Milling Company, Chicago; making 240-inch contracts with New Jersey and Pennsylvania papers.

VAN CLEVE, 250 Fifth avenue, New York.—The Wilson Distilling Company, "Wilson Whisky," 303 Fifth avenue, New York; fifty-line d c three-time-a-week orders being placed with a selected list of papers through the above agency and not through the Calkins & Holden Agency as reported in last week's issue.

LORD & THOMAS, Mallers Building, Chicago.—The Reserve Remedy Company; making 10,000-line contracts with a selected list of papers.

HAMBLIN, 200 Fifth avenue, New York.—The Roxroy Company, London, England; placing orders with a selected list of dailies.

SHUMWAY, 373 Washington street, Boston.—The Pacific Mills,

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN  
MINNEAPOLIS THAN ANY  
OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

Boston; making contracts with papers in a selected list of cities.

Wilcox, Crittenden & Co., "Neverust" Nails, Middletown, Conn.; placing orders with Connecticut papers.

SHERMAN & BRYAN, 79 Fifth avenue, New York.—The New York Ostrich Feather Company, New York; placing one-time orders with a selected list of mail order papers.

FULLER, 623 South Wabash avenue, Chicago.—The Marion Motor Car Company, Indianapolis; 5,000-line contracts being made with a list of large city papers.

HILL, 323 Fourth avenue, Pittsburgh.—The Mentholated Pine Pillow Company, Carnegie, Pa.; placing three inches thirteen times with Western and Southwestern papers.

STEWART, 5 North Wabash avenue, Chicago.—The Bernheim Distilling Company, Louisville, Ky.; Southern papers are receiving contracts for 5,000 lines.

JONES, Binghamton, N. Y.—The Crystalline Company, Binghamton, N. Y.; placing a large one-time order with a selected list.

ESSER-WRIGHT, City National Bank Building, Utica, N. Y., and Buffalo, N. Y.—Dr. J. H. Dye, Buffalo; forty-two-line, two-time-a-week orders to run to being placed generally.

EWING & MILES, Fuller Building, New York.—"Japalac"; orders

## THE WASHINGTON HERALD

31021

## NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.,  
NEW YORK CHICAGO



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

being placed with a selected list of  
papers throughout the country.

DONOVAN & ARMSTRONG,  
Commonwealth Building, Philadel-  
phia.—A. B. Kirschbaum & Co.,  
clothing, Philadelphia; placing  
eighteen-inch seven-time orders in  
cities where they have agents.

Rosskam, Gerstley & Co., "Old  
Saratoga" Whisky, Philadelphia;  
making contracts with a few selected  
papers.

FEDERAL, 231 West 39th street,  
New York.—The Globe-Wernicke  
Company, Cincinnati, and 380  
Broadway, New York.

COWEN, John Hancock Build-  
ing, Boston and 50 Union Square,  
New York.—The P. Lorillard To-  
bacco Company, Jersey City, N. J.;  
placing orders in a few large cities.

DAUCHY, 9 Murray street, New  
York.—John Bing & Co., toys, 381  
Fourth avenue, New York; a selected  
list of papers are receiving two  
three-time orders.

R. G. Contrell, 400 West 23d  
street, New York; five-inch thir-  
teen-time orders being placed with  
a selected list of weekly papers.

DIRECT.—The Philo-Hay Spe-  
cialties Company, "Hebe Bath"  
Powder, 30 Clinton street, Newark,  
N. J.; placing 5,000-line extra  
schedules in cities where sales are  
made.

WOOD, PUTNAM & WOOD,  
161 Devonshire street, Boston.—The  
Peerless Knitting Mills Company,  
"Peerless Union" Suits, Mattapan,  
Mass; placing orders with papers  
in cities where there are agents.

SEAMAN, 30 West 33d street,  
New York.—The New York  
Herald, New York; placing adver-  
tising through this agency.

BLAINE-THOMPSON, Fourth  
National Bank Building, Cincinnati.

Emphatic and Virile as  
the Voice of the People.

**THE MINNEAPOLIS  
DAILY NEWS**

has the confidence of its 50,000  
readers and

**PRODUCES RESULTS**  
It has in eight months

**Gained 356,000 Lines.**

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City. Boyce Bldg. New York.  
O. C. Davies. Chicago. J. F. Antisdel.

THE  
**PITTSBURG  
PRESS**  
HAS  
THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of September 1912, was as follows:

Daily 110,742. Sunday, 136,431

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

—The Samuel Chemical Company;  
contracts for 5,000 lines being made  
with a selected list of Western pa-  
pers.

LEVY, Marbridge Building,  
New York.—The Hotel Powhattan,  
Washington, D. C.; and orders being  
placed with a selected list of papers  
on a trade basis.

The Vanderbilt Hotel, New  
York; trade deals being made with  
a selected list of papers.

D'ARCY, Fullerton Building, St.  
Louis.—George A. Dickel & Co.,  
orders for 624 inches being placed  
with a selected list of Southern pa-  
pers.

BATTEN, Fourth Avenue Build-  
ing, New York.—The J. G. Dodson  
Medicine Company; four-inch nine-  
ty-six-time orders being placed with  
a selected list of papers throughout  
the country.

#### THE NEW DEVIL.

A new devil was on the job and  
he was busily at work learning the  
case. The foreman noticed that oc-  
casionally he would fling a type out  
of the window. Finally he went  
over and asked the boy why he  
was doing it. The reply came back  
confidently. "Some of these things  
are no good. They ain't got any  
thing on them."—British Colonial.

#### STAFF REMEMBERED HER.

Miss Etta Coughlin has retired  
from the staff of the London (Can.)  
Press Press, to become a trained  
nurse at St. Joseph's Hospital in  
that city. On her departure she  
was presented with a pearl ring by  
the business staff of the Press Press,  
and with an umbrella by the cir-  
culation force, in expression of their  
good wishes.

#### AGENCY FOR FORT COLLINS.

The Ettman Advertising Agency  
has been established at 40 North  
6th street, Fort Smith, Ark., by M.  
Ettman. He will place some busi-  
ness during the coming months for  
the Rush Distilling Company, the  
Franko Liquor Company and Lewis  
Weinstein.

THE BOSTON  
**GLOBE** Has the LARGEST  
TWO-CENT CIRCULATION in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 498,600 WANT ADS.—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

**THE NEW ORLEANS  
ITEM** has made New Orleans  
a "one paper city."

The Association of American Advertisers  
recently gave the Item a Sunday cir-  
culation of 5,318, daily of 47,369.

That's why the Item month after month  
carries as much advertising as the Picayune  
and Times-Democrat. COMBINED, and  
from 100 to 200 COLUMNS MORE than  
The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

#### STAFF CHANGES.

Warren J. Chandler has resigned  
as advertising manager of Thomas  
Mechan & Sons, Germantown, Pa.,  
to become connected with the S. S.  
White Dental Manufacturing Com-  
pany, Philadelphia.

W. E. Bothrop has left the staff  
of the St. Paul Farmers' Weekly  
Dispatch and returns to Chicago  
with the Moving Picture World.

Thomas Magnar is handling the  
sporting desk of the Bridgeport  
(Conn.) Sunday Herald in the  
place of Fred Larsen, who has gone  
to St. Paul.

Miss Grace Egbert has been ap-  
pointed Staten Island correspondent  
for the New York Press.

E. S. Stephen, formerly of the  
Cleveland Press, is now connected  
with the Washington staff of the  
United Press.

Lawrence Covington, for a long  
time connected with Philadelphia  
newspapers, is now on the copy desk  
of the Washington Times.

E. J. Dies, for nearly two years  
night editor of the Associated Press  
office in Des Moines, has been  
transferred to a similar position at  
the St. Paul Bureau.

Chester C. Davis has been ap-  
pointed managing editor of the  
Boseman (Mont.) Evening Courier.  
Mr. Davis formerly did newspaper  
work at Granville, Ia.

Stewart Godwin is the new mem-  
ber of the staff of the Washington  
Star. He is a brother of Carl God-  
win of the same paper.

Talbot O. ("Tobe") Bateman,  
formerly cartoonist for the San  
Antonio Express, is now connected  
with the Fort Worth Star-Tele-  
gram.

David L. Lustig has resigned  
from the city staff of the Bridge-  
port (Conn.) Post.

Don Tobin has been appointed  
political editor of the Springfield

**J. WALTER  
THOMPSON  
COMPANY.**



The experience  
of forty - eight  
successful years  
guaranteed to  
those who en-  
trust their

#### ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

#### JOHN BUDD CO..

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Commercial Bldg., ST. LOUIS



#### PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
750 Marquette Bldg., CHICAGO.

#### CARPENTER-SHEERER

SPECIAL AGENCY  
Fifth Avenue Building NEW YORK  
People's Gas Building, CHICAGO.

(O.) State Journal. He was for-  
merly city editor of the Zanesville  
Sentinel.

Herman Gerndt has succeeded A.  
H. Neuenschwander as editor of the  
Athens (Wis.) Record.

E. W. Lawless is the new editor  
of the Waterville (Minn.) Sentinel.

A. M. Bouch of Preston is now in  
charge of the mechanical depart-  
ment of the Goderich (Can.) Sig-  
nal, succeeding Harold Turner, who  
has gone West.

Herbert Smith, real estate editor  
of the St. Paul Dispatch, has re-  
signed to take an editorial position  
on the Continent, in Chicago.

Frank Weber, formerly of Kan-  
sas City, has joined the advertis-  
ing promotion staff of the New  
Orleans Daily States.

Leroy F. Newmyer, formerly  
with the Washington Herald, has  
joined the advertising staff of the  
New Orleans Item, where his brother,  
A. G. Newmyer, is business  
manager.

#### PAPER PLANS IN MOULTRIE.

A number of prominent business  
men of Moultrie, Ga., have organ-  
ized a company capitalized at \$20,-  
000 to establish another paper in the  
city. It is planned to install a com-  
plete plant and extensive publishing  
quarters.

Largest proved high-class  
evening circulation.

The  
**NEW YORK  
GLOBE**

hold certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREATSOUTHWEST

Sunday Circulation  
MORE THAN 110,000

## MICHIGAN DEMOCRATS ORGANIZE.

Democratic newspaper editors at a meeting in Grand Rapids decided to form a new press organization to be called the Democratic Press Association of Michigan. These officers were elected: President, William B. Nisbett, Big Rapids Bulletin; vice-president, John J. Firestone, the Allegan News; secretary-treasurer, John S. Evans, the Cold Water Sun and Star.

A committee composed of H. M. Royal of Shelby, A. H. Weber of Cheboygan, and C. M. Hitchcock of St. Ignace were appointed to prepare by-laws. It is expected that thirty editors will affiliate with the association.

## GERMANS HOLD ELECTION.

Carl Zwanzig, publisher of the Ottawa Herald, was elected president of the German Press Association of Illinois at its annual meeting in Chicago. H. Kaul of the Oak Park Nachrichten aus Schleswig-Holstein is the new vice-president; H. Goldberger of Peoria is secretary; Jac. Schmidt of Pekin treasurer. The executive board is composed of F. Hedding, Rockford; S. Schroder, Elgin; K. Gehre, Lincoln; C. F. Pletch, Chicago; and William F. Bryant, Danville.

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity  
involves no sacrifice of  
Character, and that its  
readers can be reached  
in through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

## CARVER BEGINS WORK FOR MILWAUKEE AD CLUB.

At the last meeting of the Milwaukee Ad Club the first steps were taken for the year's work under the administration of President Raymond T. Carver. A. R. Wellington was appointed to take charge of the general advertising division of the club, and Robert R. Kahn in charge of the local advertising division. A membership committee was appointed composed of R. R. Johnston, Robert Spencer, H. H. Hooker and A. M. Locke.

The club's monthly publication was given into the hands of M. S. Miller as director, and A. M. Locke as editor. There was a discussion as to the advisability of appointing a vigilance committee to carefully look into every advertisement appearing in the Milwaukee papers and help bring a stop to fraudulent advertising. The meeting was addressed by V. Pace of Gimbel Brothers; Robert R. Kahn of the A. S. Kahn Company; Walton Heegstra of Chicago; and Herman Black of the Milwaukee Journal.

## AD MEN'S LEAGUE DINNER.

The first dinner of the season of the New York Advertising Men's League took place Tuesday evening at the rooms of the Aldine Club. The speakers of the evening were Charles C. Parlin of the Curtis Publishing Company, Philadelphia, and E. J. Frost of the new Filene Store, Boston. The business discussed was "Dry Goods."

Mr. Parlin spoke on the results of his investigations on how retail dealers regard national advertising. He touched on the intimate relations that have sprung up in the last few years between the advertiser and retailer, saying that now-a-days even large department stores cannot afford to ignore advertising.

## CINCINNATI ELECTION.

The annual election of the Cincinnati Advertising Club was held at the club rooms last Friday evening, following an elaborate banquet. W. C. Van Luhn, a member of the

# THE BOSTON POST

SEPTEMBER, 1912. AVERAGES

The Daily Post 415,535  
The Sunday Post 315,604

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Advertisers, New York City.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

club, who will leave in the near future for Los Angeles, gave a farewell talk. Other speakers of the evening were Smith B. Queal of Chicago and T. Le Roy North. At the close of the banquet Ren Melford, Jr., presented ex-President Kreidler with a vase as a token of friendship and appreciation from his fellow club men.

Following are the new officers: President, W. H. Sutherland; vice-presidents, P. W. Usrey and H. C. Menefee; treasurer, J. R. Tomlin; financial secretary, William E. Kreidler. The board of executives consists of T. Le Roy North, Bert Alexander, Ren Melford, Jr., and A. S. Crawford.

## SPHINX CLUB OPENS.

The Sphinx Club of New York had its first dinner of the season at the Waldorf-Astoria on Tuesday evening with about two hundred members present. President Collin Armstrong was the presiding officer. E. D. Gibbs of Philadelphia delivered an address on "Trained Salesmanship," and Joseph P. Day discussed special features in the work of real estate salesmen under the title of "New Methods to Legitimately Separate People from Their Money."

## OTHER CLUB NOTES.

The members of the Pittsburgh Publicity Association at their weekly meeting in the Fort Pitt Hotel were enthusiastic over the appearance of the first monthly magazine of the association. The magazine is called the Peepya Tonic and is edited by Charles A. Holmes.

The informal opening of the Southern California Women's Press Club in the new headquarters in the Chamber of Commerce, Los Angeles, took place on October 1.

The Suburban Press Association of New England at a meeting in the rooms of the Boston Press Club elected officers as follows: President, Isaac M. Marshall, Manchester, Mass.; corresponding secretary, R. William Waterman, Athol; recording secretary, Alexander Star-

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any two other Buffalo dailies combined.

Daily Average  
Circulation 99,211  
for August -

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.  
220 Fifth Avenue, New York. Peoples Gas Bldg.  
CHICAGO.

# The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

back, of Waltham; treasurer, Ernest H. Pierce, of Revere.

Atlanta newspaper men will soon have a club. There was a happy gathering of genial fellows at Folsom's the other night to discuss plans for the formal organization of the club. The state charter has already been secured, and negotiations have been carried to a point where the club is assured of club-rooms on Marietta street. In the absence of President Horace Tutweiler, the meeting was presided over by Charles Lochridge.

The Houston Press Club entertained Colonel W. F. Cody, familiarly known as "Buffalo Bill," at a reception last Sunday evening.

The Buffalo Ad Club last Saturday night held a house warming in its new club rooms in the Lafayette Hotel. The guests at the occasion were the city officials. The Ad Club has laid the new rooms out for recreation purposes as well as for meeting quarters and luncheons will also be served there. President Carl J. Balliett opened the festivities with a short speech welcoming the members and their friends to the new quarters.

## CHANGES AT ST. JOHN.

F. O'Leary is the new addition to the editorial staff of the St. John (N. B.) Daily Telegraph.

B. C. Churchill, formerly of the staff of the Telegraph, has gone to Fort William to take up newspaper work there.



The Pittsburgh Post has better, more popular feature writers than any other Pittsburgh paper.

It is read from first page to last.

# Pittsburgh Post Daily and Sunday

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO

RECORD-HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

## News Scimitar of MEMPHIS, Tennessee,

is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## GALE GOES TO CHICAGO.

A. L. Gale, formerly copy director and assistant manager of the Darlow Advertising Company, Omaha, has been elected vice-president and general manager of the Western Advertising Company, Chicago. Mr. Gale was formerly engaged in general newspaper work and occupied editorial positions with the Kansas City Star, Lincoln Star and other publications. Because of his removal to Chicago, he has resigned the presidency of the Omaha Advertising Club and the Northwestern Division of the Associated Advertising Clubs of America.

Penn P. Fodrea, who has just resigned the editorship of the Omaha Trade Exhibit, has been elected president of the Omaha Ad Club, succeeding Mr. Gale. Mr. Fodrea has been a prominent member of the ad club since its organization. At the same meeting three vacancies in the directorate were filled by electing Harry E. McHaffey, E. F. Swebe and C. F. Schweiger.

## TEN WEEKS ENOUGH.

The Lake Mills (Minn.) Record has given up after an existence of ten weeks. The owners will continue business as a shop printing concern.

The combination rate of the

## CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## The ST. LOUIS WESTLICHE POST and ANZEIGER (Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

## BLACKBURN SELLS OUT.

The Anthony (Kan.) Republican, the oldest paper in the county, having been published for thirty-five years under the same name and policy, has changed hands. M. E. Blackburn has sold the paper to a stock company, of which D. T. Armstrong of Wichita, is the chief stockholder and several leading business men of Anthony are his associates.

## SPIRIT OF HULL "TALKS."

Moses Hull, a Columbus spiritualist, who formerly edited the Light of Truth, but has been dead five years, is said to have returned to Columbus Thursday night in spirit. His visit was made through the medium of Mrs. Ann E. Dillinghofen of Hamilton at the fifteenth annual convention of the Ohio Spiritualist Association.

## McCrea IS ILL.

Word has been received from Los Angeles that John W. F. McCrea, a former newspaper man of Buffalo, is in the hospital there ill and is not expected to live. He was injured playing tennis and complications developed. Mr. McCrea is thirty-one years of age. About six years ago he went from Buffalo to Detroit and then to the Coast to engage in the automobile business.

## MANSFIELD RETIRES.

J. J. Mansfield has retired from the Colorado Citizen and D. O. Bell, who recently went to Columbus, now has full charge of the paper. The Citizen is one of the oldest weeklies of Southern Texas.

## EVERY MAN NEEDS IT.

Carroll J. Swan, special newspaper representative and president of the Pilgrim Publicity Association, Boston, writes:

"THE FOURTH ESTATE ought to be read by every man interested in newspaper and publishing work."

## In TOLEDO use the BLADE

Any manufacturer or dealer having an article of merit whose goods are not selling in Toledo, Ohio, and who contemplates an advertising campaign can ascertain through the Blade's promotion department whether there is a possibility of successfully marketing the goods in Toledo and vicinity.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

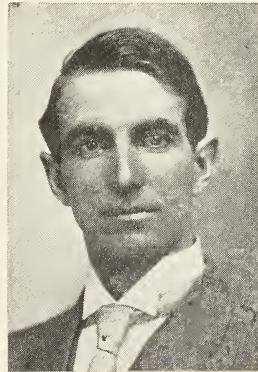
THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## MARSHALL IN FULL CHARGE.

Reade Marshall, recently appointed manager of the Urbana (O.) Citizen, is a native of Pennsylvania, a graduate in science and law at Northern Ohio University, and was admitted to practice law in Ohio in December, 1911.

He received his first newspaper training as "devil" in the office of the Jeanette (Pa.) Dispatch, and later owned and edited the Berlin



READE MARSHALL.

(Pa.) Record for several years. After five years in college he became city editor of the Fostoria (O.) Daily Times and went from there to Kenton, O., as city editor of the News-Republican.

In October, 1911, Mr. Marshall went to Urbana as advertising manager of the Daily Citizen and the Weekly Gazette and now moves up from that office to the general supervision of the papers.

The Urbana Citizen is the only daily newspaper in Champaign County and Mr. Marshall believes that it has great opportunities ahead for it to develop into a paper of wide influence and circulation. Mr.

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va. Gives advertisers a sworn average circulation in excess of

7200 per day. For a short time advertising will be accepted at flat rate of 7c per inch

Twice the circulation of any other daily paper in the Valley of Virginia. All business placed direct.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
NEW YORK, ST. LOUIS, CHICAGO.

Marshall's idea is to make the Citizen a purely home paper, with nothing but good, pure reading matter; giving special attention to local news.

## ASSOCIATES HONOR MINGO.

About forty newspaper men attended a complimentary dinner given Mike Mingo, a St. Paul newspaper man, last week at the Hotel Ryan. Mr. Mingo, who has been connected with the St. Paul newspapers for twelve years, has left to go to California, from whence he will go to Portland early in November to take up newspaper work in that city.

## COURT CANNOT STOP A CHANGE OF POLITICS.

The State Superior Court at Durham, N. C., has refused an injunction asked for by certain stockholders in the Burlington State Dispatch to restrain a change in the political policies of that publication to support the Progressive Presidential ticket.

The petitioner was J. G. Waller, who claimed that he had been induced to put money in the paper with the understanding that it was to be Republican in policy. Judge Whedbe, who heard the case, held that the corporation's charter had not been violated and consequently the court had no power to interfere.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Avenue, NEW YORK

Oldest Minneapolis Daily

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

HENRY CHESTER HEPBURN, known the world over as an expert telegrapher and a former newspaper worker, died Tuesday evening at West Islip, L. I., at the age of eighty-six years. Mr. Hepburn was a native of Rochester and learned the printer's trade in the office of the paper in that city owned by Henry O'Reilly. The latter became interested in telegraphy, then in its infancy, and Mr. Hepburn helped install the first telegraph line set up west of the Alleghenies and sent the first message from Pittsburgh. He also installed the first line from Philadelphia to Washington.

EDWIN EVERETT FREEMAN, a pioneer newspaper man of Missouri, is dead. Mr. Freeman was a son of Robert Freeman, founder and editor of the Occidental Messenger, a Democratic newspaper of Independence, Mo., published before the Civil War. He and his father later owned and published for a number of years the Independence Progress. He moved from that city to Kansas City eight years ago and since was engaged in the printing business.

RICHARD D. WALSH, a St. Louis newspaper man and well known in horse racing circles, passed away a few days ago in the city

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
**Indianapolis Sun**  
daily average circulation  
during the six months  
ending June 30, 1912, **41,840**  
THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives.  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

sanitarium. Since leaving newspaper work several years ago he was connected with the executive departments of several mining and steel manufacturing companies.

BENJAMIN F. DENNIS, formerly with the advertising department of the Hearst newspapers, the United Sunday Magazines and the New York Times, passed away in St. Johns Hospital, Brooklyn, following an operation. Mr. Dennis was thirty-two years old.

JOSEPH MIES, proprietor of the Green Bay (Wis.) German newspaper known as Der Landsman, died suddenly of heart disease last week. Mr. Mies was forty-one years old and began his newspaper work as a printer's devil on the paper of which he eventually became owner.

Mrs. ELIZABETH BRENDAN FORD, wife of the publisher of the New York Freeman's Journal and manager of the Irish World, is dead at the age of fifty-eight years, of heart disease. Mrs. Ford contributed to both publications of which her husband was connected and was author of several books.

JOHN J. PATTERSON, for some years editor of the Harrisburg Telegraph and former United States Senator from South Carolina, died last week at Millintown, Pa., after an illness of pneumonia. He was a native of Waterloo, Pa., and eighty-two years old.

JOHN W. SIFTON, part owner of the Winnipeg (Can.) Free Press, passed away recently in Winnipeg at the age of eighty years. In 1902 Mr. Sifton became vice-president of the Free Press Company and was later elected president.

C. A. ANDERSON, editor of the Roseville (Cal.) Register, is dead after a brief illness. At the last primary election he was nominated by the Democrats for the senatorship in the Third District. He was prominent in newspaper circles of Northern California for some years.

Dr. MORRIS LOEB, a trustee of the Jewish Agricultural Review and

## The Puget Sound Country has

THE HEALTH of a temperate climate.  
THE SCENERY of a combined Switzerland and Norway.  
THE WEALTH of forest and field, of mine and factory, of rails and sails.

SEATTLE IS ITS PRINCIPAL CITY  
AND ITS BIGGEST NEWSPAPER IS

THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

patron of various charities, died in New York on Tuesday of typhoid and double pneumonia. Dr. Lewis was sixty-nine years old, and was a member of the Board of Education of New York and a renowned chemist.

BRADFORD TORREY, once editor of the Youth's Companion and known as an author, died at Santa Barbara, Cal., last Tuesday, aged sixty-nine years. He served as editor of the Youth's Companion for fifteen years prior to 1911, and was also for a long time editor of Thoreau's Journal.

R. WILSON SMITH, at one time publisher of the Financial and Insurance Journal, of Montreal, and a former mayor of that city, died recently. While of late years he was closely connected with other lines of business, he retained an interest in the Montreal Chronicle, a weekly publication devoted to insurance.

PAUL O. X. ESTERHAZY, for almost forty-four years connected with R. Hoe & Co., the printing machinery manufacturers, died last week, aged eighty-two years. Mr. Esterhazy was a patriot of the Hungarian Revolution and came to America in 1868.

JOHN POLAND CLOKE, a former editor of the Trenton (N. J.) State Gazette, died in Gloversville, N. Y., last week.

## CANADIAN EDITORS ELECT

J. T. HAWKE.

A large gathering of newspaper publishers of the Maritime Provinces of Canada attended the annual meeting in New Glasgow of the Maritime Press Association. Interest centered for the most part in the discussion of the affiliation proposals submitted by the Canadian Press Association, which it was finally decided to hold over until another year for a decision.

At the close of the meeting John T. Hawke of the Moncton Transcript was elected president. The vice-presidents are James A. Fraser, the New Glasgow Chronicle; J. P. Malaney, Woodstock Press; R. L. Cotton, the Charlottetown Examiner; secretary-treasurer, D. F. McLean, Port Hope Greetings; corresponding secretary, Mrs. P. M. Fielding, Windsor Tribune; executive committee, J. L. Stewart, Chatham World; A. R. Coffin, Truro News; J. C. Keating, Moncton Times; F. E. Cox,

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

Middletown Outlook, and M. Donovan, the Antigonish Casket.

James A. Fraser introduced a motion, which was carried, instructing the executive committee to secure information from members and prepare a minimum scale on advertising rates for maritime papers.

## MILLS LOSES DAUGHTER.

The infant daughter, Lucy, of William Wirt Mills, of the staff of the New York Evening Mail, died Sunday at the family's home in West Brighton, Staten Island, from injuries received in an automobile accident last July. The child and its mother were in an automobile when the car was "side swiped" by another machine. Neither was thrown from the car, but the baby's head struck an iron support and the child never recovered from the shock.

## ENTERS NEW FIELD.

W. H. Topliffe has left the staff of the Chatham (Can.) Planet to take up work in the insurance field. His successor is Douglas Oliver.

## EDITOR BECOMES OWNER.

Fred G. Logan has bought the Morrison (Okla.) Transcript. He has been editor of the paper for some time.

## THE NEW YORK MAIL EVENING

regards the advertising it prints as real news of interest to all the community, and makes up its pages accordingly.

203 Broadway, NEW YORK.



## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

\* Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO

BEFORE THE CLAPP INVESTIGATING COMMITTEE.

HAMMERLING DENIES DIXON  
CHARGES — DISCUSSION OVER  
COLLIER'S CHARGES AGAINST  
HEARST.

Louis N. Hammerling, president of the American Association of Foreign Language Newspapers, indignantly denies the statement made at the hearing of the Clapp Committee by Senator Joseph M. Dixon, the Roosevelt campaign manager, that he was employed by the Standard Oil Company and the Tobacco Trust to buy editorial support for President Taft.

Mr. Hammerling presented letters to show that he was the advertising agent of the Republican National Committee for the foreign language press, having held that position since the campaign of 1896. He declared that he had handled political advertising for Mr. Roosevelt himself as late as last spring, when he was fighting for delegates to the regular Republican Convention at Chicago.

Mr. Hammerling gave figures showing the Bull Moose campaign was receiving nearly four times more advertising support from the Standard Oil Company and the American Tobacco Company than is displayed in the newspapers supporting President Taft.

He said Senator Dixon had been compelled to apologize publicly to Abraham Liebling, editor of the Chicago Jewish Daily Press, in Chicago, last August for making a similar statement. Mr. Hammerling asserted that the foreign language press is not for sale and sent a telegram to Senator Clapp, chair-

"A Daily Newspaper for THE HOME"

THE

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
The largest national circulation and  
steadily growing.

Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

ST. LOUIS  
TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the most  
remarkable growth ever recorded in the  
Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

man of the Senate Investigating  
Committee, offering to testify.

The Clapp Committee may also take up for investigation the charges made by Collier's Weekly that some of the Penrose-Archbold letters relating to campaign contributions by the Standard Oil Company printed in Hearst's Magazine are forgeries. Collier's current issue takes the stand that the facsimile reproductions of some of the letters reproduced in Hearst's Magazine, as copies of the originals show work of a typewriter entirely different from that which the Standard Oil Company uses.

The New York Evening Journal takes cognizance of the charges of Collier's by explaining that owing to the copying process which the letters underwent the print was in such condition as not to allow good facsimile work until certain portions were recopied on machines of another type, as shown in Hearst's Magazine. The Journal states that the management of Hearst's Magazine vouches for the genuineness of the letters in question.

While Mr. Hearst is now in Europe and may not return to this country before the Clapp Committee closes its regular session, it is pointed out that the committee is a continuous body and can examine witnesses at any time in the future.

## CAPTAIN DAY HOME.

Thomas Fleming Day, editor of the Rudder Magazine, who was master of the motor boat Detroit, which made the ocean voyage from this country to St. Petersburg, Russia, has arrived home with his crew. The Detroit left New Rochelle, N. Y., on July 16 and arrived at St. Petersburg on September 12. The men then returned by way of London. Captain Day said his trip was made to study out many problems in navigation and steaming radius of motor boats at sea.

He is going to publish the results of his experience and observations in his magazine. The boat in which he made his trip is the property of Commodore William E. Scripps, general manager of the Detroit News.

The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Excelled.

THE

## Boston Herald,

(Morning)

THE

## Boston Traveler

AND EVENING HERALD

Combined Circulation Morning  
and Afternoon Exceeds

230,000

COPIES PER DAY.

Each month shows remarkable  
gains in Local and Foreign  
Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS.

## SALE IN IOWA TOWN.

A deal which has been pending for some time has been closed for the purchase of the Atlantic (La.) Advertiser by R. C. Spencer of the Audubon Advocate and C. W. Martin of the same town. The Advertiser for some time past has been conducted by the firm of Robinson & Lewis. The paper will continue Democratic in policy and will be issued weekly from its present location.

## TAKES HER PAPER BACK.

The Woman's Journal, which has been for several years the official organ of the National American Women's Suffrage Association, has again become a private enterprise.

Alice Stone Blackwell, the former proprietor, who has been acting as editor-in-chief, has taken the paper back again because of difference of opinion in regard to the policy of the Journal.

## DOWN ELEVATOR SHAFT.

In a fall down the elevator shaft in the Masonic Building one night last week Clifford L. Lockridge, assistant advertising manager of the Atlanta Georgian, suffered a broken thigh and arm and serious internal injuries. He mistook the opening of the elevator shaft for a door opening into another room and fell five stories.

## PAPER'S FOUNDER RETIRES.

J. A. Cornell, founder of the Winfield (Kan.) Daily News, has disposed of his interests in the publication and retired. Charles Spencer will remain as editor and general manager, associated with R. M. Davis, who will have charge of the advertising end of the business. Mr. Cornell leaves the newspaper field to become engaged in the printing business.

## SOCIALISTS IN KANSAS.

A paper, nominally local, but published by the Socialist Co-operative Publishing Company, has made its appearance at Iola, Kan. It is known as the Marshall County Tocsin, and the editors are M. F. Wiltse, A. H. Cook and L. M. Farnsworth.

A Powerful List is the  
MILWAUKEE  
GERMANIA LIST

CIRCULATION

Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herald.....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post.....45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal).....Weekly 103,333  
Deutsche Warte.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The Only Daily Paper in Cuba  
Printed in English is the

## HAVANA POST

GEORGE M. BRADT, Publisher

Published Every Day in the Year

## BLACKJACKED IN CHICAGO.

J. B. McKinnon, Western representative of Town Topics, New York, has been the victim of a mysterious assault. While on his way home one night last week he asserts two men jostled him and struck him over the head with a blackjack and then ran away. Mr. McKinnon called for help and rescuers found him lying in the street.

## FOR KENT CITY.

After a lapse of eight years the town of Kent City, Mich., is to have a newspaper again. Jasper Hallock, who has been connected for several years with the Michigan weekly papers, will shortly bring out a publication called the News in that town.

## NEW ONE FOR JACKSON.

It is said that \$25,000 has been subscribed by residents of Jackson, Miss., for a new paper in that city. It is planned to call the paper the Jacksonian, but a date for starting and whether it will be a morning or afternoon paper has not yet been decided.

The Progressives of Sequoyah County, Oklahoma, have started a paper at Salisaw.

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to

advertise to Southern customers. We are the oldest  
and largest agency in the  
South.



MASSENGALE

ADVERTISING AGENCY  
ATLANTA, GA.

# AFTER TWENTY-FIVE YEARS.

*"Truthfulness in all things;  
Independence of all parties, influences, and personal interest;  
Fearlessness in the exposure of abuses;  
Sympathy with all the weak and oppressed;  
Constancy in demanding equal justice for all."*

The foundation principles (quoted from the first editorial in its initial number, October 10, 1887, and faithfully lived up to) are what have made

## THE EVENING WORLD

the Representative Newspaper of the Intelligent Masses of NEW YORK CITY and the Shopping District surrounding it.

That the ADVERTISERS appreciate it is shown by the enormous volume and steady growth of its advertising from month to month. Here are the figures for the first three quarters of 1912, as compiled by the Statistical Bureau of the Evening Post:

January, 1912,	524,856	lines	January, 1911,	474,459	lines
February,	435,898	"	February,	393,465	"
March,	555,996	"	March,	588,964	"
April,	629,576	"	April,	538,517	"
May,	642,268	"	May,	556,572	"
June,	534,748	"	June,	468,143	"
July,	340,425	"	July,	279,772	"
August,	332,621	"	August,	291,920	"
September,	467,455	"	September,	414,971	"
Total	4,463,843	"	Total	4,006,783	"

Gain 1912 over 1911, (9 Months) 456,960 Lines.

Total Advertising Carried in 1911,  
(12 Months) 5,826,452 Lines.

During the first three months of its existence the Circulation of the EVENING WORLD was 74,000. Today it exceeds 400,000 per Day.

Biggest Buying Power in New York.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 973

NEW YORK, SATURDAY, OCTOBER 19, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship"  
Lecture V

TEN CENTS A COPY

## THE PAPER THAT HAS SWEEPED ST. LOUIS OFF ITS FEET IN SIX WEEKS, THE ST. LOUIS STAR!

On September 1st we found a newspaper property that occupied third and last place.

On October 15 we have achieved second place and in six months we will supplant the present leader.

The Hearst method has taken St. Louis by storm.

Our circulation has doubled.

Our advertising gain for the first fifteen days of October is

**35,000 Lines** OVER the same  
period last year.

Nearly every advertising agency in America knows us and that we always make good our predictions. Therefore we make a new prediction:

We are on the way to a circulation of

**200,000 in a Year!**

We are performing for St. Louis just what the Philadelphia North American, the Kansas City Star, Chicago Tribune and Mr. Hearst's papers do for their cities.

The Star is "The Only Independent Newspaper in the Mississippi Valley" and we have made the instant hit that Independence always makes in a big community.

FRED C. VEON, Business Manager.

F. B. WARREN, Editorial Director.

We give you our word—and our word is GOOD with  
all agencies and men who place business—that

**IN ST. LOUIS EVERY EYE IS ON THE STAR.**

All foreign advertising for us should be placed through our authorized representatives:

CHICAGO OFFICE: C. D. BERTOLET, Boyce Bldg.

NEW YORK OFFICE: JAS. F. ANTISDEL, 366 Fifth Ave

## PUBLICITY TEST TO HIGH COURT.

FEDERAL JUDGE MAKES WAY  
FOR A. N. P. A. APPEAL TO  
SUPREME TRIBUNAL.

The efforts of the American Newspaper Publishers' Association to have the Supreme Court of the United States pass on the constitutionality of the newspaper publicity "rider" of the Post Office Appropriation Bill have been greatly facilitated by the Federal District Court of New York. When the case of the New York Journal of Commerce and Commercial Bulletin, asking for an injunction to restrain the Post Office Department from forcing that newspaper to comply with the law, came before Judge Hand on Monday it was immediately handled in such a way that the United States Supreme Court, without any preliminary trial by the Federal District Court, may at once pass on its validity.

When the case was brought up it found waiting for it a demurrer prepared by District Attorney Wise, on behalf of Postmaster-General Hitchcock, Attorney-General Wickersham, Postmaster Morgan of New York, and Mr. Wise, the defendants, that the complainant had not stated in his complaint such a cause as entitled him to the relief he asked for or any relief at all. Consequently he asked that the complaint be dismissed with reasonable costs and charges.

Mr. Wise represented that it was not fitting that a court of first instance should adjudge any act of Congress unconstitutional except on absolutely clear grounds, and that these were wanting in this case. Judge Hand sustained the demurrer, giving permission, however, to Robert C. Morris, counsel for the Journal of Commerce, to file an appeal.

The arguments were brief, as the proceeding was merely a formal one instituted for the purpose of carrying the case to the United States Supreme Court. The effect of this procedure will be to expedite in a marked degree a final decision in the case.

It is understood that the matter will be brought before the Supreme Court when it convenes on Monday.

The second class postage committee of the A. N. P. A., of which Don C. Seitz, of the New York World is chairman, has sent out the following notice:

"On September 15th the defendants in the suit of the Journal of Commerce & Commercial Bulletin against Frank H. Hitchcock, as Postmaster-General of the United States, and others, made their appearance and filed a demurrer to the bill of complaint. Immediately after the filing of the demurrer Judge Hand, of the United States District Court, for the Southern District of New York, in which the proceeding was taken, granted a formal decree sustaining the demurrer and allowed an appeal to the Supreme Court of the United States. This action was adopted as the best method of securing a speedy deter-

mination by the Supreme Court of the United States.

"Our counsel will make a motion before the Supreme Court of the United States on Monday to advance the appeal for argument at an early date. The Attorney-General of the United States will join in the application to have the matter advanced. If this motion is granted the case will be argued within a few weeks, so that an early decision may be expected.

"This proceeding is instituted to test the constitutionality of the act, but will not serve to stay the enforcement of the law against other members and if any of our members receive notice by registered letter from the Post Office Department at Washington, they must at once determine whether they desire to comply therewith or whether they desire to bring separate proceedings on their own behalf, looking to an injunction against the enforcement of the law.

"The association has sent out in a previous bulletin the form of complaint used in the case of the Journal of Commerce & Commercial Bulletin for the guidance of members should they desire to bring a proceeding.

"We wish, however, to caution our members that they must either comply with the notice by registered mail, if received from the department at Washington, or obtain an injunction in a proper proceeding, as otherwise they may be subjected to the penalty of the denial of the privileges of the mail.

"We are informed that notices sent by registered mail by local postmasters are unauthorized and may be disregarded."

Another suit to test the constitutionality of the "rider" was started Thursday in the Federal District Court by the publishers of the New York Morning Telegraph. As in the Journal of Commerce and the Commercial Bulletin action a demurrer was sustained against the plaintiff in such a way as to bring the matter up to the Supreme Court of the United States immediately.

The suit is brought by the Lewis Publishing Company, owner of the Telegraph. As in the Journal of Commerce case, it is understood, that the plaintiff will take the matter at once to the Supreme Court.

### I. T. U. REFUSES SCALE IN TORONTO.

At a meeting of the Toronto Typographical Union to consider the award of the Board of Arbitration in the new wage scale relating to newspapers, it was decided unanimously to reject the \$2 increase provided in the award. The matter will be submitted to the International Board of Arbitration in Indianapolis. The members of the union are working for an increase ranging from \$7 to \$9 per week.

The award of the local board provides for \$21 for day men, and \$23 for night men, this scale applying alike to machine men and hand setters. The award also provides for the unionizing of proof readers and the payment of union wages to them.

## NEW AGREEMENTS WITH THE I. T. U.

INCREASED WAGES GRANTED  
BY PUBLISHERS IN  
MANY CITIES.

A number of new agreements and contracts have been signed recently by publishers with the International Typographical Union.

Contracts have been signed by the newspaper publishers of New Orleans, to run for five years. Beginning January 1, 1914, an increase of one cent an hour will be granted, with a reduction of one-half hour on Saturday for morning papers. Evening papers remain as at present through the five-year agreement. Each year after 1914 there will be an increase of one cent an hour and a reduction in the Saturday work-day, until at the beginning of 1916 (to run until June 1, 1917) the scale will amount to a three-cent increase and a reduction to seven hours on Saturday. The scale now (and until January 1, 1914) is sixty cents an hour, and the week will consist of forty-seven and one-half hours. At the close of the contract period the price will be sixty-three cents an hour and the week will consist of forty-two hours.

Nelson, B. C., has a new scale with an increase of \$3 per week, to be divided in two equal instalments. The first increase of \$1.50 per week went into effect on October 1, the other half to take effect May 1, 1913. On and after the latter date the scale will be as follows: Foremen—newspaper, \$36 per week; book and job, \$31.50. Journeymen—morning newspaper, \$30 per week; book and job, \$28. Machine operators—morning papers, \$33 per week.

A two-year agreement has been signed at Lockport, N. Y., making a flat scale for both newspaper and book and job work. Handmen on newspapers and book and job men receive an increase of \$3 a week and operators an increase of \$2. The scale will be \$18 and \$21 for day and night work, respectively.

An increase of \$1 per week has been granted at Logansport, Ind., for all classes of work in the composing room. This makes the scale \$14 per week for handmen and book and job compositors, \$16 for day machine work, and \$19 for machine operators on morning papers.

A new scale recently negotiated with the Boston Mailers' Union by the newspaper publishers of that city provides for an increase of five per cent. over the last scale. The mailers also receive back pay to the amount of \$5,000.

The scale at Durango, Colo., has been increased to the extent of \$1.50 to \$4.50 per week all around.

Orange, N. J., has a new scale which is an increase of \$1.50. Book and job men now receive \$21 per week; admen, \$22; operators, \$25.50 for night work and \$22.50 for day work. This scale will be in effect for the ensuing five years.

The Typographical Union of Zanesville, O., was granted an increase of fifty cents a week, taking effect September 30 last, for one year for all employees in newspaper composing rooms, and thereafter

fifty cents a week each year until September 30, 1917, bringing the wages up on the day side from \$19 to \$21.50, and on morning papers from \$20.50 to \$23.

At Glens Falls, N. Y., a new scale of wages is in effect for three years from October 1, 1912. Book and job men are advanced \$1 per week, making the scale \$16 the first year, then increased to \$16.50 the second year, and to \$17 the third year. Admen on morning papers will receive \$19 (a two-dollar raise) the first year, \$19.50 the second, and \$20 the third; evening papers, \$17 the first year, \$17.50 the second, and \$18 the third; operators (night), \$21, \$21.50 and \$22, and for evening papers, \$18, \$18.50 and \$19 for the periods named.

A new book and job scale is in effect at San Antonio, Tex. The old scale called for \$20 a week for handmen and 60 cents an hour for machine operators. Under the new agreement wages will be as follows: From August 27, 1912, until February 27, 1913, \$20.50 per week; and at the end of each succeeding six months until August 27, 1914, an additional fifty cents a week will be paid, making the final wage \$22.50 per week. Machine operators receive an increase of two and one-half cents an hour, making the pay \$5 per day. Machinist-operators will receive \$2.50 per week additional. An increase of \$5 per week was agreed to for foremen.

### EVENING TRUE AMERICAN HAS AUSPICIOUS START.

The change of the Trenton (N. J.) True American from the morning to the evening field became effective on Monday. The evening True American started off with a circulation of more than 15,000 and with seventy columns of local advertising.

Publisher William H. Gutelius reports that more than 100 columns were offered and contracts have been made for space by practically every merchant in Trenton.

### NEW A. P. MEMBERS.

At the last meeting of the board of directors of the Associated Press the following papers were elected to membership: Marquette (Mich.) Evening Chronicle; Mitchell (S. D.) Republican; Guthrie (Okla.) Star; Marlin (Tex.) Democrat; Henderson (Ky.) Evening Journal; Paducah (Ky.) Evening Sun; Fairmont West Virginian; Laramie (Wyo.) Boomerang; Bartlesville (Okla.) Examiner; and Steubenville (O.) Herald-Star.

### NEW U. P. CLIENTS.

Several new papers have been added to the list of the United Press' Northwest bureau, in St. Paul, with H. E. Babcock in charge. They include the Chippewa Falls (Wis.) Herald and the Madison (S. D.) Sentinel.

### WISCONSIN NEWCOMER.

A new paper is being prepared for appearance in Chippewa Falls, Wis., to be called the Journal-Tribune. W. S. Cheathon will be the publisher. The paper will take the news service of the United Press and be issued afternoons.



## SAN FRANCISCO CALL CHANGES.

CHAPIN OF SEATTLE JOINS  
FORCES WITH JOHN  
D. SPRECKELS.

William Wallace Chapin, formerly publisher of the Seattle Post-Intelligencer, returned to New York this week with the statement that he had negotiated a deal with John D. Spreckels, proprietor of the San Francisco Call, as a result of which he leaves today for the Pacific Coast to take charge of the newspaper.

Mr. Chapin is a man of wide business experience and strong financial backing and as a newspaper executive demonstrated his ability while at the head of the Seattle Post-Intelligencer, of which for several years, and up to a short time ago, he was part owner and publisher.

In 1909 Mr. Chapin acquired the interests in the Post-Intelligencer owned by E. C. Hughes and Maurice McMicken and became general manager and publisher in association with Senator John L. Wilson.

Under his management the Post-Intelligencer, a fifty-year old newspaper, underwent radical changes in which all traditions were disregarded. Every effort of its publisher was to make a paper for the average class of people and the Post-Intelligencer prospered in advertising and circulation income along those lines to a remarkable degree. Among the changes Mr. Chapin inaugurated was to add a forenoon edition that became a most popular feature.

Several months ago Mr. Chapin retired from the management of the Post-Intelligencer, and since has been negotiating for another newspaper. San Francisco struck his fancy and he made the efforts to get the Call, which have just now culminated in his taking charge.

In the Call Mr. Chapin has a paper of country-wide reputation among readers and advertisers. In its sixty-two years of publication it has become a strong power in the social life, politics and business of the Pacific Coast. It publishes morning, Sunday and weekly editions.

The Call for years has been represented in the American Newspaper Publishers' Association and holds a morning Associated Press franchise in its city. Its principal owner since 1897 has been John D. Spreckels, the well known Pacific Coast financier and sugar refiner, who succeeded the late Charles W. Shortridge. Since then the Call has been a strong Republican paper and has taken an active interest in state politics as befitted the high place enjoyed for many years by its owner in state and national politics. Under his ownership Charles W. Hornick for six years has been the active head of the publication as editor and publisher. E. S. Simpson is the managing editor, and E. P. Gosling assistant business manager.

In the discussion of public questions and in battles for various civic and state improvements the Call has always taken a leading



WILLIAM WALLACE CHAPIN,

THE NEW PUBLISHER OF THE SAN FRANCISCO CALL.

part. The many libel suits it has faced in its work for public improvement have kept it continuously in the courts, which gave in most cases complete acquittals and saw fit time and time again to compliment the newspaper for its care of the public.

One of its more recent and biggest victories was to lead the crusade for the extermination of the bucket-shop industry from San Francisco. After a long fight and several attempts on the part of operators of this kind of graft to sue for heavy damages, the grafters were finally driven from San Francisco by court order. The final climax of the celebrated "bucket-shop" crusade came when the last of the survivors, during a libel suit he had instituted against the Call, agreed to drop the case and leave the city.

Under Mr. Chapin's management the politics of the Call will be changed from Republican to strictly independent. It is Mr. Chapin's plan to inject new life and spirit

into the Call, where it is necessary, as he did in Seattle, and to continue its policy, and if possible improve on it, as a paper for the people.

Mr. Chapin stated yesterday that until he took charge he could not decide just what changes he would make in the Call or its staff. He said he had some big plans in view and that he believed he had one of the best newspaper properties for development that it was possible to purchase on the Coast.

### COLLEGE TO PRINT PAPER.

The town of Cordell, Okla., is soon to have a weekly publication issued from the Cordell Christian College. The paper will be under the management of Warren D. Foster, an experienced newspaper man, who was at one time on the Cordell Beacon, his assistant will be Miss Lelia Foster. President J. N. Armstrong and other members of the college faculty will comprise the editorial staff.

### DR. ULLSTEIN BACK TO LOOK OVER NEW YORK.

Dr. Frank Ullstein, owner of five newspapers in Germany, who has been on a tour of American cities to study American newspapers and get a hasty glimpse of this country, is back in New York after several weeks tour through the West.

"I visited some pretty big establishments since I left here," said Mr. Ullstein. Your newspaper enterprises are all so vast, so much money having been invested in them, that I am not yet through wondering about them. As to criticizing them—well, I would rather wait until I have seen your big plants here.

"I hesitate to say it, because I do not care to be critical, at least not until I have had opportunity to see all of your big establishments and until I have had time to think over my impressions a little, but to me your big headlines are slightly bewildering. I speak now of the 'yellow' kind of publications. Doubtless that is what their readers want, and they are simply catering to them.

"You publish more articles involving the private lives of men and women than we do. You go into greater detail on the subject. We don't go in for so much of that across the water. Mark you, I am not sure that we are absolutely right about these matters. An editor's opinion of what the public wants may not be correct.

"Regarding presses and the mechanical departments of newspapers—that is pretty much the same in all modern cities. It is a question of investment and the support the public gives to enterprises. We can get the same presses you use if our support warrants their purchase."

### POTTER RESIGNS FROM THE PUBLIC LEDGER.

James Potter, for the past four years business manager of the Philadelphia Public Ledger, has resigned to become vice-president of the Fiat Automobile Company. Mr. Potter is a conspicuous figure in business and social circles in Philadelphia. He was at various times business manager of the Philadelphia Telegraph and connected with the Baltimore & Ohio Lines and was at one time president of the Racquet Club, one of the most fashionable clubs of Philadelphia.

A successor has not as yet been appointed and his duties will be looked after by George F. Goldsmith, the advertising manager. A rumor was circulated at the time of the leaving of Mr. Potter that Mr. Goldsmith would also resign the advertising managership, but this is stated by the latter to be absolutely false.

### SALE IN KANSAS.

D. M. Guthrie has sold the Williamsburg (Kan.) Star to R. K. Trivett and T. V. McCauley. The purchasers are both former residents of Eskridge and Mr. Trivett formerly published a paper at Riddle, Ore.

## TACOMA TRIBUNE IN NEW HANDS.

THE BAKERS OF CLEVELAND  
IN CONTROL—RHODES  
GOES TO ST. PAUL.

Frank S. Baker, who for three years was publisher of the Boston Traveler before its purchase by the Herald, has purchased a controlling interest in the Tacoma (Wash.) Tribune, with an option on the remaining stock, and has left to take charge of the paper. He also represents in the purchase Elbert H. Baker, his father, who is the president of the American Newspaper Publishers' Association and the general manager of the Cleveland Plain Dealer.

J. E. Rhodes, who bought the paper last May, retires and will return to St. Paul. J. B. Hunter remains as managing editor of the Tribune, and D. J. Randall, New York, and H. M. Ford, Chicago, are the special representatives in the foreign advertising field.

Mr. Baker has had a thorough training and experience as a newspaper executive. For a number of years he was business manager of the Cleveland Plain Dealer, under his father, and when they bought the Boston Traveler from John H. Fahey, three years ago, he became publisher of that paper. He remained at the helm until the owners of the Boston Herald purchased the Traveler and made it a part of the Herald, when he retired.

The Tribune is an evening paper, publishing a Sunday morning edition, and was established in 1908. It has so far been published along non-partisan lines. The paper has changed hands several times since its establishment.

## NOVEL NEWSPAPER PLAN FOR LOS ANGELES.

A newspaper on the co-operative plan, to be owned by the people, is the plan of the promoters of the Los Angeles Globe, the publishing organization of which is now under way under the leadership of James S. Rodman and a number of associates.

The Globe Company, of Los Angeles, has already been incorporated under the laws of the State of California, with \$500,000 capital, the stock being divided into 250,000 shares of common, and 250,000 shares of preferred. It is the plan to use \$100,000 for a printing plant and working capital, and \$150,000 for ground for the paper's own home, the realty value of the whole to be \$650,000.

It is the plan to establish a "true, square deal" daily afternoon and Sunday morning newspaper. If the newspaper gets its pro rata share of advertising, as compared with the four leading dailies of the city, its promoters estimate that it should have an earning capacity of \$250,000 per year.

No one person will be allowed more than 500 shares in the paper as it is the intention to keep the stock in the hands of the greatest number of people in order to prevent accumulation. Mr. Rodman's



FRANK S. BAKER,

NOW PUBLISHER AND CONTROLLING OWNER OF THE TACOMA TRIBUNE.

associate officers in the corporation are: Vice-President, Albert M. Norton; secretary-treasurer, Katherine M. Johnson; and general manager, Harry Coker. The directors are: Tim Spellacy, Dana Burks, W. J. Desmond, Charles Wellborn and the officers already named.

### TEXAS PAPERS JOINED.

S. F. Bethel, editor of the Mason (Tex.) Herald, has sold his paper to V. M. Loring, owner of the Mason News. This means consolidation of the two papers, under the name of the Mason News.

### AD MAN GOES WEST.

E. S. Kavanaugh, at one time with the advertising department of the Colgate Company, New York, has been appointed secretary of the Associated Charities in Cleveland, O.

The Canadian Press Association's efforts to suppress the free reader club are being continued energetically.

tee. It was explained that the transaction was merely a loan and was amply secured.

Mr. Dodge is one of Governor Wilson's warmest supporters and personally contributed \$50,000 or more to the fund.

The loan was a transaction solely with Mr. Alexander, the former owner of the True American, who was succeeded by William H. Gutelius in January of this year. This fact is made clear in a statement by Mr. Gutelius, who owns 998 of the 1,000 shares of capital stock in the Trenton True American Printing Company, to THE FOURTH ESTATE, in which he said:

"By the testimony of Messrs. Dodge, Howe and Ford at Washington facts in relation to the financing of the morning True American, which have been known to many persons for a long time, were placed on record. There was no impropriety in the loans, even though they might not have been made if the morning True American had not been active in supporting the movements to make Woodrow Wilson Governor and President.

Nevertheless, it is just as well that it should be clearly understood that early in this year 1912, when the present owner took over the stock of the Trenton True American Printing Company, there were no "strings" to the sale.

"The property was bought at what was agreed to be a fair price. It has been maintained and improved since, and will continue to be, on its own resources and the personal resources of the present owner, who had absolutely no connection with the property during the time covered by the testimony.

"In other words, the Trenton True American Printing Company, as publisher of the morning True American and as publisher of the Evening True American, has stood on its own feet since January 31, 1912, whatever may have been the conditions before that time."

### ALABAMA PAPER STOPS.

George C. Williams, publisher of the semi-weekly Eufaula (Ala.) Observer, has suspended publication of the paper and will devote his time to the job printing department of the office.

Rumors are afloat that Mr. Williams was actuated in the movement by an offer of a stock company that has recently been formed to purchase the plant with a view of establishing a regular daily about the first of November. In the event the deal is consummated it is understood that the paper will be enlarged and will be backed by ample capital sufficient to place it on a firm foundation.

### JUDGE FINED FOR WRITING TO NEWSPAPER.

For writing a newspaper article alleged to have been derogatory to the Georgia State Court of Appeals because that court twice reversed his decisions, sending a colored man to prison for twenty years for assault, Circuit Judge A. W. Fite was fined \$500.

If the fine is not paid the Judge must spend ten days in jail.

### CAMPAIGN INVESTIGATORS FIND A "MARE'S NEST."

The Clapp Committee of the Senate, investigating campaign contributions, has now gotten to the point of loans to newspapers. Before the committee on Monday, it developed in testimony by Cleveland H. Dodge of New York, chief financial backer of Governor Wilson, that he and George W. Perkins, Colonel Roosevelt's backer, had loaned \$40,000 in 1911 to the Trenton (N. J.) True American, which was advocating Governor Wilson's policies as governor and his candidacy for the Democratic nomination for President.

Mr. Dodge explained that he advanced some money to the newspaper and when an application was made to him for an increase of the loan he consulted his neighbor Mr. Perkins, Colonel Roosevelt's backer. Mr. Dodge and Mr. Perkins jointly loaned about \$40,000 to N. T. Alexander, then editor of the newspaper, taking a mortgage on the plant and real estate which was made to run to a trust-



CITY TO SUE NEWSPAPER  
FOR ELECTION AD MONEY.

Mayor Gaynor has instructed Corporation Counsel Watson to bring a taxpayers' suit against the New York Evening Post to recover \$16,920, which was paid to the Post for publishing election notices in 1910.

In a letter to Mr. Watson Mayor Gaynor points out that the Post published editions on two Sundays, October 9 and 10, of that year, although it has not a regular Sunday edition, in order to comply with the election law, but he adds that little or no effort was made by the Post to circulate the newspaper, and that "these two secret Sunday editions were printed only as a device to enable the said sum of \$16,920 to be obtained from the city treasury."

The Evening Post, in reply, states that it welcomes the suit, as it had simply obeyed the directions of the board of elections and published the advertisement "in accordance with their instructions and collected for the services which it rendered." The Post states that every effort was made to have the two issues fully and freely circulated.

CARLISLE FORSAKES NEWS-  
PAPER WORK.

Frank J. Carlisle, for seven years manager of the Los Angeles Evening Express, has retired from newspaper work and purchased a half interest in the Bronson Desk Company, of that city. The name of the company will be changed to the Bronson-Carlisle Desk Company and the firm reincorporated to operate on a larger scale.

Mr. Carlisle has been closely identified with newspaper work in New York, Chicago, St. Louis and other cities of the country for twenty-five years. He was for twelve years with the Scripps-McRae newspapers in St. Louis and spent the last five years of that period on the St. Louis Chronicle.

## NEWSPAPER RIFLEMEN.

The September match of the Toronto Newspaper and Rifle Association resulted in a tie for the leadership between Alex. Pringle of the Toronto News and Jaffrey Eaton of the Globe at 200 points each. The shoot-off of the match will be held later. Following are some of the other highest scores:

A. D. Clarke, 184; Joseph Gorman, News, 183; Rex. G. Smith, Globe, 181; D. E. Eppers, News, 174; John Hamblin, Mail, 172; Harold Coy, Globe, 167; Hal Gordon, Star, 157; D. Christian, Globe, 150; Henry Farley, Globe, 141; and P. C. Blackmore, Globe, 134.

## PERHAPS ANOTHER MERGER.

It is rumored from Forrest City, Ark., that the firm of Landvoight & Vadakin, owner of the Forrest City Times, is negotiating for the purchase of the plant of the Crowley Ridge Chronicle, of the same city. The Times was established about forty years ago and has absorbed every newspaper that has sprung up from time to time in opposition to it. It is reported that the plan of the reputed new owners is to establish a live daily newspaper in the Chronicle.

No advertiser can afford to ignore the fertile area of the Red River Valley, known as the

## "Bread Basket of the World."

THE  
GRAND FORKS TIMES,  
Every Evening, and the  
GRAND FORKS HERALD,  
Morning and Sunday,

with a guaranteed circulation of 19,700 copies, cover thoroughly the northern half of the State of North Dakota.

GRAND FORKS is the gateway to the most densely populated section of this vast area, and foreign dailies are from twelve to twenty-four hours late in reaching this territory. Grand Forks itself has more buyers available than any other North Dakota city. Within a thirty-three mile radius of the offices of the Grand Forks Times and Herald are over 64,000 people. No other city in the state has such a large population within a like distance.

NORMAN B. BLACK, General Manager.

CARPENTER-SCHEERER SPECIAL AGENCY  
Fifth Avenue Bldg., New York People's Gas Bldg., Chicago.

## NEW MUNICIPAL PAPER.

The commissioners of Atlantic City, N. J., are going to start a Municipal Record, a publication to be issued once a month to conform with the terms of the Walsh Commission Government Act, which requires the commissions to publish an official statement of their doings and the condition of city affairs.

While the Record is to be in a general way issued under the direction of Mayor Riddle and City Clerk Bell, Colonel John L. Spogle, Jr., is to be the official editor, although the actual appointment has not yet been made. Colonel Spogle is a widely experienced newspaper man and at one time was editor of the Sentinel, which paper Mayor Riddle conducted in the city some ten years ago. Later Colonel Spogle conducted the weekly paper known as Jersey Justice.

## AN IOWA REVIVAL.

Leo Dailey has purchased the plant of the Olweine (Ia.) Record and will revise the paper. Mr. Dailey will edit the paper himself and will oversee the business management. It was recently rumored that W. H. Ketchman of Alcoa was negotiating for the purchase of the plant, but the deal did not go through.

## STAFF REMEMBERED HIM.

W. L. Gillespie, advertising manager of the Edmonton (Can.) Bulletin, has resigned to go into the insurance business. Just before his departure from the Bulletin the staff of the paper presented him with a Morris chair. Mr. Gillespie was with the Bulletin for four and a half years.

## STEAM TABLE BLEW UP.

By the explosion of the steam table in the Paducah (N. J.) News-Democrat Building numerous employees had a narrow escape from instant death. A large piece of iron weighing about 2,600 pounds was hurled through the second floor, and the interior of the building wrecked.

Several employees of the newspaper were within a few feet of the steam table when it exploded, but escaped with only slight injuries. They were thrown against the wall. All of the windows in the building were broken, and much of the machinery damaged. The Sunday issue of the paper was issued from the plant of the Evening Sun.

## TEXANS' REUNION.

Colonel Frank P. Holland, publisher of Farm and Ranch and Holland's Magazine, of Dallas, is going to hold a re-union next month of newspaper men in the state who have been engaged in newspaper work since 1880. The dates of the reunion are November 24, 25, 26, and Colonel Holland has laid out an extensive program for the entertainment, which is to take place at the Oakshore Outing Club, on Aransas Bay, near Rockport, one of the most beautiful resorts on the Texas Coast. Colonel Holland and John R. Lunsford, managing editor of the San Antonio Express, are in charge of the arrangements.

## TO INSTRUCT AD CLASS

Charles B. Nash has again been appointed instructor of the class in advertising at the Pittsburgh branch of the Y. M. C. A.

SIEGFRIED TO RESUME  
ADVERTISING WORK.

Frederick H. Siegfried and Mrs. Siegfried, who have been residing for some time in North Elba Township in the Adirondacks on account of Mr. Siegfried's health, have returned to their residence in South Montclair, N. J. Mr. Siegfried returns much improved in health and hopes before very long to be able to resume his position as president of the Siegfried Company, New York.

WOMAN'S MAGAZINE  
VENTURE.

A recent addition to the literary market is the Mammoth Cave Magazine, of Louisville, Ky., edited by Helen Randolph, a former Louisville newspaper worker. The new publication is devoted chiefly to science and travel, and the first number is replete with artistic photographs and interesting articles dealing with the natural beauties and the commercial and industrial advantages of Kentucky, particularly of Mammoth Cave and Louisville.

## FACES BAD CHECK CHARGES.

L. Lee Garrett, a newspaper man, undertaker and colored financier, lately of West Virginia, is now in the city jail at Wichita, Kan., on charges of issuing bad checks. Garrett went to Wichita in the summer and started in the undertaking business; later he purchased the Wichita Searchlight, a weekly paper for colored citizens, and moved the plant to his undertaking establishment. Then it is charged he began to pay his help with checks that were returned marked "no funds."

## TO LIVE ON INHERITANCE.

Eppie L. Barber, editor of the Powhattan (Kan.) Bee for seventeen years, without a vacation, at last is going to enjoy a fortnight's respite from his labors. He has been notified that he is heir to \$50,000, bequeathed by Mrs. Tootie McGregor Terry of New York, who died last August.

Barber will sell the Bee and with his wife, long his faithful companion at the case, will retire to enjoy his inheritance, beginning early next year.

## LOCATES IN NEW COUNTY.

James Cullins, formerly of the Spokane (Wash.) Press and later with the Vancouver (B. C.) Sun, has become editor of the Massett (B. C.) Leader, at one of the outposts of civilization in northwestern Canada. D. R. Young is the publisher of the Leader, which made its first appearance on September 19; the field of the paper is the whole Queen Charlotte Islands.

## SUCCEEDS HIS FATHER.

Bert Thomas has returned from a five years' sojourn in Washington State to take charge of the Pond Creek (Okla.) Vilette, relieving his father, M. L. Thomas, who is one of the pioneer editors of the state.

## BUILDING UP THE CIRCULATION.

P. H. Daly, who recently resigned as circulation manager of the Montgomery Advertiser to take charge of the circulation department of the Mobile Item, has taken up his new duties with a vim. Originating ideas is Mr. Daly's specialty and one of his newest stunts on the Item is what he calls putting "Tongues in Trees," a new scheme so that if a canvasser loses the thread of his discourse he can turn to the reverse side of his subscription contract and acquaint his prospect with these brief facts, noted there:

With ample capital to support its credit, the Mobile Item agrees to supply its subscribers with: All the news while it is news, not twice told tales or history, the best editorials, the full Associated Press reports (daily and International News Service, the most reliable market reports, financial reports, opening and closing quotations, cotton reports, turpentine, produce and cattle, the best sporting page in the South, society notes and gossip, the political news, Washington news, what's whispered in diplomatic circles and special tri-state correspondence.

The Sunday Item contains special features of attractive and absorbing interest, halitone fashion plates, a comic section in colors and young folks' supplement and magazine.

The McKeesport (Pa.) Daily News surprised Pittsburgh during the World's Championship Baseball games last week by coming in on the local afternoon papers and beating them with the full scores and details of the games. The Pittsburgh afternoon papers agreed not to publish any baseball extras, so the News shipped over to Pittsburgh on the first train after the extra was out full account copies of the game, with its own newboys, and sold many thousands of them to "fans" who were too anxious to wait until the morning for the accounts.

The newboys of the Fort Worth (Tex.) Star-Telegram were the guests of the management of the Majestic Theater last Thursday evening.

The St. Louis Post Dispatch on Monday begins the distribution of sanitary drinking cups among its readers. A coupon will be printed in the Post-Dispatch tomorrow which will be exchanged for a pocket folding cup in a case.

One hundred and seven prizes, valued at \$5,000, are to be given in the Minot (N. D.) Daily and Weekly Optic's grand prize distribution, which is now under way and will close on November 16. The contest extends to two districts, all of the city of Minot, and all of the territory surrounding and outside of the city. The grand prize is a five passenger, thirty-horse power automobile, while the district grand prizes are two grand pianos. Other prizes are diamond rings, graphophones, scholarships, house furnishing articles and merchandise certificates. Twenty-five per cent. commission will be paid to contestants who bring in subscriptions and work until the close of the contest, but do not win a prize.



HOW THE WILLIAMSPORT SUN "PRINTS IN THE OPEN."

Among the booths that attracted favorable attention at the Industrial Exhibit in Cambridge, Mass., was that of the Christian Science Monitor, of Boston. The booth was tastefully furnished as a reading room. More than 2,000 copies of the Monitor were distributed and many subscriptions taken. The booth was under the auspices of the Church of Christ, Scientist, of Cambridge.

The American Woman's Republic, an organization of over 50,000 women, whose official organ is the Woman's National Weekly, has launched a unique voting contest. This enterprise includes the sending of the twenty most representative women of America on a Peace Tour of Europe next summer. The fair ambassadors will be chosen by vote of the readers of the Weekly and they will visit the world's seventh Sunday school convention at Zurich, the Giant Exposition and the International Woman's Suffrage Alliance at Budapest. Everyone who works to elect their favorite candidate has a chance to accompany the party. The contest is under the supervision of Grayce Druiit Latus, a prominent club woman and a newspaper writer of Pittsburgh, Pa.

The Cincinnati Post has begun an essay contest with eighteen cash prizes amounting to \$50 for the best efforts in writing by a boy or girl on "How Can the School Child Help the City Government?" Essays must be limited to 150 words and \$15 will be paid for the best one; \$10 for the second; \$5 for the third; \$2 each for the next five; and \$1 each for the next ten. One of the objects of the contest is to encourage visiting the municipal exhibit and budget show.

Among the various premiums offered on a coupon system by the Atlanta Georgian is a forty-five piece dinner set, which may be secured by presenting six consecutively dated coupons together with \$3.50. This paper has carried on a coupon premium department for several months.

The Austin (Ill.) Observer is giving an eight day alarm clock as the premium offer with a year's subscription paid in advance.

### PRINTING IN THE OPEN.

The Williamsport (Pa.) Sun takes unique means of making good on its boast "we print in the open." The accompanying illustration shows a window of the Sun's pressroom, where anyone can see the Sun printed each afternoon. Count of each copy is made before the eyes of all by means of a counter in the window connected with the printing cylinder of the press. George E. Graff is the manager of the Sun.

## A Significant Fact.

One of the largest papers in the country receives two Daily Short Story services as part of budget contracts.

Yet this paper discards both and buys

OUR DAILY SHORT STORIES at a goodly price. The Reason?

OURS IS THE BEST IN THE MARKET.

**McCLURE** NEWSPAPER SYNDICATE  
45 West 34th Street, NEW YORK

## Circulation Campaigns, the "Satisfactory Kind,"

The **MYERS** Circulation Co., Inc.,  
OF WATERLOO, IOWA.

*We conduct all kinds of Circulation Contests*

Wire



Write

For Washington Correspondence  
**WRITE**

**AMERICAN TELEGRAPH PRESS**

District National Bank Building,  
WASHINGTON, D. C.

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

**HOTALING BROS.**  
Tribune Building, NEW YORK.

## New Premiums Wanted.

I want, for use as a premium, something absolutely new. Something never used before by any newspaper.

Address Premwant, care The Fourth Estate.

### Sermons On Selling.

I have compiled a series of short "Sermons on Selling," suitable to be run daily as a lesson to all who buy, sell, or handle goods at retail. About 200 words each. Who wants to publish them? Sample on request. B. J. M., 5417 Christian Street, Philadelphia, Pa.

### WOULDN'T MISS A COPY.

J. L. Boeshans, circulation manager of the Augusta (Ga.) Chronicle, writes:

"I have been reading THE FOURTH ESTATE for a long time and do not want to miss a copy."

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

**"BURRELLE"**

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY



## NOTES AMONG THE CIRCULATORS.

H. J. F. Berkeley, circulation manager of the Sacramento (Cal.) Union, has resigned to go to Marysville, where he has purchased an interest in the Spokesman, with Major Carrere, and will be the business manager of that paper. The business office staff of the Union presented Mr. Berkeley with a Masonic emblem. H. C. Bottorff succeeds Mr. Berkeley as circulation manager.

John F. Kelly, of newspaper circulation fame, has just out a second edition of his book, "The Confessions of a Bellboy." This work and his other story "The Man With the Grip" treats in most interesting manner the inside life of the commercial traveler.

## DEMOCRATIC EDITORS OF NEW YORK MEET.

Fay C. Parsons of Cortland has been elected president of the Democratic Editorial Association of the State of New York in place of Luke McHenry of Chittenango, who died during the past year. More than forty members of the association were present at the annual meeting which was held at Onondago. It was the largest meeting in the history of the organization. Other officers chosen are:

Vice-presidents, A. E. Hoyt, Albany; M. F. Collins, Troy; A. C. Bagerly, Savannah; A. C. Lux, Clyde; George P. Ketchum, Warwick; secretary, M. A. Bowen, Madina; treasurer, L. W. Ferebaugh, Waterloo; executive committee, A. R. Kessinger, Rome; D. D. Frisbie, Schoharie; J. W. O'Brien, New York; B. R. Mitchell, Ithaca; George H. Carley, Cooperstown; W. A. Patton, Canandaigua; C. C. Platt, Batavia; and Frank E. Ganett, Elmira.

Minutes of respect for the memory of Mr. McHenry, former Secretary John Underhill of Warsaw, and M. J. Wallace of Cohoes were adopted. Committees were appointed to consider the new Federal newspaper law and report its recommendation; to the association. Members of this committee are Mr. Platt, C. D. Stebbins, New York; Daniel Toomey, Dunkirk; Dr. O'Brien and Congressman E. S. Underhill of Bath.

## CHINA GAZETTE SOLD.

George W. Missemmer of Shanghai, China, who for the past three years has been editor of the China Daily Gazette, has sent word from that country that the Gazette was sold a few days ago to the secretary of Dr. Sunway-Sen, the president of the Chinese Republic, who lives in Shanghai.

Mr. Missemmer says that the paper will continue to be printed in the English language as heretofore, and that it now has the distinction of being the only paper of this nature published by a native Chinaman.

## USING BUSINESS SENSE TO GET READERS.

When LeRoy H. Snyder took charge of the circulation department of the Phillipsburg (N. J.) Daily Press at the time that paper made its first appearance on November 1, 1911, he entered the newspaper business without any previous experience in newspaper work. Up to the time of his appointment he was engaged in the gas and electric business; but under his direction the Press since its establishment, from the 15,000 popu-



LEROY H. SNYDER.

lation of Phillipsburg, has built up a circulation which it now guarantees to be in excess of 4,000 daily.

Mr. Snyder began by delivering free for two months a copy of the Press at each home in Phillipsburg and a certain number in each town in Warren County. During the two months of free distribution canvassers were sent out to solicit at every home. Upon the completion of the first canvass the town was recanvassed.

In order to still further increase the circulation a popularity voting contest was undertaken, with six trips of five weeks to Europe for first prizes, and six tours to Bermuda as second prizes. At the close of this contest the Press had over 2,000 subscribers.

The sworn paid circulation of the Press is twenty-eight and a half per cent. of the total population of Phillipsburg, which is a remarkable achievement considering the short life of the Press, and a high tribute

to the business ability and enterprise of Mr. Snyder and his publishers. The directors of the Press are T. F. McPherson, James Ingraham and Isaac Vanatta; the latter is also treasurer, and Mr. Snyder is secretary.

## HERALD'S CIRCULATION.

### EDITOR THE FOURTH ESTATE.

SIR: I am authorized to make the following statement of the circulation of the New York Herald daily and Sunday issue.

The average daily circulation of the Herald is 112,000 copies.

The average circulation of the New York Herald Sunday issue is 240,000 copies.

In speaking of the quality of the Herald's circulation it is only necessary to say that it is a three cent paper six days in the week and the value of a three cent newspaper circulation is becoming more and more recognized by advertisers everywhere. E. D. DEWITT.

## CARRIER RETIRES ON SAVINGS.

After working for twenty-three years as a St. Louis Post Dispatch carrier, Edward Schaafs has retired and will spend the rest of his years at ease on his money accumulations. Mr. Schaafs now has his own home and several houses, with money also invested in various other enterprises. He is also able to ride around in an automobile from the proceeds of a penny business carried on five days of the week and a nickel business on Sunday.

## NEWSPAPERS FOR CHARITY.

A unique attempt to raise money for charity will be made on October 31 by the society women of St. Louis. It is planned to collect old newspapers and magazines in automobiles and dispose of them to a paper mill agent who offers to pay a higher price than the market value on the occasion. The event will be called Red Ribbon Day and the proceeds will be turned over to the St. Louis Society for the Relief and Prevention of Tuberculosis for the benefit of its patients.

## SYNDICATE BUYS PAPER.

The Downers Grove (Ill.) Reporter has been purchased by a group of Du Page and Kane County men, who have incorporated with a capital of \$5,000, under the name of the Downers Grove Publishing Company. Stockholders in the syndicate are C. H. Staats, editor; Congressman I. C. Copley, R. E. Bateman, W. G. Stevens, former State Representative Guy L. Bush, H. G. Bunge, R. T. Morgan, S. L. Rathje, George Thoma, William Hammerschmidt, John W. Leedle and W. W. Stevens.

## MacFARLAND ON TRIAL.

The second trial of Allison M. MacFarland, the former Newark, N. J., advertising man accused of causing the death of his wife in October last year, began on Monday. The first trial resulted in MacFarland being convicted of murder in the first degree, but a new trial was granted.

## THE SPECIAL SERVICE CO.

Experts in

Circulation Contests.

306 Publication Bldg., Pittsburgh Room 32, 23 Park Row, New York

## SATURDAY SPORT PAGE!

Full page news and pictures for afternoon editions, in the form of typewritten copy and pictures, covering baseball, boxing, Olympic Games, football—all sports. Expert Comment.—Best illustrations.

YOU NEED IT! Write for particulars to International News Service 200 William St., New York City.

## GET TO-DAY'S NEWS TO-DAY

## "By UNITED PRESS"

General Offices, World Bldg., NEW YORK

## VAN LAEYS TO HOUSTON.

After service of more than six years with the Capper publications of Topeka, Kan., L. J. Van Laeys has resigned his position as circulation manager and has gone to Houston, Tex., to take charge of the circulation department of the Houston Chronicle.

During Mr. Van Laeys' work with the Capper publications, which includes the Topeka Daily Capital, his work has been a prominent factor in the upbuilding of that publishing organization. Mr. Van Laeys is a member of the International Association of Circulation Managers and has a country-wide reputation in newspaper circles.

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

## The CONSOLIDATED PRESS CLIPPING CO.

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

The William L. Betts Company  
Suite 406, World Building, New York City

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICES:

105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 973 FOR THE WEEK ENDING SATURDAY, OCTOBER 19, 1912

## THE PROBLEM OF PERMANENCY IN LITERATURE.

A readable and instructive article, though wrought out with much labor and skill and possessing more genuine literary merit in one sentence than is found in three-fourths of the novels of the day, finds no place in what is called permanent literature. Its life is for a day. If it accomplishes its end, it is at best of a day's duration only. And right here is the difficulty in the problem.

What to say and how to say it, so that in the moment in which it has the attention it may impress the reader, is the problem presented.

To increase the difficulty is the fact that the great mass of newspaper readers prefer something flippant or exciting to something instructive. To meet this, newspaper writers seek to inject snap and crispness in their articles, with the hope that this will attract attention to what they really want to say.

Of course there is a fascination about their work, though temporary in its character, if it were not so, few would be found to carry it on.

The newspaper writer's work demands talents of a high order. He must be well-informed. The most commonplace events must be arranged in attractive garb. Each day demands a change in costume, too. The wonder is that he succeeds as well as he does.

A life service therein meets with meagre recompense. He must gather his laurels the day of issue or he will have nothing when he crosses the home plate. The newspaper men seldom die rich or famous. People some way expect the best service from them, with the barest recognition possible.

Daily newspaper literature may be lacking in the element of permanency, but imagine the daily newspapers of the land discontinued and you have a faithful picture of the dark ages.

After all, what is the permanent in literature? Not that alone survives the writer; not that alone

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; aggregate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions. One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Practice, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

which rises to the plane of the classics.

That which contributes to the sum of human happiness and progress, that which tends to stimulate mankind to do its best; that is really the permanent in literature, and this place the daily newspaper literature fills.

### TRIAL ADVERTISEMENTS.

The failure of a trial advertisement has set more business men against advertising than any other factor in publicity. This is a pity when in the indecision of a trial advertisement is considered.

A trial advertisement represents low water mark—absolute bottom. It is not decisive. It has no more value as evidence than a first meeting with an individual who afterward becomes your friend.

Of all the advertisements in a long campaign it is worst, though it be written by an adept. If it is written by a novice in advertising that novice will never write a weaker one. It is like the first discord struck out of the piano by a beginner.

If a student becomes disgusted with such an initial effort he will never get farther, and if a merchant abandons his advertising intentions because the first advertisement was unremunerative, he will never get farther.

The first attempt at anything is valuable only as an educator.

### NOTE AND COMMENT.

In a snappy sermon delivered in Central Congregational Church, Philadelphia, last Sunday the pastor, the Rev. Sydney Herbert Cox, declared that the church must advertise and get publicity, learning from business men how to go forward. He took the stand that a business house which does not advertise goes into bankruptcy, and so will the church fall behind if it neglects this important matter.

"The greatest advertiser in the world," said Mr. Cox, "is God. There is nothing more spectacular

than his message to Jacob by the angels, Balaam by the ass, Elijah by the storm and voice, and Elisha and the fiery chariot."

The New York World's record last week in printing 40,992 separate advertisements is said to surpass any mark of the kind ever made by a newspaper. The best available statistics show that this is 944 over the best previous mark for a week's advertising.

The current number of Musical America, published by John C. Freund in New York, is the publication's special fall number. It consists of 150 pages and is an ideal example of art for a weekly periodical in printing and workmanship. The cover is of an exceptionally handsome color design and the number as a whole is worthy of the high place enjoyed by Mr. Freund's publication in the world of musical art.

Newspaper space is valuable in proportion to the efficiency of the written word that is set up into type and goes into that space. Even a little want ad. can be given "pulling power" by the kind of careful, painstaking preparation that is necessary to make any kind of advertising worthy of the name.—Jerome P. Fleishman in the Baltimore Sun.

The Edmonton (Can.) Capital, of which William MacAdams is editor, issued its Progress Number, an edition of sixty-four pages, profusely illustrated, on September 25. The text and pictures dealt mainly with Edmonton and the tributary district and the edition was liberally patronized by advertisers.

More than 250 newspaper men worked on the battleship mobilization and review story in New York this week and last and the wealth of historical and pictorial data printed by the newspapers would prove a feature chapter for a new edition of an American history.

One of the oldest newspapers in the world is Les Petites Affiches, of Paris, which consists mainly of announcements of forced sales of property and other legal notices.

This paper has appeared in Paris for 301 years, and for over a century was published seven days a week. Since 1907, however, when a weekly day of rest was made compulsory for all French workmen, it has ceased to appear on Mondays.

The Fair Edition of the Meridian (Miss.) Dispatch, published on October 6, was composed of eighty-four pages and contained 6,700 inches of advertising. Its contents were not only interesting from an advertising standpoint, but the reading matter was exceedingly appropriate and interesting. The present management acquired the Dispatch three years ago and in that short time has revolutionized it. Real advertising in the territory has been developed within that time.

The Dispatch and the Pensacola (Fla.) Journal are under the same ownership. B. S. Bernard is the manager of the Dispatch, and Frank L. Mayes publisher of the Jour-

nal. The advertising manager of the Dispatch is G. H. Pearsall, formerly with the New York Times and Press.

The Woman's Edition of the Nashville Banner was issued Saturday and consisted of eleven sections of sixteen pages each, making, with the color supplement, 180 pages. With two or three exceptions every article, including the editorials, was written by a woman, and the edition itself is a monument to the literary ability of Nashville women. The range of subjects treated is large. Special stories involving research and skill as writers were furnished in profusion.

Dresden appears to be the only town where the principle of municipal ownership succeeds in journalism. The proprietor of the leading Dresden newspaper on his death some years ago bequeathed all his property to the town where he had built up his fortune, and the municipality has since run the paper on strictly business lines. The profits, in accordance with the terms of the will, are devoted to beautifying and extending the open spaces of the town.

The fact that circulation is the principal and natural source of results to advertisers has had another confirmation, in Detroit, recently. The News of that city has since 1910 increased about 37,000 extra circulation, jumping from 125,000 to 163,000. The influence on advertising of such an increase in circulation the News shows by producing statistics indicating a gain of 20,000 inches of regularly paid advertising, covering the four months from June to September, 1912, over the same period last year, notwithstanding an increase in the paper's local advertising rates.

### EVERYBODY INVITED.

Every newspaper man who receives a specimen copy of THE FOURTH ESTATE may properly consider it an invitation to subscribe.

If, when he unfolds it, a little 3 x 6 sheet of white paper flutters out and falls on the floor, it is no doubt a subscription blank, and the chances are ten to one that it was put here in the joyful expectation that he will write his name and address upon it, and return it with Two Dollars to 105 West 40th street, New York.

If it is allowed to remain upon the floor it means that the newspaper man has lost one of those golden opportunities which only come to him once in so often.

To say that the opportunity will never return would be to predict the improbable, but there is no time like the present and no better use to which the Two Dollars earned to-day can be put.

It would be idle to pretend that the motive underlying this great and earnest campaign for the subscriptions of newspaper men is entirely disinterested, yet it may, perhaps, reasonably be assumed that the subscriber will be benefited fully as much by the receipt of fifty-two weekly issues of THE FOURTH ESTATE as the latter will by the receipt of the subscriber's Two Dollars.



## PURELY PERSONAL.

Hon. T. Berthiaume, M.P., proprietor of La Presse, Montreal, is receiving the sympathy of his friends on the death of his wife, mother of E. Berthiaume, general manager of the paper.

Cleveland A. Chandler, vice-president of the Amsterdam Advertising Agency, has been nominated as the Progressive candidate for representative in the Eighth Plymouth District.

Herman Ridder, publisher of the New York Staats-Zeitung, has been made vice-chairman of the new Democratic State Committee of New York.

J. G. T. Spink, publisher of the Sporting News, St. Louis, was one of the official scorers at the World's Championship Baseball games in New York and Boston.

F. E. Troutman, formerly editor of the Fort William (Can.) Times-Journal, is now secretary to Vice-President Bury of the Canadian Pacific Railway Company with headquarters in Winnipeg.

B. E. Morrill, manager of the Sherbrooke (Can.) Daily Record, is on a tour of the Prairie Provinces.

Walter Williams, dean of the Missouri State University School of Journalism, at Columbia, was the speaker at a recent noonday luncheon of the St. Joseph Commerce Club, addressing 175 business men on "The Privilege of the City."

Charles F. Errich, advertising manager of Mendell & Freedman, has been appointed director of the advertising class of the New Haven Y. M. C. A.

E. T. Gundlach, the Chicago advertising agent, has returned from a trip to South America which lasted several months.

Karl Pletz, city editor of the Cincinnati Volksblatt, is celebrating the twenty-fifth anniversary of his connection with the paper.

Miss Sophie Irene Loeb of the New York World staff has returned from a combination pleasure and business trip abroad.

Allen S. Williams has been appointed press agent of the Candy Show, which is to open at Madison Square Garden, New York, on November 4.

Asa W. Butler, editor of the Albany (Mo.) Capital, has resigned as Republican elector in the Third District.

Walter B. Hilton, editor of the Wheeling Majority, was nominated for governor of West Virginia by the Socialist Party.

## VISITORS IN NEW YORK DURING THE WEEK.

Urey Woodson, publisher the Paducah (Ky.) Messenger.

Martin H. Glynn, editor the Albany (N. Y.) Times Union and Democratic candidate for lieutenant-governor.

Charles P. Taft, proprietor the Cincinnati Times-Star.

## STATE'S WITNESSES.

Harold T. Wheeler and Joseph P. Toye, two newspaper men, were

witnesses on Wednesday at the trial of Etor, the labor organizer, for the Lopez killing during the Lowell labor troubles. The trial is being held in Salem, Mass.

## WOMAN REPRESENTATIVE OF NEWSPAPERS.

A personality that has made itself felt with considerable force in the advertising field of New York and its vicinity in the last eight months is that of Miss Allene V. Scheerer. In her executive capacity as vice-president and secretary of the Carpenter-Scheerer Special Agency and manager of the New



ALLYNE V. SCHEERER.

York office of that corporation, Miss Scheerer has shown rare ability and has scored a distinct success in the solicitation of foreign business for the list of newspapers represented by her agency.

Miss Scheerer, with Willard A. Carpenter, a widely known figure in newspaper advertising work, as president, and Hugo E. Scheerer, her brother, as treasurer, compose the firm bearing their name. Hugo E. Scheerer is in charge of the Western office of the agency, and Mr. Carpenter is in general charge and does the traveling work.

Both Miss Scheerer and her brother were brought up and specially trained by Mr. Carpenter for the work of newspaper advertising solicitation. So when Mr. Carpenter decided to expand his business he took his two trained assistants with him, forming the Carpenter-Scheerer Special Agency and incorporating it last February, the high degree of efficiency attained by the agency since its institution speaking well for the wisdom of his step and the ability of both his co-workers.

Miss Scheerer is one of the organizers of the League of Advertising Women, of New York, and is chairman of its publicity committee. Her interest in all matters and movements pertaining to her chosen field of endeavor have helped along greatly in her success.

## STAFF CHANGES.

Grant Tyler of Eldora has joined the editorial staff of the Council Bluffs Nonpareil.

John Levino has left the New York American staff to become connected with the Press.

Hjalmar Hasselquist, formerly of the Elgin (Ill.) News, is now a member of the reporting staff of the City News Association of Chicago.

Harlan B. Babcock has been appointed managing editor of the Kalamazoo (Mich.) Gazette.

Norval K. Harris has been appointed city editor of the St. Petersburg (Fla.) Times. He was formerly with the South Bend (Ind.) Tribune as sporting editor.

Frank Dallen has returned to the staff of the New York American after a period with the Globe.

S. O. Landry has left the Street & Finney Agency, New York, and is again with the Hoyt Agency, in New Haven, Conn.

William Menkel of Mount Vernon, N. Y., is now associated with the Review of Reviews.

## WEDDING BELLS.

John M. Monger, editor and publisher of the Opportunities Magazine, Duluth, has been married to Miss Frieda Johnson, formerly associate editor of the publication.

W. H. Herder, of the staff of the St. Johns (N. F.) Evening Telegram was recently married to Miss Beatrice Tessler.

Hal B. Denton, a newspaper man well known in Washington, Pittsburgh and Chicago, was married a few days ago to Miss Eliza Russell Peachy, at Washington. Mr. Denton is now a resident of Pittsburgh.

Barnett Franklin, known as a newspaper man and press agent, was married at San Rafael, Cal., a few days ago to Miss Virginia Dare.

Miss Katherine M. Davis, daughter of W. B. Davis, publisher of the Mount Sterling (Ill.) Democrat-Messenger, has been married to Clifford R. Brooks.

## SWEET LITTLE WRITER-UP

(After a week with the advertising department.)

I'm called little writer-up.  
Dear little writer-up.  
And I will now tell you why—  
Each store must be boosted-up,  
Praised, puffed and tooted-up,  
By dear little writer-up, I.  
With ribbons and laces  
I fill up the spaces  
From a stick to an eight-column page;  
With "novel devices"  
Also "lowest prices"  
And fashions that "prove all the rage."  
So here you see writer-up,  
Sweet little writer-up,  
Cute little writer-up, I.  
L. D. G. BENTLEY,  
Boston Globe.

## WYRICK WINS AT GOLF.

Basil Wyrick of the Associated Press captured the H. C. Chatfield-Taylor trophy emblematic of the newspaper golf championship of Chicago by defeating J. Campbell Cory, 3 and 2, in the final at the Beverly Country Club. It was a

seesaw battle for the first six holes, but Wyrick took the lead at the seventh, after which four holes were halved. Wyrick took the next two holes in par figures and was 3 up with 5 to play. Cory won the fifteenth hole, but got in trouble at the sixteenth and Wyrick won, 5—8, giving him the match and the title. Cards:

Wyrick, out....6 3 8 6 7 4 5 5 5—49  
Cory, out....4 4 7 7 4 5 6 3 5—47  
Wyrick in....3 7 3 4 6 5 5 7 4—44—91  
Cory, in....3 7 4 5 6 6 8 4 5—48—95

## AD MAN WRITES A BOOK.

Anthony Gross, of the New York staff of the Beckwith Special Agency, has written a book entitled "Lincoln's Own Stories," which will be published by Harper Brothers.

Mr. Gross has in his possession one of the rarest collections of Lincoln literature and books in the country. He has also delivered



ANTHONY GROSS.

lectures in this country and abroad on Lincoln, and last February wrote an article for the New York Sun, which attracted the attention of well known writers and book publishers to his writing ability. At the invitation of Harper Brothers he was persuaded to put his literature and knowledge of Lincoln into book form and it will be out this month.

## McINTOSH INJURED.

Burr McIntosh, war correspondent, actor and artist, was seriously injured Tuesday night in San Francisco by falling twenty-five feet down an elevator shaft in the building in which his studio is located. Mr. McIntosh with several companions went to the studio to see some photographs. The hallway was dark and McIntosh, who was leading the party, was reaching for an electric button when he plunged through the open door of the shaft. Several of his ribs were fractured.

The Buffalo Newspaper Bowling League opened its season on Monday.

## SPECIAL NOTICE.

THE ST. LOUIS STAR,  
St. Louis, Mo.,

Announces the Appointment of  
C. D. BERTOLET,

Boyc Building, Chicago,  
Foreign Advertising Manager,  
and

JAMES F. ANTISDEL,  
366 Fifth Avenue, New York,  
Manager Eastern Office.

## BUSINESS OPPORTUNITIES

\$20,000 or more available for purchase of a daily newspaper property in a small city near New York City. All correspondence confidential.

Proposition E. T.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York.

## TO PUBLISHERS.

Having a modern printing plant, I would like to contract for printing a weekly or a monthly. First-class work at reasonable rates.  
Address PLYMOUTH, care The Fourth Estate.

DEMOCRATIC LEADERS ARE  
NEWSPAPER'S GUESTS.

A banquet was tendered by the Pittsburgh Post on October 15 to the leading Democrats of western Pennsylvania, eastern Ohio, and West Virginia. The guest of honor was Senator Gore of Oklahoma, who is the chairman of the Democratic committee on organization. The party consisted of the state chairmen of Pennsylvania, Ohio, and West Virginia, and the county chairmen of the territory dominated by Pittsburgh.

A get-together spirit was very much in evidence. The guests declared that this was the first time that they had ever convened together for the promulgation of team work, and were loud in their praise of the Post's enterprise.

JOINS PULITZER SCHOOL  
FACULTY.

Franklin Matthews has been appointed associate professor in the Pulitzer School of Journalism. He will take charge of the course in practice in news gathering, reporting, editing and rewriting in the third year of the school. This is one of the two classes on the general subject of newspaper writing in this year.

Mr. Matthews has been a newspaper man for twenty-six years, beginning on the Philadelphia Press in 1886. He came to New York in 1890 and was on the Sun until a few months ago, when he joined the staff of the Times. He is a graduate of Cornell University, class of 1883. He was correspondent of the Sun on the trip of the battleship fleet around the world, and wrote a book on the subject which had a wide circulation.

## RECENT INCORPORATIONS.

LOGANSFORD, IND.—Journal-Tribune Company; capital, \$60,000; incorporators, Benjamin F. Keesling, Edgar F. Metzger and Harry C. Metzger.

ST. LOUIS, MO.—The Root Newspaper Company of Delaware; capital, \$2,000; incorporators, M. G. Phillips of St. Louis and others.

## MACHINERY FOR SALE.

Linotype Machines  
For Sale.

On account of consolidation of Scranton Truth with the Tribune-Republican we have for sale four (4) linotype machines: two (2) single-letter, with 7-point and 8-point molds and two (2) with two-letter attachments with universal molds.

For quick sale, will sell the two-letter machines for \$1,250 each, and single-letter machines for \$1,150 each, cash, f. o. b. Scranton.

TRIBUNE-REPUBLICAN, Scranton, Pa.

FOR SALE. Two HOE Quads and GOSS Four-Deck, Straight-Line presses in good condition, printing 4 to 16 pages, will be sold for very low price.

Address Press, care The Fourth Estate.  
FOR SALE: Co's Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

FOR SALE. Established weekly paper in Eastern Washington county seat. Population 4,000 and growing rapidly. Town will be ripe for daily within two years. Plant inventories \$6,000. Circulation 1,000. Good job business. Have year's contract for county printing. \$2,500 cash will handle deal. Address W. W. Liggett, 1039 Melville street, Vancouver, B. C.

## NEWSPAPERS IN JAPAN.

When the late Mikado of Japan mounted the throne not a single newspaper was published in Japan, says the London Daily Chronicle, although broadsheets were issued and hawked about the streets if any event of special interest occurred. Now over 1,600 daily, weekly, and monthly publications appear in his dominions, thirty daily papers being published in Tokio alone.

The founder of the first Japanese newspaper, Nissin Shingisha, was William Black, an English resident in Yokohama. His example was soon followed by an enterprising native, who started the Shimbu Zasshi in Tokio, the funds being mainly provided by the Empress, who has always taken a keen interest in the spread of education.

One of the curiosities of contemporary journalism is the Japan Times, which is written in English by a staff composed exclusively of natives, and is set up by native compositors. The Japan Daily Herald is also set in English by native operators on linotype machines.

## CAN'T EXPRESS ITS VALUE.

Ralph R. Buvinger, proprietor of the Meridian (Miss.) Star, writes: "I have been reading THE FOURTH ESTATE fifteen years. It would be difficult to express in dollars and cents the value that I secure each year from reading the news it prints."

## WITH WANAMAKER STAFF.

Herbert H. Everett, formerly promotion manager for Good Housekeeping Magazine and at one time special service man for Iron Age Hardware, has been made assistant advertising manager for John Wanamaker, Philadelphia.

## HELP WANTED.

## Foreman Wanted.

A First-Class Foreman with executive ability for composing room, morning newspaper in city of over 500,000 population. Must be a good organizer and capable of securing accuracy from the force and understand printing in its every department. Address XX, care THE FOURTH ESTATE.

Advertising  
Solicitor  
Wanted.

A young man with some experience in soliciting advertisements for a daily or a weekly newspaper, wanted at once. Give fullest particulars as to experience, references, salary, etc., in first letter.

Address Adsol, care The Fourth Estate.

## News Editor Wanted.

Exceptional opening in middle west city of over 500,000 population for a news editor. Only morning Democratic paper. Growing very fast in progressive community.

Must have keen sense of values of news. Accuracy the prime requisite. Give full details of previous experience, age and references.

This opening is for a young man who is looking into the future and for a "has been."

Address XX, care THE FOURTH ESTATE.

## Contest Manager Wanted

State age, married or single and experience in first letter. The Bird Syndicate, Madison, Wis.

Circulation Manager  
Wanted

for a Chicago Daily. Must be thoroughly experienced and be able to handle a large volume of business. Give full particulars in first letter. Address, Chicago, care THE FOURTH ESTATE.

Classified Advertising  
Manager Wanted.

Wanted. A man to handle the classified advertising. Write the Herald-Transcript, Peoria, Ills.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
73d STREET AND BROADWAY,  
15th STREET AND EIGHTH AVE.,  
NEW YORK.

## ST. LOUIS STAR APPOINTMENTS.

The St. Louis Star has appointed C. D. Bertolo, Boyce Building, Chicago, as foreign advertising manager, and James F. Antisdel, 66 Fifth avenue, New York, manager of the Eastern office.

## SITUATIONS WANTED.

EDITORIAL WRITER  
WANTS POSITION.

For a number of years I have looked after my own business (publishing newspapers.) Now I want to get back to the editorial end of a daily newspaper in New York City or vicinity. I do not consider salary a principal consideration.

Address, Returning, care The Fourth Estate.

Mr. Publisher or  
Business Manager.

Have you ever realized the amount of money that classified advertising pays some newspaper and magazine. Have solicited advertising over 15 years, the past 7 years in the classified department of one of the largest newspapers in this country and understand their methods. Am open for proposition as classified manager. Address W. B. care The Fourth Estate.

AUTO EDITOR  
WANTS POSITION.

I am young and possess enough energy to satisfy an exacting employer. Can handle either the advertising or the editorial work—or both. Would prefer a position covering the entire automobile department, having done so successfully in the past. Employed at present but desire to change and will give reasons. Will submit files proving efficiency. Address AUTOED, care The Fourth Estate.

## Circulation Manager

with over ten years' successful experience on morning and afternoon papers desires to make change to a wider field. Thoroughly conversant with circulation in all its minute details. Hard worker; good in organizing and systematizing; holds excellent record for quick and permanent increase in circulation along economical lines. Best of references. Will only consider full management of circulation with compensatory contingent upon results. Address Permanent, care The Fourth Estate.

## An All-Around Man.

Experienced all departments of newspaper. Splendid training in advertising writing and handling big publicity campaign. Fracturing printer. Have operated own newspaper and job plant. Have served as secretary and in other important positions with Chambers of Commerce. Forty years old. Good references. Prefer Midwest or Southern states. Address A. O. P., P. O. Box 652, Seattle, Wash.

A1 Advertising Solicitor, 44 years old, 25 years experience, hard worker. Honest, good references. Newspaper trade plates or magazine. Address H. care The Fourth Estate.

## Circulation Manager

desires change. Can you use 2 hustler, result getter and expense reducer? Sixteen years' experience on leading dailies. References and particulars furnished. Address, C. B. J., Fourth Estate.

## Advertising Man

wants a position with Southern newspaper as advertising manager or assistant, married, at present employed—knows how in copy, circulation, propositions; progressive, original. \$1,500-\$2,000. Address ADVERTISING, 1330 Fairmount street, N. W., Washington, D. C.

## STENOGRAPHER

Young lady having nine years' experience desires position with first class advertising house. Can furnish best of references. Address Competent, care The Fourth Estate.



## HAPPENINGS OF INTEREST WITH THE CLOVER LEAF.

The Omaha Daily News has purchased a monotype for its typesetting equipment.

The St. Paul News has added to its Sunday edition a section dealing entirely in foreign news and features.

George H. Gordon, managing editor of the Chicago Daily Press, was the only newspaper man who accompanied the three American prelates who were made Cardinals by the November Consistory in Rome.

He has compiled his impressions of the journey from New York and the incidents of the magnificent ceremony by which America was recognized as worthy of representation in the high offices of the Catholic Church, and will deliver a series of lectures before Catholic bodies in Chicago, illustrated with motion pictures and colored stereopticon slides taken under Mr. Gordon's direction.

R. N. Crawford, who has been associated with Howse & Little, of Chicago, representing the Literary Digest and Today's Magazine, has taken a position with a Chicago office of the general advertising department of the Clover Leaf papers.

The Omaha Daily News on October 9 celebrated its fourteenth anniversary. The paper was founded in 1898, and after this short period of its existence guarantees a circulation of 70,000.

Harry Farley, city editor of the Minneapolis Daily News, has the automobile habit, and now drives about in a Regal underslung roadster.

Rex G. White of the Minneapolis Daily News visited Fargo, N. D., early in October to investigate the labor situation in North Dakota, and as a result of his visit the Fargo Commercial Club held a special meeting to frame an appeal through the Clover Leaf papers to the cities of the middle West for 10,000 men to help harvest the richest crop that North Dakota has known in many years.

O. E. Knisley, advertising manager of the Minneapolis Daily News, has returned from a two weeks' combined vacation and business trip through Ohio and Michigan.

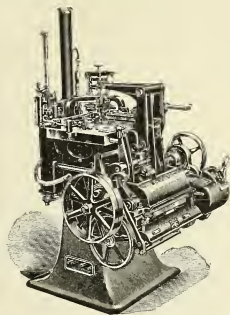
John Bloodhard, cartoonist for the Omaha Daily News, will enter six of his paintings in the first exhibit of the Omaha Art Guild, in which he is a director.

Walter R. Kaiser, automobile editor of the Minneapolis Daily News, and E. B. Spicer, of the foreign advertising department, spent two days in Indianapolis early in October, attending the convention of sales managers of automobile manufacturing concerns.

The automobile department of the Minneapolis Daily News is making steady gains under Mr. Kaiser's direction. From two to four pages of automobile news and advertising are carried every Saturday, and the section is winning recognition among the automobile men of the Northwest.

John Cooley, for two years with the editorial staff of the St. Paul

## Be as Modest as You Please!



If you want to begin to make your own type---start with the Monotype Type Caster.

It is the only Type Caster with an adequate supply of its own matrices to make type for the cases as good as new foundry type.

The Monotype Type Caster casts any size type up to 36 point. It abundantly fills your cases with new, fresh type and spacing material; not only solves but eliminates the "sorts" trouble, and increases the efficiency of every workman in the ad department.

As a composing machine it is used by newspapers to set ads that satisfy advertisers, because the print is always sharp and clean, and because with the Monotype it is possible to furnish the advertiser with any desired combination of faces.

There is but one model Monotype and it's always the latest.

LANSTON MONOTYPE MACHINE CO.,  
PHILADELPHIA.

Daily News, has become the editor of the Minot (N. D.) Daily Optic.

The Minneapolis Daily News signed up twenty-seven local advertising contracts during the month of September, or an average of about one for each business day. E. P. Moffitt holds the record for making the largest number of contracts.

M. J. Mingo, for twelve years on the St. Paul News editorial staff, is now temporarily located in Vancouver, B. C.

Harold Wright has returned to the St. Paul News editorial staff after an absence of a year.

Miss Martha Streech, who for the past three years has solicited classified advertising over the telephone for the Minneapolis Daily News, has gone to California for the winter, and is succeeded by Miss Lillian Hanson.

A. W. Vance, city editor of the St. Paul Daily News, is back on the job after a two weeks' vacation.

Miss H. D. Fanning, for years dramatic expert of the St. Paul News, has been transferred to the Chicago Press.

### BEGIN YEAR'S WORK.

The Ad Crafters, of New York, have begun their second year's work. At the first meeting of the season, held at the 23d street Y. M. C. A. Building, the following

officers were elected: President, E. V. Munch; vice-president, W. F. Rowe; secretary, A. Schlarbaum; and treasurer, J. O. Martin.

This association is composed principally of graduates of the Y. M. C. A. course in advertising and its aim is to increase its members' knowledge of that subject.

### NEGROES START PAPER.

The Progressive News is a new publication in the interest of the negro race that has just appeared in Harrisburg, Pa. The publication is issued by a company of which John F. Fortune is president, A. H. Duffan secretary-treasurer, and A. H. Scott editor and manager.

## "REGULARS" WIN IN CHICAGO.

The regular ticket, with the exception of one man, was successful at one of the liveliest elections ever held by the Chicago Advertising Association. There were three tickets in the field—a members' ticket and one run under the head of progressives, besides the regular ticket.

The officers elected are: President, James M. Dunlap; first vice-president, Charles H. Stoddard; second vice-president, William D. McJunkin; third vice-president, F. E. M. Cole; recording secretary, F. A. Howard; financial secretary, George M. Burbach; treasurer, Floyd T. Short; directors, S. DeWitt Clough, A. N. Fox, E. C. Bode and Harry R. Fisher.

The corner stone of the new Advertising Building, in Madison street, near La Salle, will be laid October 26.

### CHANGE IN POLITICS.

The Trenton (N. J.) State Gazette has taken itself out of the list of Republican newspapers. Announcing its change, the State Gazette says:

"The time has come in its career when its publishers believe that their interests and the interests of its readers demand that it shall treat public questions without political bias and give the news of the day without regard for personal friendship."

"The State Gazette will be the organ of no political party, nor will it be the mouthpiece of any clique, either political or social."

"The trend of the times is in the direction of independence of thought and independence of action."

### DAKOTA VETERAN ILL.

O. E. Bowman, proprietor of the Montrose (S. D.) Herald and for twenty years prominent in newspaper work in the state, has been stricken with hernia. After an operation Mr. Bowman is reported to be coming along nicely and with every prospect for a speedy recovery.

### NEW COAST AGENCY.

C. R. Stuart and Claude G. Putnam have left the service of the Newitt Advertising Agency, Los Angeles, and have gone into the advertising business for themselves. The men have opened offices in the Story Building, 6th street and Broadway.

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
MOST OF THE BEST KNOWN NEWSPAPERS.

SAFETY. RELIABILITY. ECONOMY.

Specify JENNEY universal type motors for all purposes and know you will get THE BEST.

### AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.  
GENERAL OFFICES: FACTORY:  
156 N. Dearborn St., CHICAGO. ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

## SUCCESS IN EDITORIAL WRITING.

MUCH READING, TALKING  
AND THINKING THE BASIS

—STUDY SUBJECTS.

Before a crowded auditorium in Earl Hall, Monday afternoon, Charles R. Miller, editor of the New York Times, outlined to the students of the Columbia University School of Journalism in the third of a series of lectures on the purpose of the Pulitzer bequest the equipment they should acquire to become successful editorial writers.

His advice was to read much, talk much, think much, and travel when they could. No limit was set to the fields that the students should more or less thoroughly explore before hoping to write with authority in the editorial columns of a newspaper. Comprehensive readings in law, politics, the philosophy and the interpretation of history, and social problems, and habitual study of the daily newspaper were part of what the student was told he should do to make a success.

Mr. Miller said that he might easily acquit himself of his task by advising the students to read newspapers diligently, since in the nature of the case the immediate equipment for a great part of the work of the editorial writer was gained by reading the news of current events. He said:

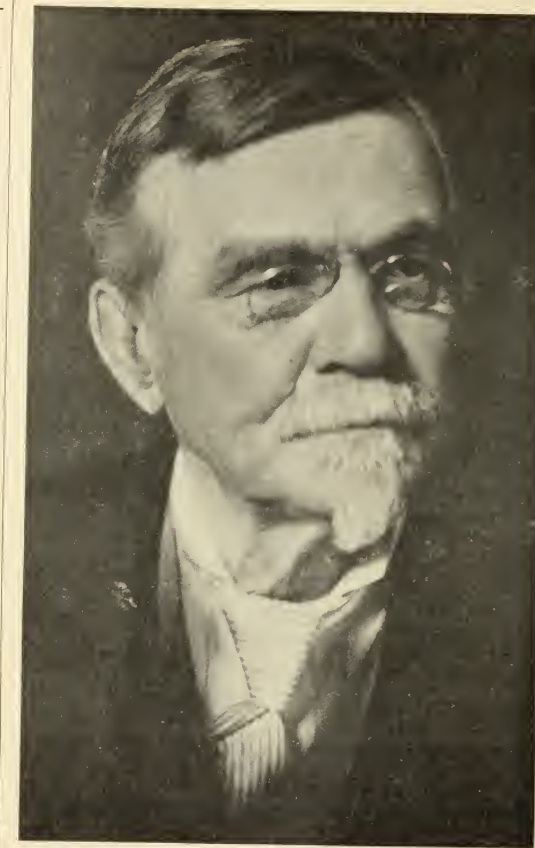
"Editorial writing for which preparation is made only by reading newspapers, however, is pretty certain to be without background, without much depth, and in such cases the guidance of fixed principle is too often lacking.

"It was doubtless because Joseph Pulitzer perceived that so many newspaper workers were prepared only in this way that by his munificent gift the School of Journalism at Columbia was established. The course of studies laid out for the school would supply an admirable equipment for an editorial writer, but there should be something more.

"The purpose of an editorial article is instruction, admonition, and advice; they should be given with authority, as by an expert; and a newspaper writer should strive diligently to qualify as an expert upon a wide variety of topics. An editorial writer should read much, talk much, think much, travel when he can. Conversation with those who know a good deal more about the subjects talked of than himself is notably profitable.

"The course of study at the school would impart a good working knowledge of history and politics, but for an editorial writer there is great equipment value in the interpretation of history, the philosophy of history, the correlation of events that may be widely separated.

"It is vital that writers for the press should have such a general knowledge of law and legal principles as a layman can attain to. Students should read diligently the decisions of John Marshall, the beginning of constitutional interpretation in the United States, notably the



J. J. RICHARDSON,

PROPRIETOR OF THE DAVENPORT DEMOCRAT AND LEADER.

great opinions in which it might almost be said that he established the authority of the Supreme Court and the power of the Federal Government.

"Since the law relating to trusts is likely for many years to come to be a frequent subject for editorial writing, it would be a first-rate preparation for a student to make a careful comparison of Justice Peckham's construction of the anti-trust law sixteen years ago with Chief Justice White's opinion in the oil and tobacco cases. International law, too, should be studied diligently, and for an American writer there is no better source than Prof. Moore's 'Digest of International Law.'

"The Columbia course aims to confer a good working knowledge of economics, of the tariff, of finance, taxation, the currency. The closest attention should be given to social movements, to the efforts making to promote the comfort, the welfare, and the happiness of those

whose destiny is not fully under their own control, who need help, protection, and encouragement.

"But it is not enough to know of the hardships of the poor and of the working class; there should be full knowledge of what society and the law-makers have done for the poor and for the working class in the last century, the laws that have been passed bettering the conditions of labor and of living, the continuing and effective influence of public opinion upon government in giving protection to those who in a former day were defenseless.

"The editorial writer should be an optimist; he should not let any one persuade him that man is desperately wicked and cruel, that society is relentless, for it is not true. He should cultivate, and this is all-important, openness of mind, fairness to adversaries in politics or in other strifes. He should equip himself with a body of principles, convictions reached by candid study and thought. He will find them appli-

cable to practically all his daily tasks, and if they are well reasoned, sound, and enduring, they will invest him with the power to convince others, and that is one great aim of editorial writing."

## RICHARDSON HAS MADE HIS PAPER A STRONG POWER.

Davenport claims the distinction of being the "richest city per capita in the United States," being located in the Mississippi Valley, known the world over for its beautiful scenery and fertile soil; while the state of Iowa is the greatest corn, cattle and hog producing state in the Union.

The Davenport Democrat and Leader, under the ownership of J. J. Richardson, stands pre-eminent in political and business influence in Eastern Iowa. The paper is the only English Democratic daily newspaper in the strong Democratic city of Davenport.

Openness of business methods is one of the planks on which Mr. Richardson has built up his prosperous newspaper business. The Democrat and Leader guarantees its circulation to all advertisers and its advertising rates are in keeping with the quality and the quantity of its readers.

The Democrat and Leader refuses objectionable medical advertising, and in news advertising and politics its publisher's one aim is to produce a publication for reading in the home. Mr. Richardson has always followed out the principle of co-operation with advertisers who use the columns of his paper, maintaining in this respect: "Where there is money there must be buyers, and the Democrat and Leader will furnish the buyers."

The foreign interests of the Democrat and Leader are looked after in the West by A. W. Allen, Tribune Building, Chicago; and in the East by C. I. Putnam, 45 West 34th street, New York. The general management is in the capable hands of Charles W. Boggs.

## SEEKS FIELDS ANEW.

The Moberly (Mo.) Weekly Star has been suspended by its publisher, Homer C. Clark. The latter plans to move to Molino or Sante Fe and start a new paper.

## FOR ITALIAN READERS.

Louis D. Mucsigrosso has started the publication of a new Italian paper in Elmira, N. Y., called Il Fortore, meaning the Fort.

## THE EVENING TRUE AMERICAN

has made an instant hit in

## TRENTON

Home Circulation gains increasing rapidly.

15,000 Copies Daily.

Every page of every issue is being read every day.

The Evening True American.  
Trenton, New Jersey.



## BREAKING IN THE "CUB" REPORTER.

### SOME HUMOROUS EPISODES OF PULITZER SCHOOL ASSIGNMENTS.

How the "cubs" are learning the rudiments of the newspaper game in the Pulitzer School of Journalism is told with appreciative humor by some of the New York veterans. The following is from the Post:

If a serious looking young man, with notebook and fountain pen in hand, should come bowling head first into you on your way home from business some bright day, saying, "Pardon me, my good man, but it is true that you are Gyp the Blood?" you are to understand that you have fallen into the clutches of a member of the junior or senior class in the Pulitzer School for Journalism at Columbia.

Consequently, the thing to do is not to call a policeman, but to point out some well-dressed, well-dressed passerby and say, "If you're looking for my old friend Gyp, my young man, don't waste time. There he goes now."

Then you will be contributing to the education of an undergraduate cub, who will some day carry his diploma and his Litt.B. degree right into Park Row, and, after depositing his diploma and the degree on the top of his handsomely carved mahogany writing desk, will be set to work to catch an edition with something like this:

"Patrolman John J. Flannagan, of the East 187th street station was standing on the corner of 191st street and Third avenue, at 8.15 last evening, when he saw a man who later described himself as Richard Moore, twenty-seven years old, of No. 13 Kouvenhoven (street) street, Borough of Queens, enter the retail grocery and delicatessen store of K. Ludwig (correct), at No. 1463 Third avenue, and emerge several minutes later carrying a mysterious bundle partly concealed under his overcoat. Patrolman Flannagan says that when he ordered the intruder to halt, the latter flung the bundle and took to his heels. (New paragraph.)

"Drawing his revolver, the policeman gave chase. The man was no match for the officer, and the latter overtook the former at the corner of One Hundred and Ninetieth street and Third avenue, after a furious chase. He was taken to the East One Hundred and Eighty-seventh street station, and there locked up on a charge of being a suspicious person. The bundle was later found on the bundle who denied that he had been stealing, was caught and arrested. There was a panic in the neighborhood, however, and Moore, the thief was locked up in the police station jail."

Whereas, if he had not had the advantages of a course in journalism on Morningside he would sit down and evolve a beginning like this:

"Last night at about eight o'clock an exciting chase took place on Third avenue, near One Hundred and Ninety-first street, between a policeman and a burglar. Fortunately, however, the man who denied that he had been stealing, was caught and arrested. There was a panic in the neighborhood, however, and Moore, the thief was locked up in the police station jail."

Of course, you never see such things as this in a self-respecting newspaper. Under the teaching of Professor Robert Emmet MacAlarney, the junior and senior classes in newspaper technique are learning how to handle stories about Patrolman Flannagan—and equally important stories about politics, strikes, run-aways, and four-alarm edition-time

fires, too—and it seems fair to say that no student will be allowed to tack a Litt.B. in journalism after his name if he doesn't know enough to get Patrolman Flannagan's first name when he writes his first real story.

The first class in reporting met this morning for business in the lecture room on the top floor of Kent Hall, which is really the Law School Building, but which must serve as a city room until the new Pulitzer Building is finished. There were about twenty club students in the class, and two of them were women.

Professor MacAlarney handed out assignments before dismissing the class and hurrying over to the next city room in the Philosophy Building, where the senior cubs were mobilizing. One student was to "cover" Democratic headquarters, another was to cover Republican headquarters, a third was to get a talk with some prominent Socialist on the Lawrence strike, a fourth was to nose around in the Bull Moose headquarters, and so on.

As for the young women in the front row, they were to go together to the Charity Organization Society and do a bit of slumming in the tenements, so that they would be able to put the sob-sister flavor into their "stuff" when, in days to come, the city editor sent them out on a good heart-throb story. You know, coldest day in winter, and all that.

And so to the senior class in journalism 43-4, "practice in editing and rewriting copy; lectures on differences in styles of presentation and theories of headlines. Tu, Th, S., at 10, and S. at 11." There were no young women in this class, but there was one Chinese student, H. K. Tong, in the fifteen who aspired to be college-made reporters.

As this class had to meet in the hall that is dedicated to philosophy, the familiar handsomely carved mahogany writing desks and gold-filled typewriters of a regular newspaper office were not in evidence. However, with the best zip of the ten o'clock gong, every one of the fifteen students had a batch of copy in his hand and he had just fifteen minutes to whip it into shape, put a head on it, and catch an edition.

Also he had to slug it. Did the senior class in journalism 43-4 look up in surprise when Professor MacAlarney told them to slug all stories? Not a bit of it. They had already learned that much journalism anyway. Each journalist knows what a slug is, as well as newspaper men.

Sometimes a careless foreman up in the composing room of a regular newspaper forgets, and lets a story get into the first page of the first ten-star edition with its slug still clinging to it, and the innocent reader puzzles over a line like this: VXXHHH... RUSH... ONE PAGE...

—NEW LEAD RIOT QJkwjwjamoo

That's a slug. The reader would not be interested to know the uses of the slug, but to a journalist in college it is mighty important, and the senior class in journalism at Columbia cannot only recognize a slug at first glance, but can also write one.

"Copy boy," called the professor at the stroke of 10:15, and every

journalist passed up his magnus opus and saw it tossed unceremoniously in a heap on the professor-city-editor's desk. The results of the quarter-hour of toil and labor included:

BOY WENT FISHING: IS DROWNED.  
\$193,000,000 TO MELT NORTH POLE ICE.

AGED ORGAN GRINDER DIES IN STREET.

It took the rest of the hour to explain what was the matter with the heads.

The New York Sun describes a journalism student's interview with the press agent of the Democratic National Committee:

The time was 12:15 o'clock yesterday afternoon, Jack Hammond, the tall and serious young man who is a press agent for the Democratic National Committee, sat at his mahogany desk in the Fifth Avenue Building doing something or other important. Presently he was aware that a person had passed the swinging gate and was circling about the desk as if planning to alight.

Mr. Hammond looked up. There confronted him a youth with a hat in his right hand, a notebook in his left. The eyes of the youth were blue and wide open. He breathed like one who had been running.

As the boy explained a rosy light dawned on the Democratic national publicist. The boy was in the School of Journalism at Columbia. Professor Robert E. MacAlarney had assigned him to interview Professor MacAlarney's friend, Mr. Hammond.

"Happy to oblige Bob MacAlarney and the School of Journalism," said the serious Mr. Hammond. "Now, just what can I do for you? Bless you, boy, anything I know is yours."

"Professor MacAlarney," he explained, "assigned me to come down here and find out how real reporters on the New York newspapers interview politicians, how you manage your bureau and how you get tainted news into the papers."

The boy laid his notebook on Jack Hammond's desk, where he could write easily and fast, and said:

"When the reporters call at the national headquarters who do they come to first?"

"H-m-m," said Mr. Hammond, "Well, you can say that they often come to see me—official capacity; you understand."

"And what do you do?"

"Hand 'em out canned stuff usually."

"Canned stuff? What in the—"

"Canned stuff," said Professor Hammond of the university extension course, "is the name we have for typewritten interviews, statements, straw polls and such that is manifold and given to all newspapers to do what they want with. In a word, it's easy money for space grabbers."

"And then what do you and the reporters do?" pursued the young man with the wide open blue eyes.

"We hold whispered conversations," said Mr. Hammond, warming to his job.

"What about?"

"Oh, we have hunches. You

know what hunches are—news hunches about this and that and often something else. It's in this whispered conversation that the reporters get the tips that make big stories in the papers. You know reporters are always looking for the unusual. Doggone 'em, they don't give a snap for things that are happening every day."

"You have heard of Mr. Dana's remark about the dog? No? Well—this will help you in your journalistic work—a reporter came in one day and told Mr. Dana that he had a good piece about a dog that had bitten a man, and Mr. Dana said, 'Young man, dogs are always biting men. Now if you hear of a man biting a dog that's a good story, let's have it.'"

"But that never happens," objected the boy.

"Everything happens," said Professor Hammond; "beauty is truth; truth is beauty. Next time you see a dog episode that fits Mr. Dana's specifications tell me about it and I'll see that it is printed."

"And after the whispered conversations are over, what do you do then?"

"Take the gentlemen of the press in to see our acting national chairman, Mr. McAdoo, the man who dug the Hudson tunnels."

"And what does he say?"

"He usually says," replied the voracious Mr. Hammond, "Well, gentlemen, I don't know a thing. What do you know? And that, my boy, is the way the political reporters get the news. Of course, any little thing I can do for 'em—"

The young journalist paused in the act of pocketing his notebook for the final question—how did Mr. Hammond manage to get tainted news into the papers? Mr. Hammond's stenographer paused with little finger over the shift key to hear the answer.

"It's very simple," said the serious Mr. Hammond. "I slip each of the reporters \$10 a day."

"You don't say! Must cost a lot."

"Only \$120 a day. Twelve of 'em call on me every day. The really interesting fact is that they won't take anything but new bills—crisp new bills, you must always write it that way."

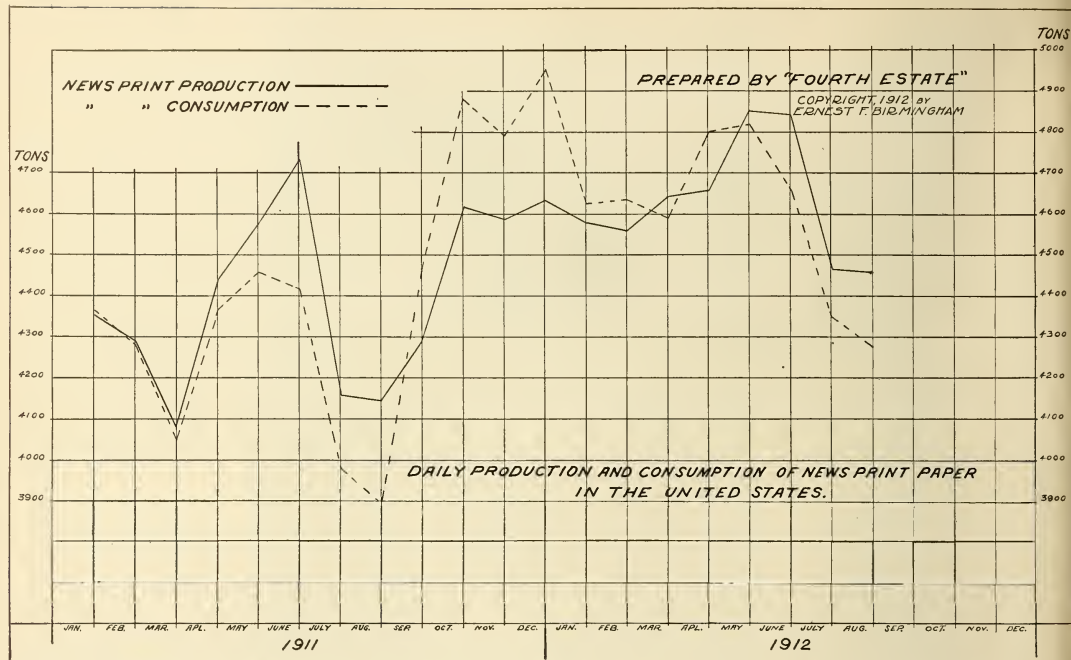
Mr. Hammond hauled a roll of money from his pocket, seized his hat and arose.

"You must excuse me now. The reporters are about due and I've got to go down and get these old bills exchanged for new."

## THE DETROIT TIMES

has been  
GAINING 1000 COPIES  
OVER A MONTH  
in home-going circulation since  
the beginning of the present year.

James Schermerhorn, Pres. and Gen. Mgr.  
The N. M. Sheffield Special Agency,  
NEW YORK. CHICAGO



## THE PRINT PAPER MARKET.

### EXISTING CONDITIONS IN INDUSTRY—"FAVORED NATION" HEARING.

The largest individual expenditure made by the newspaper publisher is for news print paper, and it is of vital importance to him to learn how he may keep the cost of paper at the lowest possible point. It is also essential that he should be able to estimate what the cost of paper will be during a year in advance, because not only is the circulation of most newspapers constantly increasing, but the demand may be doubled without notice almost any moment on account of

**DO YOU notice any Paper that takes FINE HALF-TONES any better, on HURRY-UP WORK, than that on which THE FOURTH ESTATE is printed?**

**LASHER & LATHROP**  
INCORPORATED

**PAPER**

18 Beekman Street, NEW YORK  
Successors to MOLLESON BROTHERS  
Established 1868.

some great public calamity or other news feature.

So great is the interest in the paper question that the American Newspaper Publishers' Association has for years maintained supplementary offices, in charge of a special commissioner and staff, to secure and disseminate paper information, for the members of that association.

For the benefit of all publishers THE FOURTH ESTATE has prepared a series of charts which will convey to the eye almost instantaneously the information which he requires in regard to existing conditions in the paper industry.

The first chart, printed today, shows the fluctuations during the years 1911 and 1912 in the production and consumption of news print paper. It requires no explanation.

The facts upon which this chart is based have been carefully collected by visits to paper mills, banks, underwriters, architects and engineers throughout the United States and Canada, and they are so close an approximation to actual conditions that they may be accepted literally.

Once each month a new plate will be prepared, which will carry forward the two lines of production and consumption over the intervening period, and other charts will be printed covering other features of THE FOURTH ESTATE's investigation of the paper question.

In next week's issue we appear a chart covering the same period of the years 1911 and 1912 and showing the daily fluctuations in the visible supply of news print

paper on hand. This chart will afford a distinct surprise to most readers of THE FOURTH ESTATE, and among other things it will show how an important news event like the loss of the Titanic might easily put the newspapers of the country in a position where they could not purchase any paper at any price.

Another chart will show the rainfall over that part of the United States and Canada where ground wood pulp is produced. As ground wood pulp is the principal ingredient of news print paper, it will be interesting as showing that the production of ground wood runs practically parallel with the rainfall; that is to say, when the rainfall is light the production of ground wood pulp is light, and when the rainfall is heavy the production of ground wood pulp is heavy. The facts of the past in this connection will be doubly interesting as a help in guessing for the future.

THE FOURTH ESTATE purposes to enter more deeply from month to month into a discussion of the problems of newspaper production. It will be pleased to receive from its readers any suggestions as to how to make this feature of especial interest, and any inquiries as to details which may not be explicitly covered in its pages from week to week.

Under normal conditions the average daily consumption of news print for the year 1913 will be about 500 tons per day more than the average for 1912. This amount of course will be increased or de-

creased in accordance with the prosperity of the nation.

And the average capacity of the news print mills in 1913 will be about 550 tons per day in excess of the average of 1912.

If, therefore, any method can be devised whereby the paper mill manufacturers can be compelled to run their mills up to their full capacities we may confidently expect very low prices. It is of interest to note that we consume just about the quantity produced in this country, which means that we export about the equivalent of the amount which we import from Canada.

The international dispute over whether the countries of Europe by virtue of the most favored nation clause of their commercial treaties with the United States are entitled to the free entry of wood pulp and paper into this country because that

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation on its merits as a newspaper.

**51,625** CIRCULATION  
Daily (Net Paid)

FOR SEPTEMBER, 1912

No wonder it carries more advertising, at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Singer Building, CHICAGO.  
Tremont Building, BOSTON.



*Statement of the Ownership, Management,  
Circulation, Etc., of the*

# Memphis News Scimitar

Published Daily, Except Sunday, at Memphis, Tennessee.

Required by the Act of August 24th, 1912.

President—Gilbert D. Raine, Memphis, Tenn.

Managing Editor—M. W. Connolly, Memphis, Tenn.

Publisher—Memphis News Scimitar Co., Memphis, Tenn.

Owners—(Stockholders owning more than 1 per cent of total capitalization):

Gilbert D. Raine, Memphis, Tenn.

Gilbert D. Raine, Jr., Memphis, Tenn.

Mrs. Julia Raine-Hawley, Galveston, Texas.

Mrs. Katherine Raine McMillin, St. Louis, Mo.

Mr. G. E. Petty, Memphis, Tenn.

Mrs. Mary Ingram, Memphis, Tenn.

Known bondholders, mortgagees and other security holders, holding 1 per cent or more of total amount of bonds, mortgages or other securities:

Bonds—\$150,000 bonds, negotiable, and hence not known at this writing

the names of the holders, and no other securities.

Average number of copies of each issue of this publication sold or

distributed through the mails or otherwise to paid subscribers

during the six months preceding the date of this statement was 38,984

Employees ..... 710

Service rendered ..... 1,414

Advertisers ..... 231

Exchanges ..... 129

Samples ..... 391

..... 3,178

Total, paid and unpaid ..... 42,162

GILBERT D. RAINE,

Editor and Publisher.

Subscribed and sworn to before me Oct. 4, 1912.

(Seal.)

A. J. WILLIFORD,

Notary Public.

My commission expires Jan. 26, 1914.

Average number of copies of each issue of this publication, sold or distributed, through the mails or otherwise, to paid subscribers, during the six months preceding the date of this statement was:

In Memphis

and Shelby County. Country.

Total

19,977 19,007 38,984

Unpaid:

Employees ..... 303

Service ..... 142

Returns ..... 755

Advertisers ..... 231

Exchanges ..... 129

Samples ..... 210

..... 1,410

Total unpaid ..... 1,768

Total, paid and unpaid, 21,387 20,775 42,162

GILBERT D. RAINE,

Editor and Publisher.

Subscribed and sworn to before me Oct. 4, 1912.

(Seal.)

My commission expires Jan. 26, 1914.

A. J. WILLIFORD,

Notary Public.

The News Scimitar's stock is in the hands of its editor and publisher, except some 25 per cent of it, mainly given to members of his family and his employees. He has repeatedly refused to sell any part of it, even at times when this would have made his work easier. His determined purpose has been to conduct and furnish Memphis and this section a newspaper without divided control and without a diversity of interests having a voice in the paper that divided ownership causes.

A newspaper should be very much of a public institution, and the public should know a great deal about it; and it should be conducted without any influence from any interest except the general public interest. Keeping this in view, the editor and publisher of The News Scimitar has or owns nothing else, and has no other interests or income but from The News Scimitar, and intends to keep himself in this position.

GILBERT D. RAINE,

Editor and Publisher.

PAUL BLOCK, Inc., Managers Foreign Advertising, 250 Fifth Ave., New York; Steger Bldg., Chicago; Tremont Bldg., Boston.

ANTI-CAR AD ORDINANCE AGAIN ATTACKED.

Another attack on the ordinance recently passed by the Chicago city council prohibiting railroad companies from displaying advertising matter in their cars, has been made in a bill filed in the Circuit Court by the Chicago and Western Indiana Railroad Company. The bill is directed against the city and asks that the ordinance be declared null and void.

FORT WORTH SALE.

The Fort Worth (Tex.) Record has been acquired by Colonel William Capps, who will conduct it under the general management of Hunt McCaleb, who has heretofore been managing editor of the paper.

ILL OF PARALYSIS.

Frank Crichton, publisher of the Clanton (Ala.) Union Banner, has been stricken with paralysis. It is reported that his entire right side is disabled.

## THE STATUS OF SATIRE.

EDITOR THE FOURTH ESTATE.

SIR: My attention has been called to a newspaper item to the effect that Satire, a weekly publication devoted to the higher type of humor, founded by me a little over a year ago, had suspended publication. The genial interviewer did not, I fear, understand the story aright, or if he did it was cut up in such a way by the city editor as to create a most erroneous, not to say harmful, impression.

What I did say was that Satire had evidently proven above the heads of the masses, and would therefore soon be issued in a new and more popular form with the usual magazine features. I added that inasmuch as I had just purchased an old established magazine (the Welcome Guest, of Portland, Me.), with a circulation of 150,000, I would, until the revised Satire appeared, transfer our old subscribers to the said magazine, in which I propose to run a humor department on Satire lines.

The strong and growing hold which Satire has made on the thinking public, both in this country and in England, should preclude the possibility of its suspension, even though it has not made money during the first year of its life.

WALTER PUTITZER,

President Putitzer Publishing Company.

DINGLEY FOR CONGRESS.

In order to give his time to the Progressive campaign which he is conducting for a seat in Congress E. L. Dingley has retired from the editorship of the Kalamazoo (Mich.) Telegraph Press, of which he is part owner.

LEAVES AGENCY FIELD.

Bryce L. Schurman has retired from the Schurman Advertising Service, Grand Rapids, Mich., and has located in Cincinnati, where he has founded a new mail order concern called the Direct Furniture Company.

## YOUR

## "WRAPPED"

## ATTENTION

is invited to our perfected

# Nibroc Kraft

## WRAPPING PAPER

—the handsome "quality" kind which gives—

MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY

Let us send you proof samples, also name of nearest dealer.

## BERLIN MILLS CO.

PORTLAND, MAINE.

New York Office, 256 Broadway

privilege is accorded to Canada, will be argued in the Court of Customs Appeals October 22, in Washington.

The board of general appraisers at New York, from whose decision importers have appealed, held that Canada was not a country, state or nation, and consequently did not come within the meaning of the most favored nation clause.

Walter Naef, who is at the head of the biggest news paper manufactory in Switzerland, is making a tour of inspection of the paper making centers of the United States. Mr. Naef's plant is situated near Lucerne, and its output is about 12,000 tons a year, which, he says, is about one-seventh of that of the plant he has been inspecting.

"Our entire product is consumed in Switzerland," said Mr. Naef. "We can not export profitably, for the reason that the duty in Germany, our natural outlet, is prohibitive. We have our own sulphite and pulp mills, together with our paper mills, and get our wood from Switzerland, Germany, and Austria, using a sort of spruce which we call 'roth tanne.' We have to pay a much higher price than the manufacturer here, in fact, three times as much. Of course we get a little more for the product.

"You see, our newspapers are neither of the size nor the circulation of some of your New York dailies. Our population is only some 13,500,000, and the American Sunday paper, with its magazine and other supplements, is foreign to Swiss journalism.

"I went up to see the mills at the Sault Ste Marie and there the situation is ideal. There is no bringing the wood for hundreds of miles, and with five railways and the Great Lakes at the very doors of the mill, the transportation of the product is arranged for in an ideal fashion. As for the machinery, I should say that while some of it is better than ours, we have some that I think is superior.

"Our mills are run by water power, and we get the water from the River Reuss, which comes down into the Lake of the Four Cantons from the St. Gothard. Of course, like in many other things, the mills over here are so large that it is difficult to make comparisons with ours."

## THE EVENING WISCONSIN

Milwaukee's Favorite Home Paper.

It is QUALITY Circulation against mere BULK Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory return and poor buyers.

Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do read the advertisements because they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Circulation is the paid reader, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "worthwhile" home in which this paper will be invariably found.

J. HIN W. CAMPBIE, Business Manager.

Foreign Representatives:

CHAS. H. EDDY, EDDY & VIRTUE, Metropolitan Bldg. People's Gas Bldg. NEW YORK.

CHAS. H. EDDY, EDDY & VIRTUE, Metropolitan Bldg. People's Gas Bldg. NEW YORK.

CHAS. H. EDDY, EDDY & VIRTUE, Metropolitan Bldg. People's Gas Bldg. NEW YORK.

CHAS. H. EDDY, EDDY & VIRTUE, Metropolitan Bldg. People's Gas Bldg. NEW YORK.

CHAS. H. EDDY, EDDY & VIRTUE, Metropolitan Bldg. People's Gas Bldg. NEW YORK.

## POLICY OF "PRINTING THE NEWS" MOST SUCCESSFUL.

How training in metropolitan journalistic methods may be used to good advantage in the suburban or country field is well depicted in the case of Edward H. Johnson, secretary and manager of the Richmond County (N. Y.) Advance. Mr. Johnson began his newspaper work on the weekly Staten Island World and when he was nineteen years old he obtained a place on the staff of the New York Sun.

After two years of a metropolitan education he returned to Staten Island to assist in launching the daily edition of the Staten Island World. In the latter part of 1911, with several associates, he bought the Advance. A publishing company was incorporated with \$10,000 capital



EDWARD H. JOHNSON.

stock; John J. Crawford, the former owner, as president; William Wilcox as treasurer; and himself as secretary and manager.

Immediately the paper was changed to suit Johnson's big city ideas. Advertisements disappeared because Johnson announced that no cut rates would be tolerated; fillers were done away with and a half dozen reporters piled in so much copy that despite the change in make-up "old subscribers" had to admit that the Advance was "run-

ning the news."

Barely three months after the new company had taken hold the Saturday edition had to be increased from eight pages to twelve pages. Advertisers began to appreciate what standard rates meant and increased their space. A serial story prize contest, each of the ten chapters of which was written in competition by readers, was commenced. An auto delivery was installed and the circulation spread out of its home territory to all parts of the island.

The weak Wednesday edition was discontinued a month or so later, and Johnson and his supposed absurdly large staff devoted their efforts to a Friday edition, ran a misspelled word contest, giving readers \$25 each week to spend exclusively with Advance advertisers. This greatly increased the circulation and advertising revenue.

A roof sign was added to the Advance auto setting forth in large letters the most startling bits of local news which were to appear exclusively in the Advance, and the world's championship baseball scores were also shown on the sign.

Today the paper (which, by the way, is printed on machine finish stock) consists of twelve six-quarto pages, all home print—a day and night shift is at work on the linotype "battery," which consists of a No. 5 linotype—and a maximum of paid advertising, thirty out of the seventy-two columns, has been reached.

The secret, according to Johnson, is "news and independence."

"Give the people plenty of local news," he says, "and they'll forgive you for your independence. One thing that's hard for a suburban newspaper to do is to stick to its advertising rates; fortunately, however, a wave of standard, profitable advertising rates is sweeping through the country newspaper world and local and national advertisers are beginning to appreciate that country publishers have a right to live.

"No. The Advance is not my ideal of a country weekly. If it was we'd be losing money. We do try to run the first and editorial pages to suit ourselves, but the rest of the paper we run to please our readers, mainly column after column of names."

## MADE A MAGISTRATE.

W. A. Jewett, formerly editor of the Nelson (B. C.) Daily News, has been appointed by the Alberta Provincial Government a stipendiary magistrate for the territory at the eastern end of the present head of steel on the Grand Trunk Pacific & Canadian Northern Railways, west of Edmonton. He will have his headquarters at Tete Juan Cacho, in the Rocky Mountains. Mr. Jewett's commission is a roving one and he will hold court at various points along the line as the occasion may require.

## WOMAN SELLS PAPER.

Mrs. M. E. Toner, who has been publishing the Knoxville (Tex.) Golf Coast Record, since the death of her husband, has sold out the business of the Knoxville Publishing Company.

## TRAINING REPORTERS IN HUMAN INTEREST.

Reminiscences of his fifteen years as a human-interest man were given by Fred L. Boalt, for three years London correspondent for the Associated Press, now of the Seattle Star, before the students of Journalism of the Washington State University, Seattle.

"King Edward was sick," said Mr. Boalt, "and some of the men at the office told me to make a little social call at Buckingham Palace and ask the King how he was getting on, so I started out for this purpose. At regular and frequent intervals liveried servants and other flunkies stopped me and demanded to know what I wanted and who I was, my answer always being that I was an A. P. man and wished to see Lord Knollys, who I had been told was the proper person to see in regard to the King's health. Finally I came into a surpassingly magnificent room, and there met a very fine looking old gentleman of whom I inquired the whereabouts of Lord Knollys and was informed that I was addressing Lord Knollys, the King's private secretary. Well, he was a fine old fellow and told me what I wanted to know about King Edward being indisposed.

"When I returned to the office the English reporters told me what I had just done had no precedent, as news concerning royalty was never given out to any paper except the London Times, which is the official organ of publicity in England. Furthermore they considered it audacious of me in the extreme to even go to Buckingham Palace."

Mr. Boalt said that when he first suggested writing human-interest, his editor ridiculed him and said readers didn't care for that sort of stuff and that there was only one way to write news. In fact this editor declared that a human interest story is not news at all.

"Nevertheless," said Mr. Boalt, "people would rather cry than laugh, and stories which arouse the human sympathies are eagerly read. A human interest story is not necessarily news, but a story of humanly interest and it may contain the news element."

Mr. Boalt's audience listened with intense interest to some of the peculiar and not altogether pleasant experiences a reporter is obliged to undergo to get the story he wants, the following, which is a good example:

The conditions in a certain reformatory invited investigation, so he picked a man's pocket and of course was arrested and put in this reformatory. While there he saw all the inner workings of the institution, which were much to its discredit. Later, as a result of the newspaper publishing his story, these things were corrected.

## NEW ADVERTISING JOB.

F. C. Gunning, a young newspaper man who has had a number of years' experience in advertising and theatrical work, has taken charge of the publicity work of the feature moving pictures being produced by the Eclair Film Company, one of the largest independent film manufacturers.

## DAILY PAPER FOR OHIO PRINTERS' CONGRESS.

During the Ohio Printers' Cost Congress and Exposition in Cincinnati last week the local office of the Western Newspaper Union issued daily editions of the Convention News for the benefit of visitors. Each issue contained eight pages of live news of every section of the state of interest to printers, editorial matter and well adopted illustrations.

The plant on which the paper was printed was operated in the exposition hall in full view of visitors. It consisted of two linotypes, two monotypes and a newspaper press. The paper was published under the auspices of the publicity committee of the Congress, and was in charge of C. S. Clark, manager of the local branch of the Western Newspaper Union, as editor-in-chief, and L. K. Oppenheimer, managing editor.

## NEW DAILY IN MICHIGAN.

The Daily Press has appeared at Flint, Mich. George A. Barnes is the business manager, and Arthur C. Pound is managing editor. The new paper is said to have the backing of the Associated Newspaper Syndicate, which publishes the Battle Creek Journal and the Detroit Journal, and of which William A. Thomson is the head.

## MEMPHIS' OWN PAPER.

The date of October 25 has been set for the appearance of the proposed municipal paper for Memphis, Tenn. The paper will be in charge of W. M. Pope, secretary to the mayor of Memphis, and is provided for in the charter of the commission government recently adopted by the city.

## ARTISTS TO EXHIBIT.

Cartoonists on Chicago newspapers will show specimens of their work in an exhibition being arranged for the near future at the American Music Hall. Nearly all the well known newspaper artists of the city are preparing special work for the occasion.

## AUTO AD MEN CHANGE.

Ernest Coler has been appointed to take charge of the advertising of the Willys-Overland Automobile Company, Toledo, O., to succeed Roy J. Buell, who has become connected with the sales department of the Ohio Electric Automobile Company.

## Nine Months' Growth

of the Sunday Edition of the

## NEW YORK TIMES

In nine months of 1912 the New York Times published 2,079,374 lines of advertisements, compared with 1,823,183 lines in the corresponding period of 1911, a gain of 256,191 lines, a growth greatly exceeding the combined increase of three other New York Sunday newspapers.

## THE LOS ANGELES TRIBUNE

is the Progressive, Independent newspaper with the LARGEST CIRCULATION in Los Angeles.

OVER 64,000 DAILY AND GROWING.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Singer Building, CHICAGO.  
Tremont Building, BOSTON.



## WEEKLY PAPER

Located in very desirable South-east County Seat town of 3,000.

Equipment, including No. 5 linotype, inventories about \$9,000.00.

Price, \$7,000.00; terms, half cash, balance deferred.

Other attractive propositions in Publications.

HARWELL, CANNON & MCCARTHY,  
Brokers in newspaper and magazine  
properties that are not hawked  
200 Fifth Avenue, NEW YORK.

### "DOWN MOBILE."

The Mobile Item, reorganized and under its new management, and backed by a company composed of some of the leading business and professional men in the city, has branched out in new directions, its territory being also extended into East Mississippi and West Florida.

With ample capital for development, the equipment and material in all departments has been largely added to, new machinery being installed in the four-story reinforced concrete, fireproof building into which the Item moved last Sunday. The equipment includes a battery of seven Linotypes, one No. 9, four-deck machine, to which two more straight news machines will shortly be added.

The entire stereotyping equipment is new and contains all the latest labor-saving devices, and a new thirty-two page, four-color Goss press will be installed in the new building the first week in November. A large area of floor space is added to all departments in the new building, the composing room being one of the largest and finest in the South, with continuous windows set in iron frames around four sides of the room, giving a maximum of light and ventilation.

The offices have been fitted up and finished in native woods and are handsomely furnished.

### BIG NEWARK PRESS.

The Newark (N. J.) Evening News expects to have its new noble sextuple press in operation by November 1. The machine is one of the largest of its kind ever built, and is capable of turning out ninety-six pages at one time.

Arthur Butterfield has started the publication at Faith, S. D., of a Democratic paper called Faith.

### MORE TROUBLE FOR REALE.

Felice Reale, editor of L'Italo-Americano, of Trenton, N. J., is being held under \$109 bail by Justice of the Peace Abram D'A. Naar for a further hearing on charges preferred by Felice Ronca, Italian consular agent.

The specific charge is that Reale wrote and published a malicious and defamatory libel, which he entitled "Piccola Posta," meaning in English "A Small Answer."

Reale is now held under bail for a hearing before the United States courts for improper use of the mails and also for a hearing before the grand jury on a charge of shooting a fellow countryman.

### GRIFFITH'S NEW POST.

William Griffith, formerly editor of McCall's Magazine, has been appointed editor of the Semi-Monthly Magazine Section of the Philadelphia North American, the Boston Globe, the Washington Post, the Pittsburgh Dispatch, the San Francisco Call, the St. Louis Globe-Democrat, the Cincinnati Enquirer, the Chicago Tribune, and the Omaha Bee, with offices in the Fifth Avenue Building, New York.

### CITY JOB FOR LAKE.

To the number of former newspaper men who are employed in responsible positions at the City Hall in Providence, R. I., has been added Lester A. Lake as general clerk in the office of the City Treasurer. Mr. Lake was formerly with newspapers at Attleboro, Vt., and the Providence Times and Journal.

### BANQUET TO MR. GAGE.

The staff of the Electrical Record gave a complimentary dinner to Nelson W. Gage, president of the Gage Publishing Company, publisher of the Record at the Cafe des Beaux-Arts to commemorate the twentieth anniversary of the founding of the business by Mr. Gage.

### LARNED GOES WEST.

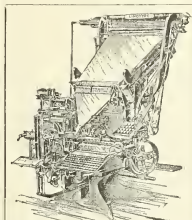
Wallis C. Larned, Jr., formerly Western manager of Scribner's Magazine, has recently been appointed advertising manager of the Bellman, Minneapolis, to succeed Joseph H. Husband.

### LEAVES EDITORIAL WORK.

E. H. Normann, associate editor of the Sacramento (Cal.) Bee, has resigned to go into business with the Wahl Stationery Company.

## More Than 500 Users Know

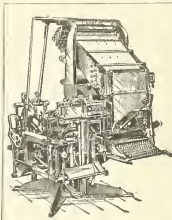
It's the record of actual performance that should influence your selection of a composing machine.



Quick-Change Model 8  
Three-Magazine Linotype

Actual Users  
of

Multiple  
Magazine  
Linotypes



Quick-Change Model 9  
Four-Magazine Linotype

Can tell you of the time and labor saving qualities of these machines in newspaper ad rooms, and for general straight matter, as well as display work.

There's a Multiple Magazine Linotype user near you. Ask him. He will tell you that

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHALER LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

### COMBINE IN LOGANSPOUT.

The Journal-Tribune Company of Logansport, Ind., which represents a consolidation of the interests which have published the Logansport Journal and Tribune, has filed articles of incorporation with the secretary of state. The capital stock is placed at \$50,000, \$50,000 of which is preferred. The incorporators are Benjamin F. Keesling, who was the publisher of the Journal, and Edgar F. Metzger and Harry C. Metzger, publishers of the Tribune.

### LEAVES VANCOUVER.

Judson H. Carter, general manager of the Vancouver (B. C.) Sun, has resigned. For health reasons he could not stand the far north climate and is now in Los Angeles.

### STACK SOLE OWNER.

Harrison M. Parker has retired from the Stack-Parker Advertising Agency, Chicago, selling his stock to J. L. Stack, who is now in full control of the business.

## BARNHART BROS. & SPINDLER

New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

### TYPE FOUNDERS

Will equip with their wonderfully convenient space-saving Composing and Press Room Steel Furniture, making layout and blue print of your rooms, so that you can save money at spigot and bung-hole every day of the year. Call us into council.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.  
ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

E. E. Burton has launched the Dent County Herald at Salem, Mo.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB  
by Linotype Machines with exclusive use of  
MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M&E  
MERCHANDT & EVANS CO.  
Smelters-Refiners  
PHILADELPHIA

NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER

M&E  
Registered.

Let the American Ink Co.  
of New York City be your  
4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

### ELECTION IN NASHVILLE.

The Nashville Press Club at its last meeting elected the following new officers: John Leiper, president; Frank J. Bath, vice-president; Paul W. Treanor, secretary; Miss Will Allen Dromgoole, treasurer; R. Melville Barnes, corresponding secretary. The officers, with the following, compose the executive committee: Marshall Morgan, J. Washington Moore, G. H. Baskette and John E. Gilbreath. The following were proposed as new members: R. A. Henry, Jr., Jack Nye, W. P. Hoffman, Medicus Ransom, W. Morgan Blake, Fred Dye, Norman Baxter and H. D. Harkreader.

### BIG MEETING OF AD MEN.

Members of the Advertising Clubs of Buffalo, Detroit and Cleveland, numbering 500, met in Rochester, last Saturday for their annual meeting, having among their guests Louis Brandeis, the Boston lawyer; Dean Talcott Williams of the Pulitzer School of Journalism, Mayor Louis P. Fuhrman of Buffalo, Mayor S. S. Wilson of Willoughby, O.; Manly M. Gillam of New York, Edwin S. Browne of the Curtis Publishing Company, and Frank J. Raymond of St. Louis.

At the evening session Louis Brandeis, spoke on "Big Brandeis"

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than  
any other two papers  
Print.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN STAR** and the  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

arguing for the co-operative organization of big business forms in which labor would hire capital; not capital hire labor. Talcott Williams spoke on "Journalism of Today and of Tomorrow," pleading the cause of specialized education for journalism, and urging a similar education for advertising. It was decided to hold the next semi-annual meeting in Buffalo.

### SAN DIEGO PRESS CLUB.

Newspapermen of San Diego, Cal., met at a dinner in the U. S. Grant Hotel and effected temporary organization under the name of the Newspapermen's Club of San Diego County.

Committees on permanent organization were appointed, and it is expected that the club will open headquarters within thirty days.

The club is to be exclusively for men employed actively in editorial departments of San Diego County newspapers.

### BROOKLYN PRESS CLUB OPENS ITS HOME.

Between two and three hundred Brooklyn newspaper men and their friends attended the formal opening of the Brooklyn Press Club in the club rooms, 365 Fulton street. Addresses of congratulation were made by Borough President Alfred E. Steers, Andrew McLean, editor of the Brooklyn Citizen; Herbert L. Bridgman, business manager of the Standard-Union, and a letter from St. Clair McKelway was read expressing his good wishes.

Mr. McLean, William Berri, proprietor of the Standard Union, and Mr. Bridgman applied for membership and were admitted by vote of the members immediately.

The program of the evening was under the direction of Douglas Griesemer, chairman of the entertainment committee. Walter M. Oestricher, city editor of the Citizen, president of the club, outlined the purposes and aspirations of the new club and then gave way to

The merchants place the volume of their advertising in the

## BUFFALO TIMES

because they know their announcements will be read and that immediate sales of their merchandise will follow.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bldg., Chicago.

### Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS. Goes into more homes, offices and work-shops than any other paper. Best classified medium between New York and Chicago. Write or Telephone H. C. Rook, Real Estate Trust Bldg., Phila. W. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic City, Atlantic City. Dorland Co., 3 Regent St., London, Eng.

### Borough President Alfred E. Steers.

The latter spoke on the great future before Brooklyn and urged that the newspapermen be for Brooklyn first, last and all the time. Andrew McLean spoke upon newspaper work as a profession. Newspaper men labored long and unselfishly, he said, with no thought of great reward but with a sincere desire to realize their highest ideals.

A vaudeville entertainment, furnished by the theatrical people in Brooklyn, brought the evening to an end.

### FOR NEW AD CLUB

President Wadsworth and his organization committee of the Eastern Division of the Associated Advertising Clubs of America are planning vigorous work looking to the organization of new advertising clubs in cities and towns in the Eastern Division and will also endeavor to induce clubs thus formed to affiliate with the association.

An earnest endeavor will also be made to bring into the association such advertising clubs in the territory mentioned as are not already affiliated with it. A careful list will be made and suitable literature will be sent out. The co-operation will be sought of the various clubs in the Eastern Division which are now members of the association, and the help will also be asked of the proprietors and advertising managers of various daily papers located at strategic points.

J. D. Kenyon of New York is chairman of the organization committee, and W. B. Sharpe secretary.

At a meeting of the publication commission of the Associated Advertising Clubs of America held in New York Thomas Dreier of Boston was appointed editor of the Voice and C. Edgar Snow Eastern representative.

The Voice will remain the exclusive organ of the Associated Advertising Clubs. The publication committee will be enlarged to include prominent men in all branches of advertising. S. DeWitt Clough of Chicago is the chairman.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911, this is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bldg., N. Y. Tribune Bldg., Chi.

### OTHER CLUB NOTES.

"Men of Affairs in Greater Kansas City," a newspaper reference book compiled by the Kansas City Press Club, has just been published. It is an artistic piece of work, bound in black leather and printed on heavy enameled paper. It contains nearly 250 half-tone portraits of prominent business and professional men of Greater Kansas City, with concise biographical sketches of each. Copies are being furnished to the newspapers of the country for use in their libraries. The biographical matter in the work was written by Horace H. Herr, president of the press club.

The California Press Association, represented by the editors of thirty-five newspapers and their families, were the guests of the Chamber of Commerce of Oakland one day last week. The day's festivities consisted of automobile rides, a mid-day luncheon and concluded with a banquet at the Key Route Inn in the evening.

A committee was appointed at the last monthly meeting of the Milwaukee Advertisers' Club to complete arrangements for new club rooms at 221 West Water street. It is planned to use the entire second floor of this location, and the rooms will be connected with a restaurant down stairs.

The Hunnewell (Mo.) Graphic is now being issued under the management of Mrs. J. T. Hoyt.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.,  
NEW YORK, CHICAGO



# ONE Strong Appeal to Advertisers for the ST. LOUIS STAR

s that it is the ONLY  
INDEPENDENT  
NEWSPAPER

n the Mississippi Valley.

\$20,000,000 in wages will be paid to  
large earners in Dayton and Springfield  
during the coming year.

The DAYTON NEWS

The SPRINGFIELD NEWS  
re read in 75 per cent. of the homes re-  
ceiving this money. It's going to be a  
big year in Dayton and Springfield—the  
factories are busy. Combined circulation  
12,991—combination rate 6 cents per line.  
—A. Coste & Maxwell, Monolith Bldg., N. Y.  
ohn Glass, Peoples Gas Bldg., Chicago

## AD GOLFERS END SEASON.

New York advertising golfers  
held their fourth and final tourna-  
ment of this season Thursday over  
the links of the Knollwood Coun-  
try Club, near White Plains, and  
in order to make the windup auspicious  
a variety of prizes were offered.  
As usual, foursomes at-  
tracted the chief attention, and in  
this there was a tie between D. M.  
Parker and J. H. Hawley, with a  
best ball of 38—34, 72, and J. A.  
Ford and Hartley Davis, with a  
similar score.

It was decided to settle the dead-  
lock on the scores of the second  
round, and Parker and Hawley  
proved to be the winners. E. E.  
Calkins and L. M. Williams, re-  
turning 71, were the second round  
winners.

In order to give everybody a  
chance the individual prizes were  
divided into three classes, E. C.  
Johnson leading the first division  
with a card of 83—5, 78 and E. M.  
Alexander topping the second with  
87—8, 79, while in the third set T.  
C. Fogel was the lucky man with  
94—16, 78. The prize offered for  
the best single round was captured  
by Louis A. Hamilton, whose 77  
was not approached.

The Pulp and Paper Magazine of  
Toronto will be issued every two  
weeks instead of monthly

## The Cleanest Most Power- ful Paper In Nebraska.

The paper with the largest cir-  
culation in proportion to the  
population of its city and state of  
any newspaper in America is:

## The OMAHA DAILY NEWS

Bumper Crop; Rich Territory;  
Rates that are Right;

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York  
O. G. Davies, Chicago. J. F. Antisdell

# THE PITTSBURG PRESS

HAS THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## CLEVELAND is the metropolis of Ohio. The

PLAIN DEALER  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of September 1912, was as follows:

Daily 110,742. Sunday, 136,431

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## MILWAUKEE VETERAN GOES INTO RETIREMENT.

Henry W. Bleyer has retired  
from the editorial staff of the Mil-  
waukee Sentinel with the notable  
record of forty-four years of  
active continuous service on the one  
paper. Mr. Bleyer has left for  
Madison, where his nephew, Willard  
C. Bleyer, is of the faculty of the  
University of Wisconsin and  
will devote a part of the coming  
winter to the preparation of various  
papers he has read during his long  
career, which he intends to publish  
in book form.

In October, 1868, Mr. Bleyer first  
joined the Sentinel staff and for  
eight years held the combination  
position of city editor and reporter.  
Since that time he served with distinction  
in many positions of  
responsibility and for twenty years  
was the editor of the Weekly Sentinel,  
known for a long time as the  
Farmer's Sentinel.

In addition to his recognized position  
of dean of the newspaper fraternity  
in Milwaukee Mr. Bleyer is  
known as one of the best informed  
of the city's pioneers. He is histori-  
an of the Milwaukee County Pioneer's  
Association.

Mr. Bleyer's newspaper record is  
notable in many ways. He is the  
eldest of a family of twelve and  
every son in the family who grew  
to young manhood has been at one  
time or another identified with some  
Milwaukee newspaper. Mr. Bleyer  
served on the Sentinel under five  
managements.

## PRACTICAL TRAINING.

Three former students of the  
School of Journalism at the Uni-  
versity of Missouri are now em-  
ployed on the St. Joseph (Mo.)  
News-Press. J. E. Hansell is cor-  
respondence editor; John Cargill  
police reporter; and Mohler  
Shirkey staff photographer and  
general assignment man.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.  
1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 458,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

## The NEW ORLEANS ITEM

has made New Orleans  
a "one paper city."

The Association of American Advertisers  
recently gave The Item a Sunday circula-  
tion of 51,181 daily of 47,897.

That's why The Item month after month  
carries as much advertising as the Picayune  
and Times-Democrat COMBINED, and  
from 300 to 500 COLUMNS MORE than  
The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

## PROSPERITY IS THE WORD IN NORTH DAKOTA.

EDITOR THE FOURTH ESTATE:

SIR: "I wish you were in North  
Dakota at this time, that I might  
take you out over the mammoth  
farms and show you the greatest  
crop that has ever been harvested  
in any state or country in the  
world. Our greatest problem at this  
time is getting it to market. Truly,  
'the harvest is great and laborers  
are few.' It is very difficult to get  
labor in North Dakota, to handle  
even an ordinary crop and when we  
get such a harvest as we have this  
year the work falls exceptionally  
heavy on the few."

"But there is always the selfish  
part to these things, and I am sure  
you can appreciate what it means  
to the Times and the Herald. Oc-  
cupying, as we do, an almost exclu-  
sive field in the most productive  
part of North Dakota we do not  
have to stretch our imagination to  
believe that the papers will almost  
double in circulation during the  
next year."

"As you know, we are serving  
many of these towns near Grand  
Forks with a specially delivered  
paper, either morning or evening,  
according to the train service.  
Among these towns is Crookston,  
Minn., and Grafton, Larimore,  
Devils Lake and Williston in North  
Dakota. We are putting from one  
hundred to six hundred papers in  
each of these towns every day by  
carrier."

"The subscription of the Herald  
and the Times is handled absolutely  
from the office. We do not do any  
business through news agents, nor  
do we sell any route or part of our  
list. All of our collections are made  
from the office, so that we are in  
personal touch at all times with  
every subscriber to both papers. In  
this way we have a quality of cir-  
culation that means much to the  
advertiser."

"Every free copy on our list is  
charged to some department of our  
business. For instance, all of our  
exchanges are charged back to the

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience  
of forty - eight  
successful years  
Guarantees to  
those who en-  
trust their



## ADVERTISING

as to immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Commercial Bldg., ST. LOUIS



PAYNE & YOUNG  
SPECIAL REPRESENTATIVES,  
Fifth Avenue Building NEW YORK  
730 Marquette Bldg., CHICAGO.

CARPENTER-SCHERER  
SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

editorial departments of each paper.  
All copies to advertisers are charged  
to the advertising department. All  
complimentary copies to the county  
officials are charged to our job de-  
partment, so that after all what we  
regard as free copies are charged to  
some department and our circula-  
tion department gets its full credit.  
You will readily see that under this  
system we are not giving any more  
of a free list than we can possibly  
avoid.

"We are just putting some more  
men on the road in the circulation  
department, in order that we may  
more rapidly reap the benefit of the  
unusual prosperity that is now  
prevailing in our state."

NORMAN B. BLACK,  
Publisher the Grand Forks Times-Herald.

## MAGAZINE AND AGENCY MOVE OFFICES.

The offices of the Arizona Maga-  
zine, of Phoenix, recently taken  
over by C. S. Scott, formerly city  
editor of the Republican, have been  
moved to 40 North First street.  
The former quarters were in the  
Empress Theater Building.

The Phoenix Advertising Agency  
has also moved to the same loca-  
tion from the National Bank Build-  
ing.

## Largest proved high-class evening circulation.

# The NEW YORK GLOBE

hold certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## FROM THE AD FIELD SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

HOWLAND, GARDINER & FENTON, 20 Broad street, New York.—The Magistral Chemical Company; orders being placed with a selected list throughout the country.

HOOPES, 300 Shipley street, Wilmington, Del.—The Duke Munyon Remedies; orders will be placed where distributor can be secured by publisher.

VREELAND, 350 West 38th street, New York.—Batchellor Corsets; placing orders where they have dealers.

ELLIS, 10 High street, Boston.—The Boston Rubber Company, "Hub Rubbers"; placing orders with a selected list of Eastern papers.

DAUCHY, 9 Murray street, New York.—R. G. Contrell; placing orders with weekly editions of small papers throughout the country.

SALES SERVICE COMPANY, People's Gas Building, Chicago.—Placing land agriculture copy for the Rock Island lines in a large number of dailies and weeklies

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian  
and News.**

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

throughout Illinois, Indiana, Michi-  
gan and Ohio.

ALLEN, 141 West 36th street,  
New York.—The American Voltie  
Company, 225 West 39th street,  
New York; orders will be placed  
shortly in cities where the company  
has distribution facilities.

The Lash's Bitters Company, 721  
Washington street, New York, will  
shortly place orders with a selected  
list of papers.

AYER, 300 Chestnut street, Phila-  
delphia.—Penich & Ford, Ltd., mo-  
lasses, Shreveport, La.; 944-inch  
contracts being made with a selected  
list of Southern papers.

The Fleischman Company's Yeast,  
701 Washington street, New York;  
will place orders with a selected  
list of papers east of Pittsburgh.

BASHAM, Paul Jones Building,  
Louisville, Ky.—The James Thomp-  
son & Brothers Company, Louisville,  
Ky.; making 1,400-line contracts  
with a selected list of Texas dailies.

BATTEN, Fourth Avenue Build-  
ing, New York.—The F. M. Hoyt  
Shoe Company, "Beacon" Shoes,  
Manchester, N. H.; renewing con-  
tracts with New York State papers.

BROMFIELD—FIELD, 1780  
Broadway, New York.—Will han-  
dle the new advertising appropria-  
tion of the Ajax-Grieb Rubber  
Company, which will make more  
general use of newspapers in all  
parts of the country than hereto-  
fore.

BLAINE-THOMPSON, Fourth  
National Bank Building, Cincinnati.  
—F. A. Dillingham, medicines, Cin-  
cinnati; making 5,000-line contracts  
with a selected list of Western pa-  
pers.

CHESMAN, 1127 Pine street,  
St. Louis.—The Paris Medicine  
Company, St. Louis; contracts be-  
ing made with a selected list of  
papers.

PEABODY - HOUGHTALING,  
105 South La Salle street, Chicago;  
orders for 112 lines nine times being  
placed with a selected list of Pa-  
cific coast papers direct.

PRESBRY, 456 Fourth avenue,  
New York.—Flint & Co., financial,  
25 Broad street, New York; New

# THE BOSTON POST

SEPTEMBER 1912 AVERAGES  
The Daily Post 415,535  
The Sunday Post 315,604

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Adv-  
ertisers, New York City.

THE JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

York State papers receiving con-  
tracts.

RUBINCAM, Drexel Building,  
Philadelphia.—The National Chew-  
ing Gum Company, Philadelphia;  
reported that the above will place  
orders with newspapers shortly.

SEAMAN, 30 West 33d street,  
New York.—Merck & Co., drugs, 45  
Park place, New York; placing or-  
ders with a few Western papers.

The Vanderbilt Hotel, New York;  
again placing orders with newspa-  
pers on a trade basis.

STEWART, Unity Building, Chi-  
cago.—The Bernheim Distilling  
Company, "Harper" Whisky, Louis-  
ville, Ky.; making contracts with  
Southern papers.

TAYLOR — CRITCHFIELD,  
Brooks Building, Chicago.—Chand-  
lee & Chandler, patent attorneys,  
Washington, D. C.; making con-  
tracts with a selected list of papers.

Fitzpatrick Brothers, "Kitchen  
Klenzer," Chicago; placing orders  
with Southwestern papers.

THOMPSON, the Rookery, Chi-  
cago.—The La Salle Products Com-  
pany, Chicago; making contracts  
with Western papers.

The Davis Milling Company,  
"Aunt Jimima's" Pancake Flour, St.  
Joseph, Mo.; placing copy on con-  
tracts.

CLARKE, 30 North Dearborn  
street, Chicago.—The M-I-S-T  
Company, Toledo, O.; making new  
contracts with a selected list of  
papers.

D'ARCY, Fullerton Building, St.  
Louis.—George A. Dickel & Co.,  
"Cascade" Whisky, Nashville,  
Tenn.; making contracts with  
Southern papers.

DORLAND, Atlantic City, N. J.,  
and New York.—The Cusenier  
Company, 400 West 23d street, New  
York; placing orders with New  
York City papers for the present.

FULLER, 623 South Wabash  
avenue, Chicago.—The Frontier  
Asthma Company, Buffalo, N. Y.;  
orders being placed with a selected  
list of papers; copy to appear the  
last three months of the year.

GILLAM, 110 West 34th street,  
New York.—The National Graphite

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any two other Buffalo dailies  
combined.

Daily Average  
Circulation **99,211**  
for August - -  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

Lubricator Company, Scranton, Pa.;  
placing orders with New York City  
and Chicago papers.

GOULD, 31 East 22d street, New  
York.—The Franklin Manufacturing  
Company, Franklin automobiles,  
Syracuse, N. Y.; making contracts  
with New York State papers.

GUENTHER-BRADFORD, 64  
West Randolph street, Chicago.—  
The Universal Import Company,  
"Zanol Whisky," Cincinnati; plac-  
ing orders with a selected list of  
dailies and weeklies throughout the  
country.

The T. Gorham Asthma Remedy,  
Battle Creek, Mich.; placing orders  
with a selected list of papers.

George H. Mayr, Chicago; plac-  
ing orders with large city papers.

The Dr. J. E. Cannaday Eczema  
Remedy, Sedalia, Mo.; placing or-  
ders with dailies and weeklies  
throughout the United States and  
Canada.

HOYT, 25 Elm street, New Hav-  
en, Conn.—The Toiletine Company,  
Greenfield, Mass.; placing their ad-  
vertising through the above agency.

HUMPHREY, 44 Federal street,  
Boston.—The Emerson Shoe Com-  
pany, Rockland, Mass.; this agency  
will in the future place this ad-  
vertising.

KASTOR, Steger Building, Chi-  
cago, and St. Louis.—I. Abraham,  
furs, St. Louis; placing orders with  
a selected list of papers.

KEEFER, Albany, N. Y.—The  
Pneumatica Chemical Company, Al-



People That  
Know

a good paper also  
know good merchan-  
dise.

The Pittsburgh Sun  
is a paper of acknowledged excel-  
lence.

**Pittsburgh Sun**  
EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO

RECORD-HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENTS  
NEW YORK. ST. LOUIS. CHICAGO.

bany, N. Y.; making contracts with Rhode Island papers.

LORD & THOMAS, Mallers Building, Chicago.—Spaulding & Co., jewelers, 328 South Michigan avenue, Chicago; orders being placed with a selected list of Western papers.

LYDDON & HANFORD, 452 Fifth avenue, New York.—The Duffy Malt Whisky, Rochester, N. Y.; extra three-column three-time orders being placed with a selected list of Western papers.

MALLORY & MITCHELL, 189 West Madison street, Chicago.—The Magic Foot Draft Company, Jackson, Mich.; orders being placed with a selected list of dailies.

NATIONAL, 32 West 25th street, New York.—The Emergency Laboratories, 32 West 25th street, New York; new schedules being placed with a large selected list of papers.

NICHOL-FINN, Kesner Building, Chicago.—The Imperial Automobile Company, Jackson, Mich.; 5,000-line contracts being made with a selected list of large city papers.

The Kellatton Company, Chicago; contracts being made with a selected list.

GUNDLACH, People's Gas Building, Chicago.—The D. D. D. Company, Chicago; again placing orders with a large list of papers.

DIRECT.—H. B. Kirk & Co.,

The combination rate of the

## CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger, Building, CHICAGO.  
Tremont Building, BOSTON.

## The ST. LOUIS WESTLICHE POST and ANZEIGER (Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger, Building, CHICAGO.  
Tremont Building, BOSTON.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

*"The Leven Service."*

Correspondence invited.

"Old Crow" Rye Whisky, 156 Franklin street, New York; placing orders with some New York state papers.

The Pepsin Syrup Company, Monticello, Ill.; making new contracts.

### DAVIS TAKES CHARGE.

Chester C. Davis has been appointed to succeed John H. McIntosh as editor of the Bozeman (Mont.) Evening Courier. For the past seven weeks Mr. Davis has had charge of the paper, owing to the fact that Mr. McIntosh has been away on a vacation. Mr. Davis has also served in the capacity of city editor for the Courier since the first of the year. Besides this he has had previous training along the lines of newspaper work.

### MEETING IN ALABAMA.

Publishers and printers of Alabama will meet in Montgomery next Tuesday and Wednesday. A call for the meeting was issued some time ago by well known newspaper men and they have urged that every paper, daily or weekly, in the state be represented at the meeting.

### BUYS OUT PARTNER.

A. W. Allen has bought out the interest of his partner, Ovid R. Sellers, in the Lexington (Mo.) Intelligencer and the latter will enter the McCormick Theological Seminary in preparation for the ministry.

### HATTON'S NEW PLAY.

Fred H. Hatton, dramatic editor of the Chicago Evening Post, with his wife, has written a new play called "Years of Discretion," which will appear shortly in the Belasco Theater, New York.

### K. & E. PRESS AGENT.

J. Clarence Hyde has succeeded the late John Murray as press representative for the Klaw & Erlanger theatrical enterprises in New York. Mr. Hyde is a newspaper man of wide experience.

Toledo, Ohio, is an excellent city for experimental campaigns. There is no guess work in the selection of the medium. The

## TOLEDO BLADE

covers the ground sufficiently well so that if the goods are properly placed copy can be tested as well in the Blade and probably better than any other newspaper in the United States.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger, Building, CHICAGO.  
Tremont Building, BOSTON.

Results are obtained in the

## SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
218 Temple Court, NEW YORK CITY.

## WORKING FOR THE GOOD OF HUMANITY.

For the past year or so a feature of the contents of the San Francisco Bulletin has been its stories on prison life advocating of wiser methods to bring about real reformation in the unfortunate inmates of penal institutions. These articles are so touching and sympathetic in their appeal that the Bulletin has become noted as an im-



DONALD LOWRIE.

portant factor in prison work from one end of the country to the other.

The prison department of the Bulletin is in charge of Donald Lowrie, who, after serving a term in the California penitentiary for an act of burglary committed as a foolish, reckless boy, joined the staff of the Bulletin, and is now performing such a great public service that

## ROCKINGHAM DAILY RECORD

Published at Harrisonburg, Va. Gives advertisers For a short time a sworn average advertising will circulation in excess of flat rate of

7200 7c per inch per day. usual discounts.

Twice the circulation of any other daily paper in the Valley of Virginia All business placed direct.

he has won the respect of all people.

When Lowrie, as payment for his foolishness, began his term in the penitentiary his good behavior, intelligence and ability won for him the privilege of release from restraint in the usual degree granted in a prison. He gained an intimate knowledge of his fellow prisoners and their troubles, and then he began to write for the magazines, some of his work during his terms having been published in Life, the Atlantic Monthly and Sunset.

One day Fremont Older, managing editor of the San Francisco Bulletin, came on one of his writings and the work impressed him so much that he made inquiries as to its author. He found that Lowrie would be eligible for parole very shortly, and he determined to help him along in his release.

A month or so afterwards Lowrie settled his debt to the law and on his release was taken hold of by Mr. Older and made a member of the Bulletin's staff. The work he started in prison he has continued in the Bulletin ever since. Backed by Mr. Older and the Bulletin he started a prison bureau to assist fellow inmates of prisons in their efforts to begin life anew. The bureau finds positions for them and renders them financial assistance. Lowrie has made good in every sense of the word and has become a successful and useful citizen.

### CHURCH EDITORS CHANGE.

Rev. John C. Sage of Keokuk, Ia., has resigned as editor and publisher of the Iowa Churchman, the official organ of the Episcopal Church of the state. Rev. Charles J. Shutt of St. Luke's Church has been appointed to succeed Mr. Sage and will publish the paper from Des Moines for December 1.

### TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method, has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Avenue, NEW YORK

Oldest Minneapolis Daily

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

WILLIAM A. PEPPER, at one time publisher of the Fredonia (Kan.) Journal and the Coffeyville Leader, and later editor of the Kansas Farmer, died a few days ago at Grenola, Kan., aged eighty-two years. He was elected to the United States Senate by the first Populist legislature of Kansas.

M. I. SOFFER, business manager and associate editor of the Wesleyan Christian Advocate, of Atlanta, died in his office last week of heart failure. He was seventy-two years old and well known throughout the state as a churchman.

JAMES H. DELANEY, for forty years in the employ of the Albany Knickerbocker Press, has passed away. Mr. Delaney was a mailing clerk for the newspaper and also president of the Albany Mailers' Union. A son, James Delaney, is now in the employ of the Knickerbocker Press.

CHARLES P. YOUNG, president of the York (Pa.) Dispatch Publishing Company, owner of the two daily papers in that city, died Saturday of bronchial affection. He was also the senior member of the firm of Young & Busser, cigar and tobacco dealers. His father, Hiram Young, years ago also was

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of  
the Capital District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
**Indianapolis Sun**  
daily average circulation 41,840  
during the six months  
ending June 30, 1912.  
THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives.  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

known throughout Pennsylvania as  
a newspaper publisher.

MORRITZ WOLFFRAM, owner of the German-American Druggist's Gazette and the Haus Doktor, New York, died on Wednesday. He came to this country from Germany in 1870 and after work with several publications founded his two magazines. He was a brother of C. B. Wolffram, owner of the German Herald.

Miss JENNIE KEITH, who at various times published newspapers in Minnesota and Iowa, died a few days ago at Austin, Minn.

GEORGE I. FIELDS, who has been editor and proprietor of the Versailles (Ill.) Enterprise since 1884, has passed away after an illness lasting several years.

FRANK G. HANCOCK, formerly advertising manager of the General Electric Company, at Newark, N. J., died a few days ago at Asheville, N. C., after a long illness.

DANIEL S. LEWIS, for many years editor of the Harrisonburg (Va.) Daily Times, has passed away at Clifton Forge, Va.

JOHN W. KELLY, founder of the Roseburg (Ore.) Independent Review, is dead after a career of more than forty years as a newspaper man.

W. H. McGRATH, a newspaper man of Troy, N. Y., died last week at the Erlanger Hospital, Chattanooga, Tenn.

BYRON M. BROWN, at one time owner and publisher of the Kalamazoo (Mich.) Gazette, died last week in his home in Wyandotte of Brights disease. He was seventy-four years old.

GEORGE N. SOUTHWICK, former Congressman from New York State, editor and writer, passed away in Albany on Thursday. He was a native of that city and forty-nine years old. After his graduation from college he became connected with the Albany Morning Express as a reporter, and later served as managing edi-

## THE FIELD OF CIRCULATION OF THE SEATTLE TIMES DAILY AND SUNDAY

comprehends the Pacific Northwest completely, as the circulation extends through the border counties of Oregon, all of Western Idaho and Western Montana, throughout the state of Washington and British Columbia.

In this field there are to-day about 1,600,000 inhabitants, of whom 1,000,000 reside in the state of Washington.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

## San Francisco HONEST FEARLESS CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative.  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

tor of that paper and the Albany Journal. After leaving newspaper work Mr. Southwick served in Congress from the Albany district.

HARRY AUSTIN, a writer of prose and poetry who had held editorial positions with newspapers in New York, Boston, Baltimore and New Orleans, died at the Massachusetts General Hospital, Boston, on Thursday, aged sixty-four.

## THE TELEPOST AGAIN.

An attempt to revive the operations of the Telepost Company, which for a number of years past has been trying to get backing for an invention that purports to be able to do wonderful things in the way of cutting prices and speed records of the telegraph, is now before the Public Service Commission of New York in a case in which it is complained by the Metropolitan Telephone and Telegraph Company of New York that the New York Telephone Company is discriminating against it by refusing it service and refusing to put the company's name in the telephone directory.

Vice-President H. Lee Sellers of the Metropolitan Company told the commission that this was because the Metropolitan is coming into New York State with a telegraph service that will take messages between New York and Chicago for between a quarter of a cent and a cent a word.

The New York Telephone Company based its refusal on purely legal grounds, stating that the Metropolitan Telephone and Telegraph Company was absorbed by the New York Telephone Company in 1896 and \$1,500,000 of its bonds are still outstanding and guaranteed by the New York Telephone Company.

The New York Telephone Company suspects, however, that the name of the old company has been chosen by the Sellers concern to enable it to sell its securities more easily.

The Telepost Company has had a few experimental wires working

# THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

*Over 400,000*

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

in various parts of the country as  
a basis for selling stock.

A year ago a number of the offices were closed up because there was no money to pay the operators, and Mr. Sellers then announced that a plan was being considered which would provide the company with all the money it needed to construct its line between Chicago and New York and keep its employees paid.

The Metropolitan Telephone and Telegraph Company is the plan. The Telepost stockholders voted to organize it on August 29 last as a Telepost subsidiary.

## ALABAMA MEN CHANGE.

Some important changes have recently occurred on Montgomery (Ala.) newspapers. Walter H. Berry, for more than a year connected with the Montgomery Journal as city editor, has left to become managing editor of the Montgomery Times. He succeeds Chester E. Johnson who, for twelve months, was managing editor of the Times. Mr. Johnson returns to Selma where he will become editor of the Selma Journal.

Paul Stevenson, for nearly a year the reporter on the Montgomery Times, left to join the staff of the Montgomery Advertiser. Mr. Stevenson went to Montgomery from Gadsden.

If both volume and  
character of advertising  
unite—as they do in the  
columns of the

## NEW YORK MAIL EVENING

is it not well for an advertiser  
to use such a medium?

203 Broadway, NEW YORK.



**LOS ANGELES**  
In the Eye of the World.  
The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.  
Represented by  
**Williams, Lawrence & Cresmer Co.**  
**NEW YORK CHICAGO**

**SULZER PRAISES PRESS AS  
A POWER FOR GOOD.**

William Sulzer, Democratic nominee for Governor, temporarily gave up campaigning Tuesday night to be the honored guest at a dinner which the New York Press Club tendered to him. His candidacy for the Governorship might have had something to do with the fact that he was so honored, but the official basis of his welcome by the club was the fact that he has been a member of the press club for nearly a quarter of a century.

Although he did not miss the opportunity to expound his political views and intentions, Mr. Sulzer also spoke many words in telling the assembled gentlemen of the press what a power for good in the community they were, and to declare his own convictions in regard to preserving the liberties of the press.

"This is a fitting time, it seems to me," he said, "to say that if I am elected Governor of New York I shall do all in my power for the rights and the liberties of a free press, without which I am confident our free institutions cannot survive."

"No one in public life knows the power of the newspapers, both small and great, better than I do. They are the avenues of information, the agencies of intelligence, and they do more than all other things combined to promote the social, the religious, the educational and the industrial progress of the people."

"Without a free press we could not have a free country. The fierce light of newspaper publicity beating on the evils of the times will dissipate them just as surely as the morning sun dissipates the mist of the night."

Before Mr. Sulzer was accorded the floor a resolution expressing sympathy with Colonel Roosevelt, in view of the attempt upon his life.

"A Daily Newspaper for THE HOME"  
THE

**CHRISTIAN  
SCIENCE  
MONITOR**

Four editions every day except Sunday.  
The largest national circulation and steadily growing.  
Dependable, honest advertising.  
Undoubtedly the most closely read newspaper published.  
For advertising rates address  
**CHRISTIAN SCIENCE MONITOR,**  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, People's Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE  
**ST. LOUIS  
TIMES**

Now generally recognized as the Home Newspaper of St. Louis.

This newspaper has enjoyed the most remarkable growth ever recorded in the Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, New York,  
Steger Building, CHICAGO,  
Tremont Building, BOSTON.

**SEATTLE "P-I"**

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

was proposed and adopted.

Charles R. Macauley, president of the club, presided as toastmaster and introduced as speakers, beside Mr. Sulzer, Herman Ridder of the Staats-Zeitung; Augustus Thomas, the playwright; Joseph Tumulty, Governor Wilson's secretary; Senator James E. Martine, Rabbi Joseph L. Kohn and John A. Hennessy, managing editor of the New York Press.

**CONTEMP PROCEEDINGS  
ASKED IN LOUISVILLE.**

Alleging that E. J. Stratton, secretary of the defunct Kentucky Publishing Company, of Louisville, has refused to comply with an order to pay Claude Johnson, trustee in bankruptcy, the sum of \$1,450. Referee in Bankruptcy Kinkead has asked of the United States District Court that Stratton be adjudged in contempt of court.

Referee Kinkead alleges that Mr. Stratton illegally withdrew the sum mentioned from the assets of the company. Mr. Stratton recently testified that he retained the money as commissions due him for the sale of stock in the company. He stated in the referee's court that he was unable to pay back the money.

**WANTS OLD WORK.**

In order to again get back in the newspaper business, Peter F. Kelley has announced his retirement from the position of secretary of the Boston National League Baseball Club on November 30. Mr. Kelley has served as secretary of the club under six presidents. He will now take a vacation until the end of his term at President Gaffney's invitation. This will be the first rest he has had in four years.

**MAN MISSING.**

L. H. Rowley, a newspaper man of American Falls, Ida., is reported as missing. He went to Pocatello last Saturday on business and since that time has not been heard of. Mr. Rowley has been publishing the American Falls Press for O. H. Harper of Pocatello City.

*The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Excelled.*

THE  
**Boston Herald,**  
THE  
**Boston Traveler**

AND EVENING HERALD  
Combined Circulation Morning  
and Afternoon Exceeds  
**230,000**  
COPIES PER DAY.

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS.

**PRINTER'S ERROR TURNS  
PAPER'S POLITICS.**

The Warren Tidings, published at Washington, N. J., and regarded as a most influential Republican weekly of its section of the state, has caused a stir in political circles by removing from the head of its editorial column the names of Taft and Sherman.

H. J. Webster, the editor, says a printer with "Bull Moose" tendencies inadvertently lifted the Taft and Sherman type from the editorial page and forgot to replace it last week. Although an accident, it was taken by readers as an actual severing of the ties between the newspaper and tory influences and pleased so many patrons that Editor Webster, in issuing an actual declaration of independence this week, says: "We consider it a fortunate coincidence."

**FUOSS IN LOS ANGELES.**

After many years with the Hearst newspaper organization Frank P. Fuoss has resigned and gone to the Pacific Coast as advertising manager of the Los Angeles Tribune. Most of Mr. Fuoss' service with the Hearst newspapers was as advertising manager and assistant publisher of the Chicago American.

**OFFICE FOR PIPER.**

Kingsbury B. Piper, formerly connected with the Waterville (Me.) Sentinel and the Fairfield Journal, has been appointed state pension clerk. Mr. Piper was in charge of the Democratic state headquarters during the last state campaign.

**LIMIT IN SPELLING REFORM.**

"Tim," inquired Mr. Riley, glancing up over the door of the post-office, "what is the meaning of them letters, 'MDCCCXCVIII'?"  
"They mean eighteen hundred and ninety-eight!"  
"Tim, don't it strike you that they're carryin' this spellin' reform entirely too far?"—Youth's Companion.

**A Powerful List is the  
MILWAUKEE  
GERMANIA LIST**

CIRCULATION  
24,568

Daily Germania.....	(Only German evening daily in Milwaukee)	17,000
Daily Herold .....	(Only German morning daily in Milwaukee)	45,000
Sonnstags Post .....	(Only German Sunday daily in Milwaukee)	22,000
Weekly Germania .....	Haus- und Bauernfreund	107,413
(German Farm Journal)	Weekly	103,333
Deutsche Warte, Weekly.....	25,002	
Die Rundschau, Weekly.....	25,002	
HENRY DE CLERQUE, U. S. Rep.	702 Schiller Building, CHICAGO.	
LOUIS KLEBAHN, Eastern Manager,	1 West 34th Street, NEW YORK.	
Telephone, 215 Murray Hill.		

The LARGEST and MOST MODERN newspaper plant, in any Latin-American country is owned by the

**HAVANA POST**

which publishes five daily papers every day in the year and the only ENGLISH DAILY in Cuba

Published Every Day in the Year

**COOPER AGENCY ENLARGES.**

Following the removal of the Cooper Advertising Company, of San Francisco, into its new and larger quarters in the Bankers' Investment Building the management has engaged W. L. Cook to take charge of its retail copy department. The Cooper Company will now take up this department in earnest under the management of Mr. Cook.

For five years Mr. Cook was associated with two of San Francisco's newspapers and in that time acquired a thorough knowledge of the reporting and business ends of the newspaper business. He has been connected with the Prager Company for the last six years. Mr. Cook is a Californian by birth and is a typical hustling and progressive Westerner.

**LIBERALS GET A DAILY.**

The city of Brandon, Can., is to have a new paper called the Daily News. Some of the men behind it are A. L. Hall, J. D. McGregor, A. C. Fraser and J. F. Kilgour. The Liberals have not had a journal supporting the party in Brandon for some time and it is said that the News will be an up-to-date newspaper with strong financial backing.

**THE SOUTH.**

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

# In Pursuance of its Open-Book Policy with Advertisers the SEATTLE TIMES

permitted the well-known Agency of N. W. AYER & SON, of Philadelphia, to send its own Circulation Expert to examine in the most minute detail its lists, records and books of account, without reservation of any kind. As a result of the examination, made in June by Mr. Charles S. Patteson, Messrs. AYER & SON certify that the Average Paid Circulation during the Nine-Months Period from September 1, 1911, to May 31, 1912, was as follows:

	DAILY	SUNDAY		DAILY	SUNDAY
City Dealers	(none)	1,845	Outside Dealers	8,341	27,303
City Carriers	33,354	40,129	Rural Route and		
Street and Office Sales	11,339	1,966	Other Mail	9,696	9,578
Free for Service	810	799	Free for Service	398	363
<b>TOTAL CITY</b>	<b>45,503</b>	<b>44,719</b>	<b>TOTAL OUTSIDE</b>	<b>18,435</b>	<b>37,244</b>

**GRAND TOTALS: 63,938 Daily; 81,963 Sunday.**

These figures exclude all papers left over, unsold, returned, filed, used as samples, mailed to advertising agents, general advertisers and agencies.

The Circulation was found to have INCREASED from 62,200 Daily and 80,528 Sunday in September, 1911, to 66,212 Daily and 84,056 Sunday in May, 1912. The Report Analyses the Circulation as follows:

	DAILY	SUNDAY		DAILY	SUNDAY
City Dealers	(none)	4.12 per cent.	Outside Dealers	45.25 per cent.	73.31 per cent.
City Carriers	73.30 per cent.	89.74 per cent.	Rural Route and		
St. and Office sales	24.92 per cent.	4.39 per cent.	Other Mail	52.59 per cent.	25.72 per cent.
Free for Service	1.78 per cent.	1.75 per cent.	Free for Service	2.16 per cent.	.97 per cent.
<b>TOTAL CITY</b>	<b>71.17 per cent.</b>	<b>54.56 per cent.</b>	<b>TOTAL Outside</b>	<b>28.83 per cent.</b>	<b>45.44 per cent.</b>

NET CASH Paid Circulation is shown to be, out of the total output, DAILY 98.11 per cent; Sunday 98.61 per cent. Although all the figures above given are *exclusive of returns*, it is worth noting that the Seattle Times restricts returns to 7 per cent, and that to the smaller dealers no return privilege is allowed.

*The Report says:*

"Complete access was given to all books, accounts, lists, etc., bearing on production, distribution and receipts of circulation; and both in accounting and circulation departments the Times' management and employees rendered entirely satisfactory co-operation in the work.

It was found that the details of distribution were recorded with thoroughness and accuracy (likewise with almost minute segregation), for the information and guidance of the publishing company. Figures were, moreover, verified exactly, abundant data for the purpose being available."

## CONSUMPTION OF WHITE PAPER.

The examination by Messrs. AYER & SON of the consumption of white paper during the period of eight months ending April 30, 1912, further verifies the circulation statement. Mr. Patteson examined all purchases, manufacturers' bills, and shipping invoices, weights, freight bills, receipts and canceled checks of corresponding dates and amounts, proving payments for both stock and transportation.

During these eight months the Seattle Times

Bought, paid for, and used 7,771,230 lbs. of paper  
A monthly average of 971,404 lbs., or at the  
YEARLY RATE of 11,656,848 lbs.

For this paper was paid in cash

at list prices \$174,871.58

With freight charges of 12,028.12

A total cost in eight months of \$186,899.70

An average monthly cost of \$23,363.21 or at the rate of \$280,358.52 per year.

A most significant feature of Messrs. N. W. AYER & SON'S report is the fact that it shows that Advertisers in the SEATTLE TIMES have the advantage of "Buying on a Rising Market," the circulation showing an average monthly GAIN of 3,480 copies Daily and 1,024 copies Sunday. (This circulation gained and maintained without the use of premiums of any kind.) As the POPULATION of SEATTLE is estimated at 300,000, and an average family consists of five persons, it will be seen that through the TIMES you can reach practically all of Seattle and its tributary territory. And that the Advertisers are appreciating this advantage more and more is shown by the fact that during the first half of 1912 the SEATTLE TIMES carried 5,568,878 lines of paid advertising, a gain of 254,296 lines over the same period of 1911. This space was carried under a strictly maintained card rate and with a well-organized, carefully sustained credit department.

Foreign Representative: The S. C. BECKWITH Special Agency,  
NEW YORK.

CHICAGO.

ST. LOUIS.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 974

NEW YORK, SATURDAY, OCTOBER 26, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

TEN CENTS A COPY

## RELIABLE DAY AND NIGHT WAR CABLES!! PICTURES!!

*Eight Special  
Correspondents*

*Ten Special  
Photographers*

ROBERT C. LONG  
J. C. CONWAY  
ANGUS HAMILTON  
H. F. BALDWIN  
H. J. WOODLEY  
B. J. HODSON

is now en route to join the Turkish Army  
against Servia.

is now at Belgrade, to join the Servian  
Army against Turkey.

is now in Constantinople, to join the Turk-  
ish Army against Greece.

is now in Constantinople, to join the Turk-  
ish Army against Bulgaria.

Distinguished journalist now in the field  
with the Greek Army.

Boer War correspondent, now at the  
front with the Montenegrin Army.

Also DR. A. GROHMANN and DR. E. KAFKES.

Photographs from the field will be forwarded by special courier to nearest point for mailing.  
Write for details of this

## INCOMPARABLE WAR SERVICE

INTERNATIONAL NEWS SERVICE

NATIONAL NEWS ASSOCIATION

200 WILLIAM STREET, NEW YORK

## PUSHING FORWARD POSTAL CASE.

### NECESSITY FOR A QUICK RULING URGED ON SUPREME COURT.

In the Supreme Court of the United States James Beck, counsel for the Lewis Publishing Company, publishers of the New York Morning Telegraph, and Robert M. Morris, counsel for the New York Journal of Commerce, have submitted printed motions to advance for hearing the appeals taken from the District Court of the Second District of New York in the cases involving the constitutionality and legality of the recent Federal statute imposing restrictions on daily newspapers.

It is expected that the Supreme Court will recognize the necessity of quick action in the cases and may render decisions as early as the middle of next month.

Up to the time of going to press it was not known by THE FOURTH ESTATE that any publication which had not complied with the law had received the registered notification from the Postmaster-General to do so, as provided by the law. Newspapers and other publications receiving these notices will have ten days thereafter in which to file and publish the required statements.

The briefs in the cases before the Supreme Court are signed by James M. Beck, former Attorney-General of the United States, and by Robert C. Morris and Guthrie B. Plante for the Journal of Commerce, who also represents the American Newspaper Publishers' Association.

The briefs set forth that the appellant newspapers seek to have certain sections of the newspaper publicity law declared void. Applications in the United States District Court in New York City to restrain Postmaster-General Hitchcock, Attorney General Wickham, Postmaster Morgan, and United States District Attorney Wise in the case of the Journal of Commerce and Postmaster Morgan alone in the case of the Lewis Publishing Company from carrying into effect the provision of the new law were dismissed by the court.

In his brief for the Lewis Company Mr. Beck contends that the law is a novel departure in Post Office legislation, as in effect it attempts to regulate the business of journalism while pretending to regulate the transportation of the mails. It provides, he says, for an inquisitorial examination into the ownership of newspapers, including their mortgage creditors, and the extent of their circulation, and further attempts to compel newspapers to publish semi-annually these details of their business, not apparently for the benefit of the Post Office Department but for the assumed benefit of the public. In maintaining that the legislation is novel and drastic, Mr. Beck has this to say:

"It denies the editors and publishers of the country, of whom there are many thousands, the privilege of utilizing their capital, property, plant, and labor facilities to their own advantage, and it compels every newspaper to disclose the extent

of its circulation, notwithstanding that such disclosures would necessarily put the publishers of any circulation at a serious disadvantage in obtaining advertising as against the newspaper of large circulation. On this motion to advance it is not necessary to amplify the serious inconvenience and unnecessary injury which this legislation would cause to the publishers of newspapers and periodicals in this country.

"As no attempt has hitherto been made by the Federal Government to regulate journalism, (except in so far as the transmission through the mails of immovable literature is concerned), it is obvious that this court has never passed upon the validity of such legislation under the Constitution of the United States. Counsel for the complainant and other counsel who have carefully considered the question are clearly of the opinion that this legislation violates the first, fifth, and tenth amendments to the Constitution of the United States, in that it is a substantial abridgement of the freedom of the press.

(b) It deprives the owners of newspapers of their property without due process of law and attempts to appropriate their property for an assumed public use without compensation.

(c) It seeks to exercise a supervisory power over the methods of journalism not germane to the due regulation of postal facilities, which power the constitution of the United States has neither in express terms nor by reasonable implication granted to the Federal Government.

"Underlying these grave constitutional questions, which even a cursory reading of the proposed law suggests, there is an underlying constitutional question of grave import and far-reaching consequences. How far can Congress under the pretext of exercising an unquestioned Federal power, such as the power to establish Post Offices and post roads, so exercise that power as to accomplish objects not within the scope of the Federal Government?

"This court disclaimed in the lottery cases (188, U. S., 321), any power of the Federal Government to exercise arbitrarily even the plenary power over interstate commerce. Can, therefore, the Federal Government deny the equal privilege of the mails to any citizen, unless he will comply with demands which the Federal Government otherwise could not make?"

In the course of their brief on behalf of the Journal of Commerce, Attorneys Morris and Plante maintain that the objectionable sections "bear no relation to the regulation of the mails, are not designed for the Post Office preventing the sending through the mails of obscene or other objectionable matter injurious to the morals or welfare of the public, but the unreasonable provisions intended to require the owners of described publications to disclose their private business and financial information to the Government and the public, not for any proper governmental purpose, but as a matter of general public information."

The contention is made also that, so far as the law dictates to the publisher what shall or shall not be published in his paper, and the form in which certain matters shall be published, it abridges the freedom of the press. Apparently having in mind the statement of Attorney-General Wickham in his interpretation of the law that the exclusion from the mails provided for was "in derogation of common right" and "highly penal" counsel said:

"It is also contended by appellant that the use of the mails is a matter of legal and common right; that it is entitled to use the mail in connection with the publication of its said paper or its business equally with every other citizen, and it cannot be deprived of that right unless the matter sent through the mails and otherwise mailable offends against the peace, health, morals, or welfare of the community."

## JERSEY NEWSPAPERS TO MAKE CHANGE.

Three of Jersey City's newspapers are to figure in changes next week. Tomorrow the New Inquirer and the Jersey City Eagle will be consolidated by Mr. Martin into one paper called the New Inquirer and Jersey City Sunday Eagle, and on Monday the Hudson Dispatch, which has been an afternoon paper for twelve years, will become a morning publication.

Haddon Ivins will be placed in charge of the daily and Sunday papers as managing editor. Mr. Ivins is a newspaper man of twenty-one years' training. He began as a printer's apprentice at thirteen years, and has been successively printer, reporter, advertising man and two years ago took charge of the Hoboken Inquirer as editor and manager. Under his management the Inquirer made big increases in advertising and circulation and the price was raised from one to two cents within a year.

Mr. Ivins was also with the Perth Amboy Chronicle and the Jersey City Journal and advertising man with the Saks department store in New York.

## PRESIDENT'S GOLF CUP PLAY REACHES THE FINALS.

The tournament for the President's Cup still engages the attention of the New York Newspaper Golf Club members. After Tuesday's play the finalists are G. F. Ralston and Albert Hedley, who will meet at Van Cortlandt Park links over 36 holes. Hedley to allow his opponent six strokes handicap on the double round.

In the semi-final Hedley defeated H. G. Rice by 3 up and 2 play, while Ralston at the same time disposed of H. B. Martin by 1 up. The summary of the match play follows:

First Round.—G. F. Ralston beat J. L. Doren, 2 up; T. Held won by default from G. L. Gendrie, P. R. Lucas beat A. S. Draper, 2 up; E. G. Laverly beat C. F. Carter, 2 up; H. B. Martin beat F. T. Pope, 2 up; A. L. Gifford beat E. L. Hawthorne, 5 and 3; W. J. Hayward beat H. D. Caselman, 5 and 4; J. R. Crowell beat W. W. Burge, 2 and 1; I. H. Williams beat C. C. Murray, 3 and 2; F. Beninger beat F. D. Hawthorne, 4 and 3; H. G. Rice beat C. H. Wright, 7 and 5; W. J. Macbeth beat F. Clements, and H. H. Hale won from H. A. Owens by default; G. E. Westcott won from C. E. T. Schars by default; Albert Hedley won from George L. Cooper by default; J. G. Logan beat C. F. Lavis, 4 and 2.

Second Round.—Ralston beat Hedley, 2 and 1; J. R. Crowell beat H. B. Martin beat Gifford, 7 and 5, at 36 holes; Hayward beat Crowell, 1 up; Beninger beat Williams, 4 and 3; Rice beat J. Macbeth, 2 up; Westcott won from Hale by default; Hedley beat Logan, 1 up, at 36 holes.

Third Round.—Ralston beat Lucas, 2 up; Martin beat Hayward, 3 and 1; Rice beat Beninger, 5 and 4; Hedley beat Westcott, 3 and 2.

Semi-Final.—Ralston beat Martin, 1 up; Hedley beat Rice 3 and 2.

## MORTGAGES FORECLOSED.

The Jeffersonian, the oldest suburban paper in Cook County, Ill., has changed hands through the foreclosure of two mortgages held against A. T. Price & Co., its owners. Henry T. Price is to continue as editor and custodian until the property is sold.

## CHAPIN APPOINT'S AIDES ON SAN FRANCISCO CALL.

BROCKHAGEN OF SEATTLE TO BE  
BUSINESS MANAGER—FENWICK  
MADE CITY EDITOR.

Following the taking charge of the San Francisco Call by William W. Chapin of Seattle, several changes have been made in the personnel of the Call's executive staff. Mr. Chapin's chief assistant in the management will be C. H. Brockhagen, who was business manager of the Seattle Post-Intelligencer under Mr. Chapin's regime on that paper. Mr. Brockhagen, in his new position, will have the title of business manager. His former duties on the Post-Intelligencer will be cared for by G. F. Vradenburg, for several years past advertising manager.

A. R. Fenwick, widely known in newspaper circles from work in editorial capacities in New York, Cincinnati and Spokane and other cities, has been made city editor of the Call. Mr. Fenwick is a newspaper man of twenty years' experience. He was at one time managing editor of the Columbus (O.) State Journal, for five years managing editor of the Cincinnati Commercial Tribune, and served in the same position for the Spokane Inland Herald when that paper was established in 1910. Afterwards he was managing editor of the Seattle Post-Intelligencer while Mr. Chapin was its manager.

Mr. Brockhagen is a newspaper manager of thorough training and experience. For six years he served the Seattle Post-Intelligencer as advertising manager and was made business manager in 1911. Before going to Seattle he was advertising manager of the Farmers' Tribune, of Des Moines, and later advertising and circulation manager of Successful Farming, of the same city. During his residence in Seattle he took a prominent part in the city's social and business life and served as president of the Seattle Ad Club.

## DEMOCRATS SPEND \$90,000 FOR ADVERTISING.

A detailed account of how the Democratic campaign fund is being spent has been given out semi-officially. About \$550,000 has already been disbursed out of a total of \$632,000 received to date.

One of the biggest items is that for advertising in the newspapers. This will foot up to about \$90,000. The cost of maintaining the art department, which supplies campaign cartoons, will be in the neighborhood of \$5,000.

Under the federal statute, the campaign committees of all parties must make public details of contributions and expenditures by today.

## NEW APPOINTMENT.

The Marion (Ind.) Leader has appointed Franklin P. Alcorn, 33 West 34th street, New York, to represent it in the Eastern advertising field.

The Western Farmer, of Spokane, Wash., has appointed A. H. Billingslea, of New York, its Eastern representative.



## DOES IT COST TOO MUCH?

WHAT NEWSPAPERS CAN DO FOR NATIONAL ADVERTISERS.

Some remarkable figures in the comparison of newspapers with magazines as national advertising mediums were furnished at the meeting last week of the Inland Daily Press Association, at Chicago, in a paper read by J. K. Groom, advertising manager of the Aurora (Ill.) Beacon-News. The title of Mr. Groom's paper was "Does It Cost Too Much?" and is in part as follows:

My text is found in W. K. Kellogg's House Organ, "Kellogg's Square Dealer," on page 21 of the issue of July, 1912.

"Kellogg merit will be backed by Kellogg advertising to approximate 70,000,000 people in the following July magazines."

Then follows the names of twenty-six magazines

The advertising manager of the Aurora (Ill.) Beacon-News questioned the statement. Even if allowed five people to each family, he did not believe the twenty-six magazines reached 70,000,000; so he dug up the facts as shown by the publishers' own statements and printed in the 1912 directories.

This started some further investigation that developed some startling figures.

The Beacon-News man believes that the way to help local dealers is to use local mediums. Likewise the best way to exploit an article of everyday household consumption is to use the daily papers, as they are the only medium read by everybody.

The Beacon-News man has been told so often that "it costs too much" to make a national campaign in the newspapers that when the declaration of the editor of The Square Dealer set him searching for facts he determined to settle in his own mind, once for all, if those who say "It costs too much to use the dailies" are right or wrong.

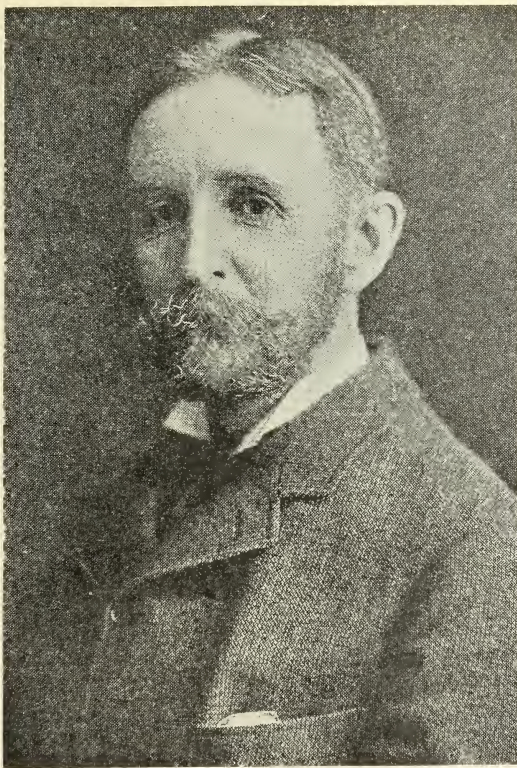
It developed that according to the 1912 directories the twenty-six magazines named by The Square Dealer have 11,522,114 circulation. Using the same data as a base the Beacon-News man found that carefully selecting daily papers of more than 5,000 circulation, distributed over the whole United States, so as to make a practical blanket cover, 169 daily papers have a circulation of 11,662,283 or 144,000 more than the twenty-six magazines, but this is close enough for comparison, and the papers can well afford to supply the little difference in volume. The publishers' minimum rate of the twenty-six magazines combined is \$59.50 per line, that of the 169 dailies \$15.41 per line.

It is believed that W. K. Kellogg uses as much as 10,000 lines a year, which would cost him in the mediums he used \$95,000.

The same campaign in a like number of copies of the dailies referred to would have cost him \$154,000.

On the 10,000-line campaign W. K. Kellogg could have saved by us-

Continued on Tenth Page.



SAMUEL BOWLES,

PUBLISHER OF THE SPRINGFIELD REPUBLICAN, WHO IS NOW A DIRECTOR OF THE ASSOCIATED PRESS.

### BOWLES A DIRECTOR OF THE ASSOCIATED PRESS.

Samuel Bowles, publisher and editor of the Springfield (Mass.) Republican, has been elected a member of the board of directors of the Associated Press. He succeeds to the place that has been vacant since September 1 because of the appointment of Frederick Roy Martin as assistant general manager of the organization.

Mr. Bowles is one of the most widely known of American newspaper publishers, the third of that name. His active duties began as an assistant in the editorial department. Two years later he became business manager, and in 1875 editor-in-chief. He took charge of the Republican as publisher in 1878 and since has been at its head.

Mr. Bowles was named for director of the Associated Press by the nominating committee at the last annual meeting of the organization in April, but declined to be a candidate. He is a member of the administrative board named by Joseph Pulitzer for the School of Journalism at Columbia University.

### NEW HOE PRESS FOR ST. JOHN STANDARD.

H. V. MacKinnon, manager of the St. John (N. B.) Standard, was in New York for several days this week on business, returning home on Wednesday. While here Mr. MacKinnon closed contracts with R. Hoe & Co., for a press and other printing equipment to be delivered in December. The additional machinery will greatly facilitate matters in handling the big business of the Standard. The new press will print the Standard in twenty-four page size.

### SALE OF IOWA DAILY

It is reported that negotiations are under way for the sale of the Keokuk (Ia.) Constitution-Standard, an evening paper, to James J. West of Chicago. The paper is at present owned by Mrs. Florence A. Warwick.

### CONSIDINE NOW EDITOR.

John Considine has assumed the editorship of the San Diego Examiner.

### NEW CLUB OFFICERS IN SACRAMENTO.

Several changes occurred among the officers of the Sacramento Press Club at the last meeting.

Fred Goodcell resigned as president, because of removal to Reno, and J. Earl Langdon was elected. Tom Brown of the Examiner resigned as treasurer, and E. Swift Train succeeds him. Emmett Phillips and Gilbert H. Parker were elected term directors, and the club now has a full working set of officers.

A committee consisting of Artists Buell and Lenoir and the secretary of the club, Harry Edwin Speas, was named to prepare a design for an emblem of the club. The club poet, A. J. Waterhouse, is preparing a verse to accompany the emblem.

Harry Dowdall was added to the membership committee, and applicants for membership will be submitted to the committee, which consists of Harry Edwin Speas, chairman; H. A. McLaughlin, John Davis, Harry Dowdall, Harry Gimball.

The house committee, which will at once attend to the furnishing of the rooms secured in the Golden Eagle hotel, consists of Kirk Harris, chairman; Harry Gimball, E. Swift Train, Carl E. Brazier, and Harry S. Webster.

### CITY NEWS GATHERING METHODS EXPLAINED.

An account of how a news bureau such as the New York City News Association covers the city and supplies news to the New York newspapers was given to the students of the Pulitzer School of Journalism Monday afternoon by J. E. Hardenbergh, organizer and manager of the association. The lecture was the fourth in a series on the general subject of "The Purpose of the Pulitzer Bequest."

Mr. Hardenbergh outlined the growth of his association and its systematic development, purposely making his lecture technical. A striking example of how the bureau has to work quickly was seen in the speaker's description of the handling of election returns.

Mr. Hardenbergh told the students that the only reporters the papers want from the school are those who are observant, keen and quick to see a story. He said the papers want the facts with nothing treated in an exaggerated or distorted manner. The "nose for news," Mr. Hardenbergh said, is a faculty that must be cultivated by close concentration and observation.

After the lecture there was a reception to Mr. Hardenbergh and the officers of the Pulitzer School of Journalism and their wives in Director Talcott Williams' office in the library building.

### MUNSEY'S CONTRIBUTIONS.

The Senate committee investigating campaign funds heard from Frank A. Munsey that he had contributed the total of \$118,000 thus far to the Progressive campaign. A large portion of this amount was spent in the pre-convention campaign.



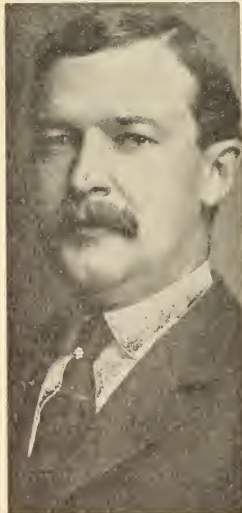
## THE PRINT PAPER FIELD.

Two well known figures in the paper manufacturing field will change this week that will furnish a surprise to publishers and the



WILLIAM B. DILLON.

paper world. The men are William B. Dillon and J. Sanford Barnes,



J. SANFORD BARNES.

for years identified with paper manufacturing in the United States, and who have retired from the

Continued on Fourteenth, Page.

## Reproduction of an Editorial from the New York Evening Journal, Oct. 18.

### Every Country Editor Should Be the Agent of Ten Great Concerns—WELL PAID.

The Country Newspapers with Five Hundred Circulation Can Enable the Publisher to Get Five Hundred Dollars Profit from Each of Ten Concerns at Least.

Copyright, 1912, by the New York Evening Journal Publishing Company.

We repeat that advertising in country newspapers, properly utilized, is the most valuable advertising in the world for its cost. We urge advertisers to take advantage of the opportunities offered by the country newspapers. We add, incidentally, that we don't own and never expect to own any country newspaper or to have an interest in a country newspaper.

A country editor with five hundred circulation or more for his daily or weekly can talk TO FIVE HUNDRED GOOD, TYPICAL AMERICAN FAMILIES, ALL PURCHASERS, ALL DESIRABLE CUSTOMERS.

Every publisher of a country newspaper should be, through his advertising columns, the trusted and valued agent and promoter of at least ten great industrial merchandising concerns.

The country publisher alone is able through his columns TO **SELL EVERYTHING**. His readers **BUY EVERYTHING** that is for sale—from nails to pianos, from pills to automobiles. They buy paint and roofing and stoves and lamps—hundreds of commodities that the city dweller never buys.

There is not a community in the United States in any one of which ten or even fifty great American merchants and manufacturers would not gladly hire at high pay a competent, earnest representative able to talk every day to five hundred or more families.

And every business-like, hard-working country publisher **IS SUCH AN AGENT**, able every day to reach the consumers that nobody else can reach.

The country newspaper is the best of all advertising mediums.

And the publisher's profits should be not less than \$6 annually for every copy of the paper sold.

Little by little advertisers will come to learn the value of the country newspaper, and very rapidly, let us hope, the country editors will come to learn the value of that which they have for sale and will demand and get their share of the national prosperity, acting as national industrial and commercial representatives, and not merely as the local mouthpieces of local merchants barely able to support themselves.

Many country publishers have written expressing appreciation of the Hearst newspapers' endeavor to impress on advertisers the value of country newspaper advertising.

H. E. Kelly, publisher of the Journal, of West Point, Illinois, writes such a letter, and, commenting upon our reference to dishonest methods in dealing with country newspapers, especially the habit of publishing advertising in only **PART** of the country newspapers' circulation, asks whether the Western Newspaper Union is guilty of that dishonesty.

The matter has been investigated, and, on the best authority, we are able to tell Mr. Kelly, for his information and that of others, that the Western Newspaper Union is not guilty of the practise referred to, and against that concern no such charge is made.

The publishers that really protect the people—the hard-working owners and editors of the fifteen thousand or more country papers and weeklies—must unite to protect themselves and get their share of national prosperity.

They must free themselves from the idea that the country editor is the private property of the local druggist, groceryman, butcher and hardware dealer.

They must give good and faithful service to their local business men, and at the same time good and faithful service to the great mass of so-called **FOREIGN ADVERTISERS**. Thus their prosperity will be doubled and quadrupled and their capacity for usefulness increased accordingly.

The country editor with a thousand circulation can make himself worth to the community at least six thousand dollars a year. He can make his paper **EARN** that if he chooses to do it.

He must be his own master, not ruled by local merchants or corporations or politics—recognizing only his readers as clients, customers, advisers and equals.

## T. H. FRAZIER RETURNS TO WINNIPEG.

The Manitoba Free Press, of Winnipeg, announces the appointment of T. H. Frazier as manager of its foreign advertising department. Few men understand the Canadian newspaper field better than Mr. Frazier, who has engaged all his business life in building up the advertising patronage of some of the best newspapers of the United States and Canada, acquiring an extensive knowledge of the entire field.

Mr. Frazier began his newspaper career as a boy on the old Chicago Record. Later he became connected successively with the advertising departments of the Chicago Evening Post, Chicago Record Herald and Memphis News-Scimitar, and was appointed assistant advertising manager of the St. Paul Dispatch and Pioneer Press.

He then went to Canada and was later advertising manager of the now defunct Spokane Inland Daily Herald.

Returning to Canada, he has represented several of the foremost high-class publications and also represented the Associated Sunday Magazines of New York, in the Canadian field.

Mr. Frazier's department exercises jurisdiction over the foreign division advertising of the daily editions of the Free Press (morning and evening) and the Weekly Free Press and Prairie Farmer, the promotion department covering advertising generally, with United States, Eastern Canadian and London, England, special representatives.

## HITS AT MEDICINE ADS.

That the manufacturers of many patent medicines "are worse than highway robbers and ought to be put behind prison bars," was the declaration of Mrs. Martha Allen, superintendent of the department of medical temperance of the National Woman's Christian Temperance Union meeting in Portland, Ore.

Newspapers that refuse to print fraudulent patent medicine advertisements were lauded by the speaker, who also administered a thrust to editors of church papers, saying:

"Protests against drug-drink advertisements have made editors of church papers miserable, and they probably will continue to be miserable until such advertising ceases."

## DAILY FOR SPRING VALLEY.

The Spring Valley (Ill.) Daily Republican, with W. A. Johnson as its editor, will soon make its appearance. The preliminary work is now being pushed rapidly. Spring Valley has never before had a daily newspaper, the Gazette, a weekly, being the only local publication.

## AT WORK AGAIN.

T. M. Woods, for many years editor of the Beebe (Ark.) News, but who recently sold out his newspaper holdings, has located at Argenta, where he will become connected with one of the local newspapers.



CORRESPONDENTS  
TO "THE FRONT."STRICT CENSORSHIP OVER  
NEWS OF BALKAN WAR  
MOVEMENTS.

Newspaper correspondents from all over the world have gathered in Sofia on the Balkan States War assignment. They have received permits to follow the Bulgarian Army, but as yet the government has not permitted them to go to the front. The rigorous censorship imposed by both sides in the Balkans accounts for the almost complete absence of news regarding the important operations proceeding in the neighborhood of Adrianople and elsewhere.

The Bulgarian authorities have warned the war correspondents that any of them attempting to evade the censorship will be court-martialed. Positive orders have been issued to the Bulgarian officers and soldiers that matters connected with the military operations must not be referred to even in private letters.

Newspaper correspondents at Belgrade who purpose to cross the Danube to Semlin, Hungary, in order to telegraph messages from there and so avoid the censorship are informed that if they do so they will not be allowed to re-enter Serbia.

No military attaches have been allowed to follow the Greek army, and permission to newspaper correspondents to proceed to the front is still withheld at the express request of the Crown Prince.

So rigid is the censorship at Constantinople that the public is kept in almost complete ignorance of the important developments before Adrianople. Hardly a word is published regarding the military operations, and in order to insure the utmost secrecy even the generals in the field are using a cipher code in their communications.

Despatches received from Constantinople stated that a company of war correspondents, sixty strong, left the Ottoman capital Wednesday for Luedourg. They were dressed as Turkish generals and privates and all wore fezzes. All were armed.

The Associated Press and United Press are relying on their extensive foreign organizations to keep their members and clients in close and constant touch with the activities on "the firing line."

The news centers of the United Press in covering the movements of the warring factions are London, Rome, Vienna and Berlin, with London the nucleus. Regular organization correspondents of the United Press, mostly natives, are watching all movements from Athens, Constantinople, Sofia and Belgrade and other points in close touch with the trouble.

Special correspondence from the front is being furnished by W. G. Shepard, a free lance writer and a widely known war correspondent, who at present holds a "roving commission" from the United Press. Mr. Shepard is at the center of hostilities and seeing that the

## FOR WILSON.

Nearly Every Man you meet, except fanatical "Bull"-Moosers, feels in his heart that Wilson is "already there."

The Pittsburgh Post and the Sun have consistently carried on a vigorous campaign in Pittsburgh—absolutely alone—on behalf of the popular Democratic candidate.

Wilson's success on November 5 automatically means an immense increase in prestige, circulation, and advertising, and still greater power in the community.

The Pittsburgh Post and the Sun are clean editorially, clean in advertising columns, progressive in both news and advertising policy, and therefore maintaining a premier position in greater Pittsburgh every day.

Are YOU reaching the readers of these two papers in Pittsburgh?

**The Pittsburgh Post**

*Two cents every morning; Five cents per copy on Sunday*

**The Pittsburgh Sun**

*One cent every afternoon*

EMIL M. SCHOLZ, General Manager  
PITTSBURGH, PA.

CONE, LORENZEN & WOODMAN  
Foreign Representatives  
NEW YORK CHICAGO

United Press is kept informed of every action of importance.

The direction of the work is in the hands of Ed. L. Keene, the London manager. His chief assistants are Carl H. Von Wiegand, correspondent in Berlin, and W. H. Wood in Rome. Mr. Von Wiegand is working from Berlin and Vienna, and with Mr. Wood, is filing all reports through the London office. In case of an emergency Mr. Wood may go from Rome to the front.

The Associated Press is covering the story through its regular European channels, using principally the bureaus in London, Paris, Vienna, Rome and St. Petersburg. The men in charge at these points are: London, Robert M. Collins; Paris, Elmer Roberts; Vienna, Robert Atter; Rome, Salvatore Cortesi; St. Petersburg, V. A. Tsanoff.

The plans of the National News Association and International News Service are described on another page.

The New York Times has received considerable matter on the war movements through its foreign service and working agreements with European newspapers by way of cable and wireless.

The Pittsburgh Post and Sun will have a special correspondent in the Balkans in the person of Niketas N. Kontax, who with 200 of his countrymen has departed for his native land to assist his country in the Balkan States War. Mr. Kontax will provide news from the firing line in addition to the regular Associated Press reports, but will not conflict with them.

The great scope and working power of the New York Herald's foreign news organization is being emphasized in the excellent reports the Herald and the Telegram are printing of the Balkan States War. The best known foreign celebrities and experts on the subject of "Europe's Peril" are daily furnishing the Herald with their views and opinions. One of the most interesting of these was the review of the situation in Turkey from the German standpoint in last Friday's Herald by Theodor Wolff, editor-in-chief of the widely circulated Berliner Tageblatt. In order to be within the understanding of a wider range of its readers the Herald printed the review in full both in English and in German.

## CLUB HONORS GALE.

The executive committee of the Omaha Ad Club held a farewell meeting in honor of A. L. Gale, who recently retired from the presidency on account of his removal to Chicago. On the occasion Mr. Gale was presented with a gold watch fob bearing the monogram of the club. At last week's noon day luncheon the club was addressed by Herbert Casson of the H. K. McCann Advertising Company, New York and George W. Hopkins of Boston.

## A NJW LOCATION.

A. G. Whitney, formerly publisher of the Pottsville (O.) Vidette, which was recently burned out and its publication discontinued, is planning to establish another paper at Waterville.

## BUILDING UP THE CIRCULATION.

The circulation department of the Chicago Evening American scored a big hit by taking advantage of a fad among the boys and girls of the city for "push carts" of various sorts. An offer of a "Marathon Racer," which combines all the features of the push car and makes it possible for the child to propel the car with a swinging motion of the body as well, met this fad at its highest pitch and has been the means of adding a large number of new subscriptions to the American lists.

The Selma (Ala.) Times is offering a forty-five piece dinner set on a consecutively dated coupon plan with a charge of \$3.75 in cash. This is one of several household premiums offered by this paper on its consecutively dated coupon plan.

The Rock Island (Ill.) Daily Union is offering a line of fine pictures as premiums with its daily and Sunday editions. The pictures are 18x28 inches with frame complete. A choice of eighteen subjects is offered. One of these pictures is given as an inducement to secure paid in advance yearly subscriptions.

The publishers of the Witness, of New York, are putting out a premium offer to subscription agents in the way of a thirty-four piece gold band dinner set, for those who secure seven new subscriptions for six months.

The New Haven (Conn.) Times-Leader has carried on a big campaign for new subscriptions in that territory during the last six months, having given out a large number of gas irons, twin blade safety razors and American flags. It is claimed that over 3,000 flags were sent out by the Times-Leader during one month.

The Detroit News Tribune has begun publication of a series of articles by C. M. Burton, city historian, dealing with the "Wall Street of Detroit." The articles cover the history of Griswold street and its development from a narrow street of a village, destroyed by fire in 1805, to the financial center of a great city.

The Central Canada Citizen, of Ottawa, is offering a set of silver salt and pepper shakers as a premium in advance. This offer is also to run with a year's subscription paid



## UNITED STATES CIRCULATION COMPANY

(INCORPORATED)

## THE COMPANY WITH THE UNEQUALLED RECORD.

Now conducting contests on the following papers:

Daily and Sunday Oklahoman  
and Stockman-Farmer, of Oklahoma City, Oklahoma.

(Second Contest)

Memphis News-Scimitar.

South Bend News-Times.

(Second Contest)

Birmingham Ledger.

Select the Company THAT NEVER FAILS.

For information write or wire above publications or

UNITED STATES CIRCULATION CO., Inc.  
First National Bank, WATERLOO, IOWA.

out of town subscribers as a means of interesting them in the old home town paper.

A prize voting contest is serving to arouse much interest in and add many new names to the subscription list of the Mount Joy (Pa.) Star and News.

The New Orleans States carries and sellers and their friends and families were the guests of the Peruchi-Gypzene Stock Company at the Lyric Theater, October 15, at the production of "Hearts and Flowers." Floral offerings were given to all women in the cast, and a luncheon was served to all members of the stock company by the circulation department. J. M. Annenberg, circulation manager of the Daily States, acted as toastmaster,

and a toast was drunk by every one in attendance to the good success of both company and paper. The boys present numbered over 500.

The Jacksonville (Fla.) Metropolitan, always a progressive and determined circulation builder, has launched a big voting contest, which, it believes, sets a high mark for Southern afternoon newspapers. The list of prizes aggregate over \$15,000 in value, and is headed by five automobiles, ranging in value from \$2,250 to \$1,075. The balance of the prizes consist of pianos, building lots, diamonds, etc. The contest is under the direction of C. T. Weaver & Co., Raleigh, N. C.

The Cincinnati Enquirer is using as a premium the book "American Government," by Frederic J. Haskin. Six consecutive coupons from the Enquirer, with fifty cents, entitles the bearer to this premium.

The Grand Rapids (Mich.) Press has made a hit with the juvenile readers of Grand Rapids by giving them free tickets of admission to the roller rink. A special program is arranged for the sessions set aside for the Press's guests and includes races and other amusements for boys and girls.

The Rock Island (Ill.) Union has a novel plan to test the general knowledge and memory of its readers by publishing the most cosmopolitan picture ever photographed. It is a composite illustration of excellent likenesses of thirty-three people, most all of whom are known to average read-

Write for Option on

## "Says Old Man Jones"

A New and Delightful 3-column Daily Service of Humor in

## Pictures and Verse

To be furnished in mat form and released shortly by the

McCLURE NEWSPAPER SYNDICATE  
45 West 34th Street, NEW YORK

Increasing Circulation is a Science. We believe that we have advanced some along this line.

The MYERS Circulation Co., Inc.,  
OF WATERLOO, IOWA.

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and re-filled with 60 papers in 30 seconds.

HOTALING BROS.  
Tribune Building, NEW YORK.

We conduct all kinds  
of Circulation Contests

Wire Write



For Washington Correspondence  
WRITE

## AMERICAN TELEGRAPH PRESS

District National Bank Building.  
WASHINGTON, D. C.

## New Premiums Wanted.

I want, for use as a premium, something absolutely new. Something never used before by any newspaper.

Address Premwant. care The Fourth Estate.

ers. Aside from the educational merits of this test, the newspaper will present two reserved seats for Lyman H. Howe's Travel Festival at the Illinois theater to each of the ten readers whose lists are nearest correct as to well known persons figuring in the picture.

## TO ENJOY LIFE.

The Montpelier (O.) Enterprise has passed into the hands of William H. Shinn. F. M. Ford, publisher of the paper for the past thirty-two years, retires to private life.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

## "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY



## NEW OWNER IN CHARGE.

The Brewton (Ala.) Standard has made its appearance under the new management of H. A. Neil of Atmore, who recently purchased the paper from E. N. Lovelace and H. C. Rankin. Mr. Neil is to install a new press and other equipment and will move to improved quarters. He has already changed the paper from four to eight pages in size.

## SHIFTS ON BUTTE MINER.

Several changes in the staff of the Butte (Mont.) Daily Miner have been made. Charles F. Degelman, for a number of years on the court house run, has resigned to go to San Diego, Cal., and is succeeded by John Condon.

A new addition to the Miner staff is E. J. McLaughlin, formerly of the Missoula Sentinel.

## POLES ARE INDICTED.

Criticism of priests in the United States, alleged to have contained improper passages, have caused the indictment of the proprietor and editor of the Polish National, a Chicago newspaper, by the federal grand jury. The publisher, Michael Kruzka, is a Milwaukee man. Mieczyslaw S. Dunin is the editor.

## WOMEN WERE AHEAD.

The newspaper men of San Diego, Cal., recently organized a club. As the women writers of San Diego had bottled up the name "San Diego Press Club" by incorporating under state law, the men named their organization "The Newspaper Men's Club of San Diego," and the first rule is "Women are tabooed."

PREMIUMS  
FOUNTAIN PENSALL KINDS  
GUARANTEED

## SALZ BROTHERS

45 West 34th Street, NEW YORK.

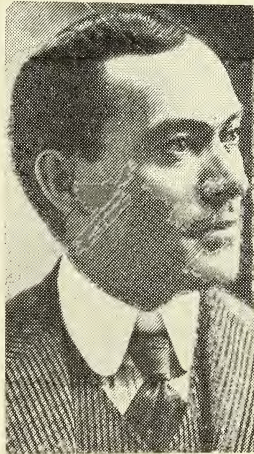
Unapproached in the character of returns are contests which I give my personal supervision, as the following attest: Newburgh (N. Y.) Daily News (second contest within six months), receipts \$9,000, new subscribers, 1,500; Washington (N. J.) Star, a \$1.50 weekly in town of 3,800—receipts \$3,510 and 1,000 new subscribers; Dover (N. J.) Index, a \$1.00 weekly in town of 7,000—receipts close to \$6,000 and 1,922 new subscribers. Am now conducting contest for Middletown (N. Y.) Daily Times-Press and eighty-seven candidates now actively engaged promise big returns. Here's the secret: Bright, honest methods; consistent personal work with a no-hour-per-day working limit; references aplenty and a record of results that speaks for itself. Personal reference, Hon. A. Mitchell Palmer, Stroudsburg, Pa. Not a company—but an individual with guarantee of personal and business integrity and an ability to do things. Address, J. FRANK DREIER, Stroudsburg, Pa.

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

The William L. Betts Company  
Suite 406, World Building, New York City

NOTES AMONG THE  
CIRCULATORS.

W. L. Beckham has resigned as circulation manager of the St. Louis Star to become representative of the Embalmers' Supply Company, of Westport, Conn., in the central territory of the United States, with headquarters in St. Louis. Financial inducements offered in his new line of work are so handsome that



W. L. BECKHAM.

"Beck" simply could not hold out longer, and so will actively take up the work for the Connecticut company.

For twenty years Mr. Beckham has been prominent in the St. Louis circulation field. For eleven years he was with the St. Louis Republic, four years with the Scripps McRae organization and five years with the St. Louis Star, under the management of the Frank interests. He is the intimate friend of scores of men in the circulation field from coast to coast.

Philip Kantrovitch, who recently resigned from the New Haven (Conn.) Times-Leader, has returned as assistant circulation manager.

C. E. Peters is now in charge of the circulation department of the Fort Worth (Tex.) Record, succeeding W. F. Kingsbury.

W. A. Andrus and Miss Ruth Dearman are new additions to the staff of Circulation Manager Harold Hough on the Fort Worth (Tex.) Star-Telegram.

The Alger (O.) Gazette has stopped publication because of lack of support.

HEARST PRINTS MORE FUND  
CORRESPONDENCE.

William Randolph Hearst prints in the November issue of Hearst's Magazine two more alleged letters from former Representative Joseph C. Sibley of Pennsylvania to John D. Archbold in January, 1904. The first letter contains the statement that President Roosevelt wanted to have Mr. Archbold at luncheon despite Senator Aldrich's suggestion that such a meeting would cause comment.

Mr. Hearst also prints a letter reputed to have been written to Mr. Archbold on October 3, 1904, by Joseph W. Babcock, chairman of the Republican congressional committee, asking for a campaign contribution of \$25,000.

ENCYCLOPAEDIA EDITORS  
ARE DINED.

Cardinal Farley gave a dinner Monday at his residence in honor of Mgr. T. J. Shahan and Dr. Edward Pace of Washington, Dr. Charles G. Herbermann, Dr. Condé B. Pallen, and the Rev. J. J. Wynne, S. J., the editors of the Catholic Encyclopedia.

The event was in celebration of the completion of seven years' labor on this literary work. Preceding the dinner the last volume of the encyclopaedia was presented to the Cardinal, and he made a short address commending the editors and their finished product.

## SUFFRAGETTES' EDITION.

The suffragists of the city and near-by places scored a big hit on Monday when they published for one day the edition of the New Brunswick (N. J.) Daily Home News. The women did almost all the work, so far as the news end of the paper was concerned.

They wrote the editorials, took assignments of different kinds, and one of them, a clever miss who plays baseball, took complete charge of the sporting page.

The paper sold on the stands like the proverbial hot cakes. Incidentally, it gave the suffragists a splendid chance to boost their cause.

## WIDE USE OF ROGERS' WORK.

W. A. Rogers' cartoon "The Three Offers," published in the New York Herald on October 13, has been reproduced and sent to newspapers all over the state by the State Republican Committee. The cartoon depicts President Taft, Governor Wilson and Mr. Roosevelt standing before Uncle Sam, who has a well filled carpet bag, marked "Prosperity."

Stereotype plates of this drawing are being sent out to country newspapers through the American Press Association.

## EVERY ISSUE BETTER.

C. B. Hollister, president and manager of the Northeastern Circulation Company, Davenport, Ia., writes:

"I appreciate every issue of THE FOURTH ESTATE more than ever, and particularly the department pertaining to newspaper circulation, which appears to be getting better in each issue."

GET TO-DAY'S  
NEWS TO-DAY"By UNITED  
PRESS"

General Offices, World Bldg., NEW YORK

THE SPECIAL  
SERVICE CO.

Experts in  
Circulation Contests.  
306 Publication Bldg., Pittsburgh

SATURDAY SPORT  
PAGE 1

Full page news and pictures for afternoon editions, in the form of typewritten copy and matrices, covering all sports. Expert Comment.—Best Illustrations. YOU NEED IT! Write for particulars to International News Service 200 William St., NEW YORK CITY.

## PAPER THIEF TO JAIL.

Philip Thomas, colored, has been sentenced by Judge Barratt in the Quarter Sessions Court to three months in the County Prison for the theft of newspapers in West Philadelphia. Drivers of newspaper delivery wagons experienced the loss of bundles of papers on several occasions prior to the arrest of the colored man.

## ANOTHER FOR GILMAN.

Ed. S. Scott has established a second weekly paper at Gilman, Ill., under the name of the Herald. The town's other paper, the Star, is owned by W. Atkinson.

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

NEWSPAPERS contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

The CONSOLIDATED  
PRESS CLIPPING CO.

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

## THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should send their copies of THE FOURTH ESTATE addressed to their houses, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICES:  
105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 974 FOR THE WEEK ENDING SATURDAY, OCTOBER 26, 1912

## THE BILLBOARD NUISANCE.

We have an easy and amiable way in this great city, says the New York Sun, of permitting violations of laws and ordinances for indefinite periods; then, after winking at all offences for weeks together, nay, some times for months or even years, we suffer an unexpected explosion of conscience and make a desperate effort to enforce obedience. When suddenly, as if by common consent, there is a relapse on all sides and every one forgets that the said laws and ordinances ever existed.

This process has been repeated over and over again. No one is ever sure when an explosion will come, but when it does come it always seems as if for the moment that one thing was the only thing really worth thinking about.

Commissioner Fosdick of New York recently made the discovery that for a long time past our high-ways have been disfigured by billboards; and what is more, "the law relating to billboards is constantly violated and little or no attempt made to enforce it."

Here are the facts as set forth by him:

The first regulation of the code, to the effect that signs or billboards shall not be at any point over ten feet above the adjoining ground except when constructed entirely of metal, or of wood covered with metal, was found to be violated in 412 instances out of 500 cases inspected.

Some of these were constructed entirely of wood; others were constructed of metal facings with wooden uprights, braces and supports. The second requirement, limiting the height of metal billboards to 18 feet, the height of metal billboards to 18 feet, is almost entirely ignored. One hundred and seventy-eight instances were found in which violations of this nature occurred.

These instances practically covered all the signs inspected which were constructed of metal, or of wood covered with metal. In some cases signs were doubled or trebled, extending one on top of another to a height of forty feet. One hundred and sixty-five signs were found extending beyond the building line.

We agree with the commissioner of accounts that such public advertisements are "ugly in themselves" and "mar the sightliness of

The advertising forms close on Thursday. Advertisements must be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; average measure (14 lines to the inch; 140 lines to the column; 500 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line about 70 words each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

every structure about them," and, moreover, that since "no public work is attempted without due regard to aesthetic considerations"—however odd and unaccountable the actual result may sometimes be—it is "an inconsistent public policy" to suffer "the uncontrolled erection of large and blatant billboards."

In England, after much public agitation, they have begun at last to deal in a practical way with this abominable nuisance. The Kent County Council the other day adopted a by-law for the protection of the countryside against ugly posters. The penalty is \$25 and \$5 for every day during which the offence is continued after conviction. That is a better way of going about the matter than any amount of argument on the aesthetic score.

Sylvester Baxter, who is a great enthusiast, tried to reason our advertisers out of their ugliness about five years ago, but we have not observed that his excellent advice has had any effect upon them. "Why," he asked, "cannot advertisers as a rule realize that it would be much more desirable and remunerative to identify themselves with something coming or beautiful than with something that can be remembered only for its ugliness?" And again, if the advertiser "would only stand sufficiently apart and endeavor to make some pleasant music it would be much more to the point."

What Mr. Baxter seemed to forget was that the advertiser had no chance to stand apart. If any one happened to be amiable enough to provide pleasant music what would happen? Why next day some rowdy rascal would plant himself in the neighborhood and yell him out of all hearing.

No, no; it is idle to appeal to the aesthetic sensibilities of the fellow whose chief purpose is to cry his wares. But on the strength of the law which has been so flagrantly violated something might be done—until in the usual course of

events we again forget that the law exists.

## NOTE AND COMMENT.

The Roselawn Cemetery Association of St. Paul, Minn., is the first cemetery to advertise in the Northwest. The novelty of the idea is attracting considerable attention in St. Paul and the officers say they expect good results. They say that churches are beginning to advertise and they don't see why cemeteries should not do so.

"Among the sons of men there is none who really knows a great city except the man who has been a reporter in it. He has sounded its depths. He has come to know the house of crime, the house of worship and the house of festival. He is familiar with the church and with the nether world. He has seen the greater and the lesser wheels of administrative machinery in motion. He has learned how to reach that supreme potentate the police sergeant behind his desk, and how to unravel and knit together the varying tales of bystanders."—Dr. Talcott Williams.

Under its present ownership the Harrisburg (Pa.) Patriot's circulation has grown from 3,000 in 1902 to over 17,000 in 1912. R. M. H. Wharton is the Patriot's manager.

Jealous of the enthusiasm aroused by a London weekly newspaper's proposal to erect a monument to Sir Francis Drake, a rival newspaper is urging a similar testamental to Noah.

The New York American and Evening Journal have made truly astonishing gains in dry goods advertising during the first nine months of 1912—a combined total of 6,372,096 lines, or 1,101,470 more than during the corresponding period of 1911.

The Jackson (Mich.) News on Wednesday issued a special edition of 152 pages, one of the largest ever published in that section, in honor of the annual State Fair. The number contained stories of interest on the city together with pictures of prominent men and landmarks, and the amount of advertising carried both local and foreign was especially noteworthy. The News is represented in the foreign field by the Beckwith Special Agency, New York and Chicago.

## REPORTER'S TASKS.

A well-known newspaper man was talking about the difficulties of a reporter's life.

"A kind of intuition, a kind of mind reading," he said, "is essential to successful reporting."

"Two business men were talking at a club."

"Did you tell that reporter not to announce that you were a candidate for the shirlevaty?" said the first.

"The other looked up from his journal gloomily."

"Yes," he answered, "and the darn fool never got it in his paper!"—St. Louis Globe-Democrat.

## WHAT AN ADVERTISING AGENT IS.

DEFINITION SET FORTH BY MEMBERS OF THE N. Y. ASSOCIATION.

Believing that the scope and function of the advertising agency have never been defined either broadly or specifically in any official declaration the Association of New York Advertising Agents has promulgated a concept and sent it to the various associations of publishers with which the members of the association are associated as agents.

The agents' association suggests that publishers individually and collectively confirm the declaration and take steps to obtain the enforcement of the declaration. The Association of New York Advertising Agents pledges individually and collectively its co-operation to attain the end it outlines.

The following is the definition of the relations of agents with advertisers and publishers as set forth by the association.

"This association believes: "That an advertising agency should be an association of specially trained men having expert knowledge of merchandising and advertising, who in composition afford wider specialized information affecting advertising than can be profitably employed in the organization of any one advertiser.

"That the employment of an advertising agency by an advertiser is necessary to obtain the best results from advertising.

"First—That he may benefit by this specialized information.

"Second—That he may have an outside viewpoint denied to those engaged in the continuous promotion of a single business or kindred businesses.

"Third—That he may have an agency do for him the various detailed work essential to successful advertising, which work an agency can do better and more economically.

## KNOWLEDGE AND EXPERIENCE.

"That an advertising agency's special knowledge of merchandising should embrace

Varied experience in many markets. Familiarity with merchandising methods in each.

Knowledge of distributing methods.

Experience in displaying goods.

Acquaintance with kindred problems affecting the adequate depicting of the product to be advertised.

"That an advertising agency's special experience in advertising should embrace knowledge of

The relative value and cost of various advertising media.

Methods of presentation—written and pictorial.

Mechanical methods—including art, engraving and printing processes on the one hand and the adaptability of these various methods to particular media on the other.

Supplemental literature—catalogues, booklets, circulars, displays and follow-up methods.

Checking and billing.

## GUARDING THE ADVERTISER.

"That the advertiser should safeguard the success of his advertising by examining carefully the fitness of the agency he employs from the

Continued on Twenty-third Page.



## PURELY PERSONAL.

Whitelaw Reid, proprietor of the New York Tribune, has just returned from London Wednesday to resume his duties as Ambassador to Great Britain after a short leave of absence.

James M. Thomson, publisher of the New Orleans Item, has just been appointed to the staff of Governor Hall of Louisiana with the rank of Colonel.

Frank G. Huntress, president and general manager of the San Antonio Express, has just completed a general business tour of the country.

John F. Thayer, publisher of the Wausau Pilot, has been elected grand commander of the Knights Templar of Wisconsin.

F. L. Christman, formerly publisher of the Montclair (N. J.) Herald, is back with his family from a trip abroad.

Fred W. Lawrence, city editor of the Chicago Examiner, is spending his vacation on a two months' trip to Europe.

U. S. G. Welsh of the Beckwith Special Agency, New York, addressed the advertising staff of the New York Times at its last meeting on "Newspaper Advertising in Philadelphia," touching especially on the influence of the Philadelphia Public Ledger.

Calvio Sileo, a staff photographer of the American Press Association, during the night naval display of the fleet in the Hudson River succeeded in taking a view of the illuminated Riverside Drive and the fleet, which is declared by experts to be one of the best night photographs ever taken.

A. R. Keesling, who recently sold the Logansport (Ind.) Journal, has left for a trip around the world.

James A. Berry of the staff of the Butte (Mont.) Inter-Mountain is the Republican nominee for county clerk and recorder.

D. C. Farrar of the Farrar Advertising Agency, Pittsburgh, delivered an address at the weekly luncheon of the Pittsburgh Publicity Association on the subject "Are You Ready to Advertise?"

Mrs. Ella W. Peattie, for many years a newspaper writer in Chicago, spoke on "Women in Journalism" before the Twentieth Century Club of Detroit last week. Mrs. Peattie related many interesting experiences.

Otto B. De Haas of the United States Circulation Company, Inc., Waterloo, Ia., was a visitor in New York this week after several months spent in the Southwest.

Agnes C. Laut is again in Washington, D. C., after a flying visit to San Diego, Cal., in search of information regarding that city's harbor, exposition and resources.

## DISAGREES WITH HIS PAPER.

Edward E. Perkins has resigned the presidency of the Poughkeepsie (N. Y.) Enterprise Publishing Company. Mr. Perkins, who is chairman of the County Democratic Committee, says he cannot agree with the paper's political policies.

## RETURNS TO CHURCH WORK.

Rev. T. W. Chambliss, who was a few months ago appointed editor-in-chief of the Charlotte (N. C.) Evening Chronicle to succeed Wade H. Harris, who became editor-in-chief of the Observer, has tendered his resignation to take effect November 1. Mr. Chambliss has accepted a call to the pastorate of the Baptist church at Wilson, N. C.

Mr. Chambliss was formerly circulation manager of the Observer-Chronicle and later became staff representative of the papers on the road.

Under the nom de plume of "The Rambler" Mr. Chambliss has discussed many important matters in the Chronicle and the Observer's "Side Table" column, in addition to his editorial work on the Chronicle.

## SIX POINT SEASON OPENS.

The Six Point League, of New York, began its activities for the winter season on Wednesday with a luncheon at the Aldine Club. The principal speaker on the occasion was T. C. Sheehan, vice-president of the Durham-Duplex Razor Company, who spoke on "Newspaper Advertising." Mr. Sheehan paid a high tribute to the value of newspaper publicity in telling how it was responsible for the popularity of the "Durham Duplex Razor."

The luncheon was well attended, and this form of meeting will be continued monthly throughout the coming season. On each occasion an advertising or newspaper man of national prominence will talk to the members on some topic of current interest relating to advertising.

## MEXICO WOULD DEPORT NEWSPAPER MEN.

Harry H. Dunn, an American newspaper man, who has been representing the National News Association and the International News Service in Mexico, has been arrested and will be deported as an undesirable alien.

Dunn, who recently returned from New York, is held incommunicado somewhere on the city's outskirts. Dunn's wife is a niece of Senor de la Barra, ex-Ambassador to the United States and recently chosen for a Cabinet post by General Diaz. The State Department at Washington has made a demand for Dunn's release.

## MACFARLAND ACQUITTED.

Allison W. MacFarland, the advertising man on trial for the second time in Newark, N. J., for killing his wife with cyanide of potassium, was acquitted by a jury in Justice Gummere's Court on Friday. Last spring MacFarland was found guilty of the same charges, but a new trial was granted.

## FREED OF LIBEL CHARGE.

Dr. Bernard S. Maloy of Steger, Ill., and Thomas B. Thompson, western editor of the Musical Courier Extra, were freed by Judge Dibell when they appeared to answer a charge of libeling officers of the Steger Piano Company in the magazine. They were not brought to trial within four months after giving bail.

## NEW MANAGER OF THE

A. A. A.

Walter B. Getty, for many years a resident of Chicago, has just been appointed manager of the Association of American Advertisers with headquarters in New York. Mr. Getty, formerly secretary to the postmaster of Chicago, was for



W. B. GETTY.

seven years head of the second class matter bureau in the Chicago post-office.

Previously he had been secretary to the late James W. Scott when the latter was publisher of the Chicago Herald, and occupied the same position with H. H. Kohlsaat at the Times-Herald. Later for nine years he was special agent of the post office department attached to the third assistant postmaster-general's staff with headquarters in Washington.

## BLETHEN PRESENTS CHIMES TO UNIVERSITY.

Colonel Alden J. Blethen, editor of the Seattle Times, is the donor of a handsome set of twelve chime bells to the University of Washington, to commemorate his services as a member and president of the Board of Regents, and also to mark the participation of the Blethen family in the work of the university.

In honor of the presentation the university held chime concerts on October 19, 20, 21 and 22. The chimes have a wide range in playing capacity and their total net weight is nearly 15,000 pounds. With the frame, mountings and complete appliances, it will aggregate about 23,000 pounds.

## VISITORS IN NEW YORK DURING THE WEEK.

Herman Suter, publisher the Nashville Tennessean-American.

J. R. Holliday, business manager the Atlanta Constitution.

## WEDDING BELLS.

Charles M. Willoughby, assistant city editor of the Washington Times, has been married to Miss Ruth B. Dorsey of the staff of the Washington Post. Although the wedding took place some time ago it was a secret and the news has just leaked out.

Robert A. Zachary of the Washington Bureau of the Brooklyn Eagle is to be married shortly to Miss Mary La Petra Edwards. The engagement of the couple has just been announced.

E. O. Phillips, political writer of the Chicago Tribune, has announced his engagement to Miss Helen M. Matheny of Springfield, Ill.

M. Brice Claggett, a newspaper man of Washington, D. C., was married in Rockford, Me., last week to Miss St. Clair Manning.

Theodore O. Erickson, city editor of the Anaconda (Mont.) Standard, and Miss Florence Keso of Rocky Ford, Colo., have been married. The couple have been spending their honeymoon in Colorado.

Frank Irish, formerly editor of the Ashland (Wis.) Daily News, was married last week to Miss Mayne Foeller of Appleton. They will make their home in St. Paul.

Miss Hilda Matzner, an artist and married of Home Style, was married on Monday in New York to Louis O. Schwartz, a lawyer, of Minneapolis. The wedding was by the simple Ethical Culture ceremony and was the first to take place in the new marriage hall of the Ethical Culture Society.

Rafael O. Galvan, editor of the New York Spanish newspaper, Las Nevadas, was married Thursday in Detroit to Miss Lulah Dell Force. Mr. Galvan is also the president of the Spanish Cable Association.

## HERO "NEWSIE" BURIED.

All the residents of Gary, Ind., joined in the payment of last respects to "Billy" Rugh, the newsboy, who died as the result of allowing his crippled leg to be cut off to use the skin for Ethel Smith, a girl, who was threatened with disfigurement as the result of burning. The body of Rugh was taken in a special car to Rock Island, Illinois, where it will be buried beside that of his mother.

## NEW HARVARD EDITOR.

The editorial board of the Harvard Advocate, published at Harvard University, has elected Henry R. Carey of Cambridge its president, succeeding Philip James Roosevelt, resigned.

## PARTNERSHIP DISSOLVED.

The firm of Hoeger & Westphal, publishers of the Waverly (Ia.) Democrat, has been dissolved. The paper will hereafter be conducted under the ownership of H. Hoeger.

## MONTANA'S NEW EDITOR.

The Anaconda Standard has a new managing editor in the person of W. W. Walsworth. He succeeds J. H. Durston, who retired a short time ago.

## BUSINESS OPPORTUNITIES

\$20,000 or more available for purchase of a daily newspaper property in a small city near New York City. All correspondence confidential.

Proposition E. T.

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York.

Established Insurance Trade Journal for sale; has splendid territory and future. Northwest Insurance News, 311 Lewis Bldg., Portland, Oregon.

## MACHINERY FOR SALE.

**FOR SALE. Two HOE Quads and GOSS Four-Deck, Straight-Line presses in good condition, printing 4 to 16 pages, will be sold for very low price.**

Address Press, care The Fourth Estate

## DOES IT COST TOO MUCH?

Continued from Third Page.

ing the dailies instead of the magazines, \$440,900. Or he could have gone into the dailies almost four times a month instead of once a month for the same money paid the magazines.

To be exact the above magazine campaign costs three and four-fifths times as much as one insertion a month in the dailies. He could in fact, have used 10,000 lines once a week in the dailies for only \$21,400 more than the magazines once a month; a small sum, as compared with the total appropriation of nearly \$600,000. I think no one will question the greater value of the more frequent attack on the buyer's attention.

And still they tell us "it costs too much to carry on a national campaign in the dailies."

It will not do to argue that the life of the dailies is not as long as that of the magazines, or we will come back with the reply that there is no duplication in the circulation of these dailies, while Thomas Balmer, in his very exhaustive analysis of circulation, shows there are 1,173,500 magazine duplications among the 2,000,000 readers of the Woman's World alone.

Therefore in the 11,000,000 magazines' circulation accounted for in this statement there would be five and a half times as many or a total of 6,454,250 or more than one-half duplicated circulation, and Mr. Balmer does not account for the people who take more than the five magazines beside his own, nor does he include any magazine duplica-

## HELP WANTED.

## EDITORIAL WRITER, \$3500.

Position now open with eastern large city daily for young man with editorial page experience. Should be familiar with New York, New Jersey and Pennsylvania affairs. Correspondence held confidential.

FERNALD'S

## NEWSPAPER MEN'S EXCHANGE.

Advertising—Printing—Publishing Positions  
SPRINGFIELD, MASSACHUSETTS.

## Advertising Solicitor Wanted.

A young man with some experience in soliciting advertisements for a daily or a weekly newspaper, wanted at once. Give fullest particulars as to experience, references, salary, etc., in first letter.

Address Adsol, care The Fourth Estate.

## Foreman Wanted.

A First-Class Foreman with executive ability for composing room, morning newspaper in city of over 500,000 population. Must be a good organizer and capable of securing accuracy from the force and understand printing in its every department. Address XX, care THE FOURTH ESTATE.

tions of which less than 1,000 of his over 2,000,000 correspondents make mention.

And still they said "It costs too much."

Advertisers who want to get at some surprising facts will do well to read Thomas Balmer's book, "The Dwellers by the Road," bearing in mind all the time that all the arguments he advances in favor of the Woman's World apply equally well to daily papers with the advantage that 2,000,000 of the newspaper circulation to match his circulation costs only \$280 a line and no duplication, while the Woman's World costs \$14 and is duplicated.

Everybody reads daily papers and they are the only kind of publication that everybody does read.

Every argument advanced here naming breakfast foods will apply equally to any and every article of daily household consumption, any food, package canned or bulk, fresh, dried or preserved, wearing apparel, furnishings, fittings or equipment needed to run the household establishment in comfort, or in luxury, and in fact everything everybody buys.

In the cost of a national campaign newspaper price is to magazine price as 1 is to 3.80 times.

## HELP WANTED.

## News Editor Wanted.

Exceptional opening in middle west city of over 500,000 population for a news editor. Only morning Democratic paper. Growing very fast in progressive community.

Must have keen sense of values of news. Accuracy the prime requisite. Give full details of previous experience, age and references.

This opening is for a young man who is looking into the future and not for a "has been."

Address XX, care THE FOURTH ESTATE.

## Classified Advertising Manager Wanted.

Wanted A man to handle the classified advertising. Write the Herald Transcript, Peoria, Ills.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET.  
Branches:  
73d STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## RECENT INCORPORATIONS.

MILWAUKEE, WIS.—Corriere Del West Publishing Company; capital, \$10,000; incorporators, Frank La Pina, Fred La Pina and G. B. Randaza.

CARKERSVILLE, Mo.—Missourian Publishing Company; capital, \$2,750; incorporators, Robert L. Moore, Bertha L. Barre and A. B. Glenn.

CHARLESTON, W. VA.—Daily Gazette Company; capital, \$100,000; incorporators, the firm of Chilton, MacCorkle & Chilton.

JOPLIN, Mo.—News-Herald Newspaper Company; capital, \$2,000; incorporators, P. E. Burton, James F. Farrar and E. D. Roys.

NORFOLK, VA.—News Publishing Company; capital \$5,500; incorporators, Branch Johnson, O. R. Keiley and Hammond Johnson.

LAGRANDE, ORE.—Examiner Publishing Company; capital \$25,000.  
NASSAU, MICH.—Pioneer Times Company; capital, \$5,000.

HOUSTON, TEX.—Southern Orchards and Farms Publishing Company; capital, \$10,000; incorporators, J. W. Canada, B. K. Canada and C. C. Buckingham.

JACKSON, TENN.—Jacksonian Publishing Company; capital, \$25,000; incorporators, J. C. Felsenthal,

## SITUATIONS WANTED.

## Mr. Publisher or Business Manager.

Have you ever realized the amount of money that classified advertising pays some newspaper and magazine. Have solicited advertising over 15 years, the past 7 years in the classified department of one of the largest newspapers in this country and understand their methods. Am open for proposition as classified manager. Address W. B. care The Fourth Estate.

Hustling solicitor would like to connect with large city daily or magazine. Nine years' experience. Address T, care The Fourth Estate.

## AUTO EDITOR WANTS POSITION.

I am young and possess enough energy to satisfy an exacting employer. Can handle either advertising or the editorial work—or both. Would prefer a position covering the entire automobile department, having done so successfully in the past. Employed at present but desire to change and will give reasons. Will submit files proving efficiency. Address AUTODE, care The Fourth Estate.

A 1 Advertising Solicitor, 44 years old, 25 years experience, hard worker. Honest, good referee. Advertising or editorial work or magazine. Address H, care The Fourth Estate.

## Circulation Manager

desires change. Can you use a hustler, result getter and expense reducer? Sixteen years' experience on leading dailies. References and particulars furnished. Address C, C. B., Fourth Estate.

## STENOGRAPHER

Young lady having nine years' experience desires position with first class advertising house. Can furnish best of references. Address Competent, care The Fourth Estate.

Young man would like to connect with firm in city. Thorough understanding of advertising. Address J, care The Fourth Estate.

## CIRCULATION MANAGER

Thoroughly competent. Experienced in large cities. Age 33, unmarried. Member International Circulation Managers' Association. Commence \$35. Address "Worklover," care The Fourth Estate.

W. E. Heathcock, W. A. Caldwell, T. W. Pope, W. M. Short, H. H. Leske, W. T. Harris and C. E. Pigford.

## NEW ENTERPRISES.

HAWORTH, OKLA.—L. M. Watson has established the Herald.

SHARON, OKLA.—The News has been launched by Pecos H. Callahan.

FAIRPLAY, COLO.—J. E. Rackaway is starting a new Republican paper for Park County.

GILMAN, ILL.—Edward S. Cook has established a new Democratic weekly called the Herald.

SALINEVILLE, O.—The Journal has made its appearance as a four-page weekly. The publisher is H. C. Wilmette.

## CHANGES IN INTEREST.

ROLLING PRAIRIE, IND.—The Record has changed hands, Lowell E. Noland selling out to Bert Jarvis.

MORTON, MINN.—The Enterprise has passed into the hands of Mr. Rubey.

WATERVILLE, MINN.—The Sentinel is now being issued by E. M. Lawless.

ONAMIA, MINN.—Olaf Wasonius is now publishing the Breeze.



## NEWSPAPER WOMEN BREAK WITH CLUBS FEDERATION.

Following a sweeping criticism of Ohio newspapers and Ohio newspaper women by Mrs. Percy V. Pennypacker of Texas, president of the General Federation of Women's Clubs, and Mrs. Samuel B. Smith of Tiffin, a former president of the federation, the Ohio Newspaper Woman's Association severed its connection with the Ohio Federation of Woman's Clubs at the annual meeting of the Ohio Federation in Athens.

Mrs. Pennypacker was the guest of honor at the annual banquet of the newspaper women. In her address she questioned the ability and gallantry of the editors of Ohio papers in giving so little space to the convention's work. Mrs. Smith followed Mrs. Pennypacker with a rapid-fire of questions as to why the newspaper women permitted the work of the federation to be ignored.

A war of words followed and the newspaper women, in executive session, decided never again to meet in a body with the Ohio Federation, as they have done for ten years. They voted to hold an independent meeting at Put-in-Bay in October, 1915.

## STARTING IN WELL.

Following the appointment of Hugh K. Taylor as general manager of the Denison (Tex.) Daily and Semi-Weekly Herald, the editorial and business office has been moved into new quarters immediately east of the composing and press rooms which now occupy both upper and lower floors of the old building.

All departments have been rearranged and considerable new fixtures and furniture purchased. It is intimated that a sixteen page press will soon replace the eight-page web now installed in the press-room.

## FOR DELAWARE DEMOCRATS.

A new Saturday publication for Wilmington, Del., is the Times, just issued in the interest of the Democratic Party.

## SALE OF GEORGIA DAILY.

The Waycross (Ga.) Daily Herald has passed into the ownership of John T. Durst and Norwood B. Rhodes of Quitman.

## DRY GOODS

In September the

# NEW YORK TIMES

published 232,088 lines of Dry Goods advertisements, a gain of 46,281 lines compared with September last year, and a greater gain than any of the other New York morning newspapers ranked with the Times as to quality of circulation.

The New York Times has a net paid daily sale in and around New York greatly exceeding 200,000 copies and reaches a greater number of men and women with the means to purchase than any other newspaper in the United States.



What a newspaper man might well call an "ideal" vacation is here suggested. The picture was taken at Alexandria, Minn., and shows a "catch" from Lake Carlos made by Otto B. De Haas, president of the United States Circulation Company, of Waterloo, Ia., during a few off days from business this summer at his country home. Mr. De Haas is shown on the left, with his son, Master Otto, Jr., and their companions are Frank Lomman and Master Albert, his son.

## MOVED FROM INDIANA.

The Hartford City (Ind.) Daily Journal, which was launched during the county option contest three years ago, has been sold to Clement Bruce, a Fort Wayne printer, who will move the plant to some town in Ohio. The paper was formerly edited by Charles A. Reed, who at one time was a Republican candidate for Congress in the Eleventh District.

## ANOTHER GERMAN VISITOR.

Richard Von Bergmann-Korn, proprietor of the Breslau (Germany) Schlessische Zeitung, is at present in this country in the course of his tour around the world. In an interview the German visitor paid a tribute to the American newspaper and declared it the most progressive in the world, and one that the foreign press well may copy.

## TOWN LOSES A PAPER.

J. V. Willis has suspended the Niantic (Ill.) Enterprise and sold the plant to W. O. Markham of Springfield. Mr. Markham will move the equipment to Buffalo, where he will issue the Tri-City News in the interest of Buffalo, Mechanicsburg and Dawson. A section of the paper will also be devoted to Niantic.

## NASH SELLS OUT.

The Sioux Valley News, of Canton, S. D., has passed out of the hands of the Nash family after a period of thirty-six years. Francis F. Nash has sold out to S. B. Averill of Canton and plans to move this winter to Oregon. The retiring owner had been in charge of the paper since the death of N. C. Nash in 1905.

## APPOINTMENT FOR HINCHEY.

W. John Hinchey, former editor of the Lockport (N. Y.) Daily Journal and for many years owner and editor of the Middleport Herald, has been appointed managing editor of the Medina Daily Journal. He was also associated with various Buffalo papers as correspondent in Middleport.

## ILLINOIS ELECTION.

At the meeting and banquet of the DeKalb County (Ill.) Press Association the following officers were elected: President, D. D. Schoonmaker, the Genoa Republican Journal; vice-president, C. W. Faltz, the Somonauk Reveille; secretary, Will Riley, the Malta Record; and treasurer, W. H. Ray, the Shabbona Express.

## TO HELP FARMERS.

A Republican weekly to be called E Pluribus Unum Farmers, is scheduled for appearance shortly at Binghamton, N. Y. The publication will be published by Dr. Jeremiah MacDonald, who is preparing for an edition of 20,000 copies for the first number.

## RISEN FROM FIRE.

The printing plant of W. W. Warner, publisher of the Mount Vernon (N. H.) Owl, which was damaged by fire a short time ago, is again in full working order. The new plant is a big improvement over the old one and most of the machinery is new.

## NEW ONE FOR INDIANA.

James B. and B. F. Loyd have begun the publication at Halton, Ind., of a paper called the Ripley County Progressive. The Messrs. Loyd are from Carthage, Mo.

## WHY DON'T THEY PAY?

From the North Adams (Mass.) Herald.

Some few weeks ago the Herald mail was flooded with a lot of "drivelling political drool" sent out by paid press agents of the various parties or candidates; The national Republican headquarters, the Wilson campaign committee, the Progressive party headquarters in Boston and one or two newspaper associations in various parts of the country, were offenders.

In addition offers were received from day to day of free plate stuff in the interests of this or that candidate. Finally when the requests for free space became too numerous, the Herald business office notified each and everyone of the headquarters that space in this paper would not be given, and that any stuff of the sort furnished could be inserted only as paid advertising, and properly labeled as the law directs.

A day or two after a man named Dunn, who asserted he was a real newspaperman, and represented the Progressive party, called the Herald from Boston over the long-distance telephone, and attempted the old bluff of forcing the paper to take his stuff, which by the way was as poor as any ever sent to this office. He declared they would make an issue of it if the paper stuck to its position.

It would be an imposition to unload his stuff on Herald readers as news, and it would be more of an imposition on the paper to pay for setting it up.

The Herald has long been opposed to free space grafters who invest this country, and has repeatedly urged other papers to insist that stuff booming some other fellows' game be inserted as advertising, and then the readers will not be deceived into accepting some bald statement as gospel truth and endorsed by the paper in which it appears.

The Progressive candidates and speakers in their trip through the state have insisted that the newspapers have not given them a fair show. The Herald was singled out at the rally here. If there is no more truth to statements in other cities than was the case in North Adams it is hardly likely the papers will worry to any extent.

## NEW IOWA EDITORS.

E. P. Chase has taken the news management of the Atlantic (Ia.) Telegram, succeeding R. J. Cornell, who is now in charge of the Massena Echo.

# THE LOS ANGELES TRIBUNE

is the clean, home paper of Los Angeles. No objectionable advertising accepted.

## LARGEST CIRCULATION IN LOS ANGELES.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## LOS ANGELES' OWN NEWSPAPER.

### HOW THE CITY GIVES ALL POLITICAL PARTIES A FAIR CHANCE.

One of the most recent and unique developments of municipal ownership is being tried out in Los Angeles, Cal., where the city is conducting its own newspaper—a twelve-page paper with all the usual features of an ordinary weekly. The paper is owned, published and managed by the city itself, and is known as the Weekly Los Angeles Municipal News.

It was established under an ordinance submitted to the voters last winter and a commission has charge of its publication. News relative to the city government is given the prominent positions and the big display headlines.

Each political party, whether national or local, that polls three per cent. of the vote of the city at any regular election is allowed the free use of one column in each issue.

In these columns, each carrying appropriate headlines to indicate the particular party to which it belongs, the political parties are allowed to express their positions on free from any censorship whatsoever by the management of the paper, excepting that the matter published in the columns must be public questions in their own way, lawful for publication. The city administration or the newspaper itself may be freely criticised in these party columns.

At the present time there are five of these party columns—Republican, Democratic, Socialist, Socialist-Labor and Good Government. Some of the parties use their columns only for the discussion of national or state questions and refrain from taking any part in the discussion of municipal issues, and some reverse this, while others set no such limitations upon themselves.

The editorial policy of the paper follows the official policies of the city, as the same have been determined by the city charter, and express vote of the people or city ordinance. The editorial policy of the paper is instructive and descriptive, rather than argumentative or exhortatory.

When any municipal question is actively under discussion before the people—that is to say, before the official policy of the city has been determined in the matter—the Los Angeles Municipal News appoints two special writers, each of whom writes a special column—one on each side of the question under discussion—and the two columns are published side by side properly headlined as the arguments for and against.

The two special writers, though appointed and paid by the paper, each consult freely with the friends of the side of the controversy which they represent, and in a very large measure present the arguments for that side in accordance with the wishes of the leading proponents thereof.

This provision for a hearing for each side of active public questions



ABRAHAM CAHAN,

EDITOR OF THE NEW YORK DAILY FORWARD.

By Courtesy of the American Magazine.

is one of the most highly appreciated features of the paper.

The News accepts ordinary commercial advertising of approved classes, and as the receipts are in excess of the anticipations, the contemplated 40,000 edition of an eight page paper has grown to a 60,000 edition of a twelve page paper. Besides there is a regular cash appropriation of \$700 a week from the city treasury.

"The scheme of the Los Angeles Municipal News," says George H. Dunlop, president of the Publication Commission, "has been regarded by some as the extreme of ridiculous foolishness, and by others as possessing almost immeasurable potentialities for municipal betterment.

"Its reception by the voters of the city has been on the whole favorable, and the friends of the enterprise are unshaken in the confidence that it has a field to fill and is sure to succeed."

#### ALASKANS HONOR EDITOR.

Harry D. Steel, part owner of the Cordova Daily Alaskan, has been appointed postmaster of that town. Mr. Steel, who is associated with his brother, William Steel, in the ownership of the Alaskan, is a former resident of Shamokin, Pa., where another brother, J. Irwin Steel, is editor of the daily Herald.

#### CAHAN OF THE "EAST SIDE."

If one should inquire on the East Side of New York as to who is the most influential man in that great section he would probably be told that the distinction was enjoyed by Abraham Cahan, editor of the Jewish Daily Forward said to be the largest Jewish Daily newspaper in the world.

Two years ago when Mr. Cahan celebrated his fiftieth birthday his admirers gave a banquet and so many wanted to attend that they packed Carnegie Hall to the roof and did likewise to Murray Hill Lyceum. In the gathering were celebrities of every profession and representatives of every creed, who recognized the value of the great services Mr. Cahan is rendering.

The Forward is published in Yiddish and claims a circulation of 130,000, which means at least 500,000 readers a day.

The element of human interest which Mr. Cahan has injected into the Forward is the basis for the great popularity that newspaper has attained in the Ghetto. Its contents aim to bring readers to the realization of the necessities of improvement in their living, their learning their political belief, their aim in life, and sociological betterment.

Many of the things he has to say along these lines would mean the

ruination of another newspaper, but the residents of the great East Side have come to look upon Mr. Cahan as a teacher and a comrade with wisdom above the ordinary and the more reproving he does the larger his number of readers grow.

Mr. Cahan has been at the head of the Forward for six years and in that time has increased the circulation from 6,000 per day to its present figures, and business otherwise enlarged so lustily that the newspaper now occupies its own skyscraper home, which is the finest structure in the world occupied by a newspaper of this kind.

Cahan's natural inclination to lead people made itself so apparent in his early manhood that he was forced to leave Russia by the authorities of that country for preaching revolution. At that time he was a school teacher.

He came to the United States and worked as a cigar maker, tin factory employee, advanced gradually in his new surroundings to the editorship of a Socialist magazine, taught school and wrote for Russian magazines. Then he turned to English journalism and acquired additional experience in this line through work on the New York Sun, the Commercial Advertiser and the Evening Post. His work in the magazines began to attract attention at the same time, and in 1896 he wrote the novel "Yekl," which critics took up at once as a masterpiece of its kind.

But the cause of his race was all the time near to him and with the experience he attained in the outside world he decided to return to the East Side and his Jewish brethren again. He did so and acquired the Forward and made it the great power it is today.

#### WITH SAN ANTONIO LIGHT.

The San Antonio (Tex.) Light has recently made several additions to its news staff. Frank C. Richardson of New York is now the sporting editor, and Allen Merriam has been appointed to take charge of the telegraph desk. Mr. Merriam was formerly with the Memphis News Scimitar and was assistant city editor of the San Antonio Express.

#### NEBRASKA COMBINATION.

Harry J. Wissner and A. B. Wood have purchased the Scotts Bluff (Neb.) Star and Herald. They will combine the two publications as the Star-Herald.

## THE EVENING TRUE AMERICAN

has made an instant hit in

## TRENTON

Home Circulation gains increasing rapidly.

15,000 Copies Daily.

Every page of every issue is being read every day.

The Evening True American.  
Trenton, New Jersey.



## HEDRICK TALKS TO WASHINGTON STUDENTS.

"Journalism as a Business Profession" was the topic of a talk given by Paul C. Hedrick, financial and railroad reporter and musical critic of the Seattle Times, to the students of the Department of Journalism of the University of Washington.

"Business is business and a profession is something else," said Mr. Hedrick. "But success in journalism can be had only by making the profession a business."

Mr. Hedrick claims the record of having been a reporter in one city for fifteen years. "A record," he says "which can not be equalled in Oregon and Washington. Excepting a short period when I was city editor of the Oregon Journal I have managed to steer clear of desk jobs. It leaves me freer," he explained.

## FATHER AND SON BUY NEWSPAPER.

Lewis R. Sharp, and his father, William Sharp have bought the New Matamoras (O.) Enterprise from James R. Hovey. Both the Messrs. Sharp for several years have been connected with newspapers in New Matamoras. For the past two years they were employed on the Enterprise, and for many years previous the elder Mr. Sharp was with the Marietta (O.) Register.

## CHANGE FOR OHIO DAILY.

A change has taken place in the ownership of the Sidney (O.) Daily Journal in which the paper passes to the control of Claude C. Waltermire. The paper will remain Republican in politics and the weekly edition will be continued. The new publisher has been connected with the Wapakonetta Daily News as city editor, and is a son of Peter W. Waltermire, candidate for lieutenant-governor of Ohio.

## WILL MERGE PAPERS.

F. Metschke, editor and owner of the Scribner (O.) Rustler, has bought the Scribner News from Mr. and Mrs. C. B. Copp. Mr. Metschke will consolidate the subscription lists and the News will go out of existence.

## SPECIAL AGENCY CHANGE.

The New York Times (Western representation) from Fuller and Henriquez to Guy H. Osborn, Chicago.

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY



C. H. BROCKHAGEN.

NEW BUSINESS MANAGER OF THE SAN FRANCISCO CALL.

See Second Page.

## NEBRASKAN SELLS OUT.

The Alliance (Neb.) Semi-Weekly-Times has been bought by John H. Moist and Ben J. Sallows, the former a newspaper man from Ohio; the latter from Cody, Wyo.

Harvey J. Ellis, the former owner and editor for over twenty-five years, is the receiver of public moneys at the United States land office and gives up the Times for the benefit of his health and to look after other business interests in Alliance.

## GERMAN EDITOR THROUGH.

Martin Kreuzberger has retired from the ownership of the Schenectady (N. Y.) Deutsche Journal to enter other business. Mr. Kreuzberger founded the Journal ten years ago and since then had been continuously at its head.

## NEW BLOOD ON THE PRESS.

Charles Sarver, the new city editor of the New York Press, is substantially enlarging his staff. Among the most recent new comers on the paper are E. K. Mead, formerly of the World, Paul Whalen of the Globe, Spence Bull and Miss Grace Egbert.

Miss Virginia Tyler Hudson has also joined the staff of the Press. She was formerly with the American and the World.

## MAY GO TO THE COAST.

Harry D. Caskey, for many years publisher of the Austin Autograph, has decided to leave Potter County Pa. He expects to move to California, where he may again enter the newspaper business. Mr. Caskey's plant was destroyed by the flood of September, 1911.

## DAILY FOR NEGROES.

New Orleans is soon to become the home of a negro daily newspaper. The Daily Spokesman is to be its title and the first issue is scheduled for appearance next month. The Spokesman is to be published, managed and printed entirely by negroes, with its office and plant in a negro office building. The capital to start it has also been furnished entirely by the people of the colored race.

The plans so far agreed on are for an edition every afternoon and on Sunday morning. The week-day edition to start will consist of eight pages and the Sunday of twelve pages. The management is guaranteeing a circulation of 5,000 for the first issues and expects shortly to have 20,000 subscribers.

## IMPROVEMENTS PLANNED.

The Phillipsburg (N. J.) Ledger is now appearing weekly, having discontinued the twice-a-week edition. The publishers, Messrs. Boulton and Richards, contemplate increasing the size and making other improvements.

## NEW OWNER IMPROVES.

T. E. A. Kimball, who recently bought the Tucson (Ariz.) Post, has re-christened the paper the Progress. He has also made a number of improvements that have added much to the appearance and value of the publication.

## FOR AD WORK ONLY.

J. Fred Lewis of Atlanta has left general newspaper work to engage solely in the advertising business. He was for many years connected with the Atlanta Constitution and other Southern papers.

## BACK AT OLD STAND.

N. M. Everett, former publisher of the Hickory (Miss.) Reporter-Index, has again broken into the newspaper field in Hickory. His new venture is a paper called the Middle Buster.

## CHANGE IN MAKE-UP.

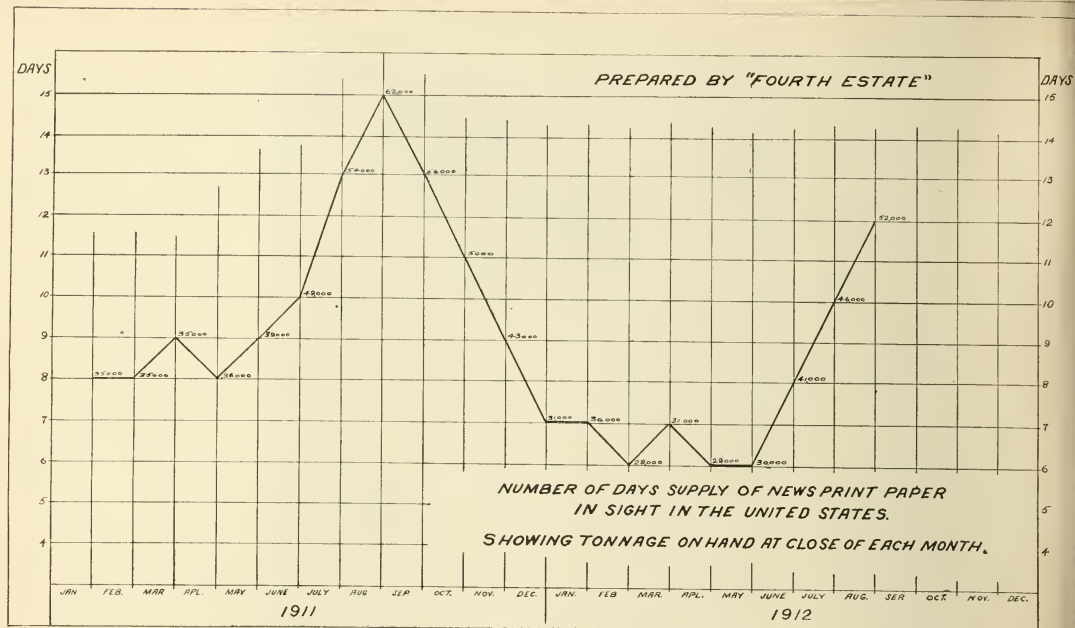
W. R. Brown has enlarged his paper, the Chicora (Pa.) News, from a seven column folio to a seven-quarto size and will make a vigorous campaign for new subscribers.

The Co-operative Farmer has just appeared in Chicago under the editorship of Albert Gordon.

## THE DETROIT TIMES

has been GAINING OVER 1000 COPIES A MONTH in home-going circulation since the beginning of the present year.

JAMES SCHERMERHORN,  
President and General Manager,  
The N. M. Sheffield Special Agency,  
NEW YORK.



Copyright, 1912, by Ernest F. Birmingham.

## THE PRINT PAPER FIELD.

Continued from Fourth Page.

Great Northern Paper Company in order to start in the news print paper supply business on their own account in New York.

On Monday the firm of Dillon & Barnes will open offices at 2 Rector street, New York, to conduct a merchandising business, specializing in news print paper. The company will have facilities to care for the needs in print paper of newspapers in this country and abroad. American, Canadian and foreign products will be handled.

Mr. Dillon has just resigned as vice-president of the Great Northern Paper Company, and Mr. Barnes as treasurer. Mr. Dillon was one of the incorporators of the International Paper Company and served as its vice-president and sales manager. In his twelve years of service with the Great Northern he was also in charge of its sales and has to his credit some of the biggest contracts for paper ever negotiated in this country.

J. Sanford Barnes, like Dillon, is a paper man of life experience. He was one of the organizers of the American Paper and Pulp Association, and for a long time was its secretary. His connection with the Great Northern Company has covered a period in which the greatest growth of the company was attained.

Mr. Barnes is also president of the Inter-Lake Pulp & Paper Co., of Wisconsin, which has its head offices in New York, and he will continue in that position for the com-

pany.

Probably no two paper men in the country today have a wider acquaintance with newspaper publishers than both members of the new firm. Their long and successful experience in placing the products of the International and Great Northern Companies has given them a knowledge of the wants of publishers in the matter of paper that, they believe, will enable them to fill a long-felt want in catering to the needs of paper users.

The chart printed in THE FOURTH ESTATE last week showing the daily production and consumption of news print paper in the United States during 1912 as compared with 1911 was received with the greatest possible interest by the publishers of the United States, and is followed today by a chart showing the number of days' supply of news print paper in sight in the United States at any time during that period, together with the tonnage on hand at the close of each month.

It will no doubt surprise the reader to know that at no time during the period covered by this chart has there been on hand in the United States more than fifteen days' supply of news print paper, and the lines on this chart show how quickly conditions may change so as to bring the supply down to a six or seven-day basis.

Thus, for instance, on January 1, 1912, there were on hand only 31,000 tons of news print paper, representing seven days' supply. During the next three months the supply ran down to a six-day basis,

recovered slightly and ran back again, remaining on the six-day basis during the entire month of May; since which time it has been steadily increasing until on September 1 there were on hand 52,000 tons, representing twelve days' supply.

The immediate cause of the stationary condition of the supply in May of this year was the tremendous demand created by the Titanic disaster, and it is very obvious that if there had been within the following month another great disaster or news event of national importance calling for as great an addition to newspaper circulation, many newspapers would have been practically put out of business, because there would have been no way of securing a supply of paper.

It can readily be understood that local conditions would have protected some papers in such an emergency, at the expense of others less fortunately situated.

The two charts already printed show very conclusively the close interdependence of the newspaper publisher and the news print manufacturer, and they will be followed next week by a chart showing the actual and also the average rainfall over the pulp-producing districts of the United States during the present year and 1911.

These charts have been prepared at great expense of time and labor in gathering, assorting and classifying the actual facts.

They will be reprinted each month with the lines carried forward so as to cover the changed conditions during the month. In this way every publisher in the

United States will be enabled to forecast for himself the probable conditions of the ensuing season.

William B. Dillon

J. Sanford Barnes

**DILLON  
AND BARNES**  
—  
Paper Mill Products  
and Supplies.

—  
Special attention given  
to the execution of  
contracts for supply of

**ROLL NEWS  
PRINTING  
PAPER**  
—

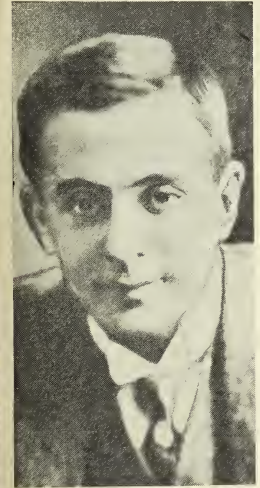
No. 2 Rector Street,  
NEW YORK  
Phone Rector 4955



WITH WARRING  
BALKANS.

WHAT THE HEARST PRESS  
SERVICES ARE DOING TO  
GET LIVE NEWS.

The Balkan war cloud that has hung threateningly over Europe for the past several years has at last burst, and newspaper correspondents, artists and photographers are now at the front, having hurried to



ANGUS HAMILTON.

the scene of action before any of the real fireworks began. The struggle between these little European states and Turkey promises to be long, bitterly fought and spectacular. Its outcome in all probability will change the map of Europe.

The importance of the conflict from a newspaper standpoint can be gleaned from the elaborate preparations that are being made by the leading American and European dailies and press associations to cover it.

Newspapers throughout the United States which receive the day telegraph report of the National News Association, and the

DO YOU notice any  
Paper that takes FINE  
HALF-TONES any bet-  
ter, on HURRY-UP  
WORK, than that on  
which THE FOURTH  
ESTATE is printed?

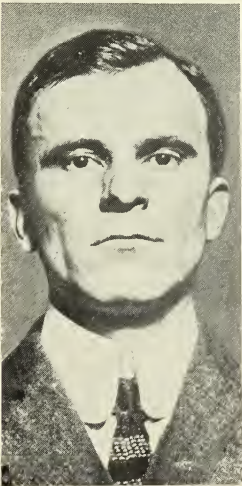
LASHER & LATHROP  
INCORPORATED  
PAPER

18 Beekman Street, NEW YORK  
Successors to MOLLISON BROTHERS  
Established 1868.

night telegraph report of the International News Service, are reaping the benefit of the enterprise displayed by those press associations in engaging the services of eight eminent and experienced war correspondents, who are already at the front, and are filing cable reports, both day and night, detailing the movements of the various armies.

In addition, the photograph department of the International News Service has made arrangements to supply complete service of war photographs. Through mutual arrangements with the London Daily Mirror, it has the exclusive control in all of North America of the work of a staff of ten special photographers, who have been sent to the front.

The war correspondents, whose dispatches are controlled exclusively by the National News Association and International News Service for



B. J. HODSON.

all of North America, are the following:

Robert Crozier Long, famous Anglo-Russian author and magazine writer, long distinguished as one of the foremost authorities on conditions in Russia and the Balkans. In 1905-6 Mr. Long covered the Russian revolution and uprising of the Jews for the New York American with signal ability. He is an accomplished linguist, a keen observer and facile writer. Incidentally, he is one of the highest-priced contributors to the foremost American magazines. Mr. Long is now with the Turkish army operating against Serbia.

Angus Hamilton, a war correspondent whose career has been long and varied, including the siege of Mafeking, 1899-1900; Boxer Uprising in China, 1900-2; Somaliland operations, 1902-3; Balkan-Macedonian troubles, 1903; Russo-Japanese war, 1904-5; with Abor Expedition in Northeast India, 1911. In addition Mr. Hamilton has served as special correspondent in

America, Australia, Central Asia and the Far East. He has read papers before the Scottish Geographical Society, and is the author of several books dealing with his various travels and researches. Mr. Hamilton is now at the front with the Turkish army operating out of Constantinople.

Herbert F. Baldwin, who distinguished himself as a war correspondent during the Italo-Turkish war, by sending out the first story on the bombardment of Tripoli and the landing of the Italian army. Mr. Baldwin is also with the Turkish army.

B. J. Hodson, an English journalist of ability and experience, including eighteen months in the South African war, already is now at the front with the Montenegrin army.

Haworth J. Woodley, a British journalist of distinction will accompany the Greek army in the field.

J. C. Conway, well-known Paris newspaper correspondent, is on the field with the Serbian army.

Dr. A. Grohmann, a special writer of note, is with the wing of the Turkish army operating against the Montenegrins.

Dr. E. Kafkes, well-known author and correspondent, is with the Bulgarian army.

The distribution of these correspondents gives the clientele of



H. F. BALDWIN.

these press associations a representative in each of the camps of the allied armies, and in the camps of each wing of the opposing Turkish army. As Turkey is being invaded by Bulgaria and Serbia on the north, Montenegro on the west and Greece on the south, an arrangement of this kind, while costly, is invaluable.

The photographic staff is made up of experienced newspaper photographers the major portion of whom have already been under fire. Their opportunities for securing remarkable pictures promise to be unlimited. The pictures will be sent to

England by special messenger, and transmitted from there to New York by the fastest vessels.

BOOSTING THE SAN DIEGO  
EXPOSITION.

Winfield Hogaboom, newspaper man on the Pacific coast for the past twenty-five years, is director of publicity for the San Diego Exposition to be held in 1915. Hogaboom has just completed a tour of several middle West states and met many old colleagues during his trip. He says of his present position:

"Publicity work for a world's exposition is like sliding down that old cellar door back home—you're likely to get all-fired full of splinters even if you are careful. A willingness or even an ability to write isn't qualification enough.

"A man must have wide experience, decided oratorical leanings, a silk-lined diplomacy, a viewpoint that would shame a chameleon, a readiness to spend the nights on a train and the days in double-barreled, rapid-fire conversation, and—the goods."

A LABOR ORGAN.

The Baltimore Trades Unionist, a paper which will be devoted exclusively to the interests of local and State labor, has made its appearance in Baltimore and will be published every Saturday.

Charles W. Lemkuhl is the editor of the new weekly, which already has received the personal indorsement of President William A. Bryan of the Baltimore Federation of Labor and President John H. Ferguson of the Maryland State and District of Columbia Federation of Labor, who will be contributing editors. The paper at present is of four pages.

IN A CLASS BY ITSELF.

Harry G. Stuart, business manager of the Bakersfield (Cal.) Morning Echo, writes:

"THE FOURTH ESTATE contains more news about newspapers than any trade paper we receive, and we believe we get them all."

NEWS PRINT  
PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

Berlin Mills  
Company,

PORTLAND, MAINE.  
New York office, 256 Broadway

## TEACHING TO SAVE MONEY.

### A PLAN THAT IS WORKING SUCCESSFULLY ON A MISSOURI PAPER.

Employees of the St. Joseph (Mo.) News-Press, through the operations of the News-Press Employees' Savings Association, have been able to dispel the deep rooted belief that newspaper workers are unable to accumulate this world's goods. Through a definite savings plan the members of the association in the past ten months have saved more than \$1,000 by each contributing fifty cents to two dollars a week to a permanent bank account.

The association began in February with a membership of twenty-four and banked \$18 a week for six months. This was deposited to the credit of the association in the names of its three officers and drew four per cent. interest. At the beginning some did not "come in" but after six months of experiment the movement was endorsed as safe by the doubters and at their request the books were closed and a new series opened. In three days the membership was increased to more than fifty and the organization has since been banking more than \$50 a week.

Upon joining an employee obligates himself to purchase one, two, three or four shares of stock of a par value of \$13 and secured interest. He is permitted to pay for this on the installment plan at the rate of fifty cents a week per share. At maturity stockholders receive certificates of paid up stock which are redeemable on demand or may continue to draw interest.

The association has no expense and its by-laws provide for no investment of funds except in a savings bank for a term of one year from organization. Thereafter it will require unanimous consent to amend the constitution or by-laws or to invest funds in any manner different than from present. Although this seems cumbersome the unanimous consent plan gives the stockholder the assurance that he can guard his money with his own judgment.

The membership is thoroughly representative, reaching from heads of departments to employees receiving the smaller salaries. On Monday forenoon collectors call on members for their assessments and not later than Wednesday this amount is banked.

Some of course have their own bank accounts, small or large, but there is an advantage in the fact that so small a sum as fifty cents a week can be saved and another in that the depositor is reminded that he must pay up promptly.

In addition to the accumulation of money within the association it has resulted in the foundation of private accounts by persons who had not theretofore "began to save."

The association, as its official organ, is publishing what is believed to be the smallest newspaper of regular circulation in this country, called the News-Press Jr. The printed pages are one and three-

quarters by two and a half inches in size and the paper runs from eight to sixteen pages, printed on the first of each month.

Reporters, copyreaders and others contribute items of news of interest to the members and linotype operators set the copy just the same as material for the bigger papers. It is printed on a press which would almost sit inside the ordinary "derby hat" and the circulator delivers personally to stockholders and mails some twenty-five or thirty copies to out of town persons. In addition to the "news" the paper contains a "lead" story relating to the association itself and also a financial statement each month.

### AMERICAN TYPE-FOUNDERS' BUSINESS.

The annual report of the American Typefounders Company for the year ended August 31 shows net profits of \$333,530. There was added to surplus after the payment of \$140,000 in dividends on the \$2,000,000 preferred stock, and \$160,000 in dividends on the \$4,000,000 common stock, \$33,530. This brought the total surplus at the close of the fiscal year up to \$843,798.

President Nelson reports that, although sales in the early months of the fiscal year showed a small falling off, during the last two months of the year they showed a material increase. The same increase was shown in September, which began the new fiscal year.

### STUDENTS ELECT EDITOR.

The Journalism Club of Oregon Agricultural College, at Corvallis, an organization composed of the young men and women who edit the student publications held its meeting last week for reorganization and election of officers. John E. Cooter, Cottage Grove, was chosen president. He is editor of the Oregon Countryman.

F. E. Butts of Park Place was made chairman of the program committee and A. R. Chase, Ames, Ia., is recorder. The club will meet twice a month this year to study the preparation of manuscript for the press, editing copy, proofreading and to make a critical study of college publications from the editorial viewpoint.

### SALE OF DRUG PAPER.

Fred T. Hall, for the past three years advertising manager for Finch, Van Slyck & McConville, St. Paul, and formerly connected with the advertising departments of Butler Brothers and the National Biscuit Company, in company with J. R. Bruce, for eight years with the Root Newspaper Association, has purchased the Northwestern Drug-gist.

### SPANISH EDITOR QUILTS.

Santiago G. Paz has resigned his position as general manager of El Progreso, the new Spanish daily which made its appearance last month at Laredo, Tex. He will return to Mexico and is succeeded by Mr. Sanchez, the managing editor.

### MISS FITZGERALD "RESTING" IN LONDON.

Theatreland is a new London fortnightly publication, the second number of which has just reached this office, and in which Miss Marie V. Fitzgerald, who sailed from New York on September 7 for a "rest" of six months in London, is much in evidence.

Miss Fitzgerald is conducting two departments in the publication, known as "Over Here in London" and "Over There in America," in which her cheery witty individuality as a writer is the dominant note, and to which her bright, pithy paragraphs give unmistakable personality. Miss Fitzgerald's pages are Nos. 12 and 13, but she consid-



MARIE V. FITZGERALD.

ers the latter a lucky number and a sign of good fortune in this case.

The two editors of Theatreland are Americans who have resided in London for years—Mrs. C. Warden Stevens and Mrs. Mary Hall. When they heard of Miss Fitzgerald's arrival they immediately wanted her, and as a result Miss Fitzgerald forgot about her holiday and before she was in London twenty-four hours was writing "copy."

Kebble Howard, noted English critic, is also a regular contributor to Theatreland, as are Francis Toye, sub-editor of the Bystander; Alick P. F. Ritchie, an English caricaturist; and Herbert Farjeon, who follows in the footsteps of his father the novelist, with clever articles Mr. Farjeon is one of the younger school of England's best known writers.

### HOT BLAST IN MERGER.

The Anniston (Ala.) Star and the Anniston Hot Blast, the first an afternoon and the latter a morning newspaper, have been merged, and under the name of the Star and Hot Blast will be printed in the afternoon.

The following names appeared at the head of the consolidated paper: H. M. Ayres, editor; E. J. Lyman, business manager; W. P. McCartney, managing editor; G. M. Batty, city editor.

### NO FRAUD IN MOIST'S PIANO ADVERTISING.

Samuel E. Moist, proprietor of the Chicago Piano Company and the S. E. Moist Piano Company, will not have to stand trial in the federal court on the indictment brought against him by the government last June, charging a scheme to defraud by use of the so-called piano credit coupon advertising.

Judge George A. Carpenter sustained the demurrer to the indictment of the government, holding in substance the so-called piano coupon advertising as described in the indictment did not constitute a fraud.

The agitation which led to the indictment of Moist grew out of business rivalry of competing concerns who did not carry newspaper advertising, and the fight against him was encouraged by piano trade journals and other publications.

### INSURANCE PAPER SHIFTS.

William S. Barnaby has been appointed managing editor of the Spectator, of Pittsburgh. He will also continue in editorial charge, as heretofore, of the numerous annual statistical and other publications of the Spectator Company. Mr. Barnaby has been identified with the Spectator for more than a quarter of a century.

Robert W. Blake, secretary of the company, has been appointed associate editor. Mr. Blake has long been one of the assistant editors of the paper, in charge of the fire insurance department.

### IOWANS BRANCH OUT.

Messrs. Spencer, Curtis and Marlin, of Audubon, owners of the Audubon (Ia.) Advocate, have bought the Atlantic Advertiser, recently owned by E. E. Lewis and F. L. Robinson.

The Advertiser was started from Senator Bruce's newspaper, the Atlantic Messenger. The name of the paper is to be changed to the Atlantic Advocate and presumably it is to be a Democratic paper as is the Audubon Advocate, owned by the same men.

### SYNDICATE BUYS PAPER.

A syndicate headed by Walter Schwarzenbach has taken over the Galetown (Pa.) Leader Dispatch from Mrs. E. R. Beever.

Confidence back of advertising is advertising's big-gest asset. The advertiser must have a business of character before he can advertise in the

### NEW YORK MAIL EVENING

Then he is sure of the confidence and support of Evening Mail Readers.

203 Broadway, NEW YORK.



## INJUNCTION AGAINST THE ANTI-CAR AD LAW.

A temporary injunction restraining the city from enforcing the ordinance recently passed by the Chicago City Council prohibiting railroad companies from displaying advertising matter in their cars was issued by Judge Jesse Baldwin in the Circuit Court. The final hearing of the case was set for October 30.

The suit on which the injunction was granted was filed by the Chicago & Western Indiana Railroad Company. It is contended that the council had no power to pass the ordinance and that the ordinance is unreasonable.

## HIS HEALTH POOR.

John Dolph, who has been editor of the Wayland (Ia.) News for several years past, has sold the paper on account of ill health and will retire from active labors. The purchaser is his son-in-law, J. E. Cowgill of Indianapolis. Mr. Dolph was formerly editor of the Fairfield Daily Journal.

## OHIO WOMEN'S PAPER.

The Ohio Woman Publishing Company of Columbus, which will issue a suffragette paper, has incorporated in Ohio with \$5,000 capital stock. H. Anna Quimby, Alice E. Bower, Sara C. Swamey, Abbie Elizabeth Donovan, Lillian Medford and Catherine Sibley are the directors.

## LOS ANGELES TIMES' FIRE.

The warehouse of the Los Angeles Times-Mirror Company, publisher of the Times, was burned out, entailing a loss of about \$35,000. The stock of print paper stored in the warehouse, with other supplies, was entirely destroyed.

## AUTO KILLS EDITOR.

Charles W. Prior, editor and publisher of the Commercial Chronicle, of Chicago, was instantly killed last week when an automobile which he was driving overturned a mile east of Hinsdale. His wife was seriously injured.

## A TOLEDO APPOINTMENT.

Charles D. McKinley, formerly advertising manager of the Lima (O.) Times Democrat, has been appointed to a similar position with the Toledo News-Bee.

## TRIBULATIONS OF EDITING IN WAR-SCARRED MEXICO.

The Torreon (Mex.) Enterprise, of which William T. Lampf, an American, is the editor, has resumed publication again after a lapse of seven months caused by news censorship of the Mexican government. In resuming Mr. Lampf relates this story of his troubles:

The editor of the Enterprise during the early months of the war served as correspondent of the Associated Press and of several metropolitan dailies.

During the period of five weeks of in-communication he was the only correspondent whose communications were smuggled through the rebel lines and upon the resumption of the passenger and mail service five weeks later the local authorities first became aware that columns of news matter relating to the activities of the rebels in the Laguna had been printed.

The correspondent was cited to appear before the presidente municipal and several columns of correspondence were presented as evidence, for which he acknowledged sole responsibility. After carefully reviewing this news matter the authority in question could find exception to only two lines which stated that Benjamin Argumedo, the rebel leader, was credited with having two machine guns.

However, the correspondent was warned that should he continue to publish or transmit news of the local situation that was alarming, whether it was true or not he would be sent to jail.

Not having a penchant for heroics nor a desire to spend several weeks incommunicado pending an investigation, the editor conformed to the order.

On the date of the last issue of the Enterprise in March there was not a handful of Americans left in the city and there being no news of value save war news and no other readers on account of uncertain communication the Enterprise, out of justice to its advertisers, who had long time contracts, suspended publication until such time as a live newspaper could again be published in Torreon, which is now.

## PIONEER EDITOR CELEBRATES.

Oscar P. Jones, for many years connected with Wisconsin newspapers, is celebrating his eightieth birthday at his home in Oconomowoc. After being admitted to the bar in Illinois in 1852, Mr. Jones moved to Hudson, Wis., and established the Democrat. In 1876 he became editor of the Milwaukee News and after leaving newspaper work was prominent in political activities in Wisconsin.

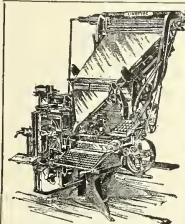
## BACK TO OLD TIMES.

A second newspaper is to be launched at New Haven, Ind., within a short time by Ed. Hearn, who will call it the New Haven Times. Mr. Hearn conducted a newspaper in the same town a number of years ago.

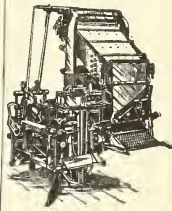
## Composing Room Efficiency and Economy of Production.

The former suggests and the latter DEMANDS

the installation  
of  
**Multiple  
Magazine  
Linotypes**



Quick-Change Model 8  
Three-Magazine Linotype



Quick-Change Model 9  
Four-Magazine Linotype

They are built not  
to shirk work,

because their range is so great and the changes are so easily and quickly made that it pays to Linotype the smallest of jobs.

They are scientifically constructed and rigidly inspected, so that each machine is a perfect product, backed by 25 years of experience and skill and the largest composing machine factory in the world.

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHALER LINOTYPE COMPANY,

CHICAGO: TRIBUNE BUILDING, NEW YORK.  
100 South Wabash Avenue: SAN FRANCISCO: 638-646 Sacramento Street.  
NEW ORLEANS:  
549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## WILCOX'S NEW WORK.

Stanley Wilcox, who has for a number of years been identified with the publishing and advertising agency fields, is now secretary and sales manager of the Art Color Plate Engraving Company, of New York. Mr. Wilcox has been in the advertising departments of the Butterick Publishing Company and the Home Pattern Company, and was a member of the firm of Coupe & Wilcox, advertising agents.

## SLOAN NOW THE OWNER.

William H. Sloan has purchased the printing plant of El Labrador, at Las Cruces, N. M., and will continue the paper under the name of the Catholic Banner. Mr. Sloan is now the sole proprietor of the property.

## SELLS TO EMPLOYEE.

L. E. Kaylor has sold his interest in the Ebensburg (Pa.) Tribune to D. Calvin Post, who has been connected with that paper for several years past.

## BARNHART BROS. & SPINDLER

New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

## TYPE FOUNDRIES

Will equip with their wonderfully convenient space-saving Composing and Press Room Steel Furniture, making layout and blue print of your rooms, so that you can save money at spigot and bung-hole every day of the year. Call us into council.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor 603 West 24th Street, NEW YORK

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.  
ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

The Ravenwood (Cal.) Herald is a new weekly publication.

1937 Pages. 6300 Gallies. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal.

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark. M&E

MERCHANT & EVANS CO.

Smelters-Refiners

PHILADELPHIA

Trade Mark.  
M&E  
Registered.

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

Trade Mark.  
M&E  
Registered.

Let the American Ink Co.  
of New York City be your  
4-cent inkmen.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## PRESS CLUB MEMBERS ARE GUESTS OF HOTEL.

As guests of the Adolphus Hotel, members of the Dallas Press Club were given a delightful evening Monday at a dinner in the palm garden. As a means of showing their appreciation the members of the organization elected Alvah Wilson, manager of the \$1,500,000 hostelry, to honorary membership in the organization. A cablegram was sent to Adolphus Busch in Germany and a telegram to Edward Faust in St. Louis congratulating them on the perfection of the new building.

Ed S. Eberty, president of the Press Club, spoke officially for the members and of the desire the Press Club has to secure permanent quarters. This proposition will be the subject of the November meeting. J. L. Worley, Marvin Ferree and A. E. Hunt were elected to membership.

## ILLINOIS EDITORS MET.

The Aurora (Ill.) Beacon-News was host to the members of the Eleventh District Republican Editorial Association at a meeting in the Briggs House, Chicago. A feature of the meeting was a luncheon at which a number of editors and invited guests spoke. Among the speakers were A. M. Snook of the Aurora Beacon-News; F. E. Mar-

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than any other two papers

Print.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in BALTIMORE 100,000 homes  
The combined circulation of the  
AMERICAN and the STAR  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

ley, the Batavia Herald; W. S. Blakely, the Plainfield News; F. P. Hananin, the Elgin Courier; H. E. Baldwin, the Joliet News; Congressman Copley, L. A. Constantine, James Kennedy and O. A. White.

## BANQUET IN BUTTE.

The second annual banquet of the Butte (Mont.) News Writers' Association on Sunday afternoon proved a very enjoyable affair. Every member of the association was present and the executive heads of the local newspapers were the guests of the occasion. The banquet was presided over by Charles Copenhaver of the Anacoda Standard. Among those who made addresses or took part in the program of entertainment were Charles C. Cohan, Walter Browne, Harold Crary, "Spike" Haynes, Harry A. Galloway, Charles F. Degelman, W. W. Walsworth, John Condon, James A. Berry and Charles T. Shearer.

## MISSOURIANS AGAINST TAX AMENDMENT.

Missouri Democratic editors who convened at St. Louis last week agreed to devote considerable space against the proposed single tax constitutional amendment. The editors were in St. Louis also to attend a banquet given by them to Woodrow Wilson.

Several who spoke at the Planters' meeting were of the opinion the vote of the farmers will be almost to a man against the amendment. The remainder of the meeting was confined to reports of political conditions throughout the state.

## WEST VIRGINIA SALE.

D. B. Shaw has purchased the property of the Bluefield (W. Va.) Daily Leader and will resume publication of that paper as a Democratic daily under the name of the Courier. Mr. Shaw is a well known West Virginia newspaper man and the owner of weekly papers in Barboursville, Milton and other points in the state.

People who have money to spend and spend it in Buffalo, take the

## BUFFALO TIMES

They respond to good advertising

Are we receiving your COPY?

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper.  
A Medium that NEVER FAILS.

Goes into more homes, offices and work-shops than any other paper.

Best classified medium between New York and Chicago. Write or Telephone.

H. C. Rook, Real Estate Trust Bldg., Phila.  
W. G. Brooke, 225 Fifth Ave., New York.  
H. M. Ford, 122 So. Michigan Ave., Chi.  
W. E. Edge, Atlantic Ave., Atlantic City.  
Dorland Co., 3 Regent St., London, Eng.

## TEXAS AD MEN ELECT THOMASSON.

At the annual convention of the Associated Advertising Clubs of Texas, held in Dallas on Ad Men's Day at the State Fair, October 14, representatives of practically every club in Texas were present, and considerable business was transacted.

The feature of the day was an address by Elbert Hubbard on "The Romance of Business." The association was shown to be in a flourishing condition, and the delegates present manifested a great deal of interest.

The matter of an official route to Baltimore was left to a committee composed of the chairmen of the "On to Baltimore" committees of each individual club. There is every indication that a minimum of 250 will go to Baltimore from Texas to attend the ninth annual convention of the A. A. C. A.

A vote of thanks was tendered the retiring president, F. T. Crittenden of Fort Worth. The election of officers resulted as follows: President, Gus W. Thomasson, Dallas; vice-presidents, William Moore White, San Antonio; and R. H. Cornell, Houston; secretary-treasurer, A. L. Shuman, Fort Worth; and the following directors: E. J. Emerson, Beaumont; C. J. Glover, Waco; H. M. McClure, Houston; J. Frank Davis, San Antonio; J. L. Spencer, Mart.

Beaumont was unanimously selected as the place for holding the next convention. During the session a very interesting address on "Salesmanship" was delivered by P. G. Keene, sales agent for the National Cash Register Company.

## OTHER CLUB NOTES.

The quarterly meeting of the Utah Press Association was held at Tremonton on October 8. W. H. Copewell, editor of the Tremonton Times, was the host of the members on the occasion.

The Wilkes-Barre (Pa.) Press Club is to present the local school district with an American flag for the new Henry M. Hoyt Building.

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENT,  
Tribune Building, CHICAGO.  
NEW YORK.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

at Firwood. The school board accepted the offer of the Press Club and the date of presentation will be decided upon later. The flag will in all probability be presented at the dedication of the school.

P. H. Litchfield has been elected president of the St. Louis-Southwestern Trade Press Association. Allen W. Clark is the new vice-president; Flint Garrison secretary; H. S. Tuttle treasurer; and C. K. Reifsmider, H. R. Strong and E. Noel members of the executive committee.

The annual theatrical benefit performance of the Milwaukee German Press Club was given last week. Three performances of "The Tannhauser Parody," including a matinee, were given with the usual fine success of affairs of this kind conducted by the club.

When the Los Angeles Ad Men's Club met last week the regular program of speaking was set aside and the report of the committee appointed recently to draw up a constitution and by-laws was heard. The session was given over to discussion and reports. Several changes in the by-laws were authorized.

Albert G. Clark, president of the Portland (Ore.) Ad Club, has been appointed to the Vigilance Committee of the A. A. C. A.

The Columbia (Pa.) Herald has suspended publication after a career of sixty-seven years.

## THE WASHINGTON HERALD

31021

NET CIRCULATION

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Tribune Bldg., 15 Hartford Bldg.,  
NEW YORK. CHICAGO



ONE Strong Appeal to  
Advertisers for the

# ST. LOUIS STAR

is that it is the ONLY  
INDEPENDENT  
NEWSPAPER

in the Mississippi Valley.

## STAFF CHANGES.

E. H. Poutz is the new classified advertising manager of the Chicago Examiner. He succeeds Charles Searcy.

H. A. Hearn, formerly of the advertising staff of the New York American, is now with the New York Evening Post.

J. F. Oberwinder has joined the staff of the D'Arcy Advertising Company, St. Louis.

Morton Caldwell, formerly with the Louisville Times, is now connected with the Mobile Item.

James Russell Park has left the staff of the Washington Times and is now with the Denver News.

J. L. Browning has succeeded George E. Nearpass as publisher of the Frazeburg (O.) News.

W. Dunkle has been appointed to the Western staff, in Chicago, of the New York Clipper.

Charles A. Corcoran has left the Carpenter & Corcoran Advertising Agency, New York, and is now vice-president of the White Tar Company, Brooklyn.

Robert G. Evans has taken charge of the Jamestown (Pa.) World, succeeding R. L. Rodgers.

Grover Posz has retired from the Sanborn (Minn.) Sentinel.

## TO EDIT GAS PAPER.

After long service with the Milwaukee Gas Company as advertising manager and manager of the inside sales department, Fenton P. Kelsey has retired to enter the publishing business. On November 1 he will become vice-president and editor of the Gas Record, owned by the Gas Publishing Company, Chicago.

## The Cleanest, Most Powerful Paper in Nebraska.

The paper with the largest circulation in proportion to the population of its city and state of any newspaper in America is

# The OMAHA DAILY NEWS

Bumper Crop; Rich Territory;  
Rates that are Right,

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City. Boyce Bldg. New York.  
O. C. Davies. Chicago. J. F. Antisdel.

# THE PITTSBURGH PRESS

HAS  
THE Largest  
DAILY AND SUNDAY

CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## CLEVELAND is the metropolis of Ohio. The PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of September, 1912, was as follows:

Daily 110,742. Sunday, 136,431

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
JOHN GLASS, Peoples Gas Bldg., Chicago

## LAW AGAINST DISHONEST ADVERTISING NECESSARY.

A number of proposed laws and amendments to the State Constitution of special interest to business men were discussed by speakers and members at the Los Angeles Credit Men's Association meeting and dinner.

W. D. Curtiss of the Curtiss-Newhall Advertising Company, spoke on "Fraudulent Advertising." He said the report of the Post Office Department for the current year shows \$120,000,000 obtained during the year by fraudulent use of the mails. "Some effective legislation to put a stop to the use of fraudulent statements in advertising is absolutely necessary," said Curtiss.

He said that a law of this nature is equally as important as the employers' liability and pure food laws. "This matter of dishonesty in advertising strikes at the very heart of all business," he said. "We punish bribery; we punish graft and we will not stand for theft and yet the dishonest advertiser is allowed to obtain money under false pretenses without being punished."

Mr. Curtiss said that the business house that encourages dishonesty in advertising, encourages dishonesty in its employees. He advocated the use of the Golden Rule in business and said the dishonest advertiser is his own worst enemy.

## NEW LAW JOURNAL.

The first issue of the Georgetown Law Journal is about to be published in Washington, D. C. The publication has the approval and co-operation of the faculty of the law school of Georgetown University. It will be published bi-monthly and sold at \$1 a year. Eugene Quay is the editor, and John I. Cosgrove, business manager.

## A DAILY SUSPENDS.

The Helena (Ark.) Daily News has suspended publication. The News was an afternoon paper.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## THE NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

## HAWTHORNE IN COURT.

Julian Hawthorne, former newspaper man and writer, with Albert Freeman, Josiah Quincy, and William J. Morton, appeared Monday before Judge Mayer in the Federal District Court, New York, to enter pleas of not guilty to a superseding indictment in the case brought against them, alleging the use of the mails to defraud investors in the Hawthorne mines in Canada. The trial of Hawthorne and his associates has been set for November 18 before Judge Hough.

## PAPER'S PLANT BURNS.

The plant of the Mooreston Printing Company, owner of the Mooreston (N. J.) Republican, was burned to the ground last week with practically all of its contents. The loss was partially covered by insurance. The origin of the fire is unknown.

## WILL ISSUE EVENINGS.

The Citizens' Printing Company, of Charleston, W. Va., is enlarging its mechanical plant with the idea of starting an evening edition. Two linotype machines are part of the new equipment just installed.

## SOUTHWESTERN RETIRES

Floyd C. Field, who has been editor of the Clayton (N. M.) Citizen, has retired from that position and Judge Toombs has taken charge as editor and proprietor.

## FIRE AGAIN IN BEACH.

Damage amounting to \$35,000 was caused by fire last week in the plant of the Beach (N. D.) Chronicle. The loss was only partially covered by insurance.

## MULLINS IN CHARGE.

J. W. Mullins, who has been connected with papers at Roswell and other cities of New Mexico, has taken editorial charge of the Portales (N. M.) Herald.

# J. WALTER THOMPSON COMPANY.

Est. 1864

The experience  
of forty-eight  
successful years  
Guarantees  
to those who  
entrust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.  
Nos. 44-60 East 23d Street, NEW YORK.  
CHICAGO.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES.  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

## CARPENTER-SCHAEFER

SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

## PAPER FOR OHIO GROCERS AND BUTCHERS.

Action authorizing the publication of a trades journal to be considered the official organ of the Ohio Grocers' and Butchers' Association, was taken at the state convention at Dayton. It is possible that the contemplated paper will be published in Springfield although no definite plans have been formulated by those in charge of the venture.

## FOX BREAKS ARM.

While touring with President Taft's campaign party in New England Alfred W. Fox of the New York Herald figured in an automobile accident in which he received a broken arm. The machine carrying the newspaper men of the party was "side-swiped" by a fellow machine and one of the side attachments hit Mr. Fox.

## BANKRUPTCY IN NEWBURG.

The firm of Ulrich & Rutledge, owner of the Newburgh (N. Y.) Daily Union, has filed a petition in bankruptcy. The members of the firm are Charles Ulrich and Frank E. Rutledge.

## Largest proved high-class evening circulation.

# The NEW YORK GLOBE

hold certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

THE

# NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

YOU MUST USE THE

## LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

LORD & THOMAS, Mallers  
Building, Chicago.—The New  
Orleans Coffee Company; 1,000-inch  
contracts being placed with a selected  
list of papers.

KASTOR, La Clede Building,  
Chicago.—The Fairhaven Realty  
Company; orders for 3,000 lines being  
placed with a selected list of  
Southern papers.

CHESMAN, 132 North Wabash  
avenue, Chicago.—The Lung Ger-  
mine Company; orders for eighty-  
three lines thirteen times, to appear  
e o d being placed with Southern  
papers.

EWING & MILES, Fuller Build-  
ing, New York.—Dr. Marshall's  
Catarrh Snuff, Cleveland; fourteen-  
line twenty-six-time orders being  
placed with selected list of Pacific  
Coast dailies.

SEAMAN, 30 West 33d street,  
New York.—The Studebaker Cor-  
poration, automobiles; placing con-  
tracts throughout the country.

ALLEN, 141 West 36th street,  
New York.—Liggett & Meyers;  
orders being placed with a selected

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quan-  
tity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

THE

# CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

list of papers throughout the coun-  
try.

MERRILL, 1161 Broadway, New  
York.—Placing advertising on an  
exchange basis for the Paso del  
Norte Hotel, El Paso, Tex.; Vic-  
toria Hotel, Los Angeles; Bancroft  
Hotel, Washington, D. C.; and the  
Continental Hotel, Philadelphia.

AYER, 300 Chestnut street, New  
York.—Reynolds' Tobacco; orders  
being placed with a selected list.

The Hires Condensed Milk  
Company, Hires "Gold Milk",  
Philadelphia; seventy-two-line fifty-  
two-time orders being placed with  
a selected list of Eastern papers.

The Fleischman Company, yeast,  
orders for seventy inches fifteen  
times being placed in selected cities.

VREELAND, 350 West 38th  
street, New York.—The Crown  
Corset Company; new contracts  
being made with a selected list of  
papers.

MURRAY, 74 Cortland street,  
New York.—The Wonder Douche  
Company; orders being placed with  
a selected list of dailies.

BATTEN, Fourth Avenue Build-  
ing, New York.—Samuel French,  
theatrical publisher, 28 West 38th  
street, New York; orders for ten  
lines sixteen times being placed with  
a selected list of Canadian week-  
lies.

BLACKBURN, Patterson Build-  
ing, Dayton, O.—Dr. Louis Baker,  
Dayton; placing advertising with  
large Sunday papers.

COWEN, 50 Union Square, New  
York.—The P. Lorillard Tobacco  
Company, "Zubelda," Cigarettes,  
Jersey City, N. J.; placing paper  
orders with Central West and Paci-  
fic Coast papers.

MACCLAY - MULLALLY, 60  
Broadway, New York.—The Wall  
Street Magazine; orders being  
placed with a selected list of large  
papers in the New England section.

KASTOR, Steger Building, Chi-  
cago.—The Fairhaven Realty Com-  
pany; contracts for 3,000 lines being  
made with Southern papers.

ST. CLAIR, Witherspoon Build-  
ing, Philadelphia.—Joseph Habis-

THE

# BOSTON POST

SEPTEMBER 1912 AVERAGES

The Daily Post 415,535

The Sunday Post 315,604

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Adver-  
tisers, New York City.

The JOHN BUDD CO., Representative  
New York. Chicago. St. Louis

reiting, Philadelphia; orders for  
fifty lines fifteen times being placed  
with a selected list of Pennsylvan-  
ia papers.

THOMPSON, 44 East 23d street,  
New York; and McMULLEN,  
Cambridge Building, New York.—  
The Standard Mailing Company,  
"Ceresota" Flour, 49 Wall street,  
New York; placing advertising with  
a selected list of New England pa-  
pers.

DILG, 12 State street, Chicago.—  
The Sunnybrook Distilling Company,  
"Sunnybrook" Whisky, Jefferson  
County, Ky.; renewing contracts  
with a selected list of Southern  
papers.

FISHER, Merchants' Exchange  
Building, San Francisco.—The  
Oceanic Steamship Company, San  
Francisco; placing orders of two  
inches one time a week for four  
weeks with some Eastern papers.

MACMANUS, Ford Building, Det-  
roit.—The Cutting Motor Car  
Company, "Cutting Cars," Jackson,  
Mich.; orders being placed with  
a selected list of papers throughout  
the country.

LOTOS, 17 Madison avenue,  
New York.—The Kresco Laborato-  
ries, New York; placing orders with  
papers where they make sales.

The Puritan Brand Toilet Prepa-  
rations, 35 East 28th street, New  
York; placing advertising.

DEIMEL, 735 Bushwick avenue,  
Brooklyn.—Placing orders for the  
Swiss Clock Company amounting to  
seventy lines and running until the  
holiday season.

H. L. Wild; twelve lines in a se-  
lected list of city and farm papers.  
Additional orders of two inches  
for the German Clog Company will  
go out next month.

LYDDON-HANFORD, 452 Fifth  
avenue, New York.—The United  
Cigar Stores Company, New York;  
orders will be placed shortly in  
cities where they have stores.

SIEGRIED, 50 Church street,  
New York.—Globe Wernicke Com-  
pany, New York, 1,000-line orders  
being placed with Eastern papers.

THOMPSON, 209 South La  
Salle street, Chicago.—Horlick's

THE

# BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation **99,211**  
for August -  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

Malted Milk, Racine, Wis.; orders  
for 5,000 lines being placed with  
a selected list of Western papers.

DANIELSON, 96 Westminster  
street, Providence, R. I.—The Pilot  
Car Sales, Richmond, Ind.; 410-line  
one-time orders being placed with  
a selected list of middle West  
papers.

BROMFIELD-FIELD, 1780  
Broadway, New York.—The Ajax  
Grieb Tires; campaign will start  
shortly with a selected list of pa-  
pers.

REMINGTON, 346 Broadway,  
New York.—Hunyadi Janos, New  
York; 5,000-line contracts being  
made with a selected list of Eastern  
papers.

SHARPE, 99 Nassau street, New  
York.—Stomax; orders being  
placed with a selected list of dailies.

DIRECT.—The Paris Medicine  
Company, St. Louis; copy being  
placed with a selected list of pa-  
pers throughout the country direct.

The Anti-Kamnia Company, St.  
Louis; contracts for 5,000 lines be-  
ing made with a selected list of  
Western dailies.

### A WOMAN'S IDEA.

Miss Edythe Ammons of Bench-  
land, Mont., is arranging for a new  
magazine to be known as the  
Judith Basin Builder.



Some  
Advertisers  
buy circulation.

Successful ones buy  
purchasing power.  
That's what we sell.

*Pittsburgh Post*  
Daily and Sunday.

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day of the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE  
**News Scimitar**  
of MEMPHIS, Tennessee,  
is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## AD CLUB ACTIVITIES IN TORONTO.

H. C. Hocken, honorary president of the Toronto Ad Club, was elected Mayor of Toronto on October 21. Mr. Hocken has been a live member of the Toronto Ad Club almost since its inception. He was a member of the Toronto delegations to the Boston and Dallas conventions and in his capacity as a member of the board of control of Toronto supplemented vigorously the efforts of the Toronto Ad Club to secure the convention of the Associated Ad Clubs of America.

The cost of printing was the subject of discussion at the luncheon of the Toronto Ad Club on Tuesday. The discussion was led by Chester B. Ames, secretary of the Graphic Arts Board of Trade of Toronto. Mr. Ames explained the modern method of cost accounting in a printing office and threw considerable light on the vexed question of why printers prices vary to the extent they do.

The Ad Club has undertaken the publication of a weekly eight-page newspaper to report doings around the Ad Club and among the members. "The Fly Leaf" is the modest name of the new publication.

The Abilene (Kan.) Democrat is now being published by J. E. Wallace.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation ON ITS MERITS as a newspaper.

**51,625** CIRCULATION  
Daily (Net Paid)

FOR SEPTEMBER, 1912

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

BENJAMIN & KENTNAR COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building; CHICAGO.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

## TRI-CITY PRESS CLUB ELECTS OFFICERS.

C. J. Zaiser of the Moline (Ill.) Mail and Journal was named president of the Tri-City Press Club to succeed J. E. Hardman of the Daily Times at the annual meeting in Davenport, Ia. Plans were made at the meeting for a big entertainment to be put on during the winter months. W. C. Campbell of New York, an ex-newspaper man, now a committeeman for the good roads department of the American Automobile Association, addressed the members.

Besides Mr. Zaiser, the officers elected are: First vice-president, S. W. Searle, Rock Island Union; second vice-president, Hugh Harrison, Davenport Democrat; recording secretary, Stanley Swanberg, Moline Dispatch; financial secretary, R. A. Jones, Moline Mail and Journal; directors, Harry Downer, Davenport Democrat; D. K. Brennan, Rock Island Argus; and Harry Sward, Moline Dispatch.

Plans for a big entertainment were discussed and the matter was referred to a committee composed of F. O. Van Galder and Paul Kirsch, Rock Island; Harry Downer, Davenport; Frank Blake, Moline; G. V. Pettit, Reynolds, and W. D. Hall, Port Byron. This committee will report at the November meeting.

Applications for membership were received from Ralph L. Jones and Arno Johnson, Dispatch; Clifford Stebbins, Argus; C. F. Wallender and Louis Savage, Union; T. J. Van Duzer, Democrat, and R. R. Wheelock, Times.

## DAY ON THE FARM.

News writers of Evansville, Ind., were entertained by Colonel Frank B. Posey at his farm Sunday afternoon. Representatives of the papers were escorted by the colonel through his underground garden and silo and over the farm. Colonel Posey provided a big feed for the "scribblers," who did not return to Evansville until after dark.

## The TOLEDO Weekly BLADE

is an unique institution. It is probably the only publication in this country where the publishers have the names and addresses of all the subscribers. Every copy of the Weekly Blade is paid for in advance. There is no waste circulation. Every copy is carried by the post-office department to its destination.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## U. S. PRINTING AND LITHO. SALES ORGANIZATION.

The new joint selling agency of the United States Printing Company and the United States Lithographing Company, of Cincinnati, has been chartered in Ohio as the United States Printing and Lithographing Company with a capital stock of \$3,500,000, of which \$2,250,000 are preferred and \$1,250,000 are common shares.

All the first preferred stock, which has been guaranteed by the United States Printing Company, of New Jersey, and the United States Lithograph Company, has been subscribed and the common stock remains in the possession of the two companies (United States Printing Company, of New Jersey, and the United States Lithograph Company) under equal control and ownership.

The new company takes over the selling organization of both companies and will sell the output of all the factories of the printing and lithograph companies.

## REPRESENTS AUTHORS.

Proctor W. Hansl, for some years editor of Business, formerly the Bookkeeper, has retired from all connection with the magazine. He will in future give his entire attention to the literary syndicate, Seth Moyle, Inc., of which he has been, and continues to be, president. This syndicate represents such authors as Sir Gilbert Parker, Rex Beach, Herbert Kaufman, Richard Wightman, etc.

## "IKE" RUSSELL HONORED.

An informal reception was given by the Salt Lake Press Club in honor of "Ike" Russell, as he is familiarly known, formerly a local newspaper man. Mr. Russell is now a member of the staff of the New York Times and traveled with Woodrow Wilson on his Western trip, representing his paper, as far west as Denver.

## The combination rate of the CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

THE CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the field thoroughly.

Sole Foreign Representative  
THE S. C. BECKWITH SPECIAL AGENCY  
NEW YORK. ST. LOUIS. CHICAGO.

## AFTER NEW QUARTERS.

At the regular weekly meeting of the Detroit Adcraft Club, the house committee was authorized to lease at once suitable quarters for a new home. The club requires about 3,000 feet of floor space and conditions for serving noon day lunches to members. It is planned to extend the membership limit in order to procure the increased revenue required for the rental of the larger quarters.

## AT LAND PROMOTION WORK.

Harrison M. Parker, whose retirement from the Stack-Parker Advertising Agency, Chicago, has already been noted in THE FOURTH ESTATE, will hereafter devote his time to several land enterprises in which he is interested. He will pay special attention to the new colony at Fruitville, Mich.

## NEWCOMER IN BALTIMORE.

A new morning newspaper called the Democrat has appeared in Baltimore. Richard Respass is the managing editor. A Sunday edition will also be published.

## FOR IOWA DEMOCRATS.

Members of the Bryan League of Iowa are considering plans for starting a new morning Democratic paper in Des Moines.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**  
456 Fourth Avenue, NEW YORK

Oldest Minneapolis Daily

# MINNEAPOLIS TRIBUNE

W. J. MURPHY, Publisher

Average Circulation  
for the year 1911:

	GROSS	NET
Daily,	98,586	92,094
Sunday,	117,904	109,313

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH  
RICHMOND,

IS SUPREME IN VIRGINIA.  
It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

DAVID LEE TAYLOR, president of the Taylor-Critchfield Advertising Corporation, of Chicago, died on Wednesday. Mr. Taylor was forty-six years old and was widely known in advertising circles



DAVID L. TAYLOR.

throughout the country. His health had been poor for some time and about a month ago he suffered nervous prostration, from which he never recovered.

Mr. Taylor was born in Geneseo, Ill. He started with the Frank B. White Company and later was vice-president of Lord & Thomas. In 1906 he resigned from that agency to become general manager of the Long-Critchfield Corporation, which

# THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
Indianapolis Sun  
daily average circulation  
during the six months  
ending June 30, 1912, 41,840  
THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives.  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

became the Taylor-Critchfield Company.

RUDOLPH C. RISCH, for many years connected with German newspapers in Pittsburgh, is dead in that city. Mr. Risch was seventy-two years old and in 1874 became editor of the *Freihheits Freund* and later of the publication that resulted from the merger of that paper with the *Volksblatt*. At one time Mr. Risch was also managing editor of the *Pittsburgh Beobachter*.

ROBERT BARR, novelist, and editor of the *Idler*, of London, died on Tuesday at Woldingham Surrey, England. Mr. Barr was a native of Glasgow, Scotland, and spent a number of years in Canada. In 1876 he moved to the United States and joined the editorial staff of the *Detroit Free Press*. Five years later he went to London and started the *Idler Magazine* with Jerome K. Jerome.

COLONEL A. Y. HARPER, one of the pioneers of the Mississippi bar and widely known in the state as an editor, died last week at Jackson, Miss. Colonel Harper was in his eightieth year. After service with the Confederate Army he became a distinguished figure in Southern journalism. For a number of years he edited the *Okalona Messenger* and afterwards practiced law in Gulfport.

MOSES G. FELLOWS, one of the oldest and best known newspaper men in southern Minnesota, is dead at Lanesboro at the age of eighty-seven years. In early life he was connected with several New York and Vermont papers, and later owned the *Morenci (Mich.) News*. In the seventies he went to Lanesboro and was connected with the *Preston Republican* and *Lanesboro Journal*. After retiring as a publisher Mr. Fellows did much writing for the newspapers and magazines.

JOHN W. MCCREA, a former newspaper man of Buffalo, N. Y., has passed away at Los Angeles. Mr. McCrea was hurt several years ago while playing tennis and his in-

# THE SEATTLE TIMES DAILY AND SUNDAY

is repeating in the City of Seattle the great success as an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

# San Francisco HONEST FEARLESS CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative.  
25 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

juries developed into complications which caused his death. Since going to the Pacific Coast Mr. McCrea was engaged in the automobile business.

ALEXANDER T. MOORHEAD, owner and editor of the *Indiana (Pa.) Progress*, passed away last Saturday of heart trouble. Mr. Moorhead in 1887 bought the *Progress*.

MICHAEL KAVANAGH, for forty years connected with the mechanical department of the *New York Journal of Commerce*, is dead. He was sixty-seven years old.

CHARLES A. RAMSAY, for many years connected with the *Cheyobang (Mich.) Tribune*, is dead.

O. F. NELSON, one of the best known newspaper men in Colorado, died suddenly in Pueblo last week.

BYRON M. BROWN, managing editor of the *Kalamazoo (Mich.) Gazette*, recently died at Wyandott, Mich., aged forty years.

COLONEL HUGH YOUNG, an early day newspaper man of Kansas and later prominent in politics of several other states, died on Monday at Wellsboro, Pa., aged eighty-one years. He was a native of Ireland, but had been in the United States since his boyhood.

ROBERT H. HAZARD, a newspaper man, who had traveled thousands of miles with Presidents McKinley, Roosevelt, and Taft during the ten years he was a White House correspondent, is dead at Washington, D. C. Hazard went to Washington from St. Louis. He was with President McKinley when the latter was shot in Buffalo.

ELMER E. PERSON, editor of the *Williamsport (Pa.) Sun*, dropped dead from heart disease Tuesday night. He was forty-seven years old.

GEORGE H. MELLE, JR., a well-known Newcastle newspaper man, died at his home in Newcastle, Ind., following a lingering illness. Mr. Melle was city editor

# THE BOSTON AMERICAN Largest Circulation

IN NEW ENGLAND  
DAILY AND SUNDAY  
Over 400,000

# THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative  
1 Madison Avenue, NEW YORK.

of the *Daily Times* and in addition had been the local representative of the *Indianapolis Star* and other metropolitan papers.

EGBERT JAMIESON, a former Milwaukee newspaper man and later judge of the Superior Court of Cook County, Ill., died in Chicago last week. He was at one time with the editorial department of the *Old Milwaukee Daily News*, and learned the printer's trade on the *Racine County Democrat*.

E. FRANK BAKER, long and prominently identified with the paper trade, died in Boston Tuesday after an operation for appendicitis.

GEORGE T. MADDEN, a member of the editorial staff of the *Dry Goods Economist*, died in New York on Monday of typhoid fever, aged forty years. He had been connected with the *Economist* for ten years.

LOUIS BALKEY, at one time secretary of the publishing company owning the *Philadelphia Evening Telegraph*, has passed away at Glenside, Pa.

C. W. ANDERSON, editor of the *Roseville (Cal.) Register*, is dead at the age of forty-eight years. Mr. Anderson was candidate for state senator from his district.

JOHN O. MCCORMICK, for many years with the *Xenia (O.) Gazette* as city editor, is dead of pneumonia.

Miss GERALDINE W. ANTHONY, a writer of magazine stories, poems and several books, died in New York last Sunday of heart trouble. She was thirty-five years old and had been ill since last winter.

## NOW HAVING A REAL REST.

Fred P. Nutting, who recently retired from the *Albany (Ore.) Democrat* after being connected with the paper for more than thirty-one years, is enjoying his second vacation in almost a third of a century. He worked twenty-eight years without a single vacation.



# LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere. Advertising. Subscriptions.

Represented by Williams, Lawrence & Cresmer Co. NEW YORK CHICAGO

## WHAT AN ADVERTISING AGENT IS.

Continued From Eighth Page.

standpoint of both experience and equipment.

"That the publisher should minimize the chance of the employment of incompetent agencies by strictly limiting the recognition of agents to those who demonstrate their fitness."

"That before beginning advertising the advertiser should guard against failure by insisting on a thorough acquaintance by the agent with merchandising conditions in his field as well as with his merchandising methods."

"That the agent and publisher should advise the advertiser against advertising without adequate preparation."

"That the advertiser should pay the necessary expense of this preliminary work or provide for it in his advertising appropriation."

"That the tripartite relation of advertiser, publisher and agent is necessary to the economic administration of advertising and that all three parties to it are mutually benefited by it."

"That the first obligation of both publisher and agent is to make the advertising profitable to the advertiser."

### AGENCY COMPENSATION.

"That the agency's work reduces costs to the publisher and its compensation by the publisher, therefore, is justified on an economic basis."

"That the curtailment of agency service would decrease the value of advertising and would increase the price of white space to the advertiser by forcing publishers to replace

"A Daily Newspaper for the Home"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. Strong local and national circulation. Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address CHRISTIAN SCIENCE MONITOR, Boston, Mass. New York office, 1 Madison Avenue. Western office, Peoples Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

## ST. LOUIS TIMES

Now generally recognized as the Home Newspaper of St. Louis.

This newspaper has enjoyed the most remarkable growth ever recorded in the Mississippi Valley.

EDWARD L. PRETORIUS, President and General Manager.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## SEATTLE "P-I"

THE POST-INTELLIGENCER Able, alert, always ahead.

LEADING NEWSPAPER OF THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative, 225 Fifth Avenue, 87 Washington St., NEW YORK. CHICAGO.

agency service by more expensive and less efficient development work, which obviously could not be discontinued.

"That the agency receives no compensation in any sense for soliciting specific business for any one specific medium."

"That the agency receives its compensation in the form of a differential from the publisher for these, among other, specific reasons:

For the service it renders to the advertiser, which increases the productivity, value and continuity of the advertising.

For the guarantee of accounts—which in few other businesses involves so great financial responsibility in proportion to its profits.

For the creation and development of new business, in accordance with the economic law, which in every business fixes prices to include the development expense.

### RECOGNITION.

"That the publisher should make recognition a certificate of good business character and of financial responsibility and an endorsement of efficiency, so that authorization to do business may rest on a sound basis."

"That having granted recognition to the agent and endorsed him as qualified to render service to the advertiser, the publisher has a right to investigate the quality of the service rendered."

(This declaration is made with the specific reservation that the publisher, being interested, may not properly be judge of the media used.)

"That the right of the publisher to investigate service entails the obligation to see that service is rendered."

"That the publisher owes it to the advertiser and to such agents as live up to their obligations to advertiser and publisher to limit or withdraw recognition from those agents who do not live up to these obligations."

"That the publisher should determine the right of an agent to continued recognition on the basis of the adequacy of the service rendered to the advertiser."

"That the publisher should make public the names of all enfranchised by them, and that no differential be allowed to others than those whose names are so published."

The Biggest Value in New England. A Quality and Quantity Combination that Cannot be Excelled.

THE

## Boston Herald,

(Morning)

THE

## Boston Traveler

AND EVENING HERALD

Combined Circulation Morning and Afternoon Exceeds

230,000

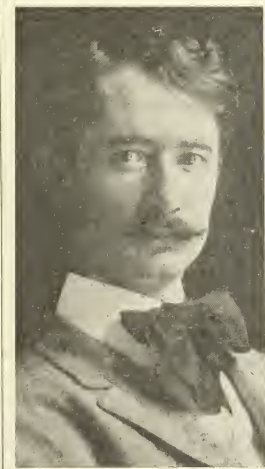
COPIES PER DAY.

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH Special Agency, Sole Foreign Representatives, NEW YORK. CHICAGO. ST. LOUIS

## THE PURE FOOD SHOW HERE AGAIN.

For three years in succession the National Food Magazine, under the management of Paul Pierce, editor-in-chief, has given New York City



RUTLEDGE RUTHERFORD.

a pure food show of very commanding proportions.

This year's exhibition filled the Seventy-first Regiment Armory this week, and there was evidently a very noticeable increase in the interest aroused on the part of the public.

The press bureau was under the personal charge of Rutledge Rutherford, editor of the magazine. Mr. Rutherford has been connected with the newspaper and magazine business nearly all his life, having begun as reporter on the Chicago Record as war correspondent in Cuba and was responsible for the

## A Powerful List is the MILWAUKEE GERMANIA LIS'

CIRCULATION

Daily Germania ..... 24,568  
(Only German evening daily in Milwaukee)  
Daily Herold ..... 17,000  
(Only German evening daily in Milwaukee)  
Sonntag Post ..... 45,300  
(Only German Sunday daily in Milwaukee)  
Weekly Germania ..... 107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly ..... 22,000  
Die Rundschau, Weekly ..... 25,000  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

## HAVANA POST

the only English newspaper printed in Cuba and read by all who read English-Americans, Cubans and Spaniards.

GEORGE M. BRADT, Publisher

Published Every Day in the Year

exposure of the "embalmed beef" furnished to the soldiers which created such a scandal at the time.

This led him to a study of the subject of pure foods, which he has since made his life work in connection with the National Food Magazine.

## HAPGOOD AND COLLIER PART COMPANY.

Norman Hapgood, for nine years editor of Collier's Weekly, has resigned, owing to a split with Robert J. Collier. Mr. Collier will edit the weekly from this time forth, with Mark Sullivan associate editor. With the change of editors will come a change in politics.

Collier's has been steadily turning toward the support of Governor Wilson since the Baltimore convention. This week it appears as an out-and-out supporter of Colonel Roosevelt and the Progressive party.

Mr. Collier spoke regretfully of the departure of Mr. Hapgood, and said that it was due to politics. Mr. Hapgood intimated that it was an effort to influence the editorial page of Collier's Weekly in behalf of the advertising department that led to his resignation.

## THE SOUTH.

Growing faster than any other section. Now

is the time to advertise to Southern customers. We are the oldest and largest agency in the South.



MASSENGALE

ADVERTISING AGENCY  
ATLANTA, GA.

# Why Does the NEW YORK WORLD Deliberately Put Out Misleading Statements About Advertising?

*The following from an advertisement of the New York World:*

"The immense, result-producing circulation of the New York World is recognized as an indispensable feature of dry goods advertising to the extent that it has created a noteworthy record—to the extent that it gained in the first nine months of this year over the same months of 1911 over one-half million lines. I show here the figures giving totals of dry goods advertising published by the World and the Herald for the first three quarters of this year and 1911:

DRY GOODS	LINES
World, 9 months, 1912	6,102,256
“ “ “ 1911	<u>5,585,956</u>
World gained	516,300
Herald, 9 months, 1912	2,782,213
“ “ “ 1911	<u>2,676,516</u>
Herald gained	105,707

The above statistics show that the World published in the first nine months of 1912 over 3,320,000 lines more dry goods advertising than its next more important contemporary. Taken into consideration the September advertising records of the same two newspapers, I find that the World led the Herald in this class of business for the single month by over 359,000 agate lines."

"The World's supremacy in dry goods business shows that it towers way above its contemporaries as a tried and continuous result producer."

"Foregoing statistics include evening editions."

## New York World Overlooked Some Figures!

The World's figures are from statistics furnished by the New York Evening Post. On the same sheet were the following figures, which the World, as usual, overlooked:

DRY GOODS	LINES
New York American, 9 months, 1912	6,372,096
New York American, 9 months, 1911	<u>5,270,626</u>
American Gained	1,101,470

## New York American

Not only published more "Dry Goods" advertising than the World or Herald, but gained nearly half a million lines more than the World and Herald combined, and at rates which are necessarily higher than either the Herald's or World's.

"Foregoing statistics include evening editions."



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 975

NEW YORK, SATURDAY, NOVEMBER 2, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

TEN CENTS A COPY

"PROGRESS AND APPRECIATION"

TO NATIONAL ADVERTISERS

THE

## Christian Science Monitor

A DAILY NEWSPAPER FOR THE HOME

FOURTH ANNIVERSARY

### THANKSGIVING NUMBER

A review by eminent writers of the most notable achievements  
of the year in each state and country.

The Circulation Department is preparing to handle

## Half a Million Copies

96 pages---covering cities and towns in all parts of the world.  
This *paid circulation* goes into the homes of people of *high  
purchasing power*, who co-operate with the advertisers, and you  
may have this *at the usual rate* of 25 cents a line regardless of space.

Send in your reservation at once.

## THE CHRISTIAN SCIENCE MONITOR

Falmouth and St. Paul Streets, Boston, Mass.

6029 Metropolitan Bldg.  
NEW YORK

23-29 Amberley House  
Norfolk Street, Strand, LONDON, W. C.

750 People's Gas Bldg.  
CHICAGO

## THE POSTAL LAW CASE ADVANCED.

SUPREME COURT TO HEAR IT ON DECEMBER 2—PAPER GETS INTO TROUBLE.

The United States Supreme Court has advanced the cases brought to test the constitutionality of the postal legislation affecting the ownership, circulation and advertising in newspapers. The arguments will be heard on December 2.

There are two cases, but they will be joined, one involving the injunction which was sought by the publishers of the New York Journal of Commerce and Commercial Bulletin and the other by the New York Morning Telegraph, both of which were denied by the Federal Court for the Southern District of New York.

The petitions ask that the Department of Justice and the Post Office Department, officers and agents, be enjoined from putting the new law into effect with those two newspapers.

The action of the Court indicates that the Justices appreciate the importance of the question and are prepared not only to give the cases an early hearing, but to decide them as soon as the press of business will allow. Other and less important matters are to be set aside in order that this may have the right of way. In the ordinary course of business it would be several months before these cases could be reached on the calendar.

It is understood that the Post Office Department will take no action to enforce the provisions of the law until the Supreme Court has passed upon its validity.

The Philadelphia Tagblatt, a daily newspaper printed in German, has "advertised" itself out of the second class mail privilege, or assumed a position which under the law would put it out.

It evidently took offence at the semi-annual return provision made by Congress in the post office appropriation act requiring paid editorials and news stories to be labelled "advertisement" and not being able, as it says, to tell in every case whether its matter is or is not advertisement decided to mark every editorial, news story or other matter contained in its columns as an advertisement.

Now, the second class mail laws deny the cent a pound rate to newspapers and periodicals "primarily designed for advertising purposes," and since this publication has made itself wholly an advertising sheet it has by its own words denied to itself the benefit of the pound rate.

Whether Postmaster-General Hitchcock will see fit to visit upon it the effect of its act performed in a moment of irritation remains to be seen.

Postmasters invite the special attention of the public to the following features of the proposed domestic parcel post regulations, which go into effect on January 1 next:

That distinctive parcel post stamps may be used on all fourth-class matter begin-

ning January 1, 1913, and that such matter bearing ordinary postage stamps will be treated as "held for postage."

That parcels will be mailable only at Post Offices, branch Post Offices, lettered and local named stations, and such numbered stations as may be designated by the Postmaster.

That all parcels must bear the return card of the sender; otherwise they will not be accepted for mailing.

It is of the utmost importance that these requirements be observed in mailing parcel post packages in order that such packages may be promptly handled and dispatched, as failure to so comply will result in inconvenience and annoyance to the public.

## MUNSEY IS REJUVENATING THE PRESS.

PAPER ALMOST ENTIRELY REMADE IN THE FIRST MONTH OF HIS OWNERSHIP.

Since Frank A. Munsey took over the New York Press a month ago the Press has undergone many changes that have made it a much-improved paper. Mr. Munsey is making it evident that he will spare no expense to make the Press a more prosperous and influential newspaper. The Press is now printing an eight-column page, in various ways strengthening its working forces, adding new reading departments. Almost an entire new mechanical equipment has been installed.

Mr. Munsey is continuing in New York his policy of keeping in close touch with readers, which he inaugurated in the other cities where his papers are published. At almost regular intervals he devotes large space on the front page of the Press to heart to heart talks with readers regarding his opinions of running a newspaper and asking their co-operation and suggestions for improvement.

In his latest talk to readers of the Press on Monday Mr. Munsey says:

"When I bought the Press, a little more than a month ago, it was a ten-page paper of seven columns to the page. Beginning with the first issue under my management I increased it to a twelve-page paper and today am increasing it from a seven to an eight-column page.

"The first increase of two pages, with seven columns to the page, meant fourteen additional columns of reading space. The eight-column page initiated today means a further addition of twelve columns. This gives us ample space, with the advertising we are now carrying, to make the Press a complete newspaper in all respects. As advertising grows with us, we shall further enlarge the Press by adding other pages.

"Since taking over the property I have installed new printing presses, a new engraving plant, additional typesetting machines and have in many other ways improved the physical equipment of the newspaper. The old presses on which this newspaper was printed when I bought it have been discarded and relegated to history.

"Moreover, we have largely strengthened our editorial and art forces, both in numbers and in efficiency. Altogether, we have been

fairly active in plans and preparations for the upbuilding of the New York Press. Our space has been very much crowded by the political demands of the hour, nevertheless we have already developed a first-class financial page, manned by first-class men. Social and personal matters are slated for another improvement.

"Many persons will not know of these advancements. May I ask you to tell your friends about our new and bigger newspaper? You can do a work in this respect for this newspaper that we cannot do. You are in touch with your friends; we are not. I have always said that the best friends a publication has are its readers. With your co-operation, we will do some real stunts in newspaper evolution, and do them quickly."

## MARCONI BRINGS SUIT.

An action for libel was begun in Berlin Wednesday in behalf of Signor Marconi and Herr Isaacs, a director of the Marconi Wireless Company, against Herr Scholz, editor of the Welt am Sonntag, for accusing Marconi of allowing the company to exploit the Titanic disaster for their own ends and withholding the news of the disaster for the purpose of selling it to the New York Times.

Herr Scholz was brought to court from Tegel prison, where he is serving a sentence for blasphemy. His counsel said Scholz had been assured by New York newspaper men that the whole of America could confirm the statements printed by the Welt am Sonntag.

The case was adjourned in order that counsel could secure a copy of the report of the United States Senate committee which investigated the disaster.

## FUOSS AS MANAGER.

Frank B. Fuoss has succeeded Frank J. Carlisle as business manager of the Los Angeles Express. Mr. Fuoss recently went to the Pacific Coast as assistant manager of the Express after many years' service with the Hearst newspapers in Chicago as advertising manager and in other executive positions. Mr. Carlisle recently retired from newspaper work to enter the desk manufacturing business.

## AD LEAGUE'S YEAR BOOK.

It was decided Thursday by the Advertising Men's League of New York to issue a Year Book of information regarding advertising matters and advertising men, presented in so comprehensive a way as to be an authoritative book of reference.

Sixty-three applications for membership in the League were acted upon. The membership is now within a "baker's dozen" of 500.

## NEW A. N. P. A. MEMBERS.

The Erie (Pa.) Herald has been elected to membership in the American Newspaper Publishers' Association.

The Battle Creek (Mich.) Journal and the Brockton (Mass.) Enterprise are also new members of the association.

## THE ST. LOUIS STAR RE-ORGANIZATION.

REESE MADE MANAGING EDITOR—PROGRESS BY WARREN AND VEON.

Frederic B. Warren, editorial director of the St. Louis Star, this week announced the reorganization of the editorial department of the Star, which has been anticipated in part in the columns of THE FOURTH ESTATE.

Harry Reese of the St. Louis Times joins the Star on Monday as managing editor, succeeding W. V. Brumby, who leaves the employ of the paper.

Louis Schreiner is made Police headquarters man, succeeding K. G. Bellars.

The Star this week added a second East St. Louis edition to its daily schedule, thereby being the only St. Louis newspaper to issue one or more special editions for distribution in East St. Louis.

Dan Swartz has been sent from the main office to take charge of the East St. Louis territory in the new department.

Richard Levy, who has been connected with Philadelphia newspapers both before and after his attendance at the University of Pennsylvania, becomes the editor of the All-Missouri section of the Star.

Simultaneous with these changes, the Star has arranged for a triple election service for the entertainment of 75,000 St. Louisans next Tuesday night. Special contracts have been made with both the Western Union, Postal and Local Electric service for news bulletins, in addition to the full service of the Hearst's newspapers in various cities.

The Star will give band concerts and moving picture shows at three points in the city from eight until eleven p. m.; the principal entertainment being at Star Square, where a crowd of 30,000 or more is expected.

Fred C. Veon, business manager of the Star, has appointed Charles Galin as circulation manager. To succeed W. F. Beckham, whose retirement from the Star was announced in last week's issue of THE FOURTH ESTATE.

Nothing definite is obtainable from the directors of the Star about the rumor that a morning edition is planned and scheduled to appear in the near future.

## COLLIER SELLS THE HOUSEKEEPER.

The McClure Publishing House, of New York, has purchased from F. F. Collier & Son the Housekeeper, a monthly magazine for women. Beginning with the issue of next March this will be amalgamated with the present McClure magazine for women, the Ladies' World, under the name the Ladies World and Housekeeper.

The Housekeeper was established in 1877 in Minneapolis. Three years ago it was purchased by Mr. Collier. The Ladies World was established by S. H. Moore in 1887 and purchased by McClure in 1911.



# PRINTING AND AD SHOW.

EXPOSITION FOR A. N. P. A. WEEK—LONDON PLANS ONE, TOO.

The first exposition of printing, printing, advertising and allied trades ever held in this country is to be a feature of newspaper publishers' convention week in New York next April. The show will be called the National Printing and Advertising Exposition and devoted to showing modern machinery and processes for printing, electrotyping, stereotyping, lithographing, engraving, cutting, folding, binding, duplicating, addressing and mailing; printers and lithographers inks, papers, supplies, etc., and advertising and circulation methods.

From the above outline of what the exposition will consist of it will readily be seen that every kind of accessory manufacturer, dealer and agency will have an opportunity to show their wares to the most select class of buyers of these goods that has ever gathered at one time in one place.

The show will take place during the entire week of April 19 to 26, 1913, at the new Grand Central Palace. Arrangements for the exposition are rapidly taking definite form under the guidance of Harry E. Cochrane, president, with headquarters in the Fifth Avenue Building. Advisory committees for the various divisions of the exhibits include some of the biggest men in their respective branches of business in the country.

A course of lectures will be delivered during the week, for which the following well known men have been announced by Mr. Cochrane:

- William H. Ingersoll, president Advertising Men's League;
- Gerald B. Wadsworth, president Eastern Division A. C. A.;
- William C. Freeman, advertising manager, New York Evening Mail;
- H. N. Casson, vice-president H. K. McCann Company;
- I. D. Kenyon, Sheldon School;
- Dan A. Carroll, special newspaper representative;
- R. W. Floyd, Woman's World Publishing Company;
- David Gibson, Cleveland (Morals of Efficiency);
- A. A. Fischer, president International Sign Company;
- A. A. Christian, advertising director Gimbel Brothers;
- Edward Egan, secretary the International Association of Manufacturing Photo-Engravers;
- George C. Greenburg, president National Association of Advertising Novelty Manufacturers;
- George C. Hubbs, advertising director United States Tire Company;
- H. S. Bunting, the Novels News;
- Walter S. Timmas, Dexter Folder Company;
- Charles Smith, president American Press Association;
- Joseph P. Day, real estate, New York;
- C. Frank Crawford, treasurer New York Master Printers' Association;
- A. F. Mackay, advertising manager, Lanston Monotype Company;
- St. Elmo Lewis, advertising manager, Burroughs Adding Machine Company.

Some representative of the Daily Newspaper Club;

An advertising exhibition that is to be held in Horticultural Hall, London, from December 9 to 14, is reported to be attracting wide attention in England. The idea un-

derlying the exhibition is to demonstrate in the most convincing manner possible the full resources of modern advertising and to furnish an object lesson in its possibilities. The idea of the exhibition belongs to the Advertising World of London and it is receiving much support in its work for advertising and business quarters.

Among the interesting features will be a library of works on advertising in which the promoters hope to include every book on the subject printed in the English language. A section will be devoted to displaying copies of advertising magazines and journals from every country.

## MR. McLAIN RETIRES.

J. S. McLain, for several years editor in chief of the St. Paul Pioneer Press and the St. Paul Dispatch, has retired from active newspaper work.

Failing health has caused Mr. McLain to resign, which, it is said, he



J. S. McLAIN.

has contemplated for several months. He was editor of the Minneapolis Journal for twenty years before going to St. Paul.

George Thompson, publisher of the two papers, is now in personal charge of the editorial department.

## A HEARST TRIO EDITION.

A big opportunity for advertisers is offered by the Hearst trio of evening newspapers, when on next Saturday the Evening Trio will guarantee 1,500,000 copies for which the regular rate will be charged. The Evening Trio is comprised of the Saturday editions of the New York Evening Journal, the Boston American and the Chicago American. Next Saturday's offer means entrance to a million and a half homes from Maine to Illinois, covering the richest part of the United States. Forms close for the issue on Wednesday. The advertising is in charge of James C. Dayton, 225 Fifth avenue, New York, foreign advertising manager.

## MINISTER AN AD MANAGER.

Rev. A. Z. Bose has been appointed advertising manager of the Townsend & Wyatt Drygoods Co., St. Joseph, Mo. Mr. Bose for several years past has been pastor of the Methodist Church at Parnell and Gaynor, Mo.

## PULITZER SCHOOL HEARS OF CITY EDITORS.

George Buchanan Fife, of the editorial staff of the Associated Sunday Magazines, addressed the students of the Pulitzer School of Journalism at Columbia University, Monday, on "The Newspaper and the Magazines." He devoted himself however, chiefly to recalling reminiscences of his early newspaper work, and told students what advantages they were having over the men of the old school.

"Few men entering professional life encounter a harder taskmaster than a city editor," he said, "This is due solely to the arduousness of his own task. Be he ever so kind of heart—and there are many of this kind—he is as quick and relentless in blaming, as he is swift and discerning in his praise. He can make a cub feel one day that he's a genius, and the next that he's the most pitiable failure ever undeserving of a job. And, mind you, this is always the cub's fault."

"Where you will have the advantage over the cub of the old days will be in the equipment you will bring to the city editor's armory. There will be far more of praise than blame for you, because you will have learned the hang of things and will not make the blunders which in the old days made the cub's ears tingle with mortification at his own stupidity."

"This splendid school affords you an opportunity to enter a newspaper office so equipped that each of you will become a valuable asset on any city editor's staff. You will have learned the countless things not to do, the innumerable questions not to ask, you will be ready to jump in and do anything to which you are assigned without having to ask the desk that all innocent but highly undesirable question: 'How shall I get this story?' or 'How shall I write this?' or 'Whom shall I see?'"

"That's why I say I rather exist in the sympathy I feel for myself when I cast my eye from this School of Journalism back to the city room school of journalism in which I was none too gently tutored twenty years ago."

"So that's why I feel today a keen sympathy for myself for what I had to go through to learn all that you will learn in this school. It will save you many errors and I am sure will help you to many triumphs and also—and this is no small part of it—it will save you so many, many heartburnings, so many moments of actual suffering over your own shortcomings."

The School of Journalism has announced that the series of lectures on journalism and public life will be continued in Earl Hall on Monday afternoons until the end of January. The several lectures already delivered aroused so much public interest and were so well attended as to warrant their continuation through the year. The lectures will be as follows:

- November 4—"The Magazine and Its Responsibilities," Robert Underwood Johnson of the Century Magazine.
- November 11—"The Editorial Writer's Opportunity," Arthur Brisbane of the New York Journal.
- November 18—"Writing for the Press,"

Rollo Ogden of the New York Evening Post.

November 25—"The Newspaper of Tomorrow," Chester Lord of the Sun.

December 2—"The Newspaper Value of Non-Essentials," Edward F. Mitchell of the Sun.

December 9—"The Presentation of News," Carr V. Van Anda of the New York Times.

December 16—"Accuracy in Journalism," Ralph Pulitzer of the New York World.

January 6—"The Truth in the News," Mrs. M. Tarbell of the American Magazine.

January 13—"Newspaper Power and How to Direct It," George S. Johns of the St. Louis Post-Dispatch.

January 20—"Art and Conscience in Newspaper Making," Samuel Bowles of the Springfield Republican.

The lectures will be given in the large auditorium in Earl Hall at four o'clock and no cards of admission are required.

## LOONEY MUST BE TRIED.

John Looney, editor of the Rock Island (Ill.) News, indicted by the federal grand jury for misuse of the mails, will have to stand trial in the United States court. This was settled when attorneys sought to have the indictment quashed. Judge Otis Humphrey overruled the motion. The attorneys then petitioned the court to grant a continuance of the case because of the defendant's sickness. The court acceded and the case will probably be heard at the next term of court.

## RUMORS FROM BRIDGEPORT.

Undenied rumors are that negotiations are under way and practically completed whereby General Henry A. Bishop and Archibald McNeil, Jr., prominent in Bridgeport and Connecticut Democratic circles, will take charge of the Bridgeport Morning Telegram about the first of December or the middle of this month. George W. Hills, the founder of the paper, is the present owner.

## THREATENED TO SHOOT.

Mrs. Pearl Graves of Chicago signed a bond to keep the peace for one year when arraigned before Municipal Judge Hopkins charged with threatening to kill Arthur Kilroy, an advertising solicitor for a morning newspaper. Kilroy testified that he went to Mrs. Graves' home to collect a bill of \$1.68 and she threatened to shoot him, pointing a revolver at him.

## NEW APPOINTMENT.

The Marion (Ind.) Chronicle has appointed Franklin P. Alcorn, 33 West 34th street, New York, to represent it in the foreign field. It was erroneously stated last week that Mr. Alcorn had been appointed by the Marion Leader. No change has been made by the latter paper, its foreign interests continuing in the care of M. C. Watson, 33 West 34th street, as for a number of years past.

## SAMPLE NEWS BUREAU.

A Sunday news syndicate service has been started in Washington, D. C., by William K. Semple. The founder was for many years a dramatic critic on New York newspapers.

## NEED OF MEDICAL EDITORS.

### PHYSICIANS AND NEWSPAPER MEN SAY THEY ARE A NECESSITY.

The need of daily newspapers having medical editors is urged by the Medical Times, of New York, and various eminent physicians. Various reasons are advanced for the employment of a recognized medical authority to supervise the printing of all matter pertaining to the medical profession.

Chief among these is that newspapers ought to feel the responsibility of making medical news in their columns as authoritative and truthful as it does the matter which comprises the other regular departments of newspapers; another is that the efforts of lay writers in handling stories relating to medicine furnish much matter that is foolish to the professional man and serves to ridicule in his eyes the idea that publishers are making every effort to make all the reading matter in their papers reliable.

The matter of employing medical editors is one of long standing discussion. A number of the biggest newspapers of the country have such a person on their staffs, who can be relied upon to properly censor matter relating to medicine. These include the New York Herald, the Sun, the World, the Chicago Tribune and others.

The Medical Times in a symposium participated in by leading physicians and newspaper men on the question: "Should Newspapers Have Medical Editors?" finds that "there can be but one answer to the question—yes." The Times continues:

"As the teacher of the great mass of the people the newspaper should present to its readers news when it is news and news that is true. One paper, and maybe many, recently published an item to the effect that a foot and lower leg, providentially cut off from a workman by a train, had been grafted on another man whose limb had been amputated on account of blood poisoning. Interesting, but untrue and practically beyond the realms of surgical possibility."

#### MEDICAL LITERATURE IN THE PRESS.

Let us may be criticized for dealing in generalities, we append some of the medical literature which has been taken at various times from the press:

"Of all the musical curiosities, that nature has produced lately, one of the oddest is a man with a natural lung in his small Washington town is a man named Pearson, who can, without any undue effort, send forth remarkable melodies which sound like the music of a piano with a melodious accompaniment. This lung piano, as it is termed by the owner, is partly a gift of nature but he has cultivated the use of the extraordinary instrument very carefully and thoroughly, until now he is able to play several familiar tunes with wonderful expression and technique. Friends of Pearson say that his services are invaluable when church fairs, bazaars and country entertainments are on hand."—New York Herald.

"Professor F. Trendelenburg, inventor of the Trendelenburg Posture, is visiting in this city. The Trendelenburg Posture consists simply of posterior operations by means of a

specialty contrived operating table, that in cases of a peculiarly delicate character have been remarkably successful."—Philadelphia Public Ledger.

"Dr. M. W. died suddenly of pleurisy of the brain."—Cincinnati Enquirer.

"He became ill in this city with pulmonary peritonitis."—Cincinnati Enquirer.

"A four-months-old . . . died . . . of what is known among surgeons as Abram's disease."—Philadelphia Press.

"The fatal disease at Marfa has been diagnosed as 'Staphylococcus,' an affection of the throat."—Galveston News.

"An arteriole nephritis. This disease makes the internal conditions worse than Bright's disease."—Fort Wayne Journal-Gazette.

"Ossification of the tissues of the bone."—Philadelphia Evening Bulletin.

"Caramyoclonus, a form of nervous prostration."—Fort Wayne Sentinel.

"scurvy, a sort of bleeding at the lungs."—La Junta (Col.) Democrat.

The Wisconsin Medical Journal

of September, 1909, credits the usually cautious and correct Associated Press with having sent out this startling information concerning the illness of the late E. H. Harriman:

"Last year there developed a difficulty at the point where the stomach connects with the intestines. This is sometimes called a rheumatic knot, sometimes rheumatism, and sometimes indigestion. It is at the point which is known in anatomy as the caecum."

These are only a few of the many amusing squibs which have been gleaned from the papers, and we can scarcely be blamed for agreeing with the editor of the Medical Standard "that the sporadic items of information upon medicinal topics now appearing from time to time in the daily press are of so gross a nature, a character that they should be laughable if they did not have so serious a side."

The growing interest on the part of the public in medical affairs demands that those great educators, the newspapers, should carry truthful and helpful articles on medical topics. The layman of today is far wiser than he was twenty years ago.

"Some of his knowledge comes from the physician, some from the teacher in the schools, some from every-day reading, and some, unfortunately, from imbibing the untruths appearing in patent medicine and quack advertisements and the distorted quasi medical stories in the public press."

"This information—in many instances misinformation—is a decided detriment to the patient, and imbues him with false conceptions, induces self-medication, and is likely to destroy that feeling of faith and confidence in the medical profession which is so necessary if the physician is to bring about curative results."

"Therefore it becomes an essential that the public in its thirst for a wider knowledge of medicine be properly instructed."—(Bakel), American Medicine, January, 1910.

There is no excuse today for the publication by a paper of untruthful medical news, for in every city reside physicians with newspaper training whose services as editors could be obtained. These men could and should see every proof on medical matters, as well as write such special and editorial articles as might be desired.

A few papers have already taken a stand in this direction. In addition to the New York Sun (vide the editorial page), the New York Herald has recently appointed Dr. J. J. Walsh, dean of Fordham University medical college, as its medical editor, and Dr. W. A. Evans, well known as the health commissioner who did things in Chicago, occupies a similar position on the

Chicago Tribune. Other papers also have physicians as regular members of their staffs.

If there were more medical editors on the papers there would be fewer editorials like one on "The Microbe Fear" which recently appeared in the Journal, published in Columbus, the capital city of the State of Presidents:

"It is against the law to have a common drinking cup in a railroad train, and so a fellow has to travel a long way often without even a drink of water. This is pretty fine-haired hygiene, and the country is getting too much of it."

It is unnecessary to comment on the mental strabismus of a public teacher who gives utterance to such dangerous doctrine.

The Journal of the American Medical Association, referring to this editorial, thinks the Columbus man "fears there is danger of the people of his State becoming too clean."

He apparently is ignorant of the enormous amount of disease transmitted by the common drinking cup.

Doubtless he does not know that the spirochete of syphilis find this death-dealing cup a favorite resting place from which to enter the mouths and systems of innocent children, men and women.

Such remarks show how valuable the medical editor of the daily paper could be to the readers.

## SOCIALIST DAILY IN A SKYSCRAPER HOME

An event of importance on the lower east side last Saturday night was the formal opening and housewarming of the Jewish Daily Forward's new home at 173-175 East Broadway.

A reception was tendered later in the evening by the paper to the members of its association, its employees and their families, about 500 guests in all. After speeches on behalf of the management refreshments were served, the chairs were cleared from the floor of the auditorium and the guests danced until the morning hours.

The new Forward Building, a handsome ten-story structure, faced with marble and white terra cotta, towers far above its neighbors and forms a new and easily recognized landmark in that section of the city. It occupies a plot of approximately fifty by 100 feet directly opposite Seward Park.

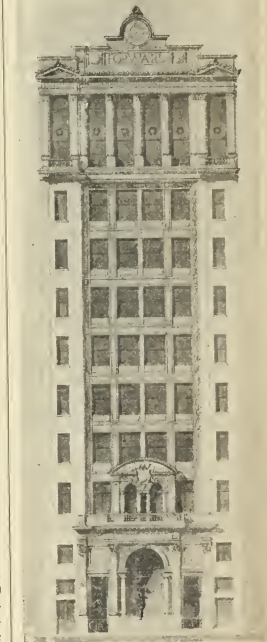
The entire ground floor is occupied by the business department, including the counting rooms and advertising office. The editorial and composing rooms are on the top floor.

The second floor is occupied by an auditorium with a seating capacity of a thousand, a miniature stage, and a grand piano. The auditorium will be used for receptions, mass meetings, balls, concerts, literary evenings, Socialist gatherings, and meetings of various kinds. The other floors will be divided into offices.

Three new Hoe presses have been installed in the basement, giving to the Forward ample facilities for getting out its daily circulation of 132,000 and its Sunday circulation of 150,000. The office, editorial and

stereotyping equipment is all new.

The newspaper is run as a typical Socialist enterprise. It belongs to a corporation of about 150 workmen, who are Socialists, known as the Forward Publishing Association. Its members receive no dividends, however, all the profits going to promote the interests of Socialism and trades unionism.



NEW YORK DAILY FORWARD'S NEW HOME.

Abraham Cahan is editor-in-chief, Adolf Held managing editor and H. Rogoff city editor.

The new home of the Forward takes its place among the most complete newspaper plants in the country. Only two blocks from the present magnificent structure stands the old rickety hotel in which the Forward first saw light and which could be put away very easily in one corner of the new building. The ceremonies on Saturday were preliminary to the formal completion of the building this week.

## U. P. NEWS BY TELEPHONE.

The Chippewa Falls (Wis.) Journal Tribune is a new evening paper launched this week. It takes the telephone service of the United Press.

## TAKING U. P. SERVICE.

The Poplar Bluff (Mo.) Citizen-Democrat is carrying the pony service of the United Press by way of St. Louis.



## YALE AND COLUMBIA DISAGREE ON SCHOOL OF JOURNALISM.

In an editorial Saturday the Yale Daily News expressed the hope that no school of journalism will be inflicted on the university. The News terms such a school "socially lamentable" and "savoring of the business college." This is the editorial.

"Of all practical creations in the modern university the school of journalism, where embryo editors learn to use the blue pencil, where future reporters 'cover' sermons and murders, is the newest and certainly the most practical. This kind of school marks the latest and broadest step away from the delightfully 'useless' Latin and Greek training of yesterday. Small wonder that it shocks the sensibilities of minds who will not bring the goddness of learning down to earth!

"It makes the modern university savor of the business college, and, though it is useful, though it may even be necessary, politically and socially it is lamentable.

"There is such a school at Columbia, and there are others, we understand, elsewhere. If private munificence should seek to plant one here we would discourage it. A new department would merely increase the size of the University without increasing its strength.

"When the college has a new recitation building, when the medical school has an adequate endowment, when Sheff has dormitories for all its students, we may bow down before the golden calf of things practical and prey for a school of journalism."

"The Yale point of view is all wrong," said a student at Columbia University. "It is the snobbish attitude of the university which is too good to teach its students a profession that heretofore a man always had to learn if he left college. The course in journalism is far more interesting than a straight academic course, but it is evident there is no progressive spirit in Yale."

## LOCATES IN ARKANSAS.

D. H. Moseley has purchased the Lewisville (Ark.) Reporter from R. E. Dickson. The new owner formerly worked on newspapers in Tennessee and Florida, and contemplates many improvements in his newly acquired property.

## MERGED WITH DAILY.

The Brunswick (Md.) Herald has been purchased by the Frederick Daily Post and will be issued as the weekly edition of the last named publication.

## GORDON SELLS OUT.

H. M. Phelps, editor of the Earle (Ark.) Enterprise, has purchased the Marian Reformer from M. A. Gordon.

## ESTATE SELLS PAPER.

The Greencastle (Pa.) Press, owned by the estate of B. F. Winger, has been purchased by M. D. and C. C. Kaufman.

*No advertiser can afford to ignore the fertile area of the  
Red River Valley, known as the*

*"Bread Basket of the World."*

## THE GRAND FORKS TIMES, Every Evening, and the GRAND FORKS HERALD, Morning and Sunday,

with a guaranteed circulation of 19,700 copies, cover thoroughly the northern half of the State of North Dakota.

GRAND FORKS is the gateway of the most densely populated section of this vast area, and foreign dailies are from twelve to twenty-four hours late in reaching this territory. Grand Forks itself has more buyers available than any other North Dakota city. Within a thirty-three mile radius of the offices of the Grand Forks Times and Herald are over 64,000 people. No other city in the state has such a large population within a like distance.

NORMAN B. BLACK, General Manager.

## CARPENTER-SCHEEER SPECIAL AGENCY

Special Representatives,

Fifth Avenue Bldg., New York.

People's Gas Bldg., Chicago.

## JOURNALISM TEACHERS ARE TO CONVENE.

Educators who are devoting their attention to the teaching of journalism will gather in Chicago on November 29 for the annual meeting of the Association of Teachers of Journalism. Professor Fred M. Scott is president of this organization. Such well known men as Dean Talcott Williams of the Pulitzer School of Journalism, Walter Williams of the School of Journalism at Missouri University and others will deliver addresses.

## MISSOURI PAPERS UNITE.

A consolidation has been effected at Marceline, Mo., between the Mirror and the Journal. The publisher of the combined papers will be Alden Lyle, who formerly published the Journal.

## MARYLAND PAPER SOLD.

The Cambridge (Md.) Journal has been sold to William B. Denion and will be issued as a Republican organ. Mr. Denion was for a long time with the Philadelphia Record and the North American.

## MERGES IN TEXAS.

S. F. Bethel, editor of the Mason (Tex.) Herald, has sold his paper to V. M. Loring, owner of the Mason News. This is a consolidation of the two papers under the name of the Mason News.

## TRYING OUT A DAILY.

John H. Bayless, publisher of the Colchester (Ill.) Independent, is experimenting with a daily edition.

## MAILERS' AGREEMENT IN SAN FRANCISCO.

Agreement has been entered into between the Mailers' Union and the Newspaper Publishers' Association of San Francisco whereby the mailers secure an increase of \$3.50 per week in wages and a graduated scale for apprentices. The agreement is dated September 1, 1912, and will hold good until December 31, 1915.

The agreement has been under consideration for two years past and at various times has been referred to the local arbitration board, the national arbitration board and finally referred back to the local union. It is the same agreement that originally had the indorsement of President Lynch of the International Typographical Union.

## NAME AND OWNER CHANGED.

The Waverly (Va.) Standard has been sold by H. A. Mallory to E. D. Lum of Monango, N. D., who has formed a stock company and changed its name to the Dispatch.

## PAPER PASSES AWAY.

The Newport (Ark.) Herald is no more. E. D. Dickey, who has been publishing the paper, has moved to Memphis and the plant has been shipped to St. Louis.

## OLD PUBLISHER BACK.

The Custer County (Neb.) Republican is again in the hands of D. M. Ansberry, who was publisher some years back.

## NEW OWNERSHIP FOR THE PHOENIX DEMOCRAT.

Through a deal just consummated the Phoenix (Ariz.) Democrat passes into the hands of George E. Olney, director of the Phoenix National bank and chairman of the Democratic state central committee; United States Senator Marcus A. Smith, W. T. Webb, E. A. Sawyer and other conservative Democrats. I. F. Wolpe, treasurer of the Democratic state central committee, is among the new stockholders.

The stock of the Arizona Democrat was formerly held by the Pacific Gas & Electric Company in the name of B. F. Hill. The new owners assume the mortgage of \$3,500 due the Bank of Bisbee and a note of \$2,500 due the Phoenix National bank. They are also to pay up the accrued indebtedness during the old management. This \$6,000 is in addition to the amount of \$30,000 lost to date on the paper by the Pacific Gas & Electric Company, according to the testimony given on the stand at the hearing before the corporation commission several weeks ago.

The old force will remain in charge of the Democrat.

## JOINS SCRIPPS-MCRAE.

Grover C. Waldron, for the past two years advertising manager of the Springfield (O.) Daily News, has resigned to become connected with the Scripps-McRae organization in Denver as advertising manager of the Denver Express.

Felix E. Hinkle has been appointed to the office vacated by Mr. Waldron on the Springfield News.

## MOVES UP TO PUBLISHER.

H. Burtman has become editor and publisher of the Fullerton (Neb.) News-Journal succeeding H. M. Kellogg. The latter expects to move to Colorado and engage in orcharding. The new owner, Mr. Burtman, for some time past has been general assistant to Mr. Kellogg on the News-Journal.

## JERSEY CITY'S NEW CLOCK.

Mechanics are at work installing the works of the Jersey City Journal clock and early next week citizens of Jersey City will be able to set their watches by it, as the makers promise that not even the sun will surpass it in keeping time.

## PARTNERS BUY PAPER.

The New Washington (O.) Herald, owned and published by F. F. Lantz, has been sold by him to the firm of Kleinfelter & Bishop, composed of two young newspaper men. Mr. Bishop will be in charge of the editorial department.

## PLATZ SELLS HIS PAPER.

E. L. Platz, who for some months had been managing the Florence (Neb.) Tribune, while at the same time working on the Omaha Daily Bee, has sold his paper to C. W. Barnhart & Co. He continues his connection with the Bee.

## Artistic China for Particular People.

### Spot-Hitting Articles for Circulation Getting.



Our goods are new and up to the minute, bringing results with a large number of the big dailies at this moment.

On plans suggested by us you get your subscription without it costing you one cent.

China Ware lays close to the heart of the housewife, and is the best premium for subscription getting.

Just send us word that you are looking for a premium, and we will put you next to the good ones.



**The E. H. Sebring China Co.**  
Sebring, Ohio.

### BUILDING UP THE CIRCULATION.

The Memphis (Tenn.) News-Scimitar is giving its newsboys a chance to win prizes consisting of rain capes for securing new subscriptions and going through the month with a clean slate in the matter of delivering their papers properly. It is stated by E. C. White, circulation manager of this paper, that these prize offers have resulted in a large number of new names being added to the list and a big change for the better in the matter of prompt delivery of the paper.

The Oneida (Ill.) News is conducting a popularity voting contest in which a piano and several other large prizes including watches, rings, etc., are given in an arrangement with merchants of the city. The votes are given with every dollar paid for printing, advertising or subscriptions to the paper, also for every dollar in cash spent at either one of the retail stores in the agreement.

Another Booklovers' Contest was started on Tuesday by the New York Evening Mail. A list of 180 prizes, valued at \$8,000, is offered to contestants, headed by two automobiles. Circulation Manager Daniel Nicoll has conducted several of these contests on the Mail before with marked success and looks forward to the new campaign to excite readers to even greater interest. The contest will run for fifty days.

The Anderson (Ind.) Herald is making a big bid for new subscrip-

tions with a five piece enameled ware kitchen set. This set is given free with a yearly subscription in advance, a charge of seventy-five cents being made when the premium set is delivered. The balance of the subscription cost is collected monthly by the regular subscription department of the paper.

An extensive premium campaign carried on by the Masses, a New York magazine, has been the means of adding a large number of new subscribers to the list of that publication. Among the premiums offered are Knickerbocker watches, boy scout suits, kitchen sets, Myers sewing awl, foot scrapers, ornamental clocks, scissor sets, Diamond Point pens, vacuum cleaners, sets of books, etc.

The Huntsville (Ala.) Mercury-Banner is offering a minerva mirror with six months' subscription in advance. These mirrors are reversible, the stand of oxidized copper.

A pony contest which has just been concluded by the Worcester (Mass.) Evening Gazette was a very successful subscription getting campaign. The city was divided into four districts, a pony and cart being the chief prize in each district. Gold watches were offered as the second, third, fourth and fifth prizes in each district. The contest added a large number of new subscribers to the Evening Gazette subscription list.

The Chicago Examiner carried on for two months a "money finding" contest. The proposition was to hide a certain amount of money in each of the amusement parks of Chicago and advertise that the per-

son who found it would be entitled to keep it. About \$250 was used each week on this proposition which resulted in quite a large amount of publicity for the Examiner. In order to claim the money when found, the money hunter had to have a copy of the current edition of the paper upon his person.

The Twentieth Century Farmer, of Omaha, is offering its subscribers a chance to get a silver spoon free with every issue of the paper. A coupon is printed in each number which, when filled out by a subscriber whose subscription is paid in advance and sent to the home office of the paper at Omaha.

The owners of the Washington (Kan.) Register are featuring a speedy stitcher awl as a premium with one and three year subscriptions to the weekly edition which is called the Wichita Weekly Eagle. A premium of this sort is said to be a most excellent one with which to appeal to the farmers.

The Winnipeg Free Press has compiled a new combination atlas and encyclopedia. The maps are excellently colored and prepared and the reading matter is of a nature within the understanding of everyone.

The Nyack (N. Y.) Evening Journal issued a special commercial and industrial edition last Monday.

The Pensacola (Fla.) Journal and the Sunday News are now printing their Sunday comic sections in color.

### COLOR SUPPLEMENT FOR COLLEGE DAILIES.

The Inter Publishing Company, of New York, intends to publish a colored supplement each week with fourteen of the collegiate daily newspapers. The magazine will be distributed with each Monday's edition of the newspapers, a feature being made of the results of college football and other sports after the games have ended each day—especially those played on Saturday.

The Inter Publishing Company also issues the Intercollegiate, a national magazine of college life. Wellington Smith is the publisher and business manager. The offices are at 1123 Broadway, New York.

### JORDAN NOT GUILTY.

A jury in the United States Court in the case of Myron Jordan, a newspaper man of Rock Island, Ill., indicted on a charge of sending improper literature through the mails, returned a verdict of not guilty.

Jordan, an editorial writer on the Rock Island News was indicted, together with John Looney, publisher of the paper, because of an attack on Mayor Scriver of Rock Island. The article aroused a great deal of feeling which culminated in a series of riots which were suppressed by state troops. Several persons were killed during the disorders.

### BERRY MADE EDITOR.

Walter H. Berry has been made editor of the Montgomery (Ala.) Times.

Write for Option on

### "Says Old Man Jones"

A New and Delightful 3-column Daily Service of Humor in

### Pictures and Verse

To be furnished in mat form and released shortly by the

**McCLURE** NEWSPAPER SYNDICATE  
45 West 34th Street, NEW YORK

For Washington Correspondence Write

### AMERICAN TELEGRAPH PRESS

District National Bank Building.  
WASHINGTON, D. C.

### THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and re-filled with 60 papers in 30 seconds.

**HOTALING BROS.**  
Tribune Building, NEW YORK.

### We conduct all kinds of Circulation Contests

Wire  Wire

We are naturally anxious to tell you about our plan for increasing your circulation.

The **MYERS** Circulation Co., Inc.,  
OF WATERLOO, IOWA.

### FOUNTAIN PENS ARE THE BEST

### PREMIUMS

**SALZ BROTHERS**  
45 West 34th Street, NEW YORK.

Unapproached in the character of returns are contests which I give my personal supervision, as the following attest: Newburgh (N. Y.) Daily News (second contest within six months), recited to \$9,000, new subscribers, 1,500; Washington (N. J.) Star, a \$1.50 weekly in town of 3,800—receipts \$5,351.00 and 1,000 new subscribers; Dover (N. J.) Index, a \$1.00 weekly in town of 7,000—receipts close to \$6,000 and 1,922 new subscribers. Am now conducting contest for Middletown (N. Y.) Daily Times-Press and eighty-seven candidates now actively engaged promise big returns. Here's the secret: Bright, honest methods; consistent personal work with a no-hour-per-day working limit; references aplenty and a record of results that speaks for itself. Personal reference, Hon. A. Mitchell Palmer, Stroudsburg, Pa. Not a company—but an individual with a guarantee of personal and business integrity and an ability to do things. Address, J. FRANK DREHER, Stroudsburg, Pa.

The Record has begun publication at Maitland, Mo., with W. H. Gilbert and T. A. Zachary as publishers.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

## "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY



# NEW YORK HERALD SYNDICATE

## "THE DREAM OF THE RAREBIT FIEND,"

Full-page comic in color.  
Order being taken now.

## Full-page Sunday Features

SPECIAL CABLE AND  
TELEGRAPH SERVICE

Daily Features: News Matrices,  
Comic Matrices, Women's Matter  
and Photographs.

For particulars of any service apply to  
NEW YORK HERALD SYNDICATE.  
Herald Square, New York City.

Canadian Branch:  
Desbarats Building, Montreal, Canada.

## Contest Managers Take Notice!

I publish a monthly mail-order  
magazine with a circulation of 125-  
000. What have you in the contest  
or premium line to increase cir-  
culation? Please give full particu-  
lars in first letter to Contestant, care  
THE FOURTH ESTATE.

## GET TO-DAY'S NEWS TO-DAY

## "By UNITED PRESS"

General Offices, World Bldg., NEW YORK

## MENKEL FOR ASSEMBLY.

William Menkel of the Review of  
Reviews staff, New York, is the  
Progressive candidate for the As-  
sembly from the Second District  
of Westchester, which takes in  
Mount Vernon, New Rochelle,  
Larchmont, Mamaroneck, Bronx-  
ville and Tuckahoe. Mr. Menkel  
for the past fourteen years has been  
with the Review of Reviews.

## GOING TO TEXAS.

C. E. Summers, who has been in  
charge of the editorial depart-  
ment of the Marysville (Kan.)  
Advocate-Democrat for the past six  
years, will leave immediately after  
the election for Texas, where he  
will take up daily newspaper work.

Our Buffalo Express European Contest took in  
\$50,000 and added 12,000 new subscriptions.

The William L. Betts Company  
Suite 406, World Building, New York City

## NOTES AMONG THE CIRCULATORS.

Charles Gahn, whose appoint-  
ment as circulation manager of the  
St. Louis Star, is noted on another  
page, has been identified with the  
circulation departments of news-  
papers in Rochester and Memphis,  
and also with Hearst's Chicago



CHARLES GAHN.

American. He succeeds W. F.  
Beckham, whose retirement was an-  
nounced in THE FOURTH ESTATE  
last week.

Mr. Gahn is now busily engaged  
in reorganizing his department and  
improving the carrier and branch  
service of the Star in St. Louis and  
its environs.

A. L. Thomas has resigned as  
circulation manager of the Spring-  
field (Ill.) Record, and has as-  
sociated himself with Arden North-  
rup, of Griggsville, Ill., in establish-  
ing the Pana Herald, a new daily  
paper. Mr. Northrup will be edi-  
tor-in-chief of the new paper, which  
will be Republican in politics.

E. H. Dickinson, late of the Mac-  
Lean Publishing Company, Toronto,  
has been made circulation manager  
of the Canada Countryman, which  
made its appearance last month.

E. E. Ragan has resigned his  
position of circulation manager of  
the Springfield (Ill.) Evening  
News to take charge of the cir-  
culation of the South Bend (Ind.)  
News-Times. Mr. Ragan was with  
the News for about fifteen months.

J. Hemmerstreet of Duluth has  
joined the traveling staff of the  
Fort Worth Star-Telegram. He

was at one time with the Minneapo-  
lis Tribune.

William Charles, Jr., has pur-  
chased the Bellevue (Mich.) Ga-  
zette.

## WHAT A PAPER CAN DO FOR ITS HOME TOWN.

From the Manufacturers' Record.

THE FOURTH ESTATE, using recent  
activities of the Knickerbocker  
Press, published at Albany, N. Y.,  
as a text, gives the newspapers of  
the country some excellent advice.

The Knickerbocker-Press, into  
which four papers were merged,  
has undertaken to help itself by  
helping the town in which it is  
published. It takes the broad, in-  
telligent view that whatever adds  
to the population and business of its  
town adds to its chances of more  
popular subscription and bigger  
returns in the business office.

Commercially Albany has stood  
practically still, while all around it  
towns with no more advantages  
have grown in population and ad-  
vanced in prosperity.

The Knickerbocker-Press has  
determined that this stagnation  
shall cease; that the world shall  
know what Albany has to offer in  
the way of facilities for doing busi-  
ness; that the city shall get its share  
of useful publicity says THE

## FOURTH ESTATE:

"It is to be hoped that the brilliant  
example of the Knickerbocker Press  
will be followed . . . by a large number  
of other publishers, who require only an  
incentive to modernize themselves and  
'get into the game.'"

There are many newspapers in  
the South that could follow the  
example of the Knickerbocker  
Press with profit to themselves and  
the communities in which they are  
published. There are many papers  
in the South that strive valiantly  
and without ceasing for the upbuild-  
ing of their towns and sections, and  
their influence has been mighty in  
the progress of those towns and  
sections.

But there are others that can  
recognize no other mission for a  
newspaper than the varied discus-  
sion of profitless political questions,  
the publication of crimes, or the  
senseless repetition of neighborhood  
gossip—far better left to the oblivion  
of silence.

Prosperous newspapers are pub-  
lished in prosperous towns, and  
their prosperity is often interde-  
pendent—the newspaper helps the  
town and the town helps the news-  
paper. If those that have formed  
the habit of giving their space to  
politics and sensations would study  
the needs of their towns and aid in  
movements to supply them, they  
would find the business of news-  
paper making more profitable, more  
pleasant, and, in the long run, far  
more satisfactory.

There are so many communities  
in the South that need to be awak-  
ened to their own potentialities;  
there are so many opportunities for  
profitable enterprises that hardly  
anybody outside knows anything  
about what every newspaper in that  
section ought to trumpet them in  
every issue.

To do less seems a neglect of  
duty. Let those who have not heret-  
ofore pursued that policy study

## SATURDAY SPORT PAGE!

Full page news and pictures for after-  
noon editions, in the form of typewritten  
copy and matrices, covering all sports.  
Expert Comment—Best Illustrations.  
YOU NEED IT! Write for particulars to  
International News Service  
200 William St., NEW YORK CITY.

## THE SPECIAL SERVICE CO.

Experts in  
Circulation Contests.  
306 Publication Bldg., Pittsburgh

industrial conditions and commer-  
cial possibilities in their commu-  
nities so that they can discuss them  
clearly and intelligently, and then  
make a rule that no issue of their  
papers shall go to press without one  
or more articles treating of such  
matters, and they will be surprised  
to find what interesting subjects  
they have been overlooking.

They will also be surprised to  
find how readily their readers be-  
gin to appreciate the new depart-  
ure, with what a spirit of enthusiasm  
they will immediately imbue the  
people generally, and how great  
amount of good that will follow the  
continuance of such efforts.

A newspaper ought to regard  
itself and be regarded by others as  
a business proposition, and not as a  
political one, and it ought to lay  
the foundation of its own business  
upon the broadest, most enduring  
basis by earnest efforts to build up  
the business of its community.

The Socialist Party in Louisville,  
Ky., has started a publication called  
the Liberty Bell.

## WE READ

and clip for you daily  
everything printed in the  
current country and city  
press of America pertain-  
ing to the subject of particu-  
lar interest to you.

## NEWSPAPERS

contain many items daily  
which would inform you  
exclusively of where you  
can secure new business,  
an order or a contract;  
where a new store has  
been started, a new firm  
incorporated or a contract  
is to be let. A daily press  
clipping service means  
more business

## FOR YOU.

## THE CONSOLIDATED PRESS CLIPPING CO.

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Press and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year, Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEW YORK, BROADWAY.

PHONE 5200 BRYANT

WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 975 FOR THE WEEK ENDING SATURDAY, NOVEMBER 2, 1912

## CURBING MEXICO'S PRESS.

President Madero of Mexico has submitted to Congress a bill which has for its purpose the prevention of the publication of intemperate and false news in the newspapers of the country. The text of the measure follows:

It is an offence against the public peace should the press publish news which is foreign to the truth which may cause alarm, urge on the rebels or incite those who have not risen in arms.

The misdemeanor of which the previous article treats shall be punished in civil court according to the Constitution with imprisonment of one month or with \$500 fine at the discretion of the authorities.

The authority of the place where the news is printed or has been circulated is qualified to inflict the penalty.

The newspapers are obliged to deny the false news which they may publish with the same type and in the same place where this news was published whenever the authorities shall make formal demand to that effect. The demand shall be made to the editor or director of the publication personally or through a writ directed to the director and delivered to any person who may be present in the office of the publication.

The failure to comply with the previous article shall be punished by imprisonment of from eight to thirty days or of a fine of from \$10 to \$500 at the discretion of the court.

Persons punishable are those who are editors, directors, owners of printing offices or persons who may have ordered the printing of news as specified in this bill.

The responsibility which is created by this law is separate from any which is entailed from the commission of any other offence in the same article.

Calls to rebellion, the purchase of arms which are not for self-defence and other preparations against

The advertising firms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 500 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

the government through the evil doing of other newspapers.

Proper liberty by the conscientious newspapers is beneficial to Mexico as well as it is to the United States, but vulgarity and abuse of the privilege by the "mob" faction brought on the "cubing" and the guilty will not be the only ones to suffer.

## WHY THE POSTAL CASE HAS PREFERENCE.

From the Boston Post.

It is reported that the injunction proceedings, started by a New York newspaper, to restrain the Post Office officials from enforcing the new newspaper postal law, which requires the report of the ownership, bonded indebtedness and circulation of daily newspapers, has already reached the United States Supreme Court in record time. It is further said that the case will be expedited in that tribunal.

Prompt court action is commendable, but why this special haste just because the newspapers are involved? Why cannot the newspapers take their turn with other litigants?

Opposed to special privilege for other interests, the press of America ought not to ask, expect or be granted any special favors in court procedure.

[This particular case differs from all others now pending before the United States Supreme Court in that it actually involves a "matter of life or death." The postal law prescribes that any newspaper failing to comply shall be deprived not merely of second class (that is to say, special newspaper) privileges, but of all United States mail privileges. It practically says, hang the suspect first and then consider whether or not he was guilty. There is no parallel case now before the courts.—Ed.]

## NOTE AND COMMENT.

The New York World closes the first ten months of 1912 with a record of 1,328,414 separate advertisements, an increase of no less than 20,097 over the same period of 1911.

The International Typographical Union has 700 subordinate unions throughout the United States, Canada, Cuba, the Hawaiian Islands, the Philippine Islands and Porto Rico.

The tremendous opportunity offered in the Jewish field for advertising is evidenced by the completion this week in New York of a ten-story building by the Jewish Daily Forward. There are over two and a half million Jews in this country and they are good buyers, and a progressive, wide-awake advertiser cannot fail to see that the best way to reach this big clientele is through the Jewish press.

The success of the Forward and its new "sky scraper" home are splendid examples of what this field is worth. The Forward has reached

a circulation of 130,000 from 7,000 only ten years ago.

The last Sunday issue of the Omaha Bee is said to be the largest and most comprehensive newspaper ever published in Nebraska. It contains 180 pages in sections, and much valuable and specific information concerning the state. The supplement was the work of many months' preparation and was compiled and printed entirely in the Bee office.

A thirty-three page advertisement printed in the Elgin (Ill.) News is causing much favorable comment. The big announcement is that of Ackeman Brothers and is the fifth edition the News' publishers have issued this year on what is known as the co-operative plan of advertising—co-operation of manufacturers with dealers—and in each instance the plan has worked out with much success for all parties concerned.

Advertising manager D. A. McKenzie of the News is a strong believer that the time will come when manufacturers in their advertising will co-operate with local dealers to a greater degree than at present and they will find it pays them.

An entire section of twelve pages in last Sunday's Cleveland Plain Dealer was devoted to the new Hotel Statler. The good part of the section was made up of advertising by the hotel and the various business firms figuring in its construction and furnishing. Four pages of the section were in color.

The three leading political parties in the national campaign have spent a total of \$342,565 for advertising since the beginning of activities, according to the statements filed in compliance with the campaign funds publicity law.

The Republican party has been the biggest spender for publicity and advertising, its total cost for this service for its candidates being given as \$232,000. The Democrats are next with \$90,000, and the Progressives spent \$20,565.

## A LOST DOG.

While traveling through the West, a man lost a valuable dog and immediately proceeded to the office of the Hustler's Review in the town where he was stopping. Entering abruptly, he said to the editor: "I've lost a dog. I'd like to have you insert this ad for me:

"Seventy-five dollars reward for the return of a French bulldog answering to the name of Darwin. Last seen on Turner's road."

"We're just going to press," said the editor, "but we'll manage to hold the edition for your ad."

After returning to the hotel the owner of the dog decided it might be best to add to his advertisement, "No questions asked." He returned to the office to find the place entirely deserted, save for a red-haired youth, who sat gazing intently out of the window. "Come in everybody!" he asked. "Where is everybody?" replied the lad, without removing his gaze from the distant fields.—Lippincott's.



## PURELY PERSONAL.

Charles C. Hart, former city editor of the Spokane Spokesman-Review, and now secretary to Representative LaFollette of Washington, is home in Spokane for a few weeks for the political campaign.

Francis J. Dyer, Washington correspondent of the Los Angeles Times and Portland Journal, has returned home from a two months' trip abroad.

Worth C. Harder, chief of the Washington staff of the Associated Press, has been transferred temporarily to New York until after the election.

Carl D. Sheppard, Associated Press representative in the United States Supreme Court, has been admitted to the bar in the District of Columbia.

Wallace Carlson, cartoonist on the Chicago Inter-Ocean, is doing a turn in vaudeville at the Julian Theater. Mr. Carlson's piece is a "Chalk Talk."

Frederick F. Moore, a member of the San Francisco Examiner editorial staff, is the author of the new book just published entitled "The Devil's Admiral."

Alfred Hawn, editor of the Huntsville (Ark.) Democrat, has been elected clerk of the Circuit Court of Madison County.

J. L. Thompson, editor of the Waverly (Tenn.) Sentinel, has recovered from a severe attack of the gripe.

George French, the writer and advertising expert, was tendered a dinner Saturday evening at the Boston City Club. About fifty covers were laid.

Edward Harold Crosby, the Boston dramatic critic, is confined to his room as the result of being struck by a motor car.

Clarence M. Agard, Associated Press correspondent at Bridgeport, Conn., with Mrs. Agard, has been passing a brief vacation in Rhode Island.

Walter H. Killam, city editor of the Modesto (Cal.) Herald, is a candidate for election to the assembly from the Forty-sixth District on the Progressive ticket.

Dr. St. Clair McKelway, editor of the Brooklyn Eagle, was one of the speakers at the two hundredth anniversary celebration of the First Presbyterian Church in Trenton, N. J.

Robert Johnston Mooney of Chicago is on a vacation in California. He will be away about two months.

John C. Saul, of the editorial department of the McMillan Company, of Canada, is in Edmonton, Alberta.

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, Detroit, will deliver an address before the convention of the National Commercial Gas Association on the subject, "Efficiency in the Advertising Department," at the Georgia Convention, to be held at Atlanta during the first week in December.

## COAN DECIDES TO SETTLE DOWN IN CHICAGO.

After being reported killed in the Mexican rebellion Harry Coan, after an absence of two years, has returned to the advertising field. Mr. Coan's advertising experience dates back thirteen years, when he made his debut in New York City, on the Evening Journal.

Mr. Coan afterwards handled Bernarr Macadden's publications, and went to Chicago nine years ago as Western representative of the New Era Monthly of New York, which publication he had for a number of years. He then entered the special field with headquarters in



HARRY COAN.

Chicago, with a list of his own, which included Van Norden's Magazine, the Family Doctor and others. Afterward he was secretary of the Stillwell-Stone Special Agency, Chicago, then went to New Mexico and embarked in the cattle business and later was government ranger on one of the New Mexico reserves.

Mr. Coan tells many interesting tales regarding his ranger's experience and emphatically tells his many friends that he is back in the fields to stay and will seek no further wild life, and he is willing to live as a peaceful citizen. He has just become associated with James A. Young, United States Express Building, Chicago, and will handle exclusively the Royal Neighbor, the Woman at Home, and the Fraternal Union.

## VISITORS IN NEW YORK DURING THE WEEK.

John Day Jackson, publisher the New Haven Register.

F. W. R. Hinman, publisher the Jacksonville Times-Union.

Charles Robertson, secretary and treasurer the Charlestown (S. C.) News and Courier, and Mrs. Robertson.

Pearl Young, publisher the Household Journal and Floral Life, Springfield, O.

## WILL CORRESPOND.

Malcom M. Gillis, formerly connected with the Calgary (Can.) Herald and latter publicity commissioner for the town of Wetaskiwin, Alta., has become correspondent for a syndicate of American trade and financial journals with headquarters at Lethbridge, Alta. He will cover the provinces of Alberta, Saskatchewan and Manitoba.

## WEDDING BELLS.

Joseph F. Price, sporting editor of the Calgary (Can.) Albertan, and Miss Elizabeth Bailey, society editor of the same journal, were married at Calgary a few days ago and are passing their honeymoon in Edmonton. The bride is the author of a series of child sketches, called "Wicked Willie Stories" and has written prose and verse for a number of Canadian publications.

George E. Brown of Manchester, N. H., formerly connected with Boston newspapers, was married in South Boston a few days ago to Miss Katherine Eliza Merry.

George H. Currier, president of the Currier Publishing Company, was married last week to Miss Helen N. Brander.

Gurd M. Hayes of the Lansing (Mich.) State Journal and Miss Ella L. Chase, a member of the staff of the same paper, have been married.

## JERSEY WOMEN ISSUE THE NEWARK STAR.

Under the guidance of Mrs. Mina Van Winkle, the women of New Jersey on Tuesday issued a special edition of the Newark Evening Star, in which they displayed every phase of their fight for the ballot. The women gathered all the news from police courts to financial matter; wrote the news and the editorials, assisted in setting the type, in the make-up of the paper and its circulation.

As editor in chief, Mrs. Van Winkle, was assisted by Mrs. Minnie J. Reynolds as managing editor, and the following as associate editors: Mrs. Everett Colby, Mrs. Philip McKim Garrison, Miss Beatrice Winsler, Miss Kate Louise Roberts, Mrs. Hendon Chubb, Mrs. Mary Colvin, Mrs. Borden D. Whiting, Mrs. George T. Vickers, Mrs. Frank H. Sommer, Miss Janetta Studdiford, Miss Florence Haines, Mrs. George Merck, Miss Beatrice Koonz, Mrs. Florence Howe Hall and Miss Belle Tiffany.

## CHANGES IN SPRINGFIELD.

H. J. Hildebrand has resigned his position as reporter on the Springfield (Ill.) State Register and has joined the State Journal, of the same city.

T. J. Teeple has also left the State Register staff.

Michael Leckie is a new addition to the State Register staff from the St. Louis Globe-Democrat.

## AD MANAGER RESIGNS.

John J. Fitzpatrick, for the past six months advertising manager of the Bridgeport (Conn.) Standard, has resigned. He intends to continue in the same line of work elsewhere, but has made no definite plans. His successor has not been named.

## OSBORN IN DETROIT

F. W. Honburger, Jr., has been appointed to take charge of the new Detroit office of Guy H. Osborn, the Chicago newspaper representative.

## PUBLISHES SIX SPORTING AND TOY JOURNALS.

J. G. Taylor Spink of St. Louis, whose picture accompanies, is associated with his father in the firm of Charles C. Spink & Son, publishers of six of the best-known class journals and trade publications in this country. The list includes the Sporting News, Toys and Novelties, the Sporting Goods Dealer, the Sporting News Record Book, the Sporting Goods Trade Directory, and the Toy Buyers Guide of New



J. G. T. SPINK.

York City. The publications also do an extensive business abroad through offices in London and Hamburg.

Mr. Spink "broke in" to the publishing business six years ago as a "cub" on the sporting staff of the St. Louis Post-Dispatch. At the time he was eighteen years old. He then served with the Rawlins Sporting Goods Company to get acquainted with the sporting goods business, later he edited the Sporting Goods Dealer and when his father and himself started Toys and Novelties he acted as editor and compiled the Toy Buyers' Guide and the Sporting Trade Directory when they, too, were launched.

He has done service on the Sporting News, besides editing the Sporting News Record Book. For three consecutive years Mr. Spink has served as one of the official scorers for the world's series baseball games. He will celebrate his twenty-fourth birthday on November 6, a day also made famous by selecting Presidents.

## GOT NO SUPPORT.

The Blackburn (Okla.) News, owned and edited for several years by R. E. Bridwell, has quit publication because of lack of support.

## BUSINESS OPPORTUNITIES

\$20,000 or more available for purchase of a daily newspaper property in a small city near New York City. All correspondence confidential.

Proposition E. T.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York.

Established Insurance Trade Journal for sale; has splendid territory and future. Northwest Insurance News, 311 Lewis Bldg., Portland, Oregon.

## Do YOU Need an

Advertising Manager  
Solicitor  
Circulation Manager  
Managing Editor  
City Editor  
Reporter  
Linotype Operator  
Monotype Operator  
Pressman  
Engraver  
or any kind of help?

## Or are YOU Seeking a change

The quickest way we know of to bring about your desires is to use the small-ad department of *The Fourth Estate*.

Send along your ad and the promptness of results will surprise you. Ads should be received by Thursday, although a few can be squeezed in Friday morning.

Why not mail or telegraph copy for the next number and start the machinery? Think of being able to set one of the strongest forces in the newspaper field to work for you for a few pennies!

## The Fourth Estate,

105 West 40th Street,  
NEW YORK.

THE HAPGOOD - COLLIER  
EPISODE.

## EDITOR THE FOURTH ESTATE.

SIR: There's nothing very singular in the fact that Norman Hapgood exercised his prerogative, although in certain quarters there's much ado over the episode.

Slavish submission to inviolate (?) custom has its limitation, and when one finds one self cross-purposed at every turn there is no alternative but to throw down the gauntlet even if it stirs up a hornet's nest. It is about time this fiction of editorial freedom was knocked into a cocked hat, or that this one of the stupid surviving fallacies be relegated to the rear.

It is diverting to know that one editor had the moral courage to resist the meddlesome interference of the publisher. And why shouldn't he have done so? Should a publisher be permitted to break down the quality of a man's work, impair his reputation because he pays him a piece of money for which he receives or ought to receive a full equivalent in service?

On this point there exists a lot of silly sentimentality. No writer or

## HELP WANTED.

## Foreman Wanted.

A First-Class Foreman with executive ability for composing room, morning newspaper in city of over 500,000 population. Must be a good organizer and capable of securing accuracy from the force and understand printing in its every department. Address XX, care THE FOURTH ESTATE.

WANTED.—An assistant circulation manager for one of the big dailies of the Middle West. State age, experience and qualifications generally, and salary expected. Address "Assistant," care THE Fourth Estate.

WANTED: Pharmacy graduate to act as assistant manager in advertising department of a large pharmaceutical house. Salary to start, \$100 per month. Must be young, ambitious and know the advertising game. Address 20th Century; care Practical Druggist, New York.

## MACHINERY WANTED.

WANTED TO BUY—Second-hand Goss or Hoe press of not less than 16 pages, with columns not over 20 inches long.

Address, Box 792, Montgomery, Ala.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
737 STREET AND BROADWAY,  
12TH STREET AND EIGHTH AVE.  
NEW YORK.

editor works alone for the wage. His chief compensation consists in accumulating a reputation by reason of consistently good work.

Ought he to permit some one to force on him ex-parte opinions, premature visions and unreasoned judgments and suffer thereby unfavorable criticism which nothing that he may subsequently say will wholly remove?

Not to become tiresome, I'll break off here, but in the interest of the craft of writers and editors, I trust you will bring the subject to the attention of editors and publishers through the columns of THE FOURTH ESTATE, which for a decade and more I have found always in the forefront of every constructive movement affecting editors and publishers. HILTON B. SONNEBORN.

## AD CLUB IN UTICA.

Advertising men of Utica, N. Y., at a dinner in Bagg's Hotel formed a club with the following officers: President, H. F. Kellemen; first vice-president, Hon. Frank J. Baker; second vice-president, A. M. Dickinson; treasurer, S. B. French; secretary, Prentiss Bailey, Jr.; executive committee, Carlton Wood, A. C. Barker, E. K. Edie and T. E. Moser.

The meeting was addressed by Mayor Baker, I. E. Moser, Walter B. Cherry, L. L. Cleaves and other men of prominence in civic, business and advertising life.

## MACHINERY FOR SALE.

1 CAMPBELL MULTI PRESS. Prints from type, either 4, 6 or 8 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

## ONE GOSS HELIX ROTARY PERFECTING PRESS.

Prints either 4, 6, 8 or 12 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

## GOSS THREE OR FOUR DECK STRAIGHTLINE.

overhauled and rebuilt, first-class condition—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

## POTTER 3-DECK PRESS.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 2 or 24 pages, overhauled or rebuilt.—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

FOR SALE: One Model No. 4 Linotype, No. 1123, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

## PRESS DAY AT STATE FAIR.

The Mississippi Press Association and the United Confederate Veterans had a day for themselves last week at the State Fair in Jackson. The editors and veterans were the guests of honor on the invitation of the fair management, which extended every courtesy to them. The Press Association held a short business session, at which President A. C. Anderson of Ripley, presided. The Jackson Board of Trade gave a stag and luncheon in honor of the members.

MISSOURI'S NEWSPAPER  
"MORGUE."

For the students in the School of Journalism at the University of Missouri, there has been established in Switzer Hall a newspaper "morgue." The exhibit is open every hour of the day and journalism students are urged to make use of it in connection with their regular laboratory and class work. Current numbers and bound volumes of THE FOURTH ESTATE are among the works on hand for the students.

## DR. RANKIN RE-ELECTED.

The joint board of publication for the Texas Christian Advocate met in Dallas last week and thoroughly endorsed the editorial policy of the Texas Christian Advocate. It unanimously re-elected Rev. G. C. Rankin editor. This is the fifteenth time that Dr. Rankin has been elected to this position.

## McCLEISH IN BUSINESS.

A new general advertising agency has been opened in Detroit by E. E. McCleish, formerly advertising manager of the Page-Detroit Motor Car Company, and before that head of the advertising department of the Regal Motor Car Company. The offices of the agency are at 96 Broadway.

## SITUATIONS WANTED.

Hustling solicitor would like to connect with large city daily or magazine. Nine years' experience. Address T, care The Fourth Estate.

## Circulation Manager

desires change. Can you use a hustler, result getter and expense reducer? Sixteen years' experience on leading dailies. References and particulars furnished. Address, C. B. J., Fourth Estate.

Young man would like to connect with firm in the city. Thorough understanding of advertising. Address J., care The Fourth Estate.

CIRCULATION  
MANAGER

Thoroughly competent. Experienced in large cities. Age 33, unmarried. Member of International Circulation Managers' Association. Commence \$35. Address "Worklover," care The Fourth Estate.

## AMUSEMENTS.

ANNUAL EXHIBITION OF THE NEW YORK WATER COLOR CLUB, November 2-24. Art Galleries, 215 West 57th street.  
ALHAMBRA, 7th avenue and 126th street, Vaudeville.  
ASTOR, 45th street and Broadway. "The Woman Haters."  
BELASCOS, 44th street, near Broadway. "The Girl of the Year."  
BROADWAY, near 41st street. "Hanky Panky."  
BRONX, 149th street and 3d avenue. Vaudeville.  
CASINO, Broadway and 39th street. "The Merry Countess."  
CENTURY, 62d street and Central Park West. "The Daughter of Heaven."  
COHAN'S, Broadway, west of 42d street. "Broadway Jones."  
COLONY, 52d street and Broadway. Vaudeville.  
COLUMBIA, Broadway and 47th street. Vaudeville.  
COMEDY, 41st street, east of Broadway. "Fanny's First Play."  
CRITERION, Broadway and 44th street. "The Girl of the Year."  
EMPIRE, 40th street and Broadway. "The Perplexed Husband."  
ELTING, 42d street near Broadway. "Within the Law."  
FIFTH AVENUE, Broadway and 28th street. Vaudeville.  
FORTY-EIGHTH STREET, just east of Broadway. "Little Miss Brown."  
GAITY, Broadway and 46th street. "The Officer's Daughter."  
GARLAND, 35th street, near Broadway. "The Attack."  
GLOBE, Broadway and 46th street. "The Lady of the Shipper."  
HARLEM OPERA HOUSE, 205 West 125th street. "The Deep Purple."  
HIPPODROME, 43d street and Sixth Avenue. "The Girl of the Year."  
HUDSON, 44th street near Broadway. "The Trial Marriage."  
JOE WEBER, 29th street and Broadway. "A Scrap of the Pen."  
KEITH'S UNION SQUARE, 14th street, near Broadway. Vaudeville.  
KNICKERBOCKER, Broadway and 38th street. "Oh! Oh! Delphine."  
LIBERTY, 42d street and Broadway. "Melodrama."  
LITTLE, 44th street, near Broadway. "Anatol."  
LYCEUM, 45th street near Broadway. "The Little Girl."  
LYRIC, 42d street near Broadway. "The Master of the House."  
MAXIM ELLIOTT'S, 39th street, near Broadway. "The Money."  
NEW AMSTERDAM, 42d street near Broadway. "The Count of Luxembourg."  
PARK, 39th street and Columbus Circle. "My Best Girl."  
PLAYHOUSE, 48th street, near Broadway. "The Little Girl."  
REPUBLIC, 42d street near Broadway. "The Governor's Lady."  
39TH STREET, near Broadway. "The Blindness of Virtue."  
WALLACK'S, 30th street and Broadway. "The New Sign."

The Digest, a Socialist weekly edited by A. Z. Constantinoff, is a new comer in Springfield, Mass.



## COMMERCIAL JOURNALISM.

Hamilton Holt, editor of the Independent, in an address to the 23d street branch of the New York Y. M. C. A. last week declared that commercialism in journalism is doomed.

"The hand that moulds the editor is the hand that moulds the world. The phenomenal growth of advertising is by all odds the greatest factor of the present journalism. Twenty large department stores in this city spend \$4,000,000 a year; \$145,000,000 was spent in 1905 to get the railroads before the public. Churches and universities advertise. The question as to whether advertising pays is like marriage—you never know until you try it. The advertising department has become the most important of any in a newspaper office, tending to control it," said Mr. Holt.

"Then there is the press agent. There are 10,000 of them—men and women—in New York. When he has no news he manufactures it.

"Then there is the yellow press. 'A laugh or a tear in every line' is the policy of the yellow journals. Brisbane told me once that the paper to succeed must have 'sport for the men and love for the women.' But these papers serve only yellow people.

"While commercialism is, at present, the greatest menace to the press, it carries with it the germ of its own destruction. After all, personal integrity is the only thing that counted in the past, and it must count in the future."

## OTHER NOTES OF INTEREST

The Minister (O.) Post has moved into new and larger quarters.

Another linotype machine has been added to the mechanical department of the Massillon (O.) Independent.

The El Paso (Tex.) Herald has added another linotype, making seven of these machines in operation at the plant.

The El Paso (Tex.) Times has installed two more linotypes which increased its battery to six of these machines.

Myron O. Straight and W. M. Van Valkenberg are planning an independent weekly for Everett, Mich.

W. E. Bradley has sold the Baxley (Ga.) News-Banner to P. Highsmith.

The Orange (N. J.) Chronicle Publishing Company has added 2,000 square feet of floor space to its plant.

The Paris (N. J.) News is adding to its mechanical equipment.

On account of poor health L. Demoret has suspended publication of his Venice (O.) Graphic.

The Pillager (Minn.) True Seeker has undergone a change in management.

Malcolm Cameron has leased the San Marcial (N. M.) Standard from Mrs. Ida M. Farill.

The Alma (Wis.) Journal, published by E. F. Ganz, has changed its form from eight columns to a six-column quarto size.

The Spencer (N. C.) Electric Headlight is a new comer. The publisher is W. H. Barton.



THE NEWS FROM THE BALKANS.

By Tom Powers, Cartoonist with the Hearst Newspapers.

Copyright, 1912, International News Service.

## NEWSPAPER'S BIG FIGHT ON LOAN SHARKS.

Capital results have been accomplished in ridding New York of "loan sharks" through the efforts of the New York Globe and other newspapers of the city.

Assistant District Attorney Franklin Brooks, head of the bureau for the prosecution of loan sharks, has presented to District Attorney Whitman a forty-six page report on conditions among the money lenders in New York. His investigation showed that 20,000 city employees were in the clutches of the money lenders, who made about \$20,000,000 in this city yearly.

Since the inauguration of the bureau on July 8 thirty-one arrests have been made and twenty-seven money lenders have been held for trial in special sessions on affidavits stating that they had charged usurious rates of interest on loans.

Mr. Brooks believes that the main object of the bureau, which was to relieve oppression by the money lenders, has been accomplished. In many cases the bureau has accomplished the work without recourse to the criminal law. Of the results already obtained he says:

"Many loan offices are closed. All branch offices, except those of one firm, are closed. Civil suits have been suspended on the payment of six per cent. interest, and in many cases employees have been released. Fraudulent blank papers have been seized to prevent many usurious collections, while criminal prosecution and private loss of money are driving the money lenders out of business."

Mr. Brooks says there are 150 concerns for lending money in this city. In one case the money lenders demanded as much as 701 per cent. on a loan, while the lowest was 40 per cent.

## FOR MUNICIPAL REFORM.

The Independent Printing Company has been incorporated at Iowa City, Ia., with Eugene P. Peck, Rev. George Bennett and Lemuel Hunter as directors. The company will publish the Independent, a weekly newspaper devoted to municipal reform. Mr. Peck is also publisher of the Hartley Journal.

## PALMER'S QUICK TRIP.

Frederick Palmer is said to be the first war correspondent to have reached Europe from the United States for Balkan war work. Mr. Palmer is to represent the New York Times during the war of the five nations.

## European Offices of the NEW YORK TIMES

London—2 Pall Mall East.

Paris—Rue Louis le Grand 32.

Berlin—Friedrichstrasse 60.

Welcome given to American travelers and others seeking information or wishing to consult recent issues of the New York Times.

## THE MAN RESPONSIBLE FOR THE RILEY PUBLICITY.

Since the remarkable publicity campaign connected with the celebration of the birthday of James Whitcomb Riley, the poet, Paul R. Martin, an Indianapolis newspaper man, is entitled to a place in the front rank of press agents in America. He had complete charge of this unusual affair and for nearly a month furnished the papers of cities and towns of the country with news stories, features, editorials, department specials and art.

Paul R. Martin, although a young man, has had a wide experience in newspaper work. He has been directly connected with the "game" ever since his days at the University of Notre Dame. His first managing editor was Strickland W. Gillilan, the humorist, at that time connected with the Marion (Ind.) Tribune. He has worked in New York, Chicago, Cleveland and Indianapolis. He has served as a dramatic, music critic, special writer and contributor to the magazines. Three years ago he was a press representative for Ringling Brothers' circus.

Two years ago Mr. Martin returned to Indianapolis as publicity man for the Bobbs-Merrill Publishing Company. He is still in charge of that department and in addition is music editor of the Indianapolis Star, of which paper he was at one time dramatic editor.

His knowledge of newspaper work has enabled Mr. Martin to work up a method which is all his own, and he aims to send to the newspapers that which does not have to be rewritten.

Speaking of his work to a representative of THE FOURTH ESTATE, Mr. Martin said:

"The success I have had as a publicity promoter, both for a book publishing house and in other lines, I attribute entirely to the fact that I am a practical newspaper man. I always keep my own editorial days in mind when I prepare copy for other editors, and remember how I was often compelled to throw away about three-fourths of the copy that came to my desk.

"I never write a story unless I am sure it has interest, and either news or feature value. I have a wide acquaintance among newspaper men, having visited newspaper offices in every state in the union while I was a circus press agent. I prepare my special articles with the same care I would put on them if I wanted to sell them to a magazine.

"Any department editor will welcome press agent's copy if it is written in good newspaper style, contains the element of interest and does not run to superlatives. Any managing or city editor will print press agent's stories if they have news value."

## NEW PRESS IN CANADA.

The Ottawa (Can.) Journal is celebrating the installation of a new press and other new machinery. Under the management of P. D. Ross the Journal has made great strides and is today one of the foremost newspapers in Canada.

## FUNDS WANTED FOR AD VIGILANCE WORK.

The National Vigilance Committee of the Associated Advertising Clubs of America needs at least \$5,000 this year. The committee hopes that advertisers, publishers and others who recognize the value of the work will contribute liberally to this cause, which many believe the most constructive step ever taken by advertising men. Contributions are being sent to Harry D. Robbins, 49 Wall street, New York.

Among the many activities now being pushed are: A booklet for general distribution on dishonest advertising; an illustrated lecture; the organization of local committees on effective lines; arranging for co-operation of friendly organizations; a two day national convention at Cleveland, and consideration of specific cases.

Publishers and advertisers contributing to the committee's work will be entitled to confidential information of interest.

## STUDENTS WATCH LIVE EDITORS AT WORK.

Students in the first year of the school of journalism at Marquette University were given an introduction into the inside workings of a newspaper Monday night when they were taken through all the departments of the Milwaukee Sentinel. The party was under the direction of the Rev. J. E. Copus, dean of the school of journalism.

The students received a cursory knowledge of copy reading, typesetting, "makeup," etc., and explored the pressroom and stereotyping departments, following through the whole process of getting out an edition.

## A. A. C. A. MEETING FUND.

The weekly luncheon of the Advertising Club of Baltimore was marked by two important matters. The first was that nearly \$1,000 was raised among the members toward the A. A. C. A. convention fund of \$50,000. The second was a speech by Louis Kramer, advertising manager of Isaac Benesh & Sons, on "Why a Jeweller Should Advertise and How He Can Do It Successfully." The addition of the \$1,000 brings the convention fund now to more than \$14,000.

## BOARD OF TRADE WORK:

H. G. Coleman of Winnipeg has become secretary of the board of trade of Red Deer, Alta., and publicity commissioner for that town, succeeding J. R. Davidson, who resigned to go into other business. Red Deer is the center of a thriving mixed farming district 100 miles south of Edmonton.

## MOVES FROM MICHIGAN.

Robert G. Evans, who has been associated with his father, John S. Evans, in the publication of the Coldwater (Mich.) Star, has become proprietor of the Jamestown (Pa.) World. The World is the only newspaper in the town.

## GROWTH OF THE LINOTYPE.

### MERGENTHALER COMPANY'S BIG BUSINESS INCREASE—PRESIDENT'S REPORT.

Reports of the officers of the Mergenthaler Linotype Company at the annual meeting of the stockholders in New York showed the operations of the company up to the fiscal year, to September 30, to have been most satisfactory. The net gain shown in business was \$2,738,521.89. The company's assets are given as \$19,822,157.93, and liabilities, \$13,056,676.56, leaving a surplus of \$6,765,481.37. The company is without debts or obligations of any kind other than current bills.

President Philip T. Dodge's report to the board of directors showed in detail how the use of the Linotype is growing. His statement was in part as follows:

"The machines of the company are used in practically all the large newspaper offices of North and South America, and the leading papers of England, France, Germany and Australasia. They are also used by many hundreds of the smaller newspapers, not only for the composition of the paper, but for other miscellaneous work, the profits from which enable the papers to exist under conditions which would not otherwise give them support.

"In the field of high-class book and job printing the Linotype is steadily gaining ground, and a large proportion of the finest periodicals of the country, and books in vast number, are printed from Linotype faces.

"The Linotypes of recent development, with multiple magazines, which permit instant change from one face or size of type to another, and the speedy combination of different faces, are working a revolution in the advertising departments of the newspapers, and in book offices. These multiple machines are rapidly displacing machines of the earlier models.

"In newspaper offices the multiple machines are being rapidly adopted, with great saving, for the composition of mixed advertising matter, for column headings, and for the production of ornamental borders, rules, dashes, and leads, in addition to composition of the ordinary reading matter.

"Linotypes are now made in various forms and sold at various prices. They range from the Model 9, with eight different alphabets at instant command, to the small Model 10, sold at a price so low as to be within reach of the very small offices, having little capital.

"The policy of the company of extending long credits and accepting small payments on the installation of machines has been of vast benefit to printers of limited means, and has resulted in the establishment of hundreds of small daily papers which could not otherwise have existed.

"Although the introduction of the machines has revolutionized the printing art it has been effected in



such manner as to benefit the hand compositors as well as the employers; the final result being a greatly reduced cost of composition with increased pay and decreased hours of labor for the compositors.

#### NEW USERS.

"During the year a large number of plants have increased the number of their Linotypes, and in the United States alone 530 additional offices have adopted the machines.

"Striking evidence of the excellence of the machine and of the high-class material and workmanship, is found in the fact that in more than three hundred offices the cost of maintenance, that is to say, the cost of parts and supplies to keep the machine in good running condition, was less than eight cents per day.

"The development of new machines and of improvements in the existing models will be continued.

"The Brooklyn shop is in all respects in a satisfactory condition. During the year certain old buildings were demolished, and in their place a new nine story building of fire-proof construction is approaching completion. A supplemental power plant, with electric generators, actuated by gas engines, is well advanced, and will be in use at an early day.

"Throughout the works new tools of modern design have been installed wherever it was deemed advantageous to do so; and many new tools and machines have been designed and constructed within the works for the purpose of improving the quality of the Company's products and lessening the cost of manufacture.

"The relations between the company and its employees continue to be harmonious. It is a notable fact that in twenty years there has been no strike or stoppage of the works, or disagreement with the company's workmen. The welfare of the workmen has been constantly studied. The day's labor was reduced to nine hours at a time when the ten hour day was common, and later the eight hour day was adopted when the nine hour day prevailed in many other plants.

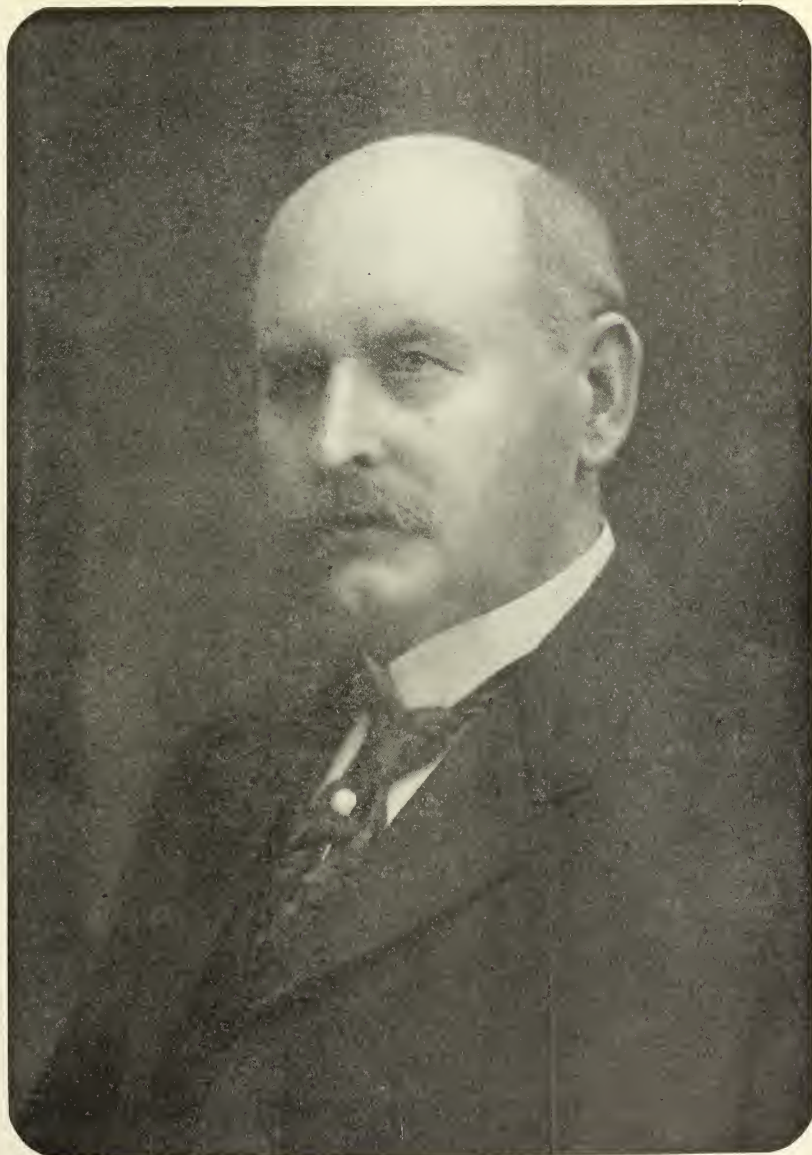
#### LABOR RELATIONS.

"The practice of the company of contributing substantially to the insurance funds of its workmen and the practice of making an additional cash payment to the families of deceased workmen has been continued.

"In the Canadian territory the business has been satisfactory, although interfered with and delayed by the prospect of free trade.

"The manufacture in Canada has been reduced to a minimum because of the demand for machines of modern design, and because the limited number of machines required will not justify the investment necessary for special tools and machinery.

"The manufacture of the Monoline has been discontinued for the reason that this type of machine in its original form is now out of date. "The German company is in most excellent condition and there has been a substantial increase in the business of Germany and the Con-



PHILIP T. DODGE,

PRESIDENT OF THE MERGENTHALER LINOTYPE COMPANY

tinental countries supplied therefrom.

"In Great Britain the manufacturing plant has been increased in size, more especially in the press department, and various steps have been taken to improve the business

conditions. Owing, however, to the generally unsettled conditions in Great Britain and in some of the territory supplied therefrom the improvement has not been as great as was hoped for."

The Mergenthaler Company has

issued a list of more than 1,600 periodicals and magazines published in the United States and Canada, all composed on the Linotype.

The Victoria Daily News has been launched at Cuthbert, Ga.

## THE PRINT PAPER FIELD.

### TWO IMPORTANT COURT DECISIONS POSTPONED.

#### —ABOUT RAINFALL.

The Court of Customs Appeals has granted the Government's application for an indefinite postponement of the wood pulp and paper case involving the right of European countries under the "most favored nation" clause of their treaties with the United States to send into this country wood pulp and paper free of duty.

That privilege is now granted only to Canada under the Reciprocity act. The issue thus will be stayed for several months.

The Railway Commission of Canada in Ottawa has begun hearings of the complaint of the International Paper Company of the United States against increases in rates on pulp wood from points in the Provinces of Quebec, Ontario and New Brunswick to Watertown, N. Y., and other manufacturing centres in the Eastern States.

The case is one of considerable importance as the new rates would seriously affect a large number of companies and individuals engaged in the business of shipping Canadian pulp wood to American consumers as well as the consumers themselves. So much technical evidence was submitted to the board by all parties that a postponement of the hearing until February 4, 1913, was decided on. In the meantime the railways, which propose the increase, Canadian Pacific, Grand Trunk and Canadian Northern, Quebec, will have to submit documents giving fuller reasons for the advance.

Chief Commissioner Drayton, Commissioners McLean, Mills and Goodey, and Rates Expert Hardwell, conducted the case for the board.

According to figures published by the American Paper and Pulp Association, the rainfall for the month

of September, 1912, was a fraction under normal, being 3.50 inches, while the average rainfall for the month over a period of forty-one years was 3.65 inches. This average was determined from readings taken at various stations located in a district bounded on the north by the Great Lakes and the St. Lawrence Valley, east by the Atlantic Ocean; south by North Carolina and Tennessee, and on the west by the Mississippi River Valley.

Because of a short supply of pulp the two fourdrinier paper machines of the International Paper Company installed in the Ontario mill are still shut down, and about seventy men are taking an enforced rest. The machines were shut down during the latter part of August when the water power conditions were poor and not enough pulp had been ground at the other mills of the company since that time to warrant the restarting of the machines.

#### THAT RAINFALL CHART.

Newspaper publishers who are in the habit of studying statistics, and paper manufacturers as a body, have been in the habit of assuming that the production of news print from year to year and from month to month coincides very nearly with the average rainfall in those portions of the country where wood pulp is produced.

So positive was this conviction that *THE FOURTH ESTATE* undertook to prepare a chart, similar to those which have been appearing in its columns during the past month, to show this at a glance.

It was confidently believed that some relatively fixed relations would appear, and that the chart would not only be interesting but instructive.

The work of preparing this chart was greater than the reader would probably imagine, but the most interesting feature of all proves to be the fact that the chart as prepared shows that there is no such relation; in fact, no apparent relation at all between rainfall and production.

The chart does not appear, as it is not worth the space it would occupy.

The task was a tedious one, but the fact developed was undoubtedly worth the effort. The other charts will be continued from month to month as the facts are obtainable.

#### LONG ISLAND CITY DEMOCRATS PLAN A DAILY.

To publish a new Democratic newspaper in Long Island City a company capitalized at \$100,000 is being organized by William W. Gillen of Jamaica. Mr. Gillen's associates have not yet been announced, but preparations are being made to incorporate the company shortly. According to Mr. Gillen sixty per cent. of the stock has already been subscribed.

#### MAY START A PAPER.

T. M. Woods, for many years editor and publisher of the Beebe News, has located in Argenta, Ark., where he expects soon to establish a new paper. He is better known to the fraternity as "Buck" Woods.

#### TAKING ADVERTISERS INTO CONFIDENCE.

##### PUBLISHER SHOWS BUSINESS PEOPLE HOW THEY CAN HELP THEMSELVES AND HIM.

William H. Gutelius, publisher of recently changed from a morning to an evening paper, has adopted a the Trenton True American, which unique policy in his campaign for local advertising. He has just sent out a letter to all the local advertisers of Trenton taking them into his confidence as follows:

"The belief that a great majority of the people of Trenton prefer an evening to a morning newspaper caused me to begin the publication of the Evening True American. The first issue was on the 14th instant. At large expense an effort has been made to have a copy of the paper delivered to every good home in Trenton and surroundings every day.

"That this has been done honestly, and that the Evening True American has been read and appreciated, is shown by testimony of advertisers who have used its columns. It is my intention to continue this distribution until at least 12,000 paid subscribers have been secured. Many more than that number of copies are being issued daily.

This costs money. Over \$150 per day for this one item. It saves every merchant who uses the columns of the Evening True American daily the difference between thirteen cents an inch and the rate demanded by the Trenton Evening Times, over three times as great. If you use one hundred inches a day your saving is at least \$25 a day.

"The purpose of this letter is to ask you whether you want the relief afforded by the Evening True American to continue. It will if you will put your shoulder to the Evening True American wheel and give just a little shove. Thirteen cents an inch is very little money to spend for daily publicity, but enough of it will come within \$100 a day of meeting the expense of publishing the Evening True American.

"If the merchants of Trenton will do that I will make up the deficit until December 31, guaranteeing a circulation in the meantime of not less than 12,000 copies a day. Toward the end of the year I will ask a representative committee of advertisers and other citizens to go over the Evening True American circulation and advertising records and will agree with them on what is a fair rate for advertising during the year 1913 based on a guaranteed circulation that will adequately cover the territory.

"I will stipulate that the pay for my services as editor and manager shall be at a rate considered by the committee to be reasonable, and if the rate for advertising agreed upon in the judgment of the committee earns more than enough money to meet the reasonable fixed charges of the property for 1913, any surplus shall be returned pro rata to the advertisers.

"At the end of 1913 I will make a similar arrangement for the year 1914. For the year 1915 I will re-

new the agreement covering the year 1914.

"The foregoing is an unique proposition. But, I submit, the conditions are unusual. I therefore, place myself on record as above without qualification. I am entirely willing that you should hold this letter as a contract between the Trenton True American Printing Company and yourself covering charges for advertising, quantity of circulation, etc.

"This is an autograph letter addressed especially to you and intended especially for you. It is proper that you should know, however, that I am sending an exact copy of this to practically every other merchant and known advertiser in Trenton, and also to other representative citizens, and that in consequence I do not ask you to consider it confidential.

"If you are now an advertiser of the Evening True American I assume that you are in sympathy with my plan as outlined above. That being so, permit me to urge that you help it along in a practical way by using all the advertising space you can.

"That will help me and will help your business. If you are not an advertiser in the Evening True American, and the sentiments and promises made in this letter appeal to you, send me a line and I will call on you personally or have a representative call.

"Whether you help along the Evening True American or not, you can depend on fair treatment at its hands."

William B. Dillon

J. Santord Barnes

## DILLON AND BARNES

Paper Mill Products and Supplies.

Special attention given to the execution of contracts for supply of

## ROLL NEWS PRINTING PAPER

No. 2 Rector Street, NEW YORK

Phone Rector 4955

### YOUR "WRAPPED" ATTENTION

is invited to our perfected

## Nibroc Kraft

### WRAPPING PAPER

—the handsome "quality" kind which gives—

MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY

Let us send you proof samples, also name of nearest dealer.

BERLIN MILLS CO.

PORTLAND, MAINE.

New York Office, 256 Broadway



## STRICT LAWS FOR ADVERTISING.

### FRAUDS THROUGH PUBLICITY MUST BE MINIMIZED FOR PUBLIC GOOD.

The urgent necessity of laws in every state, that will allow of ready enforcement, for the punishment of fraudulent advertisers was discussed by W. D. Curtis, of the Curtis-Newhall Company, advertising agents of Los Angeles, in an address to the Los Angeles Credit Men's Association. Mr. Curtis said: "I read only last week that the report of the United States Post Office Department for the current year states that \$120,000,000 was obtained during the year by fraudulent use of the mails. The previous year the report of the United States Post Office Department showed \$77,000,000, so that it will be seen from this that there has been an increase of \$43,000,000 the past year.

"As enormous as these figures appear, I am not one of those who believe the world is getting worse. On the contrary, I believe it is getting better. This is a big country and we are dealing in big business and big figures. There are now and always will be evils to correct, new laws to enact.

"Some effective legislation to put a stop to or at least minimize the use of fraudulent statements in advertising would seem to be not only wise, but absolutely necessary. It seems to me that a law of this nature is equally important with that of employer's liability, pure food and many others. This matter of dishonesty in advertising strikes at the very heart of all business.

"We punish bribery, we punish graft, and yet the man who advertises a \$50 suit for \$25, that the original selling price, allowing him a good profit, is only \$16, is robbing his customer of nine dollars and it isn't necessary for him to remove the nine dollars from your pocket-book in a crowd in order that he should be entitled to the appellation 'common thief.'

"That old saying, 'If at first you don't succeed, try, try again,' has been twisted by some advertisers to read, 'If at first you don't succeed, lie, lie again.'

#### GOLDEN RULE NEEDED.

"If there was a little more of the golden rule exercised in business it would help matters immensely. One

of the great reasons in my mind why dishonest methods have crept into advertising to the extent that they have is due to keen competition, the desire to get ahead of the other fellow. But there is a point in every transaction and in every product below which it is unsafe to go and every thinking man recognizes this fact. The golden rule in business has been turned around and reads something like this: 'Do others, lest they do you.'

"I believe it was Puck, Life or some one of the joke papers, it doesn't matter which, that said that some men feel that the golden rule has been copyrighted and therefore they have no right to use it.

"Now we all know that the basis of trade, of good business is confidence, and confidence once shaken is hard to restore, and if the business world could once realize this principle, published announcements would be more carefully worded.

"The business house that encourages dishonesty in advertising encourages dishonesty in its employees.

"New York State has long had a law which prohibits the publication of deceptive advertising. Massachusetts has a law, so has California, and there are laws in other states. The chief difficulty that I have always seen with these laws is to secure their enforcement. It is a fact that the dealer who resorts to misleading statements in his advertising punishes himself far more severely than the law is ever likely to do.

"I believe that the dishonest advertiser is his own worst enemy. If a law could be enacted that would in some way be a protection to the advertiser himself, that is to say, would cause him to respect that law because to break it would be to injure his credit with the houses from whom he purchases goods, I believe great good might be accomplished.

"A man who has a note at the bank and who is living beyond his means may have his credit withdrawn so that I believe if the business house that has been in the habit of misrepresenting in the newspapers statements were placed face to face with the fact that their credit at the bank and with the houses from whom they purchase goods was in jeopardy that they would be inclined to put their foot on the soft pedal when it comes to the use of extravagant advertisements in describing their merchandise.

#### NEWSPAPERS SHOULD LEAD.

"When the final word has been said on this whole matter the success or failure of any movement along these lines depends upon the awakening of the public conscience and this can best be accomplished through the medium of the newspapers.

"The daily newspapers in this, as in every other movement, furnish the cheapest and best means of transportation and the credit men, through the various houses which they represent, can wield a great influence with the press in this direction.

"I know of one department store in Los Angeles that employs a man for no other purpose than to visit

the various departments in the house each morning and find out definitely whether the articles as advertised in the newspapers are properly displayed and on sale and at the price quoted and to also ascertain if the descriptions of these goods and the claims made for them are in every way accurate and in case of any error it is reported at once to the management and it does not take more than two or three offenses to cause the discharge of the party making the error.

"I believe that unless some step is taken to correct the evils that have crept into advertising copy, such as exaggerations, mis-statements, etc., that advertising will undoubtedly lose a great deal of its present force, and that the newspapers and other publications of this country will lose in consequence thousands of dollars worth of desirable business.

"There should be no substituting, no mis-branding, no short count; no lie on the label; no lie in the ad; no bankrupt sales of a solvent firm; no assignee sale where no assignee has been appointed. Some men think of only getting business. This is vastly different to building a business."

#### PUBLISHERS TO MOVE.

The Times Square publishing section of New York is to be enlarged considerably within a short time by the removal of a number of big publishing concerns to a location in 40th street, adjoining the home of THE FOURTH ESTATE.

In the new twenty-two story building on what was formerly the site of Mendelssohn Hall, on Fortieth street, running through to Forty-first street, space has been leased for long period to the following publishing houses: E. W. Dodge Company, the Real Estate Record and Guide, the Architectural Record, the Real Estate Records Company and the Dodge Reports. Two other large publishing concerns are said to be negotiating for other floors in this building.

#### TEXANS ORGANIZE.

Nearly forty editors met at Greenville, Tex., and organized the Northeast Texas Press Association. The meeting was called by Harvey E. Nelson, editor of the Greenville Banner, who was elected first president of the organization. The following are the other officers: Vice-president, Wilbur Keith of Paris; secretary-treasurer, J. N. Green, Leonard; executive committee, J. H. Lowrie, E. C. Hunter, Vernon Garrison, Thomas Holmes and Shaw D. Ray.

#### WILL LEAVE CHEYENNE.

Griffith Cochran, for several years news editor of the Cheyenne (Wyo.) Tribune, will leave about the middle of this month for a location further East, probably in Kansas City. Mrs. Cochran's poor health necessitates the change as she must move to a lower altitude. It is said that Mr. Cochran will become connected with the Kansas City Star and Times.

## DAILY FOR CATHOLICS OF CANADA.

A daily paper in Toronto to advocate the claims of the separate schools and Roman Catholics resident in Ontario generally is the latest project of those behind the movement against the new bilingual regulations of the Ontario Government.

"It has been proposed to us to start a new daily paper in Ottawa, which will have Roman Catholic tendencies and will advocate our cause," said Trustee Freeland, prime mover in the agitation. "Such a daily we have not in the Province of Ontario at present."

It is desired to keep the movement altogether apart from politics, and this is one of the main objects in establishing a separate newspaper, as the men behind the proposal fear that if the bilingual question has to rely entirely on the existing newspapers for publicity it might be treated from a political standpoint.

#### ASSOCIATION REVIVED.

The Range Editorial Association was reorganized at a meeting in Virginia, Minn. C. F. Harris of the Chisholm Tribune Herald was elected president; D. E. Cuppernall of the Virginian secretary; and W. E. Hannaford of the Virginia Enterprise treasurer. The association had been inactive for some time past, but it is now planning to hold frequent meetings in an endeavor to maintain uniform prices and co-operate in the work of the newspaper publishing. Uniform rates for political advertising were adopted and the association may affiliate with the State Editorial Association.

## CHANGE FOR OREGON DAILY.

The Salem (Ore.) Daily Capital Journal has been sold by Colonel E. Hofer to L. S. Barnes and Graham T. Tabor. The latter becomes manager of the business. The Capital Journal was established in 1877.

## AGENCY TO HANDLE LOZIER ADVERTISING.

J. M. Evans, advertising manager of the Lozier Motor Car Company, Chicago, has retired from that position. The company's advertising in the future will be managed by the Dunlap-Ward Advertising Company, Chicago.

## THE LOS ANGELES TRIBUNE

has the largest circulation of any daily paper in Los Angeles. Verified by A. A. A.

OVER 64,000 DAILY

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE DETROIT TIMES

HAS BEEN GAINING OVER 1000 COPIES IN home-going circulation since the beginning of the present year.

JAMES SCHERMERHORN,  
President and General Manager.  
THE N. M. SHEFFIELD Special Agency,  
NEW YORK. CHICAGO.

## POSSIBILITIES OF CLASSIFIED ADVERTISING.

EXPERIENCES OF A REAL ESTATE MAN WHO HAS USED IT FOR TWENTY YEARS.

The value of classified advertising in connection with the real estate business was emphasized by Fred N. Van Patten of Syracuse in an address before members of the New York State Real Estate Dealers Association in annual convention at Binghamton.

"It is said that every famous man is called crazy upon some subject. If ever I am crazy enough to be called famous it will be upon the subject of 'The Unlimited Possibilities of Classified Advertising.'" Mr. Van Patten said in the course of his remarks, which were received with applause.

Mr. Van Patten, who is president of the Fred N. Van Patten Company and one of the most prominent realty operators in Syracuse, gave it as his opinion, based on extended experience, that classified advertising was probably the most commonly used and its possibilities the least understood of any of the income producing agencies in connection with the real estate business.

"Last winter, as I stood by the side of the first printing press of the renowned Benjamin Franklin, I thought how little he realized that the local news columns of his paper, which was so eagerly scanned by the colonial dames and swains for its gossip news, was the cradle of the classified advertising page." Mr. Van Patten said in the course of his remarks.

"As the local news columns built up the circulation of the country weeklies, so have the classified advertising pages been one of the greatest assets for building up the circulation of our dailies of enormous circulation. The classified pages inadvertently tell the life story of our country and its people, for on these pages the classes and masses meet on common equality, their wants being expressed in the fewest words possible.

"Over twenty years ago I pinned my faith to two twenty-five cent advertisements and it brought inquiries, and when any advertisement brings an answer it has done its work. One advertisement a day will not bring business to support a family any more than one dose of medicine will cure a chronic invalid. "One must study conditions to

## THE EVENING TRUE AMERICAN TRENTON

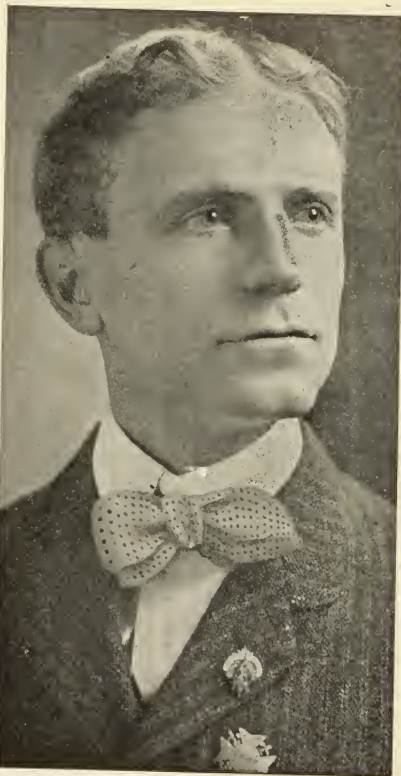
has made an instant hit in

Home Circulation gains increasing rapidly.

15,000 Copies Daily.

Every page of every issue is being read every day.

The Evening True American.  
Trenton, New Jersey.



PAUL PIERCE,

PUBLISHER OF THE NATIONAL FOOD MAGAZINE, WHICH GIVES NEW YORK EVERY YEAR ITS PURE FOOD EXPOSITION.

produce the best results from classified advertisements. We have found that advertisements in a morning paper find a more ready response from the man of leisure, the business man, the country merchant and farmer in comfortable circumstances who scans the news columns that appeal to his fancy, but reads all of the classified advertisements.

"The evening paper is extensively read by the family whose home is its club, and the quicker the realty dealer prepares his classified advertisements to conform to modern ideas the quicker the reading public will notice it and the drawing power be doubled.

"We have tried street car advertising, circulars, expensive and medium-priced booklets, calendars, thermometers and advertising novelties, but our experience has been that classified advertising produced twice the results of any other advertising medium.

"Many merchants of Syracuse have started a business and built it up to a profitable one with classified advertisements. Every small mer-

chant can greatly increase his business with classified advertisements.

"If the weekly publications of national circulation would establish classified columns it would be of inestimable value to the home owners in different parts of the country who wish to change location. This would also apply to the merchant and expert employe whose condition demands a change."

Mr. Van Patten's remarks, as he stated, were based upon the daily use in large numbers of classified advertising for a period of twenty years.

### REALTY PAPER SOLD.

J. T. Wood has purchased the Realty Review of Toronto, and is now its publisher and editor. Mr. Wood plans to enlarge the size and usefulness of his newly acquired paper.

### SOLD TO A COMPANY.

The Longford (Kan.) Leader has been sold by Frank E. Pattee, the founder, to the firm of Kysella & Myers of Wakefield, Kan.

## RECORD PURE FOOD SHOW.

When the Pure Food Show closes in New York tonight new records for attendance and public interest will be chalked up for expositions of this kind. It was the third year in succession that the show was conducted under the management of Paul Pierce, editor of the National Food Magazine. The great drill hall of the Seventy-first Regiment was used for the purpose and was filled to its capacity during the entire ten days.

Sales by exhibitors show that interest by the public in what it eats has increased of late to a marked degree. Too much credit cannot be given Mr. Pierce and Rutledge Rutherford, managing editor of the National Food Magazine, and Mr. Pierce's right hand assistant, for the fine show and the big results that were attained.

## COLLIER TO FOLLOW HIS OWN CONVICTIONS.

An editorial signed by Robert J. Collier explains the switch to Bull Moose policies by Collier's Weekly.

"The present writer," he says, "believes that Collier's attitude in the campaign just closing has not been true to its own best traditions. It has been captious, unresponsive, even sneering. Since the owner's opinion did not coincide with the former editor's he has decided to edit his own paper according to his own convictions.

"Collier's, needless to say, will continue to make the same fight for honest government and honest business it has always made. Its editorial columns will continue to express only what it believes to be the truth."

## IN THE POLITICAL GAME.

Louis Reilly, son of Congressman Thomas L. Reilly of Connecticut, has resigned as city hall reporter of the Bridgeport (Conn.) Post, and is engaged as publicity manager for Samuel E. Vincent in his campaign for Congressional honors on the Progressive party ticket.

## HELPING THE DEMOCRATS.

John T. Winship, late publisher of the Saginaw News, and William K. Nisbett of the Michigan Bulletin, are in charge of the State Democratic headquarters in Detroit.

## THE EVENING WISCONSIN.

Milwaukee's Favorite Home Paper. It is QUALITY Circulation against mere BULK Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory returns and poor buyers. Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do read the advertisements because they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "worthwhile" home in which this paper is invariably found.

Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



## THE PROBLEM OF FRAUDULENT ADVERTISING.

In an address on "The Daily Newspaper" before the Washington Ad Club last week Louis Wiley, business manager of the New York Times, declared that possibly the most pressing problem faced by the publisher of the daily newspaper of today is fraudulent advertising.

"The publisher must use his intelligence in eliminating all that is calculated to steal and deceive," Mr. Wiley declared. "By the exercise of careful censorship much objectionable matter is rejected daily by newspapers, which make it a rule to insert no advertisement that does not bear minute scrutiny."

"In this way the newspaper begets a confidence on the part of the reader—the buyer of the myriad articles offered for sale. Once let it be generally understood that every advertisement represents the actual merits of merchandise, that every financial offer is substantial, that every announcement is the honest expression of honest minds, and a tremendous vista of business opens to the view."

"Some newspaper managers assist advertisers to perpetrate frauds on their readers. They print advertising matter to simulate news, and they thus betray the confidence of their readers. A falling and not a rising circulation generally characterizes this indefensible course. A newspaper to deserve respect should be something more than a vehicle for the schemes of tricksters and sharpers. No self-respecting newspaper knowingly accepts a fraudulent advertisement."

"The New York Times has the following Index Prohibitorum:

"Attacks on character or credit, offenses against good taste, large guaranteed dividends, offers of something for nothing, offers of large salaries, guaranteed cures, diseases of men, matrimonial offers, objectionable patent medicine advertising, immoral books, fortune tellers, clairvoyants, palmists, massage, word contests, prize puzzles."

"A good list for every newspaper to establish."

"Every fraudulent or dishonest advertisement strikes a blow at the value of all advertising, and every publisher who aids in the printing of such an advertisement impairs not only the value of advertising in general, but the value of advertising in his own publication in particular."

"What makes a newspaper great and in the highest sense successful? The foundation is plainly the confi-

dence of its readers, the respect of the community to which it appeals. It comes of many renunciations, of withstanding the allurements of immediate advantage, of principles clearly formulated and unswervingly adhered to, of ideals religiously cherished and never abandoned."

"When a newspaper conforms to such principles, when it is guided by such ideals, when conviction goes every day into its making, and when to all these, illuminating and vitalizing all these, brains are added, the newspaper that is the fruit of this blending will inevitably enjoy the confidence, the respect, and the patronage of the community it serves."

## HIS CHICKENS GOT AWAY.

Edward H. Borchers, poultry editor of the Louisville Evening Post, is not a wizard, neither is he a chicken thief, but passengers on an East Broadway car recently were willing to answer that he was one or the other, or both, when six White Leghorns which he was taking to the Cherokee Poultry Yards to enter in the Evening Post's egg-laying contest worked through the wire netting which covered their market basket and suddenly began to fly and hop about the car.

The fowls belonged to Henry M. Caldwell, the advertising writer, and were being brought from his home. With the assistance of the male passengers on the car Mr. Borchers recovered four of the six fowls, but two escaped.

## NOW HEADS A CLUB.

Chester L. Wynn, formerly a member of the editorial staff of the Philadelphia Record, has been elected secretary of the Rotary Club of Spokane, one of the largest organizations of its kind in the United States. Wynn went to Spokane six months ago from the Tacoma Tribune and joined the staff of the Spokane Chronicle. He resigned to become publicity manager of the nineteenth annual Spokane Interstate fair, at the conclusion of which he began his duties with the Rotary Club. He is a graduate of Bucknell College.

## LEAVES AGENCY FIELD.

Arthur A. Shell, president of the Chapman Advertising Company, Portland, Ore., has retired from that company in order to become connected with the Eillers Music House, of Portland.

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
MOST OF THE BEST KNOWN NEWSPAPERS.  
**SAFETY. RELIABILITY. ECONOMY.**

Specify JENNEY universal type motors for all purposes and know you will get THE BEST.

## AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:  
156 N. Dearborn St., CHICAGO.

FACTORY:  
ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.

## NEWS WRITING COURSE FOR HIGH SCHOOLS.

That newspaper writing should be taught in every high school is the recommendation of the department of journalism in the Kansas State University. "Writing for a newspaper, under proper criticism, is the best way for any student to learn the use of English, to cultivate accuracy of observation, and to develop a healthy interest in world affairs," declares Professor Merle Thorpe, head of the department of journalism.

"High school students will learn to apply correct principles of writing more quickly in a newspaper class than in a theme-writing class, and at the same time they are dealing with facts of daily life that awaken keener interest in such allied subjects as history and economics."

"The high school student who has learned to write a column of news for his local paper or a 500-word dispatch for a metropolitan daily has learned not only to see what is going on and to judge fairly, but also to tell the story clearly."

The department of journalism is assisting high schools in the establishment of newspaper courses by furnishing outlines for such work.

## MARION CONSOLIDATION.

By the consolidation of the Marion (Ind.) Tribune and Leader, and the transfer of the Leader to the morning field, the Chronicle is now the only evening paper in Marion. Franklin P. Alcorn, 33 West 34th street, New York, has been appointed the Eastern foreign advertising representative of the Chronicle.

## COOPER SELLS HIS PAPER.

The Poplar Bluff (Mo.) Citizen-Democrat has changed hands, R. V. Cooper selling out to L. G. Cullison, formerly of Shawnee, Newport and Little Rock. The retiring owner was formerly connected with St. Louis newspapers.

GET YOUR COST.  
That is principle No. 1.  
Get your cost to bed rock, which is principle No. 2.  
You can get the cost by careful figuring; to get cost to bed rock you must equip with:  
Superior Copper-Mixed Type.  
Superior Steel Furniture for Composing room.  
Electric Welded Steel Chases.  
Superior All-Brass Galleys.  
Superior Chases Lock-Ups.  
Superior Cast-Iron Furniture  
and other ahead-of-date specialties which we make. Write for particulars or send the orders right along and get quick intelligent service.  
BARNHART BROS. & SPINDLER  
New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS, B. Lowenstein, Proprietor 603 West 29th Street, NEW YORK

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.  
**ENGRAVERS**

ARTISTS. ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

## NEW MAINE PUBLISHERS.

A publishing concern known as the Press Publishing Company has been incorporated at Augusta, Me., with a capital of \$80,000. R. S. Buzzell is president and L. J. Coleman treasurer. The same men have chartered the Germania Herald Company, with a capital of \$300,000, and the Lincoln Press with \$80,000 capital.

## SOON TO BE LAUNCHED.

The Lynn (Mass.) Telegram is the name of a new afternoon paper being primed for launching. F. E. Enright is to be the editor and James R. Bolton business manager.

The Oklahoma Progressive is a new comer at Salisaw. Luther Kyle is at its head.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
**A RECORD-BREAKING JOB**  
by Linotype Machines with exclusive use of

**MERCHANT'S Linotype Metal.**

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark M&E MERCHANT & EVANS CO. Trade Mark

Smelters—Refiners  
**PHILADELPHIA**

NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER  
Registered. Registered.

Let the American Ink Co.  
of New York City be your  
**FOUR-CENT INKMAN.**

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

## FOR UPBUILDING OF THE INLAND EMPIRE.

Editors of the Spokane country, through the Inland Empire Press Association, have inaugurated a community development campaign designed to aid in the upbuilding of country towns and increasing their prosperity.

The association is determined to combat the tendency that draws trade and population from the country districts to the large cities. The work will be carried on by a series of bi-monthly articles to be supplied to all papers in the district known as the Spokane country or Inland Empire. The articles will suggest and encourage methods of developing the country towns and of making them more desirable in which to live.

The committee of editors in charge of this work consists of Dale Strong, Spokane; Henry Michaels, Cheney, Wash.; F. J. O'Day, MalDEN, Wash.; E. R. Edgerton, Sandpoint, Idaho; and E. A. Walker, Reardan, Wash.

## VETERANS' REUNION.

The Veteran Boston Journalists' Association will dine November 9 at Young's. Police Commissioner O'Meara will preside. The secretary of the association has compiled a list of writers for Boston

## THE NEW YORK WORLD Sells

(morning edition)

MORE copies than any other two papers

Print.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in BALTIMORE 100,000 homes  
The combined circulation of the  
AMERICAN and the STAR  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNESS,  
Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

newspapers whose work began previous to 1880, and there are about 160 of them. It is expected that at least one-third of them will attend this year's dinner.

## SPOKANE AD MEN DEMAND TRUTHFUL ADVERTISING.

The Spokane Ad Club, an organization embracing more than 400 members, is waging a determined fight against fake advertising. The club, headed by President Raymond E. Bigelow, endeavored to secure passage of an ordinance in Spokane embodying its ideas, but the measure was prevented on a technicality. The club is now endeavoring to have the next session of the Washington legislature pass a similar bill.

By special resolution, passed unanimously at the last meeting, Raymond E. Bigelow was re-elected president of the ad club for the next year. Other officers chosen are: D. R. Barrett, first vice-president; J. J. Schiffer, second vice-president; F. H. Lloyd, secretary-treasurer; C. E. Hickman, Thomas S. Griffith, E. R. Anderson and J. H. Clemmer, members executive committee.

## DEMOCRATIC EDITORS OF KENTUCKY ORGANIZE.

At a conference of the Democratic editors of Kentucky held in Louisville on the invitation of Chairman Camden of the State Campaign Committee the Democratic Editorial Association of Kentucky was organized. Harry A. Summers of the Elizabethtown News was elected president; W. Vernon Richardson of the Danville Advocate vice-president; and David Duncan of the Meade County Messenger secretary.

The president was authorized to appoint a committee to draft a charter and bylaws and complete the work of organization. He announced as members of the committee Woodson May, the Summerset Journal; Shelton M. Sautley, Stanford Interior Journal; C. C. Givens,

Columns and pages of advertising in other Buffalo newspapers will not reach the readers of the

## BUFFALO TIMES

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS. Goes into more homes, offices and work-shops than any other paper. Best classified medium between New York and Chicago. Write or Telephone. H. C. Rook, Real Estate Trust Bldg., Phila. W. G. Brooke, 225 Fifth Ave., New York. H. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.

the Henderson Gleaner; Charles Newmyer, the Louisville Enquirer; and Desha Breckenridge, the Lexington Herald. The latter is chairman.

## ELECTED TO A. A. A.

The following national advertisers have recently been elected to membership in the Association of American Advertisers:

United Shirt & Collar Company, Troy, N. Y., Byron G. Moon;  
Wyeth Chemical Company, New York. J. F. Murray;  
International Milk Products Company, Cooperstown, N. Y., W. W. Hovey;  
Oakland Chemical Company, New York, J. C. Timolati;  
B. V. D. Company, New York, S. C. Erlanger;  
D. D. D. Company, Chicago, B. E. Page;

Chautauqua School of Nursing, Jamestown, N. Y., W. S. Bailey;  
Quaker City Rubber Company, Philadelphia, C. A. Daniel.

## AD CLUB FORMED.

The initial steps toward the formation of an advertising club in Bridgeport, Conn., were taken at a dinner last week at the Stratfield Hotel. The organization committee is composed of W. J. Baird, F. W. Montayne and S. H. Bullard. At the dinner addresses were made by George H. Perry and J. George Frederick of New York, and G. P. Farrar of New Haven.

## DINNER IN CHICAGO.

The customary inaugural dinner of the Chicago Press Club in honor of its newly elected officers was held last week. President Charles N. Wheeler presided as toastmaster, and addresses were delivered by Douglas Malloch, the retiring president, John McGovern, Frank Comerford, J. U. Higginbotham and Colonel William Vischer.

## SPHINX CLUB DINNER.

"The Ethics of Advertising" will be discussed at the Sphinx Club dinner to be held at the Waldorf-As-

## THE LOUISVILLE TIMES

has a concentrated home circulation that is unequalled as a result producer in Louisville or in the State of Kentucky.

49,622

is our circulation for 1910—Ayer's Directory, 1911. This is 13,000 in excess of the nearest paper.

Foreign Representatives:  
S. C. BECKWITH SPECIAL AGENCY,  
Tribune Building, Tribune Building,  
NEW YORK. CHICAGO.  
Frisco Building, ST. LOUIS.

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chi.

toria, New York, on November 12. Dr. Talcott Williams of the Pulitzer School of Journalism will speak on the "Newspaper as a Unit."

## OTHER CLUB NOTES.

The members of the Newspaper Club of Birmingham are making preparations to entertain the friends of the club who assisted in the reception to the Alabama Press Association in June.

Fifty-five members and guests of the Boston Proof Readers' Association held their seventeenth annual dinner Saturday evening. Several well known journalists and writers contributed to the after-bowl flow of soul.

The rooms of the Portland (Ore.) Press Club were filled with a merry throng last week when the club celebrated its first lady's evening of the season. A feature of the evening were the musical selections rendered by the Press Club octet.

## COOKSEY GOES HOME.

E. W. Kimber has purchased the Hamburg (Ark.) Budget from Guy E. Cooksey, who has returned to his old home at Sikeston, Mo.

## AN ARKANSAS NEWBORN.

The Tribune is a new paper at Lawrenceburg, Ark. Frank Rafferty and Curtis Ramsey are the publishers.

## The HERALD HAS THE LARGEST MORNING CIRCULATION

IN

## WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.  
NEW YORK, CHICAGO



ONE Strong Appeal to  
Advertisers for the

# ST. LOUIS STAR

is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

\$20,000,000 in wages will be paid to wage earners in Dayton and Springfield during the coming year.

The DAYTON NEWS  
The SPRINGFIELD NEWS  
are read in 75 per cent. of the homes receiving this money. It's going to be a big year in Dayton and Springfield—the factories are busy. Combined circulation 42,991—combination rate 6 cents per line.  
La Coste & Maxwell, Monolith Bg., N. Y.  
John Glass, Peoples Gas Bldg., Chicago

## STAFF CHANGES.

William Orr is back with the New York Tribune writing politics after some time with the World.

Elmer Hubbard of Cincinnati is now on the staff of the New York American. He was formerly with the Cincinnati Post.

Hugo Halling and Joseph R. Gollomb are new additions to the staff of the New York Evening World.

C. T. Martin of Minneapolis has been appointed to the editorial staff of the Moline (Ill.) Tribune, the new Swedish weekly.

Burton E. Hilborn, for two years secretary to Senator Miles Poin-dexter of Washington, has returned to the staff of the Spokane Chron-icle.

Harry R. Drummond has left the staff of the L. W. Rinear Company, Cleveland, to take charge of the advertising of Conrad & Co., Boston.

Charles N. Dennett is now with the Spafford Agency, Boston. He was formerly advertising manager of the Thomas G. Plant Company.

Harland W. Hall has returned to the staff of the Pasadena (Cal.) Daily Star.

Donald Beard, formerly editor of the Associated Farmer, Peoria, Ill.,

## The Cleanest, Most Power- ful Paper In Nebraska.

The paper with the largest circulation in proportion to the population of its city and state of any newspaper in America is

## The OMAHA DAILY NEWS

Bumper Crop; Rich Territory;  
Rates that are Right.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York.  
O. G. Drives, Chicago. J. F. Antisdel.

## THE PITTSBURGH PRESS

HAS THE Largest  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## CLEVELAND is the metropolis of Ohio. The PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of September, 1912, was as follows:  
Daily 119,742. Sunday, 136,431

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

is now with the St. Paul office of the American Press Association.

James H. Haberlin, formerly sporting editor of the Bridgeport (Conn.) Morning Telegram, is now in New York.

Hilliard Bruce, who succeeded Louis Reilly as city hall reporter for the Bridgeport (Conn.) Post, has resigned and returned to his home in Norwich.

Jack Cramer, for the past year with the Marquette (Mich.) Chronicle, has resigned and is now connected with the McManus Agency, in Detroit.

Harry Jenkins, formerly advertising manager of the Cable Piano Company, Chicago, is now connected with the Mahin Advertising Company that city.

John F. Hume, formerly with the New York Sun, is a new addition to the Evening Mail staff.

## HELPING THE ADVERTISER.

A notable step for newspapers of the big cities in the movement to concentrate the attention of a greater number of people on advertising will be taken by the New York Globe on Monday, when it begins publication of a series of first page advertisements directing attention on Globe advertisers. The series is entitled "Advertising the Advertiser" and prepared by J. P. Fallon. Realizing that the daily advertising of a newspaper is an asset the Globe will make its advertising columns of the greatest value possible to their users and afford the greatest possible measure of service.

## SUFFRAGETTES AT ODDS.

A new suffrage paper will soon be started in England, with Miss Christabel Pankhurst as editor. This late move comes as the result of a quarrel between Pethick Lawrence and his wife and Mrs. Pankhurst and her daughters. The Lawrences will retain control of the newspaper Votes for Women.

## THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT  
circulation in the U. S.

### 1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## The NEW ORLEANS ITEM

has made New Orleans  
a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807. That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

## SHIFTS IN KALAMAZOO.

A number of changes have taken place among the newspaper men of Kalamazoo, Mich. Elton R. Eaton has resigned as managing editor of the Gazette to join the Telegraph-Press in a similar position, and Harlan E. Babcock, editorial writer, dramatic editor and humorist on the Gazette, moves up to Mr. Eaton's place.

Jack Walsh has been appointed head of the city desk on the Gazette. He was until recently with the Peoria Herald-Transcript.

H. H. Ballenger, formerly telegraph editor of the Grand Rapids Press, is now in charge of the telegraph and city desk of the Gazette, succeeding Glenn Asovacoall who has returned to Muskegon.

Frank E. Loomis has left the Gazette staff to become connected with a Baltimore newspaper, and W. L. Babbett, police reporter on the Gazette, is now connected with the Grand Rapids Herald. His successor is Howard Hall, formerly of Kalamazoo and the Boston Transcript.

Lillard C. Ford, sporting editor of the Gazette, has resigned to take charge of the city desk on the Detroit News Tribune.

## GREATER NEWS ACCURACY.

"The advertising man would be unable to get or to keep advertisers if such errors as are seen in the news columns were allowed to slip through in the ads," said Sidney Smith, publisher and coeditor of the Northwestern Freeman, to the Journalism students of the University of Washington, October 18. "We should strive for greater accuracy in the news end of the paper."

## PRESS ENLARGING STAFF.

Carl Downing and A. S. Levino are new additions to the staff of the New York Press. Downing was formerly rewrite man on the Evening Mail and Levino was with the American. They both join the editorial staff.

## J. WALTER THOMPSON COMPANY.



The experience  
of forty - eight  
successful years  
Guarantees  
to those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

### JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Commercial Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

## CARPENTER-SCHAEFER

SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK  
People's Gas Building, CHICAGO.

## WILL SUE FOR MONEY SPENT IN CAMPAIGN.

Colonel William S. Powell, editor of the Ellicott (Md.) City Times, who had charge of the literary bureau at the Democratic State headquarters during the campaign last year, has notified each member of the Democratic State Committee that if his claim of \$2,046 is not paid by November 6, he will enter suit against each of them.

Colonel Powell became personally responsible for the lithographs connected with the campaign.

## AD MANAGER APPOINTED.

C. E. Lawrence is now in charge of the advertising of the Finch, Van Slyck & McConville Company. He was for some time past with the National Cash Register Company in Dayton, O.

## PUBLISHER RETIRES.

A. W. Knapp has sold his stock in the Business Men's Publishing Company, Detroit, and retires to engage in the manufacturing business. The company will be reorganized and Mr. Knapp succeeded by Albert Stoll, Jr., who was for several years Western advertising manager.

## Largest proved high-class evening circulation.

## The NEW YORK GLOBE

hold certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation **110,000**  
MORE THAN

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

Beginning with the first issue of November the Country Gentlemen, published by the Curtis Publishing Company, Philadelphia, will start a newspaper advertising campaign that will cover the entire country and tell every man and woman in the United States who is in any way interested in agriculture, the products of agriculture or the businesses that have dealing with farmers, all about the special articles and strong department features in which they are specially interested.

AMSTERDAM, 1178 Broadway, New York.—Hiram Ricker & Sons, "Poland" Water, 1178 Broadway, New York; orders being placed with a selected list of Michigan papers.

FERRY-HANLEY, Gloyd Building, Kansas City, Mo.—The Peet Brothers Manufacturing Company, "Crystal White" Soap, Kansas City; contracts for 5,000 lines being placed with a selected list of Western papers.

FOLEY, Bulletin Building, Philadelphia.—Luckett, Luchs & Lips-

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity involves no sacrifice of Character, and that its readers can be reached through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian  
and News.**

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

comb, Inc., "Reynaldo" Cigar, Philadelphia, making contracts with a selected list of dailies throughout the country.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The Bemis Brothers Bag Company, Minneapolis; placing three-month orders with a selected list of Western papers.

The Books Supply Company, 231 West Monroe street, Chicago; placing new copy with a selected list of papers.

WEBB, U. B. Building, Dayton, O.—The Miller Addition Company, Dayton; placing orders in cities where demonstrators will call.

BLUMENSTOCK, 7th and Olive streets, St. Louis.—"Make-Man" Tablets, Chicago; ninety-line twenty-six-time orders being placed with a selected list of dailies.

RUBINCAM, Drexel Building, Philadelphia.—"Father Delesi's Remedies," Camden, N. J.; placing advertising in Pennsylvania papers.

SCHENCK, 9 Clinton street, Newark, N. J.—The Eastern Sales Company, Newark, N. J.; placing orders with a selected list of Pennsylvania papers.

SHUMWAY, 373 Washington street, Boston.—The William G. Bell, "Bell's Seasoning," Boston; placing advertising with New England papers.

STREET & FINNEY, 45 West 34th street, New York.—The Marine Corps of the Navy Department, Washington, D. C.; again placing classified advertising with a selected list of dailies.

PRESBRY, 456 Fourth avenue, New York.—The Encyclopedia Britannica Company, 29 West 32d street, New York; placing orders with a selected list of large city papers.

The Hendee Manufacturing Company; fourteen-line six-time orders being placed with a small selected list.

The Seaboard Air Line; Eastern papers are receiving fifty-nine-line eleven-time orders.

LYDDON & HANFORD, 452 Fifth avenue, New York.—The A.

# THE BOSTON POST

OCTOBER 1912 AVERAGES

The Daily Post 420,721

The Sunday Post 318,686

KELLY SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGGES, Western Rep.  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Advertisers, New York City.

The JOHN BUDD CO., Representative  
NEW YORK. CHICAGO. ST. LOUIS

C. Meyer Company, "Dr. Bull's Cough Syrup," Baltimore; placing copy on contracts.

MATOS-MENZ, Bulletin Building, Philadelphia.—The West Disinfecting Company, 2 East 42d street, New York; placing some advertising.

FULLER, 623 South Wabash avenue, Chicago.—Walter Luther Dodge, "Tiz" Foot Powder, Chicago; placing new orders to run until December 15.

The Perspo Company, "Persipino," Chicago; again placing copy with a selected list of papers.

HILL & TRYON, May Building, Pittsburg, Pa.—The Johnson, Slocum Company, stoves; orders being placed with a selected list of dailies.

HOYT, 25 Elm street, New Haven, Conn.—The Beers Sales Company, "The Lyne Lamp," Bridgeport, Conn.; placing orders with a selected list of New England papers.

BROMFIELD - FIELD, 1780 Broadway, New York.—Placing orders for the Seaboard Air Line in daily papers.

JULIUS KAISER & CO., "Kaiser's Gloves," 45 East 17th street, New York.—Making arrangements for next year's advertising.

PROCTOR & COLLIER, 15 West 6th street, Cincinnati.—The Leach Chemical Company, "Leach's Virgin Oil of Pine," Cincinnati; placing orders with a selected list of large city papers.

KOLLOCK, 201 Devonshire street, Boston.—Eimer & Amend, rheumatism remedy, New York; placing reading notices with Southern and Southwestern papers.

TOUZALIN, 5 North Wabash avenue, Chicago.—The Department of the Interior of Canada; orders for three inches twenty-six times, being placed with a selected list of Western papers.

DAUCHY, 9 Murray street, New York.—Parker's Hair Balsam; making renewals with the usual list of papers.

MORSE, Dodd Mead Building, New York.—Beecham's Pills; extra space of 240 inches being placed

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average  
Circulation  
for August - **99,211**

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY SMITH CO.,  
220 Fifth Avenue, New York. Peoples Gas Bldg.  
CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUNDAY PAPER PLACED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallory Building, CHICAGO.  
Commercial Building, ST. LOUIS.

with a selected list of papers  
throughout the country.

BLAINE-THOMPSON, Fourth National Bank Building, Cincinnati.—John A. Mangus & Co., orders for 1,000 inches being placed with a selected list of Southern papers.

KASTOR, 4th and Olive streets, St. Louis.—The Maycliff Distilling Company; 5,000-line contracts being made with a list of Middle West papers.

The Lloyd Chemical Corporation; Southern papers are receiving some 2,000-line contracts.

STEWART-DAVIS, 5 North Wabash avenue, Chicago.—The Andrews Magnetic Mineral Springs Company, St. Louis; contracts for 5,000 lines being made with a selected list of Western papers.

AYER, 300 Chestnut street, Philadelphia.—The Dover Stamping & Manufacturing Company, "Dover Safety" Ash Barrel, Cambridge, Mass.; placing advertising.

ANDREWS & WARRINGTON, Drexel Building, Philadelphia.—The Pennsylvania Smelting & Refining Company, Philadelphia; this advertising is now being placed.

VOLKMAN, 5 Beekman street, New York.—Professor Burns; orders being placed with the usual list of papers.

SHUMWAY, 373 Washington street, Boston.—Bell's Seasoning



Some  
Advertisers

buy circulation.  
Successful ones buy  
purchasing power.  
That's what we sell.

## Pittsburgh Post

Daily and Sunday.

EMIL M. SCHOLZ, General Manager.

CONE, LORENZEN & WOODMAN.

Foreign Representatives.

NEW YORK. CHICAGO.



NOVEMBER 2, 1912.

Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE

## News Scimitar

of MEMPHIS, Tennessee, is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide. Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

Extract; orders being placed with a selected list of Eastern papers.

LOTOS, 17 Madison avenue, New York.—The Kresco Laboratories; placing orders in cities where they can secure sales of articles.

COWEN, 50 Union Square, New York.—Stag Tobacco; orders being placed with a selected list of papers.

DIRECT.—The World's Dispensary Medical Association, Dr. R. V. Pierce, 623 Main street, Buffalo, N. Y. Representative of the company in New York making contracts with a large list of papers.

The Paris Medicine Company, St. Louis.—Orders being placed with a selected list of papers throughout the country.

### EDITORS ON OUTING.

The Massachusetts Press Association, represented by forty members and their families and friends, held its annual fall outing at North Adams. From that place they took an automobile and trolley trip to the most interesting parts of the surrounding country. A short business session was held and the new postal law relating to publicity for newspaper affairs was informally discussed.

### TO AUSTIN AS MANAGER.

J. W. Logan of Nashville is now with the Austin (Tex.) Daily Statesman as business manager.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation ON ITS MERITS as a newspaper.

51,625 CIRCULATION Daily (Net Paid)

FOR SEPTEMBER, 1912

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## The ST. LOUIS WESTLICHE POST and ANZEIGER (Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS, President and General Manager.

Foreign Representatives:  
BENJAMIN & KENTNOR COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building, CHICAGO.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

### HOW ADS HELP CHURCHES.

Under the caption "Church Advertising Spreading," the Continent, the national Presbyterian weekly, calls attention in its current issue to the benefits being derived by many churches advertising in the daily press.

Several instances are cited where display advertisements have resulted in the churches being crowded in part the article states:

"The few venturesome ones who first tried in the daily press to advertise churches and religion in general, have found not only that their efforts have been well rewarded by increased attendance at the churches in behalf of which the advertising campaigns were conducted, but there has been more and more approval of their conduct by the religious press as well as by the daily press.

"The Continent was one of the first publications to advocate publicity and advertising by churches, and during the last year and a half has printed a number of articles telling of the progress of church advertising and has suggested new plans.

"Ministers in many parts of the country who have tried definite display announcements of regular and special church services have found that they have increased their attendance, and as a natural concomitant the financial support has also increased. This has brought about general enthusiasm for church work and has had a reflex effect upon the pastors, as well as people, which has been decidedly beneficial."

### MILLS GOES HIGHER.

Fred C. Mills has assumed the business management of the Peterboro (Can.) Review. For the last three years Mr. Mills was advertising manager of the Hamilton Herald, and previous to that was sporting editor on several of the local papers. His successor on the Hamilton Herald is Walter C. McMullen, who for several years has been sporting editor of the paper.

Give us the name of any town, village or hamlet in the United States, and it's seven chances in ten this town, village or hamlet will be found on the mailing list of

## The TOLEDO Weekly BLADE

We'll furnish the subscribers' names.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.  
CHARLES J. BROOKS, Eastern Mgr.  
211 Temple Court, NEW YORK CITY.

### WOMEN PUBLISH AND EDIT MILWAUKEE LEADER.

A feature of the wind-up campaign for the adoption of the Women's Suffrage Constitutional Amendment in the coming election in Wisconsin was the publication on Monday by prominent suffragettes of a special edition of the Milwaukee Leader, the Socialist publication. Suffragettes edited, printed and sold the edition on the streets. Prominent in the work was Mrs. Robert M. La Follette, Mrs. Victor L. Berger, wife of the publisher of the Leader, and other women of like prominence.

### ROOSEVELT CHARGES LIBEL.

Suit for \$10,000 for libel has been filed by a Detroit attorney, acting for Theodore Roosevelt, against George A. Newell, editor of the Ishpeming (Mich.) Iron Ore. The praecipe alleges libel in that Newell printed an article in his paper charging that Colonel Roosevelt was intemperate in the use of language and liquor.

### UP-TO-DATE IN ROCHESTER.

La Domenica, a Rochester Italian newspaper, issued a special edition to announce the installation of a new printing plant, including a linotype machine, presses, machinery, etc. Salvatore Vella, editor and proprietor, is also a practicing attorney and a member of the Rochester Bar Association.

### N. Y. U. LECTURES.

James Oppenheim recently addressed the students in journalism of New York University on "Magazine Fiction of Today." The lecture was one of a series which are to be delivered before the classes in magazine writing at that institution during the college year.

### QUITS PUBLISHING.

W. M. Daniels, founder of the Black Rock (Ark.) Developer, a weekly paper, has quit the newspaper field and entered the mercantile business. The Developer has suspended publication.

The combination rate of the

## CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

THE

## MEXICAN HERALD

is the only daily newspaper printed in the English language in Mexico. It covers the whole country.

Sole Foreign Representative  
THE S. C. BECHTOLD SPECIAL AGENCY  
NEW YORK. ST. LOUIS. CHICAGO.

### CHANGE IN GEORGIA.

The La Grange (Ga.) Graphic passed into new ownership on November 1. J. Roy McGinty, until recently of the Atlanta Constitution, and C. J. Driscoll of New York, comprise the new management. Mr. Driscoll was formerly with the McCall Publishing Company, owner of McCall's Magazine.

### CANDIDATE STARTS PAPER.

The Jamaica (N. Y.) Mirror has been started by Frank E. Hopkins, nominee for Congress on the Republican ticket. Mr. Hopkins intends to make the publication permanent, continuing it after the election in improved form whether he is successful in his campaign or not.

### NOW HAS HIS OWN.

Wallace C. McCauley, formerly advertising manager of the Lincoln (Ill.) Courier, has purchased a controlling interest in the Pontiac Democrat, a weekly paper, and has assumed charge as publisher.

### ON A SUNDAY PAPER.

Harry J. Pierce, for several years past advertising manager of the Bridgeport (Conn.) Morning Telegram, has resigned for a similar position on the staff of the Bridgeport Sunday Post.

### TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of return. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK  
PRESBREY  
COMPANY

456 Fourth Avenue, NEW YORK

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

In Quantity and Quality of Circulation

THE TIMES-DISPATCH

## RICHMOND,

IS SUPREME IN VIRGINIA.  
It reaches the great substantial class of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

RICHARD E. CONNELL, editor of the Poughkeepsie (N. Y.) News-Press and Representative in Congress, died suddenly Wednesday night, being found dead in his bed. Death was due to rupture of a blood vessel. Mr. Connell was a candidate for re-election in opposition to Edmund Platt, publisher of the Poughkeepsie Eagle. He had delivered a campaign address in Putnam County just before he retired with the announcement that he was not feeling well. He was fifty-five years old and a native of Poughkeepsie. He was engaged in newspaper work since 1887 and started his political career making speeches for Grover Cleveland in 1884.

JAMES McNAMEE, for more than thirty years a newspaper man in Joliet, Ill., is dead of bronchial pneumonia. Mr. McNamee was sixty-five years old and came to the United States from Ireland in 1884. He worked on the editorial staff of the Philadelphia Ledger and in 1888 moved to Joliet, where he became connected with the Press and the Times. Afterwards he published several papers on his own account. He leaves two sons, who are connected with Joliet newspapers—Peter on the News, and Philip on the Herald.

WILLIAM FRANCIS TRAYER, for several years managing editor of the Menominee (Mich.) Herald-Leader, died Sunday of gangrene of the lungs. He was a son of the late G. S. Trayer, owner and editor of the Port Hope (Can.) Times and a nephew of William Trayer, of the Boston Globe. Mr. Trayer was forty years old and previous to his going to Menominee was managing editor of the Hancock Morning Copper Journal.

CAPTAIN FRANK BRINKLEY, Japanese correspondent of the London Times, died in Tokio on Monday at the age of seventy-one years. Captain Brinkley was also foreign advisor of the Japan Steam-

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
Indianapolis Sun  
daily average circulation  
during the six months  
ending June 30, 1912, 41,840  
THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

ship Company and served as an instructor with the Japanese war department and later as professor of mathematics at the Japanese Imperial Engineering College. He was highly honored by the Emperor for his services, and recently was decorated with the Third Order of the Sacred Treasure.

AARON DWIGHT BALDWIN, associate editor of the American Contractors and the Banking World, died on Sunday in Chicago, after an illness of less than twenty-four hours. Mr. Baldwin was sixty-two years old and had lived in Chicago for thirty years. Pneumonia was the cause of his sudden demise.

C. F. FISHER, proprietor of the West Burlington, (Ia.) Advertiser, died suddenly of heart disease last week.

FRANK E. HATCH, for many years publicity man of a leading Boston department store, is dead at the age of sixty-five years. In early life he was for a time editor of the Concord (N. H.) Monitor and the Lowell (Mass.) Times and corresponded for many papers.

C. F. FISHER, proprietor of the West Burlington, (Ia.) Advertiser, is dead of heart failure.

JUDSON GRAVES, one of the most prominent newspaper men in Nebraska in his time, is dead at Neligh, aged eighty-two years.

FRANK E. HATCH, formerly editor of the Concord (N.H.) Monitor, and later of the Lowell Times, died on Saturday in Boston in his sixty-eighth year.

J. ARTHUR DIXON, for twenty years connected in editorial positions with Chicago newspapers, died last week in the Lakeside Hospital, following an operation for appendicitis.

A. H. EVANS, formerly editor of the Delaware (Okla.) Register, died suddenly a few days ago on a train near Ada.

The Evening World is a new paper planned for Gainesville, Fla.

## "As Much as the Times" The advertising patronage of the SEATTLE TIMES DAILY AND SUNDAY

for ten months of 1911 shows a continuance of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried paid advertising to the amount of 622,230 inches, or 8,712,620 lines, being an average of 62,233 inches, or 871,262 lines, per month.

This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,074,688 lines, being an average excess for each month of 14,819 inches, or 207,468 lines.

Foreign Representative:  
The S. C. BACKWITTH Special Agency  
NEW YORK CHICAGO ST. LOUIS

## San Francisco HONEST FEARLESS CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO.

## "PARK ROW" LOSES FAMOUS CHARACTER.

One of the most familiar characters of New York's "Newspaper Row," John T. Meehan, passed away last Sunday. Mr. Meehan was proprietor of Park Row's famous Dolan's "beef and" restaurant, known to probably every newspaper man who ever worked in this city.

As a gathering place for newspaper men and politicians of "old" New York Meehan's place was possibly never excelled. In the days of old some of New York's biggest "scoops" on political stories were secured there by the newspaper men who dropped in for "cats" between editions, and happened to run across famous characters of Tammany Hall talking over incidents of the day and speculating on what the future might bring.

It is even said that Horace Greeley found great pleasure in frequenting "Dolan's" and gossiping with John T. Dolan, the founder of the restaurant, and his nephew.

Dolan made nearly a million dollars out of his customers, who found it impossible to get a more expensive dish on the bill of fare than oyster stew at twenty cents.

To his nephew John T. Meehan, who was his right hand assistant, he left his estate and business. Old Dolan, while he owned the restaurant, never missed a day from cutting the ham inside the restaurant window, and passing the plate on for the portion of beans, so when Meehan succeeded him on his death in 1903 he stepped into his uncle's place behind the counter, with his knife and white apron.

Until two weeks ago he was never absent from his place for any noteworthy time, but stomach trouble of long standing compelled him to stay away. He died suddenly early Sunday morning.

Meehan was born in the old Seventh Ward fifty-five years ago. His uncle, Dolan, came over from County Cavan, Ireland, with \$20, but plenty of proverbial Irish enterprise and fighting spirit. His first

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

Over 400,000

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

venture was to open a beanery at 3 Park Row, and his nephew went to work for him while yet in knee breeches, and between the two they developed the business from a little beanery to "Dolan's Coffee and Lunch Room," as it is today at 33 Park Row.

## THANKSGIVING EDITION OF THE MONITOR.

The fourth anniversary Thanksgiving Number of the Christian Science Monitor, of Boston, is now in preparation. A review by eminent writers of the most notable achievement of the year in each state and country will be a feature of the editorial contents and will make the edition one of true National and International interest. Half a million copies of the number, which will consist of ninety-six pages, will cover cities and towns in every part of the world.

## MASON STARTS AGAIN.

H. L. Mason, formerly publisher of the Carrier Mills (Ill.) Mail, has established a new paper at Flora, called the Illinois Commoner.

M. C. McCallom of Effingham County has purchased the Atwood (Ill.) Review from S. T. Walker.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

## NEW YORK MAIL EVENING

to believe in you, and you will get rich.

203 Broadway, NEW YORK.



# LOS ANGELES

In the Eye of the World.  
The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO.

## HOW TO TREAT THE "SPACE GRABBER."

Here are two letters which show  
how space grabbers work to hood-  
wink country publishers and how a  
sensible publisher treated one of  
them:

From the Washington News Ex-  
change to George F. Smith, editor  
of the Leipsic (O.) Free Press and  
signed K. F. Anisloe:

Dear Sir—A number of newspapers  
throughout the country are receiving a  
semi-monthly Washington letter from  
me in exchange for advertising space, and  
we would be pleased to make a similar ar-  
rangement with you.

These letters are written in high class  
editorial style and appeal to the most  
cultured and educated readers as well as  
to the general public which desires to be  
entertained as well as instructed. Our  
articles will deal with political, social,  
agricultural and scientific subjects and  
trade relations with foreign countries. A  
series of letters describing the activities  
and inner workings of the many great  
departments of the government are not  
only interesting, but of inestimable edu-  
cational value to the large number of per-  
sons who never visit the capital city and  
who are not familiar with the daily rou-  
tine at the seat of our government.

We will give you this service in ex-  
change for a six inch double column ad-  
vertisement each week in your paper.  
The service is desired for the advertise-  
ment of a line of high grade drug spec-  
ialties manufactured by a company located at  
Washington, D. C., in which I hold a  
controlling interest.

This service will not be given to any  
other newspaper in your city and an  
early reply is therefore requested.

Should you so desire, we would be very  
glad to furnish you with references as to  
the character of the news service we are  
prepared to furnish.

A sample letter is inclosed herewith.

To the Washington News Ex-  
change from George F. Smith of  
the Leipsic (O.) Free Press:

My Dear Sir.—After a careful perusal  
of your recent letter asking for insertion  
of a Washington letter, which we were to  
receive free of charge and we in turn to  
give you a six inch double column space  
free for the letter, we find that the letter  
wouldn't even act as a mild cathartic up-

"A Daily Newspaper for the Home"  
THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
Strong local and national circulation.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

# ST. LOUIS TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the most  
remarkable growth ever recorded in the  
Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

# SEATTLE "P-I" THE POST-INTELLIGENCER

Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

on our employees, who are paid in cash  
every Saturday night. As a general rule,  
we select the matter which goes into our  
all home print paper every week, and any  
newspapers over the country using that  
bunch of idiotic piffle (which you pro-  
duce) ought to have a can tied to them  
and their office.

This is a clearing house for home news  
and the advertising of merchants and not  
for any pills or drug specialties, and any  
ads you get in this paper are paid for  
with spot cash, and in advance. It is  
just such cheap concerns as you represent  
that are getting balled out weekly through  
the more progressive newspapers of the  
country and if you are getting and that  
stuff across on any publishers in this  
section, we want to compliment you. Our  
plate rate is twelve and one-half cents per  
inch net and set matter is fifteen cents  
per inch net. This is also payable in  
advance.

If you want to do business right, we  
are on the job, but as for the other free  
stuff—throw our weekly copy into the  
Potomac, where the carp can look it over.

## MAGAZINE FOR ART.

An elaborate quarterly art pub-  
lication, somewhat after the style  
of the Burlington Magazine, of  
London, will be issued in New  
York in January. Its editor will be  
Dr. Wilhelm R. Valentiner, curator  
of decorative arts at the Metropolitan  
Museum of Art, and its pub-  
lisher will be Frederic Fairchild  
Sherman, of 2 West 45th street,  
a publisher of art catalogues and  
who prepared the catalogues of the  
J. Pierpont Morgan collections.

Dr. Valentiner will have editorial  
management of the publication, and  
will be aided by an advisory com-  
mittee composed of men prominent  
in art circles throughout the United  
States. The new quarterly, like the  
Burlington Magazine, will be elab-  
orately illustrated and will contain  
articles by the foremost art authori-  
ties of the world.

## PUBLICITY NECESSARY.

An extensive publicity campaign  
for the raising of a building fund,  
presentation of the organization's  
work and publication of a semi-  
weekly or monthly paper or mag-  
azine is being planned by the officers  
of the Bridgeport Christian Union.

W. H. Kennon has purchased the  
Cameron (Tex.) Herald from  
George L. Henry.

The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Excelled.

THE  
Boston Herald,  
(Morning)  
THE  
Boston Traveler  
AND EVENING HERALD  
Combined Circulation Morning  
and Afternoon Exceeds  
230,000  
COPIES PER DAY.

Each month shows remarkable  
gains in Local and Foreign  
Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS

## RECENT INCORPORATIONS.

BOSTON, MASS.—National Art Ad-  
vertising Company; capital, \$15,000;  
incorporators, Harry H. Daniels,  
Edmund R. Saunders and Arthur  
M. Hazard.

BUFFALO, N. Y.—International  
Railroad News Publishing Com-  
pany; capital, \$5,000; incorpora-  
tors, E. H. Eddy, F. H. Dukemish  
and J. Dilcher.

NEWARK, N. J.—Interes Publish-  
ing Company; capital, \$125,000; in-  
corporators, A. Seysolowski, M.  
Reszytylo and S. Pavlovsky.

LIMA, O.—Lima Publishing Com-  
pany; capital, \$10,000; incorpora-  
tors, J. R. Harbold and others.

HANCOCK, MICH.—Labor Press  
Publishing Company; capital, \$5,000.

NASHVILLE, TENN.—Jacksonian  
Publishing Company; capital, \$35,000,  
incorporators, J. C. Felsenthal,  
W. W. Heathcock and W. A. Cald-  
well.

MISSOULA, MONT.—Interstate  
Publishing Company; capital, \$10,000;  
incorporators, Daniel W. Fitz-  
patrick, William L. Richman and  
Edward H. Childs.

REPUBLIC, WASH.—Republic Pub-  
lishing Company; capital, \$5,000;  
incorporators, C. E. Blair, J. A.  
Blair and M. V. Harper.

CENTRALIA, WASH.—Centralia  
Publishing Company; capital, \$35,000;  
incorporators, Victor Jackson,  
H. A. Duncley and others.

LENOX, MICH.—Lenox Publishing  
Company; capital, \$1,000.

WILMINGTON, DEL.—Retail Mer-  
chants Advertising Association;  
capital, \$120,000; incorporators, E.  
E. McWhinney, W. J. Maloney and  
Norman P. Coffin.

ALLIANCE, O.—Advertising Asso-  
ciation Company; capital, \$10,000;  
incorporators, Milton Bejach, W. T.  
Edmondson, Jr., and F. M. Kepple.

RICHMOND, VA.—Interstate Ad-  
vertising Company; capital, \$20,000;  
incorporators, Harry L. Stone, A. S.  
Wilson and John A. Ellett.

TUSCALOOSA, ALA.—Capital, \$3,500;  
incorporators, T. Ormond and  
others.

CHICAGO.—Coal Trade Publishing  
Company; capital, \$1,000; incorpora-  
tors, Arthur M. Hull, John  
Groenier and R. C. Canteloni.

MUSKOGEE, OKLA.—Press Pub-  
lishing Company; capital, \$25,000;

A Powerful List is the  
MILWAUKEE  
GERMANIA LIST

Daily Germania.....24,568  
(Only German evening daily in Milwaukee)  
Daily Herold .....17,000  
(Only German morning daily in Milwaukee)  
Sonntag Post .....45,000  
(Only German Sunday daily in Milwaukee)  
Weekly Germania .....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEROUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Let us know what you have to ad-  
vertise. We will tell you if there is a  
market for your goods. If "Yes" we  
will accept your advertisement for the

# HAVANA POST

Cuba's only English Daily, and if "no"  
we will refuse it. We accept no ad-  
vertisement unless we know it will pay the  
advertiser. All inquiries cheerfully an-  
swered.

GEORGE M. BRADT, Publisher

incorporators, H. B. Spaulding, C.  
P. Douglas and N. A. Gibson.

NASHVILLE, TENN.—Color Type  
Printing Company; capital, \$10,000;  
incorporators, D. B. Jarrett, G. W.  
Jarrett, J. W. Eastman and J. E.  
Eddington.

CHICAGO.—Publication Society of  
the National Association of Organ-  
ists; capital, \$2,500; incorporators,  
Nicholas DeVore, J. M. DeVore  
and Henry W. Huttman.

## N. Y. AD LEAGUE MEETING.

The Advertising Men's League  
will have a dinner at the Aldine  
Clubrooms in the Fifth Avenue  
Building on November 7. "Efficient  
Manufacturing and Selling Policy"  
will be the subject discussed, and  
the speakers will include H. W.  
Mix and Herbert N. Casson. The  
Advertising Men's League is form-  
ing its own orchestra as an addi-  
tion to its established quartet.

## BUYS IN SOUTH DAKOTA.

J. W. Featherstone, formerly edi-  
tor of the Sauk Rapids Sentinel,  
has purchased the Sisseton Stand-  
ard of Sisseton, S. D., and it is now  
being issued with his name at the  
head of the editorial column.

# THE SOUTH.

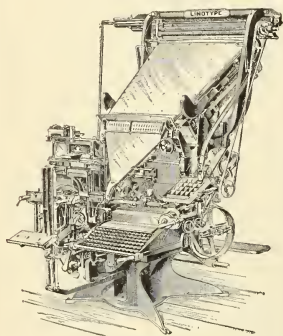
Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

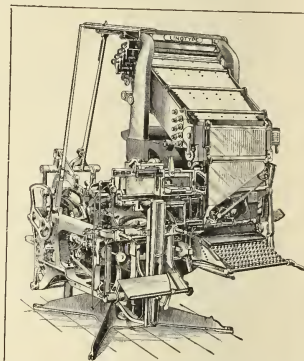
# THE NEW YORK TIMES

## RECOGNIZES THE VALUE OF

### THE MULTIPLE MACHINE IDEA



Quick-Change Model 8 Three-Magazine Linotype



Quick-Change Model 9 Four-Magazine Linotype

By Installing in its New Composing Room

*Three More Model 9 and Eight Model 8*  
**QUICK-CHANGE LINOTYPES.**

The aim of the New York Times in this equipment of its new mechanical plant is efficiency and progress.

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

**MERGENTHALER LINOTYPE COMPANY,**  
Tribune Building, NEW YORK,

CHICAGO:  
1100 South Wabash Avenue.

SAN FRANCISCO:  
638-646 Sacramento Street.

NEW ORLEANS:  
549 Baronne Street.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard Street.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

# THE FOURTH ESTATE

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship"  
Lecture V

TWO DOLLARS A YEAR.

No. 976 NEW YORK, SATURDAY, NOVEMBER 9, 1912

TEN CENTS A COPY



## WHEN THE COUNTRY WENT DEMOCRATIC

And Its Bearing on the Newspapers in the  
Western Part of Pennsylvania!

- (1) Only two newspapers in Western Pennsylvania supported Wilson  
from start to finish:

*The* PITTSBURGH POST  
(Every Morning and Sunday)

*The* PITTSBURGH SUN  
(Every Afternoon)

- (2) The Post and the Sun fought for Democracy single-handed and helped to achieve a great victory.
- (3) The two newspapers have a National reputation and rank highest in their own community as REAL newspapers.
- (4) Pittsburgh never before saw such progressive newspaper making as is now exemplified in the Post and the Sun.
- (5) When the Post and the Sun set out to have Wilson win they went to it and did things. These papers put their policy over with powerful editorials, striking cartoons, fair treatment for all candidates and—their powerful influence in the community.
- (6) The Post and the Sun are Pittsburgh products by Pittsburgh men. Democrats read the Post and the Sun—they must in order to get the Democratic news. Republicans and Progressives are compelled to read the Post and the Sun in order to get true news.
- (7) Local Advertisers in Pittsburgh use the Post and the Sun, and the great increase in advertising since the first of January shows that Pittsburgh merchants realize their popularity and strength with their readers.
- (8) National advertisers, in order to reach the 1,000,000 homefolks of Greater Pittsburgh, must use two home newspapers.

PITTSBURGH POST  
(2c Every Morning and 5c Sunday)

PITTSBURGH SUN  
(1c Every Afternoon Except Sunday)

EMIL M. SCHOLZ, General Manager,  
PITTSBURGH, PA.

CONE, LORENZEN & WOODMAN, Foreign Advertising Representatives,  
Brunswick Bldg., NEW YORK. Malters Bldg., CHICAGO.

## PULITZER ESTATE APPRAISAL.

### MUCH DISCUSSION ON VALUE DELAYS THE TIME OF FILING.

Attorneys representing the estate of Joseph Pulitzer, say that the appraisal would be ready for filing probably the first of next week. They refuse, however, to discuss the probable amount of the appraisal, adding that there were several features yet to be completed.

According to a St. Louis despatch published in Monday's New York Times the appraisal will fix a total value of Mr. Pulitzer's estate between \$18,000,000 and \$20,000,000. This is \$10,000,000 less than the figures announced at the time his will was made public, and Mr. Pulitzer's newspaper property, the New York World, the Evening World, and the St. Louis Post-Dispatch, represent somewhat less than one-third of the total in the figures received in St. Louis.

It is understood that some difficulty has been experienced in getting newspaper owners and managers to qualify as experts in this valuation. Melville E. Stone, general manager of the Associated Press, has been the principal witness on the question of determining a just method of estimating the good-will of a newspaper. He is understood to have testified that average earnings over a period of years, capitalized at fifteen per cent., furnish a fair basis for assessing the good-will of an established newspaper.

Mr. Pulitzer estate has in New York State the stock of the Pulitzer Publishing Company of St. Louis, which owns the Post-Dispatch, and the value of that paper will figure in the appraisal. Outside of the Pulitzer Building in New York and his home, he held little New York real estate. His country places at Bar Harbor and Jekyll Island are not taxable in New York State.

Listed in the estate for appraisal, it is said, are a great number of stocks and bonds held by Mr. Pulitzer for investment purposes and although their amount is not known here, they are said to aggregate an unexpectedly large part of his estate.

The figures are not to be made public until the appraisal is officially entered in the Probate Court, but it is known, says to the Times, that they show an unprofitable year in 1908, and that the year following Mr. Pulitzer's death brought his newspapers their largest gross receipts. That the increase of the year has been counterbalanced by the increased cost of white paper is one of the contentions made by the estate.

Other questions delaying the completion of the appraisal, it is said, are whether or not the bequest of \$75,000 for a statue and memorial to Thomas Jefferson and \$50,000 for a fountain in Central Park are taxable. The official appraiser is reported to be inclined to allow these items to be untaxed, because of their public nature, although representatives of the State Tax Depart-

ment insist that they are not included under any head of exemption in the inheritance tax law.

The Times states:

A computation based on the tax payment of \$410,680, taking into consideration the distribution of the hypothetical estate under the terms of Mr. Pulitzer's will, gave a value of approximately \$16,000,000. This is \$2,000,000 below the lowest estimate of figure reported from St. Louis.

The delay in filing the appraisal has cost the residuary heirs of Mr. Pulitzer, his sons, close to \$200,000. The law provides that when bequests are not paid within one year of death, interest at six per cent. shall be added. This interest comes out of the residuary estate. The year for dividing Mr. Pulitzer's estate expired on October 29. Since the division cannot be equitably made until the appraiser makes his report, payments to legatees had to be postponed.

Attorney Malone, for the Pulitzer estate, in the appraisal hearings made strenuous efforts to have the appraisal filed before October 29, but was defeated by some of his contentions, which included allegations that Mr. Pulitzer's death had injured the newspapers he published, and that the increasing cost of white paper had reduced the profits of the newspaper business.

In order to test these arguments Mr. Stoughton B. Solmer, insisted that a year should elapse, so that he might see how the World prospered without the direction of its founder, and note the tendency of the white paper market.

The interest payments to be met by the residuary heirs include: \$60,000 on the \$1,000,000 bequest to the School of Journalism, \$15,000 on the \$250,000 bequest to Columbia University for scholarships and prizes, \$30,000 on the \$100,000 bequest to the Philharmonic Society and the Metropolitan Museum of Art, \$300 on the \$5,000 bequest to the Children's Aid Society, \$3,000 on the \$50,000 bequest for a Central Park fountain, \$4,500 on the \$75,000 bequest for a memorial to Thomas Jefferson, \$100 on the \$100,000 bequest to his valet, Jabez Dunningham, and some \$36,000 on the present \$600,000 estimated value of the life estate of \$2,500,000. Mrs. Kate Davis Pulitzer, the widow.

The Pulitzer estate has made the advance payment of \$410,680 to secure the rebate of the tax on payments within six months of death. This will approximate the tax to be assessed.

E. Halsey Malone, of Hornblower, Miller & Potter, representing the Pulitzer Estate, is reported as declaring that the appraisal of the estate as printed in the Times and giving the value as \$20,000,000 was guesswork and certainly had not been authorized. He said that no one in St. Louis had means of knowing what the appraisal would be, and that a statement that the delay in filing the appraisal had cost the residuary heirs of Mr. Pulitzer, his sons, close to \$200,000, was absolutely incorrect.

He said that every one in any way connected with the appraisal had been enjoined to the utmost secrecy until it was made public, and this promise had been adhered to strictly.

Melville E. Stone, general manager of the Associated Press, regarding the story that he had testified that average earnings for a period of years, capitalized at fifteen per cent., furnished a fair basis for assessing the good will of an established newspaper, said he had given such testimony at the hearing on the appraisal, but declined to discuss it further.

John Norris, chairman of the paper committee of the A. N. P. A. and a widely known newspaper expert, made an appraisal of the mechanical property of the Pulitzer papers for the estate.

## CHICAGO STRIKES REPUDIATED.

### PRESSMEN AND STEREOTYPERS PAY PENALTY FOR CONTRACT BREAKING.

Members of the International Printing Pressmen's and Assistants' Union throughout the United States and Canada have repudiated the strike of pressmen on the Chicago newspapers. By a majority of 2,516 in a vote of 10,728 the brother union pressmen of the Chicago strikers refused to give them financial aid. Even the book and job pressmen of Chicago voted down the assessment asked by the International Union Convention by 312 to 69.

The fact that the Chicago pressmen broke a contract in striking after refusing the offer of a publisher to arbitrate had a great influence on the result, it was said.

Another defeat for the illegal strikers came when the board of governors of the International Allied Printing Trades Association ordered the immediate organization of a new Allied Printing Trades Council in Chicago.

The meeting of the board of governors was called to consider the protest of the International Stereotypers and Electrotypers' Union against the Chicago Allied Printing Trades Council. The latter, it was charged, was illegally constituted, as it had refused to recognize the delegates of Stereotypers' Union No. 114. It had also recognized an illegal union of stereotypers, whose charter had been revoked for violation of a contract and international union law.

The board of governors sustained the protest of the International Stereotypers and Electrotypers' Union. Then the action calling for the organization of a new printing trades council was taken.

Great regret has been expressed among the labor leaders of the country that President George L. Berry of the International Union indorsed the strike, as in calling it a contract was broken. The breaking of contracts is one of the things that real labor leaders always fight.

Now that the members of Berry's own International Union have repudiated his action and that of the Chicago pressmen it is said to be a problem how he can restore his reputation as a labor leader. They want to know by what process of reasoning he can induce an employer to believe his signature to a contract will be held binding by him.

The opposition to the assessment was said to have grown out of the refusal of the Chicago pressmen to arbitrate and their calling a strike. An effort had been made to make it appear the pressmen were locked out.

For some time the union of stereotypers known as No. 4, which has been repudiated by the board of governors has been losing offices that it had previously controlled.

The members of that discredited union are joining the new organization formed by the international executive board.

The latest employers to repudiate the discredited stereotypers' union

are members of the Independent Publishers' Association. Its members publish the German and Scandinavian daily newspapers. The publishers held a conference with the representatives of No. 114 and No. 4. L. P. Straube, whose tactics brought on the illegal strike of stereotypers that caused the revocation of its charter, was present to protest against the stereotypers in the offices affected joining the new union.

J. Fremont Frey represented the international union and James Sampson No. 114. Mr. Frey told the publishers that No. 114 was the only legal stereotypers' union in Chicago and that if the independent publishers made a contract with that local it would be underwritten by President James J. Freel of the international union.

"You can rest assured that the contract will be religiously observed," said Mr. Frey. "There will not be another mistake in Chicago like that made by No. 4."

Fritz Glogauer, president of the Independent Publishers, said that organization would only enter into business relations with a bona fide union, and that he had called the meeting to learn which was the legitimate organization.

### NEW APPOINTMENTS.

Charles P. Knill, Steger Building, Chicago, has been appointed Western representative of the Michigan papers published by William Thomson. The list is composed of the Kalamazoo Telegraph-Press, the Battle Creek Journal, Flint Evening Press and the Lansing Evening Press.

Robert W. Mitchell, Record-Herald Building, Chicago, has been appointed Western representative of the Associated Medical Publishers (the "Big Six").

The North Adams (Mass.) Transcript has appointed the Julius Mathews Special Agency, Boston, as its representative in the foreign field.

### PARKER AND PECK WITH CHICAGO WORLD.

Harrison M. Parker, who recently retired from the Stack-Parker Advertising Agency, has joined the forces of the Chicago Daily World, the Socialist newspaper, as business manager. Charles M. Peck of New York, formerly an advertising writer and counsellor, is now also connected with the World as managing editor.

### OTHEN IN JACKSONVILLE.

John Othen, formerly with the advertising staffs of the Washington Herald and the Times, has been appointed advertising manager of the Jacksonville (Fla.) Metropolis, assuming his duties last Monday. After leaving Washington Mr. Othen was advertising manager of the Player, and later of Vanity Fair, in New York.

### NEW A. N. P. A. MEMBER.

The Bloomington (Ill.) Daily Bulletin has been elected to membership in the American Newspaper Publishers' Association.



# THE EVENING WORLD

the Representative Newspaper of the Intelligent Masses of

## NEW YORK,

signalizes the beginning of its Second Quarter-Century of existence with the

*Greatest Advertising Month  
In Its History.*

During October, 1912, the Evening World carried (according to the record compiled by the Statistical Bureau of the Evening Post)

691,578 agate lines.

This is a GAIN of 112,581 lines over October, 1911.

And it makes a Grand Total for the Ten Months of 1912 of

*Over Five Million Lines!*

The ABSOLUTE INDEPENDENCE of the EVENING WORLD has secured for it a circulation exceeding 400,000 a day among the Home-Loving People of the Metropolis and its Shopping District, affording to the Advertiser the

Greatest BUYING POWER in New York.

## NEED OF MEDICAL EDITORS.

WHAT PHYSICIANS AND NEWSPAPER MEN SAY ON THE SUBJECT.

The Medical Times presents opinions of editors of country-wide reputation and expresses the hope that, its discussion will arouse sufficient interest among newspaper editors to warrant them in adding to their staffs medical men, whose duty it will be to supervise the medical news in their columns and to prepare such articles as will aid and instruct their clientele.

Simon Baruch, M. D., medical editor of the New York Sun; professor of hydrotherapy in the College of Physicians and Surgeons of Columbia University:

"The interests of the readers, which are paramount, demand that all information or news published in his paper should be absolutely accurate as far as is possible. Upon this condition that master of journalism, the late Joseph Pulitzer, insisted as a sine qua non. Every medical reader is cognizant of the inaccurate character of most of the medical items in our lay journals, and we are therefore competent to judge the serious delinquencies of even the best managed papers in this regard. Indeed, this is one reason why many physicians abhor interviews and others decline them.

"These statements are usually obtained in haste, often by telephone; there is no opportunity for proof-reading, and the result is but too frequently an inaccurate if not absurd publication of the doctor's views. All this may easily be remedied by judicious medical supervision, as I shall demonstrate.

"Nowadays the metropolitan newspaper records the papers and discussions of many scientific bodies whose work interests the public. Editors are rarely equipped for discussing these topics and adapting them to the understanding of their readers.

"Moreover, the latter depend on the favorite newspaper to keep them informed on matters of hygiene, public and private, especially when a congress like that recently adjourned convenes. The latter received larger attention on the part of the lay journals than is usually accorded such discussions, because the managing editors realized the deep interest of the public in the preservation of health and saving of life, an interest of far greater import than any other.

"Minor inaccuracies encountered daily in the majority of newspapers on medical subjects are legion; not rarely the entertainment of these absurd views would disgrace any intelligent person.

"Aside from the reader's interests, which, of course, are closely interwoven with those of the paper itself, the latter must derive incalculable benefit from skillful censorship of all medical news. Moreover, a physician who knows the personnel of the profession is able to direct reporters or interviewers to the proper authorities when it becomes necessary to obtain the

views on special topics. By this precaution would be excluded the views of men whom the reader may regard as exponents of medical thought, but who would be repudiated by the medical profession.

"A surgeon has often been quoted on a death from heart failure and a physician on a surgical subject because the interviewer consulted his own convenience in obtaining information. The paper which publishes, though inadvertently, news of this unreliable character must suffer in the estimation of its readers, who sooner or later become correctly informed on most subjects published. The financial loss incurred in publishing items of which those cited above are examples is obviously increased by telephone expenses, especially if transmitted by cable or wireless.

The medical editor should not be a figurehead; to him should be submitted all items of medical news for final decision, as is done in the office with which I am connected. In the absence of such a provision I should have declined the position.

"Upon the subject of medical education, too, much ignorance exists on the part of the public, which can be enlightened only by instruction through the lay publications. The numerous quacks and so-called scientists, religious though they claim to be, must be exposed in all the nakedness of their mercenary practice.

"I shall continue as far as in me lies to further and protect the interests of the calling to which my whole life has been devoted, and I know no more effective way of accomplishing this aim than by unsigned editorials in a metropolitan newspaper having a large and discriminating clientele.

"There are some subjects which concern both physician and lay people, the former perhaps more deeply, which medical journals sedulously seem to avoid. Editorial comment in a lay journal may prove effective in arousing the attention of the medical press to the danger which menaces the profession and the people."

Talcott Williams, LL. D., dean of the Pulitzer School of Journalism of Columbia University, New York:

Nearly thirty years ago, when "Science" was started under the kindly support of Alexander Graham Bell, the discoverer of the telephone, its editor said to me that he had discovered that he got better articles out of a journalist who knew nothing of science than out of a scientist who knew nothing of journalism.

This is the experience of every newspaper man in dealing out the articles which are turned over by physicians on subjects relating to public health. Some physicians have the journalist's nose for news and capacity for exposition, as Dr. Neff, at present director of the Department of Public Health and Charity in Philadelphia, has proved. He has furnished the newspapers through the year with articles, containing both cautionary and sometimes informatory, which have always been printed and have sensibly improved the attention of tens of thousands of families to sundry rules of health.

Many health officers have sought to do this and their articles have gone into the waste paper basket because, in the first place, they were not short, and in the second place they did not pick up the precise fact at opening which would attract public attention. As Mr. Newell Arnold said of editorial writing: "It looks easy, but it is a trade which has to be learned."

In reaching the public through the

Continued on Twenty-first Page.

## COLLEGE JOURNALISTS TO MEET IN TOPEKA.

The problems of college journalism will be threshed out at the second annual fall meeting of the Kansas College Press Association, to be held in Topeka this month. The association is composed of the editors of the weeklies of the denominational colleges of the state, who meet twice each year to compare methods and discuss the problems of college journalism.

Ray Yarnell, editor of the Washburn Review, is the president of the association, and the meeting will be under the auspices of the Review staff. The next spring meeting will be held at Emporia in March.

The membership of the state association includes the members of the staffs of the student publications of the following schools: Ottawa University, Salina Wesleyan University, Southwestern College, Winfield; College of Emporia, Baker University, Baldwin; Washburn, Campbell College, Holton; Bethany College at Lindsborg; McPherson College, Midland College at Atchison; Friends University and Fairmount College at Wichita; Cooper College at Sterling and Kansas City University at Kansas City, Kan.

## NEWSPAPER MEN DINED.

A number of newspaper men of Bergen County, N. J., were the guests one day last week of President Robinson of the Union League Club at a dinner. The question of how the county newspapers could further the interests of their home locality was discussed. The discussion was informal and no action was taken on any matters.

## LABOR EDITORS ELECT.

R. E. Woodmansee of the Illinois Tradesman, published in Springfield, has been chosen president of the Illinois Labor Press. O. D. Stiles of the Trades Review, Bloomington, is the new vice-president; and Walter S. Bush of the Labor Gazette, Peoria, secretary-treasurer. Executive board members named are George Palmer of the Galesburg Labor-News; and H. P. Stephens, editor of the Danville Record. The election was held in Danville.

Under the New Management

WATCH THE

# WELCOME GUEST GROW!

December 1912 Circulation **125,000**

Now published by the  
PULITZER PUBLISHING CO.  
1036 Sixth Avenue, NEW YORK CITY.

WALTER PULITZER, Pres. and Editor.  
GEORGE W. WILLIS, Business Manager.

The rate for advertising is 50 cents per agate line of seven words. 5 per cent. discount when cash accompanies order. Forms close the 20th of month preceding date of issue.

## A SAN DIEGO CLUB.

Permanent organization of the San Diego (Cal.) Press Club has been effected. In order to keep the members in mind of the fact that they are newspaper men their officers have been named as follows: Managing editor, F. B. Goodman; city editor, J. F. Haley; copy reader, George H. Thomas; assistant copy reader, J. L. Considine; and cashier, F. L. Bierman. The five above named with Allen A. McGrew, Harry T. Martin and E. S. Pine compose the board of directors.

## SUSPENDS HIS PAPER.

Failing health has caused Charles A. Both to suspend publication of his Monroe (Wis.) Sentinel. Mr. Both had been editor of the paper since 1865. The Sentinel is a semi-weekly established in 1851.

## FOR HYDE PARK.

The Hyde Park section of Chicago has a new paper devoted to its interests called the News.

**888,664** AGATE LINES **GAIN**  
IN NET PAID ADVERTISING in the  
**HOUSTON CHRONICLE**  
at absolutely uniform rates, in its fiscal year ending  
September 30, 1912:  
Local Display 366,240 Gain.  
Foreign Display 239,176 Gain.  
Classified 283,248 Gain.  
Total 888,664 Gain.

This is the greatest gain in the same period of any newspaper in the Southwest, and perhaps for the entire country for papers of its class.

The Largest Verified Circulation in Texas.

**29,940 Daily, 35,378 Sunday.**



# OCTOBER WAS ANOTHER "BOSTON POST MONTH."

Here Are the Figures Right Up to Date Which Prove and Visualize  
the Trend of the Advertising Situation in Boston and New England:

Daily Circulation Average For  
October, 1912

## 420,721

*Average for October 1911 was 369,418*

*Gain of 51,303 Copies*

Sunday Circulation Average For  
October, 1912

## 318,686

*Average for October 1911 was 303,631*

*Gain of 15,055 Copies*

A circulation obtained without the aid of coupons,  
voting contests or premiums.

Automobile Display Advertising	TOTAL for Ten Months, 1912 (January 1st to October 31st)	
	Post	316,580 Lines
	Globe	304,900 "
	Transcript	241,109 "
	Herald	222,695 "
	American	218,188 "

More proof of the  
Post's supremacy  
in the Boston field.

In October the Post AGAIN *LED*  
*ALL OTHER* Boston Papers in  
*Local Display Advertising*  
*Foreign Display Advertising*  
*Automobile Display Advertising*  
*Total Display Advertising*

DISPLAY ADVERTISING in Agate Lines,  
for the Month of October in Papers  
Having Daily and Sunday Editions

Post	643,875
Globe	573,483
American	525,267
Herald	374,006
Post Led Globe by	LINES 70,392
Post Led American by	118,608
Post Led Herald by	269,869

DISPLAY ADVERTISING in Agate Lines,  
Since January 1, 1912, in Papers Having  
Daily and Sunday Editions

Post	4,731,605
Globe	4,307,119
American	4,022,437
Herald	2,685,804
Post Led Globe by	LINES 424,486
Post Led American by	709,168
Post Led Herald by	2,045,801

The Post Led  
in Display  
Advertising in

January  
February  
March  
April  
May  
June  
July  
August  
September  
October

And started  
November with  
these figures for  
the first day:

POST	LINES 32,856
Second Paper	23,520
Third Paper	15,600
Fourth Paper	12,852

EASTERN REPRESENTATIVE:

Kelly-Smith Co., 220 Fifth Avenue, New York.

WESTERN REPRESENTATIVE:

C. Geo. Krogness, 902 Marquette Building, Chicago

# The "Wilson Way Wins"

SO DOES  
THE

UNITED STATES  
CIRCULATION CO.  
(Incorporated)

# WAY

THE COMPANY WITH THE UNEQUALLED RECORD.

When you want circulation results wire us.

UNITED STATES CIRCULATION CO., Inc.,  
First National Bank Bldg., WATERLOO, IOWA.

## BUILDING UP THE CIRCULATION.

The Portland (Me.) Eastern Argus is conducting a "12,000 Club" circulation campaign, which, when it comes to producing results in paid in advance net circulation, General Manager Oscar R. Wish declares, beats anything he has ever tried. The Argus is using two automobiles and other valuable prizes. "Our net increase in new circulation averaging one year will be in the neighborhood of 5,000 brand new paid-in-advance subscriptions," Mr. Wish writes. Blair & Kendall of San Francisco are conducting the campaign for the Argus.

The New Brunswick (N. J.) Times has started what its publisher, J. David Stern, announces to be the biggest contest that has ever been attempted in a city the size of New Brunswick. The prizes are three automobiles, piano-player, grafanola, diamond rings, watches, opera house tickets for the season, etc. No one taking part in it will lose anything for the time they give to the work. Contestants who do not win prizes will be given ten per cent. of the money they turn in on subscriptions. Some of the most prominent men of the city are entered in the contest, which is being conducted by the William L. Betts Company, World Building, New York.

A puzzle contest was recently conducted by the Rochester (N. Y.) Herald which created considerable interest. Each one who took part in the contest had to first subscribe for the paper and the prizes were cash, twenty times the amount of the subscription of the winner.

The Cambridge (Md.) Standard and the Salisbury Advertiser have inaugurated subscription contests, with pianos, diamonds, watches, etc., as prizes. The campaign is under the management of the Special Service Company, of New York and Pittsburgh.

The Rutland (Ill.) Record is offering a twenty-eight by thirty-nine inch wall map of Illinois as a special inducement for paid in advance subscriptions to that paper in connection with Farmer's Voice and the Vegetable Grower. The map contains in addition to a large map of the state of Illinois, pictures of all

of Illinois' governors, flags of all nations and calendars for 1912, 1913 and 1914. The reverse side of the map contains the 1910 census of Illinois, population and area of the states and territories and several other interesting tables.

The premium coupon plan which has been operated now for some time by the Curtis Publishing Company, of Philadelphia, in connection with the agents' department for the Saturday Evening Post, Ladies' Home Journal and the Country Gentlemen, is proving a big success. One of the latest additions to the list of premiums is a selection of supplies for the newsdealer, which the latter may secure by saving the coupons which are given with a certain number of each one of the publications. This line of newsdealer's supplies includes such things as scales, telephone memorandum pads, cash boxes, loose leaf ledgers, cigar cutters, letter openers, pen holders, etc.

The Porterville (Cal.) Messenger-Enterprise is conducting a premium subscription campaign along somewhat novel lines. In place of running the usual contest this paper has put up a list of prizes which may be obtained by anyone securing the required number of points, a given number of points being awarded with every yearly subscription secured. For instance, 5,555 points entitles the subscriber getter to an automobile. A list of various sorts of household articles, watches, clocks, kodaks, furniture, books, chafing dishes, and china sets are also enumerated on the list. This proposition makes it possible for anyone who wishes to secure a prize to start out to collect the required number of subscriptions independent of any other contestant, and be assured that if he or she gets that number of subscriptions they will get the prize.

The Chicago Evening Post is continuing a subscription campaign in which it is disposing of summer resort lots as a premium proposition. The lots are located at Lakewood, a summer resort region near Whitehall and Muskegon, Mich. The proposition is to sell one of these lots, which is twenty-five feet wide by 100 feet deep, with a year's subscription to the Chicago Evening Post at an installment price that totals around \$12.00. A payment of

\$3.00 and monthly installments of various sizes are required in order to meet this obligation. The Post claims to have met with considerable success with this proposition.

To demonstrate the wide range of territory covered by its circulation, the Vernon (B. C.) News recently conducted a want ad squib contest with fine results. With only two weeks' advertising beforehand and despite that the idea was untried in the territory before, replies were received from many widely separated points. The prizes were a lady's ring, or gentleman's fob; a lady's brooch, or man's tie pin; and a lady's belt pin, or man's cuff links. The squibs decided fourth, fifth and sixth best received honorable mention. J. A. McKelvie is editor of the News, and Louis J. Ball, the manager. Copies of the News show a thoroughly up-to-date, well printed and well edited paper that is receiving splendid support from business men of the section.

The Helena (Mont.) Morning Independent reports a gain in circulation of thirty-three and a third per cent. as the result of a contest just closed, which was directed by the Northeastern Circulation Company, Davenport, Ia.

The Flint (Mich.) Journal recently put on a circulation campaign in which a pocket savings bank was given to every person who called at the business office of that publication and asked for one. Enclosed in the bank when presented was a metal check which is worth fifty cents when presented at any of the Flint banks upon opening a savings account. This deal was put on by a combination of the banks catering to savings account business in connection with the Journal, and proved to be a big business getter. The bank is made in such a shape that it will fit nicely into the vest pocket, and does not take up much more room than an ordinary vest pocket memorandum book.

A truck wagon free to boys is the offer that the Milwaukee Sentinel is using to appeal to the youngsters of the city and surrounding territory in a subscription soliciting campaign. The truck wagon is self propelled by a hand lever working in a set of cogs in the same fashion as a hand car. A car is given to every boy who secures ten new subscriptions to the Sentinel.

The circulation department of the Zanesville (O.) Times-Recorder has started a publication called "F. R. Jr.," in the interest of the carriers and newsboys.

The San Diego (Cal.) Sun has just put on quite a novel subscription campaign in which the appeal is made to the school children. The proposition is to give a package of twelve lead pencils to any school boy or girl who will secure two new subscriptions to the Sun for a month.

E. E. Hallet, publisher of the Archbold (Ia.) Advocate, recently treated his subscribers to an automobile trip to the Toledo Industrial

Write for Option on

## "Says Old Man Jones"

A New and Delightful 3-column Daily Service of Humor in

## Pictures and Verse

To be furnished in mat form and released shortly by the

McCLURE NEWS PAPER SYNDICATE  
45 West 34th Street, NEW YORK

We conduct all kinds  
of Circulation Contests

Wire Write



## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds. HOTALING BROS.

Tribune Building, NEW YORK.

Exhibition. With the co-operation of the merchants of the town Mr. Hallet secured the service of 100 automobiles and more than 500 people made the trip in a body.

The Chicago Examiner is making a big play for new subscriptions with a popularity voting contest in which a long list of prizes, headed with a first prize of \$1,000 in gold, is offered. This contest is of the usual sort, with votes being given on all subscriptions secured as well as on coupons clipped from the daily paper. Another circulation stunt used by the Chicago Examiner is an offer of an enlarged photograph free to any person who clips the coupons from thirty consecutive issues and presents them at the premium department. A charge of \$1.50 is made for the frame.

The Benton Harbor (Mich.) News-Palladium is featuring an offer of a large map of Berrien County, Mich., with a year's paid-in-advance subscription. The maps show not only the roads and farms throughout the county, but the names of the owners of the farms as well. Such a map is valuable in that it enables the owner to keep track of residents of a given section. This map is three and one-half feet square and is printed on cloth.

A contest just closed by the Moline (Ill.) Mail is said to have increased the circulation of that paper by thirty-five per cent. The campaign was conducted by the Northeastern Circulation Company, Davenport, Ia.

The Washington Herald in its \$25.000 subscription contest has rented a three-story building to show the various prizes for contestants.



## NOTES AMONG THE CIRCULATORS.

Victor Ryberg, circulation manager of the New York Morning Telegraph, has been connected with that paper for fifteen years, during which time he has occupied various positions. Five years ago he was appointed circulation manager.

During Mr. Ryberg's tenure of office the Morning Telegraph has held six popularity voting contests, each one of which has been more successful than the preceding contest. Three of the contests have been for theatrical people—to determine the most popular actor and actress in America during the year in which the contest was held.

Where a contest is not general, but confined to a class of persons, such as theatrical folk, fraternal organizations, etc., its scope is limited and the same broad results cannot be expected or obtained.



VICTOR RYBERG.

Despite these handicaps, Mr. Ryberg claims that a contest he has under way at present is the greatest ever held by a newspaper whose selling price is five cents per copy and the subscription rate \$14 a year.

A distinct innovation has been introduced in this latest contest. Not only does the candidate receive the benefit of the large vote on a subscription, but the person sending in the subscription receives a premium. Here is a double incentive for both candidates and friends of candidates to get out and work.

A carefully selected list of seventy-five premiums—more or less of a personal luxury nature—has been prepared. The premiums

run in value, the retail price at which they can be bought at any retail store, from \$2.50 to \$100. To illustrate: A person sending in a \$14 subscription for the daily and Sunday editions for one year may select either a field glass, a jewel box, folding umbrella or a choice of a dozen other articles.

Many persons cannot afford or dislike to part with \$14 at one time. Such cases are taken care of by issuing official premium receipts. A person can therefore subscribe for any part of a year and induce his or her friends to do likewise and collect the official premium receipts. When receipts, amounting to \$14, are collected they can be redeemed at publication office for the premium desired or the receipts can be held for a premium of higher value.

The margin of profit on a five-cent publication, with a subscription price of \$14 per year, is large enough to admit of the successful working of free premiums with subscriptions, according to Mr. Ryberg. An attractive illustrated catalogue has been compiled and mailed to every person directly or indirectly interested in the candidacy of a contestant.

Another new idea is the varying value of the daily ballot. A ballot in the Sunday Telegraph is worth only one vote, while on Monday it is worth ten votes; on Tuesday, Thursday and Friday the value is five; Wednesday, three; and on Saturday, two.

The contest is to decide the most popular actors and actresses in America during the year 1912. The contest, which will continue until December 23, is open to every player—whether a "star" or in the chorus—and every line of theatrical stage endeavors or moving pictures. Votes are on both the coupon and subscription basis.

The inducements are eighteen valuable prizes, the first two of which are automobiles. Others include graphophones, player-pianos, pianos, trips to Bermuda and Florida, theatrical outfits, etc.

Ellis K. Delano, formerly of the circulation department of the Brooklyn Times and later assistant circulation manager of the Boston Traveler, is now devoting a portion of his time to the interests of the new Brooklyn News Letter.

William Potter, formerly circulation manager of the Boston Traveler, is now in charge of the circulation of the Manchester (N. H.) Leader, where he is doing good work.

W. G. Naylor, the Chicago publicity man and circulation promoter, has temporarily moved his family to Boston, where his children are attending school. Mr. Naylor has several subscription contest contracts in New England and is now

engaged with the Manchester (N. H.) Leader, where he is putting on his "lost card" stunt for want ad building. Next week he inaugurates an automobile subscription contest on the Leader.

Miss Gertrude Benoit of Worcester, Mass., has joined the staff of W. G. Naylor, to be in charge of the French candidates in contest work. She is an experienced newspaper worker.

Charles Endor, Jr., of Kewanee, Ill., is now connected with the circulation department of the Louisville (Ky.) Herald.

Ernest Bayton, circulation manager of the Gary (Ind.) Tribune, has resigned to become connected with the Gary News Company. Mr. Bayton was also at one time with the Gary Post, and had been in charge of the Tribune's circulation work for about a year.

S. T. Hurd has retired from the Elgin (Ill.) Courier, of which he was circulation manager, and will take charge of the advertising department of the Canton Daily Ledger, which is soon to appear.

E. R. Ragan, circulation manager of the Springfield (Ill.) Evening News, assumed charge of the circulation department of the South Bend (Ind.) News Tribune on November 1.

In order to enter other business in Louisville, Ky., Frank G. Hay retired as circulation manager of the Houston Chronicle on November 1.

Otto B. DeHaas, president of the United States Circulation Company, Waterloo, Ia., is at the Hotel Imperial, New York, for a few days.

### NEW WELCOME GUEST OUT.

The first number of the Welcome Guest, formerly of Portland, Me., under the new ownership of the Pulitzer Publisher Company, of New York, has appeared.

Walter Pulitzer assumes the editorship of the Welcome Guest, and is president and treasurer of the publishing company. George W. Willis is business manager and secretary. Publication offices are at 1036 Sixth avenue, New York.

Mr. Willis, the business manager, was formerly with Cheerful Moments and Modern Stories and previous to that was special representative for a number of years for mail order and agricultural publications. He is authority for the statement that a circulation of 125,000 can be counted on for the next number of the Welcome Guest under its new ownership.

### A LITERARY WONDER.

The Pittsburgh Sun has engaged Miss Winifred Sackville Stoner, Jr., one of the most noted young authors and linguists of America, to write a series of articles concerning Highland Zoo. Miss Stoner, who is only ten years old, is a student of the

GET TO-DAY'S  
NEWS TO-DAY

"By UNITED  
PRESS"

General Offices. World Bldg., NEW YORK

THE SPECIAL  
SERVICE CO.

Experts in  
Circulation Contests.

306 Publication Bldg., Pittsburgh

The very best  
NEW DAILY COMIC  
on the market  
THE NEARLYWEDS

By George McManus,  
Write for details.  
National News Association  
200 William St., NEW YORK CITY.

FOUNTAIN PENS  
ARE THE BEST  
PREMIUMS

SALZ BROTHERS  
45 West 34th Street. NEW YORK.

For Washington Correspondence Write

AMERICAN  
TELEGRAPH PRESS  
District National Bank Building,  
WASH'NGTON, D. C.

We have doubled the Circulation of some newspaper. We can increase yours. Write us.

The MYERS Circulation  
Co., Inc.,  
OF WATERLOO, IOWA.

sciences and has acquired a wonderful knowledge of English and other languages. It is said that she learned to use the typewriter when only three and at that age she could recite many poems. When she was four years of age she wrote a play in Esperanto, and at five her stories and jingles were published in the St. Nicholas and other children's magazines.

### NOW AT SIDNEY.

C. C. Waltermeier, for the past nine months with the Wapokoneta (O.) Daily News, is now in charge of the editorial department of the Sidney Journal.

### THE ONE BEST MEDIUM.

Joseph B. Borders, president of the National Circulation Company, Columbus, O., writes:

"I believe that THE FOURTH ESTATE is the most widely read trade publication of its kind. In twelve different states in which we do business, we find that THE FOURTH ESTATE is taken everywhere and considered in the same light as we consider it. I feel sure that it is the one best medium to reach the publishing public."

Our Buffalo Express European Contest took in \$50,000 and added 12,000 new subscriptions.

The William L. Betts Company  
Suite 406, World Building. New York City

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company. E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of *The Fourth Estate* addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 976 FOR THE WEEK ENDING SATURDAY, NOVEMBER 9, 1912

## STANDARDIZATION.

Considerable has been said, and something has been accomplished, in standardizing perfecting presses so that newspapers might all appear with uniform sized pages.

If this practice could become universal it would simplify the press builders' problem to a very marked degree and enable them to sell presses at lower prices without sacrificing their profits.

Standardization of equipment and practice would result in lower cost of equipment, lower overhead charges, lower operating expense.

A daily paper in the hands of capable, up-to-date and hustling men is bound to grow, and the time soon comes when the physical capacity of the plant is unequal to the task. Then comes the exchange of old equipment for new of greater capacity.

If publishers were all operating with standard equipment the new would cost less and the old would be worth more.

This subject is not new, but it is not having the affirmative consideration which it should have in view of its importance in dollars and cents. Keep these things in mind every time you think that your growth will in the near future reach the maximum capacity of your plant and necessitate a new equipment.

No other single move will accomplish so much in reducing the cost of print paper as will standardization in the sizes and basic weight of roll news. Paper manufacturers could then run their mills whether they had orders or not. They could warehouse their product, and if need be could finance their warehouse certificates, knowing all the time that what they had on hand would fit any publisher's requirements.

Said a prominent manufacturer the other day: "If I should decide to enlarge my plant I should be utterly at a loss to know just what sized paper machine to put in. Mills have been built and machines put in to fit

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line: agate measure (14 lines to the inch; 140 lines to the column; 50 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

certain orders, and by the time the mill was completed and ready to make paper the contract had gone to some one else and the mill had to be filled with orders not suited to the machines. This means in extreme cases an operating loss on this one hand, and on the other a satisfactory profit, all for the same quality of paper and sold at the same price."

Too much attention cannot be given this subject, for the cost of these unscientific conditions must ultimately be borne by the publisher.

These facts alone are prominent in support of the theory that a publisher whose consumption is large enough to justify him in going into paper making can realize economies enough in building and equipping a mill to meet his exact requirements, to make a good profit for himself over and above the profits the mill would realize if it had to take its chances in the open market for such sizes and weights as it could get.

Why not all of you get these benefits and advantages of standardizing your requirements? Keep it in mind and do it.

## DOCTORS ARE TO ASSIST THE NEWSPAPERS.

That the doctors have seen a light recently and are utilizing it in a way that a few years ago most of them would have condemned as a lowering of professional dignity, says the New York Times, is clearly evidenced by the careful preparations made to supply the newspapers with full and accurate information in regard to the Clinical Congress of Surgeons of America, to be held in New York next week.

The gathering will be large, important, and full of interest, outside of medical circles as well as in them, and the surgeons, recognizing either the legitimacy of this outside interest or the inevitability of some sort of newspaper reports of their proceedings, have appointed from their number a committee the duty of whose members shall be to tell

the representatives of the press what is said and done by the eminent men who are to hold the various clinics.

Unless it should turn out that this is an oblique method of exercising a censorship—of limiting the papers to the publication of what the committee thinks ought to be printed—the course taken is an admirable one.

It is a fact that the newspapers not infrequently display amazing ignorance in dealing with medical matters. A recent collection of their errors included references to "pleurisy of the brain," "pulmonary peritonitis," "ankerstelal nephritis," "ossification of the tissues of the bone," and "stoplococcus, an affection of the throat."

Such blunders as these, however, are more amusing than harmful, and they will tend to disappear from newspaper columns in exact ratio with the abandonment by one doctor after another of the old disdainful attitude toward the layman—of the old pretense that medicine is incomprehensible to others than themselves, and that in regard to it is a little knowledge an especially dangerous thing.

With some lamentable exceptions the newspapers aim at accuracy in presenting the achievements of physicians and surgeons—which, when unexaggerated and undistorted, are sufficiently sensational, nowadays, to satisfy all but morbid tastes—and when they go really wrong in their descriptions it is commonly because a veil of hieratic secrecy has been thrown about something that with perfect propriety, and often with great advantage to the public, could be fully disclosed.

This mistake the Congress of Surgeons is not going to make, and they will have their reward. The papers that count will report their proceedings intelligently and accurately, with full appreciation of their importance.

## NOTE AND COMMENT.

The month of October was a big month for the Boston Post. Besides rolling up a daily average circulation of 420,721 copies, and a Sunday average of 318,686, the Post accomplished the feat of carrying a total of 643,875 lines display advertising. This brings the Post's total display advertising for the first ten months of 1912 to 4,731,605 lines. The daily circulation of the Post for October was a gain of 51,303, and the Sunday 15,055 over the same month of last year. Especially notable in the Post's advertising gain was the automobile advertising, which amounted in the ten months to 316,580 lines.

Much of the success of the Democratic party in Pennsylvania at the national election can be attributed to the staunch support given the party by the Pittsburgh Post and Sun. They were the only two newspapers in Western Pennsylvania that supported Wilson from start to finish. The Post and Sun fought for Democracy single-handed and helped to achieve a great victory. The great increase in advertising and circulation in the Post and Sun since the first of January show that Pittsburghers realize their popularity

and strength. Cone, Lorenzen & Woodman, New York, Chicago and Kansas City, represent the Post and Sun in the foreign field.

Its second quarter century of existence has just been entered on by the New York Evening World. The Evening World has come to be known as a representative of the intelligent masses of people, and starts on its second quarter century by carrying, in October, the greatest volume of advertising of any one month in its history—691,578 lines, a gain of 112,581 lines over October, 1911. For the first ten months of 1912 the Evening World carried over 5,000,000 lines of advertising. The daily average circulation is now guaranteed over 400,000.

The service an advertising agency can render was demonstrated late one Friday night recently, as a matter of fact it was early Saturday morning, when the managers of the National Progressive Party decided that they would make a final dash in the enemy's country in New York State and New Jersey in the newspapers Monday, using full page copy in all the larger towns outside New York City.

The work was entrusted to the Collin Armstrong Advertising Company. An estimate was called for at eleven-thirty, was submitted at one o'clock, the order given at two and the orders mailed before seven o'clock Saturday morning, thus reaching all the newspapers in ample time for setting and publication on Monday.

An incident showing marked independence of a newspaper in dealing with advertisers recently occurred in San Francisco. A concern wanted to exploit its "train wreck" sale of clothing. The copy was illustrated with a blood-curdling drawing of the alleged wreck. When it was offered to the San Francisco Examiner the advertising manager declined the ad, taking the stand that the illustration was objectionable. The advertiser then cut out the illustration and the ad was accepted.

That absolutely uniform advertising rates can be adhered to by any newspaper with success is demonstrated by the Houston Chronicle. In its last fiscal year the Chronicle gained in advertising, on a uniform rate basis, 888,664 lines over the preceding year. A big part of this advertising success, too, can be attributed to the publicity policies of the Chronicle's publishers, whose latest verified announcements of circulation for the Chronicle is 29,940 daily, and 35,378 Sunday. The management of the Chronicle is ably assisted in the foreign advertising field by LaCoste & Maxwell, New York, and the John M. Branham Company, Chicago.

It is reported that a new daily paper, with a Sunday edition, will appear at La Grande, Tex., within a short time. It will be an eight page paper under the title of the Express, and the names of E. Haywood and W. A. Hearst are mentioned in connection with it.



## PURELY PERSONAL.

H. B. Nies, editor of the Marble Rock (Ia.) Journal, is recovering from an operation.

Carl E. Brazier, sporting editor of the Sacramento Union, is now the father of a baby boy. Mrs. Brazier was Miss Leslie Genung, at one time society editor of the Union.

George R. Nash, publisher of the Weedsport (N. Y.) Sentinel, has entered his fortieth year of ownership of that newspaper.

J. S. Fouke, editor of the Genoa (O.) Times, is celebrating his eighty-seventh birthday.

Gerald E. Fry, editor of the Dunkirk (N. Y.) Grape Belt, is suffering from a sprained ankle received in a fall.

W. W. Casteel, formerly city editor of the St. Cloud (Minn.) Times, is now associated with the Duluth, South Shore & Atlantic Railway as press representative.

C. F. Degelman, for some years with the Butte (Mont.) Miner, has moved to San Diego, where he was a member of the Union staff in 1888.

Albert Whiting Fox, of the New York Herald, is recuperating in Washington, D. C., from a broken arm and other injuries received in an automobile accident during President Taft's tour through Massachusetts.

D. H. Lawson, Chicago representative of the Kansas City Star, is on a business and pleasure trip to the Pacific Coast.

John T. Suter, Washington correspondent of the Chicago Record Herald, is back at Washington again after several weeks' special work in New York.

John M. Francis, city editor of the Troy (N. Y.) Times, is in charge of this year's journalism course at the Y. M. C. A. of that city.

Theodore W. Noyes, editor of the Washington Star, is home from his trip to the Antipodes.

Poor health has compelled John Dolph, editor of the Wayland (Ia.) News, to sell his paper and retire from active work. The ownership of the News has been transferred to J. E. Cowgill, of Indianapolis, son-in-law of Mr. Dolph.

## AUTO AD MEN CHANGE.

Ernest Coler has been appointed to take charge of the advertising department of the Willys-Overland Motor Company, Toledo, succeeding Roy J. Buell, who joins the sales department of the Ohio Electric Automobile Company.

## PAPER MOVES.

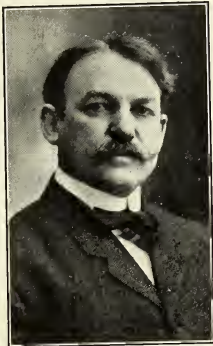
Vestrick, a Bohemian paper published in Houston, has moved its headquarters to La Grange, Tex. F. Fabian will continue as editor in the new location.

## JOINS BUTTERICK FORCES.

Vern Priddy has resigned as Western advertising manager of the Review of Review and is now connected with the New York office of the Butterick Publishing Company.

## WIDELY KNOWN LECTURER.

Allen S. Williams is a publicity man of many activities. When he is not handling the press arrangements for some big exhibit, Mr. Williams spends much of his time on the lecture platform, and has



spoken in practically every part of the country on his favorite subjects—animals, Indians and out door life.

During the past week Mr. Williams was in charge of the Bakery and Candy Show at Madison Square, New York.

## THE BROCKTON NEWS LETTER.

The Brockton News Letter is the latest addition to the Massachusetts newspaper field. It will be issued weekly by William N. Hardy and Charles A. Higgins, business manager and editor, respectively.

Mr. Higgins, who is the new publisher, was at various times with Chicago and other newspapers of the West and more recently editorial writer for the Brockton Times and associate editor of the Boston Advertiser. Mr. Hardy was at different times with the Brockton Times and the Enterprise and secretary of the Chamber of Commerce. Members of the staff include L. M. Churbuck, cartoonist; Ina Mae McCann, J. G. O'Brien and Ellis K. Delano, who will be in charge of the circulation work.

## GOES TO MIDDLETOWN.

Frank B. Pauly, who has been associate editor of the Lebanon (O.) Western Star, for five years, has resigned and is now with the Middletown Daily Journal as editor-in-chief.

## A. P. CHANGES.

George R. Allen has been appointed chief operator of the Western Division of the Associated Press. His successor as operator at Denver is Jesse Crossway.

## CLOSES LONG SERVICE.

After twenty-seven years of ownership C. C. Howard has sold the Hodgenville (Ky.) Herald to Charles R. Creal and Roy M. Munford. The new owners take entire possession.

## WEDDING BELLS.

Joseph Francis Kwapie, a member of the staff of the Pittsburgh Post, was married in Philadelphia a few days ago to Miss Ida Bradenbaugh Freeman of Gettysburg.

G. E. Brown, news editor of the Manchester (N. H.) Leader, was married recently in Boston to Miss Katherine Merry of Boston. The couple have taken up their residence in Manchester.

H. Rouleau Kaull, city hall reporter of the St. Joseph (Mo.) News-Press, and Miss Gertrude Meliss Warren were married recently at the home of the bride's parents in St. Joseph. After November 10 they will be at home.

Arthur E. Schell, one of the publishers of the Hicksville (O.) Tribune, was recently married to Miss Bernice Johnson.

## GETS BAD FALL.

R. E. Yantis, editor of the Athens (Tex.) Review, is suffering from injuries received in a fall down an elevator shaft of a hotel in San Angelo. In a dimly lighted hall he mistook the elevator shaft for a closet door and tumbled thirty feet to the basement. His left leg is broken in three places.

## PRESSMEN'S AGREEMENT.

An agreement between the New York Newspaper Publishers Association and Web Pressmen No. 25 has been reached whereby the latter gain an increase of \$1 per week.

## SENATOR RETIRES.

The Evansville (Ind.) Weekly Review has been sold by Senator William B. Carpenter to Howard Tillon and Charles Prichett.

## NOW SOLE OWNER.

H. A. Charters of Tulare has purchased the interests of the Van Allen Estate in the Tulare (Cal.) Register, and is now its sole owner.

## CRITICALLY ILL.

Charles B. Bailey, editor of the Alvin (Tex.) Sun, is reported critically ill at the Baptist Sanitarium in Houston. He underwent an operation for liver trouble a short time ago.

## TO HOUSE OWN BUSINESS.

A. G. Schwartz has resigned as assistant in the advertising department of R. H. Macy & Co., New York, to go into the advertising business for himself.

## AN EXCHANGE.

Frederick O'Brien and P. S. Castleman have sold their interest in the Riverside (Cal.) Enterprise to G. R. Gabbert of the Oxnard Courier in exchange for the latter property.

## CHAPLIN'S AGENCY.

C. Chaplin has started an advertising agency in College Hill, O. He was formerly secretary to W. Kelsey Schoepf, president of the Cincinnati Traction Company.

## STAFF CHANGES IN WILDMAN SERVICE.

Grosvenor Ainsworth Parker, night city editor of the New York Evening Sun, has joined the Wildman Magazine and News Service staff in charge of the household department. Mr. Parker has been for six years on the Evening Sun. Miss Elise Ward Morris is assistant to Mr. Parker. She is a Southern newspaper and magazine writer and editor.

Courtenay Savage, formerly with Jeannette L. Gilder, is now with the Wildman Service, as fiction editor. Miss Rebecca Deming Moore, contributor to St. Nicholas, Youth's Companion, and other leading juvenile publications, has recently become assistant to Carolyn Sherwin Bailey, editor of the juvenile department.

Edward Lyell Fox, whose World Series articles appeared in many newspapers and whose baseball and football articles have been published in Everybody's, the American, Outing, etc., is magazine editor of the Wildman Service. Lucy B. Jerome, a California newspaper woman, formerly on the editorial staff of the Call, is personality editor, and Miss Sylvia Green has charge of the art department.

## CHICAGO ASSOCIATES DINE GERALD PIERCE.

Gerald Pierce was given a farewell banquet by his Chicago associates on Monday evening.

Mr. Pierce left Chicago to return to Minneapolis to be advertising manager of the Minneapolis Tribune. His first lessons in the advertising business were learned on the Minneapolis paper, and he returns there to give it the benefit of his years of further experience.

The Chicago business men who gave the banquet to Mr. Pierce paid him the highest tribute in their power—they said that he had taught his associates the wisdom of square dealing and made that policy profitable to everybody concerned.

## FREE JOURNALISM SCHOOL.

The New York Board of Education has opened a free class in proofreading and copy editing in the Murray Hill Evening High School, 38th street and Second avenue. The hours are from eight until ten o'clock in the evening. Arnold Levitas is the instructor.

## AD MAN STARTS BUSINESS.

D. Gus Schneider, who has been connected in advertising capacities with several Cincinnati business firms, has gone to Dayton to enter business on his own account.

## SUBURBAN MERGER.

The Austin (Ill.) Austinite and Observer have consolidated. Austin is a suburb of Chicago.

## A LONDON LIBEL CASE.

For a libel contained in a headline which said he had been in share deals, the Liverpool Post has paid \$5,000 to Watson Rutherford, M. P. for West Derby.

## BUSINESS OPPORTUNITIES

\$13,500 cash buys 9-10 of stock of only daily newspaper in thriving middle west manufacturing city. Annual volume of business over \$20,000. After paying two owners' salaries totaling \$50 per week showed a profit of over \$5,000 in year just ended.

Proposition E. Y.,

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York.

Established Insurance Trade Journal for sale; has splendid territory and future. Northwest Insurance News, 311 Lewis Bldg., Portland, Oregon.

## INFORMATION WANTED.

I want the address of Lord Sholto Douglas, a special writer, whose last known place of residence was Chicago, Ill. Address Inf., care THE FOURTH ESTATE.

## WOMAN OWNS TWO PAPERS.

Mrs. Olive B. Macken, who for a number of years has been publishing the Plain City (O.) Advocate, has just bought the Plain Dealer of the same town, published by C. W. Horn. The subscription list and plants of the two papers will be consolidated. The number of newspapers in the town is thereby reduced to one.

## CALIFORNIA'S LATEST.

The San Angelo (Cal.) Thrice-a-Week Record is the name of a new newspaper just established. The owners are B. P. Harrison, formerly owner of the Weekly Record, and J. W. Williams, proprietor of a large printing firm in San Angelo. C. S. Welch, formerly city editor of the Daily Standard, is now filling the same position on the Record.

## REMOVAL IN HICKSVILLE.

The Hicksville (O.) Tribune's plant is now located in a home of its own, centrally located on the principal business street of the town. The building, a one story brick structure one hundred feet long, was entirely remodelled and placed in first class condition for newspaper work. Considerable new machinery has been installed.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

# "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

## HELP WANTED.

## Circulation Manager

WANTED. For a daily paper in a community of 15,000 to 20,000, who can double our circulation—even if it takes six months. Turnish and carry out your own plans. Straight salary for the time employed. If you can deliver the goods, you are the man we want. Any legitimate plan agreeable to us. And as many plans as you care to use. In short: No hobbies on your work—just go to it and produce results. You can begin tomorrow if you want to, but must start with in thirty days. Address BITNER, P. O. Box 986, Pittsburgh, Pa.

## BUSINESS MANAGER WANTED.

I am looking for a young man of unusual ability; one who desires to anchor permanently with a western newspaper of more than 40,000 circulation and the unquestioned leader in its field. I have carried the responsibilities of the business for ten successful years and want an understudy to whom I can shift some of the burdens. The applicant must be of very high character, thoroughly experienced and willing to make an investment of from \$10,000 to \$25,000. Will sell stock at less than market value to suitable man. Young, ambitious and references required. No hot air merchants or promoters considered. Address SUBSTANTIAL, care The Fourth Estate.

WANTED.—An assistant circulation manager for one of the big dailies of the Middle West. State age, experience and qualifications generally, and salary expected. Address "Assistant," care The Fourth Estate.

WANTED: Pharmacy graduate to act as assistant manager in advertising department of a large pharmaceutical house. Salary to start, \$100 per month. Must be young, ambitious and know the advertising game. Address 20th Century, care Practical Druggist, New York.

## Circulation Manager Wanted.

A great chance for a circulation manager who can get quick connection in a large thriving city. Immediate connection. Address H. H. care, The Fourth Estate.

## MACHINERY WANTED.

WANTED TO BUY—Second-hand Goss or Hoe press of not less than 16 pages, with columns not over 20 inches long. Address, Box 792, Montgomery, Ala.

## SHIFT OF MANAGERS.

A. W. Thorp of the New London (O.) Record has resigned the management of that paper and is succeeded by S. W. Swisher of Cambridge.

## MACHINERY FOR SALE.

1 CAMPBELL MULTI PRESS. Prints from type, either 4, 6 or 8 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

## ONE GOSS HELIX ROTARY PERFECTING PRESS.

Prints either 4, 6, 8 or 12 pages, rebuilt and overhauled—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

## GOSS THREE OR FOUR DECK STRAIGHTLINE.

overhauled and rebuilt, first-class condition—very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

## POTTER 3-DECK PRESS.

Prints 4, 6, 8, 10, 12, 14, 16, 18, 2 or 24 pages, overhauled or rebuilt, —very low price.

THE GOSS PRINTING PRESS CO., 16th St. and Ashland Ave., CHICAGO.

Four and eight-page stereotyping press with complete stereotyping equipment for sale cheap, or will exchange for a No. 5 linotype or modern monotype. Westlicher Herold, Winona, Minn.

FOR SALE: Goss Model No. 4 Linotype, No. 11234, complete with motor, Rogers attachment and mold; also three dozens of matrices. Jackson & Bell, Wilmington, North Carolina.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
73D STREET AND BROADWAY,  
125TH STREET AND EIGHTH AVE.,  
NEW YORK.

## BECOMES A MINISTER.

J. T. M. Breithwaite, founder of the Lakeside (O.) Courier, has retired from the newspaper field to enter the ministry. He has taken up his new duties in Huron. His son, Willis, is now in full charge of the Courier.

## AN AUTO AD MANAGER.

Clarence Kendall, formerly advertising manager of the Watertown (N. Y.) Times, has become manager of the automobile advertising department of the Columbus (O.) Dispatch.

## SPECIAL GERMAN EDITION.

W. F. Maag, publisher of the Youngstown (O.) Rundschau, issued a special edition on the occasion of the recent meeting of the Deutsch-Amerikanischer Staatsverband held in that city.

## FREEMAN A PUBLISHER.

Ben Freeman, formerly of the Cabot (Ark.) Chronicle, has established a new paper at Kensett. Freeman had considerable notoriety some months ago by winning a damage suit in the federal court against several prominent business men in Cabot, whom he accused of organizing a boycott against him.

## SITUATIONS WANTED.

## CIRCULATION MANAGER

wants opening. Have had about twelve years' experience on large dailies. Young, active and a worker. Thoroughly capable. Not a bluff or a spender but a manager working to show results in actual circulation at lowest possible expense. Address "Beech," care THE FOURTH ESTATE.

## CIRCULATION MANAGER

Thoroughly competent. Experienced in large cities. Age 33, unmarried. Member International Circulation Managers' Association. Commence \$35. Address "Worklover," care The Fourth Estate.

Circulation Manager, sixteen years' actual experience on large and small dailies, also farm papers, desires change. Can present exceptionally clean, successful record and At references. A high-class man. Address H. C. D., care The Fourth Estate.

Hustling solicitor would like to connect with large city daily or magazine. Nine years' experience. Address I., care The Fourth Estate.

## Circulation Manager

desires change. Can you use a hustler, result getter and expense reducer? Sixteen years' experience on leading dailies. References and particulars furnished. Address, C. B. J., Fourth Estate.

General subscription supervisor, who can handle correspondence and all matters pertaining to daily newspaper and periodical subscription work, wants position. Acquainted with the various mailing methods and is up-to-date in securing subscriptions through premium. References of the best. Address H. B. L., care The Fourth Estate.

Young man would like to connect with firm in the city. Thorough understanding of advertising. Address J., care The Fourth Estate.

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

The CONSOLIDATED PRESS CLIPPING CO.

1115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.





ARTHUR CAPPER,

PROPRIETOR OF THE TOPEKA CAPITAL, ELECTED GOVERNOR OF KANSAS.



JAMES M. COX,

PROPRIETOR OF THE DAYTON NEWS AND SPRINGFIELD NEWS,  
ELECTED GOVERNOR OF OHIO.

## NEWSPAPER MEN IN POLITICS.

### SOME WHO FIGURED AS CANDIDATES AND MEN BEHIND THE GUNS.

In the National elections of Tuesday the influence of the newspaper man as a political factor was emphasized to a more marked degree than in any voting campaign the country has ever known. Not only as vote influencing factors were the newspaper men prominent, but a number of the most important offices at stake were filled by public choice with newspaper men of country-wide repute.

Newspaper men were elected to the governorship of three states, and another to the office of lieutenant-governor of the Empire State. The members of the newspaper fraternity so honored are Arthur Capper, publisher of the Topeka Capital, and Capper farm publications, who was elected governor of Kansas on the Republican ticket; James M. Cox, proprietor of the Dayton News and the Springfield

News, governor of Ohio; and Oscar B. Colquitt, for many years a newspaper worker, governor of Texas, for a second term.

Martin Glynn, editor of the Albany Times-Union, was elected lieutenant governor of New York, by one of the greatest majorities ever polled in the state by a candidate for that office. Mr. Glynn was on the victorious Sulzer Democratic ticket, but ran away ahead of his associates on the state ballot and also ahead of Woodrow Wilson.

In Massachusetts the Democrats elected a newspaper man secretary of state in Frank J. Donohue of Boston.

Mr. Capper of Kansas, for many years has been prominent in Republican state activities, but his campaign for the governorship was his first bid for public office. Mr. Cox is at present Congressman from Ohio, and his work there stamped him as the man to make the successful run for governor for the Democrats.

#### WITH VICTORS.

Figuring prominently in the National Democratic victory are to be

found the names of Norman E. Mack, publisher of the Buffalo Times, who was chairman of the Democratic National Committee; Herman Ridder of the New York Staats-Zeitung, presidential elector from New York; Josephus Daniels, of the Raleigh News and Observer; Ollie James of Indianapolis, secretary of the Democratic National Committee.

Mr. Mack had full charge of the pre-convention proceedings of the Democratic party, and after the nominations he worked hand in hand with Campaign Manager William McCombs for the great victory won by Wilson and Marshall. The other men mentioned also played prominent parts in co-operating with the campaign managers in their respective sections.

#### HONOR IN DEFEAT.

Even in defeat the hard work done for candidates for office by various newspaper men supporting losing tickets brings them glory. William Barnes, Jr., proprietor of the Albany Journal, succeeded as

chairman of the Republican State Committee of New York in bringing President Taft under the wire in second place in his state, in spite of the fact that Roosevelt's home state is New York. The game battle put up by James Elverson's Inquirer in Philadelphia was responsible to a great extent for Taft running second in that city, although badly defeated outside.

Both Mr. Barnes and Mr. Elverson can be held responsible for the showing made by Mr. Taft in that they reduced by so much the national vote against their ticket.

Frank A. Munsey was in no small degree responsible for the placing Colonel Roosevelt in second place in the national balloting. His newspapers in New York, Boston, Philadelphia, Washington and Baltimore bore much influence throughout the entire campaign.

Among the newspaper men to be members of the next Senate are:

Hoke Smith of Georgia.—Democrat.

Joseph L. Bristow, Salina (Kan.) Journal.—Republican.

William Alden Smith, publisher the



JAMES ELVERSON, JR.,

PROPRIETOR OF THE PHILADELPHIA INQUIRER, AND ONE OF THE HARDEST WORKERS FOR PRESIDENT TAFT.

Grand Rapids Herald.—Republican.  
Gilbert M. Hitchcock, proprietor the Omaha World-Herald.—Democrat.  
George T. Oliver, publisher the Pittsburgh Gazette-Times and Chronicle Telegraph.—Republican.  
Luke Lea, publisher the Nashville Tennessean and American.—Democrat.  
Isaac Stevenson, proprietor the Milwaukee Free Press.—Republican.

In the House of Representatives the following are among the newspaper men for the next term:

Edward Keating, Denver, Colo., Congressman-at-Large.—Democrat.  
Henry A. Barnhart, Rochester (Ind.) Sentinel.—Democrat.  
Victor Murdock, Wichita (Kan.) Eagle.—Democrat.  
E. N. Dingley, Kalamazoo (Mich.) Gazette.—Progressive.  
E. W. Townsend, former New York newspaper man, Montclair, N. J.—Democrat.  
Edmund Platt, Poughkeepsie (N. Y.) Eagle.—Republican, succeeding Richard R. McConnell, editor of the Poughkeepsie News-Press, deceased.

Cleveland A. Chandler, vice-president of the Amsterdam Advertising Agency, Boston, was elected to the Massachusetts legislature from Plymouth County on the Progressive ticket.

Congressman James R. Mann was re-elected from the Second District

of Illinois on Tuesday by a plurality of 4,860 against a Bull Moose and a Democratic candidate. Mr. Mann will be remembered as the chairman of the Congressional committee that conducted the investigation into the print paper industry for the tariff inquiry in 1910. Mr. Mann was elected in 1910 by a plurality of 1,400.

John D. Stivers, editor of the Middletown (N. Y.) Times-Press, was elected to the New York State Senate from his district.

#### MUSHROOM CROP OF PAPERS.

The entrance of the Bull Moose party into the field of National politics caused one of the greatest upstartings of party papers that a national political campaign has ever known. Many of them were campaign organs and have already ceased publication, but others report good receptions and are meeting with so much popular favor as to make them permanent establishments.

The work of the newspapers throughout the country in giving



WILLIAM BARNES, JR.,

PROPRIETOR OF THE ALBANY JOURNAL, AND CHAIRMAN OF THE REPUBLICAN STATE COMMITTEE OF NEW YORK.

By courtesy of Collier's Weekly.

the public the news of the election was the most elaborate ever attempted. People thronged the squares, roadways and parks in front of the bulletins everywhere. Special arrangements were made for receiving the news and at the quickest possible moment it was given to the expectant throngs.

Some of the New York papers had a merry time in the race of flashing the news to European cities as well as to their own city residents. London, Paris and other of the great municipalities of Europe received constant news of the election through the arrangements of the American newspapers with their foreign offices.

In New York the Times and Herald used flashlights, with an esti-

mated range of fifty miles. The Times used the tower of its own building, and the Herald the Metropolitan Life Insurance Building tower, fifty-five stories in the air.

Extras were issued by the newspapers of New York and the other big cities from the afternoon right through the night until relieved by the morning papers. The latter issued editions at intervals, and the regular edition, as results came in. The New York Tribune had an extra at five o'clock Wednesday morning.

The circulation facilities of the papers worked admirably and sales on the streets broke all records for an election evening and night. The amount of political matter handled by the newspapers in print and bul-





NORMAN E. MACK.

PROPRIETOR OF THE BUFFALO TIMES, WHO WAS CHAIRMAN OF THE DEMOCRATIC NATIONAL COMMITTEE.

Copyright by Harris & Ewing.

letin was greater than ever before. The special wires of the various news services gave perfect service to clients and the big staffs of men engaged in collecting the statistics and putting them in tabular and reading form worked without a hitch.

#### CORRESPONDENTS' TRIALS.

New difficulties of transmitting news of the Balkan hostilities, owing to lack of development of the country, are being demonstrated daily. The London Mail's representative and a companion report having reached the Turkish front only through a lucky accident, they being the only newspaper men who owned enough gasoline to take an automobile to Lule-Burgas from Rodosto and back and the only automobile light enough to travel the mud track which serves as a road. When they returned to Rodosto they had to

send their despatches to Constantinople by sea, it being impossible to telegraph from the front.

The Mail's correspondent sends a long despatch, written by him four miles southeast of the town of Lule-Burgas, from which place he watched the opening stages of the battle between the Turkish army and the Bulgarians.

#### RECENT INCORPORATIONS.

SKANEATELES, PA.—Free Press Company, Inc.; capital, \$10,000; incorporators, John C. Stephenson, L. H. King, Jr., and Louisa N. Stephenson.

MUSKOGEE, OKLA.—Press Publishing Company; capital, \$25,000; incorporators, H. B. Spaulding, C. B. Douglas and N. A. Gibson.

OTTAWA, O.—Putnam Gazette Printing Company; capital, \$10,000; incorporators, G. A. Stauffer, N. E. Matthews and W. E. Laibe.



MARTIN H. GLYNN,

EDITOR OF THE ALBANY TIMES-UNION, ELECTED LIEUTENANT-GOVERNOR OF NEW YORK STATE.

#### A "C. Q. D." MESSAGE.

Times are evidently hard in the office of the Wilkes-Barre Advocate, a paper published in the interest of the colored people. Other editors on other papers have had serious times making ends meet, but none of them appears to be in worse shape than the editor of the Advocate, who discovers that those who have money won't pay and only those who haven't are trying to.

In the editorial the cause of the trouble is made plain by the following statement:

The Advocate is not receiving just support from our people in general. Many are contented to get and read the paper without giving anything in return. The class that seem to forget to pay us belong to the so-called upper class, and have their names recorded on the church books. By George, unless they mend their ways before shuffling off this mortal coil, their names will not appear on the Lamb's Book of Life. The plain people that do not make so much pretense are our best and most prompt subscribers.

The Tracy (Cal.) Press has moved from East 6th street to more commodious quarters in the Schmidt Building, on Central avenue.

#### NOTES OF INTEREST.

The Portola (Cal.) Gazette has suspended publication.

S. Cornell of San Francisco has purchased the Petaluma (Cal.) Independent.

The Coshocton (O.) Wochensblatt is now published partly in German and partly in English.

The Register of Practical Astronomy is a new monthly in Chicago.

Fromios, a Greek weekly paper of New York, has moved to Chicago.

The Edmonton Advertising Company, at Edmonton, Can., is a recently established concern.

The Arnold Advertising Agency, of Rockford, Ill., is a new concern.

The publishers of the Coshocton (O.) Times are planning to establish a daily edition shortly.

J. H. McClain is about to begin the publication of the Post at Lewiston, Neb.

A subscription contest has been started by F. W. Train, publisher of the Maricopa (Cal.) News.

## CONSCIENCE OF NEWSPAPERS DEMONSTRATED.

In an address before the students of the Pulitzer School of Journalism in Earl Hall, of Columbia University, Monday, in telling about the modern magazines and the Sunday magazine, Robert Underwood Johnson, editor of the Century Magazine, attacked the trend of realism in the magazines of today.

"There are magazines and prosperous ones," Mr. Johnson said, "that under the plea of realism seduce the good writer by dirty money and inflict upon the public an unwholesome view of society."

Mr. Johnson compared the responsibilities of the magazine to those of a public life, declaring, "They are a public trust demanding accuracy, impartiality and tone, which divides itself into style, taste and moral influence."

"The united judgment of the united conscience of the American newspapers," according to Mr. Johnson, "can carry any cause to victory—although fortunately," he said, "there can be no editorial trust."

As an example of newspaper conscience, Mr. Johnson told of the bill enacted in the last session of Congress exempting the coastwise traffic of the United States from tolls in the Panama Canal. The leading political parties were in favor of such a plan, but the press instinctively declared against this exemption as contrary to our good faith with other nations.

Mr. Johnson exhorted the pupils "to hold themselves above the 'Paul & Pry' and 'Peeping Tom' ideal of newsgatherers, above the meanness and cowardice of attacking the weak and helpless and preying upon the vanities of the wealthy."

## TIMES' NEW AD MANAGER.

Important changes have been made in the executive staff of the New York Times. Thomas Taylor joins the forces of the Times as advertising manager. He is a man of extensive experience in advertising work. For two years and a half he was advertising and publicity manager of the Street Railways Advertising Company, and previously was advertising manager of the Kansas City Times, business manager of the Kansas City Globe, advertising and business manager of the Memphis Appeal-Avalanche, and foreign advertising manager in New York for the Little Rock Gazette, Denver Sun, Knoxville Tribune, and Springfield Republican.

Edward Payson Call, who has been advertising manager of the Times for several years, moves up to the office of assistant business manager.

## NOTES OF INTEREST.

The Gas Publishing Company, Chicago, has increased its capital stock from \$2,000 to \$10,000.

T. A. Buckner has started the Advance in Kerrville, Tex.

J. P. Heckert and William Grove are at the back of a new weekly called the Review in Kellogg, Ida.

D. P. Hogan has disposed of the Massena (Ia.) Echo to Raymond Cornell.

## N. Y. AD LEAGUE MEETING.

The Advertising Men's League of New York held its November meeting Thursday night at the rooms of the Aldine Club. About three hundred members were present at the dinner and reception. W. H. Ingersoll was toastmaster.

In introducing the speakers of the evening Mr. Ingersoll said that the society was growing very rapidly and that in place of the 137 members it had a year ago it now numbered 500. Since the last meeting was held 122 members had been added to the list. He told of the work of the vigilance committee of the league in ferreting out fraudulent advertising and in bringing the matter before the attention of the District Attorney.

H. M. Mix, president of the Dodge Manufacturing Company, was the first speaker. He said there was no line of business in which there existed such a lack of controlling formulae as in advertising. Its great problem is to reduce the cost of distribution.

Herbert M. Casson of the H. K. McCan Advertising Agency said that the advertising man was the only one in the history of any profession who had not been compelled by law or by penalty to study his profession, but had willingly set himself to do so.

## SUIT OVER USE OF PICTURE

Justice Kappen in the Supreme Court in Brooklyn Thursday reserved decision in an action brought by Mrs. Mary C. Almind against the Brooklyn Rapid Transit Company for \$5,000 damages and an injunction forbidding the company to use an alleged likeness of herself in their instructions to passengers as to the right way of alighting from street cars.

Mrs. Almind says forth that this is a violation of her right of privacy. She says a photograph of her took the picture with her consent, but she has never given written permission to use the picture for advertising purposes.

The railroad company sets up that the photographs have not been used for advertising purposes, inasmuch as it has derived no benefit therefrom.

The present suit is one of six brought against the company and its subsidiaries.

## BENNETT SAILS FOR HOME.

James Gordon Bennett, proprietor of the New York Herald, sailed for his home in Paris Thursday on the Steamship Kronprinzessin Cecilie of the North German Lloyd Line. Mr. Bennett's trip to America was his second this year. He was here about a month.

## HOOSIER DAILY STARTS.

The Anderson (Ind.) Morning Republican is a new comer. W. H. H. Quick is the publisher and Robert Marinville is business manager.

## FOR TRADE UNIONISTS.

The Trades Unionist is a recent new comer in the Baltimore newspaper field. The first number consisted of four pages. Publication day is Saturday.

## WORLD WINS LIBEL CASE.

A jury in Part IX, Supreme Court, Justice John J. Brady presiding, Wednesday handed down a verdict in favor of the New York World in an action for libel brought by Mrs. Leonie Violet Bauduy. The action was based on an article which appeared in the Evening World of August 19, 1910. It told of the suicide of the plaintiff's husband, Louis C. Bauduy, at Mamaroneck on the previous day and of an alleged attempt on the woman's part to take her own life when the facts were made known to her.

Mrs. Bauduy brought libel actions against several newspapers. In two of these actions tried recently small verdicts were recorded by the plaintiffs. In the World suit a careful and searching inquiry was made by the World and important evidence not brought out at the previous trials was introduced. The principal witness for the World returned to New York from St. Louis at the solicitation of the World to give evidence, and after his testimony Justice Bradley instructed the jury that if they believed the World article was substantially true they must find a verdict in favor of the World. The jury was out less than four minutes.

In view of the newly discovered evidence offered in the World suit, it is expected that the newspapers against whom verdicts were recovered may ask for new trials.

## THE NEW YORK JOURNAL'S ADVERTISING RECORD.

The advertising showing made by the New York Evening Journal in its advertisement on another page is truly remarkable. Its gain during the first ten months of 1912 over the corresponding period of 1911 is nearly a million lines.

William P. Leech since he took charge of the Evening Journal in 1911 has infused new life into the paper and introduced a number of new business methods which have brought about this astonishing result.

Among other things Mr. Leech has out to effect an advertising rate of 60 cents a line flat, abolishing all discounts for time or space. This is without question the highest advertising rate secured by any daily paper in the United States, which means in the world.

James C. Davton, in charge of the foreign advertising of all the Hearst evening newspapers in the Eastern field, has acted also as advertising manager of the New York Evening Journal, and to him and the loyal and energetic advertising staff Mr. Leech says the honor should be accorded.

## BARROW SELLS PAPER.

W. R. Barrow has sold the North Little Rock (O.) Times to Hope Wheeler. The new owner was formerly connected with the Searcy News.

## NEW ONE IN GEORGIA.

This month is to see the launching of a new paper in Fitzgerald, Ga. It will be called the Press and issued by W. G. McNelly.

## JAMES GORDON BENNETT'S EDITORIAL PRIZES.

The New York Herald recently printed several symposiums regarding the price of theater tickets, the controversy between theatrical folk and the public running through several issues. In connection with it James Gordon Bennett offered two prizes, one of \$100 for the best editorial on the subject and another of \$50 for the next best editorial, the competition being open to all of the members of the staff.

The \$100 prize was won by Don Martin and the \$50 award went to Edward J. Lenhard. Both men received Mr. Bennett's checks, with his personal compliments, the next day.

About fifty-five men on the Herald contributed editorials and although no provision was originally made for them Mr. Bennett decided to give each of them \$5 in recognition of their interest in the Herald.

Mr. Bennett's action in this respect was greatly appreciated by the Herald men who joined in the competition, for none of them had expected to receive any compensation unless they happened to win one of the two big prizes.

## HELPED THE FUND.

The New Castle County (Del.) Democratic Committee, with headquarters in Wilmington, Del., published a weekly paper during the campaign, to which contributions were made by various party men.

## A DAILY REVIVED.

The Nevada City (Cal.) Transcript is again appearing after a suspension of two months. W. J. Comfort of Ventura is now the publisher.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

*Berlin Mills Company,*

PORTLAND, MAINE.

New York office, 256 Broadway

William B. Dillon J. Santord Barnes

DILLON & BARNES

ROLL NEWS for high-speed perfecting presses.

2 Rector Street, NEW YORK.  
Phone Rector 4955



## GOT HIS STORY BY AN AEROPLANE.

How a newspaper reporter raced in an aeroplane to the scene of a wrecked gasoline schooner from which six men had perished, is told by R. D. Guyton, the Marshfield correspondent of the Portland (Ore.) Journal.

Guyton received word that the schooner had been smashed to bits when it crashed into a submerged jetty. He ran to the shore from his office after having sent a bulletin to Portland. The wreck was about twelve miles from Marshfield. Guyton went to several captains, but they were unwilling to go to the spot where the Osprey had been wrecked. He was told that he would have to wait several hours before he could get the details of the wreck.

The newspaper man was in a dilemma. He had no craft, and despite the queries that kept pouring into his office each time he returned there out of breath he had no details to send.

Suddenly it occurred to Guyton that his friend St Christofferson had an aeroplane. The wind was pretty strong, but Guyton knew that Christofferson would brave any reasonable weather.

The biplane soared safely over the bar despite the high wind. It went around the spot where the Osprey was wrecked. The biplane swooped down as near as it was safe to the wrecked schooner. From there the reporter saw the fragments of the vessel swept away by the rough water.

On the first trip the two men in the biplane saw some of the wreck, and it was decided that another visit should be paid to the scene. By that time the life saving crew were at work. The tug Rescue got near enough to the wrecked schooner to throw a line to Captain Gus Johnson. He broke away from the line and was washed into the sea. Captain H. Johnson, of San Francisco, a passenger, also lost his life, as did four of the crew.

The aeroplane then swept back to Marshfield, whence Guyton sent in a thrilling account of the attempted rescue and the sight of the wreck from a height of a couple of hundred feet.

## CHAUFFEURS' ORGAN.

The Chauffeurs' Bulletin has made its appearance in Chicago. It will be issued monthly from 111 North Dearborn street.

## THE DETROIT TIMES

HAS BEEN

OVER 1000 COPIES A MONTH

in home-going circulation since the beginning of the present year.

JAMES SCHERMERHORN,  
President and General Manager.  
The N. M. SHEFFIELD Special Agency,  
NEW YORK. CHICAGO.

## W. McK. BARBOUR ENTERS THE AGENCY FIELD.

A change has occurred in the personnel of the Newitt Advertising Company of Los Angeles where by W. McK. Barbour takes over the holdings of certain stockholders and becomes vice-president of the company.

Mr. Barbour is well known in national advertising circles—having for four years been manager of advertising for the Minneapolis Tribune, prior to which time he held a like position with the Minneapolis Journal, of which he was part owner.

Last summer he went to Los Angeles as assistant to the publisher of the Tribune. The purpose in Mr. Barbour's association with the Newitt Company is the development and placing of



W. MCK. BARBOUR.

national advertising in the west, to which work he will devote his sole efforts.

The Newitt Advertising Company has been established since 1896. It has recently completed negotiations for the handling of several new large national advertising accounts.

A. Carman Smith is president and general manager of the Newitt Company, with which he has been associated for the past seven years. The success of the Newitt Company the past two years, under the direction of Mr. Smith, has been conspicuous, and with the association of a man of Mr. Barbour's caliber and connections even greater progress may be looked for.

## FOR LABOR UNIONISTS.

Harry B. Wiese has begun publication of the Richmond (Cal.) Unionist, devoted largely to union labor interests. Mr. Wiese was formerly with the Richmond Independent.

## IN A NEW HOME.

The Sidney (O.) Anzeiger has moved to a new building on Main street and made many improvements in its plant.

## PLAN TO ENFORCE THE ANTI-FRAUD AD LAW.

A new plan for enforcing the fraudulent advertising law passed last session by the Massachusetts legislature is outlined in the Chamber of Commerce News. The scheme is to form a separate corporation of retail merchants in Boston, to which each member shall subscribe for at least one \$5 share. It will be the business of the officers to lay before the proper authorities evidence of any infringement of the law.

By this plan corporate responsibility limited to the amount of subscription by each stockholder will be assumed in case of any counter litigation arising from a prosecution. It is believed that this risk is seriously hindering the enforcement of the law at present.

Misrepresentation of facts concerning the quantity, quality, method of manufacture or production, the cost of production, cost to the advertiser, present or former price and their reason, are the offences that are made a misdemeanor by the act. They are punishable by a fine of from \$10 to \$50.

## ANOTHER DAILY PLANNED FOR MICHIGAN.

A group of merchants and business men of Benton Harbor, Mich., have organized the Leader Publishing Company to start a new evening paper about November 15. The officers of the company are A. H. Peters, president; J. F. Baldwin, vice-president; and M. W. Alger, secretary-treasurer. The directors are the officers, W. E. Marsh and A. W. Filstrup.

Mr. Marsh is a prominent local banker and Messrs. Peters and Alger have been operating big printeries, which are now incorporated in the new organization. The company is capitalized at \$40,000. The Leader will be edited by J. F. Baldwin, who has resigned the city editorship of the South Bend (Ind.) News to assume his new duties at once. Mr. Baldwin was formerly city editor of the South Bend Tribune and was later with the Times.

## NEW ONE FOR FLINT?

It is reported that Postmaster George A. Barnes of Bellevue, Mich., will soon enter the newspaper field in connection with a new daily about to be established at Flint, Mich. Mr. Barnes was formerly owner of the Bellevue Gazette, which he sold to William Charles, Jr., of Detroit. At the present time the Journal is the only daily paper in Flint.

## BARRELL'S RETIREMENT.

A. C. Barrell leaves the advertising staff of the Housekeeper to engage in agency work for himself. Mr. Barrell has resigned as president of the Representatives Club and Owen Fleming of the People's Home Journal will fill the vacancy until the club's annual election of officers. This election will be held at the Hotel Martinique on November 11 at noon.

## CITY BEGINS ITS AD SUIT AGAINST THE POST.

The City of New York has commenced suit against the Evening Post for \$16,920, through Corporation Counsel Watson. The summons is made returnable in the Supreme Court.

The case is based on the publication of election advertising in the Post in 1910. The complaint sets forth that the section of the election law applying to such cases provides for the publication, as advertisements, of the list of registration and polling places, also requires that the publication be made in "such newspapers upon each day of registration and the day of election, and on the day prior to such days." It also requires that in selecting the newspapers which shall print the advertisement, the board of elections shall keep in mind the desirability of giving the notices the "widest publicity."

It is then asserted in the complaint that the lists were published on October 9 and October 15, 1910. "in a sheet or sheets especially printed on said days"; that the dates in question were Sundays; that the Post publishes no Sunday edition and that the sheets printed on October 9 and 16 constituted "a mere trick and device to enable the defendant to obtain payment of its alleged claim against the city, the said printing on the aforesaid days constituting a colorable and pretended, and not a real, or valid, or legal performance of the defendant's said contract with the plaintiff."

Mayor Gaynor virtually ordered the suit about two weeks ago. The Post's defense at that time was that officers of the company had conferred with the board of elections as to what to do in view of the fact it issued no Sunday paper, and that as a result of these conferences, the special edition was printed and given as wide a circulation as possible.

## PRINTING SUPPLIES IN THE PHILIPPINES.

Barnhart Brothers & Spindler report an active business in the Philippine Islands. They have placed there a number of Babcock Drum and Optimus presses during the last year and have equipped several good sized offices throughout with type, material and other machinery. An active and efficient house represents them there—Schmidt & Ziegler.

## THE LOS ANGELES TRIBUNE

leads all other newspapers in that city.

## LARGEST CIRCULATION.

OVER 64,000 DAILY

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steg's Building, CHICAGO.  
Tremont Building, BOSTON

## HELPING THE ADVERTISER DISCUSSED IN CANADA.

That newspapers should get together and guarantee their readers against loss from advertising appearing in their columns was suggested by Roy Forsyth, advertising manager of the Manufacturers Life Insurance Company, Toronto, in an address to the Toronto Ad Club on the subject "Some Things The Buyer of Advertising Wants to Know."

Mr. Forsyth said the buyer of advertising wants full information about the quantity, quality and nature of a newspaper's circulation, and that it was the duty of advertising managers and advertising solicitors to know for themselves that the statements they are making are correct. In conclusion Mr. Forsyth said the buyer of advertising wants the co-operation of the seller, by the advertising of advertising to newspaper readers. This part of his address led to an animated discussion on the question of how far a newspaper should go in advertising its advertising.

John M. Imrie, secretary of the Canadian Press Association, told what this body had done in this connection. He said 1,860,000 lines of daily space and considerable space in the rural press had been used since March 11 of this year to make the functions of advertising more generally known and create greater interest and confidence in advertisers and advertised goods.

He said the press on no other country had undertaken this work on so large a scale, as over seventy per cent of the daily newspapers in Canada, and many of the weekly newspapers, had co-operated.

Other members, while heartily endorsing this campaign, said the newspapers should go a little further and publish editorials on advertising in which they would state that every advertiser and advertised article in their columns was worthy of the full confidence of the public.

## TOWN'S FIRST DAIRY.

The daily newspaper field has been opened up in Redding, Cal., by W. G. Egilbert, who has changed his paper, the Democrat-Register, from a weekly to a morning daily with a special telegraphic news report.

## THE EVENING TRUE AMERICAN has made an instant hit in TRENTON

Home Circulation gains increasing rapidly.

15,000 Copies Daily.

Every page of every issue is being read every day.

The Evening True American.  
Trenton, New Jersey.

## FINE FOR MISUSE OF MAILS.

Felice Reale, editor of *Italo-Americano*, a Trenton (N. J.) Italian newspaper, has been fined \$500 by Judge Rellstab in the United States Court on a charge of misusing the mails. In imposing the sentence, Judge Rellstab concurred in the recommendation of the jury that clemency be extended to the defendant owing to ignorance of American law.

The charge against Reale was that he had sent scurrilous articles attacking the chastity of Catholic women through the mails. The court said that the articles were clearly libelous, but that he was not before the court on those charges. The State Courts, the judge said can hold Reale for that end of the prosecution.

He declared he believed the penalty would be sufficiently large to teach Reale a lesson.

## FRATERNIZING NECESSARY.

Following a precedent established last fall and winter, the employees of the Phillipsburg (N. J.) Daily Press held their first social gathering of the season last week at the home of Charles A. McGowan, of the circulation department. The men who make the Daily Press believe fraternizing is essential for best results in the newspaper field as well as in other walks of life, where men are thrown together for so many hours each year.

The stag parties are informal, there being but one rule in which there has been no deviation and that is plenty of "Havana" and good things to eat.

## GETS PRISON SENTENCE.

Following his being found guilty of sending scurrilous matter through the mails, Allan Botsford, editor of the Cincinnati Owl, a weekly publication, has been sentenced by United States District Judge Sater to serve two years and three months in the Fort Leavenworth Federal Penitentiary. Attorneys for Botsford pleaded in vain for leniency on the ground that Botsford's physical condition was such that a prison sentence would be equivalent to death.

Judge Sater, however, granted a stay of execution and Botsford's attorneys gave notice that they would take the case to the Circuit Court of Appeals. Botsford's bond was fixed at \$3,000 and was furnished.

## PIONEER CHURCH PUBLICIST.

Rev. Edwin C. Macnichol, pastor of Asbury M. E. Church, Wilmington, Del., has begun a systematic newspaper advertising campaign for his church, with a regular advertisement in each of the papers on Saturdays. He is the pioneer in this line.

## FARM PAPERS MERGE.

The Southern Ruralist, of Atlanta, and the Farmers' Union-News have been consolidated. The transaction is in the nature of a deal by which the Southern Ruralist takes over the News.

The Progressive Herald, of Detroit, has failed to appear as scheduled.

## EVOLUTION OF A NEWS STORY.

One of the most interesting exhibits at the Boston Electrical Show, which closed last Saturday, was that of the Boston American, showing the evolution of a news story.

The American told in moving pictures the story of the kidnapping of a little girl in an automobile clear through the entire process of newspaper manufacture until the paper with the account of the case landed in the home of the reader. The story was staged for the films in very dramatic form, showing the reporter and photographer, the editorial rooms, the artists who worked on the picture of the little girl, the composing room, the stereotype room, the presses in full operation, the wagons delivering the paper to all parts of the city, newsboys getting the papers from the wagons and hawking them all over the streets to actual customers buying them.

The pictures were given twice an hour during the entire time the show was open, accompanied by a lecture.

The Boston Electrical Show broke all records for attendance at any similar show in this country, the attendance going over the 500,000 mark. The American's moving picture exhibit was witnessed by over 200,000 people during the month. The American has had requests from schools, churches, etc., all over New England for these pictures for lecture purposes.

## SHIFTS IN SACRAMENTO.

Harry Quinn, formerly with the Associated Press in San Francisco, has been appointed night editor of the Sacramento Union, succeeding M. E. Shourt, who resigned some time ago to be press representative for I. Z. Zumwalt, who was the Democratic nominee for Congress in the First District.

Kenneth C. Adams, for the past year and a half city editor of the Union, recently left the paper to do publicity work for the Woodrow Wilson campaign in San Francisco.

William C. Frohne, Jr., who has been covering the capitol for the Union, has also left the paper and gone to San Francisco.

## TO OPPOSE SALOONS.

A new paper, backed by a woman, may be started shortly in Chico, Cal. It is known that the "dry" element wishes to have an organ to represent its views, and Mrs. Annie W. K. Bidwell is said to have given \$15,000 to put the project on its feet. The paper is to be devoted particularly to the anti-saloon movement in Butte County.

## AN AGENCY SUCCESSOR.

A new advertising agency in Milwaukee is the Loche-Riley Company, which succeeds the Apple Advertising Agency. L. J. Apple retires from the business to enter the department store line in Raton, N. M.

A. M. Loche, the head of the new firm, was formerly with the Milwaukee Journal, and Robert W. Riley is from Chicago.

## HOLT NOW PROPRIETOR OF THE INDEPENDENT.

Hamilton Holt, for the past ten years managing editor of the Independent, of New York, has assumed the ownership, Clarence W. Bowen, the proprietor and publisher, retiring.

Founded sixty-four years ago by Henry C. Bowen, the Independent, after his death, passed into the control of Clarence W. Bowen in 1897, and now is transferred to his grandson, Mr. Holt, who has organized the Independent Weekly, Inc., which will henceforth publish the magazine.

Dr. Willard Hayes Ward, who has held with the Independent for forty years, continues as editor. The editorial staff remains: Hamilton Holt, managing editor; Frank D. Root, political editor; Edwin E. Slosson, literary editor; Warren Barton Blake, assistant editor, and Franklin H. Giddings, associate editor. The publication department will be reorganized, with George French, publisher; Frederick E. Dickinson, business manager, and J. Stuart Hamilton, advertising manager.

Though he will maintain its traditions, Mr. Holt will make some important changes in the Independent.

Among the editors of the Independent since 1848 have been Leonard Bacon, Joseph P. Thompson, Richard Salter Storrs, Henry Ward Beecher, Theodore Tilton, Oliver Johnson, Edward Eggleston, Wendell Phillips Garrison, Justice McCarthy, Samuel T. Spear, Washington Gladden, Charles Frederick Briggs, Henry K. Carroll, Kinsley Tanning, George W. Atherton, C. H. Toy, Charles F. Richardson, Maurice Thompson, Bliss Carman, John Eliot Bowen, Norman Fox, Frederick Stanford, E. I. Prime-Stevenson and Paul Elmer More.

## BRANCHING OUT.

The Los Angeles Mining Review has added a new department devoted to oil news, which is in charge of E. G. Bigelow. J. C. Lester will remain in charge of the mining department.

## THREE-IN-ONE COMBINE.

A consolidation has been effected in Alameda, Cal., between the Argus and the Times-Star. The result is a new paper called the Times-Star and Argus.

## In OCTOBER the NEW YORK TIMES

published 853,599 lines of advertisements, compared with 806,413 lines in October last year—a gain of 47,186 lines. Clean, honest advertising, excluding fraudulent and objectionable announcements.

The New York Times is the only New York morning newspaper recording an advertising gain in October.



## ASTOR AND THE PALL MALL MAGAZINE.

The editor of the weekly London *Opinion*, writes:

"I wonder why Mr. Astor sold the Pall Mall Magazine. He cannot, even when contemplating Lloyd-George's activities, want the money it realized, which is just chicken feed in a millionaire's eyes. Perhaps he has found in Mr. Garvin an editor who will not refuse to use in the Pall Mall Gazette any articles that he (Mr. Astor) may desire to insert, and so, therefore, has no longer any need for the magazine."

The writer then tells the story of how the magazine originated, as reported at the time:

"When Mr. Astor first bought the Pall Mall Gazette he sent to his then editor, Henry Cust, a series of contributions on interests altogether too remote for human nature's daily food, and Mr. Cust told him that if he wanted things like that published, he had better start a magazine to put them in. This was Mr. Cust's humor, but the millionaire had the magazine out and his stories in before the suggestion was a fortnight old, thereby getting in very effective repartee."

## OHIO PUBLISHER THROUGH.

James F. Hovey, for the past two years editor and manager of the New Matamoras (O.) Enterprise, has disposed of his interest to Lewis R. Sharp and retired from the business. Mr. Sharp is from Marietta and will be associated in the ownership with his father, William Sharp. Lewis Sharp, for some time past had been associated with Mr. Hovey as editor and manager.

## AD MEN CHANGE POSITIONS.

Charles H. Townsend, formerly advertising manager of the Brown, Durrell Company, New York, has been appointed to a similar position with the Charles DeBevoise Co., Newark, N. J., manufacturers of DeBevoise brassieres.

A. P. Payson, whom Mr. Townsend succeeds, goes to London to assume charge of the English interests of the DeBevoise Company.

## NEW PRESS IN OHIO.

The Bucyrus (O.) has just installed and placed in service a new Goss "Comet" flat bed press.

## SALE IN COLORADO.

A deal has taken place in Canon City, Colo., with which the Leader, the only Democratic paper in the city, passes into different hands and will hereafter champion the cause of the Progressive party.

It is understood that a large part of the ownership will be vested in Clarence P. Dodge of Colorado Springs, P. H. Troutman, Dr. J. Holmer Dickson and others. Messrs. Dickson and Troutman will assume charge at once, and Fred Shaffer of Denver, recently chairman of the Progressive party in the city, will be the editor.

Mr. Shaffer was Phil B. Stewart's publicity manager during the recent campaign and before the primaries. He was at one time secretary of the Grand Junction Chamber of Commerce. The Leader until the change was owned by Sheridan & Tomlinson of Canon City. It had been Democratic in politics and opposed to state wide prohibition.

## NEWSPAPER MAN ROBBED.

Morris Auerbach, who claims to be a Baltimore newspaper man, was assaulted and knocked unconscious last week in Wilmington, Del., by assailants, who robbed him of his money and valuables. A cut over his eye necessitated the surgeons putting eight stitches in the wound.

## PLANS NEW DAILY.

Colonel Clarence B. Douglas, a former editor of the Muskogee (Okla.) Phoenix, and at present secretary of the Muskogee Commercial Club, will establish a new evening paper in Muskogee on November 20. The publication will be known as the Muskogee Press.

## KENTUCKIAN SELLS.

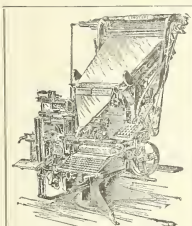
Edward C. Walton, recently publisher of the Somerset (Ky.) Times, has purchased an interest in the Richmond (Ky.) Climax and is now its editor. A. D. Miller is the president and manager of the Climax, and Dr. W. G. White secretary and treasurer.

## MADE CITY EDITOR.

John Wilcox has been appointed city editor of the Cheyenne (Wyo.) Tribune. He was formerly superintendent of Buffalo schools and for the past two months had been connected with the Sheridan Enterprise.

# NOW IS THE TIME!

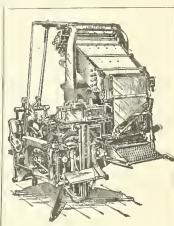
In planning for Fall and Christmas Advertising, investigate the time, labor, and money saving features of



Quick-Change Model 8  
Three Magazine Linotype

## Multiple Magazine Linotypes

in the newspaper  
ad room.



Quick-Change Model 9  
Four-Magazine Linotype

Six to a dozen faces, in bodies from 5 to 36 point, and measures from 4 to 30 ems, on a single machine.

## The Multiple Linotype Way Is the Modern Way.

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHALER LINOTYPE COMPANY,

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 South Wabash Avenue.  
SAN FRANCISCO: 638-646 Sacramento Street.  
NEW ORLEANS: 547 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

## ALLEGES DISCRIMINATION.

Alleged discrimination in current rates in favor of a rival newspaper is the basis of a suit appealed to the federal district court by the Coshoc-ton (O.) Tribune Company against the Coshoc-ton Light and Heating Company. The case was brought from the common pleas court of Coshoc-ton County. Damages of \$10,000 are asked.

The light company had different rates for different consumers of approximately equal amounts of current, according to the petition. The Age Publishing Company is alleged to have been given current for less than the Tribune Company.

## CUBAN AGENCY HAS NEW YORK OFFICE.

The Beers Advertising Agency, of Havana, Cuba, has opened an office in New York, in the Fuller Building. Arthur Rodriguez, a young Cuban advertising man who has just returned from Cuba, will be in charge of the new branch. He will also represent the magazine Cuban Opportunities, lately organized under the laws of Cuba as a \$10,000 stock company.

## GET YOUR COST.

That is principle No. 1.  
Get your cost to bed rock, which is principle No. 2.  
You can get the cost by careful figuring; to get cost to bed rock you must equip with:  
Superior Copper-Mixed Type.  
Superior Steel Furniture for Composing room.  
Electric Welded Steel Chases.  
Superior All-Brass Galleys.  
Superior Chases Lock-Ups.  
Superior Cast-Iron Furniture  
and other ahead-of-date specialties which we make. Write for particulars or send the orders right along and get quick intelligent service.  
BARNHART BROS. & SPINDLER  
New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor 603 West 29th Street, NEW YORK.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.  
ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

**MERCHANT'S Linotype Metal.**

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark  
**M&E**  
Registered.

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
**PHILADELPHIA**

NEW YORK BROOKLYN CHICAGO KANSAS CITY BALTIMORE DENVER

Trade Mark  
**M&E**  
Registered.

Let the American Ink Co.  
of New York City be your  
**FOUR-CENT INK MEN.**

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself, to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

The Local Advertisers are using the  
**Grand Rapids News**  
MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

### ROCHESTER AD CLUB HOLDS ELECTION.

Melville A. Pollock, advertising manager of the Taylor Instrument Company, was elected president of the Rochester Ad Club at the annual meeting, to succeed Herbert W. Bramley. Harry C. Goodwin of Kirstein & Sons Company was chosen vice-president; Harry M. Bester, treasurer; and Clark H. Quinn and George P. Culp members of the executive committee.

There was close competition for each of the offices. Benjamin B. Briggs ran a close second for the office of president, and L. B. Eliott and Charles G. Lehman were close runners up for vice-president and secretary. The newly elected president, Mr. Pollock, went to Rochester in 1905 as a member of the office in that city of the Frank Seaman Advertising Agency. He later joined the advertising staff of the Rochester Times, and in 1909 became advertising manager of the Taylor Instrument Company.

### CLUB TO BUY QUARTERS.

At last week's meeting of the Press Club of Northern Kentucky, in Cincinnati, it was decided to purchase the property of the Diplomat Club, at 511 Madison avenue. Frank Terrell, Frank Averbek and Lee McKenzie were appointed a com-

## THE NEW YORK WORLD

Sells morning edition)

MORE copies than  
any other two papers  
Print.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation  
Confidence of its Readers  
A Right Rate

In Washington, D. C.,  
The Times is Preferred.

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN and the STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES,  
Marquette Building, CHICAGO.  
VEREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

mittee to close the deal and place the rooms in condition for immediate occupancy by the Press Club.

### RICHMOND AD MEN MEET.

The second annual meeting of the Richmond Advertisers' Club was held last week. New officers were elected as follows: President, Horace M. Smith; first vice-president, C. E. Ivey; second vice-president, A. H. Felhaus.

It was determined to have a paid secretary for the organization. A committee was named by the president to select a man for the position. A motion was adopted to have the by-laws changed so that the president may have the power to appoint an executive committee, the members of which will not be attached to any other committee. Decision also was reached not to join the state organization of advertising clubs at this time.

### WOMEN WRITERS GATHER.

The convention of the Missouri Women's Press Association, held at Springfield, closed with the election of officers and the selection of Columbia as the next meeting place. The following new officers were chosen: President, Mary Alice Kimball, Springfield; vice-presidents, Bessie Hackett, Joplin; Mrs. Emily Newell Blair, Carthage; and Bertha Earnest, Springfield; secretary, Hazel Lesure, Springfield; treasurer, Juanita Heath, Walnut Grove; executive board, Bernice Coimer, Lockwood; and Miss Dorn, Pierce City. Mrs. Herbert S. Hadley, wife of Governor Hadley, was elected an honorary member of the association.

### PUBLISHERS DINE NAGEL.

Charles Nagel, Secretary of Commerce and Labor, was the guest of the officers of the Foreign Newspaper Publishers' Association of Chicago at a dinner in the Hotel La Salle last Friday. P. S. Lambros, proprietor and editor of the Greek Star, presided. Secretary Nagel discussed the political situation informally.

The circulation of the

## BUFFALO TIMES

is constantly and steadily growing, both daily and Sunday. No advertiser who wants to reach the buying public can do without it.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave. N. Y., Steger Bg., Chicago.

### Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS. Goes into more homes, offices and workshops than any other paper. Best classified medium between New York and Chicago. Write or Telephone. H. C. Rook, Real Estate Trust Bldg., Phila. H. G. Brooke, 225 Fifth Ave., New York. W. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.

### VIGILANCE COMMITTEE TO MEET.

The National Vigilance Committee of the Associated Advertising Clubs of America will hold a two days' conference at Cleveland, on November 22 and 23. The committee has been vigorously, though quietly, prosecuting its plans since August with encouraging results.

One of the features of the conference will be the delivery by Karl Murchey of the Detroit Times of the committee's new illustrated lecture on fraudulent advertising, which will thereafter be available to all advertising clubs.

The committee is urging all clubs to organize local vigilance committees to co-operate with the national committee.

### KANSANS CONVENE.

The members of the Southwest (Kan.) Editorial Association spent a pleasant as well as instructive time at their convention in Dodge City. The meeting was the best attended of any gathering of the association in the past five years. A feature was an excursion given the editors by the Santa Fe Railroad over the Dodge City and Cimarron Valley Road to Satanta. The visiting editors were also entertained by the Dodge City Commercial Club at a dinner in the Masonic Temple. W. E. Davis acted as toastmaster.

### AGAINST NEWSPAPER LAW.

A special meeting of the Mississippi Press Association held in Jackson the members voiced an emphatic protest against the newspaper publicity law. A committee, composed of L. L. Carlisle of West Point; Captain John J. Cashman of the Phoenixville Post; and S. H. Aby of the Crystal Springs Meteor, was appointed to draft suitable resolutions on the subject to be sent to the Mississippi delegation in Congress. The meeting ended with a stag given by the Jackson Board of Trade.

## The HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.  
NEW YORK, CHICAGO

## THE MINNEAPOLIS JOURNAL

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chi.

### OTHER CLUB NOTES.

The Houston Press Club at its last meeting decided it had outgrown its quarters in the Butler Flats and it will take new rooms in the Telephone Building. J. R. Montgomery, treasurer, was named the business manager of the club.

Members of the Des Moines Press Club were the hosts of all the political candidates for office at a reception in the club rooms last week.

The Edmonton (Can.) Women's Press Club gave a reception last week in honor of Mrs. Leslie Stavert of Winnipeg, one of Canada's best known newspaper women.

The name of the Chicago Press Club's official newspaper has been changed to the Scoop and it has been admitted to second class mailing privileges.

### THE PRESS' NEW CRITIC.

Glenmore Whitney Davis has been appointed dramatic editor of the New York Press. He was formerly with the Globe and Ainslee's Magazine and general representative for various theatrical enterprises including George Thompson, Ringling Brothers, and A. H. Woods. Mr. Davis is also co-author with Gillett Burgess of the play "Find the Woman."

The Press tomorrow will begin publication of an eight page supplement devoted to drama, opera and concert as a regular feature of its Sunday edition. The new section will be in charge of Mr. Davis.

### SURVIVED BAD FIRE.

The Ocean Park (Cal.) Journal has moved into a new plant, with complete equipment, replacing the one destroyed by fire a short time ago. The Journal also changes from an evening to a morning paper.

### PRESIDENT ELECTED.

Miss Ina Phillips, formerly of the Fayette (O.) Review, has been elected secretary of the company publishing the Clinton (Mich.) Local.



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

### STAFF CHANGES.

Charles N. Dennett, formerly advertising manager of the Thomas G. Plant Company, has become associated with the Spafford Advertising Agency, Boston.

W. M. Collins has resigned the advertising managership of Berry Brothers, Limited, Detroit.

Arthur A. Hoopingarner, for some time past city editor of the New Philadelphia (O.) Times, has joined the news staff of the Chicago Tribune.

Don Tobin, who has been city editor of the Zanesville (O.) Signal for several years past, has resigned to become political editor of the Ohio State Journal of Springfield.

J. E. Carlton is now the city editor of the Pomeroy (O.) Daily News.

Charles Angell, state editor of the Grand Rapids Press, has joined the Detroit Free Press staff as copy reader. Angell formerly worked on the Cleveland Plain Dealer.

Arthur H. Loucks, political reporter for the Grand Rapids News, has resigned and is now doing politics on the Detroit Free Press.

E. G. Evans, formerly on the Fresno (Cal.) Herald, is now connected with the Merced Star, succeeding E. S. Ellis, who recently became associated with the Livingstone Chronicle.

Donald Jones has been appointed to the staff of the Portersfield (Cal.) Reporter.

George Buckley, formerly with the Style Book, has joined the Chicago forces of the J. Walter Thompson Agency.

Richard Rooney is doing the ship news for the New York Globe.

W. R. Armstrong, for many years with the Scripps-McRae news-

### The Cleanest, Most Powerful Paper in Nebraska.

The paper with the largest circulation in proportion to the population of its city and state of any newspaper in America is

## The OMAHA DAILY NEWS

Bumper Crop; Rich Territory; Rates that are Right;

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York  
O. G. Davies, Chicago. J. F. Antidelf.

## THE PITTSBURG PRESS

HAS THE Largest  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## CLEVELAND PLAIN DEALER

is the metropolis of Ohio. The  
its leading newspaper. The average circulation of the Plain Dealer for the month of September, 1912, was as follows:

Daily 110,742. Sunday, 136,431

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

papers, is now connected with the National Advertising Company, Denver.

Walter Adams Davenport has left the staff of the Philadelphia Public Ledger to go to New York.

R. F. Wilson has left the United Press staff for a place with the Washington Times city department.

G. A. Mossart is now covering the White House for the Washington Times.

Frank O. Merrill has been appointed night editor of the Associated Press at Dallas, Tex. He was formerly city editor of the Oklahoma City Oklahoman.

Louis Ginsberg has been added to the editorial staff of the New York Evening Mail.

J. McLean has left the New York Evening World staff for an editorial position with the Churchman.

### QUEER SHOOTING CASE.

As a result of a mysterious shooting episode Alan Cunningham, associate editor of the Philadelphia Public Ledger, is being sued for \$10,000 damages by men who allege that they were victims of his revolver on the night of September 7.

On that occasion Cunningham was called out of his house at Media, Pa., on hearing that a woman was being attacked nearby. He took his gun with him and in the moments that followed several Italians of the colony were shot. Salvatore Garrodano is asking \$10,000 damages, alleging that his eye was shot out by Mr. Cunningham, and Angelo D. Filippo, with a bullet in his chest, demands \$6,000.

### BOYCE'S N. Y. OFFICE.

A New York office of the Boyce publications, of Chicago, is to be opened. It will be in charge of Krebs Beebe, assisted by Henry Gitler.

The Eaton (O.) Herald is conducting a voting contest.

## THE BOSTON GLOBE

Has the LARGEST TWO-CENT circulation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## THE NEW ORLEANS ITEM

has made New Orleans a "one paper city."

The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 47,807.

That's why The Item month after month carries as much advertising as the New-York and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps., NEW YORK. CHICAGO. ST. LOUIS.

## ANOTHER MAYOR "SORE" ON THE PRESS.

Mayor C. M. R. Graham of London, Ont., at a meeting of the Board of Trade made a strong attack upon newspapers in general. Replying to ex-Alderman Tancock, who quoted a newspaper article, the mayor said:

"I am surprised at Mr. Tancock. I thought he had enough experience in public life to know that everything which goes into a newspaper is not as it should be.

"Whenever I pick up a newspaper I read only foreign news and try to steer clear of the local news as much as possible. For, in my opinion, the news which is put in the papers is as the reporters went to see it and as the editors want it to go in."

### TO FACE SHOOTING CHARGE.

The case against Van Davis, editor of the Huntsville (Mo.) Times, who figured in a duel with John L. Hamilton, editor of the Huntsville Herald, several months ago will come up on November 21. The charge against Davis is assault with intent to kill and carrying concealed weapons. Davis was arraigned a few days ago and pleaded not guilty to both the charges, but further hearing was adjourned.

### ELLIS TAKES HOLD.

Edward S. Ellis has taken over the management of the Livingston (Cal.) Chronicle with the understanding, it is said, that he is to purchase the paper after the estate of the late P. H. Higgins is settled. Mr. Ellis formerly was on the editorial staff of the Merced Sun.

### NOW SEMI-WEEKLY.

The Maricopa (Cal.) News is now issuing twice-a-week instead of weekly, the publication days being Wednesday and Saturday. The paper recently passed into the hands of F. W. Train from E. E. Brown, postmaster of Maricopa.

## J. WALTER THOMPSON COMPANY.



The experience of forty - eight successful years Guarantees to those who entrust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



PAYNE & YOUNG  
SPECIAL REPRESENTATIVES.  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

CARPENTER-SCHEEER  
SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

## NEW THOUGHT ORGAN.

The Thinkers' World Magazine, devoted to New Thought and Natural Science, is a new Chicago publication. Cora Mickle Hoffer is the publisher and editor, with offices 1042 Orleans street.

## A BOXING PUBLICATION.

The first issue of Boxing, the new publication devoted exclusively to pugilism, made its appearance Monday in New York. It will be published tri-weekly by the Queensberry Publishing Company at 82 Broad street.

## EDITOR APPOINTED.

G. Ashley DeWitt has been appointed managing editor of the Joliet (Ill.) Herald. He was formerly city editor of the Fond du Lac (Wis.) Reporter and until recently on the staff of the Chicago Examiner.

## FOR A RANCHER'S LIFE.

A. L. McCandless, a newspaper man of Roseburg, Ore., has retired from newspaper work and moved to Mamta, where he will purchase a ranch.

Largest proved high-class evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation **110,000**  
MORE THAN

## FROM THE AD FIELD SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

FULLER, 623 South Wabash avenue, Chicago.—John A. Smith, Chicago; orders being placed in the West.

C. E. Gauss, "Gauss Catarrh Remedy," Marshall, Mich.; orders with a selected list of Western papers.

The Kenton Pharmaceutical Company; with a list of Western papers.

The F. A. Stuart Company, Stuart Building, Marshall, Mich.; making 10,000-line contracts with a selected list of Western papers.

C. E. Brooks Appliance Company, Marshall, Mich.; eighty-five-line eight-time orders with a selected list of large city papers.

AYER, 300 Chestnut street, Philadelphia.—Steinway & Sons, "pianos," 109 East 14th street, New York; twelve-inch ten-time orders being placed in the vicinity of New York City.

The Louisiana State Rice Company, New Orleans, La.; will place advertising in Southern papers.

BATTEN, Fourth Avenue Building, New York.—Waite & Bond,

Advertisers who have  
always used the

## NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

"Blackstone" Cigar, 67 Endicott street, Boston; placing orders with New England dailies.

The American Kitchen Products Company, 170 William street, New York; 5,000-line contracts being made with a selected list of papers.

GOULD, 31 East 22d street, New York.—S. B. Goff & Sons, Philadelphia; placing orders with Pennsylvania papers.

HOOPES, 516 Market street, Wilmington, Del.—The Pine Forest Inn, Summerville, S. C.; fourteen-line twenty-six-time orders with a selected list of dailies throughout the country.

IRELAND, 925 Chestnut street, Philadelphia.—The Keeley Institute, Philadelphia; placing seven-line fifty-two-time orders with a selected list of Southern dailies.

HILL, 323 Fourth avenue, Pittsburgh, Pa.—The Eagle Paint & Varnish Company; orders being placed with a selected list of papers throughout the country.

CHESMAN, 1127 Pine street, St. Louis.—Dr. A. E. Robinson, St. Louis; orders with a selected list of Western papers.

CHESMAN, 200 Fifth avenue, New York.—The Pacific Coast Borax Company, "Twenty Mule Team Borax," 100 William street, New York; orders being placed with New York State papers.

DAUCHY, 9 Murray street, New York.—The Hiscox Chemical Company, Patchogue, N. Y.; renewing contracts where they have expired.

DILG, 12 State street, Chicago.—The Green Mountain Distilling Company; placing orders with Western papers.

FERRY-HANLEY, Gloyd Building, Kansas City, Mo.—The Jarvis Gas Burner Company, Kansas City, Mo.; 5,000-line contracts with a selected list of Western papers.

BROMFIELD-FIELD, 1780 Broadway, New York, and PRES-BREY COMPANY, 456 Fourth avenue, New York.—The Seaboard Air Line, Portsmouth, Va., and 42

# THE BOSTON POST

OCTOBER 1912 AVERAGES  
The Daily Post 420,721  
The Sunday Post 318,686

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, New York.  
C. GEORGE KROGNES, Western Rep.  
Marquette Building, CHICAGO.

## THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Advertisers, New York City.

The JOHN BUDD CO., Representative  
NEW YORK. CHICAGO. ST. LOUIS

Broad street, New York; placing fifty-seven-line eleven-time orders

BLAINE-THOMPSON, Fourth National Bank Building, Cincinnati.

Joseph A. Magnus & Co., "Murray Hill Club" Whisky, Cincinnati; 1,000-inch contracts with a selected list of Southern papers.

BLUM, 807 Chestnut street, Philadelphia.—The Loomis-Managing Filter Manufacturing Company, Hill and Title Building, Philadelphia; orders being placed with a selected list of papers.

CATTANACH, Somerset Building, Winnipeg, Can.—The N. T. MacMillan Company, Winnipeg; placing advertising in large Western papers.

IRONMONGER, 20 Vesey street, New York.—Bass, Ratcliff & Gretton, Ltd., "Bass Ale," 90 Warren street, New York; making 2,500-line contracts with a selected list of papers.

JOHNSON, Steger Building, Chicago.—The Marotta Stanley Company, Grand Rapids, Mich.; making 5,000-line contracts with a selected list of Western papers.

GREEN, Detroit.—The General Motors Truck business is being placed by this agency from November 1.

KASTOR, Chicago and St. Louis.—The Lloyd Chemical Corporation, Lloyd Building, St. Louis; contracts for 2,000 lines being made with a selected list of Southern papers.

KOHLER, 145 West 45th street, New York.—The National Authors' Institute, 1547 Broadway, New York; orders for forty inches to appear e o d for thirteen times being placed with a general list of papers.

LORD & THOMAS, Mellers Building, Chicago.—The Grand Trunk Pacific Railway, Sterling Bank Building, Winnipeg, Can.; placing advertising with Western papers.

The Musterole Company, Cleveland, O.; orders being placed with a selected list of large city papers.

BROMFIELD & FIELD, 1780 Broadway, New York.—Will place

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average for August... **99,211**  
Circulation

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

the entire advertising appropriation of Importers' Automobile Salon, to be held in the ball room of the Hotel Astor, January 2 to 11, 1913.

McMULLEN, Cambridge Building, New York.—C. J. Van Houten & Zoon, "Van Houten's Cocoa," 220 West 29th street, New York; making contracts with a selected list of papers in the Eastern section.

BENSON, CAMPBELL & SLATEN, Corn Exchange Bank Building, Chicago; C. D. Peacock, jeweler, Chicago; orders being placed within a radius of one hundred miles of Chicago.

MORSE, Dodd Mead Building, New York.—The Weir Stove Company, "Glenwood" Ranges, Taunton, Mass.; twenty-one-inch four-time additional orders being placed with a selected list of papers throughout the country.

REMINGTON, Jenkins Building, Pittsburgh.—H. F. Swaney; placing 500 inches, to be used in one year, with a selected list of Pennsylvania papers.

DIRECT.—E. W. Jackson & Co., "Dr. Jackson's Catarrh Remedy," 3401 West Monroe street, Chicago; orders being placed with a selected list of papers direct.

Philip Morris & Co., Ltd., cigarettes, 402 West Broadway, New York; orders will be sent out early in November to papers that will allow agents' commission.



## Some Advertisers

buy circulation.  
Successful ones buy  
purchasing power.  
That's what we sell.

## Pittsburgh Post

Daily and Sunday.

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 71 Times Building.

**THE News Scimitar**  
of MEMPHIS, Tennessee,  
is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## NEED OF MEDICAL EDITORS.

Continued from Fourth Page.

Newspapers, knowledge of medical matters is simply raw material unless a man has the mingled instinct and training which enables him to present the knowledge that he has so as to attract the public. If a man has this and has also a medical education he can be most useful on a newspaper, but if he has no medical education and has not either personal ability or training in presentation he will add one more to the columns headed "The Editor in Charge." The writer wishes to use the actor's phrase, "don't get across the footlights."

The amazing success of the Lancet in reaching the English public and securing one reform after another in the last sixty or seventy years has been due to the fact that it had at its head in the beginning a born journalist and its traditions have always been sound. No American can look over the Lancet and compare it with much that appears in American medical journalism without seeing that wherever a subject touches popular interest the English medical journal is on the watch for effective presentation.

For some reason, which I do not pretend to explain, perhaps due to the fact that many American medical men have studied in Germany, the American medical article is too apt to be formal, didactic, not sufficiently equipped with grasp or effective style.

It is for this reason that so many medical articles which reach the newspaper do not reach the public and are not read by the public if they were printed. Very much that is on a newspaper page is "printed and not published." The newspaper manager knows perfectly that one or twenty pages of a newspaper are a hot competition. Each reader only looks at a fraction of them. He reads an article and drops it unless it interests him. He drops the newspaper unless it is bright, interesting and attractive.

The education of the American public in matters of medicine and hygiene can only take place through the American newspaper; but it can only be done by recognizing the conditions under which a newspaper works and understanding that to meet these conditions is more important than mere knowledge.

Melville E. Stone, general manager of the Associated Press:

I think it would be a desirable thing for a daily newspaper to employ a physician on its staff to cover a department of public health. During the years I edited the Chicago Daily News I had a department of this kind edited by the secretary of the Illinois State Board of Health, and I found that not only did it do an important public service, but it also

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Foreign Representatives:  
BENJAMIN & KENTON COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building, CHICAGO.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

proved a profitable thing from a purely business standpoint.

James Keely, general manager of the Chicago Tribune:

The Tribune was, I believe, the first paper to install a real medical department. We did this a year ago, when we engaged Dr. W. A. Evans, formerly health commissioner of the city of Chicago, whom everyone knows, to run a daily department entitled "How to Keep Well." This has appeared on the editorial page of the Tribune, and will continue, I hope, for a number of years under the direction of Dr. Evans.

Dr. Evans' activities are not confined alone to the Chicago Tribune. He answers several hundred letters a week and devotes a large portion of his time to lecturing.

When I inaugurated this department and retained Dr. Evans as editor I hoped that his sphere of influence would not be confined to the Chicago Tribune, but that the example we set would be followed by other newspapers, and my expectation has been realized.

Oswald Garrison Villard, president of the New York Evening Post:

The addition of a medical contributor to the staff of a metropolitan newspaper would be of the greatest service both to journalism and the profession, in our opinion. The only difficulty is that we should also like to add a scientific advisor, a legal writer and advisor, and experts in a dozen other branches.

Unfortunately the limited support given by the public to a serious newspaper does not make possible these additions to the staff. It is also true that it is very difficult to obtain intelligent contributors in the medical profession and otherwise, who can treat of the subjects of which they are masters in readable English interesting to the public.

Frederick Roy Martin, assistant general manager of the Associated Press and formerly editor-in-chief of the Providence Journal:

In a general sense the more "brains" a newspaper can call to its service the better. A capable physician, if on call when matters affecting the health of the public are being treated, surely can aid in the accuracy and effectiveness of the articles printed.

From a practical newspaper point of view, however, experts in any scientific field are inclined to be over-technical in language and more valuable in the preparation of special articles than in fitting into the rapidly moving machinery of a newspaper plant. It is hardly effective to discuss in newspapers "anterior poliomyelitis" when the mothers in a community are worried over infantile paralysis.

Yet if an editor has upon his staff an experienced physician whom he can consult or call upon for articles written in a

A well known advertising agent recently visited Toledo and mentioned the name of a town in an endeavor to ascertain whether

## The Toledo Weekly Blade

had any subscribers in that town. The Blade had eight at this place and six of them were relatives of the agent. It might be stated that this agent would be considered a high class man, proving that the Weekly Blade has quality as well as quantity of actual proven worth.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Manager  
213 Temple Court, NEW YORK CITY.

popular vein the arrangement must be of service to the paper because of its service to the readers of that paper. As a great majority of the inhabitants of many of our largest cities are reading the daily papers, the power of the press in spreading intelligence along the lines of preventive medicine is incontrovertible.

It was granted not long ago to hear, so eminent a physician as Dr. William V. Keen of Philadelphia acknowledge the great progress the press has made in assisting the physician in his responsibility. Surely the more intelligently that power is directed the more beneficent its results. Equally certain is it that the more intelligent the physician writes the more considerable would be his value to the paper that he might serve.

Leigh Reilly, editor of the Chicago Evening Post:

The Evening Post has always maintained upon its staff one or more men well grounded in the science and practice of medicine, and, of course, we consider these men very necessary members of the staff.

Jay B. Benton, city editor of the Boston Evening Transcript:

Personally, I feel the importance of a medical editor on the staff of a paper or within easy reach for consultation. Any one who has had to do with the handling of newspaper copy knows of the great liability for errors. Young reporters, even those who intend to be most careful, make slips that seem ludicrous to those who are familiar with medical affairs, and then the paper becomes a laughing stock.

The desk man naturally tries to do his best, and catches many things in time. Whenever there is any doubt upon a subject I call up a doctor on the telephone, and then it is almost as good as having a doctor in the building and in constant service on the paper. Of course, all editorial topics of a medical nature are given to expert specialists outside the permanent force, just as is done with any specific subject on which distinctive education is required.

The danger of a doctor as a regular writer is that he will not hit the popular taste. He knows all about it for himself, and he can write for medical students, but he is apt to write above the heads of the average reader. It is hard indeed to find the one who can state in a popular medium and avoid technicalities in what he writes.

## HEADS WELFARE SOCIETY.

Rev. George P. Eckman, editor of the Methodist Christian Advocate, New York, has been made president of the Methodist Child Welfare Society, which has just been formed to fight child labor throughout the United States.

## CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## MEMPHIS' OWN PAPER.

The new city owned publication of Memphis, Tenn., has appeared under the title of the Memphis Commission Government. The first number contains fourteen pages of skillfully compiled matter and is well illustrated. The paper is replete with views of various municipal improvements and practically every department of the city is represented. Twelve thousand copies were printed and will be distributed over the United States.

## PRESS DAY IN HOUSTON.

President Link of the No-Tsu-Oh Carnival, in Houston, is planning a reception and entertainment for the representatives of the press who visit the carnival on November 12. The day has been set aside as Press Day and a committee composed of newspaper men of the city have made up an extensive program for the entertainment of their visiting brothers.

## JOINS BUICK FORCES.

Charles H. Woodruff of Detroit has been appointed to take charge of the publicity department of the Buick Motor Company, of Flint, Mich. Mr. Woodruff was formerly with the Packard Motor Car Company.

## NEWSOM SELLS PAPER.

J. L. Newsom has leased the Forest City (Ark.) Chronicle to J. J. May, who published the paper following the regime of Charles R. Izard.

## LEAVES PORTSMOUTH.

Thomas W. Lewis, who has edited the Portsmouth (O.) Blade since its purchase by William M. Miller, has resigned and gone to Columbus.

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
ON ITS MERITS as a newspaper.

**51,625** CIRCULATION  
Daily (Net Paid)  
FOR SEPTEMBER, 1912

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

In Quantity and Quality of Circulation

THE TIMES-DISPATCH

**RICHMOND,**

IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.  
KELLY-SMITH CO., Foreign Rep.,  
NEW YORK. CHICAGO.

### SENATOR WILSON DEAD.

John L. Wilson, part owner of the Seattle Post-Intelligencer, died suddenly in Washington, D. C., on Wednesday of arterio-sclerosis. He was on his way to Panama with Mrs. Wilson and had stopped off in Washington Saturday for a visit with friends.

Mr. Wilson was formerly United States Senator from the state of Washington and its first Representative in the upper house of Congress after its admission to the Union in 1889. He was a brother of Henry Lane Wilson, United States Ambassador to Mexico.

Last May Mr. Wilson sold part of his interest in the Post-Intelligencer to W. A. Taylor, and retired from active connection with the paper in favor of Mr. Taylor. He was the father-in-law of William Wallace Chapin, formerly publisher of the Post-Intelligencer, and now part owner of the San Francisco Call.

### OTHER OBITUARY NOTES.

FREDERICK J. LAND, a pioneer newspaper man of Denver, is dead at Casa Verdugo, a suburb of Los Angeles. In his early days Mr. Land was connected with the Denver Republican and in 1884 established the Montrose Press. He was fifty-eight years of age.

JOHN A. NOBLE, formerly engaged in newspaper work in Illinois,

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
Indianapolis Sun  
daily average circulation  
during the six months  
ending June 30, 1912 **41,840**

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

died in Champaign last week of heart trouble. Since 1882 Mr. Noble had been engaged in newspaper and advertising work. For several years he conducted the St. Joseph Record.

R. ST. PIERRE, a well known Canadian journalist, formerly on La Patrie, the Herald and other Montreal papers, is dead in Winnipeg at the age of forty-three years. He had been in the West for the past ten years.

SAMUEL C. TABER, a newspaper man for many years prominent in New York State politics, died Saturday at Montour Falls, N. Y. He was eighty-two years old.

BROWN McMILLAN, a former newspaper man and once a Democratic leader in Congress, died recently at Bristol, Tenn. Mr. McMILLAN was a son of former Governor Benton McMILLAN of Tennessee.

J. M. DEWEY, founder of the Chautau (Kan.) Daily Tribune, is dead in that town at the age of seventy-five years. Mr. Dewey was a native of England and began his newspaper work on the New York Tribune under Horace Greeley.

ROBERT H. ROGERS, one of the editors of the Railroad Men's Magazine, died a few days ago of pneumonia.

MRS. KATHERINE C. MURPHY, proprietor of the Toledo (O.) Sunday Courier, died a few days ago.

A. T. MOOREHEAD, editor of the Indiana (Pa.) Progress, is dead at the age of twenty-one years. He was a veteran of the Civil War.

GEORGE PHILLIPS, formerly editor of the Frederick (Okla.) Enterprise, is dead of tuberculosis at Rocky Ford, Colo.

### A DAKOTA MERGER.

The Midland (S. D.) Mail has absorbed the Western Star. Harry Lovall is the editor. G. N. Sherburne, former editor of the Star, succeeds Albert Norby as editor of the Stock Growers' News at Fort Pierre, S. D.

The City of Greater Seattle (14 wards) has a population of 237,194 people, according to 1910 U. S. Census, which is an increase of 194 per cent. over 1900, and western Washington and territory contiguous to Washington, nine-tenths of which is thoroughly permeated with copies of THE TIMES, a population of 1,300,000.

THE ACTUAL CIRCULATION  
OF THE

**SEATTLE TIMES**  
DAILY AND SUNDAY

is by far the LARGEST of any newspaper published west of Minneapolis, and north of San Francisco.

Foreign Representative:  
The S. C. BECKWITH Special Agency  
NEW YORK CHICAGO ST. LOUIS

**San Francisco  
HONEST  
FEARLESS  
CALL**

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
Marquette Building, CHICAGO.

### MAKES A GOOD START.

The Manchester Evening Leader, which was started about a month ago by Frank Knox and J. A. Muehling of Sault Ste. Marie, Mich., has met with a very good reception in New Hampshire. The paper supported Colonel Roosevelt. It has already reached a circulation of 15,000 and is making plans to increase that figure immediately. The present circulation was secured by a straight canvass.

The advertising columns also show prosperity. As a newspaper the Leader ranks well with bigger city dailies. The Leader has the National News Association Service and G. E. Brown, formerly of the Boston Post, is news editor. William Potter, formerly circulation manager of the Boston Traveler, is in charge of the Leader's circulation department.

### WALTER WILLIAMS' ARTICLE.

The third volume of the Encyclopedia of Education, edited by Professor Paul Monroe of Columbia University, just issued, includes an article on "Education for Journalism" by Dean Walter Williams of the School of Journalism of the University of Missouri.

### BLAKEMORE IN CHARGE.

The Van Loon Advertising Agency, of Cincinnati, is now being operated by T. B. Blakemore. C. E. Van Loon recently retired from active participation in the business to go to the Pacific Coast, but still retains a financial interest in the business.

### BUY MORE LAND.

Cary Smith and Frank Hawkins, publishers of the Bay City (Tex.) Tribune, have purchased two lots adjoining the Tribune site on the corner of Avenue G and 5th street. The purchase gives the Tribune a plot seventy-five by 140 feet on one of the choicest corner locations in the city.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

THE **PEORIA  
JOURNAL**

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

H. M. PINDELL, Proprietor.  
CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

### LOCATES IN RENO.

Mortimer W. France has been appointed advertising manager of the New West Magazine, published in Reno, Nev. Mr. France has had a thorough schooling in the advertising business covering a period of eight years. He was at one time with the Lord & Thomas Agency and later was advertising manager of the Spokane Inland Herald. After that paper suspended he became connected with the Leven Advertising Company and for the last two years has been secretary and treasurer of the Felton Advertising Agency, Chicago.

### AGENCIES COMBINE.

The advertising agency of L. Jeff Milbourne, Baltimore, has been consolidated with the Green-Raley-Lucas Agency, of the same city. The merger became effective on November 1, and the combined agencies will conduct business from the Riddlemoser Building, 21 West Fayette street, Baltimore.

### FOR CALIFORNIA GREEKS.

With a view of giving direct news of the Balkan War to Greek residents, P. Sicris has begun publication of a native newspaper in San Francisco. It appears under the name of the Tharros.

The newspaper that  
knocks and boasts at the  
same time is never a safe  
adviser. The

**NEW YORK MAIL  
EVENING**

neither knocks nor boasts,  
but tries to be of assistance  
to advertisers.

203 Broadway, NEW YORK



LOS ANGELES

In the Eye of the World.

The TIMES, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.

Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO.

SPHINX MONTHLY DINNER.

The next monthly dinner of the Sphinx Club on Tuesday promises to be a notable and most interesting one. The subject for consideration is "The Ethics of Advertising," which will be discussed by Dr. Talcott Williams, dean of the School of Journalism of Columbia University, under the title of "The Newspaper as a Unit"; Robert J. Collier of Collier's, "Honesty in Advertising," and Louis Wiley, business manager of the New York Times, will contribute from his store of knowledge and experience in the business office of the newspaper. The president of the club, Collin Armstrong, will act as toastmaster.

JACKSON IN CHARGE.

Victor Jackson has purchased the holdings in the Centralia (Cal.) Chronicle Publishing Company. A new company has been incorporated with Mr. Jackson as president, and Harry O. Dunkley and William O. Dunkley as associate directors. The News-Examiner and Chronicle, owned by the company, are morning and evening papers respectively.

SOUTHERNER RETIRES.

T. L. Metcalf, for many years publisher and editor of the Corbin (Ky.) Times, has sold out to J. J. Price. The latter has been connected with the Times for several years past.

BETTER THAN A MEAL.

Otto B. DeHaas, president of the United States Circulation Company, Waterloo, Ia., writes: "I'd rather miss a good meal than not be able to read THE FOURTH ESTATE."

"A Daily Newspaper for the Home"

THE

CHRISTIAN  
SCIENCE  
MONITOR

Four editions every day except Sunday.  
Strong local and national circulation.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

ST. LOUIS  
TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the  
most remarkable growth ever re-  
corded in the Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

SEATTLE "P-I"

THE POST-INTELLIGENCER

Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

COURT ACTS ON GREEK EDITORS' WORDY WAR.

An editorial squabble between Demetrius J. Vlasto, publisher of the New York Greek newspaper Atlantis, and Socrates A. Xanthaky, publisher of Pannhellenic, has resulted in a jury in the Supreme Court awarding Vlasto damages of \$5,000 for libel.

Vlasto alleged in his complaint that he was "Arch Exarch General" of the Greek Orthodox Church in America and that Xanthaky in the Pannhellenic had called him an "international swindler" and "a shameless exploiter of things sacred and stigmatized by the curses of thousands of Greeks in America." He also alleged that Xanthaky had called him "the Beggar Exarch" and referred to the Atlantis as a "syphophantical, insulting and black-mailing organ."

TO FURTHER LITERARY WORKMANSHIP.

The Graphic Publishing Company of Los Angeles, is the name of a new organization of newspaper workers aiming to co-operate in all forms of literary workmanship. Samuel T. Clover is the president, and his associates include Harry Beall, Madge T. Clover and Miss Caroline Reynolds.

DISCOVERED IN TIME.

The lucky early discovery of a fire in the plant of the Marshalltown (Ia.) Daily Courier on Monday night probably prevented a disastrous blaze. The watchman found the building filled with smoke and turned in an alarm. The blaze was in some rags that had been used for stuffing by plumbers working in the building.

PALMER BACK ON DUTY.

Dean Palmer of Saranac Lake, N. Y., after a year's absence, has rejoined the advertising staff of the St. Joseph (Mo.) News-Press. Mr. Palmer is a son of Charles M. Palmer, publisher of the News-Press.

The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Exceeded.

THE  
Boston Herald,  
(Morning)

AND THE  
Boston Traveler  
AND EVENING HERALD

Combined Circulation Morning  
and Afternoon Exceeds  
230,000  
COPIES PER DAY.

Each month shows remarkable  
gains in Local and Foreign  
Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS

LOOK OUT FOR BRIDGE.

EDITOR THE FOURTH ESTATE.

Sr.: A man claiming to be Guy S. Bridge contracted for the insertion of a special feature "Who is Who" in our paper on October 17. We printed the feature and this man Bridge called at our office the day before publication, took out a proof of the matter, visited the merchants who advertised, collected everything that he possibly could and skipped the town without paying his bill to us, the publishers, or coming near us again.

I write you this, thinking that you would perhaps publish it in THE FOURTH ESTATE as a warning to other newspapers.

THE BRISTOL (CONN.) PRESS PUBLISHING COMPANY,  
A. S. BARNES, MANAGER.

EDITOR RUN OVER.

Philip Andres, editor of the Council Bluffs (Ia.) Freie Presse, was severely cut about the face and head in Omaha one day last week when a newsboy ran into him with a bicycle. The accident occurred at Farm and 13th streets. Mr. Andres, who is seventy-one years old, declined to have the boy arrested, declaring it was purely an accident.

BIG DAMAGES ASKED.

Damages of \$100,000 against the Chicago Tribune for libel are asked by Peter Bartzan, president of the Cook County Board. The charge is that the Tribune recently printed a series of articles alleging that Bartzan was connected with the contemplated purchase of sites for hospitals.

HIS HEALTH POOR.

H. S. Spalding, for twelve years connected with the Merced (Cal.) Star, has resigned because of ill health. His place is taken by G. B. Smyth, formerly society editor of the San Francisco Call.

GREEN'S VENTURE.

In the interest of publishers and authors Fred E. Green has started a new weekly called the Manuscript in Newburyport, Mass.

A Powerful List is the  
MILWAUKEE  
GERMANIA LIST

CIRCULATION

Daily Germania.....24,568  
Only German evening daily in Milwaukee  
Daily Herald.....17,000  
Only German morning daily in Milwaukee  
Sonntag Post.....45,000  
Only German Sunday daily in Milwaukee  
Weekly Germania.....107,413  
Haus-und Baternfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEKQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The Only Daily Paper in Cuba  
Printed in English is the  
HAVANA POST

GEORGE M. BRADT, Publisher

Published Every Day in the Year

END OF THEATRICAL BILLBOARDS IN 'FRISCO.

Aiding in the campaign for the beautification of the city that was started by the San Francisco Examiner the Allied Theater Managers of San Francisco have decided to stop billboard advertising.

Thirty per cent. of this class of advertising will be stopped within a month, and within a few more months there may be no such a thing as an unsightly theatrical billboard in San Francisco.

The Examiner undertook the beautification campaign in view of the Panama Canal Exposition. San Francisco, always a clean, sprightly city, is to be one of the most beautiful in the world by the time of the big fair. The beautification plans include the conversion of the city virtually into one great garden spot. Flowers and plants will greet visitors to the city everywhere, and the emerald green hills of San Francisco Bay will flare with gorgeous colors.

SELLS TO SYNDICATE.

The Frazeysburg (O.) News has been sold by George E. Nearpass to the firm of Browning, Schooler & Ashcroft. Mr. Nearpass has moved to Terre Haute, Ind.

THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

M

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## Six Important Facts About the New York Newspaper Situation

- FACT NO. 1: The NEW YORK EVENING JOURNAL during October, 1912, gained more display advertising than all the other New York evening newspapers combined  
789 $\frac{1}{4}$  Columns Gain
- FACT NO. 2: The EVENING JOURNAL printed more display advertising during October, 1912, than any other New York newspaper—2,860 columns or 800,800 agate lines.
- FACT NO. 3: During the first 10 months of 1912 the EVENING JOURNAL printed 20,610 columns of display advertising or 5,770,800 agate lines.
- FACT NO. 4: During the first 10 months of 1912 the EVENING JOURNAL gained over corresponding period in 1911, 3,513 $\frac{1}{2}$  columns or 983,780 agate lines.
- FACT NO. 5: The EVENING JOURNAL during the first 10 months of 1912 printed more dry goods advertising than any other New York newspaper.
- FACT NO. 6: The EVENING JOURNAL prints and sells more copies than any other newspaper in the U. S.

### SEVEN YEARS CONTINUOUS GAINS

Record of Display Advertising Printed in  
the New York Evening Journal since 1905

1905—14,116	columns.	
1906—15,527	columns,	GAIN of 1,411 columns
1907—16,250 $\frac{1}{2}$	columns,	GAIN of 723 $\frac{1}{2}$ columns
1908—16,982 $\frac{1}{2}$	columns,	GAIN of 732 columns
1909—17,707 $\frac{1}{4}$	columns,	GAIN of 724 $\frac{3}{4}$ columns
1910—19,706	columns,	GAIN of 1,998 $\frac{3}{4}$ columns
1911—20,674	columns,	GAIN of 968 columns
1912—(First 10 months)		GAIN of 3,513 $\frac{1}{2}$ columns
		Total GAIN of 10,071 $\frac{1}{2}$ cols.

These figures represent paid display advertising only. The Evening Journal does not publish special editions, nor does the Evening Journal print free reading notices of any description for the purpose of securing advertising.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 977 NEW YORK, SATURDAY, NOVEMBER 16, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

TEN CENTS A COPY

## THE CHICAGO DAILY NEWS

breaks its own record, as shown by the

### October Election Returns.

Last Month the Advertisers of Chicago and the country at  
large elected to place a record volume of advertising in  
THE DAILY NEWS.

Display	1,785.51	columns
Classified	1,327.12	columns
Total	3,112.63	columns
Twenty-Seven Publication Days, Averaging	115.63	columns

#### These Figures Mean:

1. *A larger volume of classified advertising* than in any month in the history of the paper.
2. *A larger combined volume of display and classified advertising* than in any former October in the history of the paper.
3. *A larger combined volume of display and classified advertising* than in any month in the history of the paper except March, 1910, which exceeded it by seventy columns. (March is normally a heavier advertising month than October.)

*These Figures Further Mean: That Advertisers have the  
DAILY NEWS HABIT stronger than ever.*

Advertisers will appreciate that it is hard for THE DAILY NEWS to break its own advertising records when it is remembered that the size of the paper may not exceed twenty-eight pages, because of the physical impossibility of delivering 300,000 papers of a larger, two-part size within the limited time of an afternoon newspaper delivery. THE DAILY NEWS was compelled to omit advertising on many days in October for lack of space.

These omissions varied from a few hundred lines to several pages on each of such days. When it is further remembered that this condition of space limitation within a twenty-eight page paper has obtained for many years during the more active fall and spring months the difficulty of THE DAILY NEWS breaking its own advertising records is apparent. October's figures are therefore the more significant.

## LABOR DISPUTES SETTLED.

A. N. P. A. AND I. T. U. ARBITRATION BOARD MEETS  
—NEW CONTRACTS.

Several matters of dispute between publishers and the International Typographical Union were decided at the last meeting of the National Arbitration Board of the American Newspaper Publishers' Association and the International Typographical Union. There were present representing the A. N. P. A. Charles H. Taylor, Jr., of Boston; W. S. Jones of Minneapolis, and H. N. Kellogg of Indianapolis.

Representing the International Typographical Union were President James M. Lynch, Vice-President George A. Tracy, and Secretary-Treasurer J. W. Hays.

One case to come before the board was a dispute between San Antonio Typographical Union No. 172 and the San Antonio local of the American Newspaper Publishers' Association, in regard to the question as to whether or not a certain paragraph should be inserted in a proposed contract between the parties named. On this dispute the board reached the following decision:

This case involves a determination of the question as to whether or not the paragraph:

"Operators on piece work shall be required to set hereon only on machines on which they are employed," shall be made a part of the contract agreed to locally in July, 1912.

No. 172 proposed that this section be included in the agreement. The publishers objected and the matter was therefore referred to the National Arbitration Board for settlement, and the board reached the following decision:

It is the decision of the board that the following paragraphs in the agreement: "Members employed to set ads, heads, etc., on machines will receive their average rate of speed," and,

"Operators employed on head or ad machines, or on other work, shall receive pay at their established average," will protect all parties. It is therefore unnecessary to include the section in dispute, and that section is hereby eliminated.

On the case of a dispute between New York Mailers' Union No. 6 and the Brooklyn newspapers with Sunday morning editions, the board rendered the following decision:

This case relates to the interpretation of section 2, article vii, of an agreement between Mailers' Union No. 6 and the publishers' association of New York City, effective September 1, 1912. This section reads as follows:

"Sec. 2. Members on afternoon papers with Sunday morning editions shall be paid the Saturday night rate when working on Saturday night, and in no case shall work done during the regular Saturday night shift be construed as overtime."

There is only one "Saturday night rate" mentioned in the agreement. It provides \$4.75 for that night's work. The board understands that men working six days and on Saturday night on New York papers receive \$4.75. It is, therefore, the decision of the board that men working six days during the day and on Saturday night on Brooklyn newspapers shall receive \$4.75 for Saturday night's work.

A dispute between Typographical Union No. 18 and the Detroit local of the American Newspaper Publishers' Association, as to the right of the union to enter into a contract providing for the working of one long day in each week period, was

then taken up and the following decision rendered:

This case comes to the board for decision regarding the application of the International law with respect to the right of employers to operate their composing rooms more than eight hours on one or more days during any one week, provided the total number of hours per week does not exceed forty-eight. The Detroit publishers and Typographical Union No. 18 made a five-year contract which became effective May 1, 1912. Section 2 of that agreement reads as follows:

"A day's work for all journeymen in daily newspaper offices, where machines are employed shall consist of seven consecutive hours, exclusive of lunch time. Forty-eight hours shall constitute one week's work, and eight hours shall be the maximum on all days of the week without increase in the rate of compensation, excepting the match and the light parts to be designated by the office. All overtime shall be paid for at a price of not less than piece and one-half on the scale."

The officers of the local union have that section 167 of the International law, which was adopted by the San Francisco convention, reads as follows: "Section 167. No local union shall sign a scale of wages with an overtime clause calling for overtime on any certain day at a rate less than that paid for overtime on all other days," prohibited this practice. All other provisions of the contract were upon the same basis, and a stipulation was signed and the local parts referring the decision of this question to the National Arbitration Board.

When the match first came up it was referred to the chairman of the special standing committee of the American Newspaper Publishers' Association and the president of the International Typographical Union for their opinions. Some confusion resulted with regard to the intent of the law, and a long time investigation has disclosed that section 167 was intended to prevent the accumulation of hours. The board, therefore, decides that this practice must be discontinued. It, however, considers an immediate change from ten hours one day in the week to an eight-hour day to be unfair to publishers who have heretofore been operating their composing rooms ten hours on one day each week.

The board believes if the Detroit publishers had been advised of the application of the law as above it would have been possible to arrange locally for a gradual reduction, as has been agreed to elsewhere under similar circumstances.

The board, therefore, decides that section 167 of the International law should be amended to provide that nine and one-half hours may be worked on one day each week during six months, that nine hours be the limit of the long day for one year thereafter, eight and one-half hours shall prevail for one year more, and that at the end of the third year the eight hours shall be the limit. This decision to be effective from this date.

A dispute between Spokane Union No. 193 and the Spokane local of the American Newspaper Publishers' Association was discussed and referred to Messrs. Kellogg and Lynch for settlement.

### NEW I. T. U. AGREEMENTS.

A number of new agreements between publishers and the I. T. U. have been signed.

A contract with the New Bedford (Mass.) publishers carries an increase of \$2 per week in the wages of floormen and \$1 per week for machine operators.

The Typographical Union at Brandon, Man., has a new wage scale providing for \$18 per week the first year, \$19 for the second year and \$20 for the last year of the three-year agreement.

In Lansing, Mich., a new scale calls for \$16 per week for handmen for the first two years and \$17 for the last two years of the contract. The machine men get \$19 and \$20 on the same basis as the handmen. The old scale was \$15 for handmen, and \$18 for machine men.

The publishers of German newspapers Continued on Twenty-third Page.

## PARCELS POST PREPARATIONS.

PROGRESS LEAGUE FIGHTS  
ZONE PLAN—THE BIG  
STAMP JOB.

The Postal Progress League, through its president, Frederick C. Beach, editor of the Scientific American, has begun a campaign of protest against the new Bourne zone Parcels Post law, which will go in effect on January 1 next. By arousing popular opinion through the medium of circulars and meetings the league hopes to persuade Congress to recall the new law and to substitute for it a cheaper flat rate parcels post.

The new law is condemned as "costly, complicated, unintelligible and discriminating." The Postal Progress League will make its first protest to Congress after a conference in the Hotel Astor on November 22.

"The revival of the old zone system of postal rates, fifty years after its abolition by Abraham Lincoln and the Congress of 1863, is to cause at the outset a waste of \$750,000 appropriated in the Bourne law for directories, maps, charts, distinctive stamps, etc.," reads part of a bulletin being circulated by the league. "Under a flat rate service all these wastes of time, money and labor would be avoided."

"That this Bourne scheme was unsatisfactory to Congress, although perhaps the best that could be secured at the time against the opposition of the railways and the express companies, is shown clearly by the provisions of the law itself."

"First, the appropriation of \$25,000 to cover the expenses of a special Congressional committee to report as to the amendment of the law as early as possible, and, second, authorizing the Postmaster-General, by and with the advice of the Interstate Commerce Commission, to modify its rates, weights and zones at their will, and to arrange for a system of insurance and collection on delivery."

The parcels post regulations, as it is planned to put them into effect on January 1, 1913, are as follows:

Weight limit—eleven pounds.  
Size—combined length and girth—seventy-two inches.  
Four ounces or less—1 cent a ounce.  
Over 4 ounces considered a pound.  
Fractional pounds—same as pounds.

Distances.	First lb.	Each additional lb.
City delivery . . . . .	5 cents	1 cent
Rural delivery . . . . .	5 cents	1 cent
Within 30 miles . . . . .	5 cents	3 cents
Within 100 miles . . . . .	6 cents	4 cents
Within 300 miles . . . . .	7 cents	5 cents
Within 600 miles . . . . .	8 cents	6 cents
Within 1,000 miles . . . . .	9 cents	7 cents
Within 1,400 miles . . . . .	10 cents	9 cents
Within 1,800 miles . . . . .	11 cents	10 cents
1,800 miles and over . . . . .	12 cents	12 cents

Special stamps and address of sender required.

### ABOUT THE STAMPS.

Not since the outbreak of the Spanish-American war made necessary the issue of billions of special war tax stamps has the Bureau of Engraving and Printing been so rushed. It is due to the assumption of important function of the express business of the country through the parcels post. The bureau must print twelve different de-

nominations of stamps and five denominations of special "postage due" stamps. Less than half of the designs have as yet been approved.

Not a stamp has yet been printed. The bureau officials are unable to get definite action from Postmaster-General Hitchcock's special parcels post commission.

Under the law the parcels post must be in operation January 1 next. Before that date the bureau must print distinctive stamps in the denominations of one, two, three, four, five, ten, fifteen, twenty, twenty-five, fifty and seventy-five cents and one dollar. The design of each stamp will be different. The four lower denominations will depict the various methods of transportations to be used by the parcels post. The second higher four will show the various employees of the post office service engaged in the discharge of their duties. The third and highest denominations show the four major industries contributing merchandise to the parcels post.

The bureau officials will urge upon the commission the selection of a single color for all denominations. It is generally believed that the regular stamps will be of deep wine color or a dark terra cotta, and that black will be selected for the "due" stamps.

Parcels post stamps will be materially larger than the ordinary postage stamps. The "due" stamps show only the text necessary to describe their function and a big numeral.

## RAINE TO SELL MEMPHIS NEWS-SCIMITAR.

Following his statement to friends that the "greatest calamity of the age happened when the American people failed to elect Theodore Roosevelt President of the United States," Gilbert D. Raine, publisher and practically sole owner of the Memphis News-Scimitar, announces that the paper will be sold "within two months at public auction."

Mr. Raine says the entire holdings of the News-Scimitar, including an Associated Press franchise, will go to the highest bidder.

The News-Scimitar has always supported the Democratic Party until the recent campaign, when it made a strong fight for the Bull Moose faction.

The report has already been started that William Randolph Hearst will bid for the purchase of the paper.

## MARTIN IN NEW YORK.

J. Edgar Martin has been appointed mechanical superintendent of the New York Press. Mr. Martin has been connected with Frank A. Munsey's papers for some years and is transferred to his new position from the Philadelphia Times.

## HALSTEAD TO ATLANTA.

W. L. Halstead, general manager of the Houston (Tex.) Chronicle, has resigned to become connected in an executive position with the Atlanta Constitution. He assumes his duties in Atlanta today.



## NEWSPAPER MEN IN POLITICS.

### R. M. JOHNSTON WILL GO TO THE SENATE—GOSSIP ON WILSON CABINET.

The complete election returns from all parts of the country show the successes of newspaper men in elective campaigns for various offices, in addition to those printed in THE FOURTH ESTATE last week.

In spite of the fact that Wilson, for President, carried Nebraska by more than 40,000, and the Republican candidate for governor lost by over 12,000, S. R. McKelvie (Republican), publisher of the Nebraska Farmer, was elected lieutenant-governor by a majority of over 15,000. He is the youngest man ever to have been elected to this office in Nebraska.

Governor Colquitt of Texas has announced that he will appoint R. M. Johnston, editor of the Houston Post, to the vacancy in the United States Senate caused by the resignation of Senator J. W. Bailey, which the latter announces he intends to tender, to go into effect probably on December 2. Mr. Johnston will serve only until March 4, when Morris Shepard, the Democratic preferential nominee, who will be elected by the legislature in January, will take his seat.

Alexander A. McCormick, formerly publisher of the Chicago Post and the Star League Newspapers of Indiana, was elected president of the Chicago Board of County Commissioners on the Republican and Bull Moose tickets.

George T. Fitch, writer of many stories that have appeared in the newspaper press, was elected to the Illinois legislature from Peoria on the Progressive ticket.

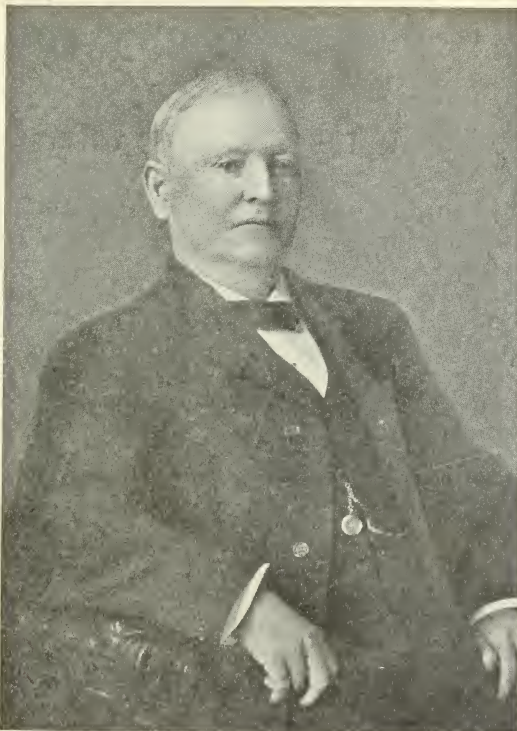
The names of some prominent newspaper men figure in the gossip concerning the cabinet and diplomatic appointments of the Wilson administration.

Colonel Robert Ewing, of the New Orleans States and Shreveport Times, is being mentioned for the appointment of Postmaster General. Colonel Ewing was one of the Democracy's strongest forces in the South and rendered the cause great assistance through his work as a member of the Press Contribution Committee.

Josephus Daniels, publisher of the Raleigh (N. C.) News and Observer, who did herculean work for the Democracy as chairman of the press committee of the Democratic national committee, is another who is spoken of for a place in the Wilson cabinet, possibly in the navy department.

Friends of Norman Hapgood, formerly editor of Collier's Weekly, are talking about him as a cabinet possibility. Some believe that if he does not get into the cabinet he will in all likelihood get a diplomatic post of the first rank.

Governor-elect Sulzer of New York has announced the selection of Chester C. Platt, editor of the Batavia Times, to be his private secretary. Mr. Platt is a Cornell man.



R. M. JOHNSTON,

EDITOR OF THE HOUSTON POST, WHO MAY REPRESENT TEXAS IN THE UNITED STATES SENATE.

#### "AD MAN" ARRESTED.

Julian L. Hume, said to be wanted in several parts of the United States on a charge of passing worthless checks and obtaining money under false pretenses, is under arrest in Syracuse, N. Y. The arrest was made after Hume had attempted to pass checks at several places in Syracuse, claiming to be a representative of the J. Walter Thompson Company of New York.

Hume, it is charged, offered a check bearing the signature of that firm and also his personal check. A few weeks ago the J. Walter Thompson Company sent out broadcast circulars warning against Hume's attempt to cash checks or borrow money on it. Hume claims to live in Rome, Ga. He is said to have also operated his scheme in North Carolina, Springfield, Mass., and Atlantic City.

#### HOME NEARLY READY.

The reconstructed Halifax (N. S.) Herald building is nearing completion. It is seven stories high and will be used for offices outside of the newspaper's departments. It will be called the Dennis Building.

#### INJURED IN A FALL.

W. B. Southwell, business manager of the Des Moines Register and Leader, suffered painful injuries last week when he fell from the stage of the auditorium. Mr. Southwell was standing near the edge of the platform, when he lost his balance and pitched on the floor striking on his head and back. His injuries are painful, but are said to be not of a serious nature.

#### PREPARING FOR XMAS.

George R. Moore has under preparation a Christmas number for the Labor Advocate of Spokane, Wash. New type faces for ads and special organization history promise to make a very creditable number.

#### FINED FOR ASSAULT.

F. D. Pickett, editor of the American Advance, of Chicago, a Prohibition publication, was fined \$25 by Municipal Judge Hopkins when accused by Axel Gustafson, an author, of striking him with a chair when he tried to collect some overdue salary.

#### SNYDER SELLS HIS PAPER.

The sale has just occurred of the controlling stock of the Coshocton (O.) Daily Age by R. C. Snyder to Arthur S. Moore of Coshocton, formerly connected with the business office of the Age. Mr. Moore will have associated with him J. F. Meek as editor, the latter buying half of Mr. Moore's interests. Mr. Meek was editor of the Age twenty years ago, when it was a weekly, and in the meantime has been a manufacturer, recently having retired.

Ten years ago Mr. Snyder went to Coshocton from the Findlay (O.) Republican. Within two years he had purchased an interest and later bought entire control. Entire new equipment has been added, the plant enlarged and metropolitan features annexed. It is understood that the price paid by the new owners was the highest yet recorded for a small city daily paper in the middle West.

Mr. Snyder is one of the directors and treasurer of the Ohio Select List. It is understood he will purchase a newspaper in northern Ohio in the spring, but in the meantime will take a short vacation.

#### LITERARY PLAGIARISM.

EDITOR THE FOURTH ESTATE.

Sir: Granville Osborne, of 1200 Chestnut avenue, Minneapolis, Minn., recently sent us a poem, which he called "A Rain Beau," and which we found to be plagiarized verbatim from "A Kiss in the Rain," by Samuel Minturn Peck. On discovering the plagiarism, I wrote to Mr. Osborne as follows:

We like your poem, "A Rain Beau," but can you guarantee that it is entirely original with you, and that it has never been in print before?

I received from Mr. Osborne the following reply:

Kindly return my manuscript of verse "A Rain Beau," and any other of my manuscripts you may hold of mine.

I think this speaks for itself. The practice of offering plagiarized poems and stories is such a curse to editors that anything that can be done to stop it is greatly to be desired. I should be very much obliged to you for any publicity you could give to this incident.

R. H. TITHERINGTON,  
Managing Editor of Munsey's Magazine.

#### GOES TO BALTIMORE.

Malcolm Niebuhr has been appointed to take charge of the Baltimore office of the Street Railway Advertising Company. Mr. Niebuhr is a resident of Staten Island, N. Y., and for some time has been special representative of the company.

#### GOES TO READING.

James Hunter Nicholson, of the city staff of the New Haven (Conn.) Times-Leader has been appointed managing editor of the Reading (Pa.) Telegram.

#### PERRY SOLE OWNER.

Earl F. Perry, for several years manager and editor of the Shortsville (N. Y.) Enterprise, has become sole owner of the paper.

## WANTED TO "GET" GENERAL OTIS.

McNAMARA'S REASON FOR BLOWING UP LOS ANGELES TIMES HOME.

For the first time since twenty-one persons were killed in the blowing up of the Los Angeles Times building, on October 1, 1910, James B. McNamara's detailed confession to having caused the explosion, with his motives for doing it and his comments on the fact that so many persons were killed, was related on the witness stand in the dynamite conspiracy trial in Indianapolis on Thursday.

Ortie E. McManigal testified that the confession was given to him while he was hiding McNamara.

Olaf A. Tveitmo and Eugene L. Clancy, San Francisco labor leaders, McManigal testified, were named by McNamara as having made arrangements for the Los Angeles explosion and as having furnished two men—F. A. Schmitt and David Caplan—to assist in buying the high power nitrogelatin, "because Schmitt and Caplan had been regularly employed on the Coast by the Building Trades Council of California."

Tveitmo and Clancy are among the forty-five defendants now on trial. Caplan and Schmitt, named by McManigal, were indicted in Los Angeles County with James B. McNamara on charges of murder, but they never have been captured. Government agents have been informed that Caplan was killed.

When he asked McNamara why he twisted off a gas jet in the basement of the Times building before the explosion, McManigal testified McNamara said:

"What's the difference? I was to make a good cleaning out, and I did it. But I am sorry so many were killed. I hoped to get General Otis."

"Then he told me," declared McManigal, "how he had set the bomb in what is known as Ink Alley, in the Times plant, among some ink barrels and old papers. Going in, he said, he was stopped by the night watchman, who asked him what he wanted in there. He replied he was going to the composing room. The watchman let him pass. He was again stopped by a boy, but he also told the boy he was going to the composing room. The boy directed him to a door or a stairway, I think he said. He reached the basement, and while passing through it tore off a gas jet."

"He told me he put the infernal machines at the residences of General Harrison Gray Otis, proprietor of the Times, and of Felix J. Zechandlaar, secretary of the Merchants and Manufacturers' Association, all to go off at 1 o'clock in the morning."

### GUARD AT THE OPERA.

The grand opera season opened in New York this week at the Metropolitan Opera House with William G. Guard in charge of the press department. Never before has "first night" at the opera aroused the newspapers to such interest as they



SOUVENIR CARTOON PRESENTED TO CHARLES W. HORNICK BY HIS BUSINESS ASSOCIATES AND EMPLOYEES ON THE SAN FRANCISCO CALL.

displayed on Tuesday morning. Valuable assistance was rendered the press in gathering the material for the elaborate news matter by Mr. Guard and his experienced staff.

### SOME COMING ACCOUNTS FOR NEWSPAPERS.

Alexander T. Stewart of the Bricka Advertising Agency, New York, spent the week in Philadelphia. Mr. Stewart will probably have several new accounts for newspapers in the near future.

F. H. Hoag of the Allen Advertising Agency, New York, is in St. Louis. He is expected back about Wednesday, when he will make up the 1913 schedule for Liggett & Myers Tobacco Company.

The Vale (Ore.) Enterprise has been sold by W. M. Stone to John O. Rigby of Portland.

### HORNICK HONORED.

Charles W. Hornick, who is shortly to leave for an extended trip abroad for his health, after seven years' continuous service as general manager of the San Francisco Call, last Friday was the recipient of a signal honor from his business associates and employees. They banded up his desk with violets and presented him with a cartoon with their signatures, and a European traveling outfit, including a monogrammed steamer rug.

### TAFT MAY BUY B. B. CLUB.

Strong rumors involve the possible sale of the Philadelphia Baseball Club to Charles P. Taft, proprietor of the Cincinnati Times-Star. Mr. Taft came to New York on Wednesday on the supposed mission of closing the deal and is still here.

## NEWS CENSORSHIP BY NEW YORK POLICE.

PLAN NOW IS TO KEEP FELONY NEWS FROM THE NEWSPAPERS UNTIL ARRESTS ARE MADE.

New York newspapers have been troubled of late with a new system at police headquarters by which news of felony cases is kept from their knowledge until arrests have been made.

The criticism of the withholding of news was occasioned by a number of instances lately where two and three hours elapsed between the time when the news was received at headquarters and the time when it was given to the press.

Police Commissioner Waldo admits that there is a system of news censorship at police headquarters and that it is discretionary on the part of Deputy Commissioner Dougherty, head of the detective bureau, whether the news shall be given out or not.

Mr. Waldo defends this policy on the ground that premature publication of news often aids criminals to escape and therefore interferes with the course of justice.

"The lieutenant in charge of the telegraph bureau," said the Commissioner, "submits to the detective bureau slips received telling of occurrences relating to felonies. Unless the publication of these occurrences is calculated to interfere with the course of justice in the way of warning criminals or preventing arrests the detective bureau is to give the news promptly to the press without any reservation whatsoever."

"It should be a matter of but a few minutes for the slips to pass from the telegraph bureau to the detective bureau and back again. There is no necessity of delay of an hour or more. I shall make it my business to see that the news is given out promptly, but I shall hold the second deputy commissioner, or whoever is in charge of the detective bureau, responsible for giving out news which may prevent the arrest of criminals. The second deputy is my appointee and is responsible to me."

The objection of the newspapers is instanced by the following comment in the World:

"The practice apparently in vogue at police headquarters of withholding news of felonies until arrests have been made is open to grave objections on the ground of public policy and should be discontinued."

"Police work has more to gain in the long run from publicity than from secrecy. What good purpose would have been served by suppressing news of the Rosenthal murder? A community kept well informed about crimes of magnitude is more likely to help than hamper the police."

"When a serious crime is committed in New York the public is entitled to hear about it, and with the least delay. The contrary policy of suppressing the news until somebody is arrested is opposed to the interests of justice and should not have Commissioner Waldo's support."



ASSOCIATION OF DAILY NEWSPAPERS.

The papers accepting membership in the recently organized Association of Daily Newspapers, for securing more national advertising for the newspapers on its list, numbers thirty-three. The list is as follows:

- Baltimore Sun
- Brooklyn Eagle
- Chicago Daily News
- Chicago Record-Herald
- Chicago Tribune
- Cincinnati Enquirer
- Cleveland Plain Dealer
- Des Moines Capital
- Houston Chronicle
- Kansas City Star and Times
- Louisville Courier-Journal
- Milwaukee Journal
- Milwaukee Sentinel
- Minneapolis Journal
- Nashville Banner
- New Orleans Item
- New Orleans Times-Democrat
- New York Globe
- Philadelphia Inquirer
- Philadelphia Record
- Philadelphia Bulletin
- Pittsburgh Chronicle-Telegraph
- Pittsburgh Press
- Pittsburgh Gazette-Times
- Portland Oregonian
- Richmond Times-Dispatch
- St. Louis Republic
- San Francisco Call
- St. Paul Dispatch
- St. Paul Pioneer Press
- Spokane Spokesman-Review
- Washington Star

The campaign, for which an appropriation of \$35,000 was made, has not yet begun, owing to the fact that a general manager in charge has not yet been selected. It has been practically decided that the manager, when appointed, will have his office in New York.

LAST OF CHICAGO STRIKE.

The strike of wagon drivers against Chicago newspapers has been officially declared off and practically every one of the strikers is again back at work. Nearly two-thirds had already resumed work, having been previously advised of the intention of the local. With the return of the drivers ended the strike inaugurated on May 1 when the drivers and newsboys quit work in sympathy with striking pressmen.

The national union officials ordered the striking pressmen back to work and demanded that they fulfill their contracts—a rule which is faithfully adhered to by the national officials. The strikers refused to do and they were promptly dismissed from the union by the national officers.

The newsboys and drivers in the meantime had struck in sympathy with the pressmen. Some time ago the newsboys discontinued their boycott.

FELL IN NEW HAVEN.

Albert W. Fell has been appointed assistant general manager of the New Haven (Conn.) Times-Leader. He was formerly with the Water-town (N. Y.) Daily Standard as manager, and later was with the Brooklyn Daily Times. The New Haven Times-Leader is under the general management of William A. Hendrick, who is also its publisher. Mr. Hendrick has been in charge for the past three years, and in this time has built up the circulation to an October average of 18,425.

LOS ANGELES NEWSPAPERS

Report to United States Government Under the Newspaper Law.

LOS ANGELES EXAMINER	68,111
Los Angeles Times	58,631
Los Angeles Herald	56,954
Los Angeles Tribune	55,518
Los Angeles Express	46,476
Los Angeles Record	46,302

Note: That the LOS ANGELES EXAMINER LEADS its contemporaries by from 10,000 to 22,000 —And Remember: That the EXAMINER and the Second Newspaper sell at 5c per copy or 75c per month, while the four other Newspapers sell at a penny.

85 Per Cent of the Examiner's Circulation is Home Delivery.

In these facts lies the reason why the

LOS ANGELES EXAMINER

is the GREATEST ADVERTISING MEDIUM OF THE SOUTHWEST.

M. D. HUNTON,  
NEW YORK, 220 Fifth Avenue.

W. H. WILSON,  
Hearst Building, CHICAGO.

PATTERSON WITH HOYT.

Arthur H. Patterson, for five years sales and advertising manager of the National Packing Company, and later with the Sulzberger & Sons Company in the same capacity, has joined the organization of Charles W. Hoyt, New York and New Haven. Mr. Patterson will be located at the New Haven office.

Two years ago Mr. Patterson organized the Inland Advertising Agency, of Chicago, with a group of prominent manufacturers. He has had a wide experience in advertising, merchandising and in the handling of large forces of salesmen. He was instrumental in developing the oleomargarine plant of the G. H. Hammond Company into one of the big makers of that product. He is a lawyer by profession, but has chosen to follow the advertising business.

SUSPENSION IN TRENTON.

The Trenton (N. J.) Sunday News, which came into existence last August, has suspended publication pending decision of its owners as to what course they shall take for the future. During the campaign it was the only partisan paper in the city and supported the candidacy of President Taft.

Fred S. Cook, founder of the News, is uncertain if suspension will be permanent. Harry B. Salter, formerly city clerk, was editor of the News.

AD CENSORSHIP TO BE PUSHED.

The National Vigilance Committee, in connection with the Associated Advertising Clubs of America, desires to co-operate with all similar organizations for the purpose of eliminating dishonest advertising.

The committee believes "that advertising to be objectionable which in any manner, to any degree, perpetrates a fraud on the public, which is couched in deceptive or indecent language, which is viciously illustrated, which advertises harmful products, which is sponsored by an advertiser who is not able or disposed to give his customers a fair deal, and that advertising adversely affecting the health, morals, or pocketbook is objectionable."

ILLINOIS WEEKLY SOLD.

The Watseka (Ill.) Times-Democrat has been sold by Mathew Kelly, publisher and editor for a number of years, to Edward Bechly, who has been associated with him for some time. The Times-Democrat is a weekly publication in its forty-third year.

FOR IDAHO GERMANS.

German residents of Idaho now have a native paper in Wampo. It is issued under the name of the Idaho Journal and is Republican in politics. It appears on Thursdays.

CHANGE OF EDITORS FOR THE BAPTIST EXAMINER.

Rev. Curtis Lee Laws, pastor of the Greene Avenue Baptist Church, Brooklyn, is about to become the editor of the Examiner, the Baptist denominational paper, of New York. He will not, however, resign his pastorate, although he will withdraw from the other denominational work with which he had become identified since coming to Brooklyn from Baltimore.

The Examiner has been published continuously in New York for more than ninety years, and at one time was under the editorship of Dr. Edward Bright. For twenty-five years Thomas O. Conant, LL.D., has been the editor, but recently he has felt the necessity of being relieved of the editorial responsibility. He will, however, continue his connection with the paper as consulting editor.

A newly organized company, of which Dr. Laws is president, has purchased the paper and is planning the expenditure of a large sum of money in various improvements. Two of the most eminent of the Baptist ministers in the vicinity of New York, the Rev. Thomas J. Villers of Newark, N. J., and the Rev. Chester F. Ralston of Yonkers will become associate editors.

IN EDITORIAL CHARGE.

R. H. McDonald, who has been connected with the Manitoba Free Press in an editorial capacity for several years, will shortly assume the editorship of the Moose Jaw (Sask.) Times. He has had a wide experience in newspaper work in all its branches. He is a native of England and worked on London dailies before coming to Canada.

WILL PREPARE A HISTORY.

L. V. Kelly, formerly connected with the Calgary Albertan, now a special writer, has been selected to write the story of the live stock industry in Alberta and western Canada for the Canadian Live Stock Histories, organized at Calgary to put the work into permanent form. The book will be illustrated with reproductions of some of Charles Russell's Western pictures.

PROMOTIONS IN ST. PAUL.

Harry T. Black, for a long time managing editor of the St. Paul Dispatch, has been made editor-in-chief of the Dispatch and Pioneer Press, succeeding John S. McLean, who recently retired. Herbert R. Galt moves up to the place vacated by Mr. Black. Jacob J. Schindler continues as managing editor of the Pioneer Press.

FURTHERING PROGRESS.

Progress is the name of a new weekly that has begun publication in New York devoted to Progressive movements. George Howe is the editor, with offices at 527 Fifth avenue. The contents of the magazine are devoted to political life, the world of science and letters, etc. John F. Kelly is the circulation manager.

## SPOT - HITTING ARTICLES For CIRCULATION GETTING

*ARTISTIC CHINA* for Particular People.

Our goods are new and up to the minute, bringing results with a large number of the big dailies at this moment.

On plans suggested by us you get your subscription without it costing you one cent.

China Ware lies close to the heart of the housewife, and is the BEST PREMIUM for subscription getting.

Just send us word that you are looking for a premium, and we will put you next to the good ones.



The E. H. Sebring China Co.  
Sebring, Ohio.

## BUILDING UP THE CIRCULATION.

The Roanoke (Va.) Evening World is just closing a successful subscription campaign, in which two automobiles and trips to Europe were the principal prizes. The Special Service Company, of New York and Pittsburgh, directed the campaign.

The New York Sun will add the Semi-Monthly Magazine Section of the Abbott & Briggs Company to its editions of the second and fourth Sundays of the month, beginning November 24. This is the tenth American paper to add the Semi-Monthly Magazine Section, the others being the Chicago Tribune, Omaha Bee, Pittsburgh Dispatch, Washington Post, Cincinnati Enquirer, Philadelphia North American,

San, St. Louis Globe-Democrat, Boston Globe and the San Francisco Call.

Following the high standard set in its art pictorial reproduction in colors last Easter, the New York Times is preparing to present a special Christmas pictorial number which is intended to equal, if not surpass, its famous Easter edition, which reproduced in colors the splendid paintings of the Holy Grail, by Edwin A. Abbey.

The Christmas number of the Times, which will appear on Sunday, December 8, will present the work in colors of four artists of international fame. This work will consist of four beautiful Christmas paintings, presenting the full spirits of the Yuletide in various forms. These paintings will be reproduced accurately in colors on supercalendered paper, and each painting will be the size of a full page of the Times. For the purpose of framing the paintings will be printed on one side of the paper only, and in order to preserve them in a condition suitable for framing it will not be necessary to buy two copies of the paper.

The Fort Worth (Tex.) Record has started a \$10,000 circulation campaign, using eight automobiles and many other prizes. The campaign will close in time for the delivery of the prizes for Christmas. The Myers Circulation Company, of Waterloo, Ia., is conducting this campaign. This is the second time this company has served the Record.

A book lovers' contest with prizes valued at \$5,000 is being conducted by the Denver Times. The first prize is \$1,000 in gold; the second the two building lots valued at \$900; third, a \$500 piano, and there are many others of lesser value.

On the occasion of the great torch light suffrage parade in the city last Saturday the New York Evening Sun carried a special edition written, edited and managed by women of the suffrage organizations. The section was separate from the regular paper and consisted of eight pages. Mrs. O. H. P. Belmont acted as editor-in-chief; Miss Harriet May Mills, managing

editor; Miss Inez Milholland, city editor; and Miss Caroline I. Kelly, business manager. The section was fully illustrated and contained striking articles by Jane Adams, Dr. Anna Shaw, Ida Husted Harper and other noted Suffragists.

The Anaconda (Mont.) Standard is using as a premium a forty-two piece dinner set, manufactured by the E. H. Sebring China Company, Sebring, O.

The Elizabeth (N. J.) Evening Times today announces a circulation campaign in which about \$7,000 in prizes will be awarded. The United States Circulation Company, Inc., Waterloo, Ia., is in charge.

The Manchester (N. H.) Evening Leader on Monday inaugurated a voting contest under the direction of William G. Naylor. Two touring cars, a player piano, four large diamonds, fur coats, four watches and furniture constituted the prizes.

The enterprise of the proprietors of the Winsted (Conn.) Citizen was shown when they issued a special extra Wednesday morning on November 6, with the full United Press report of the election, thereby beating out all other papers in northwestern Connecticut. The Citizen is an evening sheet, but the men worked in relays and were able to get their extras into surrounding towns three hours before their rivals.

The New Haven (Conn.) Times-Leader is offering as a circulation booster a safety fountain pen for six coupons and eighty-nine cents.

The South Bend (Ind.) News-Times has just completed a most successful circulation campaign through contest methods. The United States Circulation Company, Inc., of Waterloo, Ia., was its selection as promoter and the results were highly gratifying.

The Illinois Freie Presse, of Chicago, is said to be having a big demand for the ten-piece cereal set, which it is using as a premium. This is one of the products of the E. H. Sebring China Company, Sebring, O.

The Saskatoon (Can.) Saturday Press is now running a regular labor column. Arthur Alloway is the editor of the column and is making it a big success.

The Presidential election gave the Clover Leaf papers another opportunity to demonstrate their efficiency as news gathering and distributing institutions. Each of the Clover Leaf dailies made splendid records in giving results of the national,

city, county and state elections.

The Minneapolis Daily News issued special editions from six o'clock on Election Day until five o'clock in the morning after election. More than 33,000 extra edition papers were sold.

The St. Paul Daily News put on what is said to have been the biggest and most successful election show ever held in the Twin Cities. Fully 20,000 people were the guests of the paper at the St. Paul Auditorium on election night. Twenty-seven reels of moving pictures were displayed, while election returns were being flashed, and a large military band furnished the music. Governor Eberhart and his family occupied a prominent box for over two hours. The News has already secured the St. Paul Auditorium for election nights in 1914 and 1916, when similar entertainments will be given.

The Omaha Daily News gave an election night show at the Omaha Auditorium. The Chicago Daily Press had extra editions on the first returns showing the election of Wilson and on subsequent results in Chicago and the different states.

The Washington (Pa.) Record is running a contest, with the prizes two high grade automobiles, pianos, diamonds, gold watches, business scholarships and fountain pens, besides three cash prizes of \$100, \$50 and \$25. Twenty-five dollars will also be paid to the one who first nominates the highest vote-getter and no one can lose in this contest, as ten per cent. of the subscription money turned in by all candidates not winning prizes will be paid to them. This is the fourth consecutive contest run by the William L. Betts Company, World Building, New York, on the Record in four years. The last contest a year ago took in \$10,500.

A voting contest, the two first prizes in which are touring tours, is being conducted by the Lincoln (Ill.) Courier and Herald, published by Walter Uebuhr.

The contest is among women and runs until December 14. Other prizes are pianos, diamond rings, gold watches, etc. A ten per cent. commission will be paid to non-prize winners on the subscription money they turn in. The contest is under the management of the Pultz Company, of which Vernon S. Pultz is president.

The Tuscaloosa (Ala.) News is conducting a grand prize contest offering an automobile, player-piano and a trip to Europe. The prizes in the three districts are \$150 diamond rings, \$100-furniture sets, watches and \$50-suit. of clothes, besides special prizes during the run of the contest. The campaign is being conducted by the National Circulation

Mr. J. H. Higgins, General Manager the Boston Herald, says: "You plan of circulation promotion, comprising as it does actual paid-in-advance subscribers, is the only one within my knowledge in which I have any confidence as A REAL CIRCULATION BUILDER."

**The William L. Betts Company**  
Suite 406, World Building. New York City

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

The CONSOLIDATED  
PRESS CLIPPING CO.

115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.



## EDITORS TAKE NOTICE!

We Want a Home for

"HOME WANTED"

You want your paper  
wanted in every home.

"HOME WANTED"  
will *MAKE* your paper  
wanted in every home.

The Newest and Most  
Attractive

**DAILY COMIC STRIP**

furnished by the

**McCLURE**

NEWSPAPER SYNDICATE

45 West 34th St., NEW YORK.

tion Company, of Columbus, O.,  
with F. L. Smalley in charge as con-  
test manager.

### COURT STOPS SALE.

The Circuit Court of Ohio has made permanent the injunction secured by John C. Fisher, a minority stockholder, preventing W. T. Alberson, controlling stockholder and president of the Coshocton Times Publishing Company, from selling out to the owners of the Tribune.

Fisher protested to the court against Alberson selling the Democrat to the Tribune because of the difference in politics in the two papers, which, he said, would be detrimental to the Democrat's other stockholders. It is now said that Alberson will sell to a group of Democrats of Binghamton, N. Y. The Democrat is the official state paper of the county.

The Zanesville (O.) Signal has added a new Mergenthaler linotype to its office. It now has a battery of four machines.

## NOTES AMONG THE CIRCULATORS.

Harry B. Clark has been appointed circulation manager of the Topeka Capital and other Capper publications, of Topeka, to succeed J. E. Van Laeys, who takes the place of the Houston Chronicle vacated by the retirement of F. G. Hay.

Mr. Clark for some time past has been western circulation manager of the Orange-Judd Company's publications and is succeeded in that position by Fred. Clark, who has been in charge of the circulation of the Northwest Farmer, at Minneapolis. He will have his headquarters in Chicago.

Bert Lehman, formerly assistant manager of the Chicago office of the Orange-Judd Company, assumes charge of the circulation of the Northwest Farmer.

John F. Kelly, well known in the newspaper circulation field, is now connected with Progress, a New York weekly just established by George Howe.

The subscription office of the Crowell Publishing Company has been moved from the headquarters in Springfield, O., to New York. F. M. Ball is subscription manager of the Crowell publications.

J. M. Horton, junior member of the firm of the E. H. Sebring China Company, Sebring, O., is a visitor in New York.

P. H. Daly, who has managed the circulation departments of some of the biggest daily newspapers of the South, has embarked in business on his own account as a consulting circulator. He has moved to Kansas City, Mo., and will have his headquarters at 1306 Bates avenue. Mr. Daly for some years was with the Montgomery Advertiser, and more recently had charge of the circulation of the Mobile Item.

The Pultz-Musgat Company, circulation promoters of Fond du Lac, Wis., has been dissolved. Vernon S. Pultz and J. H. Musgat continue in the business on their own account, the former as the Pultz Company, Ltd., which is now conducting a campaign on the Lincoln (Ill.) Courier and Herald, and the latter in Fond du Lac.

## THINKS IT IS A RECORD.

EDITOR THE FOURTH ESTATE.

SIR: You may be interested to know something about the placing of 3,231 subscribers on the Canton (Ill.) League, a paper that is but five weeks old, in a city of less than 12,000 inhabitants, especially as this was done without the use of a premium, a voting contest, or cutting the rate of subscription.

The Daily Ledger was first issued on October 3 and on November 9 our sworn circulation statement was as given above. These subscriptions were secured on a straight soliciting proposition, by employing high grade solicitors, covering the territory systematically and thoroughly going back to all skips, and making dates for evening meetings for those that could not be seen during the day.

Then, in addition, the Ledger was made a very newsy paper from the beginning; correspondents were secured in advance in all the different centers of population outside of Canton and many in the rural routes. Then by getting out a "crackerjack" paper with lots of sample copies we have been able to get a paid subscription list as above. We think that this is a record.

HUGH E. AGNEW,  
Manager.

### TRAVIS PRESIDENT.

John L. Travis, news editor of the Portland (Ore.) Journal, has been elected president of the Portland Press Club. Mr. Travis has been actively connected with the management of the club since its inception, as vice-president and director.

John W. Cochran, political reporter of the Oregonian, was chosen vice-president; Charles W. Meyers, also of the Oregonian, second vice-president; James V. Sayre, publisher of the Timetable, third vice-president; Harold D. Smith of the Journal, secretary; Carl S. Kelly, formerly with the Oregonian and now with the Lumberman's National Bank, treasurer; W. J. Petrain, formerly with the Oregonian, librarian-historian; and Herbert J. Campbell, the Oregonian, assistant secretary.

The board of directors is composed of Frank McGettigan, publicity agent of the Orpheum and Empress Theaters; W. P. Strandborg, the Telegram; John H. Stevenson, J. L. Wallin, Lair H. Gregory, Donald Sterling and A. R. Slaymaker, all of the Journal.

### HOYT OFFICE IN BOSTON.

Charles W. Hoyt, advertising service man, has just opened a new office in Boston, occupying the entire seventh floor of the building at 14 Kilby street. R. H. Andrews, who has previously been connected with Mr. Hoyt at New Haven, will be in charge of the Boston office as manager.

The addition of the Boston office gives Mr. Hoyt three completely equipped offices, the other two being at 25 Elm street, New Haven, Conn., and 315 Fourth avenue, New York.

GET TO-DAY'S  
NEWS TO-DAY

**"By UNITED  
PRESS"**

General Offices, World Bldg., NEW YORK

**THE SPECIAL  
SERVICE CO.**

*Experts in*  
**Circulation CONTESTS.**  
306 Publication Bldg., Pittsburgh.

The very best  
**NEW DAILY COMIC**  
on the market  
**THE NEARLYWEDS**

By George McManus,  
Write for details.  
**National News Association**  
200 William St., NEW YORK CITY.

**FOUNTAIN PENS**  
**ARE THE BEST**  
**PREMIUMS.**

**SALZ BROTHERS**  
45 West 34th Street, NEW YORK.

For Washington Correspondence Write

**AMERICAN  
TELEGRAPH PRESS**  
District National Bank Building  
WASHINGTON, D. C.

We have doubled the Circulation  
of some newspaper. We can in-  
crease yours. Write us.


The **MYERS** Co., Inc.,  
OF WATERLOO, IOWA.

**THE HOTALING  
NEWS VENDOR**

A slot machine for newspapers.  
Sells 8 to 40-page papers at 1, 2, 3  
or 5 cents. Can be emptied and re-  
filled with 60 papers in 30 seconds.

**HOTALING BROS.**  
Tribune Building, NEW YORK.

*We conduct all kinds  
of Circulation Contests*

Wire  Write

Mr. Business Manager and Publisher:  
In this open letter I propose to increase  
your circulation and spend the least time  
possible in so doing. You can have me  
permanent if you pay my price. If not,  
you can take your turn. Every branch  
of your Circulation Department will be  
thoroughly organized; circulars revised  
and an economic method of mail list col-  
lections, original and effective, intro-  
duced.

Yours for business,  
"P. H." care The Fourth Estate.

The Post has appeared at Lewiston,  
Neb., under the management  
of J. H. McClain.

*When Your Customers Want*  
**PRESS CLIPPINGS**

TELL THEM TO COMMUNICATE WITH

**"BURRELLE"**

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter, in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 977 FOR THE WEEK ENDING SATURDAY, NOVEMBER 16, 1912

## POLITICAL ADVERTISING.

Never before did the business of advertising of candidates and issues become so voluminous as in the campaign just closed. Two forces have contributed directly to that result, says the Springfield Union—the tremendous growth of advertising in general, and the introduction of the direct primary and the policies that go along with it.

"Let the people rule," is the cry, and the next thing is to reach the people and force home the arguments that party leaders offer. Each party maintains organized publicity agencies with staffs of paid writers to turn out newspaper copy which may be used ready-made or afford convenient material for re-writing.

All this matter came in addition to the ordinary political news and authorized statements given out by candidates and committee chairmen. No reasonable individual could expect the papers would use all the political matter handed to them, and the fact that so much of it was used should indicate that most newspapers were alive to the fact that the public was keenly interested in the campaign and were disposed to give all sides a fair chance to outline their positions.

Another pertinent point concerns the accuracy and trustworthiness of political advertising, if it is to serve a useful end. If the people are to rule wisely they must have honest and truthful evidence to work with. It is not to be expected that the press agents of any party will strike a fair balance.

Each party speaks for itself, and it is for the voters, aided by the great forum of public opinion which aims to sift the true from the false, to get at the real nature and bearings of the situation. But no party ought to circulate matter containing statements that are nothing more nor less than perversions of facts.

That is going to be one of the obstacles and dangers of the political advertising system that of late has grown so prodigiously. If one party

The advertising forms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; average measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

circulates statements that are damaging on their face but false in reality, it follows that its opponents must get busy and circulate answers to counteract the effect.

So that it becomes necessary for a party to spend a great deal of money in answering wilful misstatements of fact in addition to that used in placing its cause fairly before the public. This confuses the situation and serves no useful purpose.

If such misrepresentation is indulged in at the eleventh hour it may work great injustice and harm. Everybody remembers how the New York situation was handled in 1884 by Democrats who took an utterance of a Protestant minister, Bur-Blaine, doubtless changing thousands of votes by the artifice.

However, of late years people have become suspicious of the campaign roorback put out just before election, and public sentiment has discontinued it. We believe that it will similarly discourage all advertising that is grossly and wilfully untruthful, and demand that publicity agents shall play the game fairly.

## NOTE AND COMMENT.

How many of us are aware that in the United States the per capita consumption of news print paper is decreasing, when the reverse should be true? Does it not show that foreigners are coming in faster than we can assimilate them?

Should we take them in at a rate which results in lowering the average standard of intelligence as measured by the per capita consumption of paper?

Statistics with most people are so lacking in human interest that they get too little attention, but when they disclose such facts as are above referred to they are of decided interest. What is the answer? Perhaps our publishers should redouble their efforts.

The newspapers are apparently the pet scapegoats of Mayor Gaynor

of New York when the occasion rises to vent his feelings on almost any subject. His honor never misses "taking a crack" at them.

As yet the Mayor has failed to find that the newspapers have balked at printing anything he says about them. They usually feature his remarks on the front page and refrain from comment no matter how hard he "hits."

The Chicago Daily News last month broke all its former advertising records for an October. In its twenty-seven publication days the News carried a total of 3,126,3 columns. The volume of business exceeds the record of any month in the history of the News, with the exception of March, 1910, which exceeded it by seventy columns, but March is normally a heavier advertising month than October.

The amount of classified advertising, 1,785.51 columns, was the largest volume of this business ever carried by the News in any one month. These figures are most significant in that the size of the News cannot exceed twenty-eight pages, because of the physical impossibility of delivering 300,000 papers of a larger, two part size, within the limited time of an afternoon newspaper delivery. Lack of space, according to the publishers, compelled the News on many days of October to omit advertising.

The Halifax (N. S.) Herald and Mail has added 300 more words to its simplified spelling list.

Frank A. Munsey is making it apparent in his return to the daily newspaper field in New York that he intends to firmly establish himself in the city this time. In the first month of his ownership of the Press that newspaper has been entirely remade at much expense in appearance, size and political policies.

The aim of Mr. Munsey is to give the reading public what it wants at any cost—virtually to let the readers make his newspapers. It is worth anybody's while to compare the old Press with the new Press and note the changes the newspaper has undergone since its publication has been in his hands.

Marked all-around progress in the Los Angeles Examiner is one of the things most noticeable in looking over the business records and accomplishments of newspapers during the past year. Selling at five cents a copy the Examiner, in its sworn statement to the government in compliance with the postal act, reports a daily average circulation for the past six months of 68,111. The statement of Max F. Ihmsen, the Examiner's publisher, that eighty-five per cent. of this amount is home delivery is one of the paper's strong points with advertisers and accounts for the great amount of business, both local and national, the Examiner is favored with. In his management of the advertising end of the Examiner, Publisher Ihmsen has the able assistance of M. D. Hunton and W. H. Wilson, of New York

and Chicago respectively, who are in charge of the foreign business.

George A. Murphy, the new publisher of the Middletown (O.) Journal, just can't overcome the habits of years, no matter in how peaceful environment he finds himself. Middletown and surrounding section were given the greatest surprises it possibly has ever seen on Election Day, when the Journal issued seven "extras" between its regular evening edition and one o'clock of the morning after. Heretofore Middletown has had to depend mostly on Cincinnati papers for "extras" covering the big events, but on Election Day the Cincinnati papers were an hour and a half behind the Journal.

## "LARGELY CHOKED".

From the New York Times.

The newspapers of the country which spent tens of thousands of dollars in giving campaign publicity to Colonel Roosevelt and his Progressive party did not expect from the Colonel gratitude or thanks, or even the common politeness of acknowledgment, but they had a right to expect that he would not be guilty of such a rank and shameless perversion of the truth as that which appears in his post-election statement when he says that the Progressives made their fight not only against the wealth of the country, against the politicians and the mercenaries, but "with the channels of information to the public largely choked."

Never in their history have the newspapers given so much space to a Presidential candidate as to Mr. Roosevelt.

They sent correspondents with him upon his journeyings, they printed his innumerable and interminable speeches, they printed full reports of his convention, and of his doings at the first Chicago Convention, and the leading newspapers of the country, at least, notably those of New York, which Mr. Roosevelt joins Mr. Bryan in declaring to be controlled by Wall Street, were perfectly fair and unbiased in their reports.

For news reports tinged with partisanship a search must be made in those papers, very few in number, but active, which supported the Colonel in his cause.

The press channels of information were indeed choked, but they were choked day after day for months with the Roosevelt reports. And now he complains that access to the public ear was denied him.

Let him try to imagine what would have befallen him and his Progressives if the newspapers had, in fact, entered into a conspiracy of silence. He would not have carried a single state, he would have fallen behind Debs, he would have found himself in the company of the "scattering."

There is something wrong with Progressive morality when the leader of that cause, who is the best advertised man in the United States, or for that matter in the world, complains that the columns of the press have been closed against him.



## PURELY PERSONAL.

Miss Eva Luke, a former newspaper and magazine writer of Louisville, who has been connected with the pension office at Indianapolis, has been transferred to Washington, D. C.

W. G. Robertson of the staff of the Toronto Star has become secretary of the Ontario Motor League. Mr. Robertson was formerly editor of Varsity, and later with the Edmonton Bulletin.

Thomas A. Daley, editor of the Philadelphia Catholic Standard and Times, is about to bring out his third volume of verse under the title of "Madrigoli." It comprises a combination of Irish and Italian dialects.

Louis Seybold, legislative correspondent of the New York World, has gone abroad for a vacation.

Colonel Milton A. McRae, formerly head of the Scripps-McRae newspapers, has left on his tour around the world.

J. Castell Hopkins of Toronto, editor of the Canadian Annual Review, was recently entertained by the Women's Canadian Club of Edmonton and the Edmonton Women's Press Club.

George S. Reinohel, a former newspaper man of Lebanon, Pa., has been placed in charge of the Harrisburg district of the Bell telephone district.

Frank J. Cannon, editor of the Denver News, lectured before the Kenwood Club of Chicago last week on "Mormonism."

I. A. Klein, the New York special representative, is on a New England trip.

W. G. Adams, advertising manager of the Coulter Dry Goods Company, addressed the last session of the advertising class of the Los Angeles Y. M. C. A. on "What Advertising Must Do."

Lester Lake, a Pawtucket (R. I.) Times reporter, has given up newspaper work to take a position in the city treasurer's office in Pawtucket.

James G. Connolly, who has been doing editorial work on the Pawtucket Times, has just been admitted to the Rhode Island bar. He is a graduate of the Harvard Law School.

Warren C. Jeffers, Maine correspondent for the Associated Press, spent a few days in New York recently. During his absence E. Low of the Boston staff was in charge at Portland.

Frank Jones, telegraph editor of the Providence Evening Tribune, is in England on a visit to his old home. During his absence Jean B. Sabate is acting telegraph editor.

Miss Edith Locke, society editor of the Omaha Daily News, was one of the Queen's maids at the recent crowning of the King and Queen of Ak-Sar-Ben during the fall festival at Omaha.

James M. Tilden delivered a lecture on advertising in the auditorium of the Bedford Branch of the Y. M. C. A. in Brooklyn on Monday evening.

Edwin S. Babcox, advertising manager of the Yawman-Erbe Man-

ufacturing Company, Syracuse, addressed the members of the Syracuse Ad Men's Club Monday evening on "The Advertising Manager and His Job."

William J. Slater, assistant sales manager of the Michigan Motor Car Company, Kalamazoo, has been elected a member of the executive committee of the Central Division of the A. A. C. A.

Fred LeRoy, editor of the Streator (Ill.) Independent-Times, acted as campaign manager for Judge Dunne, the Democratic candidate for governor, in the recent campaign.

E. K. Gaylord, general manager of the Oklahoma City Oklahoman, spent the week in New York.

James Pym of the Boston Herald staff is reported improving from the illness that has confined him to his home for several weeks.

## THE LAND EXPOSITION.

Frank Buckhout, real estate editor of the New York Evening Mail, and John Eustis, motor vehicle editor of the same paper, are in charge of the press department of the American Land and Irrigation Exposition, which opened yesterday in New York, at the Seventy-first Regiment Armory, and will continue until November 30. Samuel Eberson is their chief assistant. Meade Dodson is advertising manager of the exposition, and E. E. Haskell superintendent of exhibits.

## MISS CLARK A REPORTER.

Genevieve Clark, the seventeen-year-old daughter of Speaker Champ Clark, is learning newspaper reporting in her spare moments and is anxious to take up journalism as a career.

She has written several news stories under the direction of a newspaper woman and shows considerable talent, according to her teacher. She likes the work.

## MADE MANAGING EDITOR.

W. C. Robertson of the Philadelphia News-Post to become managing editor of the Minneapolis Daily News, a position which has heretofore been combined with that of editor. Mr. Robertson started his newspaper work with the Toledo News-Bee, and also served on the telegraph desk of the Denver Express and the Washington staff of the United Press before going to Philadelphia.

## GULFPORT'S NEW PAPER.

Much interest is manifested in the new daily paper for Gulfport, La. The project is being indorsed by the leading business men and the plant will be upon substantial lines and the policy of the paper non-partisan.

## ADVERTISERS' SOUVENIR.

The Canadian Home Magazine, of Toronto, is sending out to their advertisers a brass calendar stand, with the advertising manager's name etched on it.

John E. Kavanaugh has sold his interest in the Alva (Kan.) Pioneer to a Mr. Wilkerson.

## WEDDING BELLS.

Lawrence Griswold, of the staff of Printers' Ink, New York, and Miss Harriet Chaney of Mystic, Conn., were married a few days ago at New Britain, Conn.

Earl J. Hudson, formerly a member of the Chicago City News Association, who recently moved to Mobile, Ala., has been married to Miss Evelyn Saylor.

John Tyres, editor of the Alamo (Tenn.) Signal-Courier, and Miss Mary L. Ethridge have been married.

Mrs. Lawrence A. Warwick, publisher of the Kendrick (Ia.) Daily Constitution-Democrat, was recently married to J. M. Hayner, a lumberman of Branchville, S. C.

Allen O. Myers, a member of the staff of the Cincinnati Enquirer, and Mrs. Bertha Dowling Dunham of Englewood, N. J., were married on Saturday.

Walter Forbes, a well-known Iowa newspaper man, was recently married to Miss Scott Andrick. Mr. Forbes was for a long time with the Mason City Times and on other occasions was with the St. Paul Pioneer Press, the Sioux City Tribune, Waterloo Times-Republican and other papers. The couple will make their home at Northwood, Ia.

James Harold Fifield of the Manchester (N. H.) Leader staff and Miss Edith E. Potter of Elizabeth, N. J., were married Saturday at Manchester. Paul Stacy, state editor of the Leader, was best man. Mr. Fifield was formerly with the Elizabeth Daily Journal and the Lynn Item. He is city hall reporter for the Leader.

Miss Evelyn Garrettson Stoddard, daughter of Henry L. Stoddard, publisher of the New York Evening Mail, will be married on November 26 to Eugene Beaumont Reynolds. The ceremony will take place at the Madison Avenue Presbyterian Church, and a reception will follow at the Hotel Ansonia.

Michael Shimmers of the Poughkeepsie (N. Y.) Star recently surprised his associates by taking out a marriage license and having the knot tied forthwith.

Miss Winnie Dobbin, for some years cashier for the Peterborough (Can.) Review, has entered the bonds of matrimony with Harry Pope of Westmont, Que.

William F. Metten, business manager of the Wilmington (Del.) Every Evening, was married last Friday to Miss Meta T. MacSorley. The ceremony was a quiet affair with only the members of the immediate family present. The couple are now on a week's honeymoon. Until recently Miss MacSorley was principal of the high school at Townsend.

Harold Magnus Sussman, a New York writer for the magazines, was married last week in New Haven to Mrs. Lillie Annette Coe of that city.

The Springfield (Mass.) Ad Club recently gave a complimentary dinner to President Carroll J. Swan of the Pilgrim Publicity Association of Boston.

## A MAN OF IDEAS.

Sylvester Sullivan, writer and advertising man, and a charter member of the Efficiency Society of America, is demonstrating his beliefs practically and with great success in his handling of the book advertising in the New York Sun.



SYLVESTER SULLIVAN.

Mr. Sullivan is a university man and knows how to combine theory with practical experience, greatly to the benefit of his clients and his employers.

A special tabloid form section devoted to book reviewing is now a feature of the Sun every Saturday. The section is devoted exclusively to literary news, criticisms, views and publishers' advertisements.

## ASSISTED IN \$10,000,000 BROWN REORGANIZATION.

Isaac H. Sawyer, formerly president of the St. Louis Ad League, took a leading part in the \$10,000,000 reorganization, just completed, of the Brown Shoe Company, of St. Louis, as a representative of Max Oscher & Co., of New York. Mr. Sawyer, until last April, was second vice-president of the Brown Company, retiring at the time to become connected with Oscher & Co., in New York. He still owns about \$200,000 worth of the shoe company's preferred stock.

## SPECIAL AGENCY CHANGE.

Scranton (Pa.) Tribune-Republican (foreign representation)—N. M. Sheffield Agency to Paul Block, New York, Chicago and Boston.

## NEW APPOINTMENT.

The Trenton (N. J.) True American has appointed LaCoste & Maxwell, New York and Chicago, as its representatives in the foreign advertising field.

\$13,500 cash buys 9-10 of stock of only daily newspaper in thriving middle west manufacturing city. Annual volume of business over \$20,000. After paying two owners' salaries totaling \$50 per week showed a profit of over \$5,000 in year just ended.

Proposition E. Y.,

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York.

## TRADE PUBLISHERS

High-class, successful advertising agent would like to represent a trade publication of merit in Boston or New England. Address W. C., care The Fourth Estate.

## INFORMATION WANTED

I want the address of Lord Sholto Douglas, a special writer, whose last known place of residence was Chicago, Ill. Address Inf., care The Fourth Estate.

## RECENT INCORPORATIONS.

GREENSBURG, IND.—Daily Review Publishing Company; capital, \$10,000; incorporators, W. H. Robins, D. D. Perry and H. C. Hodges.

CHICOPEE, MASS.—Journal Publishing Company; capital, \$25,000; incorporators, Charles G. Hubbard, George M. Faulkner and George H. Wing.

SEBASTOPOL, CAL.—News Publishing Company; capital, \$25,000; incorporators, W. M. Hotte and others.

CERRITOS, NEB.—Liberal Publishing Company; incorporators, W. G. Green and others.

EL CAMPO, TEX.—Citizen Publishing Company; capital, \$7,500; incorporators, F. J. Hardy, Levi Paul and others.

BOSTON.—Workingman's Publishing Company; capital, \$10,000; incorporators, S. J. McBride, Squire E. Putney and J. McLaren.

JOHNSTON, N. Y.—Fulton County Publishing Company; capital, \$12,000; incorporators, John Blakley, Earl E. Ward and George F. Blakley.

CHICAGO.—Charles T. Powner Company; publishing; capital, \$6,000; incorporators, Charles T. Powner, Willard E. Powner, Meyer Saperstein and Clement V. Ritter.

C. F. Waddell Company; capital, \$2,500; incorporators, Collison F. Waddell, Alice J. Sangster and Robert J. Assons.

## NEW CHURCH PAPER.

A new paper called the Catholic Banner has been established in Las Cruces, N. M. It is the official organ of the Church of St. Genevieve in Las Cruces and is published in English and in Spanish. It is the second Catholic paper in New Mexico.

## GIVES BOWLING CUP.

W. F. Herman, proprietor of the Saskatoon (Can.) Star, has donated a silver bowling cup for competition among the members of the staff in a bowling contest.

## HELP WANTED.

### Circulation Manager

WANTED. For a daily paper in a community of 15,000 to 20,000, who can double our circulation—even if it takes six months. Furnish and carry out your own plans. Straight salary for the time employed. If you can deliver the goods, you are the man we want. Any legitimate plan agreeable to us. And as many plans as you care to use. In short: No hobbles on your work—just go to it and produce results. You can begin tomorrow if you want to, but must start within thirty days. Address BITNER, P. O. Box 986, Pittsburgh, Pa.

### BUSINESS MANAGER WANTED.

I am looking for a young man of unusual ability; one who desires to anchor permanently with a western newspaper of more than 40,000 circulation and the unquestioned leader in its field. I have carried the responsibilities of the business for ten successful years and want an understudy to whom I can shift some of the burdens. The applicant must be of very high character, thoroughly experienced and willing to make an investment of from \$10,000 to \$25,000. Will sell stock at less than market value to suitable man. Information and references required. No hot air merchants or promoters considered. Address SUBSTANTIAL, care The Fourth Estate.

WANTED.—An assistant circulation manager for one of the big dailies of the Middle West. State age, experience and qualifications generally, and salary expected. Address "Assistant," care The Fourth Estate.

### Circulation Manager Wanted.

A great chance for a circulation manager who can get quick circulation in large thriving city. Immediate connection. Address H. H. care, The Fourth Estate.

## MACHINERY WANTED.

**WANTED TO BUY—**  
Second-hand Goss or Hoe press of not less than 16 pages, with columns not over 20 inches long.  
Address, Box 792, Montgomery, Ala.

## CHANGES IN INTEREST.

ELY, NEV.—M. B. Cox of California has purchased the Expositor from former Governor Dickerson.

MILL VALLEY, CAL.—The Record-Enterprise by F. E. Unholz.

LIVE OAK, CAL.—The management of the Advance has passed to E. A. Barr, a newspaper man of extensive experience.

BELLEVILLE, TEX.—R. E. Zeiske has purchased the Times from A. L. Holland.

DORCHESTER, Md.—After a few months of ownership A. Stengle Marine has sold the Standard to William B. Dimon.

ALLIANCE, NEB.—The Times has passed into the hands of Ben Sallows of Battle Creek, Mich.

LONGFORD, KAN.—Fred Myers has acquired the interests of Frank Patee in the Leader.

GREGORY, S. D.—John A. Ross has taken charge of the Democrat.

## NEW ENTERPRISES.

DEL NORTE, CAL.—E. L. Musick has begun the publication of the Argus.

BROWNING, N. Y.—This town is to have a new paper with W. G. Miner as editor.

## SITUATIONS WANTED.

### CIRCULATION MANAGER

wants opening. Have had about twelve years' experience on large dailies. Young, active and a worker. Thoroughly capable. Not a bluff or a spender but a manager working to show results in actual circulation at lowest possible expense. Address "Beech," care THE FOURTH ESTATE.

### CIRCULATION MANAGER

Thoroughly competent. Experienced in large cities. Age 33, unmarried. Member International Circulation Managers' Association. Commence \$35. Address "Worklover," care The Fourth Estate.

Circulation Manager, sixteen years' actual experience on large and small dailies, also farm papers, desires change. Can present exceptionally clean, successful record and A1 references. A high-class man. Address H. C. D., care The Fourth Estate.

### Circulation Manager

desires change. Can you use a hustler, result getter and expense reducer? Sixteen years' experience on leading dailies. References and particulars furnished. Address, C. B. J., Fourth Estate.

General subscription supervisor, who can handle correspondence and all matters pertaining to daily newspaper and periodical subscription work, wants position. Acquainted with the various mailing methods and is up-to-date in securing subscriptions through premiums. References of the best. Address H. B. L., care The Fourth Estate.

## COPY EDITOR.

Experienced metropolitan papers. Want on large daily in middle states. Young; reliable; college education. R. S. Sims, 605 South 4th, Columbia, Mo.

Advertising solicitor, now employed, desirous of making a change. Is an energetic American, 28 years old, with agency titles, college experience, and has also been solicitor for local and foreign publications. Address AMERICAN, care The Fourth Estate.

Young man, over 21 (German-American), desires position with a newspaper, or magazine. Had some experience in editorial and outside work. Also full knowledge of bookkeeping. First-class A. to character and ability. Address G. A., care The Fourth Estate.

## ADVERTISING.

Young man (21) 4 years with America's biggest newspaper, wishes position in advertising field. Address, Industry, care The Fourth Estate.

WANTED—Situation as foreman of a daily newspaper by a man with twenty years' experience and a record as an executive. First class references. Address "Forman," care The Fourth Estate.

## HOW TO GET A GOOD OBITUARY.

If you have frequent fainting spells, accompanied by chills, cramps, corns, bunions, chilblains, epilepsy, and jaundice, it is a sign that you are not well, but liable to die any minute. Pay your subscription in advance and thus make yourself solid for a good obituary notice.—Mountain Echo.

## MACHINERY FOR SALE.

Four and eight-page stereotyping press with complete stereotyping equipment for sale cheap, or will exchange for a No. 5 linotype or modern monotype. Westlicher Herold, Winona, Minn.

FOR SALE. Co. Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices, Jackson & Bell, Wilmington, North Carolina.

## Have You Any SECOND-HAND MACHINERY

For Sale?

An Advertisement in the  
Wanted Columns of The  
Fourth Estate might sell  
it for you. Worth trying.

## MISCELLANEOUS.

### UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
BRANCHES—  
730 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## WILSON OUT FOR HIMSELF.

L. J. Wilson of the Erie (Pa.) Dispatch has resigned from the city desk of that paper to embark in the publishing business and will assume the duties of editor of the Centennial Magazine, which will be published in Erie, Pa.

Mr. Wilson is a Westerner, having worked on the Hearst papers west of the Rockies, and is a metropolitan newspaper man of ability. He has traveled extensively in South America, Alaska, China, Japan, and the island possessions of the United States. He also served in the Mexican revolution for a number of Southern papers.

He will be associated with Thomas A. Laird, a prominent business and political factor in Erie, who will act as secretary and treasurer of the company.

## QUAYLE SELLS HIS PAPER.

The Morristown (N. J.) Press, published by a company of which former Mayor Edward A. Quayle has been the principal stockholder, has been sold to four employees of the office—J. Wesley Smith, Raymond and Ogden S. Hollands and Charles Thorp.

The new owners will conduct the plant under the old name. The price paid is said to have been \$20,000. Mr. Quayle, it is said, will continue to edit the Press.

## AUTO KILLS AD MAN.

William H. Eaton, advertising manager for the J. L. Hudson Company, Detroit, was run over and instantly killed by a motor truck on Monday. The driver was released after declaring he was powerless to avoid the accident.



## THE REJUVENATION OF THE BOSTON HERALD.

The Boston Herald has just completed its second year under the management of John W. Farley, who took charge upon the reorganization in November, 1910. What has been accomplished in the rehabilitation of the venerable Herald seems little short of remarkable, particularly in view of the fact that Mr. Farley was not a newspaper man by training, but took the position by virtue of his standing as a lawyer representing the new owners of the paper.

In a recent interview Mr. Farley, who is a man of great personal modesty, but with a keen sense of humor, remarked that when he took charge of the Herald he found that what it needed principally was a rest so that it might cure itself from the results of a number of different managements, shifting in policy and lacking in harmony.

Circulation, he says, two years ago barely exceeded 50,000 copies, while today it is over 200,000. The advertising in 1911 increased on an average of 30 per cent. each month over 1910, and 1912 of 40 per cent over 1911, while at the present time it is running 50 per cent in excess of 1911.

The advertising of both the morning and the Sunday Herald and its afternoon edition, the Traveler and Evening Herald, is under the charge of Dr. Walter R. Ellis, who was brought downstairs from the position of managing editor and has scored a distinct success in the "business end" of the paper.

The Herald is represented in the foreign field by the S. C. Beckwith Agency, which has secured for it an enormous volume of general advertising, with a constantly increasing ratio.

This growth of the Herald in all its departments has been accomplished not only without lowering the tone of the paper, but actually, it would seem, as a result of raising its quality, which just previous to its financial troubles in 1910 had been somewhat neglected.

Mr. Farley's idea has always been to build up the circulation by actual merit, to give all the news that is worth while and be absolutely fair in the editorial treatment of all matters.

### THE ONLY ONE.

W. W. Colson of Boston, one of the best known newspaper advertising service men in the country, writes:

"The subscription blank of THE FOURTH ESTATE is the only one I get that does not reach the waste basket."

### FRIARS' DINNER.

The Friars' Club, of New York, will give a complimentary dinner at the Hotel Astor on Sunday evening, December 1, to Messrs. Montgomery and Stone, the well known actors.

### AIKEN A DOUBLE OWNER.

J. A. Aiken, proprietor of the Saskatoon (Can.) Phoenix, is now also owner of the Prince Albert Times.



JOHN WELLS FARLEY,  
PUBLISHER OF THE BOSTON HERALD.

### HELPING CHARITY.

To keep its 10,000 members in touch with its work in the field of protective philanthropy, the New York State Charities Aid Association has begun the publication of a monthly newspaper called the News. The first issue is a well-illustrated, eight-page tabloid journal. There is no subscription price and its columns will be extended to any one interested in charity work.

### LABOR EDITOR RETIRES.

A. W. Lawrence has resigned the editorship of the Portland (Ore.) Labor-Press. It is reported that A. H. Harris of the Journal staff will be his successor.

The Eldora (Ia.) Harden County Ledger has moved to new quarters on North Washington street.

### AMERICANS WILL START PAPER IN RIO JANEIRO.

George J. Smith, who two years ago was a newspaper reporter in New York, and Frederick J. Tietz, an American resident in Rio Janeiro, have just organized a company which will begin the publication of a new newspaper in Rio Janeiro to be known as the Rio Daily News.

The paper will be printed in English and will aim especially to further the interests of American firms engaged in business enterprises in Brazil. The first issue of the paper will be published in February.

### GRIDIRON BANQUET.

President Taft has accepted an invitation to attend the annual banquet of the Gridiron Club, of Washington, D. C., on Saturday, December 7.

## WARD AND GOW SETTLE THEIR REMARKABLE LITIGATION.

The litigation over business relations between William Gow, former member of the advertising firm of Ward and Gow, New York, and his former partner Artemus Ward has been amicably settled, and an order filed in the County Clerk's office discloses that Gow, who was penniless and heavily in debt because of the reverses he met in the panic of 1907 when banking institutions with which he was identified failed, is now able to pay up all his debts and have about \$1,000,000 clear.

This remarkable change in Gow's financial condition results from the settlement of litigation Gow brought against his former partner, Artemus Ward, to recover his half interest in the advertising firm.

In 1907 when Gow saw that he was heavily involved because of the condition of his banks he assigned his interest in the firm to his partner. Subsequently when he demanded of Ward the return of his share of the business Ward denied that he had anything coming and contended that the assignment was outright and not made merely to protect the firm from becoming involved because of Gow's indebtedness.

Gow then sued Ward for his half interest, and after a trial last spring Gow got judgment declaring him a partner in the firm. Mr. Ward then appealed and since that time the attorneys in the case have been trying to reach an amicable settlement. They have succeeded and as a result submitted two orders to Justice Newburger yesterday, one discontinuing the litigation and the other vacating the judgment Gow got against Ward.

None of the attorneys would discuss the case yesterday, but it is reported authentically that Mr. Ward bought out his partner's interest for cash and that even after Mr. Gow has paid all his debts he will be worth \$1,000,000.

## NEWSPAPER ADVERTISING PREDOMINATES.

"Supremacy of Newspaper Advertising" was the subject of an address by Byron W. Orr, of the Pittsburgh Post and Sun, at the weekly luncheon of the Pittsburgh Publicity Association. Mr. Orr declared that while all legitimate methods of advertising are good, the newspaper predominates because it reaches all classes at the psychological time in addition to helping to sell a greater number of articles without increasing the selling cost.

"Daily newspaper advertising is a most economical investment, is practically right, and is on a sound basis," he said. "It is a short cut across lots, and therefore the best way for the merchant and public to get into communication with each other on the subject of that which is mutually beneficial."

R. M. McClintock has resigned the editorship of the Pueblo (Colo.) Leader, published by Edward Keating, the newly elected Congressman-at-large from Colorado.

# WANTED!

Publishers, Printers, Bookbinders, Lithographers,  
Advertising Men, Business People  
to Boost and Attend the

**BIG NATIONAL EXPOSITION**  
of Printing, Lithographing and Bookbinding Machinery,  
Advertising Publishing and Allied Lines  
at the

*New Grand Central Palace, New York City*  
**April 19th to 26th, 1913**

Coincident with the American Newspaper Publishers' Association and Associated Press Conventions and with the co-operation of the Typothetae and various Organizations, Leagues, Clubs, Boards of Trade, Etc. affiliated with the above industries.

Attend this show. Familiarize yourself with the latest appliances and methods necessary to your business. Modernize your plant and offices. We will send you tickets of admission free of charge upon application.

## *MACHINERY and Supply Manufacturers:* **PREMIUM HOUSES:**

Your competitors will be there doing business—your customers will be there—seeing—buying. Better entertain them yourself—don't leave it to your competitors

A few of the enterprising concerns who have arranged for space are:

Mergenthaler Linotype Co., Dexter Folder Co., Oswego Machine Co., Rapid Addressing Machine Co., The Seymour Co., Matthias Plum, F. Wesel Mfg. Co., The Typo Mercantile Agency, Phoenix Machine Works, J. E. Linde Paper Co., Loring, Coes & Co., Inc., New York Master Printers Association, Ticonderoga Pulp & Paper Co., Duryea Mfg. Co., H. Hinze, Lanston Monotype Machine Co., I. T. U. Commission School. (Limited space prohibits our mentioning more concerns.)

The best spaces are selling fast. Best thing you can do is write or phone us immediately for yours.

HARRY A. COCHRANE, President,

Telephone Gramercy 724,

200 Fifth Ave., NEW YORK.



## UNIVERSITY WANTS OLD PAPERS FOR ITS MUSEUM.

EDITOR THE FOURTH ESTATE.

SIR: The Department of Journalism at New York University has started a museum. Already a number of old newspapers and magazines have been received from friends in the newspaper game.

The thought has occurred to me that there might be among the readers of THE FOURTH ESTATE those who have old copies of newspapers and early issues of magazines which they would be willing to contribute to the museum for "the good of the cause."

I am particularly anxious that the newspaper ana of New York State shall be as complete as possible.

It is needless to add that all contributions will be suitably inscribed with the names of donors. All gifts should be addressed, Department of Journalism, New York University, Washington Square East, New York City.

J. M. LEE,  
Director Department of Journalism.

## EDITOR BUYS PAPER.

The Watseka (Ill.) Times-Democrat has been sold to Edward Beechly, for the past few years city editor of the paper. The new owner has assumed control and will conduct it along its former lines. The price paid for the paper is said to have been \$17,000. The plans of the retiring publisher, Mr. Kelley, for the future are not known. He recently leased the Kelly Inn and it is thought that he will leave the newspaper business. The new owner, Mr. Beechly, worked on Chicago papers before locating at Watseka.

## FOR CYCLONE SUFFERERS.

The Syracuse (N. Y.) Herald, of which Edward H. O'Hara is editor and general manager, has just completed the distribution of a fund of more than \$10,000 among sufferers from the tornado which swept the section outlying the city late in September. The fund was started immediately and the time for raising was limited to twelve days. The amount secured in that short time is believed to be pretty nearly a record.

## REALE IN COURT AGAIN.

Felice Reale, editor of the Trenton (N. J.) Italo-Americano, on a charge of assault and battery and carrying concealed weapons, pleaded not guilty to the indictment before the Mercer Court of Common Pleas. He is charged with shooting Giovanni D'Ammitzio. Reale last week was fined \$500 in the United States Court on a charge of misusing the mails.

## GETTING NEW MEMBERS.

Membership teams appointed by the membership committee of the Birmingham Ad Club are having merry competition for supremacy in getting new blood for the ad club. The teams are captained by Willard J. Wheeler, Oscar Turner and John Henley and are now engaged in a contest to last for three days. At the end of the first half day the teams reported a total of fifty-five new members.

## CHANGES IN KOKOMO.

Harvey Hatfield, formerly of the editorial department of the Anderson (Ind.) Herald, is now doing similar work for the Kokomo Dispatch. T. L. Reed is also a new member of the Dispatch staff.

Charles Baker of Marion, Ind., has returned to his home after some time with the Kokomo Leader-Tribune. John Tompson is a new addition to the staff of the Dispatch, with Fern Cooper, formerly of the Marion Leader-Tribune.

Orville Lichty has left the Dispatch forces and gone on a trip to Ohio and Michigan. Felix Martin, for the past two years with the Dispatch, has departed for his home in Logansport.

## ROOSEVELT'S ALLEGED LIBELER IS HELD.

George A. Newett, editor of the Ishpeming (Mich.) Iron Ore, whom Colonel Roosevelt recently charged with criminal libel, waived preliminary examination when arraigned on Monday and was held on a bond of \$500 for the December term of the Circuit Court. No representative of Colonel Roosevelt was present.

## IOWA FIRM DISSOLVED.

The firm of Carr, Bronson & Carr, owners and publishers of the Manchester (Ia.) Democrat, has been dissolved. Mr. Bronson has disposed of his one-third interest in the paper to Wade E. Long and Fred W. Herman. The two-thirds interest, heretofore the property of E. M. Carr and Herbert Carr, is still retained by them. The business will continue as a partnership.

## BUSY DAYS IN SEATTLE.

The Seattle Press Club last week gave its third annual "Vuxtra" for three nights. The theatrical performance this year was given at the club's own theater, at 1310 Fifth avenue. Simultaneous with the theatrical performance, the annual year book came out in the largest and most elaborate form the organization ever attempted.

## KNOTT ENLARGES.

Robert Knott, who recently assumed charge of the Van Buren (Ark.) Press on the death of J. S. Dunham, its proprietor for many years, has doubled the size of his paper and is now issuing it in seven-column, eight-page form instead of the four-page size as in the past.

## WANTS LIBEL DAMAGES.

Alleging injury to his character J. D. Smull has commenced suit against the Mitchell (S. D.) News to recover \$10,000 damages, which he claims was done him by libelous articles in the News. Smull is a former editor of the News. He has also had George Fosburg arrested on a charge of criminal libel.

## RETURNS TO DUTY.

Joseph R. Wilson, brother of President-elect Woodrow Wilson, has resumed his duty as city editor of the National Banner. Mr. Wilson has been in the East for several months assisting in the publicity work of his brother's campaign.

## DIRECTORY OF SPECIAL AGENTS.

A book that is of much reference value to every one interested in newspaper or advertising work is the latest directory of special representatives of newspapers in the United States and Canada just issued by S. J. Lindenstein, Inc., special newspaper representative, of New York. The edition is the second of its kind to be issued by this agency. It contains a list of all the papers which have special representatives in New York City, arranged in alphabetical order by states and cities, and includes both dailies and weeklies. A handy and valuable feature is the section containing the office address and telephone number of each special representative having an office in New York.

## AD MAN'S FAREWELL.

Ralph E. Sunderland, a well-known advertising man of Omaha, has left that city to go to San Francisco. He makes the change because of his wife's poor health. Just before Mr. Sunderland's departure he was given a farewell dinner by his associate members of the Omaha Ad Club.

## MOVES EAST.

Joseph B. Casell, formerly news editor of the San Francisco Bulletin, has left that city with his family to take up his residence in Philadelphia. Mr. Casell spent nearly twenty years on the Coast. For the present he intends to take an extended rest.

## CLOSE DUDMAN ESTATE.

The Dudman brothers, who have been conducting the Macomb (Ill.) Eagle since the death of their father, T. J. Dudman, have decided to dispose of the business together with the building and residence property in order to close up the estate.

## MERGER IN ARKANSAS.

J. B. Parker, formerly connected with the Fort Smith (Ark.) Southwest American, has established the Fort Smith Herald, absorbing the Fort Smith Elevator, an old established weekly.

## MANAGER MISSING.

Ben C. Easten, business manager of the Blytheville (Ark.) News, has been missing from his home since August. His relatives believe he has met with foul play. A reward has been offered for information as to his whereabouts.

## ISSUES ON SUNDAY.

The Madison (Wis.) State Journal has established a Sunday morning edition. The State Journal is now a seven day paper.

## ALWAYS IN FRONT.

H. L. Brand, publisher of the Chicago Staats-Zeitung und Presse, writes:

"We always find THE FOURTH ESTATE in the front rank when it comes to the latest news, and I personally read it with interest every week."

## TOWN'S ONLY PAPER SOLD.

The Peshtigo (Wis.) Times, the only paper published in its town, has changed hands. Lawrence Barret, the former editor and owner, has sold out to P. O. Winters of Wausaukee. The new owner has taken immediate charge. The paper will remain Republican in politics.

## BROTHERS AS PUBLISHERS.

A. A. Middaugh, who started the Sugar Creek (O.) Twin City News about a year ago, has taken into partnership his brother, M. J. Middaugh. The latter is a printer of eight years' experience and will assume charge of the mechanical details of the business.

## WOMAN EDITOR PROSPEROUS.

The measure of prosperity being enjoyed by the Harrison (Ind.) Journal is evidenced by the purchase by its publisher, Mrs. Edith Taylor, of an entire building as permanent quarters for the publication.

## GOING TO FLORIDA.

William D. Harrington, for several years publisher of the Brookport (Ill.) Eagle, and who established last January the Brookport Times, has sold out to Joseph N. Kickasola. Mr. Harrington contemplates moving to Florida.

## KANSAS CITY ELECTION.

At the meeting of the Kansas City (Mo.) Advertising Club last week George F. McKenney was elected president. His associate officers are: Vice-presidents, W. H. Hoffstat and J. M. Stelle; secretary-treasurer, H. S. Frame.

## AD CLUB IN AKRON.

The city of Akron, O., now has an Adcraft Club, starting with thirty-five charter members. E. C. Tibbitts, advertising manager of the B. F. Goodrich Company, was chosen president by a unanimous vote.

## BUYS SOUTHERN DAILY.

J. C. Oldham, formerly of Lamar, has purchased the Bryson City (N. C.) Times, a daily paper. Mr. Oldham has been residing in Bryson City for some time past.

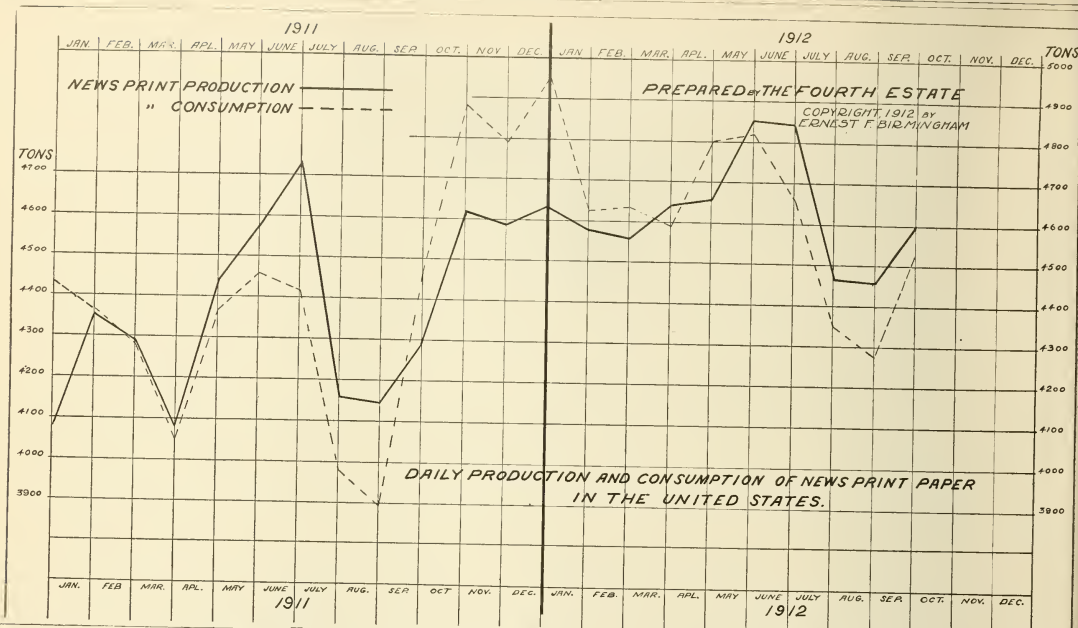
## THE EVENING WISCONSIN.

Milwaukee's Favorite Home Paper, it is QUALITY Circulation against mere BULK Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory returns and poor buyers. Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do read the advertisements because they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is sold yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "worthwhile" home in which this paper is invariably found. JOHN W. CAMPBELL, Business Manager.

Forcible Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO.



## EDITORIAL OPPORTUNITY THE GREATEST.

NOTHING EXCEEDS IT EXCEPT POWER  
TO DISCOVER NEW SCIENTIFIC  
TRUTH, SAYS BRISBANE.

"The opportunity of the editorial writer is the greatest opportunity that exist. The power to transfer your thought and make it effective is the greatest power, excepting the exceptional power to discover new scientific truth."

This is what Arthur Brisbane, editor of the New York Evening Journal, said to the Pulitzer School of Journalism in his lecture Monday afternoon on "The Editorial Writer's Opportunity."

"The newspaper is many things in our life," said Mr. Brisbane. "It is the principal literature of the American people, and therefore, 'good or bad,' it is highly important to the country."

"The newspaper's editorial column takes the place of the public square at Athens, where one man could talk to all of the citizens. The writer of the editorials is the talker in the public square to-day."

"Men have developed as men only since language gave to the individual the power to transfer his thought complete to the brain of another. It is possible for the editorial writer now to talk to at least 5,000,000 every day. That actually happens. With our newspaper machinery, as it exists, it will be possible to talk to the entire reading public every day. No power can be greater than that. The editorial writer's power is the power of suggestion and the power of repetition—very great forces."

"First have something to say.

Then say it so that people will see it, read it, understand it, and believe it. These are the four things; the reader must see, he must read, he must understand, he must believe. If you want to write an editorial defending Moses against the attack of Rabbi Hirsch, who denounces some of Moses' teachings, you can put almost any kind of a heading on your editorial.

"If you head it 'Analysis of the Dietetic Teachings of the Ancients,' 90 per cent. of those that 'see' the heading won't read it. You can write the same editorial, head it, 'Be Kind to Poor Moses, He Had No Ice Box,' and 90 per cent. of those that see will read."

"The newspaper does about what the public does. It is the public, not the newspaper that sets the pace. If you have every newspaper in the United States giving first place to the result of a contest between eighteen men playing baseball and accomplishing nothing useful in a 'championship series,' you may be sure that the public is concentrated on that game."

"If you have newspapers devoting space to the secret, prearranged murder of a gambler by other gamblers, instigated by a police officer, you may know that the public's mind is concentrated on that crime and not on the proceedings of some scientific convention."

"The newspapers are like the churches. There are eminently respectable preachers that say nothing, and less numerous preachers that say something. In the days of slavery one clergyman rejected a picture offered as a frontispiece for a prayer book because it showed, kneeling at the feet of Christ, with the widow and orphan, a black slave

in chains. He thought such a picture might stir up hard feeling."

"Henry Ward Beecher put up a runaway slave girl in the pulpit and sold her at public auction, the proceeds to be devoted to the work of freeing the slaves. He was the 'yellow journalist' of the church. He was more successful than the respectable clergyman—because he deserved to be more successful."

## PREPARING FOR OPENING OF THE CANAL.

St. Elmo Massengale, president and treasurer of the Massengale Advertising Company, Atlanta, is chairman of the foreign trade committee of the Atlanta Chamber of Commerce, under the auspices of which a Panama Canal Conference will be held in Atlanta on December 10 and 11. The purpose is to devise some plan or policy, or concerting measures which will enable the Southern states to make the best of the opportunities to be opened by the completion of this great waterway.

## IMPORTS AND EXPORTS OF PRINT PAPER.

THE FOURTH ESTATE is now engaged in making a chart showing the imports and exports of news print paper covering the same period as the charts already published.

The graphic method of showing facts of interest is regarded by all busy men as the best so far devised.

## FOREIGN PAPERS MOVE.

The Hungarian weeklies, Otthon and Munkas, have moved to Chicago from Cleveland.

## FOR SUNDAY READERS.

Harry Malone, formerly city editor of Yonkers (N. Y.) Herald, has started a new Sunday paper in that city called the Record. The first numbers consisted of eight pages.

YOUR  
"WRAPPED"  
ATTENTION  
is invited to our perfected  
**Nibroc Kraft**  
WRAPPING PAPER  
—the handsome "quality"  
kind which gives—  
MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY

Let us send you proof samples, also name of nearest dealer.

**BERLIN MILLS CO.**

PORTLAND, MAINE.

New York Office, 256 Broadway

William B. Dillon J. Santord Barnes

**DILLON & BARNES**

**ROLL NEWS PRINT**

for high-speed perfecting presses.

2 Rector Street, NEW YORK.

Phone Rector 4955



## SENATOR WILSON'S RISE IN PUBLIC LIFE.

HIS DEATH RECALLS A STORY HE TOLD CREDITING HIS SUCCESS TO NERVE AND LUCK.

The career of John L. Wilson, part owner of the Seattle Post-Intelligencer, who died last week, covering his climb from a clerkship in the pension office to United States Senator is full of inspiration for ambitious young men. It was recently told by Mr. Wilson to a friend of the ex-Senator.

"My father was one of the leading lawyers of Indiana," said Mr. Wilson. "We lived next door to the Voorhees family, and young Voorhees and myself grew up as chums. Though my father was a Republican senator, Voorhees procured an appointment as clerk in the pension office for me.

"I worked there some time, but am willing to admit I did not like it. It was drudgery. My superiors in office, as well as my associates, were kind and pleasant, but somehow I couldn't get over the feeling that I was a sort of horse to be harnessed in the morning and after I had turned out a certain lot of work was permitted to go and get my feed.

"I used to have longings to go West and start in for myself. I talked about it to my fellow clerks. They used to tell me the best thing I could do was to let well enough alone and stick to my comfortable and very regular salary.

"I replied that any man with brains and energy could make as much in private business as he could in the pension office and have more independence. Finally I made up my mind to cut loose from the pension office altogether.

"My friends assured me I was making a great mistake and would soon repent my choice and come back looking for the old job. I declared that when I returned to the national capital it would be as a member of Congress.

"That was a bluff pure and simple. Though I had some ambitions, I must admit I had no idea they would be realized.

"I could see plainly that in order to have a fair chance in the West one must have a profession. So I went to Indiana and studied law with my uncle. While engaged at this I was elected a member of the Indiana legislature.

"For some reason I didn't take much interest in the legislature or in Indiana politics. I suppose it was because my mind was fixed on going to the great West.

"While a member of the legislature I helped elect Benjamin Harrison senator, and through Mr. Harrison, with the help of Colonel Dudley and Senator Voorhees, I induced President Arthur to appoint me receiver of public moneys at Spokane, Wash. I packed my household goods in one trunk and went out there. For four years I was in that office, making a good many friends and a mighty little money. Cleveland removed me.

"When the territory was about to become a state I looked over the field and concluded I could win the

Republican nomination for Congress. I did it and was elected the first representative of that state.

"I suppose luck had more to do with my rise than merit. For instance, during the very long and bitter senatorial struggle in our state I had virtually given up the fight. I had a letter of withdrawal written and was about to publish it when some of my friends induced me to hold on a few days longer.

"Meanwhile another man withdrew and I won. That was luck."

## DUNN DEPORTING CASE.

All steps possible under the circumstances were taken by the American Embassy in Mexico City on behalf of H. H. Dunn, the American newspaper writer deported from Mexico last month, according to statements made at the Department of State in Washington. The Mexican Government was informed that the United States reserved all rights to make claims for damages in Dunn's behalf, and opportunity for him to close up his personal affairs in Mexico before being deported was also asked.

Charges against United States Ambassador Wilson, referred to in Dunn's story of his deportation from Mexico, are not proved by the facts in the case, it was declared at the State Department.

## OLDS MAKES A CHANGE.

Nat Olds, who has been with the Stein-Block Company, Rochester, for ten years, will resign on January 1. No successor has been appointed to his position as advertising manager, nor has Mr. Olds indicated his future plans.

Mr. Olds is a former newspaper man, who nine years ago resigned from the Rochester Post-Express to join the advertising forces of the Stein-Block Company. As secretary of the Rochester Historical Society for several years he did much valuable service for that organization.

## AN ITALIAN DAILY.

Italian residents of Milwaukee will soon have a daily native newspaper if plans now being considered materialize. The publishers of the *Il Corriere del West*, an Italian weekly newspaper of Milwaukee, find that the paper has grown to such proportions in the two years of its existence as to make them contemplate seriously its expansion into a daily. Frank La Plana owns most of the stock of the newspaper. If the new daily edition appears it will be issued evenings.

## RETIREMENT IN ALABAMA.

After several months as editor of the *Girard* (Ala.) Journal Captain W. O. Johnson of Columbus, Ga., has retired. His successor is R. C. Sommerkamp, former city clerk of Girard, who will now be editor and business manager of the publication.

## SUPPORT LACKING.

The Glenville (Pa.) Tribune has suspended publication after an existence of about three months, owing to lack of support.

## VENAL PAPERS A MENACE.

"The Menace of the Corrupt Newspaper" was the subject of a recent address by Reynold E. Blight, minister of the Los Angeles Fellowship.

"The most sinister influence in our modern social and political life is the corrupt newspaper," he asserted. "By corrupt newspapers I do not mean merely the papers that are published for private profit, nor the partisan press, nor the so-called sensational papers. I mean the mendacious press, the papers that do not tell the truth.

"The severest indictment of many of the present day newspapers is that they do not give us the news. They color, distort, emasculate and suppress the vital facts of the day's doings and their news columns are thoroughly unreliable. Fake stories, lying headlines, distorted subheads, and the playing up of incidents out of all due proportion confuse and bewilder the readers.

"I do not denounce an editor for writing editorials setting forth his views. I would even go as far as to say if he wants to sell his editorial pen to the highest bidder and so prostitute his profession, that is his business. This kind of professional prostitution has become so common that the average editorial has more influence on public opinion than has the ordinary sermon.

"But when an editor perverts the news he poisons the very springs of civic life, and taints the thinking of every home. The citizen cannot come to wise judgment on public questions unless he has the pertinent facts at his command and he is absolutely dependent on the newspapers for complete and accurate information.

"The problem cannot be solved by legislation. Any limitations of the freedom of the press in a democracy is an unwise and dangerous proceeding.

"The people must take the matter into their own hands and demand clean, truth telling newspapers. If the people would rebuke the lying newspaper by withholding patronage and consistently would support by subscriptions and advertising the newspapers that keep their news columns free from partisan, sectarian or big business bias the corrupt newspapers hastily would mend their ways. Rebuke the venal press by striking its only vulnerable point, the business office."

Beyond crediting newspapers with being an educational medium which has grown rapidly and wonderfully, Rev. L. B. Chaloux, pastor of the West Genesee (O.) M. E. Church, will not admit they have any redeeming qualities. He preached Sunday morning on "The Influence of Newspapers."

Mr. Chaloux did not classify the papers, but attacked them as a whole and declared there ought to be more religious organs printed. He characterized the newspaper as being a daily university for the common people.

He charged the newspapers with

printing an untrue picture of society because most of their space was devoted to vice, crimes and scandal.

Some of his comments were that the sporting page had a demoralizing effect upon youth, the funny pictures glorified cruelty, the news columns do not improve, but reproduce all the bad in society, and they combine audacity, cupidity, love of change and strenuousity.

## PROPOSALS FORBIDDEN.

Alice M. Williamson, co-author of "The Heather Moon," the latest book from the versatile and industrious C. N. and A. M. Williamson, in a recent letter to a friend in this country tells how a scene in the new novel caused a dour Scotch editor with a keen appreciation of the situation to placard his plant.

"The scene is the one where the heroine is listening to the ardent proposal of one of her admirers in the printery of the Edinburgh Scotsman. The presses, which had been rumbling away and affording the lover ample privacy for his burning phrases, suddenly stopped; but the lover did not. In regard to the incident, George B. Law, proprietor of the Scotsman, wrote Mrs. Williamson the following comment:

"One of our staff in the office has drawn my attention to your description of the lax and extraordinary goings on in your pressroom, and this sort of thing will not be tolerated on any pretext. We are sticking up notices:

Proposals on these premises absolutely prohibited in any case. They are entirely at the lady's risk.

By order.

"It is shocking to think that people should put the gentle murmur of our presses to such trial uses."

## JOINS MARSH FORCES.

Earl Hodge of Utica, N. Y., formerly advertising manager of the Beech-Nut Packing Company of Canajoharie, has been appointed manager of the David H. Marsh Advertising Company, of Springfield, Mass. Last week Mr. Hodge was the guest of honor at a banquet given by the Publicity Club of Springfield.

## BACK IN HARNESS.

Colonel J. W. Worley has taken editorial charge of the *Dorrance* (Kan.) News. The Colonel is of the old school of journalism, having been associated with Walt Mason on the Lincoln (Neb.) State Journal in the '80s.

# THE LOS ANGELES TRIBUNE

is the Progressive, Independent newspaper with the LARGEST CIRCULATION in Los Angeles.

OVER 64,000 DAILY AND GROWING.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steeger Building, CHICAGO.  
Tremont Building, BOSTON.

## CLEANING UP IN ADVERTISING.

ETHICS OF BUSINESS SAID  
TO BE AS HIGH AS  
TIMES ALLOW.

"The Ethics of Advertising" was the discussion at the dinner of the Sphinx Club, of New York, on Tuesday evening. The subject was considered from the viewpoints of several prominent men in the advertising and publishing business. The opinion of the speakers was that advertising at the present time is of the highest standard it is possible to make it, and that everything possible is being done to purge advertising of the faults that still cling to it.

Dr. Talcott Williams, dean of the Pulitzer School of Journalism, in his address attacked the recently enacted postal act relating to the labeling of advertising in newspapers. He said that his study of the newspapers of the country for the last seventy years had convinced him that the desired end could be best attained without Federal interference. Other speakers who maintained the same views were Louis Wiley, of the New York Times; Collin Armstrong, president of the club, and Robert J. Collier, of Collier's Weekly.

Dr. Williams said that he had made a study of all the newspapers of the United States in connection with his work at Columbia, and that he had reviewed every law relating to the publishing business passing within the last century. He was pleased to discover, he said, that he had found no law on the subject of purer advertising the aims of which had not been preceded in practice and preaching by the leading newspapers of the day.

"It is a mistake," he said, "to suppose that Congress could force the press into the right path. The press has been in the right path for sixty or seventy years. I scoured all the papers, and I was indeed appalled at the grade of advertising matter that the many 'respectable newspapers' admitted a few decades ago, but I noticed that the work of purging the advertising columns of objectionable matter has been steadily going on at the instigation of the better papers themselves.

"There never was a time when newspapers, as a whole, showed better the independence they could

maintain than at the present time. The last campaign witnessed all kinds of newspapers following rigorously the lines which they thought right, and I know of no single instance in which any newspaper suffered because of its independence. This goes to show that the newspapers are on the right track and it is unnecessary and unwise to coerce them in paths in which they have already taken the initiative."

Louis Wiley, business manager of the New York Times, spoke on "The Ethics of Advertising." He declared that he was convinced that not only in newspaper enterprises, but in the great majority of mercantile firms, high ethical standards are followed. He said that there is room for further improvement, certainly, but the disappearance of even the last vestige of exaggeration is not among the improbabilities.

Mr. Wiley branded the recently enacted newspaper publicity postal law as an absurd, outrageous interference with the liberty of the press and the freedom of the citizen, and he said he hoped to see it repealed.

"The foundation of the successful newspaper," said Mr. Wiley, "is plainly the confidence of its readers, the respect of the community to which it appeals. Success comes of many renunciations, of withstanding the allurement of immediate advantage, of principles clearly formulated and unwaveringly adhered to, of ideals religiously cherished and never abandoned. When a newspaper conforms to such principles, when it is guided by such ideals, when conviction goes every day into its making, and when to all these, illuminating and vitalizing all these, brains are added, the newspaper that is the fruit of this blending will inevitably enjoy the confidence, the respect, and the patronage of the community it serves."

Robert J. Collier's subject was "Honesty in Advertising." The subject had a peculiar interest to him, he said, because of the many rumors "that he had succeeded in making some arrangement whereby his advertising department would profit at the expense of the editorial department."

"I feel no personal resentment to these charges," said Mr. Collier, "because I believe that the business conscience of advertisers resents for itself the intimation that Collier's is open to secret overtures."

Mr. Collier predicted that within ten years all forms of objectionable advertising would be removed from all advertising mediums. He said that the "business conscience" would bring this about regardless of any laws on the subject.

"We have made wonderful strides in purifying advertising within the last fifteen years," he said. "Honesty in the advertising business may be said to water the very roots of trade. If the uncounted millions that read, then the factories need never worry, for they will be run during the night as well as during the day."

"Even the country newspapers that still carry patent medicine and

get-rich-quick advertisements are no worse than Collier's itself was under my management as late as 1897. At that time 75 per cent. of the advertisements in Collier's were such as would not be accepted in the best newspapers and magazines today. Purity in advertising has come to stay."

Mr. Armstrong was equally hopeful of the natural coming of the purified advertising page.

"There is unquestionably a higher sense of responsibility to advertisers and the public on the part of many publishers," he said, "than there was a few years ago. Advertisers are insisting upon and getting more complete and accurate information regarding the volume and quality of circulation and the value of the space they are buying than ever before, and the time seems to be approaching when the publisher who is guilty of deception regarding his circulation will be classed with shopkeepers who use short measures and abbreviated yard sticks."

## EDITORS TO WRITE THE NATION'S HISTORY.

One of the leading features of the Century Magazine for its new year, which began with the November number, is the "After the War" series by famous American editors—a series that promises to be to the history of the period since the Civil War what the Century's famous Civil War stories was to the history of the great conflict days.

Most of the editors who are contributing to the new series were actors in the great dramas they describe. Colonel Henry Watterson, editor of the Louisville Courier-Journal, describes in the November number the "Humor And Tragedy of the Greeley Campaign." In the near future Colonel Watterson will contribute more of his stories, his second article being on "The Hayes-Tilden Campaign of 1876."

Other articles in the series include "The Cause of Andrew Jackson's Impeachment," by General John B. Harrison, one of the seven senators who frustrated the "recall," "The Aftermath of Reconstruction," by Clark Howell, editor of the Atlanta Constitution; "Cleveland's Triumph Over Blaine," by Melville E. Stone, of the Associated Press; "The Reassertion of the Monroe Doctrine," by Charles R. Miller of the New York Times; "The Return of Hard Money," by Charles A. Conant, and the "Recollections of Four Conventions," by William Jennings Bryan.

## JAMESTOWN IMPROVEMENTS.

The Jamestown (N. Y.) Journal-Press has installed a new press, thus increasing its facilities for larger and better work. After the machine was installed it was found that more room was needed for the mechanical department and as a result two large extra rooms were put into commission. These were formerly the editorial rooms.

S. W. Baker has purchased the Woodville (Tex.) Messenger from W. A. Barnes.

## BOY SCOUTS OF AMERICA NOT MILITARY.

EDITOR THE FOURTH ESTATE.

SIR: A member of our executive board, and also well known to you as president of the Frank Presbrey Company, has called my attention to a clipping which appeared in THE FOURTH ESTATE in which you refer to young Norman Sper and state as follows:

In the Review, Sper preaches the gospel of "No firearms for the Boy Scouts of America"; his idea is to make the boy scout movement in this country of a purely educational nature and abolish the idea of its being a military organization.

This statement would give the impression that the Boy Scouts of America are organized to promote such a propaganda. As a matter of fact such is not the case. Our organization absolutely forbids the use of firearms by any troops having authority from this office. We have put all of our force and energy to the developing of peace scouting and have at all times expressed ourselves as being bitterly opposed to militarism in any shape or form in connection with the Scout movement.

I hope that you will give such space to this letter as will make possible a correct understanding by the newspapers and editors throughout the country because it would indeed be unfortunate for any of them to get the impression that we could be justly charged with being a military organization.

JAMES E. WEST,  
Chief Scout Executive.

## HAS HIS OWN BUSINESS.

A. C. Raven, for the past four years with the Portland (Ore.) Journal, has entered the business field as a partner in the Ralph C. Clyde Printing Company. M. F. Carr succeeds Mr. Raven.

## CONLIN'S NEW WORK.

The Frank A. Munsey Company has appointed Edward C. Conlin as Eastern advertising manager of Munsey's Magazine and the Railroad Man's Magazine.

## NEW OHIO MANAGER.

Bernard Sherlock, late of the Zanesville (O.) Times-Recorder, has been appointed manager of the Portsmouth (O.) Blade.

The New Haven (Conn.) Evening Register has installed a complete set of new cases and stones in its composing room.

## TEN MONTHS

Over Half a Million Lines Advertising Gain.

In ten months of this year the

## NEW YORK TIMES

published 7,222,000 lines of advertisements, compared with 6,674,399 lines in the corresponding period last year, a gain of 547,600 lines over last year, and the greatest volume of advertising ever carried in a similar period by the Times.

In October the New York Times gained 47,186 lines, compared with October, 1911, and was the only New York morning newspaper to record an increase in that month.

## All EYES in TRENTON

are on

The EVENING TRUE AMERICAN and the steps of all advertisers, who know by personal observation, are directed to the evening paper that sells goods.

15,000 Copies Daily in Trenton and vicinity.

The Evening True American, Trenton, New Jersey.

Foreign Representatives,  
LACOSTE & MAXWELL,  
Monolith Bldg., NEW YORK.  
Marquette Bldg., CHICAGO.



## NEWSPAPER BEST GENERAL ADVERTISING MEDIUM.

The manufacturer who does not use the newspaper in national advertising campaigns is making a mistake, declared W. H. Field, business manager of the Chicago Tribune, in a talk to the Milwaukee Advertisers' Club at the Hotel Blatz.

Mr. Field contended that the consumer could more readily be reached through newspaper advertising than through magazines. The manufacturer, he said, should advertise in the local papers of every big city. He also urged the importance of stating in such advertising the names of retailers handling the products.

He mentioned one case where a shoe dealer had advertised his shoe as being sold by "all responsible dealers."

Mr. Field sent a member of his staff to buy a pair of the shoes. He called at fifteen different places and was unable to find that brand of shoe except in the last, and that dealer only handled women's shoes of that make.

The old argument used by magazine solicitors that newspaper advertising is expensive was denied by the speaker. He gave statistics, showing that any manufacturer could cover the United States by advertising in some eighty-six papers at cheaper rates than he could advertise in two dozen magazines.

Mr. Field said about fifteen per cent. of the advertising carried by metropolitan newspapers in Chicago was national advertising and urged the importance of newspaper solicitors making a strong effort to impress upon the manufacturer the value of newspaper ads.

### APPOINTMENT FOR BOYLEN.

John Chancellor Boylen of Toronto, known as "Chanc," for short, has quit newspaper work to become secretary to J. S. Duff, minister of agriculture. For several years Mr. Boylen has been engaged in newspaper work in Toronto with the Mail and Empire, and later with the Telegram. During the past year he was vice-president of the Legislative Press Gallery, where he represented the Telegram.

### AD MANAGERS TO MEET.

The semi-annual meeting of the Association of National Advertising Managers will be held in Chicago on December 13.

## SLANDER SUIT TAKEN OUT OF THE COURTS.

Alexander M. Evalenko, a New York publisher, whose feud with Vladimir L. Bourtzeff, a Paris editor, has been aired in two continents in the last three years, has taken his quarrel out of the Federal courts in New York and resolved to seek vindication in other ways.

On a motion of Evalenko's counsel, Judge Julius M. Mayer in the United States District Court dismissed the \$100,000 slander suit brought in April, 1910, after Bourtzeff had openly accused Evalenko of being the secret agent of the Russian secret police in New York City. The publisher believes Bourtzeff, who has remained in Paris since the proceedings were begun, is determined not to appear at the trial.

Although balked in the matter of legal satisfaction Evalenko is determined to get vindication and suggests a court of honor to pass on the validity or maliciousness of Bourtzeff's insinuations.

### MANN'S NEW WORK.

William H. Mann, formerly advertising manager of Munsey's Magazine, and who for the past year has been connected with Street Railways Advertising Company, has resigned, and is now with the wholesale department of Marshall Field & Co., Chicago.

### A VISITOR INJURED.

John Luth, a newspaper man from Monmouth, Ill., suffered a fractured skull in a fall while in Chicago last week. When crossing at West Madison and Desplaines streets he slipped from the curb. He was removed to the county hospital in an unconscious condition.

### IN THE MOTOR FIELD.

Charles Sweeney has been appointed advertising manager of the Kline Motor Car Corporation, York, Pa. He succeeds W. P. Sieg, who goes to the sales department of the company.

J. M. Evans, who handled Lozier Motor Car Company advertising during the past year, has resigned to enter the commercial vehicle field.

## 1937 Pages. 6300 Galleys. 120 MILLION EMs A RECORD-BREAKING JOB by Linotype Machines with exclusive use of MERCHANT'S Linotype Metal

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB.

Trade Mark

M & E

Registered.

MERCHANT & EVANS CO.

Smelters—Refiners

PHILADELPHIA

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

Trade Mark

M & E

Registered.

### PILGRIMS' BIG PLANS.

A fine building, which it hopes some day to erect for its own use and for the accommodation of all the advertising men in Boston, is a plan on which the Pilgrim Publicity Association, of Boston, is now at work under the administration of Carroll J. Swan. Already leases amounting to more than \$15,000 have been pledged for the purpose.

President Swan is also working for a greater neighborliness among the sectional ad clubs, aiming toward the formation of a New England Federation of Ad Clubs.

### MERCHANTS TO HELP STOP FRAUD ADVERTISING.

A special feature of the convention of the National Federation of Retail Merchants to be held at St. Louis November 19-21 will be the discussion of fraudulent advertising with a view to promoting legislation on the subject. Harry D. Robbins, chairman of the National Vigilance Committee of the A. A. C. A., will speak and a definite program will be adopted.

### FOR 'PHONE EMPLOYEES.

Tyson Cook, assistant editor of the Telephone News, published by the Bell Telephone Company of Pennsylvania, will assume the editorship of a new periodical for Bell telephone employees, which is to be launched in January, 1913, in the interests of the Chesapeake & Potomac Telephone Company (Bell), with headquarters in Baltimore.

### BANQUET TO SHAY.

The members of the Baltimore Ad Club gave a banquet last week to President Edward Shay on his return from Europe. Mr. Shay's trip abroad was to interest English advertising men in the 1913 convention of the A. A. C. A. which is to be held in Baltimore under the auspices of his organization. The fund of \$50,000 being raised by the Baltimore Ad Club for the convention is now close to the \$16,000 mark.

### GET YOUR COST.

That is principle No. 1.  
Get your cost to bed rock, which is principle No. 2.

You can get the cost by careful figuring; to get cost to bed rock you must equip with

Superior Copper-Mixed Type.  
Superior Steel Furniture for Composing room.

Electric Welded Steel Cases.  
Superior All-Brass Galleys.  
Superior Chases Lock-Ups.

Superior Cast-Iron Furniture and other ahead-of-date specialties which we make. Write for particulars or send the orders right along and get quick intelligent service.

BARNHART BROS. & SPINDLER  
New York, Chicago, St. Louis, Kansas City, Omaha, Seattle.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. R. Lowenstein, Proprietor 603 West 29th Street, NEW YORK.

### BARNES-CROSBY COMPANY

E. W. HOUSER, President.

### ENGRAVERS

ARTISTS. ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

### A DAILY FOR CUMBERLAND.

The city of Cumberland, Md., is to have a new daily paper, the Press and American, to be published by Frank L. Geary, editor of the American, a weekly. It will be an afternoon publication and will appear shortly. The machinery is now being installed. It is understood that an experienced newspaper man from Baltimore will assist Mr. Geary in getting out the paper, which will be independent in politics.

A number of leading business men are said to be financing the new venture. The office of the Weekly American is being enlarged to accommodate the new daily. The officers and directors of the new company are: L. Geary, president and manager; F. N. Zihlman, secretary; J. William Wickard, Harry Irvine and Conrad J. Herpich.

## Jenney Press-Controlling Systems WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE NOW USED BY MOST OF THE BEST KNOWN NEWSPAPERS. SAFETY. RELIABILITY. ECONOMY.

Specify JENNEY universal type motors for all purposes and know you will get THE BEST.

### AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES:

156 N. Dearborn St., CHICAGO.

FACTORY:

ANDERSON, IND

Combination Vacuum Cleaning Machines and Air Compressors.

Let the American Ink Co.  
of New York City be your  
FOUR-CENT INK MEN.

# THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 72 years' history.

There are in **BALTIMORE** 100,000 homes and the combined circulation of the **AMERICAN STAR** is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNESS, Marquette Building, CHICAGO. VERREE & CONKLIN, Inc., 225 Fifth Avenue, NEW YORK.

## AFFILIATIONS PLAN FOR THE A. A. C. A.

### DIVISION HEADS CONSIDER THE PROBLEM OF CLASS CO-OPERATION BETWEEN GROUPS.

A report which embodies radical changes in the constitution of the Associated Advertising Clubs of America was drafted by the special commission on divisions at its meeting in New York.

The problem before the commission was that of bringing about a means of closer co-operation work between club groups. To facilitate this it is proposed to divide the association into affiliations. The arrangement of the groups, it was decided, ought to depend upon the nearness of the clubs to each other, their desire to be affiliated with other particular clubs and the cost of transportation between important points.

The commission was of the opinion that these elements had not been properly reckoned with in the past and that good work was hindered because of the too great distance between certain of the clubs in the present seven divisions.

If the proposed plan of affiliation is adopted the sections affected will be entitled to send their various presidents as representatives to the executive council, thus doing

# THE NEW YORK WORLD

Sells (morning edition)

MORE copies than any other two papers Print.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of Size of Circulation Confidence of its Readers A Right Rate

In Washington, D. C., The Times is Preferred.

The Local Advertisers are using the **Grand Rapids News** MORE heavily than ever before.

Representatives: CONE, LORENZEN & WOODMAN, NEW YORK ATLANTA CHICAGO

away with the present order of elections and making this council the governing body. It is also proposed that each affiliation elect a paid secretary.

No attempt was made to suggest an arrangement of clubs in affiliations, but the commission considered evidence that showed that the plan would meet the approval of many clubs which are at present too far from the centers of association affairs to be wisely informed.

The plan suggests that the officers of individual clubs shall consist of a president and various committee chairman. It is understood that the commission is unanimously in favor of the new plan.

The commission members who were present were W. B. Cherry, the Merrill Soule Co., Rochester, N. Y.; L. C. Covell, the Macey Company, Grand Rapids; R. Winston Harvey, the Cradock-Terry Company, Lynchburg, Va.; Gerald B. Wadsworth, the H. K. McCann Agency, New York, and Arthur G. Newmyer, the New Orleans Item.

President Gerald Wadsworth, of the Eastern Division of the A. A. C. A., met with the members of his principal committees last Friday in New York and went thoroughly over the work as now in progress. It was decided to open at once a well equipped headquarters in the Fifth Avenue Building for the Eastern Division, and a movement was favored for the organization of a club, properly housed, to serve as the central gathering point of all advertising men and have a membership not merely local but national in its scope.

The division has established quarters at room 408, Fifth Avenue Building, in charge of George Hicks, who will be assistant secretary and manager.

## ALABAMA PUBLISHERS AND PRINTERS ORGANIZE.

Robert W. Ewing of Birmingham was elected president of the Printers' & Publishers' Association

When you buy space in THE **BUFFALO TIMES** you get full value for your money.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc., Special Advertising Representatives, 225 5th Ave., N. Y., Steger Bg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS. Goes into more homes, offices and workshops than any other paper.

Best classified medium between New York and Chicago. Write or Telephone. H. C. Rook, Real Estate Trust Bldg., Phila. W. G. Brooke, 225 Fifth Ave., New York. H. M. Ward, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic City, Atlantic City. Dorland Co., 3 Regent St., London, Eng.

tion of Alabama, when an organization was perfected last week in Montgomery.

Sixty newspaper men from a majority of counties were present and took part in the discussions. H. C. Crenshaw of Montgomery was elected vice-president, while W. P. Chilton of Montgomery was named secretary. G. H. Norwood of Anniston was selected as treasurer.

Vice-presidents from the nine congressional districts were elected as follows:

First, W. W. Gill, Mobile; second, L. B. McConnell, Brewton; third, W. T. Wier, Opelika; fourth, John C. Williams, Talladega; fifth, H. R. Gholson, Wetumpka; sixth, Samuel Clabaugh, Tuscaloosa; seventh, A. W. McCullough, Gadsden; eighth, W. D. Wiggins, Hartselle; ninth, L. R. Brown, Oneonta.

The executive committee is composed of all the officers. It will select the next meeting place.

## TEXAS WOMEN ACTIVE.

The semi-annual meeting of the executive board of the Texas Woman's Press Association was held in Austin last week. Mrs. J. A. Jackson, president, presided. Resolutions were passed endorsing woman suffrage and a school of journalism for the University of Texas and pledging the organization to work for those ends.

It was announced at the meeting that Harry Peyton Steger, editor of Short Stories, has offered a prize of \$50 for the best short story written by a member of the Texas Woman's Press Association.

The names of twenty-five new members were endorsed. Following the business session Mrs. Jackson entertained the members of the board and the local newspaper women with a luncheon at the Country Club. A reception was also given by the Ladies' Club of the University of Texas, completing the day's program.

The regular meeting of the association will be held in San Antonio in May. The officers are: President, Mrs. J. A. Jackson, Austin;

# The HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives: J. C. WILBERDING, A. R. KEATOR, Brunswick Bldg., 15 Hartford Bldg, NEW YORK, CHICAGO

# THE MINNEAPOLIS JOURNAL EVENING AND SUNDAY REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives. Brunswick Bg., N. Y. Tribune Bg., Chi.

vice-presidents, Mrs. F. M. B. Hughes, Wharton; Mrs. Adele B. Loosan, Houston, and Mrs. Ida Van Zandt Jarvis, Fort Worth; recording secretary, Mrs. Gussie Scott Chaney, San Antonio; corresponding secretary, Mrs. Fred Scott, Austin; treasurer, Mrs. Bettie McGruder, San Angelo; poet laureate, Miss Decca Lamar West, Waco, and parliamentarian, Mrs. Cora B. Cross, Fort Worth.

## CLUB GIVES LOVING CUP.

At the last meeting of the Spokane Ad Club Fred Spoori was presented with a loving cup by his fellow-members. The occasion was the eve of his removal to Portland. President R. E. Bigelow made the presentation and the members, in song and speeches, manifested their feeling toward Mr. Spoori.

The club is working hard for the success of the mining congress, to be held in Spokane during the week of November 25.

The president appointed the following standing committees for the year:

Membership—F. H. Lloyd, chairman; Sam Cone, L. E. Shears, J. M. Watkins and E. Vaughan Klein.

Auditing—Robert H. Cosgrove, A. G. Verrall, J. B. Messmer, H. M. Morey, E. Clarke Walker, Joseph Mueller and Charles W. York.

Publicity—H. L. Hillman, B. E. Hilborn, E. Potter Hall and R. S. Phillips.

Social—John E. Mathieson, J. G. Boyd and M. Whittingham.

## OTHER CLUB NOTES.

The Utah Woman's Press Club, of Salt Lake City, is celebrating its twenty-fifth birthday. New officers just elected are: President, Mrs. J. W. Skolfeld; vice-presidents, Amanda F. Done and Dr. Ellis R. Shipp; recording-secretary, Margaret Black; corresponding secretary, Maria Francis; treasurer, Emma E. Jensen; and historian, Lucy A. Clark.



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

\$20,000,000 in wages will be paid to wage earners in Dayton and Springfield during the coming year.

**THE DAYTON NEWS**  
The **SPRINGFIELD NEWS** are read in 75 per cent. of the homes receiving this money. It's going to be a big year in Dayton and Springfield—the factories are busy. Combined circulation 42,991—combination rate 6 cents per line. La Coste & Maxwell, Monolith Bldg., N. Y. John Glass, Peoples Gas Bldg., Chicago

## STAFF CHANGES.

I. L. Sugden, formerly advertising manager of the Thomas Motor Company, Buffalo, N. Y., has joined the staff of Lord & Thomas, Chicago.

Bertrand L. Chapman, who has been associated with the Butterick Publishing Company, has joined the staff of the New York Times.

M. S. Achenbach has been appointed advertising manager of the H. J. Heinz Company, Pittsburgh.

C. G. Brouham, at one time with the Grand Forks (N. D.) Times, as city editor, is now on the Duluth News-Tribune.

Thomas W. Gerber, late of the Anaconda (Mont.) Standard, is a new addition to the staff of the Salem (Ore.) Statesman.

Fred A. Grimes is now city editor of the South Bend (Ind.) Times.

S. W. Klutz has become associated with the Charlotte (N. C.) News. He was formerly with the Spartanburg (S. C.) Herald.

Stephen Gilchrist has joined the editorial staff of the New York Evening World. He was formerly with the Detroit Free Press and the Denver Post.

David Morrissey has been transferred from the ship news assign-

## IN ITS TERRITORY THE FIRST PAPER

In Circulation, In Advertising and  
In Prestige is

**The ST. PAUL  
DAILY NEWS**

OCTOBER  
Daily Average **70,802**

9c per line. 17,192 more lines of  
Local Display in October than  
Nearest Competitor.

Foreign Advertising Department,  
C. D. BERTOLETTI, Manager.  
Kansas City, Boyce Bldg., New York  
O. G. Drives, Chicago, J. F. Antiadel.

## THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT CIRCULATION  
in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper. This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## CLEVELAND

is the metropolis of Ohio. The

## PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of September, 1912, was as follows:

Daily 110,742. Sunday, 136,431

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York,  
JOHN GLASS, Peoples Gas Bldg., Chicago

ment on the New York Globe to the copy desk.

Charles S. Trimmer is now covering ship news for the New York Evening Mail.

Frederick C. Barber has left the service of the New York Press, where he was night city editor.

Carl Downing has been appointed Washington correspondent of the New York Press. He was formerly with the Globe and the Evening Mail.

John C. Poole has left the staff of the Spokane Spokesman Review and gone to Honolulu to be connected with one of the newspapers there.

J. O. Abernethy, former night editor of the Beaumont (Tex.) Enterprise, is now connected with the Austin (Tex.) Statesman as night editor.

Miss F. Marie Nunan, who was formerly on the staffs of the Toronto Telegram and the Detroit Journal, has gone to the Edmonton (Can.) Capital from Montreal as society editor. Miss Nunan began her newspaper career on the Golph (Ont.) Mercury, at her former home.

Mrs. A. H. Keane, author of "The Gambler's Wife" and stories of the West, is now in Edmonton, Can., as editor of the Great West Twentieth Century Company, which has transferred its Chauvin plant to that city.

Hugh M. Durigan has left the forces of the Albany (N. Y.) Knickerbocker Press to enter the insurance business with the Fidelity Mutual Life Insurance Company.

Eugene Secord has left the advertising staff of the Grand Forks (N. D.) Times-Herald.

Joseph Simpson is now connected with the Oklahoma City branch of the Western Newspaper Union as salesman.

Charles Spreyer, city hall reporter for the New Haven (Conn.) Times-Leader, has resigned to enter the

## THE PITTSBURGH PRESS

HAS

THE Largest

DAILY AND SUNDAY

CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## The NEW ORLEANS ITEM

has made New Orleans a "one paper city". The Association of American Advertisers recently gave The Item a Sunday circulation of 51,318, daily of 7,307. That's why The Item month after month carries as much advertising as the Picayune and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

automobile engine manufacturing business.

George Findlay, formerly with the New Haven (Conn.) Union and later telegraph editor of the Journal-Courier, has resigned to enter other business.

Fred C. Perry, Herbert M. Ford and James W. Collins, all formerly on the staff of the Brockton (Mass.) Times, are recent acquisitions to the Providence Journal and Bulletin reporting staff.

Frank Condin has joined the staff of the Rowland Advertising Agency, New York, as copy man.

Wallace Walker, formerly of Denver, is now with the Eugene (Ore.) Register.

Burch Carpenter, recently of Chicago, is now with the Portland (Ore.) Daily News.

O. S. Jones is again with the Tacoma (Wash.) Ledger.

Fred F. Lindstrum has left the staff of the Oil City (Pa.) Derrick to resume his studies in dentistry at the University of Pittsburgh.

Roy R. Nowell, for the past four years of the Zanesville (O.) Sunday News, has resigned and gone to Palm Beach, Fla. H. L. Shrycock of Canton is his successor.

William Reid is back again with the Saskatoon (Can.) Saturday Press.

Miss Honor Fanning, for the last seven years dramatic reviewer on the St. Paul Daily News, has moved to Chicago to take charge of the dramatic department of the Chicago Daily Press.

Emil Wedtchoff, formerly of Boston, is now superintendent of the Saskatoon (Can.) Phoenix plant.

E. B. Woodward has left the forces of the Corpus Christi (Tex.) Caller to return to his home in Waco, where he intends going into the linotype business.

Karl T. Whitney of New Bedford is now connected with the Fall River (Mass.) Globe, succeeding Michael H. Daley, who has been appointed court officer by Judge

## J. WALTER THOMPSON COMPANY.

The experience  
of forty - eight  
successful years  
Guarantees  
to those who en-  
trust their



## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.  
Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES.  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

## CARPENTER-SCHREER

SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

Hanify of the Second District Court.

Sam Sprecher has left the Los Angeles Tribune and gone to San Diego. William Bassett is a new addition to the Tribune staff.

J. M. Morrow is now connected with the Bartlesville (Okla.) Enterprise.

Elmer Douglas has resigned from the staff of the Port Huron (Mich.) Herald and gone to Detroit.

Charles Pascoe, Jr., and R. E. Parker are new men on the Boise (Ida.) News.

William Brewster has joined the forces of the Boise (Ida.) Daily Statesman.

Charles C. McArthur has resigned his position on the Erie (Pa.) Herald and left for the Pacific Coast.

## ARIZONA DAILY SOLD.

The Phoenix (Ariz.) Republican, published for the last twenty-two years as a morning paper, has passed into the ownership of Dwight B. Herd and associates.

Largest proved high-class  
evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## FROM THE AD FIELD SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

NICHOLS-FINN, Kesner Building, Chicago.—S. W. Strauss & Co., Chicago; orders being placed with a selected list of large city papers.

The Standard Electric Car Company, making 10,000-line contracts with Middle West papers.

GREEN, Atlanta, Ga.—Dr. H. R. Green's Sons, Atlanta; six-line t f orders being placed with a selected list of papers throughout the country.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The American Motor Vehicle Industry; orders being placed with a selected list of large city papers.

The National Cash Register Company, Dayton, O.; orders being placed with a selected list of large city papers.

THIELE, 10 La Salle street, Dr. F. S. Willard, Temple Court Building, Chicago; orders being placed with a list of Western papers.

Dr. J. S. Howell, Chicago; placing orders with a large list of papers

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
Atlanta Georgian  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

in the United States and Canada.

THOMPSON, 44 East 23d street, New York.—The Pope Manufacturing Company, Hartford, Conn.; placing 2,000-line contracts with a selected list of Southern papers.

Dreicer & Co., 560 Fifth avenue, New York; orders being placed in Western cities where exhibitions are being held.

TRACY, PARRY & STEWART, Lafayette Building, Philadelphia.—The Saboresco Cigar; making 14,000-line contracts with Southern papers.

URMY, 41 Park Row, New York.—Earl & Wilson, "E. & W." Colars, 33 East 17th street, New York; placing forty-two-line e o d orders with a selected list of papers.

H. & G. Klotz & Co., "Pinaud's Perfumery," 84 Fifth avenue, New York; placing renewals with a selected list of papers.

WALKER, 200 Fifth avenue, New York.—The Acme Sales Company, 500 Fifth avenue, New York; orders being placed with a small list of New Jersey papers for the present.

WASHINGTON, United States Savings Bank Building, Washington, D. C.—The Southern Distributing Company, butter, Richmond, Va.; making 5,000-line contracts with a selected list of Southern papers.

WYCKOFF, 14 Ellicott street, Buffalo, N. Y.—The Ezo Chemical Company, Rochester, N. Y.; reported the above will extend advertising shortly.

WARRINGTON, Drexel Building, Philadelphia.—Pennsylvania Smelting & Refining Company; placing orders throughout the country.

MORSE, Dodd-Mead Building, New York.—Potter Drug & Chemical Company, Boston, "Cuticura"; taking up new contracts throughout the country.

ERICKSON, 21 Park Row, New York.—Allcock's Plasters; taking up advertising for the next year.

BLACKMAN-ROSS, 10 East 33d street, New York.—It is reported that the Enoch Morgan's Sons

# THE BOSTON POST

OCTOBER 1912 AVERAGES  
The Daily Post 420,721  
The Sunday Post 318,686

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American Advertisers, New York City.

THE JOHN BUDD CO., Representative  
NEW YORK. CHICAGO. ST. LOUIS

Company will begin an extensive newspaper and magazine campaign at once on "Sapolio," supplementing the street car and billboard campaign now in the hands of Ward & Gow.

AYER, 300 Chestnut street, Philadelphia.—Dover Safety Ash Barrel; orders being placed through the country.

Western Union Telegraph Company; annual list made up about this time.

McMULLEN, Cambridge Building, New York.—Silvex Company, "Glad Rags" Magic Polishing Cloth, 60 Wall street, New York; orders being placed with a selected list of New York State papers.

SHAFFER, Star Building, Washington, D. C.—The Powhattan Hotel, Washington, D. C.; placing cash advertising.

SIMMS-BEAUVAIS, 611 Gravier street, New Orleans.—The advertising of Domino Rice to be placed.

SIMPSON, 38 Park Row, New York.—The Shore Hill Hotel, Bermuda; placing ten-line thirty-time orders with a selected list of Canadian papers.

STERNBERG, 208 Fifth avenue, New York.—The Standard Varnish Works, "Starvar," Elm Park, Port Richmond, Staten Island, N. Y.; advertising with New York City papers.

Asking Southern papers the size of their pages.

The Diamond Point Pen Company, "Electro," 39 West 19th street, New York; orders being placed with New York City papers.

VOLKMAN, 5 Beekman street, New York.—The Kresko Laboratories, 72 Madison avenue, New York; advertising now being placed.

WOOD, PUTNAM & WOOD, 161 Devonshire street, Boston.—The Walpole Rubber Company, Boston; some fifty-four line eight-time orders being placed with a selected list of Sunday papers.

ELLIOTT, 62 West Broadway, New York.—John Duncan's Sons, "Lee & Perrin's" Worcestershire Sauce," 241 West street, New York;

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average Circulation for the first nine months of 1912 **99,278**

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

orders for twenty-eight lines twenty-two times being placed with a selected list of papers throughout the country.

LORD & THOMAS, 290 Fifth avenue, New York.—Charles Cluthe Sons, Bloomfield, N. J., and New York; placing copy on contracts.

POWERS, 119 West 25th street, New York.—The Chelsea Manufacturing & Supply Company, New York; placing orders with a selected list.

PRESBREY, 456 Fourth avenue, New York.—The Copley-Plaza Hotel, Boston; orders being placed with a selected list of papers on a trade basis.

ROBERTS & MacVINCHE, 30 North Dearborn street, Chicago.—Dr. T. Frank Lynott, Occidental Building, Chicago; placing additional orders with a selected list.

FISHER-SMITH, 122 East 25th street, New York.—The Radizene Laboratories, Scranton, Pa.; placing advertising with a selected list of papers.

JONES, Binghamton, N. Y.—The Amos Chemical Company, Whitney Point, N. Y.; orders being placed with a selected list of dailies.

KENDALL, 102 West 42d street, New York.—Dubonnet, "Dubonnet Wine," Paris; placing orders with local papers.

CLARKE, 30 North Dearborn street, Chicago.—The Yonkerman



Some  
Advertisers  
buy circulation.

Successful ones buy  
purchasing power.  
That's what we sell.

*Pittsburgh Post*  
*Daily ana Sunday.*

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO



Any advertiser seeking information about the circulation of the

# CHICAGO

RECORD-HERALD will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE

## News Scimitar

of MEMPHIS, Tennessee, is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

Remedy Company, Kalamazoo, Mich.; placing orders with a selected list of Pacific Coast papers.

CO-OPERATIVE, Real Estate Trust Building, Philadelphia.—The Philadelphia Bird Food Company, Philadelphia; placing orders with mail order list.

DEBEVOISE, 15 West 38th street, New York.—The Hamilton Hotel Company, Bermuda; orders being placed with a selected list of papers throughout the country.

DUNLAP - WARD, Hartford Building, Chicago.—The Lozier Motor Company, Plattsburgh, N. Y., and Detroit, Mich.; contracts for 10,000 lines being made with a selected list of large city papers.

The Haynes Automobile Company, Kokomo, Ind.; 10,000-line contracts being made with a selected list of large Eastern papers.

ARMSTRONG, North American Building, Philadelphia.—The Joseph Campbell Company, "Campbell's Soups," Camden, N. J.; advertising being placed with a selected list of Western papers.

BLAINE-THOMPSON, Fourth National Bank Building, Cincinnati.—R. M. Uri & Co., Louisville, Ky.; 5,000-line contracts being made with a selected list of Texas papers.

CHESMAN, 1127 Pine street, St. Louis.—Boettger Chemical Company, Peoria, Ill.; placing orders

THE

# DETROIT TIMES

is available for advertisers who believe in clean advertising to the extent of being willing to buy some.

Not a questionable line in the Times.

JAMES SCHERMERHORN,  
President and General Manager.  
The N. M. SHEPHERD Building, CHICAGO.  
NEW YORK.

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Foreign Representatives:  
BENJAMIN & KENTNOR COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building; CHICAGO.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

with a selected list of Western papers.

CLAGUE, Otis Building, Chicago.—The Calumet Baking Powder Company, Chicago; placing renewal contracts with Western papers.

GARDNER, Kinloch Building, St. Louis.—A Guckenheimer, Pittsburgh, Pa.; orders for 7,000 lines being placed with a selected list.

WYCKOFF, 14 Ellicott street, Buffalo, N. Y.—The Rheum Company, Buffalo; 1,000-line orders being placed in the East.

LEVEY, Marbridge Building, New York.—The Arlington Hotel, New York; orders being placed throughout the country on a trade basis.

BATTEN, 381 Fourth avenue, New York.—The American Kitchen Products Company; placing contracts throughout the country.

VAN CLEVE, 250 Fifth avenue, New York.—J. W. Kelly Company, "Deep Spring Whisky"; 5,000-line orders being placed with a selected list of papers throughout the country.

CALKINS & HOLDEN, 250 Fifth avenue, New York.—The Thomas A. Edison Company, Orange, N. J.; contracts for 5,000 lines being made with a selected list of Eastern papers.

MACLAY & MULLALLY, 60 Broadway, New York.—The Robert Appleton Company; 525-line one-time orders being placed with a selected list of large city papers.

FEDERAL, 231 39th street, New York.—The American Safety Razor Company; Western papers are receiving contracts for 5,000 lines.

KOHLER, 145 West 45th street, New York.—Appropriation of \$25,000 to be placed for the National Authors' Institute, Gaiety Theater Building, New York.

### SEAMAN AGENCY MOVES.

The Frank Seaman Agency Advertising Agency has moved its offices from 30 West 33d street to 116 West 32d street, New York.

The best evidence that

## The TOLEDO Weekly BLADE

can be successfully used by the large national general advertiser is the fact that it pulls remarkable results for the legitimate mail order house, business which is keyed and where the advertiser absolutely knows the medium from which results are obtained.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

### SCHULTHEIS AD MANAGER.

Robert J. Schultheis, heretofore in charge of the classified advertising of the Cleveland Leader and News, has been appointed advertising manager of the Leader.

Joseph Mack, who formerly was in charge of the advertising, will



ROBERT J. SCHULTHEIS.

do special advertising work and is at present engaged in preparing a building edition for the Leader and News.

### COOK GETS APPOINTMENT.

James H. Cook, city editor of the Woonsocket (R. I.) Evening Call, has been appointed secretary to Congressman-elect Ambrose Kennedy of Woonsocket. Mr. Cook is well known throughout the Blackstone Valley and has taken an active interest in semi-professional baseball.

The combination rate of the

## CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## NEW CHURCH PAPER EDITOR.

The Rev. Charles D. Kreider, pastor of the Moravian church at Schoeneck, Pa., has been appointed editor of the Moravian, the official organ of the Moravian Church in the United States, in place of the Rev. S. H. Gapp of Bethlehem, repositioned. Because of his new position, he will be obliged to give up his pastoral work.

## PROMOTING BUSINESS SHOW.

Frank Tupper is in charge of the publicity end of the fifteenth annual business show being held in New York at the Sixty-ninth Regiment Armory. Mr. Tupper is a newspaper man of wide experience and besides his New York reputation is well known through work in the past in Chicago.

## A PACIFIC COAST ADVANCE.

The Bakersfield (Cal.) Echo is preparing to install the full night report of the Associated Press on January 1. The Echo has been getting the 1,500-word report for eleven years. Among other advances made lately by the Echo, of which Harry G. Stuart is manager, is an increase in its advertising rates.

## GEORGE HILLS RETIRES.

A deal was negotiated on Monday for the sale of the Bridgeport (Conn.) Morning Telegram by George W. Hills, its founder, to Archibald McNeil and his sons, Archibald McNeil, Jr., and Kenneth McNeil, of Bridgeport. The paper was founded by Mr. Hills in 1891.

## To MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

## FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
ON ITS MERITS as a newspaper.

**50,925**  
CIRCULATION  
Daily (Net Paid)

FOR OCTOBER, 1912

No wonder it carries more advertising,  
and at higher rates, than any  
other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

In Quantity and Quality of Circulation

## THE TIMES-DISPATCH RICHMOND,

IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

DR. JOSEPH C. PICKARD, one of the owners of the Green Bay (Wis.) Gazette, and brother of the editor of that paper, N. C. Pickard, died in Chicago a few days ago of paralysis. Thirty years ago he was a practicing physician in Chicago. Dr. Pickard was seventy-two years old.

CHARLES O. FENTON, publisher of the Logansport (Ind.) Times, is dead at Battle Creek, Mich. He was forty-nine years old and had been in poor health for some time past.

FRANK CONOVER, at one time managing editor of the Dayton (O.) Herald, is dead of tuberculosis.

JOHN H. HUBER, founder of the North Branch (Minn.) Review, is dead. He was a native of Pennsylvania and born in 1858.

FRANK N. STEPHENS, at one time business manager of the Seneca Falls (N. Y.) Courier-Journal, is dead at the age of fifty-three years in Rutherford, N. J. Late years Mr. Stephens had been engaged in the automobile business. His death followed an operation.

REESE M. NEWPORT, at various times engaged in newspaper work in Baltimore and St. Paul, died last week at Greenwich, Conn., of pneumonia. Mr. Newport was

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## THE Indianapolis Sun

daily average circulation during the six months ending June 30, 1912, **41,840**

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives.  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

seventy-five years old and a Civil War veteran.

WILLIAM DITTMAN, for several years editor of the Minneapolis Freie Presse-Herold, has passed away in Helena, Mont., where he was connected with a local German paper.

WILLIAM BLACKWOOD, editor of Blackwood's Magazine, of London, and widely known as a publisher and printer, passed away in London on Tuesday. Mr. Blackwood was born in Lucknow, India, in 1836, and was the grandson of William Blackwood, founder of the publishing house of William Blackwood & Sons, Edinburgh and London. He entered the publishing business in 1857.

WALTER WILLIAMS, Jr., son of Dean Walter Williams of the School of Journalism at the University of Missouri, died last week in Columbia of typhoid fever. He was nineteen years old and a junior this year in the College of Arts and Sciences and the School of Journalism.

S. L. PERRY, publisher and editor of the Marion (Wis.) Advertiser, died suddenly a few days ago.

EDGAR PULLEN of the special agency of Pullen, Bryant & Co., New York, Chicago and Boston, died at his summer home in Lowell, Mass., on Monday. He was forty-eight years old.

JAMES L. HAND, for the past fifteen years city editor of the Paterson (N. J.) Evening News, died on Tuesday in Paterson. Mr. Hand served many years as city editor of the New York Graphic and New York Star. He was a native of Ireland and sixty-six years old, being brought to this country when an infant and educated at Seton Hall College. He also served in newspaper work in Washington, D. C., and for a time was connected with the consular service in Chili, Hamburg, Paris and Berlin.

*The Puget Sound Country has*  
THE HEALTH of a temperate climate.  
THE SCENERY of a combined Switzerland and Norway.  
THE WEALTH of forest and field, of mine and factory, of rails and sails.  
SEATTLE IS ITS PRINCIPAL CITY AND ITS BIGGEST NEWSPAPER IS

## THE SEATTLE TIMES

DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

## San Francisco HONEST FEARLESS CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative.  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROENESS,  
Marquette Building, CHICAGO.

## AD AGENT A SUICIDE.

Henry S. Wallace, head of the Wallace Advertising Company, of Atlantic City, and formerly publisher of the Atlantic City Review, committed suicide by shooting himself at his apartments in the Hotel Martinique, New York, on Monday. It is said that Mr. Wallace had had a very bad business season and was in financial difficulties. Friends are under the belief that he came to New York to try to raise money and failing shot himself.

Mr. Wallace was fifty-two years old and had been in the advertising business for twenty years in Atlantic City, first going there as a representative of the Philadelphia Press. He became connected with the Atlantic City Press in 1912 and then went with the Dorland Advertising Agency, where he remained until four years ago, when he became publisher of the Review. He left the newspaper field to enter the advertising business on his own account two years ago.

## EDITOR ENDS LIFE.

J. A. Wayland, founder and editor of the Girard (Kan.) Appeal to Reason, a Socialist weekly, shot and killed himself at his home on Monday. Friends of Mr. Wayland attribute his act to despondency over the death of his wife, who was killed in an automobile accident about a year ago.

Mr. Wayland was to have appeared before the Federal Court in Fort Scott on Monday to answer a charge of circulating through the mails defamatory matter concerning an official of the Federal Prison at Leavenworth. Mr. Wayland was fifty-eight years old and widely known as a writer and worker among the Socialists.

The suicide of Mr. Wayland will not affect the action of the federal government in prosecuting the paper for misuse of the mails. Within a day or two the case will be called at Fort Scott, Kan. The Federal Grand Jury there also will begin an investigation of other matters connected with the paper.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A.

THE LARGEST  
NET PAID CIRCULATION.  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

## MacFARLAND AGAIN.

Allison M. MacFarland, the former Newark advertising man who less than month ago was acquitted of wife murder, was sentenced on Thursday by Judge Hough in the Federal District Court to one year and six months in the Atlanta penitentiary for counterfeiting. MacFarland pleaded guilty to an indictment charging him with the duplication of fifty-cent pieces and possession of the moulds. He denied however that he had any intention to coin them.

## TO WORK WITH GILMAN.

R. J. Sylvia, for over five years in the advertising department of Everybody's Magazine, has become associated with Louis Gilman in the Eastern representation of the Philadelphia Press. Mr. Sylvia is well known by the advertising fraternity in New York as well as in several other Eastern cities.

## IMPROVING EQUIPMENT.

The Corpus Christi (Tex.) Caller has recently added new material to its composing room equipment. The Caller is at work on its special edition soon to be printed.

## COOLEY AS EDITOR.

John Cooley, for two years with the editorial staff of the St. Paul Daily News, has become editor of the Minot (N. D.) Daily Optic.

## THE NEW YORK MAIL EVENING

regards the advertising it prints as real news of interest to all the community, and makes up its pages accordingly.

203 Broadway, NEW YORK



## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensual Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

## LABOR DISPUTES SETTLED.

Continued from Second Page.

papers in Philadelphia have signed an agreement whereby the scale is raised from \$20 to \$21 per week for day work and from \$22 to \$23 for night work. This means a five-day week, inasmuch as the German newspaper printers of Philadelphia, as well as of many other cities, are working only five days per week.

A new scale for the Chicago Mailers' Union became effective September 16 last and stipulates a minimum day of six hours and a maximum of eight, at forty-five cents an hour, with an overtime rate of sixty cents an hour between 6 p. m. and 10 p. m. and ninety cents an hour thereafter. The previous scale called for forty cents an hour for the regular working time, with a guarantee of four hours' minimum work.

In St. Louis a new scale will run for the ensuing five years, with an immediate increase of \$1.50 per week, to be in force for a year and a half, making the wage \$19.50; for the succeeding two and a half years, \$20, and for the last year, \$20.50 per week.

Contracts for one year have been signed at Chandler, Okla., with an increase of \$1 per week for all hand compositors, making the scale \$14

IT PAYS TO ADVERTISE IN THE

## ST. LOUIS TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the  
most remarkable growth ever re-  
corded in the Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

per week. The pay of foremen and  
machine operators remains at the  
old figure, \$15 and \$19 per week,  
respectively.

Three year contracts with the  
newspaper publishers at Taunton,  
Mass., to date from the first of last  
September, have been signed, giving  
members of the union employed in  
all branches of the work a \$1 per  
week increase.

The book and job scale of Lynn,  
Mass., has been increased from \$18  
to \$19 per week. This makes an  
increase of \$3 per week in the scale  
within the last four years.

Under new scale contracts with  
publishers of Bakersfield, Cal., the  
members of the I. T. U. in that city  
received an increase of twenty-five  
cents per day on June 1, and will  
get another twenty-five cents in-  
crease on January 1, 1913, when the  
wages will be as follows: Morning  
papers, journeymen, \$4.75; foremen,  
\$5.50; evening papers, journeymen,  
\$4.50; foremen, \$5. No advance  
was made in the book and job scale,  
which remains \$24 a week for both  
hand and machine work.

In Newark, O., an increase has  
been granted to job and ad men,  
including foremen (the operators  
asked for no advance) of \$1 per  
week for one year, ending Septem-  
ber 30, 1913, and another \$1 increase  
per week for the following two  
years making the scale \$17 next  
year and \$18 the succeeding two  
years. This is a wage advance of  
\$4 per week for Newark in four  
years' time.

Scale negotiations between the  
newspaper publishers of San Fran-  
cisco and the Mailers' Union have  
finally been brought to a close. The  
matter had been before the Inter-  
national Arbitration Board at sev-  
eral of its sessions, when agreement  
by a local arbitration had failed to  
secure adjustment. The new agree-  
ment calls for the following wage:  
Foremen, \$6 per day; journeymen,  
\$4; apprentices for the first year, \$2  
a day; second year, \$2.50; third and  
fourth years, \$3. Eight hours a day  
or night, including thirty minutes  
for lunch, constitute a day's work.  
The contract takes effect from Sep-  
tember 1, 1912, and expires Decem-  
ber 31, 1915.

New agreements in Wilkes-Barre,  
Pa., give an increase of \$2 per  
week—a \$1 increase from July 15,  
1912, and a final increase of \$1 from  
May 1, 1913, the scale continuing to  
May 1, 1915. One section of the  
award, which decrees that the non-  
union proofreaders now employed  
on the papers shall retain their

*The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Exceeded.*

THE

## Boston Herald,

(Morning)

AND THE

## Boston Traveler

AND EVENING HERALD  
Combined Circulation Morning  
and Afternoon Exceeds

**230,000**

COPIES PER DAY.

Each month shows remarkable  
gains in Local and Foreign  
Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS

positions, is to be taken by the  
union before the International  
Arbitration Board on appeal. The  
increase of \$2 makes the scale \$22  
and \$25 per week for night and day  
work respectively.

In Columbus, Ind., printers were  
granted an increase in wages of \$2  
per week for all classes of work.  
The minimum scale from October  
14, 1912, until January 1, 1914, will  
be \$14 per week for hand compositors  
and \$16 for machine operators.

A flat increase of \$2 per week  
has been granted the union in St.  
Catharines, Can., the agreements  
to run for two years from October  
1, 1912. Book and job men and  
ad and floor men on newspapers will  
receive \$15 per week; foreman, \$16;  
and machine operators, \$17.

The Chicago Junction (O.) Journal  
has signed a union agreement.

The new scale of the newspaper  
publishers in Portland, Ore., with  
the Mailers' Union provides for  
\$3.25 per day.

### GOLFERS' BIG DAY.

Newspaper golfers of New York  
plan to make Monday a big day on  
the links. During the day there  
will be a one-club handicap on the  
twelve meadow holes at Van Cort-  
land Park, followed by a tombstone  
tournament on the hill holes. Prizes  
will be given the players making  
the lowest gross score in the  
handicap, the low net score, the  
thirteenth score, the twenty-third  
score, the longest drive at the six-  
teenth hole, and the highest gross  
score. In the tombstone competi-  
tion a prize is offered for the player  
whose stone is planted furthest  
away in twenty strokes, with the  
addition of a number of strokes  
equal to one-quarter of his club  
handicap.

At 4 o'clock the New York News-  
paper Golf Club will hold its an-  
nual meeting in the clubhouse at  
Van Cortland Park. At 5 o'clock  
there will be a beefsteak dinner at  
the clubhouse, which will be the  
occasion for the distribution of  
prizes.

## A Powerful List is the MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,568  
Only German evening daily in Milwaukee  
Daily Herold.....17,000  
Only German morning daily in Milwaukee  
Sonntag Post.....45,000  
Only German Sunday daily in Milwaukee  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The LARGEST and MOST MODERN  
newspaper plant, in any Latin-American  
country is owned by the

## HAVANA POST

which publishes five daily papers every  
day in the year and the only ENGLISH  
DAILY in Cuba

Published Every Day in the Year

## NEWSPAPERS FIRST FOR LEARNING.

EDITOR THE FOURTH ESTATE.

SIR: As an evidence of the won-  
derful advance in education we have  
but to enter one of our public cars.  
There we have the means of realiz-  
ing to what a remarkable extent the  
desire for education has taken hold  
on the average layman. Out of the  
occupants of these cars we find  
about ninety per cent. engaged in  
reading some form of literature.  
Whether this be newspaper or book  
is of little account, or, for that  
matter, the fact that the material  
which these forms of literature sup-  
ply may not be of intrinsic value is  
also a secondary consideration. The  
underlying fact remains that there  
is a healthy curiosity evinced, and  
that curiosity is being satisfied in a  
healthy way. Curiosity leads to in-  
vestigation, and investigation leads  
to knowledge, and knowledge is the  
one great factor in our march of  
civilization.

I, therefore, wish to commend the  
daily newspapers as the most effec-  
tive institution of learning that we  
are at present enjoying, and I at-  
tribute our present era of education  
to a great extent to their good  
offices. BENJAMIN BLOOMFIELD.

## THE SOUTH.

Growing faster  
than any other  
section. Now

is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

**M** MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

"A Daily Newspaper for the Home"

THE

## CHRISTIAN SCIENCE MONITOR

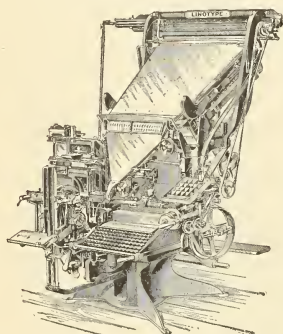
Four editions every day except Sunday.  
Strong local and national circulation.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

# THE STEADY DEMAND

## FOR

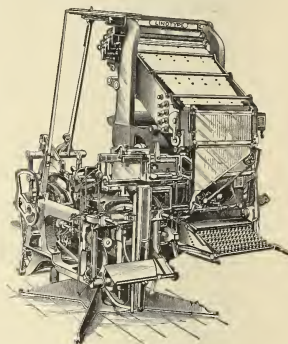
QUICK-CHANGE MODEL 8



Three-Magazine Linotype

# MULTIPLE MAGAZINE LINOTYPES CONTINUES

QUICK-CHANGE MODEL 9



Four-Magazine Linotype.

## 1311 STANDARD LINOTYPES

were sold during our fiscal year ended September 30, 1912. This includes  
**639 MULTIPLE MAGAZINE LINOTYPES.**

ORDERS FOR 111 LINOTYPES WERE ENTERED DURING OCTOBER

The best is none too good for the trade today; therefore

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models, can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

**MERGENTHALER LINOTYPE COMPANY,**  
Tribune Building, NEW YORK.

CHICAGO:  
1100 South Wabash Avenue.

SAN FRANCISCO:  
638-646 Sacramento Street.

TORONTO: CANADIAN LINOTYPE LTD., 35 Lombard Street.

NEW ORLEANS:  
549 Baronne Street.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 978 NEW YORK, SATURDAY, NOVEMBER 23, 1912

TEN CENTS A COPY

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

## STATEMENT OF THE Ownership, Management, Circulation, Etc., of the ST. LOUIS STAR

published Daily and Sunday at St. Louis, Missouri, required by the  
Act of August 24, 1912.

Editor—FREDERIC B. WARREN, Jefferson Hotel, St. Louis, Mo.

Managing Editor—BENJAMIN H. REESE,

5112 Delmar Ave., St. Louis, Mo.

Business Manager—FRED C. VEON,

375 N. Taylor Ave., St. Louis, Mo.

Publisher—THE STAR-CHRONICLE PUBLISHING CO.

### OWNERS:

NATHAN FRANK, 4044 West Pine Boulevard, St. Louis, Mo.

AUGUST FRANK, Washington Hotel, St. Louis, Mo.

FREDERIC B. WARREN, Jefferson Hotel, St. Louis, Mo.

FRED C. VEON, 375 North Taylor Avenue, St. Louis, Mo.

LOUIS B. SHER, 5942 Cates Avenue, St. Louis, Mo.

HENRY S. COOKE, 4442 Forest Park Boulevard, St. Louis, Mo.

Known bondholders, mortgagees, and other security holders, holding  
1 per cent or more of total amount of bonds, mortgages or other  
securities:

Nathan Frank, St. Louis, Mo.; James G. Scripps, San Diego, Calif.;

Florence S. Kellogg, Detroit, Mich.; Katherine P. Scripps,

Detroit, Mich.; Milton A. McRae, Detroit, Mich.; E. W. Scripps,

San Diego, Calif.

AVERAGE NUMBER of copies of each issue of this publication  
sold or distributed, through the mails or otherwise, to paid  
subscribers during the six months preceding the date of this  
statement.....63,836

Since the new management of the Star took charge of the property,  
Sept. 1, 1912, the circulation has increased to 94,629, divided as follows:

City paid circulation 50,886

Country paid circulation 40,769

Samples and free list 2,974

Total 94,629

FREDERIC B. WARREN, Editorial Director.

Sworn to and subscribed before me this 16th day of November, 1912.

(Seal) (My commission expires March 5, 1916.) MAE L. PAYTON, Notary Public.

CHICAGO OFFICE: C. D. BERTOLET, Boyce Bldg.

NEW YORK OFFICE: JAS. F. ANTISDEL, 366 Fifth Ave.

## OPENING ATTACK ON POSTAL LAW.

A. N. P. A. ATTORNEYS FILE  
BRIEF—SOME SECOND-  
CLASS MAIL RULINGS.

The first step in assailing the constitutionality of the sections of the recent Postal Appropriation act requiring newspapers to give postal authorities access to their circulation records and to publish the names of their stockholders and bondholders, as well as to label paid for articles as advertisements, was taken on Monday before the Supreme Court of the United States in a printed brief filed by Robert C. Morris and Bertram Plante on behalf of the New York Journal of Commerce and Commercial Bulletin. The case is set for oral argument on December 2.

The attorneys for the newspaper contend principally that the sections violate the Constitutional liberty of the 25,000 newspapers, magazines and periodicals published throughout the United States.

The brief, in addition to dealing with the question of the freedom of the press, attempts to show that the act deprives newspapers, magazines and periodicals of liberty and property without due process of law, and denies to them the equal protection of the laws, and states that:

The provisions of the act complained of are a palpable invasion of rights secured by the fundamental law, for Congress has attempted to compel the disclosure of private affairs to the government and their publication to the public without express or incidental power and without even the justification therefore of benefit to the people.

This inquisition and publication is in derogation of the inherent rights of the citizen to freedom of liberty and property in the exercise of a lawful occupation, and also that:

Legislative enactments must be in accord with the express or incidental powers granted to Congress by the Constitution and if it deprives a citizen of life, liberty or property, unless by virtue of such express or incidental powers, it is not due process of law. Here, as we have already pointed out, the provisions of the act complained of do not come within any power of Congress either express or implied, and they are, therefore, in contravention of the fifth amendment.

The act does not provide any revenue to the government, it is not for the purpose of regulating commerce, it does not regulate the mail service, and it is not "necessary and proper" to the Post Office establishment.

With reference to the provision of the act requiring that all editorial or other reading matter for which any valuable consideration has been paid shall be plainly marked with the word "Advertisement," the brief contends that this is not properly a subject of legislation by Congress as it is not an offense against the United States, and that if there be any offense at all in not marking such matter with the word "Advertisement," it is an offense which is alone within the power of the states to legislate upon.

Unlike public service corporations the newspapers, the attorneys say, possess no elements which give the government a right to regulate their business, except in so far as the public morals or public welfare is concerned.

"Absolutely no authority can be

found for a contention that the provisions complained of in this act were enacted for the public benefit," the attorneys declare.

Neither the Government nor the public at large can be benefited by the knowledge of the private business affairs and the financial condition of the owner of a newspaper. On the other hand, the provisions objected to in the act are more than unreasonable in their demands upon the owner of a newspaper—they are perniciously inquisitorial.

They strike down private rights and invade personal freedom and destroy private property in that they ruin the publication if it refuses to meet their arbitrary demands, for ruin would surely follow the denial of the privileges of the mail.

In the act individual injury is inflicted without any corresponding benefit to society. If the corporation is doing business upon borrowed money, for which it has issued its notes or other obligations, it must publish to the world the holders of such obligations to the annoyance of such lenders and the endangering of its credit.

It must show the vulnerable spots in its financial armor for the benefit of its competitors and enemies. Banks and other large financial institutions will refuse to loan money for fear that they will be held out and advertised as supporting or controlling its editorial or political policy. Nor are these fanciful objections. To the business man they are real and alarming.

The attorneys warn lawyers, doctors and other professional men that if this act is upheld Congress may equally require them to publish and disclose the names of their clients.

About 23,500 publications of all kinds have complied with the so-called "newspaper publicity law." This is eighty-three per cent. of the total covered by the act. It includes 1,908 daily newspapers, or seventy-six per cent. of the entire number.

The Illinois Daily Newspaper Association at its meeting in Chicago Wednesday went on record in opposition to the recent Federal regulations regarding registration of newspaper ownership, stockholders and circulation. The following resolution was adopted:

Continued on Twenty-third Page.

### ACTON STARTS AN AGENCY.

Clarence S. Acton has resigned as manager of the Acton Publishing Company, Ltd., Toronto, to engage in the advertising agency business with G. M. Simpson. The two men will conduct business under the name of the Selling Service, Ltd. The plan of operation will be different from that of the regular advertising agencies in that a regular service fee in every instance will be charged.

Mr. Acton's successor as manager is J. E. Gallagher, formerly head of the Montreal office. His headquarters will be in Toronto.

### SALE OF TEXAS DAILY.

The Record Publishing Company, capitalized at \$6,000, has been organized at Palestine, Tex., to take over the Evening Record and the Weekly Labor Journal. J. K. Ozment is president; Leo Davidson, vice-president; A. M. Cohen, secretary and treasurer. The officers, with Herman Cohen and E. L. Cohen, are the directors. The Evening Record will continue under the management of A. M. Cohen.

## IMPORTANT LIBEL RULING.

FALSE DEATH NOTICE IS  
NOT DAMAGING TO  
CHARACTER.

The printing of a death notice by a newspaper if the person is not dead is not libel nor is such publication ridicule or damaging to character under the law, according to a decision of the Appellate Division of the Supreme Court in Brooklyn. The decision was written by Presiding Justice Jenks.

The New York Times and the Herald printed the death notice, each insisting that it came in the regular course of business, of Beale Cohen, who lives in Brooklyn and is very much alive. His guardian, Siegfried G. Gilbert, sued for \$10,000. The newspaper demurred on the ground that the complaint did not constitute sufficient ground for action.

The opinion, which throws out of court the actions, is considered of the utmost importance by the legal profession, as the decision written by Presiding Justice Jenks and concurred in by Justices Hirschberg, Burr, Thomas and Carr, sustains the contentions of counsel for the newspapers that "a libel is an injury to the person and specifically to reputation."

The matter complained of was a formal death notice reading: "Died—Brooklyn, Cohen—Beale, 133 St. Mark's avenue, May-6." This apparently meant Zealey Cohen, between twenty and twenty-one years old.

The action against the Times was first called and Justice Crane, in the Supreme Court, denied the demurrer to the complaint offered by the Times on the ground that the complaint did not state facts sufficient to constitute a cause of action. Following the overruling of its demurrer, the Times appealed from the interlocutory judgment entered upon the decision.

The New York Herald Company thereafter, by motion made to the Appellate Division, set forth that an action was also pending against it by the same plaintiff upon a similar publication, and that as the same questions were involved prayed leave to file a brief on the appeal. Such motion was granted, and the New York Herald Company, through its counsel, filed a brief with the court, the principal contention of which was that an article is not libelous unless it touches character.

The contention was also made that an action cannot be maintained except where there is an imputation against character, and that an action for personal injury, such as libel, cannot be maintained on account of an article which merely causes annoyance, mental pain and suffering.

In its unanimous opinion, which reverses Justice Crane and holds that the demurrer to set aside the action should stand, the Appellate Division upholds these contentions concerning libel and rules, substantially, that to die is not dishonorable.

Justice Jenks cites scores of legal

authorities, even taking the meaning of words, and quoted from many decisions of other courts, all upholding the contention that to be libelous an article must seek to damage character. The court finds that the publication of an erroneous death notice was not an attack upon character, and that no intention to injure character was shown.

Part of the decision reads:

The question, then, whether this publication could be a libel per se involves the inquiry whether it could have injured the reputation of the plaintiff. Here is a bare item of news in a newspaper. The item states that an event has come to pass which is looked for in the history of every man, is regarded as beyond his control, and, therefore, does not permit the inference that the man has done any act or suffered any act which he could not have done or which he need not have suffered.

Precedence is the sole peculiarity. How can the publication of such an event merely as a matter of news held up the subject to scorn, to hatred, to contempt or to ridicule so that his reputation is impaired?

Such publication may be unpleasant, it may annoy the subject thereof, it may subject him to joke or to jest or to banter from those who knew him or know of him, even to the extent of affecting his feelings, but this in itself is not enough.

Justice Jenks finishes his opinion with this paragraph:

"My conclusion is that the words are not libelous per se, and that therefore the interlocutory judgment must be reversed, with costs, and the demurrer sustained, with costs, with leave to plead over within twenty days."

### LOOKING FOR DEAN KING.

The Post Office Department and police authorities in New York are looking for a man calling himself Dean King, who last week sent broadcast orders for an alleged New York jewelry firm for 300 lines of advertising with checks signed by him.

The advertising was for a firm called Levering Price, 46 Maiden Lane, New York, and called for insertion on Sunday. Neither the A. N. P. A. nor the Jewelers' Board of Trade knew of King nor Levering Price. The Harlem branch of the Corn Exchange Bank, on which the checks were drawn, said that Dean King had applied there to open an account two days before his orders were sent out, and made a deposit of \$200.

The A. N. P. A. thereupon notified all special newspaper representatives in the city and advised them to warn their newspapers of the case. A majority of the papers that received the advertising and the check heeded the warning, but some were fooled by the check with the order. When the authorities looked for King at his office, 119 Nassau street, he had disappeared, as had also Levering Price.

### OHIOANS BUY DAILY IN NORTH CAROLINA.

Walter W. Weaver of Springfield, O., and S. J. Flickinger, former editor of the Dayton Herald, have purchased the Durham (N.C.) Daily Sun. Mr. Flickinger is well known throughout Ohio through his activities in Republican political circles. Mr. Weaver was formerly business manager of the Springfield Times and Press-Republic.



## PULITZER ESTATE APPRAISAL.

**GOOD WILL OF THE WORLD**  
\$1,000,000—POST DISPATCH  
\$500,000.

The official appraisal of the taxable estate of Joseph Pulitzer, as filed with the deputy state controller of New York Thursday, is \$18,525,116. These are the gross figures of his real and personal estate. The deductions for debts, administration expenses, executor's commissions and funeral expenses amount to \$1,681,632, leaving a net estate of \$16,843,484.

The schedule shows total real estate of \$3,278,000 and a long list of stocks and bonds, principally those of railroads.

Mr. Pulitzer owned 4,999 shares in the Press Publishing Company, owning the New York World, valued at \$3,016,455, and 9,164 shares in the Pulitzer Publishing Company, St. Louis, Post Dispatch valued at \$1,115,717.

Most of the evidence before Joseph L. Berry, state transfer tax appraiser, concerned the value of Mr. Pulitzer's newspaper properties. Mr. Pulitzer's interest in the New York World is valued at \$3,016,455, and in the St. Louis Post-Dispatch \$1,115,717. The World Building is appraised at \$2,000,000. The Post-Dispatch occupies rented quarters.

In arriving at the value of the World, Mr. Berry took affidavits from John Norris, chairman of the paper committee of the American Newspaper Publishers' Association; Florence D. White, business manager of the World; N. H. Botsford, auditor of the World, and Charles H. Taylor, owner of the Boston Globe. Melville E. Stone, general manager of the Associated Press, was examined at length at several hearings.

The appraiser found the good will value of the World to be \$1,000,000 and that of the Post-Dispatch to be \$500,000. In fixing the value of the stock of the Press Publishing Company at the time of Mr. Pulitzer's death the appraiser was aided by figures submitted by the auditor of the company as to the gross revenues, expenses and net profits for the four years preceding the death of Mr. Pulitzer.

For the World, in 1908 the gross revenues were \$5,567,679, expenses \$5,040,108, depreciation and bad debts \$103,808, and the net profits \$333,673.

In 1909 the gross revenues were \$5,506,660, net profits \$662,391; 1910, revenues \$6,288,857, net profits \$702,374, and in 1911 the revenues were \$6,382,137 and the net profits \$552,883. The net profits for the four years amounted to \$2,251,321.

The World's auditor declared in his affidavit:

"During these four years bonuses, which had been earned by employees in the aggregate of about \$10,000. In three of these years Mr. Pulitzer paid them from his private account. The bonuses for 1911 were paid by the Press Publishing Company, as they became due after Mr. Pulitzer's death, and



ARTHUR D. MARKS,  
BUSINESS MANAGER OF THE WASHINGTON POST.

they are included in the working expenses of the year. The amounts paid by Mr. Pulitzer being legitimate expenses of the company, \$105,000 is deducted from the above net profit, leaving \$2,146,321, or an average for the four years of \$536,580."

For the Post-Dispatch in 1908 the gross revenues were \$1,720,215, net profits \$350,381; 1909, gross revenue, \$1,867,250, net profit, \$441,823; 1910, gross income \$2,025,660, net profit, \$470,761; 1911, gross revenue, \$1,992,877, net profit, \$370,862. The total net profits for the four years was \$1,633,827; yearly average, \$408,457.

Mr. Stone testified that the number of libel suits against the Pulitzer papers was a factor which should be taken into account in estimating their good will. He said a large number of libel suits showed that a newspaper was run on a sensational plan, and that such newspapers had a less stable

circulation than those run more conservatively. Figures of the Pulitzer papers' libel suits were put into the record before the Appraiser.

Financial Manager White said that up to November 1, 1911, some three days after Mr. Pulitzer's death, there were seventy-three libel suits pending against the World, in which the plaintiffs sued for \$3,021,000. On May 7 last there were eighty-seven libel suits against the Pulitzer papers in this city. Exclusive of the expenses of legal investigation and defense, the World paid out in settlements and verdicts in 1908, \$607,88; in 1909, \$700,37; in 1910, \$70,850, and in 1911, \$114,105. The statement of the Post-Dispatch showed eighteen libel suits pending, with plaintiffs suing for \$606,000.

Mr. Stone testified that he regarded a fair way of determining the good will of the World as capitalizing its earnings over a period of years at fifteen per cent. In this

Charles H. Taylor of The Boston Globe agreed with him.

Mr. Berry in fixing the good will of the World at \$1,000,000 and that of the Post-Dispatch at \$500,000, estimated the physical equipment of the Post-Dispatch at \$135,550; that of the World was appraised by John Norris, who, as business manager of the World, bought some of it, at \$341,000. He estimated the presses at \$190,000, the typesetting machines at \$96,000, and the type and composing room equipment at \$43,500. He said these amounts could not be realized upon a sale, and declared:

"Many of the presses have long since passed their period of usefulness, by reason of the fact that they have been working afternoons, nights, and Sundays at the maximum of work of presses to be found anywhere in the country. In other words, twenty-year-old presses have done substantially fifty years' work."

Another question on which Mr. Berry took testimony was the effect of the increasing scarcity of white newsprint paper on newspaper profits. Mr. Stone, Mr. Norris, and Mr. Taylor testified to the gradual exhaustion of the supply. Mr. White said that the old contracts under which the World got its paper expired in October, 1911, and that under new contracts the expenses of publication would be increased at least \$350,000, and possibly \$400,000, a year.

Discussing the vicissitudes of the newspaper business, Mr. White said that certain situations arise unexpectedly which compel a paper to spend large sums merely to maintain its reputation. In 1898, the year of the Spanish-American War, he said, the World lost \$43,000.

## GETTING READY FOR A BIG SEASON IN WASHINGTON.

The opening of Congress will be the signal for the beginning of the busy season for newspapers at the National Capital, and the Washington Post is getting ready to handle a record volume of business. Arthur D. Marks, business manager of the Washington Post, believes that all previous figures will be surpassed.

Improvements in the Post in various respects have caused corresponding increases in advertising and circulation. The Washington Post always speaks with a tone of authority, and its influence is felt not only in the Capital but throughout the United States.

## PAPER LOSES SUIT.

The suit of the Denver Post Publishing Company against Governor Shafroth to enjoin a bond issue for the payment of outstanding warrants against the state has been dismissed by the United States Supreme Court for want of jurisdiction.

## HEARST IS HOME.

William R. Hearst arrived home from his European trip on the Steamship Mauretania yesterday morning.

RAINE DECIDES HE WON'T  
SELL NEWS-SCIMITAR.

CHANCE REMARK DURING HEAT  
POLITICAL CAMPAIGN CAUSED  
WIDESPREAD RUMOR.

EDITOR THE FOURTH ESTATE.

SIR: The Memphis News-Scimitar will not be sold. The News-Scimitar did not say so, and the News-Scimitar is "I" perfected, as I have frequently said during the past years to men about me. It edits me as well as I edit it.

I did send word to Mayor Crump that unless Memphis and Shelby county went for Roosevelt I would feel that I was not wanted here, as I had been appreciating Roosevelt's value, and publicly advocating him for eight years, beginning after he settled the coal strike, and made a new record in bringing the coal barons to terms, and when he pushed through the Panama Canal against the railroad influence that had successfully fought it for fifty years through all other presidencies, and when he settled the Japanese-Russian war—among other of his numerous great achievements.

I felt that with "the machine" on our side—rather than against us—and a "machine" has no politics, we could carry the county.

I do not make statements with any mental reservation to change my mind afterwards, but I may change my mind afterwards on a statement made in the heat of enthusiasm, when no contract or agreement has been made, and in agreement has been made, and in this I have been as fortunate as most men in that I have had to change my mind on statements very seldom. Just now I don't recall when I have had to do it before.

In this case I had either to change my mind or desert my post.  
G. D. RAINE.

The above is in answer to a report printed last week that following a statement to friends that "the greatest calamity of the age happened when the American people failed to elect Theodore Roosevelt President of the United States" Mr. Raine announced that he would sell the News-Scimitar within two months at public auction.

The story I had its source in a chance remark, explained in Mr. Raine's letter. One of the correspondents heard of it and sent it broadcast through the country. The consternation caused to Mr. Raine's many friends by the report happily is now allayed by his own statement.

## AD MAN KILLS SELF.

E. B. Thomas of Washington, D. C., who was recently appointed advertising manager of the Staunton (Va.) Daily News, ended his life by shooting himself on Monday. Thomas was related to R. B. Smythe of the Harrisburg and Staunton News. He left nothing to indicate the cause of his act.

## AGENCY WITHDRAWS.

J. J. Gibbons, Ltd., of Toronto, has withdrawn from the Canadian Association of Advertising Agents. Mr. Gibbons was one of the founders of the association and long acted as a secretary.

MUNSEY DENIES RUMORS OF  
MORE INVASIONS.

Frank A. Munsey denies a report that he had bought the Albany Knickerbocker Press and was contemplating the purchase or establishment of a newspaper in Hartford, Conn., with Herbert Knox Smith as editor.

Though Mr. Munsey disclaims knowing anything about the Connecticut report it is said that Senator Joseph Alsop has a plan to start about the first of the year a Progressive Party newspaper, to be sold for 2 cents a copy, and to be published in Hartford, so as to oppose the old standpat Republican Hartford Courant.

At a meeting in Bridgeport last week the permanency of the Progressive Party in Connecticut was rendered certain, and it was reported that Mr. Munsey's New York Press had promised to issue a special Connecticut edition with at least two pages of Connecticut news.

## EDITOR ROBBED.

S. S. McKee, editor of a vaudeville publication in New York, was robbed of his wallet containing \$100 and several checks in the subway Monday evening. Mr. McKee caused the arrest of one of the men he suspected, but the latter denied knowing anything about the affair and the wallet was not found on him.

## SUTCLIFFE WITH HILL CO.

The W. S. Hill Advertising Company of Pittsburgh has added to its staff Paul Sutcliffe, until recently assistant advertising manager of the Edison Storage Battery Company, of Orange, N. J. Mr. Sutcliffe was at one time with the American Bridge Company, of Pittsburgh.

W. J. McQueen is preparing to launch the Tribune at Ewen, Minn. The Heward (Can.) Chronicle has discontinued publication.

MUSKOGEE PAPERS' CHANGE  
IN OWNERSHIP.

The Press Publishing Company has been organized in Muskogee, Okla., and has purchased the name, subscription list and good will of the Oklahoma Republican, successor to the Fort Gibson Post and the Muskogee County Republican, and will continue the publication under the name of the Muskogee Press, with daily and weekly editions.

The Press Publishing Company is incorporated with Clarence B. Douglas as president; H. B. Spaulding secretary, and O. D. Revell of Asheville, N. C., vice-president. Politically the publication will be independent.

Mr. Douglas, for many years editor and publisher of the Muskogee Phoenix, will edit and manage the Press publications.

WITH THE WINDSOR  
RECORD.

J. A. McKay, publisher of the Windsor (Can.) Record, has purchased the Leys Block, in which the Record offices are located, and it is his intention in the spring to completely remodel the building into a modern newspaper plant.

Several changes have recently occurred on the Record staff. C. Victor Blatchford has resigned as city and news editor and gone to Detroit. His successor is W. James Baxter. Gordon Cascadan has joined the staff as the special writer. Kenneth B. McKay has joined the business staff of the Montreal Herald. M. R. Winters is a new addition to the reporting force.

## WILL JOIN CHURCH PAPERS.

Rev. P. M. Macdonald, pastor of the Cowan Avenue Presbyterian Church, Toronto, is to leave the ministry to enter journalism. He will be associated with the Westminster Company, publisher of the Presbyterian and Westminster church papers.

If You Can Profitably Advertise Your Product In Any Part of the Country—You Can Advertise It More Profitably In Philadelphia.

## Why Philadelphia?

Because it stands unique among American cities in that the greater proportion of its citizens live in individual homes (346,000 to be exact) of which about 50 per cent. are owned by the occupants.

The per capita tax burden is but \$20.29 as compared with \$40 in New York, and \$54 in Chicago.

Philadelphians are proud of their homes. Most of their earnings are spent in and for the home.

## The Philadelphia Bulletin

is pre-eminently the medium through which to reach these homes. But the Bulletin offers you more than circulation. It has influence, it has character, it has the confidence of its readers. Its consistent use by astute local advertisers, familiar with local conditions, is a safe guide to those seeking a profitable market for meritorious wares.

If you "want Philadelphia" you need the Bulletin.

CIRCULATION FOR OCTOBER, 1912

285,603 COPIES  
A DAY

The Bulletin circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher,  
City Hall Square, Philadelphia.

New York Office—Tribune Building,  
DANJA CARROLL.

Chicago Office—Steger Building,  
J. E. VERRÉE.

ASSOCIATES HONOR  
DEPARTING MANAGER.

A merry company of friends of W. L. Halstead, business manager of the Houston Chronicle, who is leaving Houston to become identified with the Atlanta Constitution, attended a farewell luncheon given in his honor at the rooms of the Press Club by the Chronicle staff. Numerous members of the Press Club made brief talks, expressing their good will and extending him their best wishes for the future.

M. E. Foster, president of the Chronicle, served as toastmaster, and C. B. Gillespie, secretary of the Chronicle, was spokesman in the ceremony of presenting Mr. Halstead with a solid gold cigarette case appropriately engraved, as a token of the esteem in which he is held by his friends.

Mr. Halstead has been in Houston for about two years. The affair took on several "gridiron" features in which Mr. Halstead and Atlanta suffered considerably.

Mr. Halstead has been appointed business manager of the Atlanta Constitution, succeeding J. R. Holliday, who asked to be relieved of the business management in order to again devote his entire time to the foreign advertising, which he has handled for the Constitution for many years.

Mr. Halstead is a native of Indiana, his first newspaper work having been with the Evansville Journal-News. After several years' apprenticeship as reporter and advertising solicitor, he became advertising manager, subsequently business manager and later president and general manager of the Terre Haute Tribune, remaining with that paper five years.

He was general manager of the Bristol (Va.) Herald-Courier for two years. In 1908-09 he was editor of the Albany (N. Y.) Evening Journal. After being out of the newspaper business for a year in Washington, D. C., he became business manager of the Houston Chronicle, remaining there two years and meeting with conspicuous success.

## NEW LITTLE ROCK DAILY.

The Development Publishing Company has been incorporated in Arkansas to publish a daily newspaper in Little Rock. The capital stock is \$100,000, of which \$11,025 has been subscribed. The company will also do a general printing and advertising business.

The officers are: J. H. Estes, president; Clay Sloan, vice-president; Frank Barrett, secretary; W. E. Lenon, treasurer; directors, D. A. Gates, U. S. Bratton, S. A. Scott, G. H. Hallman, R. W. Hule, Thomas C. White, D. W. Richey, J. S. Hammett, J. O. Johnson, John Anderson, Earle W. Hodges, J. W. Conger and H. L. Hale.

SEATTLE STAR'S NEW  
EDITOR.

Leroy Ritchie, former city editor of the Cleveland Leader and later of the Press, has left Cleveland with a bride to join the Seattle Star as managing editor. Mr. Ritchie is a native of Akron, O.



# Advertisers in New York Should Read These Facts About THE GLOBE.

Spurious claims, imaginary figures and "hot air" statements as to circulation have been made from time to time, to hoodwink unwary advertisers in New York City. Here are actual facts proving the NEW YORK GLOBE'S supremacy in the high class evening field.

Here are facts from the N. W. AYER & SON'S Auditor's report, dated November 15, 1912.

*"Period covered by audit, nine months, February 1, 1912 to October 31, 1912, inclusive.*

## "DETAIL OF DISTRIBUTION—AVERAGES

"City Dealers, Carriers,		Outside Dealers	14,704
Street and Office Sales	115,579	Rural and Mail	1,420
Free for Service	610	Free for Service	678
Total City Circulation	116,189		16,802

## TOTAL AVERAGE CIRCULATION 132,991

### "General Observation and Particulars"

### (Date and Signature)

"Audit period—nine months, February 1, 1912, to October 31, 1912, inclusive.

"Basis—actual distribution to bona fide readers, excluding all papers left over, unsold, returned, filed, used as samples, mailed to advertising agents, general advertisers and exchanges.

"Accordingly the count was restricted to papers paid for by dealers, sold by newsboys, taken by cash subscribers and a comparatively small number of "Service" copies.

"At the times both of the preliminary examination in October and completion of the work in November there was complete submission to the auditor of all data bearing on production, distribution and receipts for circulation.

"As in 1911 an audit was made covering the identical period and on precisely the same terms, an exact comparison is made possible. It is shown thereby that a gain has been made, on averages, of 16.667, or 14.33 per cent.

"During the present period, from first month to last, there was scored an increase of 35,700 copies or 30.68 per cent.

"Compared with the nine months' average of 132,991, an average for the last six months of 136,159 copies is proved.

"Average for October, last month of the period, 150,798. Gross Press run average was 158,948.

"Of The Globe's total distribution to actual readers, 99.03 per cent is net cash paid; 'Service' copies to the amount of .97 of 1 per cent. went to employees, local advertisers, correspondents and the 'Complimentary' list.

"Circulation in the City and Outside Territory is divided in the ratio of 87.36 to 12.64.

"In the City, Dealers and Newsboys sell (exclusive of 'returns') 99.47 per cent; .53 of 1 per cent. goes 'Free for Service.'

"In Outside Territory circulation is divided as follows: Dealers sell (exclusive of 'returns') 87.52 per cent.; 8.45 per cent. is mailed to Subscribers; 4.03 per cent. goes 'Free for Service.'

"A most satisfactory condition of affairs, indicating steady and substantial advance in circulation, is revealed in the fact that last month was 'high,' first month 'low.'

"Not only was the accuracy of office records proved in every test count or check, but it was found that the total of cash received during the audit period exceeded slightly the amount of earnings called for by circulation books.

"(Signed) CHAS. S. PATTESON,

Authorized Auditor."

"New York, N. Y., November 15, 1912"

Bear this in mind: THE GLOBE is the only newspaper in New York City which submits to audits by N. W. Ayer & Son, the Association of American Advertisers and the Data Company. THE GLOBE is the only newspaper (excepting THE WORLD) which proves a net paid average daily circulation for a year. THE GLOBE is the only newspaper which sells its advertising space on a commodity basis; that is, a definite amount of net paid average circulation for a definite amount of money.

*When you advertise in New York City get the greatest money's worth that advertisers can buy of high class evening circulation, by advertising in THE GLOBE.*

New York **The Globe** New York  
AND OF COMMERCIAL ADVERTISERS. 1912  
NEW YORK'S OLDEST NEWSPAPER

## BUILDING UP THE CIRCULATION.

During the past two years the Birmingham Ledger has conducted a number of good roads' scouting trips in its territory, including Alabama and adjoining states. These tours served a two-fold purpose, namely, to map out routes for the state highway to be built in Alabama by the next legislature, and to arouse the people of the counties through which the tours were run on the subject of road improvement.

From ten to fifty automobiles entered by Birmingham citizens were in each of the tours. At every town and city through which the scouts passed, large crowds turned out to welcome the good roads boosters and they were elaborately entertained.

Splendid results have followed the good road tours, and steps have already been taken along the routes of all six of these scouting trips, looking to the building of the highways and connecting up the various links of good roads so as to make a continuous highway. On the Birmingham, Ala., to Meridian, Miss., three days' trip last week there was as high as 100 automobiles in line at different towns visited, and the scouts were given the glad hand.

A decided impetus has been given to the good roads' movement in Alabama during the past months as a result of the Ledger's crusade for better highways.

A. C. Jenkins, circulation manager of the Ledger, states that these good roads scout trips have awakened a great deal of interest, and that the Ledger has the co-operation of the most prominent citizens and all the local and nearby country papers. In fact, it has been

a great factor in the building up of the Ledger's circulation.

With a donation from a philanthropic woman of \$1,000, and with the proceeds of a capacity house at the Valencia Theater, the San Francisco, Evening Post Newsboys' Club has been given a most auspicious inaugural.

The only suggestion accompanying the check is that it be used to endow a bed in some hospital that shall be exclusively a newsboys' bed. This suggestion will be followed by the officers of the Evening Post Newsboys' Club.

Three months ago the club had its inception with the idea of Colonel E. F. Cunningham, circulation manager of the Evening Post, to establish a meeting place where the young men could meet for promoting their common welfare.

The matter was placed before the "newsies." It met with their unanimous approval. They appointed their officers and selected their club-rooms in O'Farrell street. Then they confronted the need of funds to furnish their quarters, and the circulation department of the Post suggested that a benefit vaudeville performance be given.

To quote the newsboys, "It was some show." Their club is a reality, owing to the efforts of those who spared neither expense nor trouble to make it so. And it is to be a club in, every sense of the word where all can go in their spare time to read, better themselves, train their bodies in the "gym," their minds in the library and, in other ways, accomplish just what the Evening Post Newsboys' Club was organized for.

The whole city of Columbia, S. C., is engaged in sleuthing for the Columbia Daily Record's mysterious girl "Raffles." A reward of \$50 goes to the person discovering her and having in their possession a copy of the day's Record. In the case of her not being found the \$50 will be donated to the Associated Charities.

The Seranton (Pa.) Truth has made a contract with O. E. Williams and his aviator, E. O. Weeks, to demonstrate the practicability of supplying newspapers to outlying towns by aeroplane.

A free ride in an aeroplane is offered by the New Brighton (N. Y.) Staten Islander to the person who collects the largest number of coupons.

The Kansas Farmer, of Topeka, has started a voting contest. The prizes are an automobile, piano, graphophone, business college scholarship, camera, money, etc. The campaign is being directed by the William L. Betts Company, World Building, New York.

The Brantford Expositor is conducting a popularity contest for babies. Nearly one hundred parents are hustling for subscriptions to get votes, and a large accession of circulation is resulting.

The Middletown (N. Y.) Argus has just closed a successful voting

## Circulation Ideas Wanted.

The publisher of a daily newspaper wishes to materially increase his circulation. It must be a BIG gain and the man who devises a successful working plan will be well paid. I want to hear from every man or firm with IDEAS, NOT CONTESTS. The best of these will carry off a good prize.

Address IDEAS, care The Fourth Estate.

contest, through which ten girls will be given a trip to Europe.

"A page for real children" is being featured by the Philadelphia Evening Telegraph. It consists of photographs of children and juvenile reading matter, and is the idea of Managing Editor Waite. "The page is proving a tremendously popular thing, and I feel that it has greatly helped the circulation," reports Publisher John T. Windrim. "We are being swamped with photographs. No other paper is using it that I know of."

### REALE CONVICTED AGAIN.

A jury has convicted Felice Reale, editor of the Trenton (N. J.) Italo-American, of carrying concealed weapons and being guilty of assault in the case against him for carrying concealed weapons and for atrocious assault and battery with intent to kill Gerardo Perugini.

On the charge of carrying concealed weapons, Reale is liable to a sentence of one to two years in State Prison, and on the assault verdict is subject to a \$1,000 fine or one and one-half to three years in prison, or both.

Reale explained a story said to have been detrimental to the character of Perugini, who demanded an explanation of Reale's conduct. This resulted in Perugini being shot in the right arm by a bullet from a revolver fired by the editor.

Reale's writings of articles against women recently caused the United States Government to arrest him on a charge of sending obscene matter through the mails. He was also found guilty of this offense and was fined \$500 and costs. In default of the fine, Reale has been confined in the County Jail.

Gerardo Perugini, Antonio Provenzano, Tobaldo Cadorelli and Adolfo Carmignani were adjudged guilty of assault and battery on Reale by a jury in the Mercer Court.

### NIEBUHR'S NEW PRESS.

Work of installing the new Duplex Press in the plant of the Lincoln (Ill.) Courier-Herald is under way. The new press will have a capacity several times that of the machine the Courier-Herald has been using. This added equipment is part of the numerous im-

provements being effected in the paper under the ownership of Walter Niebuhr and associates.

### TRIBUNE PLEADS JUSTIFICATION IN WALDO CASE.

The defence of privilege and justification is set up by the New York Tribune in answer to the libel suit filed against it last summer by Police Commissioner Rhinelander Waldo of New York for publications charging him with responsibility for conditions in the police department leading up to the murder of Herman Rosenthal. Similar suits were instituted at the same time against the Herald and the Press.

The Tribune's answer asserts that the responsibility for the police scandal rested with the commissioner not only by reason of the laws of the state defining his powers, but also because he made himself responsible in the adoption of new methods for administering the duties of his office, and assumed responsibility in public utterances.

The answer cites two anonymous letters written to Commissioner Waldo months before the killing of Rosenthal, and never before published, which declared that Lieutenant Becker was getting money from gamblers, and says that instead of making a thorough investigation to enable him to make remedial and corrective measures Commissioner Waldo caused the letters to be turned over to Becker himself, and Becker merely made a denial that he was receiving money.

Commissioner Waldo allowed himself to be misled by Becker, it is alleged, and permitted Becker "to continue in his course of criminal conduct which culminated in the murder of Rosenthal." It is alleged that the commissioner continued to allow Becker to perform police service after the district attorney had convincing proof against Becker.

The answer concludes that there was "proper occasion for such publication and that the same was privileged."

Charles H. Ashley, until recently advertising manager of the Toronto Saturday Night, has left for Montreal to go into the real estate business.

Mr. L. W. Wilgus, Circulation Manager of the Buffalo (N. Y.) Express, writes: "The contest having proved such a great success, we wish to congratulate you upon the fairness with which it was conducted as well as on the business-like manner in which all the details were handled."

**The William L. Betts Company**  
Suite 406, World Building. New York City

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

**THE CONSOLIDATED PRESS CLIPPING CO.**

115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.



**A VALUABLE TIP!**

Wire now for  
options on  
**HOME WANTED**  
to the

**McCLURE**

NEWSPAPER SYNDICATE  
45 West 34th St., NEW YORK.

**NOTES AMONG THE CIRCULATORS.**

EDITOR THE FOURTH ESTATE:

SIR: In your last issue you have an item concerning myself which I wish to have corrected. This no doubt is no fault of yours, as the information was given out just as you have it. The article referred to is one in regard to my taking charge of the News-Times, of South Bend, Indiana.

I am now located with the Illinois State Register, of Springfield, as circulation manager, and I trust you will make the correction, as many of my friends are writing to South Bend, thus causing letters to be returned to me here.

E. R. RAGAN.

W. F. Kingsbury has resigned as circulation manager of the Fort Wayne (Ind.) Record and is succeeded by A. P. Goodman, formerly of the Cleveland Plain Dealer.

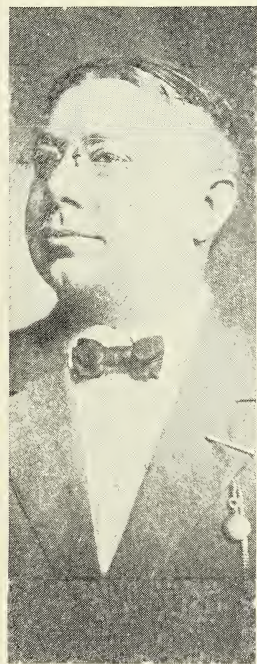
D. H. Johnstone is now in charge of the circulation of the Progressive Farmer at Birmingham, Ala. He was formerly with the Pittsburgh Stockman and Farmer.

Ray Williams, late circulation manager of the Montreal Herald and formerly of Newark, N. J., has been appointed circulation manager of the Trenton (N. J.) Evening True American. The True American was recently transferred from the morning to the evening field, and an extensive circulation campaign is contemplated.

Louis E. Adelman of Canton, O., has assumed the duties of circulation manager of the Marion (O.)

Tribune. Mr. Adelman was formerly with the present publishers of the Tribune, Thomas Brooks Fletcher and L. L. Lamborn, on the Canton News, and has also been circulation manager of the Alliance Leader and the Alliance Review. The Marion Tribune was formerly the Mirror, the new owners having changed the name recently.

It is rumored that the friends of Harry E. First, circulation manager of the Cincinnati Enquirer, will urge his appointment to some



HARRY E. FIRST.

important place in the Post Office Department under the Wilson administration.

Among the railroad officials of the country Mr. First is a recognized expert on postal matters, relating to the transportation of

mails. Mr. First served for upward of twenty years as an official of the railway mail service under the administrations of Presidents Cleveland, Harrison, McKinley and Roosevelt. Mr. First has been circulation manager of the Enquirer since 1904, and was president of the International Circulation Managers' Association during 1910-1911.

B. A. Sherlock is now the circulation manager of the Portsmouth (O.) Daily Blade. It was recently erroneously reported that Mr. Sherlock had been appointed manager of the Blade. The latter position instead is occupied by James A. Ettinge, formerly advertising manager.

J. T. Holohan, late of the Muskegon (Okla.) Phoenix; George Heap of Dallas; Miss Frances Brecher of New York are new additions to the staff of Circulation Manager Harold Hough on the Fort Worth Star-Tribune.

Robert L. Burch, president of the Dupont Automatic Machine Company, Nashville, is in New York on a visit.

**FARM PRESS WOMEN ELECT.**

The Women's Press Association connected with the International Congress of Farm Women, at the meeting in Lethbridge, Can., elected the following officers: President, Mrs. Mary L. Bigelow of Minneapolis; vice-president, Mrs. Irma Mathews of the Oklahoma Agricultural College; secretary-treasurer, Dr. Ella S. Webb of St. Paul; executive committee, Miss A. V. Thomas, Winnipeg; Miss Alberta Koppen, Iowa; and Miss Mabel Senson of South Dakota.

**BROWNING IN CONTROL.**

E. S. Secord has disposed of his interests in the Cobalt (Can.) Daily Nugget to H. S. Browning, president of the company. Mr. Secord retires from the management, but for the present will be in charge of the subscription contest the Nugget is conducting. Mr. Secord became identified with the Nugget in 1908, and previous to that was on the Montreal Herald.

**VOTES FOR WOMEN.**

The Champion is a new paper at Victoria, B. C., in the interest of the Political Equality League. The cause of votes for women is advocated in its pages.

**CUTS AGENTS' COMMISSION**

The London (Can.) Free Press has put into effect a reduction in its commission to advertising agents. Instead of fifteen and five per cent. it will hereafter pay a straight fifteen per cent. commission.

**CLIFFE IS TO BUILD.**

A new office is being built on First avenue, Avonlea, Can., to accommodate the Advocate. This paper is now being published by S. H. Cliffe, who conducted the Wilcox Herald until a short time ago.

For Washington Correspondence Write

**AMERICAN TELEGRAPH PRESS**  
District National Bank Building,  
WASHINGTON, D. C.

*We conduct all kinds of Circulation Contests*

Wire



Write

The very best  
**NEW DAILY COMIC**  
on the market  
**THE NEARLYWEDS**

By George McManus,  
Write for details.  
*National News Association*  
200 William St., NEW YORK CITY.

**FOUNTAIN PENS**  
**ARE THE BEST**  
**PREMIUMS.**

**SALZ BROTHERS.**  
45 West 34th Street, NEW YORK

**GET TO-DAY'S NEWS TO-DAY**  
**"By UNITED PRESS"**

General Offices, World Bldg., NEW YORK

The **MYERS** Circulation Co., Inc.

The company that repeats.  
Write us.

WATERLOO, IOWA.

**THE HOTALING NEWS VENDOR**

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

**HOTALING BROS.**  
Tribune Building, NEW YORK

**THE SPECIAL SERVICE CO.**

*Experts in*  
**Circulation CONTESTS.**  
306 Publication Bldg., Pittsburgh.

Mr. Business Manager and Publisher:  
In this open letter I propose to increase your circulation and spend the least time possible in so doing. You can have me permanent if you pay my price. If not, you can take your turn. Every branch of your Circulation Department will be thoroughly organized; circulars revised and an economic method of mail list collections, original and effective, introduced.

Yours for business,  
"P. H." care The Fourth Estate.

The Idaho Journal is the new German paper at American Falls.

*When Your Customers Want*  
**PRESS CLIPPINGS**

TELL THEM TO COMMUNICATE WITH

**"BURRELLE"**

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICES:  
105 West 40th Street  
(Tilden Building.) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 978 FOR THE WEEK ENDING SATURDAY, NOVEMBER 23, 1912

## CONSERVATION.

There are relatively few kinds of forest trees commercially adaptable for paper-making stock such as is used in making the paper consumed by publishers of dailies.

Long ago Germany enacted such laws as resulted in scientific forestry, which protects the young trees, provides for cutting only the matured timber and replacing the harvested trees with young ones, thereby ensuring a perpetual supply.

In the past our paper maker forests with no thought of the future, but they have awakened to the fact that they have been killing the goose which laid the golden egg.

They find that to reforest denuded timberlands will not only take a long series of years, but will cost more than the average mill owner can afford.

The great importance of forested areas to protect our water supply for domestic purposes, together with our vast hydraulic development, on which so large a part of our industrial life depends, imposes a public proper legislation.

It is with pleasure that we read in the Paper Mill the report of the fourth annual meeting of the Empire State Forest Products Association, which came into being through a realization of the viciousness of past practices in connection with timber cutting. It is only fair to say that the president of this association has been foremost in promoting it and its aims, and he is also a paper manufacturer, Frank L. Moore.

Every publisher should second the efforts to have a suitable law passed in the state of New York and also in every other state where paper-making timber grows.

This should also apply to our national forests.

Every publisher has not only a direct personal interest in forestry, conservation, but also a broad re-

sponsibility to the people in every thing which makes for the public good.

NOTE AND COMMENT.

The publishers of the Augusta (Me.) Journal recently announced that its daily circulation had passed the 10,000 mark, and that since early in March there has been no day when they had not printed and circulated at least 10,000 copies. When the present publishers assumed control in 1887 the circulation was less than 1,200 copies daily. This large increase in circulation is due to correct business methods and to the improved service in all departments.

The Chamber of Commerce, Seattle, is using up-to-date methods of getting new industries. Its commissioner of industries is touring the East, stopping at important cities a few days to meet manufacturers or others thinking of moving West. His presence at a hotel is announced by large display ads in the daily papers, just as a salesman lets the public know he is ready to show the latest styles in woolen goods or silverware.

In deciding if John Till of Richmond, Wis., need stand trial in damages a suit for the Supreme Court recently ruled on a point of interest to advertisers. The court said:

When one deliberately makes a false representation of a material fact or as of his own knowledge without knowing whether it is true or false, intending that another shall act upon it, and he does so to his injury, an action for deceit lies.

Till gives treatment on his farm for a variety of ailments. Several patients complained of blisters from plasters he applied.

C. R. Irwin, president of the Lord & Thomas Advertising Agency, Chicago, who is on a trip to the Pacific Coast with his family, reports as to advertising: "The whole West seems to be picking up

and promises a busy era in this direction." This is one of the best indexes to business prosperity.

A crusade against smoking automobiles in New York, started by the Herald, goes steadily forward. Many prominent owners of automobiles and others interested have come to the aid of the Herald in its crusade, which is having fine results.

Because of increasing circulation and growing advertising patronage, the Reading (Pa.) Eagle has bought an octuple Hoe printing press with a capacity of 96,000 eight-page, or 24,000 thirty-two page papers an hour.

The sworn average circulation of the Reading Eagle for October, 1912, was 22,942 copies a day. The Eagle carried in October, 1912, 178,044 more agate lines, equivalent to 697 more columns or 76 more pages of advertising than in October, 1911. The representatives of the Eagle in the foreign field are Williams, Lawrence & Cresmer, New York and Chicago.

A daily average circulation for October of 285,603 copies is the report of Publisher William L. McLean of the Philadelphia Bulletin. Consistent use of it by local advertisers speaks for itself, when the question of the quality of the Bulletin's circulation is broached, as does also the amount of foreign business the Bulletin carries. Dan A. Carroll, New York, and J. E. Verree, Chicago, are in charge of the latter department, and are in possession of details about the Bulletin's advertising value that will satisfy any doubting Thomas.

How the business of the country is prospering can be seen in one of the most conclusive ways in the advertising columns of the big city newspapers—for instance, last Sunday's New York Herald. On the corresponding Sunday last year the Herald printed 347½ columns of advertising. Last Sunday it printed 376½ columns. To keep pace with their wide-spread prosperity New York's merchants and business men show their appreciation in this practical form and also pay this pretty compliment to the Sunday Herald.

The Denver Post has posted a no-smoking ordinance in its composing room.

We are in receipt from the Jackson (Mich.) Citizen-Press of one of the most elaborate efforts at city boosting that possibly has been ever undertaken by a newspaper. It is a booklet entitled "Jackson, Michigan, 1912," and presents in pictorial form the story of Jackson's progress and achievements. The work presents the highest standard of workmanship in the booklet and printing arts. It is replete throughout with the finest half tone cuts and three-color illustrations. The Citizen-Press is one of Ralph H. Booth's newspapers, and John George, Jr., is general manager. The interest of this paper in its city serves to demonstrate why Mr. Booth's publishing efforts have been so successful and why he has

the co-operation in his undertakings of readers and advertisers.

The agricultural development of Peru has been phenomenal for the past five years, but has never had the benefit of a journal devoted to that particular interest until the present year, when La Peruvian Arica was successfully established by a Peruvian graduate of Cornell University. General advertisers, general agents, special agents and all those interested in this field might do well to look into this.

## "LARGELY CHOKED."

CHANNELS OF INFORMATION IN  
SOCIALIST NEWSPAPER OFFICES

NOT VERY FREE.

From the New York Evening Post.

When things go wrong, say it is a newspaper conspiracy. Mr. Roosevelt attributes the defeat of the Progressives to the fact, among others, that the usual channels of publicity were closed to the Bull Moose cause. (It will be recalled that during the entire campaign Mr. Roosevelt's name was not so much as mentioned in any American newspaper.)

Mr. Gaylor attributes his troubles to the rascally newspaper proprietors whom they employ as editors and reporters. (Mr. Gaylor now and then writes letters to people in which he gives his own side of things, but what newspaper has ever printed them?)

The suppression and manipulation of news by the capitalist press is a standing indictment of the Socialists. How a Socialist newspaper that serves not the money power, but only Truth, would handle the news is indicated in yesterday's account of the Indianapolis murder trial in the Socialist Call. McManigal's extraordinary account of the story regarding the Los Angeles exposition told him by J. B. McNamara while on a hunting expedition, is thus disposed of:

After reaching the woods and fixing their camp, McNamara gave some details of the Los Angeles Times explosion. But he was not very free with his confidences.

Oh, freedom of the press, how your aspect changes when the boot is on the other leg!

## THE PAPER THAT IS READ

AND APPRECIATED.

A. C. Jenkins, circulation manager of the Birmingham (Ala.) Ledger, writes:

"The advertising men, circulation men and business manager all read THE FOURTH ESTATE, and it is the one trade paper coming into the office that seems to be thoroughly read and appreciated. I get a copy at my home address, and note with much interest the continued improvement in the publication. The circulation news printed is always fresh on first hand.

Milo W. Whittaker, manager of the Jackson (Mich.) Patriot, writes of THE FOURTH ESTATE:

"We desire to commend you upon the excellent publication that you are putting out."



## PURELY PERSONAL.

John K. Allen, advertising manager of the Christian Science Monitor, of Boston, delivered an address before the Ad Club of Portland, Me., at its last meeting.

Charles Everett, editor of the Wisconsin Agriculturist, is on a deer hunting trip at Camp Glidden, near Green Bay, Wis.

J. H. Carse of the Twentieth Century Farmer is on a land information tour through the South.

Howard Davis, advertising manager of the New York American, is the father of a new baby girl.

Charles C. Hart is secretary to Congressman William LaFollette, as well as Washington correspondent for the Spokesman Review.

G. Warfield Hobbs, managing editor of the Philadelphia Public Ledger, addressed the students of Swarthmore College on "Present Day Journalism."

Sylvester J. Rawling, music editor of the New York Evening World, is back from his European trip.

George I. Long, Sr., editor of the Monson (Ia.) Journal, has returned to his editorial duties after an operation performed at Rochester, Minn.

Charles P. Keyser, Washington correspondent of the St. Louis Democrat, has been elected to membership in the Gridiron Club.

William W. Cochran of the Washington Times was painfully injured a few days ago in being thrown from a horse.

James H. Pott, editor of the Troy (N. Y.) Times, was a speaker at the "get together" dinner last week of the members of the Chambers of Commerce of Albany and Troy.

J. W. Tyson of the Saskatoon (Can.) Phoenix has been appointed assistant manager of the local industrial league.

W. H. Kerr of the Brussels (Can.) Post has been elected honorary president of the Brussels Public School Literary Society.

Dudley Harmon of the Washington staff of the New York Sun is receiving congratulations on his becoming the father of a baby daughter. Mrs. Harmon was formerly Miss Selma Armstrong of the Washington Times.

A. C. Doormans of the Ewing & Miles Agency, New York, is back in New York after a trip to Boston.

J. L. Kinnmouth, publisher of the Asbury Park (N. J.) Press, has returned from a trip to the Western states.

P. E. Burton, manager and editor of the Joplin (Mo.) News-Herald, spent a week in Chicago with E. P. Powers, manager of F. R. Northrup's Western office and representative of the News-Herald in the foreign field.

Irving M. Hoffman of the Whiting Special Agency, New York, spent the week in Boston in the interest of the papers his agency represents.

Howard Angus Kennedy, author and staff writer for the London (Eng.) Times, has come to West-

ern Canada to make his home with his family on a 600-acre farm near Lacombe, Alberta.

Frank E. Nolan, sporting editor of the Bridgeport (Conn.) Standard, has moved to Milford for the winter and will commute.

Frederick H. Stevens, business manager of the Bridgeport (Conn.) Standard, has been passing a few days in New York.

James E. Kerrins of the Bridgeport (Conn.) Standard city staff has been passing a brief vacation in Waterbury.

Harry L. Rood, who has been serving as city editor of the Beloit (Wis.) Free Press for several years, has given up that work and with his bride has gone South to spend the winter.

## EDITOR FOR POSTMASTER.

William C. Johnston, who has successfully piloted the Virginia Gazette for the past twenty years, now feels that the time has come when he can enter the service of the people whose interests he has championed for so long. To make the case concrete, Mr. Johnston is a candidate for the office of postmaster of the city of Williamsburg, the smallest of Virginia cities and the ancient capital of the colony of Virginia.

## BODE PROMOTED.

E. C. Bode, who has long been connected with the Hearst newspapers in Chicago, has been appointed assistant publisher of the Chicago Examiner by Andrew M. Lawrence, publisher of the paper. Mr. Bode takes the place left vacant by the recent resignation of A. L. Messing, who has gone abroad. For some time past Mr. Bode has been in charge of the foreign advertising of the Examiner.

## TO LECTURE IN JAPAN.

Hamilton Wright Mabie, associate editor of the Outlook Magazine, with his wife and daughter, sailed for Japan on Thursday and will be gone until next May. Mr. Mabie goes to Japan under the auspices of the department of International Intercourse of the Carnegie Peace Foundation to deliver lectures in the Japanese University on American life, thought, history, literature, art and government.

## VISITORS IN NEW YORK DURING THE WEEK.

M. E. Foster, publisher the Houston Chronicle.

George M. Rogers, business manager the Cleveland Plain-Dealer.

E. H. Butler, Jr., the Buffalo News.

F. E. Johnson, advertising manager the Taunton (Mass.) Gazette.

## EDITOR APOLOGIZED.

The libel suit of E. P. Davis against R. C. Edwards, editor of the Calgary Eye-Opener, has been called off after an apology by Mr. Edwards. The suit followed the publication of an article in the Eye-Opener purporting to be an account of a yachting trip taken by Mr. Davis and a party of friends.

## NEW OWNERS FOR MOLINE MAIL AND JOURNAL.

With its issue of Monday the Moline (Ill.) Evening Mail and Journal passed into new ownership. The new stockholders of the Mail and Journal are well known men of wide acquaintance and influence, most of them being heavily interested in other Moline enterprises. There will be no material change in the staff of the Mail. C. J. Zaiser, who has been in active charge for over four years, will continue as manager. The new owners of the Mail are Cyrus E. Dietz, John E. Freeman, George W. Ross, Walter A. Rosenfield, H.A. Armstrong, George



C. J. ZAISER.

W. Johnson, G. L. Peterson, George A. H. Arp, C. J. Zaiser and Charles Peterson.

At the meeting of the new stockholders, the following were elected directors: Messrs. Dietz, Rosenfield, Zaiser, Ross and Johnson. Next week, at a meeting of the board of directors, officers will be elected. At this meeting some changes will be made in the policy of the Mail and Journal and other plans will be considered, contemplating the expansion of the paper in many ways.

C. J. Zaiser, manager of the Mail and Journal, commenced his newspaper work in the advertising department of the Minneapolis Daily News and afterwards worked in the same line in large cities of the Pacific Coast and in Texas. He purchased a half interest in the Moline Mail and Journal in 1908, and since has materially increased the plant and installed a twenty-four page Goss perfecting press in the new location to which the Mail was moved.

The advertising receipts and circulation in the past three years have been more than doubled. The Mail and Journal uses the United Press telegraph news service and the

Newspaper Enterprise Association Service. Mr. Zaiser brought about the reorganization, which has induced some of the city's most influential men to invest in the paper. The capital stock has been increased from \$34,000 to \$50,000.

## WEDDING BELLS.

Leroy J. Ritchie, for the past two years a Cleveland newspaper man on the Leader and the Press, was married last week to Miss Mildred Andrews. The wedding is the culmination of a romance which began fifteen years ago when both were school children in Akron. They will make their home in Seattle, where Mr. Ritchie has just been appointed managing editor of the Star.

James H. Smith, editor of the Baxter Springs (Kan.) News, has been married to Miss Jessie Myrick. The bride is an Osage Indian girl.

Charles Bradley, telegraph editor of the Minneapolis Daily News, and Miss Alice Arphur have been married.

Henry Roemer of the copy desk of the New York World was married last week to Miss Julia Lundes. Mr. Roemer before coming to New York was of the St. Louis Star.

L. D. Nesbitt, editor of the Langdon (Can.) Express, has announced his engagement to Miss Huffman. Mr. Nesbitt was formerly city editor of the Woodstock Express.

Harry C. Ash, editor of the Kellier (Can.) Economist, has been married to Miss E. E. Scriven of Montreal.

J. J. Gallagher, general manager of the Acton Publishing Company, Toronto, and Miss Mary Tansey of Montreal have been married.

George Andrews of the St. Johns (N. F.) Daily News staff has joined the ranks of the benedicts.

Miss Helen Virginia Norris, daughter of John Norris, chairman of the paper committee of the American Newspaper Publishers' Association, was married Wednesday night in Brooklyn to Ralph Ward Wallace. Mr. and Mrs. Wallace will spend their honeymoon cruising in Southern waters and are to make their home at Chicago Heights, Ill.

## AD LEAGUE'S "HARDWARE" DINNER.

Advertising and selling problems with special relation to the hardware business will be considered at the dinner of the Advertising Men's League, of New York, on the evening of December 5, at the Aldine Club. The speakers will include Sanders Norvell of St. Louis, and Charles W. Asbury of the Enterprise Manufacturing Company, Philadelphia, besides a live hardware retailer, whose name will be divulged later.

## FIRST SUNDAY PAPER.

The Sunday Express, of St. Johns, is the first Sunday newspaper to be published in Newfoundland.

## BUSINESS OPPORTUNITIES

Southwestern daily newspaper and job office, which made a profit of over \$4,000 last fiscal year, will be sold for \$35,500. Completely dominates its field and has excellent future prospects.

Proposition F. C.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York.

## TRADE PUBLISHERS

High-class, successful advertising agent would like to represent a trade publication of merit in Boston or New England. References. Address W. C., care The Fourth Estate.

## MACHINERY FOR SALE.

Four and eight-page stereotyping press with complete stereotyping equipment for sale cheap, or will exchange for a No. 5 linotype or modern monotype. Westlicher Herold, Winona, Minn.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

GOSS STRAIGHT LINE WEB, 4 and 8 page, 7 column, 2 or 3 fold, with complete stereotyping outfit, fine shape, Cox Duplex Angle Bar, 7 quarto. Webner Machinery Co., 703 S. Dearborn street, Chicago, Ill.

## RECENT INCORPORATIONS.

NEW YORK.—Percival K. Frowert Company, advertising agents; capital, \$10,000; incorporators, F. D. Stoba, J. M. Sullivan and W. P. Powell.

H. F. Brown & Co., publishing; capital, \$10,000; incorporators, Harold F. Brown, Fannie L. Brown and George W. Phillips, Jr., 60 Wall street.

Automobile Publishing Company, general advertising; capital, \$10,000; incorporators, Robert B. Johnston and others.

Karezag Publishing Company; capital, \$20,000; incorporators, Felix Meyer, Edwin Blumensteil and Hugo Meyer.

Auto Record Publishing Company, to issue trade publications; capital, \$10,000; incorporators, Alice E. Buckmaster, John W. Buckmaster and Charles A. Loring, 138 Pearl street, Boston, Mass.

Armstrong Advertising Specialty Manufacturing Company of Manhattan; capital, \$25,000; incorporators, Paul Armstrong, Esther Armstrong and George R. Rubin, 5 West 11th street.

BUFFALO, N. Y.—National Democratic Press, Inc. capital, \$50,000; incorporators, Walter J. Hill, William J. Lieber and Ambrose B. Floyd, all of Buffalo.

PETERSBURG, VA.—Greenwood Advertising Company (Tennessee corporation); capital, \$25,000; incorporators, J. O. Price and others.

EAST ORANGE, N. J.—City Service Company, general advertising; capital, \$30,000; incorporators, R. Sherman-Kidd, F. S. Knox and others.

## HELP WANTED.

## BUSINESS MANAGER WANTED.

I am looking for a young man of unusual ability; one who desires to anchor permanently with a western newspaper of more than 40,000 circulation and the unquestioned leader in its field. I have carried the responsibilities of the business for ten successful years and want an understudy to whom I can shift some of the burdens. The applicant must be of very high character, thoroughly experienced and willing to make an investment of from \$10,000 to \$25,000. Will sell stock at less than market value to suitable man. Information and references required. No hot air merchants or promoters considered. Address SUBSTANTIAL, care The Fourth Estate.

## Circulation Manager Wanted.

A great chance for a circulation manager who can get quick circulation in a large thriving city. Immediate connection. Address H. H., care The Fourth Estate.

## Correspondent Wanted In New York

for a French newspaper in Canada. Give full particulars in first letter. Address French, care The Fourth Estate.

## MACHINERY WANTED.

WANTED TO BUY—Second hand Goss or Hoe press of not less than 16 pages, with columns not over 20 inches long.

Address, Box 792, Montgomery, Ala.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

22 LIBERTY STREET,  
73d STREET AND BROADWAY,  
14th STREET AND EIGHTH AVE.,  
NEW YORK.

## THE CRAFT IN MONTREAL.

Cornelius Cullinan has left the Montreal Herald staff to join the Witness.

Stanley M. Brown is now connected with the McKim Advertising Agency, resigning from the Witness staff.

C. W. Byers, telegraph editor of the Witness, has been appointed assistant to Roy Carmichael on the city desk, and is succeeded by Kennedy Crone, formerly of the Standard.

Frank W. O'Connor, recently connected with the St. John (N. B.) Standard and Sun, is a new addition to the reporting staff of the Herald.

## NEWSPAPER CLUB'S BALL.

The members of the Times Square Newspaper Club, New York, are to cast aside the cares and responsibilities of selling, transmitting and delivering papers on the night of Thanksgiving and celebrate with what is described in advance as a "Mardi Gras, Cabaret, and Moonlight Glide." All this is to be at Webster Hall, at 11th street and Third avenue.

The Herald is a new comer at Blossing, Pa.

## SITUATIONS WANTED.

## CIRCULATION MANAGER

wants opening. Have had about twelve years' experience on large dailies. Young, active and a worker. Thoroughly capable. Not a bluff or a spender but a manager working to show results in actual circulation at lowest possible expense. Address "Beech," care THE FOURTH ESTATE.

## CIRCULATION MANAGER

Thoroughly competent. Experienced in large cities. Age 33, unmarried. Member International Circulation Managers' Association. Commence \$35. Address "Worklover," care The Fourth Estate.

Circulation Manager, sixteen years' actual experience on large and small dailies, also farm papers, desires change. Can present exceptionally clean, successful record and A1 references. A high-class man. Address H. C. D., care The Fourth Estate.

General subscription supervisor, who can handle correspondence and all matters pertaining to daily newspaper and periodical subscription work, wants position. Acquainted with the various mailing methods and is up-to-date in securing subscriptions through premiums. References of the best. Address H. B. L., care The Fourth Estate.

## COPY EDITOR.

Experienced metropolitan papers. Want on large daily in middle states. Young; reliable; college education. R. S. Sims, 605 South 4th, Columbia, Mo.

Advertising solicitor, now employed, desirous of making a change. Is an energetic American, 28 years old, with agency and newspaper experience, and has also been solicitor for local and foreign publications. Address AMERICAN, care The Fourth Estate.

## CREDIT THE NEW YORK SUN NEWS SERVICE.

Under the caption, "Excellent News Service," the Cincinnati Commercial Tribune prints the following appreciation of the Laffan News Service, to which it is a subscriber:

"The principal requisite of an up-to-date, successful newspaper is a good news service. The Commercial Tribune, besides possessing the Associated Press service and an efficient corps of correspondents in all parts of the United States and in Europe, is gratified that it can boast of being the only paper in this part of the country to carry in its columns the very excellent and reliable reports of the New York Sun Service.

"Again and again the Commercial Tribune has 'scouted' its rivals, thanks to the New York Sun Service, with its news of important events in the spheres of inventions, startling developments of medical discoveries, international diplomacy, occurrences in far-off lands and in social happenings.

"No better illustration of the fine equipment of the Sun News Service can be found than in its reports on the Balkan war, which now seems to have drawn to a close. From the day of the declaration of war to the arrangements of an armistice dispatches have been authentic and true."

## SITUATIONS WANTED.

A good live wire circulation manager desires to make change and is open for position as circulation manager on metropolitan daily. Ten years' experience. Strictly reliable and able to show results. Steady habits and on the square. Address Box F. A. P., care THE FOURTH ESTATE.

## Pressroom Foreman

thoroughly familiar with all makes of web presses, competent in all the essentials that prevail in newspaper rooms, desires position where ability and energy counts. Satisfactory references given. Please state nature of your work and press equipment. Address, Foreman, care The Fourth Estate.

## Circulation Manager

would like to connect with live daily. Thoroughly capable, an energetic worker and a producer. Had some experience in cost. References furnished. Address B. H., care of The Fourth Estate.

Young man, over 21 (German-American), desires position with a newspaper, or magazine. Had some experience in editorial and outside work. Also full knowledge of bookkeeping. First-class reference of good character and ability. Address G. A., care The Fourth Estate.

## ADVERTISING.

Young man (21) 4 years with America's biggest newspaper, wishes position in advertising field. Address, Industry, care The Fourth Estate.

WANTED.—Situation as foreman of a daily newspaper by a man with twenty years' experience and a record as an executive. First class references. Address "Forman," care The Fourth Estate.

## Man with varied experience wants desk position in or near New York.

Address Deskman, care The Fourth Estate.

Position desired as Business or Advertising Manager on newspaper in Middle West by young man with fifteen years' experience in newspaper work. Twelve years on one metropolitan paper. Thoroughly understands every branch of the circulation and advertising departments. Personal reasons for desiring to make change from present position. Address Box A. B. C., care THE FOURTH ESTATE.

## NEW ENTERPRISES.

ONOWAY, CAN.—H. E. Lancaster of MacLeod is to establish a paper in this town.

LEMBERG, CAN.—The Evidence is the name of a new publication just started.

VANGUARD, CAN.—The Southern Sentinel has been started by Andrew Fraser.

LACANAP, CAN.—The Lake Shore Guardian is a new weekly edited by Dalton J. Little.

BELL ISLAND, N. F.—The Bell Island Miner is being prepared for its first appearance here.

## GIVES UP SOLICITING.

Waller Edwards, formerly St. Louis solicitor for the Nelson Chessman Agency, is now advertising manager for the Deisel Engine Company, of which Adolphus Busch, the brewer, is principal owner.



## LEWIS JURY AGAIN DISAGREES.

### GOVERNMENT FAILS AGAIN TO CONVICT HIM OF MAIL FRAUDS.

After a trial lasting more than a month the jury in the case of E. G. Lewis, the St. Louis publisher charged with using the mails to defraud, reported to Judge Willard in the United States District Court on Monday that it had found that Lewis was not guilty on three of the eleven counts in the indictment, and that it was unable to agree as to the other counts. The jury was discharged.

The counts on which the jurors found Lewis not guilty related to some 7 per cent. notes. The jury had been out eighty-nine hours, and on the first ballot voted eight to four that Lewis was not guilty. Subsequent ballots showed that the jurors stood nine to three for acquittal.

This was Lewis's second trial on the indictment, which was returned by a special grand jury on July 12, 1911. The jury in the first trial stood nine to three for conviction.

The indictment covered four propositions which were placed before the public by Lewis through the mails. It was alleged that he obtained millions of dollars from investors by making misleading statements in advertisements in his publications. Lewis was the incorporator and the mayor of University City, a residential suburb.

Lewis's defense was that a fraud order prevented him from carrying his projects to a successful end. He was acquitted on May 14, 1908, of a charge of misusing the mails in the organization and conduct of the People's United States Bank.

### ANOTHER MAGAZINE IN NEW MAKE-UP.

The American Magazine has made its appearance with the December number in new size. It is two inches longer and fully an inch and a half wider, and in spite of this increase in size of the pages, contains only a few less pages than the old form of the American Magazine. The December number's contents make the magazine one of unusual merit.

The new size and make-up allow the distribution of advertising throughout the magazine surrounded by reading matter. The necessity for grouping advertisements in the front and back is done away with entirely.

### PUBLISHES THREE PAPERS.

Thomas Brown, publisher of the Dubuc (Can.) Enterprise, has started the publication of the Stockholm Herald and the Grayson News in addition to his Dubuc business.

### A LIBERAL ORGAN.

Representatives of the Liberal Party at Amherst, Can., are reported to be raising funds to start a paper in opposition to the News and Sentinel.

### DINNER TO PATTERSON.

Friends of E. C. Patterson tendered him a dinner last week at the La Salle Hotel, Chicago, to celebrate his election as vice-president and general manager of R. J. Collier & Son, New York, publisher of Collier's Weekly.

The hosts on the occasion were Stanley Clague, C. R. Erwin, Ernest T. Gundlach, John Lee Mahin, F. R. Perkins, C. B. Raymond, J. L. Stack and E. E. Critchfield. Wilbur D. Nesbit acted as toastmaster, in the place of Mr. Mahin, who was unable to attend because of illness. Speeches highly complimentary to the guest of the evening were made by Robert J. Collier, Mark Sullivan, Arthur A. Acheson and others.

### GUTHRIE STAR SOLD.

A. W. Maxwell, who established the Guthrie (Okla.) Daily Star a year ago, has sold his interest to John W. Fisher of Boise, Ida., who was formerly engaged in the newspaper business in Cado and Texas Counties. Mr. Fisher takes immediate control with E. B. Allen, business manager, as his partner.

Mr. Maxwell was formerly Democratic state chairman of Iowa and later became a Roosevelt Republican while conducting a paper at Mobile in Missouri. He was defeated last August for the nomination of Congressman at Large.

### JEFFRIES ACQUITTED.

H. O. Jeffries, editor of the Nowata (Okla.) Advertiser, was acquitted Wednesday of the charge of murdering Mrs. Irene Gohcen, an advertising solicitor employed by him.

Mrs. Gohcen's body, with the skull crushed, was found in a pasture last April. Jeffries was arrested on circumstantial evidence. He attributed his prosecution to political enmities.

### RISLEY ON THE COAST.

Stanley G. Smith has purchased the interests of his partner, H. E. Risley, in the Marissa (Ill.) Searchlight-Messenger. Mr. Smith launched the Searchlight about a year ago. Later, after Mr. Risley had joined with him, they purchased the Messenger. Mr. Risley has left for the Pacific coast, where he proposes to purchase a paper.

### KILMER SELLS HIS PAPER.

Willis Sharpe Kilmer has sold the Binghamton (N. Y.) Press to Jerome B. Hadsell. Mr. Kilmer is the millionaire patent medicine man and the founder of the Press. He wishes to be relieved of the large responsibility of publishing the newspaper in order to give his time to other interests. Mr. Hadsell has long been connected with the Press.

### AN IOWA SALE.

Paul Woolson has bought the Clarinda (Ia.) Herald. Mr. Woolson is a former resident of Clarinda, but for the past ten months has been located in Waterloo. He is the son of the late Federal Judge John H. Woolson and had had an advertising experience covering nearly twelve years in Cleveland, O.

### AMERICA'S FIRST ADVERTISING BUILDING.

Chicago advertising men realized their ambition of a decade Saturday when they laid the corner stone of their new building at 119 West Madison street. It was a day of ceremonies and festivities for members of the Chicago Advertising Association, starting with a street parade early in the afternoon and ending with an elaborate banquet at the Hotel Sherman in the evening.

The formal dedication of the new structure marks an epoch in the advertising business of America. The building is the first to be erected by an association of advertising men to be used by them exclusively.

A. E. Chamberlain, president of the association, opened the exercises preceding the laying of the stone. He told of the progress of the association from its organization in a downtown restaurant to its present numerical and financial strength. He declared that the erection of the Advertising Building marks the Chicago association as the strongest advertising organization in America.

Mr. Chamberlain was followed by George W. Coleman of Boston, president of the Associated Advertising Clubs of America.

It is expected the new building will be ready for dedication on May 1, 1913. It is of the Francis I. style, and will be sixteen stories high.

### PIANO PUZZLE CASE TO U. S. SUPREME COURT.

The case against Samuel E. Moist, the Chicago piano merchant, for using the mails to defraud by puzzle schemes in newspapers, which was recently dismissed by the United States Court, will be carried by the government prosecutor to the United States Supreme Court, according to plans of United States Attorney Charles H. Wilkerson.

Mr. Wilkerson has declared that he intends to fight the case to the highest tribunal and to secure the Supreme Court's construction of the case if for nothing else than for future guidance.

### SMALLEY A BANKER.

George Smalley, whose "Out West" special Sunday stories have won him notice in newspaper offices from coast to coast, has returned to Phoenix, Ariz., from Los Angeles to engage in the banking business. For many years he was secretary to ex-Governor Sloan. Smalley is known in New York particularly for his exposé of the salted Flower mine several years ago.

### NO PULLEN, BRYANT CHANGES.

The death last week of Edgar Pullen of the special agency of Pullen, Bryant & Co. will cause no changes in the conduct of that firm. The old name will be retained for the present, with Mortimer D. Bryant at the head.

### FOR SWEDISH READERS.

Swedish residents of Illinois have a new native newspaper at Rockford. It is called the Journal and issues on Monday, Wednesday and Friday.

### D. O. EDWARDS WANTED.

#### EDITOR THE FOURTH ESTATE.

SIR: More than a month ago D. O. Edwards, a Texas newspaper man, mysteriously disappeared and thinking that you might want to use the item I am thus writing you; publication might also be of assistance to his family, who have no idea of his whereabouts and who need him.

Mr. Edwards was one of the Associated Press editors at the Memphis office. He failed to come to work one morning five weeks ago and no trace of him has been found. He leaves a wife, two infants and his mother in Memphis. The theory that he met foul play has been advanced, but has not been substantiated.

Mr. Edwards was well known in Texas. He was successively telegraph editor of the Fort Worth Telegram, assistant night editor of the Dallas News, report editor of the Texas News Service, news editor of the Denison Herald and some time ago went to the Associated Press in Memphis. Mr. Edwards weighs about 170 pounds, is about five feet, ten inches tall, smooth faced and has Auburn hair.

He was very popular wherever he worked and always gave good satisfaction, being an especially expert assignment man. When Scheps was recently arrested in Little Rock, Ark., Edwards went there and covered the story and also accompanied him to New York. His friends and family are worried over his disappearance. It is known he had quite a sum of money on his person at the time. He is a native of Tennessee but spent most of his life in Texas. B. C. UTECHT, Fort Worth Star-Telegram.

### PRESS' SUNDAY EDITOR.

L. S. Metcalfe is the new Sunday editor of the New York Press. He was formerly with the Chicago Tribune.

G. A. Young is in charge of the night city editor's desk on the Press, and Richard Spillane has resigned from the editorial staff to do free lance work.

### N. P. A. MEETING.

A call for a meeting of the executive committee of the National Press Association has been sent out by President A. D. Moffat for November 22 at the Hotel Sherman, Chicago. The principal work to be done will consist of deciding the time, place and program of next year's convention of the association.

### GRIMSHAW IN LOS ANGELES.

Thomas P. Grimshaw, formerly managing editor of the Fresno Tribune, defunct, is in charge of the city desk of the Los Angeles Record, succeeding Frank G. Hobart. The latter is covering city hall in place of John Hill, now with the Herald.

### ANOTHER FOR THOMSON.

A new addition to William Thomson's Associated Publishers' Syndicate of Michigan newspapers is the Lansing Press. The new paper has begun to appear in the afternoon.

## INSTRUCTION IN JOURNALISM.

### TEACHERS TO DISCUSS TECHNICAL PHASES OF THEIR WORK.

A conference of teachers of journalism in fifteen American universities will be held in Chicago next Saturday. Professor W. G. Bleyer, head of the course in journalism in the University of Wisconsin, is secretary of the conference.

The technical training and the practical experience in newspaper work that should be included in college courses in journalism will be the chief topic of discussion. Dr. Talcott Williams, director of the Pulitzer School of Journalism at Columbia University, will read a paper on "Technical Instruction in Journalism" at the afternoon session.

Those who will take part in the discussion are Professors Merle Thorpe, University of Kansas; Walter Williams, University of Missouri; J. W. Percy, Indiana University; F. W. Scott, University of Illinois; Charles Dillon, Kansas Agricultural College; Rev. J. E. Copus, Marquette University; and N. W. Barnes, De Pauw University.

The universities that will be represented include the University of Michigan, Columbia University, University of Wisconsin, University of Illinois, University of Missouri, Iowa Agricultural College, Kansas Agricultural College, University of Kansas, De Pauw University, Indiana University, and the University of Oregon.

Permanent organization of a national association of teachers of journalism is to be effected at this meeting. Professor F. N. Scott of the University of Michigan is chairman of the conference and will preside at the meetings, which are to be held at Hotel Sherman.

In order to provide for a permanent organization Professor Scott has appointed the following committees, the members of which will meet Saturday morning at ten o'clock in the West Room on the banquet floor of the Hotel Sherman:

Permanent organization—Dr. Talcott Williams, Columbia University (chairman); F. W. Scott, University of Illinois; N. W. Barnes, De Pauw. Nominating—Merle Thorpe (chairman), Kansas; Frank L. Blanchard, New York; Rev. J. E. Copus, Marquette. Cooperation in securing lecturers—Walter Williams, Missouri (chairman); J. W. Cunliffe, Columbia University; J. W. Percy, Indiana.

Time and place of meeting—Charles Dillon, Kansas Agricultural College (chairman); Grant M. Hyde, Wisconsin; R. W. Neal, Massachusetts Agricultural College.

The morning will be devoted to committee meetings. In the afternoon Dr. Talcott Williams will read a paper on "Technical Instruction in Journalism" to be followed by a discussion by Professor Charles Dillon, Professor N. W. Barnes, Frank L. Blanchard and other members of the conference. The evening session will be devoted to a discussion of the "Amount and Character of Practical Work in Courses of Journalism," by Dean Walter Williams, Professor Merle Thorpe,

Professor F. W. Scott, Professor J. W. Percy and other members of the conference.

The program has been arranged with a view of having a general round table discussion of the amount and character of the technical instruction and practical experience that should be included in courses in journalism. It is desired that each member of the conference present the results of his personal experience in connection with the discussion of this topic.

In addition to the program inspection trips will be made to the Associated Press office in Chicago, to the plant of the Western Newspaper Union and other points of interest.

"Educational Journalism" will form one of the most interesting topics to be presented at the meeting of the New York State Teachers' Association on November 25-27 in Buffalo.

The section devoted to educational journalism is being organized by Miss Laura Dunbar Hagarty, who edits the English Department of Normal Instructor, a national periodical published in Dansville, N. Y. Miss Hagarty has prepared a program for the convention, which will be presented in the banquet hall of Hotel Statler on Tuesday morning.

### THE SUN'S NEW MANAGER.

In the appointment of William C. McCloy as general manager of the New York Sun, Publisher William C. Reick places his paper in charge of a newspaper man with a thorough knowledge of the details of newspaper production. Persons who know Mr. McCloy or his capabilities are looking forward to a continuance of the Sun's progressiveness and prosperity that have been so marked since it came under the ownership of Mr. Reick.

Mr. McCloy has spent many years on the Sun, serving in various executive positions. For twelve years he was editor of the Evening Sun and was also in charge of the mechanical end of both papers.

### COLLEGE PAPER CARRIED BIG ADVERTISEMENT.

A four-page advertisement by the Missouri Store, a college supply store, was printed in the University Missourian, the daily newspaper issued by the students in the School of Journalism of the University of Missouri, Sunday, November 10.

This is said to be the largest single advertisement ever printed in a college paper. Twenty-four dealers, whose lines are handled by the Missouri Store, had space in the issue. The copy for this advertisement was prepared by the students taking advertising in the School of Journalism.

### COMIC FOR VANCOUVER.

The Limit is the name of a new comic weekly in Vancouver, B. C. It is published by Smith & Bohannon and is modelled along the lines of the American comic paper.

### PUTTING CATSKILL UPWARD IN CITY LIST.

A live wire of journalism in the "Rip Van Winkle Country" is the Catskill Daily Mail, of Catskill, N. Y., a daily newspaper published in Greene County. The Mail is what a daily newspaper should be, a reflector, exposition and epitome of the community in which it circulates. Although Catskill with its not quite 10,000 people is not yet in the city class its daily newspaper is built and run on metropolitan lines and is steadily leading and pushing Catskill upward into the city list.

When its present proprietor bought the Mail seven years ago it had an average daily circulation of 400 and resembled a case of sus-



M. E. SILBERSTEIN.

pended animation; today its circulation is about four times 400 and its four pages of then are grown to eight pages now. The Mail circulates in every town in Greene County.

The Mail's owner is M. Edward Silberstein, a New Yorker, who chanced to visit the Catskill region and became the New York American's local representative in securing summer hotel advertising. Seeing trolley cars with bare interiors at Kingston, young Mr. Silberstein offered the trolley company a few hundred dollars for a five-year contract for the space above the windows and proceeded to decorate Kingston's cars with advertising very profitable to himself.

Easy money impelled him to look for more and in a short time the young contractor had every traction company in that part of the state tied up to him for five years on contracts, and while he was reflecting upon how easy it is to succeed, Ward & Gow came along and offered him a lump sum for all his contracts that struck him dumb but not motionless, for he signed away his rights, receipted for a big check and bought the Mail and modernized its plant with the W. and G.

cash. Incidentally he had acquired the advertising privileges with Hudson River steamboat lines. He is on the executive committee of the Catskill Board of Trade and the constant boomer of Catskill and the Catskills. He is secretary of the County Democratic Committee and a recognized political factor in the upper Hudson River Valley. As a logical result to his services to his party in state and national campaigns Mr. Silberstein is slated to receive the appointment as postmaster of Catskill.

### FIRST AMERICAN DAILY IN SOUTH AMERICA.

#### WILL APPEAR IN MARCH AT RIO JANEIRO UNDER THE OWNERSHIP OF TIETSORT AND SMITH.

The first American daily newspaper in South America, the Rio Daily Mail, is to be established at Rio de Janeiro, Brazil, on March 1, next, by Francis J. Tietfort, for fifteen years an American newspaperman, Mr. Tietfort having had his editorial experience in New York, Chicago and San Francisco. Associated with Mr. Tietfort in the enterprise will be George J. Smith, an advertising man of Rio, and formerly of St. Louis and Nashville. Mr. Tietfort is to have charge of the editorial end of the paper, while Mr. Smith will be the advertising manager.

One Philadelphia and two New York newspaper men are to go to Rio to join the staff. New York, London and Washington correspondents have been appointed, and the paper will maintain a bureau in Buenos Ayres.

The Rio Daily Mail will have a field to cover of about 25,000 English speaking and reading people in Southern Brazil, principally in the cities of Rio, Sao Paulo and Santos. There are twenty-two dailies printed in Rio in the Portuguese language, one in French and one in Italian.

The new English daily will make a specialty of American news and will back American interests in Brazil, but it will also take the service of two European agencies and present all of the British news for the benefit of its readers. There are two other English dailies at Buenos Ayres—the Herald and the Standard—both being under British ownership.

Mr. Tietfort and Mr. Smith, who have been in the States for several months on a business trip, founded successfully and published the first automobile magazine in South America, *Revisão de Automoveis*, which has done much to aid American makers of cars in the South American market.

Mr. Tietfort is now in New York to place an order for press and type equipment for the new daily for early shipment to Brazil. American compositors and pressmen are to be employed.

C. A. Collins has disposed of the Nappanee Advance to John H. Wagner of Goshen.



## IN POLITICS.

News of victories by newspaper men at the polls on the national election continue to be reported.

The new lieutenant-governor of Nebraska is S. R. McKelvie, publisher of the Nebraska Farmer, of Lincoln. In spite of the fact that Woodrow Wilson carried that state by more than 40,000 votes, and the Republican candidate for governor lost by 12,000, Mr. McKelvie won on the Republican ticket by a ma-



S. R. MCKELVIE.

ority of more than 15,000. He is the youngest lieutenant-governor Nebraska ever had. Mr. McKelvie until recently was president of the Northwestern Division of the Associated Advertising Clubs of America and has been a member of the state legislature.

Barrett O'Hara was chosen lieutenant-governor of Illinois.

Warren Worth Bailey, editor of the Johnstown (Pa.) Democrat, was elected to Congress from his district.

William J. Sproat, of the Grand Rapids (Mich.) Observer and formerly with the Grand Rapids Democrat, is the new representative in the Legislature from his district.

A. H. Walters, editor of the Johnstown (Pa.) Tribune, is also a new member of Congress.

M. Clyde Kelly, editor of the Braddock (Pa.) News-Herald, was elected to the junior House from the Thirtieth District.

Thomas J. Pence, Washington representative of a number of Southern papers and connected with the publicity department of the Democratic National Committee in the recent campaign, is mentioned as secretary to President-Elect Wilson.

Kendrick Scofield, for many years connected with newspapers in

Washington, D. C., has been appointed secretary to Commissioner of Patents Edward B. Moore. In order to take his place Mr. Scofield resigns from the National News Association. He was at other times with the Boston Globe and the Philadelphia Bulletin.

W. A. Weygandt, publisher of the Ravenna (O.) Democrat, was elected to the State Senate by the Democrats of Ashtabula, Geauga, Lake Portage and Summit Counties by nearly 2,000 votes over his Republican opponent. Mr. Weygandt was formerly city editor of the Akron Times and Akron Beacon-Journal.

Main Johnson, a former member of the staff of the Montreal Star, has been appointed private secretary to N. W. Rowell, M. P. In order to take his new position Mr. Johnson resigns the office of secretary of the Ontario Motor League, and is succeeded by W. G. Robertson, also a former Star man.

T. Passingham, for a number of years railroad editor on the Montreal Gazette, has resigned to become publicity commissioner for the Liberal Party. He will have his headquarters at Toronto.

Sylvester J. McAtee, a San Francisco newspaper man, has been appointed assistant secretary to Mayor Rolph of that city. For many years Mr. McAtee has been engaged in active newspaper work and is known as an expert on political and civic matters.

E. S. Underhill, publisher of the Corning (N. Y.) Leader, was re-elected a member of Congress on the Democratic ticket with a majority of 1,500.

George W. Harris, at one time a reporter on the Chattanooga Times, and later with the Truth and Jeffersonian, has been elected senator from the Sixth District of Illinois. For several years past Mr. Harris has been engaged in newspaper work in Chicago. He made his successful run on the Progressive ticket.

George D. Armistead, staff and political writer for the San Antonio Express, has been chosen one of the four Democratic electors-at-large to cast the forty votes of Texas in the Electoral College for Woodrow Wilson for President.

Albert Johnson, editor of the Hoquiam Washingtonian, was elected to Congress on the Republican ticket, defeating both Progressive and Democratic candidates in spite of the fact that the state of Washington was carried by Roosevelt by an overwhelming majority. South-west Washington went strongly for Johnson.

## FRENCH TO ASSIST HOLT.

George French, widely known as an advertising man and counselor, has become connected with the New York Independent as publisher with the assumption of the ownership of that publication by Hamilton Holt. Mr. French is widely known through his writings on the subject of advertising and was one of the publishers of Profitable Advertising before he went to Boston several years ago as a specialist and counselor on advertising.

## NEW YORK GOLFERS END THEIR SEASON.

Newspaper golfers observed the closing of the season Monday at Van Cortland Park with competition on the links, followed by the annual dinner in the evening. The principal event was a handicap over the twelve meadow holes, each player using the one club of his choice.

A variety of prizes were offered, the lowest net being the 73, 24-49 of W. J. Haywood, while Harry A. Haines had the best gross, a 63. He used a mashie. H. B. Martin won the prize for the longest drive, covering a distance of 215 yards, while the "hard-luck" prize for the thirteenth score was won by Fred L. Hawthorne. J. W. Ferguson received a prize for being low man on the list.

In the afternoon a "tombstone" competition was held over the six hill holes, each player taking twenty strokes and "digging his grave" where his ball laid after the twentieth stroke. George L. Cooper, president of the New York Newspaper Golf Club and the donor of the Cooper Trophy, was the winner.

The scores of the handicap follow: W. J. Haywood, 73-24, 49; G. F. Ralston, 74-14, 57; H. A. Haines, 63-11, 52; C. F. Laux, 72-19, 53; E. R. Laverty, 75-19, 56; Albert Hedley, 66-9, 57; A. E. Owens, 69-12, 57; P. B. Lucas, 66-8, 58; George E. Westcott, 67-8, 59; F. Clements, 70-11, 59; A. J. Gifford, 73-13, 60; H. B. Martin, 69-8, 61; F. L. Hawthorne, 76-14, 62; John Dorgan, 77-15, 62; C. Le Gendre, 77-14, 63; J. F. R. Hawthorne, 78-14, 64; J. W. Ferguson, 81-14, 67.

At the close of the day on the links the club members held their annual meeting and elected a board of directors, which next April will elect officers. The following were chosen directors: J. L. Dorgan, George Sterrett, H. J. Haywood, A. C. Murray, C. F. Le Gendre, Albert Hedley, G. E. Westcott, J. R. Crowell, A. J. Gifford, J. W. Ferguson, H. Grantland Rice, C. F. Laux, G. F. Ralston, F. Clements and W. J. McBeth.

Covers were laid for seventy-five at the annual dinner in the evening in the golf house, the occasion being the distribution of trophies to the successful ones of the season. Geo. L. Cooper presided. The principal cups presented were the Cooper cup to Albert Hedley and the O'Connell club championship cup to A. C. Murray. Other members who received trophies and the competitions in which they won them were as follows:

Maw handicap—Qualifying round—Albert Hedley, Herald; Class A, J. Grantland Rice, Evening Mail; Class B, Joseph H. Williams, Herald.

June handicap—Qualifying round—George F. Ralston, World; Class A, A. C. Murray, Herald; Class B, C. F. Le Gendre, World; Class C, Charles F. Laux, Herald.

July handicap—Qualifying round—Joseph H. Williams, Herald; Class A, Geo. F. Westcott, Herald; Class B, Frank T. Pore, American.

August handicap—Qualifying round—James R. Crowell, Evening Telegram; Class A, H. Grantland Rice, Evening Mail; Class B, Archibald J. Gifford, Evening Telegram.

## FOREST AND STREAM MANAGER.

W. J. Gallagher, formerly of the Outing Publishing Company, is now business manager of Forest and Stream, New York.

## CLAPP COMMITTEE IS TO QUIZ HEARST.

William R. Hearst will be one of the first witnesses called before the Clapp committee of the Senate when it resumes investigation of campaign contributions early next month. Hearst's return from Europe will almost be the signal, it is said, for reconvening the committee.

Standard Oil political gifts and Congressional activities will be the line of Mr. Hearst's examination. He will be asked for unpublished letters between Standard Oil officials and Congressmen. How he got letters from the private office of John D. Archbold will be asked of him.

When Archbold was a witness before the Clapp body he demanded that Mr. Hearst testify, declaring the letters had been stolen.

## GOOD HOUSEKEEPING SHIFTS.

Malcolm Stearns, formerly of the Chicago office of Good Housekeeping Magazine, has been made New England manager for that publication with headquarters in Boston. Owen Jones, who has been the New England manager, is now connected with the home office of the magazine in New York. F. W. Preston, who was with the Chicago American for ten years, has succeeded Mr. Stearns in Chicago.

## FOR UTAH PROGRESSIVES.

The Progressive party leaders in Utah at a meeting in Salt Lake City discussed plans for the publishing of a weekly paper to represent the organization. The first issue will appear next Saturday, according to the statements and within a year it will be made into a daily paper.

## THE CORDOVA HERALD.

A new newspaper has been launched at Cordova, Ala. Its owner is the Cordova Herald Publishing Company, capitalized at \$3,000. Its stockholders include H. H. Graves, G. S. Elliott, J. Marquis, S. L. Studdard, J. C. Godwin and others.

## NEW GENERAL AGENTS.

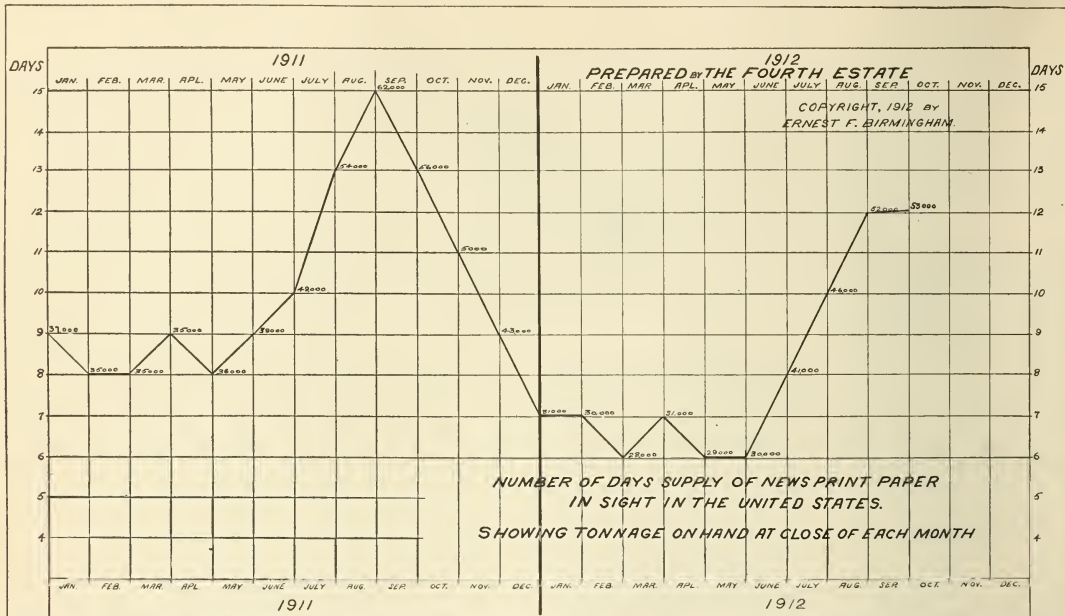
The Earnshaw-Lent Company has incorporated to do a general advertising business in New York. It is capitalized at \$10,000 and the incorporators are Louis H. Lent, Sybil Kershaw and John J. W. Earnshaw.

## AT CHARITY WORK.

Parkhurst L. Whitney, a Rochester newspaper man, has been appointed assistant secretary of the United Charities. In the past two years he has been on the Rochester Post-Express and the Herald. He resigns from the latter to take up his new work.

## DENNISON &amp; BRYAN SELL.

The Bradford (Pa.) Modern Era has undergone a change in ownership. Messrs. Dennison and Bryan have sold their interest to J. W. Milligan, a prominent resident of the city. Mr. Dennison is succeeded as editor by Daniel W. Dean, a veteran Jamestown newspaper man.



## THE PRINT PAPER MARKET.

### LATEST PRICES, EXPORTS AND IMPORTS—CHANGES IN CONTRACTS, ETC.

The paper committee of the American Newspaper Publishers' Association in its current bulletin reports:

Considerable paper is offered by mills. Publishers are receiving more propositions from paper companies than at any time in five years. Quotations made by paper companies in different localities within the past week indicate that they are willing to sell news print paper of good quality on a basis of \$1.86 f. o. b. mill from New York State mills, including protection against excess damage.

Openly they are asking anywhere from \$1.90 to \$2 f. o. b. mill, but under pledges of secrecy they are offering the price stated. New output is coming on the market with volume and celerity. The tonnage displaced by the new machines already started is persistently offered. 25,000 tons are available in two lots.

Salesmen who declare that their companies have sold 95 to 100 per cent. of their product for 1913 are misrepresenting, because those concerns are energetically soliciting new orders. Publishers are in position to insist that the paper companies meet the market during the continuance of the new contract.

**TONNAGE AND DISPLACEMENTS.**  
Sixty-five thousand tons, formerly furnished to the New York World and St. Louis Post Dispatch by the International Paper Company, W. H. Parsons & Co., Great Northern, Watab, and Minnesota and Ontario Company, have been displaced by the DeGrasse Mill, at Lyrites, and the Tidewater Mill, at New York.

The Hearst publications are using over 140,000 tons of news print paper per annum, or substantially one-ninth of all the news print paper used in the United States. The supply of the Chicago American and Examiner (30,000 tons per annum) has been placed with the Spanish River Mill, the Kanogami Mill and five Wisconsin mills, displacing about ten

tonnage of the Boston American has been placed with W. H. Parsons & Co. The Scripps-McCrae League's supply of 18,000 tons per annum has been reapportioned; the Cincinnati Post order has been shifted from H. G. Craig & Co. to W. H. Parsons & Co., the Cleveland Press order from Minnesota and Ontario to Great Northern. A 6,000-ton supply to other Scripps papers has been awarded to the Lake Superior Company, at Sault Ste. Marie.

The 10,000-ton supply of the International Paper Company to the New York World, which was displaced by the Tidewater Mill, was transferred to the New York Sun, displacing the Great Northern Paper Company on that order. The Great Northern has displaced the Berlin Mills Company in the supply of the Atlanta Journal.

W. H. Parsons & Co. have taken the order for 1913 of the Pittsburgh Leader, now supplied by Finch, Fryn & Co. The Parsons concern have taken the contract of the Providence Journal and Fall River Globe from the International Paper Company. It has obtained an order covering the growth in consumption of the Boston American, that is, for the excess over the fixed tonnage of that publication with the Great Northern.

The Lake Superior Company, at Sault Ste. Marie has contracted with the Detroit News and Journal for 9,000 tons per annum, displacing H. G. Craig & Co. Canadian mills have taken much tonnage in the United States market from United States mills.

#### IMPORTS AND EXPORTS.

In September 10,849 tons of news print paper were imported from Canada. The exports were 5,009 tons. Heretofore, the paper makers have been shipping out approximately as much paper as the Canadians were shipping into the United States. These figures for September show a decided balance in favor of domestic supply.

Several large paper manufacturers of Quebec have appealed to the Provincial authorities for the removal of the prohibition of exportation upon Crown Land wood in order that they may ship into the United States without incurring the penalty of \$5.75 per ton which is imposed by the United States Government upon paper made from Crown Land pulp wood, which cannot be exported to the American States. These figures for September has taken the request under consideration.

The revision of the paper schedule by Congress next year will probably throw

open the doors to free newspaper paper from all countries and thereby broaden to the utmost limit the market of the American newspaper publisher for his raw material.

The hearing on the favored nation matter has been fixed by the Court of Customs Appeals for December.

The St. Croix Mill, at Woodlands, Me., the Laurentide Mill, at Grand Mere, Quebec, and other paper making concerns are increasing their water power developments preliminary to wholesale increases in paper production.

The stock of paper on hand at the mills at the end of September was 47,231 tons, an increase of 1,243 tons over the figures for August, but less than for September, 1911.

The Spanish River Mill has bought two machines, with capacity for fifty-five tons per day, from a mill which had shut down and it will install them at Espanola within a few months.

The Chicoutimi Pulp Company, of Montreal, which recently closed a contract with a paper manufacturing company in England, announces that another big contract has been closed also with an English firm. The company has just contracted to furnish the Harmsworth Paper Mill on the Thames with mechanical pulp for a period of ten years.

There are rumors again that at the forthcoming session of the Quebec legislature the present restrictions regarding the export of pulp wood from Crown lands held under leasehold may be removed.

A report from Western Canada is that a pulp and paper mill will be established at Prince Albert which will cost about \$300,000.

The inquiry in Ottawa into Western freight rates on the Canadian railways, which the provinces of western Canada claim are an "unjust discrimination" against them on the part of the companies, has

been adjourned until January 5 in consideration of a request by M. K. Cowan, counsel for the Governments of Alberta and Saskatchewan. He said that in view of the fact that more than 23,000 comparisons between Western and Eastern freight rates had been submitted by the railways, time should be allowed for the checking up of this bulk of statistical material.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

**Berlin Mills Company,**

PORTLAND, MAINE.

New York office, 256 Broadway

William B. Dillon J. Santord Barnes.

**DILLON & BARNES**  
**ROLL NEWS PRINT**

for high-speed perfecting presses.

2 Rector Street. NEW YORK  
Phone Rector 4955



## COURIER-JOURNAL MOVES.

LOUISVILLE PAPER NOW  
IN ITS \$200,000 NEW  
QUARTERS.

A model newspaper plant, four stories in height, with a floor space of approximately 58,700 square feet, has been completed at a cost of \$200,000, to provide for the improvements made imperative by the growth of the Louisville Courier-Journal and Times. The new structure is located at Third avenue and Green street, just a square east of the old building at Fourth avenue and Green street, where the Courier-Journal has been published daily since 1876.

The structure is perfectly fitted to give birth to a morning and an afternoon newspaper, with the least possible labor and loss of time. With keen foresight, the late Walter Newman Haldeman, father of Bruce Haldeman, president of the Courier-Journal Company, purchased the old post office building from the government about sixteen years ago, so that the two newspapers would have a home in the heart of the business district of the city when the growth of the publications made a removal necessary.

Only the walls of the old government building were left standing. The building has a white stone exterior. It extends southward from Green street to an alley, and east from Third avenue to a concrete warehouse. When it was decided to remove the plant into new quarters, Bruce Haldeman consulted the heads of the various departments of the two newspapers regarding the arrangement of their quarters. Every suggestion promising improvement over former methods was incorporated in the plans of the architect. Thus efficiency is assured by the carefully planned arrangement of every part of the equipment.

The best material obtainable was put into the new structure. With the exception of the concrete warehouse, which was built and is owned principally by the publishers of the Courier-Journal, the nearest adjoining building is fifty feet distant.

Despite the immense thickness of the walls, they are reinforced with steel columns. Half of the building is supported by five plate girders, weighing 20,000 pounds each, which extends over that part of the basement where the presses are located. They are forty-three feet in length and six feet four inches deep.

Steel and concrete was used in constructing the floors and the structure is as near fireproof as is possible to build a newspaper plant. The offices are finished in quarter-sawn white oak. Both freight and passenger elevators are of the latest and most modern pattern, while the lighting, heating and ventilation follows the most approved system. A big shaft is located in the center of the building, affording abundant light and air. The various departments have been



THE NEW HOME OF THE LOUISVILLE COURIER-JOURNAL.

equipped and furnished in keeping with the building.

The first floor is given up entirely to the mailing room and business offices, well lighted and furnished with the latest accessories to office work.

Both the city and foreign circulation departments are located on the second floor. There also may be found the offices of the president, the editor of the Times and the editor of the Courier-Journal. The editorial department is situated on the third floor. Large, light and airy rooms furnish admirable quarters for the editorial forces. The local and telegraph room of the Courier-Journal is on the east side of the building, while those of the Louisville Times face the north. Pneumatic tubes lead from the desks of the various editors and writers to the composing room.

Those who have visited newspaper plants in all parts of the world declare that the composing room of the Courier-Journal and Louisville Times is a model of perfection. It is located on the top floor of the building. Large wire-glass skylights, with additional lighting appliances, afford more than enough light and ventilation and make the room ideal for its purpose.

Twenty-one Mergenthaler linotypes are arranged in three rows at the east end of the building. All the stereotyping machinery is of such sort as to give the quickest and best service, the plates being dropped in an electric chute from the fourth floor to the press room, in the basement.

The windows of the basement have been raised above the sidewalk in order that pedestrians may watch the four big presses at work. Two new presses, a Hoe and a Goss, have been added to the present equipment of the plant. Upon one of the Goss presses four colors may be printed at one impression.

The heating apparatus and electric plant is in duplicate, so that there is never any danger of lack of power or heat. By means of the new equipment and 2,000 square feet of space, the papers in the mailing room will now reach the trains and post office quicker by several minutes.

The composing room occupies about 12,300 square feet of space and the press room 2,900 square feet. Every convenience, including rest rooms, shower baths, library, telegraph, telephone and electric clock systems, has been provided for the employees.

In all that has been done to make the building and equipment of the Courier-Journal and Times perfect from the standpoint of the work to be accomplished, the greatest care has been taken to provide for the comfort of those who operate the splendid mechanism.

### FARMERS HONOR SPOKANE FARM PAPER.

During its convention held in Spokane, Wash., the National Farmers' Grange, representing farmers' organizations from all states of the Union except one, chose the Twice-a-Week Spokesman-Review as official paper for the coming year.

This is a tribute to the active part this Western agricultural journal has taken in the improvement of country life throughout the Pacific Northwest, and the space it has given to the interests of the Grange. The Twice-a-Week Spokesman-Review has also been recognized as the official organ of the Northwest Livestock Association and of the Inland Empire Poultry and Pet Stock Association.

The Detroit News, the Free Press and Journal have equipped their mechanical departments with a new lighting system.

### PARKER DEAL FALLS THROUGH.

The Chicago Morning World has suspended publication. The paper, which is a new form of the old Daily Socialist, has not been a business success, it is announced editorially.

The editorial announcement is in part as follows:

The morning paper is fundamentally wrong as a business proposition. It can't be a money-maker; it's a money consumer, simply because not enough men and their wives have time to read the morning paper.

Your managers have thought it to your best interests that all of your forces and the energies of all your capital be devoted to the evening and Sunday paper.

The Morning World made its appearance last May during the strikes of the pressmen, stereotypers, newsboys and drivers on the other English papers of the city. The Daily Socialist was the only English daily paper not affected by the trouble and the only one the striking newsboys would handle on the streets. To make the most of the situation the publishers of the Socialist added the morning edition.

Charles M. Peck, the well known advertising manager and writer, who it was reported last week had become managing editor of the paper, writes that the plans which had been under discussion for such a connection have not matured and that he does not expect that they will.

It is said that Harrison M. Parker, who recently retired from the Stack-Parker Agency, and was formerly connected with the Chicago Tribune, Louisville Herald, Philadelphia North American and other papers, had expected to buy the paper, or control of it, and take charge as business manager, but that the parties in interest at the present time would not consent to a change in the editorial policy of the paper, wherefore he has dropped the negotiations.

The present owner, it is said, was desirous of making a place for the World with the recognized daily newspapers of authority in Chicago, but the contemplated Parker deal involved so radical a change in the editorial conduct of the paper that he was unwilling to agree to it, so that negotiations have come to a standstill for the present.

### AGENCY INCORPORATES.

The Ackerman Advertising Agency, of Omaha, has filed articles of incorporation. Its capital is \$10,000 and E. L. Ackerman and B. L. Ackerman are the directors.

## THE LOS ANGELES TRIBUNE

is the clean, home paper of Los Angeles. No objectionable advertising accepted.

LARGEST CIRCULATION  
IN LOS ANGELES.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## EDITOR FOR CHURCHMAN.

Rev. Herbert Britton Gwyn of Chicago has been elected editor of the Churchman, the Protestant Episcopal weekly published in New York. He will not assume the position for some time, it is understood, because of his inability to give up his other church work at the present time.

The new editor of the Churchman is a Canadian and a graduate of Trinity College, Toronto, in 1893. Ten years ago he became rector of St. Simon's Parish, Chicago. Dr. Gwyn succeeded Silas B. McBee, who retired with the sale of the publication last March by M. H. and R. H. Mallory to a corporation of prominent churchmen.

Those said to be financially interested in the Churchman are the Rev. Dr. William T. Manning of Trinity Church, the Rev. John Mockridge of Trinity Chapel, the Rev. George Alex. Strong of Christ Church, and the Rev. Howard C. Robbins of Incarnation Church. George Zabriskie is secretary of the corporation.

## PAN-AMERICAN CONGRESS.

The first meeting of the Pan-American Congress of Journalists will be held in Rio de Janeiro, Brazil, on July 4, 1913. A prime mover in the organization of the Congress is Senator Hebequer, editor of the Buenos Aires Nacion, who with the Asociacao de Imprensa de Rio de Janeiro, will have full charge of the convention arrangements.

## A KENTUCKY MERGER.

The Bullitt (Ky.) Pioneer and Era have been consolidated. The new arrangement follows the purchase of the Pioneer by J. W. Baralo, editor of the News. The Pioneer was established in 1872 by G. M. Gwyn, and later published by C. E. McCormick for more than twenty years.

## BACK IN LOS ANGELES.

Raymond Turney has returned to Los Angeles after six months with the United Press. He left the Los Angeles Record for a berth in the San Francisco office, and two months later became manager for the news association at Portland. He is now covering Federal for the Tribune.

All EYES IN TRENTON  
are on

**The EVENING TRUE AMERICAN**  
and the steps of all advertisers, who know by personal observation, are directed to the evening paper that sells goods.

**15,000 Copies Daily**  
in Trenton and vicinity.

The Evening True American,  
Trenton, New Jersey.

Foreign Representatives,  
LACOSTE & MAXWELL,  
Monolith Bldg., NEW YORK.  
Marquette Bldg., CHICAGO.

## ASSIGNMENT IN OHIO.

For the adjustment of claims held by creditors C. C. Geary, who, with H. E. Zimmerman, has been publishing the Loudounville (O.) Advocate under a lease since December, 1911, recently made an assignment of his interest in the firm to Attorney F. N. Patterson.

The Advocate Printing Company, of which H. A. Mykrantz of Ashland is one of the principal stockholders, owns the plant and published the paper prior to the lease one year ago. Mr. Geary before entering into the lease as a publisher of the Advocate published the Perryssville Enterprise.

A schedule of assets in the assignment has not been made, but the liabilities total about \$1,700.

## PUBLISHERS CHARGE LIBEL.

The uncommon incident of newspaper publishers suing a private individual for libel is furnished in Evansville, Ind. The owners of the Journal-News have entered suit in the Circuit Court against Charles G. Smith, president of the Mercantile Trust Company for \$25,000 damages. They allege that Smith accused the Journal-News of being the corrupt organ of a political organization composed of public service officials "who dishonestly and corruptly prey upon the people of Evansville."

## HELD ON LIBEL CHARGE.

The charge of criminal libel against David S. Webster, editor of the Passaic (N. J.) Issue by Boris Rosenstein of Buffalo, N. Y., has resulted in Mr. Webster being held on a \$500 bond for the grand jury. The plaintiff alleges that Webster published an article insinuating that he had betrayed the workers of Passaic in their recent strike against the textile industry of that city, of which he was in charge.

## MAY BE REVIVED.

George E. Arnold is contemplating the re-establishment of his former newspaper in Loyaltan, Cal., which suspended publication about a year ago. Mr. Arnold since then has been engaged in the real estate business in San Jose.

## WALDRON TO DENVER.

The publishers of the Denver (Colo.) Express have appointed Grover C. Waldron advertising manager. For the past two years Mr. Waldron was in charge of the advertising of the Springfield (O.) News.

## HAS THE OIL FEVER.

Courtney Garner recently resigned the police assignment on the Los Angeles Record to familiarize himself with the oil fields of California. Meanwhile he is doing general reporting on a Bakersfield evening paper.

## WITH SUCCESSFUL FARMING.

F. J. Wright, for several years manager of Profitable Farming, is now connected with the advertising department of Successful Farming, Des Moines, Ia.

## PUBLISHERS MUST WAIT

## FOR THEIR MONEY.

Alabama newspapers that have advertised the governor's proclamation on the Jefferson County Amendment proposition will be deprived of their money until another session of the legislature is held. The law authorizing a vote on amendments to the constitution fails to provide funds for paying the cost of advertising the question before the people. This provision, it is thought, was omitted through inadvertence.

The total advertising bill will reach about \$4,000 in the entire state. If an extra session of the legislature is held, legislation will be passed for the payment of the advertising. If, however, there is no special session, then the newspapers will have to wait until the regular 1913 session to get their money.

A NEW BILLBOARD  
ORDINANCE.

The city council of Alameda, Cal., has passed a billboard ordinance which will take effect immediately, as Mayor W. H. Noy has already affixed his signature. The ordinance provides that all billboards must be twenty-five feet from a dwelling or property line. It will affect numerous billboards already constructed immediately on property lines and within prohibited distance of buildings.

The enforcement of the ordinance is entrusted to the Police Department.

BROWN OF LOUISVILLE  
FOR BASEBALL HEAD.

Robert W. Brown, managing editor of the Louisville Times, is mentioned prominently as a possible candidate for the presidency of the National League of Baseball Clubs. It is rumored that Mr. Brown can count at least five votes at the present time, they being the owners of the Brooklyn, Philadelphia, Chicago, Pittsburgh and Cincinnati Clubs.

## COLLEGE DAILY SUSPENDS.

Publication of the daily paper at Technology Institute, in Boston, has been suspended temporarily, owing, it is said, to lack of undergraduate support. Alden H. Waitt, managing editor, of Medford, and Ernest Mann, political editor, of Brooklyn, have resigned. Business manager Bertram Adams is endeavoring to have the paper resume publication, if possible, in a few days.

## A BRITISH COLUMBIA DEAL.

The Chilliwack (B. C.) Free Press has ceased publication, through being consolidated with the Progress. C. A. Barbour, proprietor of the Free Press, becomes business manager of the Progress. He went to Chilliwack from Pilot Mound, Man., and purchased the paper when it was known as the New Era.

The Buchanan (Can.) News has been revived under the name of the Times. W. Wondohl is the new publisher.

## SOCIETY "RAG" DANCE.

John A. Dillon, assistant managing editor of the Los Angeles Examiner, and Mrs. Dillon entertained the members of the editorial staff and their wives recently at a society "rag" dance at their pretty home on Crenshaw Boulevard.

It was Mrs. Dillon's birthday and her guests presented her with a set of Colonial candle sticks of silver. A Spanish luncheon prepared under the direction of Miss Kate Harkness, staff librarian and a "native" daughter, was a feature.

Among the guests were Managing Editor F. W. Eldridge, City Editor H. E. Morton, Day City Editor R. T. Van Ettsch, Mr. and Mrs. "Cy" Perkins, Mrs. Lavinia Graham, Mrs. Emmet Cheeseman, Mr. and Mrs. John A. Gray, Mr. and Mrs. A. B. Cusaden, Mr. and Mrs. Wooten, Mr. and Mrs. Gilson, Mr. and Mrs. Hogue, Mr. and Mrs. E. A. Coe, Mrs. Dan Green, and Messrs. Joseph Timmons, Don Nicholson, Frank Hart, William Ulrich, Fletcher Bowron, Major West, Daniel Ferguson and Phil Norton.

## SUIT AGAINST AERO PAPER.

A libel suit for \$25,000 damages has been filed against the Aerial Age, a publication issued by the Aero Club of Illinois, by the Standard Aviation Company of Chicago. It is alleged that the magazine denounced the company's aviation school as inefficient.

## SOLD AGAIN.

Joe Lacey, who recently purchased the Manzanola (Colo.) Sun, has disposed of the paper to G. E. Bicknell. The new owner was until recently with the Ogalalla (Neb.) News. The owner of the Manzanola Sun prior to Mr. Lacey's proprietorship was H. J. Woodbury.

## ALTOONA SALE REPORTED.

H. W. Shoemaker has purchased the Altoona (Pa.) Tribune according to a report. Mr. Shoemaker was formerly proprietor of the Bradford Era.

## EURY SELLS PAPER.

The Gastonia (N. C.) Progress has been purchased from C. A. Eury, by O. L. Moore. The new owner was until recently with the Shelby Highlander.

THE  
NEW YORK  
TIMES

## HOLIDAY BOOK NUMBER

Sunday, December 1st.

List of 250 best books of the season, with brief annotations to facilitate selection; literary news, and views from many literary centres and reviews of latest publications. G. K. Chesterton on "Dickens and the Christmas Spirit"; Holbrook Jackson on "The Christmas Spirit in Literature"; Katherine Tynan on "English Literary Reminiscences"; Cecil Chesterton on "Hilaire Belloc"; and contributions by Brander Matthews, William Ellery Lloyd, Ludwig Lewisohn and Van Wyck Brooks.



**LIBEL DECISION AGAINST NEWSPAPER.**

Judgment against La Patrie, of Montreal, has been handed down by Justice Demers, the plaintiff, Omer Deserres, being awarded \$500 in a suit for \$10,000 which he had entered against the newspaper.

Mr. Deserres took exception to certain editorial utterances wherein conditions met with in connection with the Banque St. Hyacinthe liquidation were criticized, claiming that the article in question constituted an attack on him, as he had figured in the liquidation proceedings of several of the depositors' accounts.

The defendant pleaded that the matter was one of public interest and therefore was properly discussed in a newspaper. The court, while admitting that the question was one of public interest, maintained that the facts alleged in the discussion were not proven.

**GERMAN NEWSPAPER SOLD**

Max E. Socha, until a few weeks ago examiner of the Michigan state banking department and a former German newspaper man, has organized a publishing company in Los Angeles and purchased the Germania, a German newspaper.

The company has a capital of \$50,000. Its officers and directors are: President and editor, Max E. Socha; vice-president and treasurer, Roger M. Andrews, assistant to the president of the Citizens' Trust and Savings bank; secretary, Ferd E. Brandt, formerly with the Los Angeles Examiner; John Luckenbach of Luckenbach & Co.; Edward Stuetz, for twenty-one years editor of the Germania; and Martin C. Neuner.

**BUSY "BOB" LEE.**

Robert E. Lee, former president of the St. Louis Admen's League, is holding down eight jobs. He is editorial writer for the Drygoodsman; special writer for the Post-Dispatch; secretary of the St. Louis Sales Managers' Association; secretary of the St. Louis Automobile Manufacturers' Association; secretary of the St. Louis Motor Accessory Trade Association; manager of the local annual Auto Show; St. Louis editor of the Tea and Coffee Trade Journal, and publicity representative of the Conventions' Bureau of St. Louis.

**PRIEST-EDITOR CELEBRATES.**

Rev. Valentine Kohibeck, editor of the Bohemian Catholic newspaper Narod, of Chicago, was guest of honor at a dinner in the Auditorium Hotel of the Federation of Catholic Bohemians of Chicago, in celebration of the twenty-fifth anniversary of his priesthood and of his twenty-fifth year as an editor. Sheriff Michael Zimmer, as toastmaster, spoke for the Cook County officials in the absence of Mayor Harrison. Archbishop James E. Quigley referred to the religious work carried on by the guest of the evening and to his work as an editor.

**A FRAUD AD FINE.**

B. H. Milligan, a piano sales promoter, and the Bidwell Piano Company, of Wichita, Kan., have been fined \$300 apiece for misleading advertising.

Milligan was conducting a sale of the Bidwell Company, and advertised certain well-known makes of pianos at absurd prices, the ads giving the impression that the instruments were new. The other piano dealers in Wichita prosecuted under the local ordinance against misleading statements in advertisements.

**IN THE PRINTING LINE.**

Glenn W. Hutchinson, formerly advertising manager of the "Frisco Railway system and later St. Louis representative of the American Lithograph Company, is now with the Buxton & Skinner Printing Company, of St. Louis. Mr. Hutchinson is secretary-treasurer of the St. Louis Ad League.

Edward B. Gardner, formerly advertising manager of St. Louis department stores, is now in charge of the copy service department of the Buxton & Skinner Printing Company. Mr. Gardner also edits the house-organ Shop Talk.

**SHOT TO DEATH.**

Franklin B. Dorr, formerly proprietor and editor of the Douglas (Ariz.) Daily Dispatch, was shot and killed in Clifton last week by William Allender.

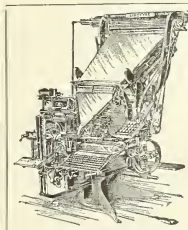
Allender, when surrounded, shot and killed a saloon keeper, wounded two Mexicans, one fatally, and then committed suicide by shooting himself through the heart. Dorr was forty-five years old and a wife survives him.

**EIGHT CENTS A DAY**

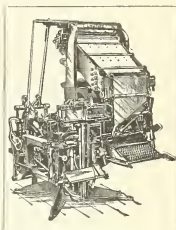
or less, is what our RECORDS SHOW is the cost per machine for repairs, parts, supplies, and sorts in hundreds of offices using from one to forty

**LINOTYPES.**

The flexibility and versatility of the Quick-Change



Quick-Change Model 8  
Three-Magazine Linotype



Quick-Change Model 9  
Four-Magazine Linotype

**Multiple  
Magazine  
Linotypes**

have a tendency  
to still further

reduce this low cost of Linotype upkeep.

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

**MERGENTHALER LINOTYPE COMPANY**

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TOKONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

**MORE HELP IN CLEANING UP ADVERTISING.**

The Business Men's Association of Hartford, Conn., has subscribed to the movement against fraudulent advertising and recently voted to ask the co-operation of the State Association in endeavoring to secure the passage of laws against the publication of misleading statements on the part of advertisers.

The association proposes to draft a bill providing for a maximum fine of \$500 to be imposed upon persons "who make or cause to be made any statement misleading to the purchaser of an article advertised."

**PROMOTION MAN CHANGES.**

Milton Bitters has resigned as promotion manager of the Philadelphia Evening Telegraph to assume a similar position with the Washington Times.

**LEE WITH HOLLAND'S.**

David D. Lee of New York has been appointed Eastern representative of Holland's Magazine.

**SEVENTY-FIVE THOUSAND (75,000) CHASES**

in daily use in these United States, all made by us, all guaranteed forever as to quality, and every one satisfactory!! That is the record of eight years of manufacturing.

**ELECTRIC WELDED CHASES.**

Their quality sells them. Their popularity is universal; they have no rivals; the reason? They save money to the user every time they are used. They are absolutely accurate, steel-made, steel-strong, steel-durable. If you have or get one of them that is not absolutely right and satisfactory you will confer a favor on us if you will immediately report on it. BARNHART BROS. & SPINDLER New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

**BARNES-CROSBY COMPANY**

E. W. HOUSER, President.

**ENGRAVERS**

ARTISTS, ELECTROTYPERS NEW YORK, CHICAGO, ST. LOUIS

1937 Pages. 6300 Galleys. 120 MILLION EMS

**A RECORD-BREAKING JOB**

by Linotype Machines with exclusive use of

**MERCHANT'S Linotype Metal**

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB

Trade Mark	<b>M&amp;E</b>	<b>MERCHANT &amp; EVANS CO.</b>	Trade Mark
		Smelters-Refiners	
		<b>PHILADELPHIA</b>	
Registered.			Registered.
NEW YORK	CHICAGO	BALTIMORE	
BROOKLYN	KANSAS CITY	DENVER	

**Let the American Ink Co. of New York City be your FOUR-CENT INK MEN.**

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England people, and has shown its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN** and the **STAR**

is from 130,000 to 140,000  
These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGGESS, CHICAGO.  
MARQUETTE BUILDING, CHICAGO.  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

### NEWS WRITERS ENTERTAIN THEMSELVES.

The news writers of San Diego entertained themselves the other night at the second banquet of the season in Sargent's grill, with "Unser Nick" as the host.

F. B. Goodman, managing editor, presided with dignity. He delighted everybody with his perfect use of his napkin, and J. E. Haley ate his soup without a splutter. E. H. Clough, the venerable journalist of California, was greeted with vociferous applause when he refused to make a speech.

The bill of fare for the elaborate menu was written part in French and part in something else. The pommes a la hominy were exceptionally brilliant. The Chateau Yquem was consumed without anybody's knowing its name. But it was good.

### POOR RICHARD OFFICERS.

New officers of the Poor Richard Club, of Philadelphia, have been inaugurated. The ceremonies were held at an old-fashioned chicken luncheon, and mid cornstalks, pumpkins and other decorations of similar nature. A number of informal addresses were made, among which was one by ex-Governor Edwin S. Stuart, a member of the club.

The new officers are: President,

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

Louis J. Kolb; vice-presidents, Cyrus H. K. Curtis, Jarvis Wood, Mayer Swaab, Jr., Hugh A. O'Donnell and Thomas A. Daly, secretary, Edwin Moore; treasurer, George W. Jacobs; directors, Thomas Martindale, William J. Eldridge, R. H. Durbin, William F. Fell, H. A. Gatchell, C. H. Graves, W. Percy Mills, George Nowland and J. Fithian Tatem.

### MAGAZINE AD MEN ELECT NEW OFFICERS.

The Representatives' Club, of New York, held its annual meeting at the Hotel Victoria, where these officers were elected: President, Frank L. E. Gauss, Collier's; vice-president, Owen H. Fleming, People's Home Journal; second vice-president, Oscar S. Kimberly, Doubleday, Page & Co.; secretary, W. A. Sturgis, Review of Reviews; treasurer, D. J. Payne, Vogue; directors, R. Wentworth Floyd, Woman's World; Conrad B. Kimball, To-Day's Magazine; Crosby B. Spinney, McCall's Magazine; George Costello, Doubleday, Page & Co.; Henry M. Hobart, Woman's World; W. C. McMillan, the Butterick Publishing Company, and L. A. Weaver, Harper's Magazine.

The club's annual dinner will be held on Friday, December 13.

### MILWAUKEE CLUB ISSUES YEAR BOOK.

The appearance of "Once a Year," the annual Milwaukee Press Club publication, was a feature of the annual benefit performance of the club at the Davison Theater last week.

The aim of the club is to make each successive number of its publication better than the last. All of the matter presented is written by Press Club members, and the illustrations are unique.

The editor of the 1912 number is George C. Nuesse, and associate editors are Athol E. Rollins and Claude C. Manley. The front cover is the work of J. W. Steele.

## THE BUFFALO TIMES

goes into the homes in the evening and on Sunday, when the whole family have the leisure to read it.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave. N. Y., Steger Bg., Chicago.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS. Goes into more homes, offices and work-shops than any other paper.

Best classified medium between New York and Chicago. Write or Telephone. H. C. Rook, Real Estate Trust Bldg., Phila. W. G. Brooke, 225 Fifth Ave., New York. H. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.

### PILGRIMS HAVE A LIVELY EVENING.

Over 200 advertising men, members of the Pilgrim Publicity Association, of Boston, feasted, joked and boosted their calling at the opening of their social and educational season at the American House.

With such speakers as A. W. McCann, of the vigilance committee of the Associated Advertising Clubs of America, and Earl Ovington, the aviator, the banqueters heard some good practical talk. Comedy and humor were furnished by J. E. Daniels, a member of the Pilgrim Association, who fooled his fellow members in the role of a visiting newspaper publisher of Glasgow.

Rawlson Balch of England, an ex-president of the famous Sphinx Club, addressed the members in a humorous strain. Mr. McCann closed the banquet with a scientific lecture.

### SMITH COMES TO NATIONAL CAPITAL.

Earl Hamilton Smith, for the past three years city editor of the Manila (P. I.) Cablenews-American, has been appointed resident correspondent in Washington, D. C. He reached the capital last week and took up his new duties at once. Mr. Smith spent eight years in the Far East. He lived in the Philippines over six years, making frequent visits to China and Japan, and covered the late revolution in China for the Cablenews-American. Before leaving Manila, Mr. Smith was given two farewell banquets by all the American newspapers of the city, namely, the Manila Times, Daily Bulletin, Cablenews-American and Philippines Free Press.

### FRIARS POSTPONE DINNER.

The date of the dinner to be given by the Friars' Club, of New York, to Messrs. Montgomery and Stone has been changed from December 1 to Sunday evening, December 8. The banquet will take place at the Hotel Astor. Bruce Edwards is chairman of the dinner committee.

## The HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.  
NEW YORK, CHICAGO

## THE MINNEAPOLIS JOURNAL REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chi.

### NEW MEMBERS OF BRITISH INSTITUTE.

Recent new members of the Canadian Division of the British Institute of Journalists are:

J. R. Dougall, proprietor, and Wilfred Dougall, associate editor, and H. V. Grant of the Montreal Witness; J. S. Brierley, managing director; Ben Deacon, managing editor, and J. Max Simms, financial editor, of the Montreal Herald; J. S. Marshall, Montreal; and D. J. Little, Lachine Guardian.

### AN AD CLUB BUILDING.

The construction of a ten-story building to be the home of the Spokane Ad Club is being considered by the trustees of that organization. The erection of a \$500,000 building with a plunge, theater, ballrooms, assembly rooms and offices is proposed.

### MCDONNELL ELECTED.

The annual election of the Washington (D. C.) Ad Club was held last week. Walter McDonnell was elected president; F. McC. Smith and George Ostermayer, vice-presidents; Francis J. Kaus, secretary; and H. K. Dugdale, treasurer.

### MOVES TO KENTVILLE.

Rev. J. P. Woodland has resigned as editor and manager of the Kentville Western Chronicle, and has been succeeded by W. A. Richardson of Sydney. The new editor was at one time on the Christian Visitor, of St. John, N. B., and for fifteen years published the Island Reporter at Sydney. He also filled four terms as mayor of Sydney.

### PROGRESSIVE AD CLUB.

The Sacramento Advertising Club has decided to have its rooms more fully furnished, and that one of the attractions for the members will be weekly evening meetings, which will take the form of social gatherings.

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than any other two papers

Print.



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

### STAFF CHANGES.

Miss Henrietta D. Grauel has left the Cleveland Leader after three years' service to do syndicate work for the Adams Newspaper & Chicago.

Neal D. Ivey, of the advertising staff of the Nashville Democrat, has resigned to become Southern representative of a New York manufacturing concern.

Eugene Ackerman is a new addition to the Washington staff of the United Press. He was until recently with the Omaha News and formerly with the New York office of the United Press.

C. B. Winter has joined the editorial staff of the Minneapolis Journal. He was formerly with the Bismark (N. D.) Tribune.

Francis I. Fealy is now covering Justice, Post Office and Treasury Departments in Washington for the United Press.

Gordon Seagrove, formerly of the Chicago Tribune, has gone over to the Los Angeles Herald for the Examiner staff.

Will Seymour has left the Los Angeles Herald for a berth on the Times.

F. J. Wright, for several years with Profitable Farming, St. Joseph, Mo., is now with Successful Farming, Des Moines, as assistant advertising manager.

Clarence N. Cook, formerly advertising manager of the Boston Traveler, is now with the New York Times.

W. Howell has left the Montreal Gazette staff and moved to Regina.

Ira T. P. Snelgrove, for several years past with the St. Thomas (Can.) Municipal World, is now in

## THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## CLEVELAND

is the metropolis of Ohio. The

### PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of October, 1912, was as follows:

Daily 110,742. Sunday 136,431

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

Niagara Falls, N. Y., with the Niagara Printing Company.

James L. Neville has left Fred-erickton, Can., where he was connected with the Mail, to take up his residence in Calgary.

J. R. Nugent of the St. John (N. B.) Telegraph staff has been appointed to study medicine at McGill University.

A. B. Whetstone has left the Harrison (Can.) Review to enter the real estate and insurance business.

Carl Richardson has joined the forces of the Duluth News-Tribune. He was formerly with the London (Can.) Free Press and the Saskatoon Phoenix.

James A. McClelland has resigned from the Gagner Advertising Service, Toronto, to become general manager of the Poster Advertising Service of the same city.

Rev. C. Barton has been appointed editor of the Diocesan Magazine, in St. Johns, N. F.

E. G. Booth, formerly staff man of the Bridgeport (Conn.) Sunday Herald and Bridgeport Farmer, is now with the New London Telegraph.

Charles F. Greene, formerly with the Bridgeport (Conn.) Farmer as city hall reporter, but now with a commercial agency, has been appointed Bridgeport correspondent of the New York Tribune.

Adam F. Smith, late of the Acton Publishing Company, has joined the staff of the J. J. Gibbons Advertising Agency, Toronto.

Forbes Watson has become art critic for the New York Evening Post. He was formerly managing editor of Munsey's Magazine.

### HARRISON BUYS AGAIN.

D. S. Harrison, editor of the St. Augustine Tribune, has bought the Center (Tex.) Daily News and Champion. Mr. Harrison will divide his time between the two publications.

## THE PITTSBURG PRESS

HAS

THE Largest

DAILY AND SUNDAY

CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
L. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## THE NEW ORLEANS ITEM

has made New Orleans a "one paper city."  
The Association of American Advertisers recently gave The Item a Sunday circulation of 51,312 daily of 47,807.

That's why The Item month after month carries as much advertising as the Pleas-ure and Times-Democrat COMBINED, and from 300 to 500 COLUMNS MORE than The States.

JOHN BUDD CO., Foreign Adv. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

### PUBLISHERS INDICTED.

Indictments for violating the Inter-State Commerce Law have been returned by the Federal Grand Jury against Sam. H. Clark and C. H. Crockard, publishers of the Jim Jam Jems Magazine, of Fargo, N. D.

The indictments charge the publishers of Jim Jam Jems with sending obscene and immoral reading matter in interstate commerce. The publishers of the magazine did not send copies of the periodical through the mails but sent consignments by express. The interstate commerce regulations governing the shipment of literature by express are the same as the United States mails.

### CALLISTER HEADSCOMPANY.

At the meeting of the directors of the Salt Lake City Herald-Republican Publishing Company, following the recent annual meeting of stockholders, the following officers were unanimously elected:

President, E. H. Callister; vice-president, A. L. Thomas; treasurer, H. E. Booth; secretary, George E. Hale.

The members of the executive committee, also chosen unanimously, are E. H. Callister, A. L. Thomas and H. E. Booth.

### MANAGER AND DIRECTOR.

F. C. Mills, formerly advertising manager of the Hamilton (Can.) Herald, has become business manager of the Peterboro Review. Mr. Mills has also been elected a director of the publishing company.

### SOLD AT AUCTION.

The plant and business of the Fredericton (N. B.) Mail Publishing Company has been sold at public auction to J. P. Farrell.

### ONLY ONE LEFT.

The Vidette and the Review, at Indian Head, Can., have been merged. The transaction leaves the town with one newspaper.

## J. WALTER THOMPSON COMPANY.

The experience  
of forty - eight  
successful years  
Guarantees to  
those who en-  
trust their



### ADVERTISING

to us immunity from the mistakes, fail-ures and losses which are the common result of experiment.  
Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Crawford Bldg., ST. LOUIS



### PAYNE & YOUNG

SPECIAL REPRESENTATIVES.  
Fifth Avenue Building, NEW YORK  
730 Marquette Bldg., CHICAGO

### CARPENTER-SCHAEER

SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK  
People's Gas Building, CHICAGO.

### JOINS DETROIT FREE PRESS.

Miss Harriet Culver on Monday leaves the Grand Rapids (Mich.) News to go to the Detroit Free Press. This makes the fourth member of the News staff to go to this Detroit paper.

The others are E. A. Goodwin, telegraph editor of the News, now assistant to Managing Editor Phil Reid of the Free Press; J. T. Hutchinson, state editor, who is now doing general assignments in the news and photograph departments; and Arthur Loucks, who is now doing politics for the Free Press. Miss Culver will devote her attention to the woman's page of the Free Press.

### AD MANAGER APPOINTED.

R. A. Dammond of Hartford has been made advertising manager of the Bridgeport (Conn.) Standard, following the resignation of J. J. Fitzpatrick.

W. D. McDee has succeeded H. Armstrong as publisher of the Clovis (N. M.) Journal.

Largest proved high-class  
evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

## IN ITS TERRITORY THE FIRST PAPER

In Circulation, In Advertising and  
In Prestige is

## The ST. PAUL DAILY NEWS

OCTOBER  
Daily Average 70,802

9c per line. 17,192 more lines of  
Local Display in October than  
Nearest Competitor.

Foreign Advertising Department,  
C. D. BERTOLET, Manager.  
Kansas City, Boyce Bldg., New York  
O. G. Davis, Chicago. J. F. Antisdel.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation **110,000**  
MORE THAN

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—Steinway & Son Company, pianos, New York; orders being placed with a selected list of Eastern papers.

The Nunnally Company, candy, Atlanta and New York City; orders are expected to be placed shortly with papers in New England, North Atlantic and Middle Western States.

PRESBRY, 456 Fifth avenue, New York.—Hamburg-American Lines, New York; fifty-line twelve-time orders being placed with a selected list in the middle West.

Hall, Hartwell & Co., "Slide Well Collars and Hertwell Shirts," 553 River street, Troy, N. Y.; making new contracts with a selected list of Southern papers.

BLACKMAN-ROSS, 10 East 33d street, New York.—Alfred H. Smith & Co., "Dier Kiss Perfume," 35 West 33d street, New York; orders being placed with a selected list of Canadian papers.

CALKINS & HOLDEN, 250 Fifth avenue, New York.—The Thomas A. Edison Company, Edison Dictating Machine, Orange, N.

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity  
involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
**HOME** paper to get Want Ads.  
GREATEST IN THE SOUTH.

J.; placing orders with a selected  
list of dailies.

DAUCHY, 9 Murray street,  
New York.—Allan S. Olmstead,  
Le Roy, N. Y.; renewing orders  
generally.

DECKER, Fuller Building, New  
York.—The Metz Company, Metz  
Automobile, Waltham, Mass.; 112-  
line three-column one-time orders  
being placed with a selected list of  
papers throughout the country.

WRIGLEY, 35 South Dearborn  
street, Chicago.—Sprague, Warner  
& Co., coffee, Chicago; will place  
advertising in Chicago papers only  
for the present.

WYCKOFF, 14 Ellicott street,  
Buffalo.—The English Pharmaceutical  
Company; placing orders with a  
selected list of papers.

J. A. Begy, "Mustine"; Rochester,  
N. Y.; orders being placed with  
New York State papers.

SHERMAN & BRYAN, 79 Fifth  
avenue, New York.—The International  
Handkerchief Company, New  
York; orders being placed with a  
selected list of large Eastern papers.

THOMPSON, 44 East 23d street,  
New York.—Dr. H. Sanche & Co.,  
489 Fifth avenue, New York; orders  
being placed with a list of Middle  
West papers.

VAN CLEVE, 250 Fifth avenue,  
New York.—J. W. Kelly & Co.,  
"Deep Spring" Whisky, Chattanooga,  
Tenn.; making 5,000-line  
contracts with some Texas papers.

VOLKMAN, Temple Court, New  
York.—The Victor Milling Company,  
Victor, N. Y.; placing copy on  
contracts with papers in Troy,  
Cohoes and Schenectady, N. Y.

WALTON, 15 Exchange Place,  
Boston.—W. W. Brown, "Brown's  
Beach Jacket," Worcester, Mass.;  
orders being placed with a selected  
list of dailies.

WOOD, PUTNAM & WOOD,  
161 Devonshire street, Boston.—The  
A. D. Mapeque Company, Wareham,  
Mass.; placing orders with a  
selected list of Northwestern papers.

LOTOS, 17 Madison avenue, New  
York.—The George H. Doran Company,  
publisher, New York; placing

# THE BOSTON POST

OCTOBER 1912 AVERAGES

The Daily Post 420,721

The Sunday Post 318,686

KELLY-SMITH CO., Representatives.  
Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# THE DEMOCRAT Nashville, Tenn.

Circulation? Ask somebody who knows.  
Ask the Association of American  
Advertisers, New York City.

The JOHN BUDD CO., Representative  
NEW YORK. CHICAGO. ST. LOUIS

one-time orders with a selected list  
of papers.

The Pilgrim Manufacturing Company,  
"El-Rado," New York; placing  
new copy on contracts.

MEAD, Marquette Building, Chicago.—The Dr. Megrime Whitehall  
Company, South Bend, Ind.; making  
contracts with Middle West papers.

MORSE, Dodd Mead Building,  
New York.—The Underwood Type-  
writer Company, New York; half-  
page one-time orders being placed  
in cities where there are agents.

SHARPE, 99 Nassau street, New  
York.—Roche's Embrocation, twenty-  
one-line fifty-two-time orders being  
placed with a selected list of  
papers.

GOULSTON, 18 Tremont street,  
Boston.—The Boot & Shoe Workers'  
Union, Boston; orders for  
twenty lines five times being placed  
with a selected list of dailies.

GREEN, Penobscot Building, Detroit, Mich.—The General Motors  
Truck Company, Detroit; in the  
future all advertising will be placed  
by this agency.

HOLBROOK & SCHAFER, 71  
West 23d street, New York.—The  
National Novelty Company and  
Business Improvement Company,  
116 Nassau street, New York;  
classified orders being placed with a  
list of thirty papers.

HUMPHREY, 44 Federal street,  
Boston.—The Shawmut Rubber  
Company, Boston; orders being  
placed with a selected list of New  
England papers.

DILG, Hearst Building, Chicago.  
—Sulzberger & Sons, "Majestic  
Butterine," Chicago; orders being  
placed with a selected list.

DOBBS, Danbury, Conn.—The  
Linoline Company, "Kerr's Flaxseed  
Emulsion," Danbury, Conn.;  
six-line t f orders being placed  
throughout the country.

EWING & MILES, Fuller Building,  
New York.—Walter Thorpe &  
Co., real estate, 29 West 34th street,  
New York; placing large one-time  
orders with a selected list of Eastern  
papers.

FULLER, 625 South Wabash

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average Circulation  
for the first nine months  
of 1912

**99,278**  
EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

# The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Malters Building, CHICAGO.  
Chemical Building, ST. LOUIS

avenue, Chicago.—E. Lawrence &  
Co., "Gets-It" Corn Remedy, Chicago;  
contracts for 5,000 lines being  
made with Pacific Coast papers.  
The Kazoo Suspender Company,  
Kalamazoo, Mich.; making  
contracts with a selected list of papers.

GARDNFR, Kinlock Building, St.  
Louis.—A. Guckenheimer & Brothers  
rye whisky, Pittsburgh; contracts  
for 7,000 lines being made  
with a selected list of Southern  
papers.

PEARSALL, 203 Broadway,  
New York.—Contract has been  
made with the Nestle Company, of  
Paris, France, for an extensive campaign  
to introduce Parfum Nestle.  
For the present high class newspapers  
in various cities will be used,  
after which the advertising will  
appear in general publicity mediums.

DIRECT.—The Landreth Seed  
Company, Bristol, Pa.; four-line  
sixteen-time orders being placed  
with a selected list of papers direct.

## REMOVAL IN TORONTO.

The Toronto Saturday Night has  
transferred its mechanical departments  
to its handsome new building  
on Richmond street, west. The  
parts of the new building to be occupied  
by the other Gagner businesses  
will be moved into it as  
soon as the work has reached the  
stage of being able to properly care  
for them.



Some  
Advertisers  
buy circulation.

Successful ones buy  
purchasing power.  
That's what we sell.

# Pittsburgh Post

Daily and Sunday.

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN.  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

**CHICAGO**  
**RECORD-HERALD**  
will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE  
**News Scimitar**  
of MEMPHIS, Tennessee,  
is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**OFFICERS ELECTED IN BRIDGEPORT.**

At a meeting of the stockholders of the Bridgeport (Conn.) Telegram Publishing Company the following directors were elected: Archibald McNeil, Jr., Kenneth W. McNeil, George W. Hills and Thomas M. Cullinan. Officers were then elected by the new directors as follows: President, Archibald McNeil, Jr.; vice-president, Kenneth W. McNeil; secretary, Thomas M. Cullinan; treasurer, Buckingham Marsh.

Mr. Hills is the former publisher of the Telegram; Mr. Cullinan is a former Bridgeport city attorney, and Mr. Marsh was business manager of the same paper. Arthur F. Williams still remains head of the news department.

**A. P. PROMPTNESS.**

The closeness with which the Connecticut organization of the Associated Press covers news happenings was illustrated Saturday night when, within half an hour of the wreck of the Merchants' Limited train of the New Haven road, at Greens Farms, several miles from any large city or town, five correspondents of the organization were on the scene. They represented adjoining towns and Bridgeport.

THE  
**DETROIT TIMES**

is available for advertisers who believe in clean advertising to the extent of being willing to buy some.

Not a questionable line in the Times.

JAMES SCHERMERHORN,  
President and General Manager.  
The N. M. SHEFFIELD Special Agency,  
NEW YORK. CHICAGO.

**The ST. LOUIS WESTLICHE POST and ANZEIGER**  
(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Foreign Representatives:  
BENJAMIN & KENTON COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building, CHICAGO.

**LEVEN** ADVERTISING COMPANY  
BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

*"The Leven Service."*

Correspondence invited.

**ADVERTISING CAUSED RECORD SALE.**

Carpenter & Corcoran, 26 Cortland street, New York, reported that they have just conducted one of the most successful advertising campaigns of a real estate auction sale ever attempted. The campaign was on the Foster-Schmitt estate, comprising 486 lots and nine dwellings on Broadway, between 258th and 261st streets, and lasted from October 12 to November 12, and included the day of the sale. All the morning and evening papers were used, besides the weekly and foreign papers. The space used cost a total of \$23,500 in the newspapers alone, and \$15,000 for the space in other mediums.

The sale brought \$150,000 more than the best estimate, the total sale amounting to \$792,925. The sales room was packed to its capacity, numbering 1,500 active bidders, and more than 2,500 could not gain admittance. The sale is said to have been the greatest New York ever saw, and it is generally considered that its success was due almost entirely to the advertising done.

J. Clarence Davies and Mr. Carpenter, of Carpenter & Corcoran planned the copy, and Joseph P. Day was the auctioneer and had charge of the entire sales campaign.

**TEMPORARY ARRANGEMENT.**

Clarence P. Beers, Sunday editor of the Bridgeport (Conn.) Post, is confined to his home by illness. George C. Waldo, Jr., daily editor is handling the Sunday issue in addition to his own work. Louis Reilly, formerly city hall reporter, is assisting in the work.

**MAGAZINE TO CHANGE ITS TITLE AND SIZE.**

Current Literature will change its name to Current Opinion beginning with the issue for January, 1913. At the same time the magazine will increase from standard size to a type page of seven by ten inches.

**The TOLEDO Weekly BLADE**  
circulation is in excess of 225,000. We dare not tell how much more we have than these figures because if we did our advertising rate would necessarily be larger.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**Results are obtained in the SAN FRANCISCO CHRONICLE**

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

**CHANGE OF AUTO AD HEADS ON THE TIMES.**

A change of management in the automobile advertising department of the New York Times has occurred owing to J. S. Batt's going to the Cleveland Leader and News to direct the automobile departments, supervising both the news and advertising.

Mr. Batt has been connected with the New York Times for six years,



J. S. BATT.

the past three in charge of the automobile advertising department, and under his direction the volume of automobile advertising has increased largely.

Mr. Batt is succeeded by H. S. Skinner, formerly of the Sunday department of the Times.

The Franklin County Progress is the third paper to appear at Franklin, Neb. Its publisher is John A. Barker.

The combination rate of the  
**CLEVELAND LEADER-NEWS**

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

**LIBEL VERDICT IN FAVOR OF PUBLISHERS.**

United States Judge Frank Youmans issued peremptory instructions to the jury in the libel case of Mack Chandler against J. L. Cannon and Luke Pearre, proprietors of the DeQueen (Tex.) Bee, to return a verdict for the defendants. Attorneys representing Chandler announce they will appeal to the United States circuit court.

Chandler entered suit against the DeQueen newspaper men for \$15,000, claimed as damages by reason of the publication of an alleged libelous article. In the "story" it was stated that Chandler had been arrested on a charge of burglary. It afterward developed that Chandler was charged with receiving stolen goods, and he was exonerated.

Judge Youmans held that the statement of the arrest was one of fact, and he reviewed briefly the testimony showing that Chandler had been arrested, and that some of the stolen goods had been found in his possession.

**WATSON IN TROUBLE.**

Thomas E. Watson, editor of Watson's Magazine, Augusta, Ga., must stand trial before a Federal Grand Jury for sending obscene matter through the mails. Mr. Watson is publishing a series of articles on "The Roman Catholic Hierarchy" and in the July issue is said to have used vile language.

**PRINTED IN FRENCH.**

L'Impartial is the name of a new weekly at Tignish, Prince Edward Island, Can. It is devoted to the interests of the French speaking members of the Liberal Party in the Maritime Provinces.

**TO MANUFACTURERS**

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK PRESBREY COMPANY**

456 Fourth Avenue, NEW YORK

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
ON ITS MERITS as a newspaper.

**50,925** CIRCULATION  
Daily (Net Paid)

FOR OCTOBER, 1912

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

In Quantity and Quality of Circulation

THE TIMES-DISPATCH

**RICHMOND,**

IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

**JAMES QUAY HOWARD**, for many years with New York papers, died in Washington, D. C., on Sunday. Mr. Howard was sixty years old. He was appointed by President Lincoln United States Consul at St. John, N. B., and served from 1861 to 1867. On his return to Ohio he became part owner of the Springfield State Journal and then went to New York as an editorial writer on the Tribune. From then until 1897 while in New York he did editorial work for various newspapers when not employed in the Customs Service. At that time President McKinley made him custodian of reference books in the Library of Congress and he filled that position to his death.

**RICHARD PHILIP WELD**, at various times connected with newspapers in New York, Atlanta and Memphis, has passed away at Greenwich, Conn. Mr. Weld was thirty-one years old and a New Yorker. He started his newspaper work on the World and later went South as an editorial writer on the Atlanta Constitution, going from that city to Memphis. He suffered a nervous break down five years ago.

**MRS. EMILY B. BATTEY**, at one time a member of the editorial staff of the New York Sun, is dead at Atlanta. After leaving newspaper work Mrs. Battey became

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capital District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

**ALBANY  
SCHENECTADY  
TROY**

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE  
**Indianapolis Sun**

daily average circulation 41,840

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

PAYNE & YOUNG, Representatives.  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

widely known in the literary world.  
**T. F. BRIEZEENDINE**, publisher of the Russelville (Ky.) News-Democrat, is dead of heart failure.

**FLOYD C. RAMSDELL**, one of the founders of the Meadville (Pa.) Sentinel, passed away a few days ago at Denton, Md. He was a brother of Charles Ramsdell, one of the organizers of the Republican Party, who was also an associate in the founding of the Meadville Citizen.

**CHARLES S. SPROULL**, news editor of the Pittsburgh Sun, died last week of blood poisoning and pneumonia, aged thirty years. Mr. Spruill had been engaged in newspaper work for seven years, starting in as a reporter on the old Afternoon News Service, in Pittsburgh. He had been on the news desk of the Sun since March.

**ALLAN S. NEILSON**, editor of the Agricultural Epitome, published at Spencer, Ind., is dead in North Milwaukee after an illness of three months. He was thirty-three years old.

**JAMES B. SYKES**, for over twenty-five years editor and proprietor of the Clinton (N. Y.) Courier, is dead. He was born at Clinton, Oneida County, September 9, 1824.

**W. H. HUBBARD**, a pioneer newspaper and advertising man of Minnesota, is dead in Minneapolis. Mr. Hubbard was seventy-one years old. He was a native of California and also held government positions in San Francisco.

**MAX H. LEWIS**, sporting editor of the Muskogee (Okla.) Phoenix, is dead after a long illness.

**CLAIR CUMMINGS**, an advertising man of Omaha, Neb., is dead at the age of thirty-three years.

**CHARLES M. TEAKLE**, sporting editor of the Quebec Chronicle, has passed away. He was a son of Thomas Teakle, also of the Chronicle.

**JOHN HENRY SCHMIDT**, for many years engaged in publishing German papers in Canada, died re-

## THE FIELD OF CIRCULATION OF THE SEATTLE TIMES DAILY AND SUNDAY

comprehends the Pacific Northwest completely, as the circulation extends through the border counties of Oregon, all of Western Idaho and Western Montana, throughout the state of Washington and British Columbia.

In this field there are to-day about 1,600,000 inhabitants, of whom 1,000,000 reside in the state of Washington.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

## San Francisco HONEST FEARLESS CALL

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative.  
225 Fifth Avenue, NEW YORK.

C. GEORGE KROGNESS, CHICAGO  
Marquette Building.

cently at Stratford, Ont. In 1869 he purchased the Waterloo Chronicle and later acquired the Canadian Kolonist, which he continued until 1907.

**JAMES W. CASEY**, for twelve years editor of the Perry (Ia.) Republican, is dead at San Bernardino, Cal.

**GEORGE DOERNER**, for a number of years editor and manager of the Little Rock (Ark.) Staats-Zeitung, is dead after an illness of many months. Mr. Doerner was fifty-three years old and a native of Germany. For a time after coming to this country he was associated with Carl Schurtz. Two years ago a serious accident caused his retirement from the newspaper business and he has since been ill.

**GEORGE W. STETSON**, editor for many years of the Medford (Mass.) Mercury and later of the Medford Leader, is dead at Malden, aged sixty-four years. Mr. Stetson started the Medford Leader in 1903 and published it until 1908, when poor health compelled his retirement.

## WOMAN SUES FOR LIBEL.

Miss Bertha J. Bowers, editor of the Creston (Ia.) Daily Plain Dealer, has filed a suit against Charles Thomas, recently elected state senator from the Fifth district. She asks \$20,000 damages. The trouble is the result of the recent election campaign, when Miss Bowers is said to have written an editorial charging Thomas with being in sympathy with the saloon interests. Thomas in answer is said to have sent a telegram to Miss Bowers stating that she was "a liar and an assassin of character."

## AD MANAGER APPOINTED.

J. Mitchel Thorsen, for seven years with the Western office of Collier's Weekly, is now advertising manager of the Metropolitan Magazine.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID.

H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

## AT FREE LANCE WORK.

**J. J. Fitzpatrick**, formerly advertising manager of the Bridgeport (Conn.) Standard, is doing free lance work. One of his contracts is the handling of the publicity work for the industrial exhibition of Bridgeport Council of Commercial Travelers, which will be held during January at the state armory in that city and is planned to be one of the largest and most unique of its kind.

## LAMPOON APPOINTMENTS.

At the meeting of the board of editors of the Harvard Lampoon at Harvard University, George Wilhelm Merck, of Orange, N. J., and Evrit Albert Herter of New York, and Russell Mechem of Chicago, were elected editors. Richard Sanger of Cambridge and William Whitman Hobbs of Brooklyn were elected business managers.

## IN LARGER SIZE.

The Motor Magazine, of Toronto, is now appearing in increased size. The new page measures nine and one-fourth inches by twelve and one-half inches. The change gives more space for reading matter, display of advertising and for the use of larger cuts, and is proving popular with the advertisers.

If both volume and character of advertising unite—as they do in the columns of the

**NEW YORK MAIL**  
EVENING

is it not well for an advertiser to use such a medium?

203 Broadway, NEW YORK



# LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere. Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer  
NEW YORK CHICAGO.

# SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK, CHICAGO.

# OPENING ATTACK ON POSTAL LAW.

Continued from Second Page.

lution was unanimously adopted:

Resolved, That this association views with disapproval the growing tendency of the United States Government toward paternalism in matters pertaining to the press, and condemns the new law requiring publicity in matters in no wise concerning the general public.

In two cases involving the administration by the Post Office Department of the law relating to second-class privileges the Supreme Court on Monday upheld Postmaster-General Frank H. Hitchcock.

The cases involved this action in denying the second-class privileges to New York publishers who sought to transmit through the mails at the lower rate novels or books published in magazine form, issued at stated intervals but carrying a single running story or a series of stories, one the sequel of the other, the aggregate forming a single book.

Justice Holmes sought to connect one issue of the Tip Top Weekly with those following to show sequence. He said:

"The element of sequence may be indicated by a few of the titles: 'Frank Merriwell in Arizona, or the Mysteries of the Muse,' 'Frank Merriwell's Friend, or Muriel, the Moonshiner,' 'Frank Merriwell's Double, or Fighting for Life,' 'Frank Merriwell Meshed, or the Last of the Danites,' 'Frank Merriwell's Magic, or the Pearl of Tangier,' 'Frank Merri-

"A Daily Newspaper for the Home"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. Strong local and national circulation. Dependable, honest advertising. Undoubtedly the most closely read newspaper published.  
For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

# ST. LOUIS TIMES

Now generally recognized as the Home Newspaper of St. Louis.

This newspaper has enjoyed the most remarkable growth ever recorded in the Mississippi Valley.

EDWARD L. PREETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

3000 PAID SUBSCRIBERS  
IN FORTY DAYS

is the record of the

CANTON Daily LEDGER

which started October 3rd and which will lead the newspaper field of Fulton County, ILLINOIS, with its 50,000 people.

New York representative wanted.

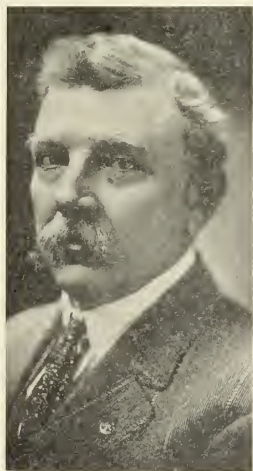
well in London, or the Grip of Doom."

The court holds that such publications are not "periodicals" but "books," and being so classified should pay the higher rate.

# EDITORIAL REORGANIZATION IN SAN ANTONIO.

There has been a general reorganization of the editorial staff of the San Antonio (Tex.) Express under Managing Editor John R. Lunsford.

George A. Rowe, for three years prior to last April on the copy desk of the Chicago Inter-Ocean and better-General Frank H. Hitchcock.



JOHN R. LUNSFORD.

fore that copy reader in San Francisco, Los Angeles and elsewhere, has been made news editor and make-up man.

Edward J. Geelan, former city editor of the Galveston News and more recently city editor of the Galveston Tribune, is now city editor of the Express.

George B. Wathen, who left the

The Biggest Value in New England. A Quality and Quantity Combination that Cannot be Excelled.

THE

# Boston Herald,

(Morning)

AND THE

# Boston Traveler

AND EVENING HERALD  
Combined Circulation Morning  
and Afternoon Exceeds

230,000

COPIES PER DAY.

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS

Memphis News-Scimitar to join the staff of the Fort Worth Record, where for a time he was city editor, has joined the Express as staff reporter, succeeding Charles S. Hayden, who was retired late in October.

Allen S. Merriam, another Memphis reporter, has left the Express and has been succeeded by B. F. Harper, Jr., recently from Oklahoma, and for years a contributor to St. Louis and Chicago newspapers.

Chester Jones, recently from the Chicago Inter-Ocean copy desk, is telegraph editor of the Express, and Leo R. Sack, long associated with the Four States Press at Texarkana, Tex., has joined the Express reporting staff.

Ed. S. Newton, one of the best known of Texas newspapermen, has been made staff correspondent of the Express at Austin, the state capital, succeeding M. M. Harris, who resigned to take charge of the editorial page of the Waco Morning News.

Managing Editor John R. Lunsford of the Express has been in the Texas newspaper field since 1880, except for a few years spent in Chicago and New York and St. Louis. He returned to the Express nearly two years ago from St. Louis, where he served as city editor of the Star for a year. Mr. Lunsford was city editor of the Chicago Chronicle up to a short time before John R. Walsh suspended its publication in 1907.

Mr. Lunsford is a prime mover in the plans for a reunion of newspaper men still living in Texas, who have been in the newspaper profession for thirty years or more.

Colonel Frank P. Holland, editor and proprietor of Texas Farm and Ranch and Holland's Magazine, at Dallas, is to be host to the "old timers" who will meet November 24, 25 and 26 at the Oakshore Outing Club, a beautiful resort on the shore of Aransas Bay, two miles from Rockport, Texas. At least twenty-five veterans and their women relatives will attend this reunion.

A Powerful List is the

# MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,568  
Only German evening daily in Milwaukee  
Daily Herold.....17,000  
Only German morning daily in Milwaukee  
Sonntags Post.....45,000  
Only German Sunday daily in Milwaukee  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) W. S. Rep.  
702 Schiller Building, CHICAGO  
Deutsche Warte, Weekly, 103,333  
Die Rundschau, Weekly, 22,002  
HENRY DE CLERQUE, U. S. Rep.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Advertisers desiring business from Cuba will GET RESULTS from their investments by using the

# HAVANA POST

the only English newspaper printed in Cuba and read by all who read English—Americans, Cubans and Spaniards.

GEORGE M. BRADY, Publisher

Published Every Day in the Year

# FARGO FORUM SOLD.

J. P. Dotson of Crookston has acquired the Fargo (N. D.) Forum at public auction. Calvin A. Stedman of Minneapolis was an unsuccessful bidder for the paper.

Mr. Dotson, who has been the proprietor of the Crookston Times, is said to have sold that publication and will move at once to Fargo. The Forum was established twenty years ago by A. W. Edwards and H. C. Plumley.

# GOULSTON EXPANDING.

Ernest J. Goulston, the Boston advertising agent, will open a Chicago office on January 1 in charge of Edwin J. Miller. While Mr. Goulston has removed his family to New York, his headquarters will remain in the Kimball Building, Boston.

# POPULAR IN CHATHAM.

William E. Park, editor of the Chatham (Can.) News, has been appointed a member of the Chatham Library Board, succeeding Charles Jenkins, formerly of the Planet, who has moved to Saskatoon to become connected with the Phoenix.

# THE SOUTH.

growing faster  
than any other  
section. Now

is the time to  
advertise to Southern customers. We are the oldest and largest agency in the South.

# MASSENGALE

ADVERTISING AGENCY  
ATLANTA, GA.

# NEW MONOTYPE FACTORY.



This new factory, which we now occupy, costing \$400,000, and giving us ten times the floor space we required ten years ago, illustrates better than words the importance and value of the Monotype to the newspaper publisher and printer.

We have grown from small beginnings, because the Monotype is the only Type Caster and Composing Machine that will cast good type, as good as new foundry type, from an adequate assortment of its own matrices (over 1000 fonts), and for a production cost that makes it profitable.

As a Composing Machine the Monotype is the most economical and serviceable in the newspaper advertising department. It provides the advertiser with the faces he wants, and in any desired combination.

Ask us to tell you what prominent publishers think of the Monotype as a composing room investment.

**LANSTON MONOTYPE MACHINE CO.,**  
Philadelphia



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 979 NEW YORK, SATURDAY, NOVEMBER 30, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

TEN CENTS A COPY

A Gain of More than a Million Lines of Display  
Advertising in One Year!

## THE BOSTON HERALD

on November 1, 1910, came under the direction of its present management. At that time the daily circulation was 60,698, the Sunday circulation 46,459.

On Nov. 1, 1912, the circulation (average for October) was:

Daily 243,139

Sunday 100,391

(The Herald purchased the Evening Traveler on July 1, of this year and amalgamated it with the Evening Herald.)

During the year, Nov. 1, 1911, to Oct. 31, 1912, the Herald gained in display advertising, over the preceding twelve-month,

1,092,144 agate lines.

During October the Herald and the Traveler-Herald printed Advertising as follows:

		INCREASE Over Oct. 1911	INCREASE in percentage
Display	400,353	143,103	55.6
Classified	114,033	34,161	42.8
Total	514,386	177,264	52.6

In *Financial* Advertising the Herald is *easily first* among morning papers.

In *Automobile* Advertising the Herald and Traveler-Herald finished second for October, 61 agate lines behind the first paper.

Only one other Boston paper has made gains in circulation and advertising comparable to those of the Herald.

*The Herald never loses an advertiser.* It gains new advertisers every day. All of its advertisers are satisfied.

It means something when a paper GAINS

140,000 IN DAILY CIRCULATION  
40,000 IN SUNDAY CIRCULATION  
1,000,000 LINES IN DISPLAY ADVERTISING  
In One Twelve-Month.

The S. C. BECKWITH SPECIAL AGENCY, Sole Foreign Representatives.  
NEW YORK: Tribune Bldg. ST. LOUIS: Frisco Bldg. CHICAGO: Tribune Bldg.

## BRIEF FILED IN POSTAL CASE.

### GOVERNMENT ANSWER TO SUITS—FRANKING ABUSE —PARCELS POST.

In the brief of the Government to be filed today answering the suits alleging the unconstitutionality of the newspaper publicity law passed by Congress as a part of the Post Office Appropriations Bill, Marshall Bullitt, the solicitor-general, takes the stand that the law merely imposes conditions for the use of the second class mail, despite the fact that the law distinctly states that any publication not furnishing the statements demanded regarding circulation and ownership to the Post Office Department "shall be denied the privileges of the mail."

The hearing on the cases, which are those of the publishers of the New York Journal of Commerce and the New York Morning Telegraph, begins before the United States Supreme Court on Monday.

Mr. Bullitt contends the condition that paid editorials shall be intended as an abridgment of the indicated as advertisements is not freedom of the press, in violation of the first amendment of the Constitution, nor an invasion of the powers reserved to the States under the Eleventh Amendment. If, however, it should be held that this requirement as to paid editorials is unconstitutional, he urges that the advertisement clause is separable from the rest of the section in the law, and may be declared void without affecting the validity of the provision denying the use of the mails unless the statements described are filed.

The position is taken that Congress has the absolute right to decide what matter may be carried in and what be excluded from the mails, may declare on what conditions the mails may be carried, and that there is no abridgment of the full and free right to print and circulate anything the paper pleases "for there are many ways of circulation other than the one-cent-a-pound second class rate."

Political campaign material transmitted free of postage through the mails accounted, according to Post Office Department records, for the difference between a postal surplus and a postal deficit for the last fiscal year, ending June 30.

An account of franked mail forwarded for Congress, the executive departments and other Government establishments shows postage at the ordinary rate on this matter would have netted nearly \$20,000,000. About \$3,250,000 would have been paid on political documents.

The postal service handled during the year 310,225,000 pieces of franked mail, weighing 61,377,000 pounds. This was 3.8 per cent of the total weight of all domestic mail carried.

Postmaster General Hitchcock, who has long advocated the repeal or amendment of the franking privileges has this to say on the result:

"The unusual expense entailed

through the transmission by mail of the great amount of political matter during the primary campaign created a temporary deficit for the first time in two years, the total expenditures for the fiscal year of 1912 aggregating \$248,525,000, while the total revenue amounted to \$246,744,000. Had it not been for the cost of carrying franked political mail, the postal account would have shown a surplus of more than \$1,000,000, instead of a deficit of \$1,781,000."

Parcels post regulations were passed upon finally Tuesday by Postmaster-General Hitchcock. Under the regulations as drawn, practically all farm and factory products will be admitted to the parcels post under the general limitations as to size and weight.

All matter now third class will not be permitted in the parcels post mails. The third class includes books, circulars and all printed matter. Its debarment from the parcels post will make this class of matter pay a much higher rate than ordinary merchandise. Under previous classifications, all matter tending to have an educational value has been favored in the mails.

Seeds, cuttings, bulbs, roots, scions and plants will be permitted in the parcels post mails under regulations as to weight applicable to other parcels post packages, but at the rate of postage of one cent for two ounces or fraction thereof, regardless of distance.

Distinctive parcels post stamps must be used on all fourth class matter, including that weighing four ounces and less. Such matter bearing ordinary postage stamps will be treated as held for postage.

A parcel not more than three feet six inches in length may measure as much as two feet six inches in girth or around its thickest part. A shorter parcel may be thicker, thus: If it measures no more than three feet in length it may measure as much as three feet in girth or around its thickest part. Measurements will be made by means of a six-foot tape line furnished to postmasters by the department. So much of the tape as is not used in measuring the length is the measure of the maximum girth permissible.

Parcels will be mailable only at post offices, branch post offices, lettered and local named stations and such numbered stations as may be designated by the postmaster or when presented to a rural or other carrier duly authorized to receive such matter. All parcels must bear the return card of the sender, otherwise they will not be accepted for mailing.

Parcels will be delivered at all free delivery offices and to patrons residing on rural and star routes; they may be registered and may be accorded special delivery service on payment of the usual fees, and they may be insured against loss in an amount equivalent to their actual value, but not to exceed \$25, on payment of a fee of five cents.

The mail-carrying roads are asking for a larger compensation when the new parcels post service starts. Lines representing 92 per cent of the aggregate length of all railway

routes in the United States have joined in a protest to Postmaster General Hitchcock against his proposed reduction of the present compensation paid, which does not take into consideration the probable increase of the amount of mail matter to be handled when the parcels post becomes effective.

In a statement issued by a general committee appointed to act for 268 railway carriers, embracing 214,275 miles of trackage, a denial is made of the Postmaster General's contention that the roads are now overpaid for carrying the mails, and it is urged that the rates for services and facilities furnished to the Post Office Department are, and for a long time have been, unjustly low.

Postmaster General Hitchcock in his estimates to the Sixty-second Congress suggested that the basis of payment now in effect could be changed to accomplish a reduction of about twenty per cent. To this the railways, through the committee, replied that the compensation has not been fairly remunerative to the carriers. With the increase in mail matter because of the parcels post the railways will lose money, it is contended.

### SIX-POINT DINNER.

Harry Tipper, advertising manager of the Texas Company, was the speaker before the Six-Point League of New York at its monthly dinner Wednesday at the Aldine Club. Mr. Tipper delivered an address on "The Field of the Newspaper—With Some Consideration for Its Limitations and Disadvantages."

The luncheon was attended by thirty-five special representatives. Among the guests were Charles P. Johnstone, formerly publisher of Spare Moments, and now connected with the Buffalo office of the Wyckoff Advertising Agency; James A. Tedford of the Wyckoff Agency, and Edgar M. Hoopes of the Hoopes Advertising Agency, Wilmington, Del.

### SIGNS OF PROSPERITY.

In Atlantic City, N. J., two newspapers have selected South North Carolina avenue as a location for new offices. Captain Harry E. Smith, publisher and proprietor of the Sunday Gazette, has perfected plans for the building of a handsome three-story structure at No. 22 and the Review intends putting up a new building across the street from the Gazette plant. The Review's new building will be completed about March 1, at a cost of \$25,000.

### SUIT AGAINST POST HEARD.

The suit of New York City against the Evening Post for the refund of money paid for election advertising in that paper in 1910 was heard before Justice McCall this week. No decision had been handed down up to the time of going to press.

The thirteenth annual convention of the Association of American Advertisers will be held at Onandaga, Syracuse, N. Y., on January 28 and 29, 1913.

## CANADIAN PRESS MEETING.

### J. A. MACKEY IS RE-ELECTED PRESIDENT—RUMOR OF POSTAL INCREASE.

At the annual meeting of the Canadian Press, Limited, in Toronto, members were present from all the leading cities of the Dominion. Various matters relating to telegraphic news service of Canadian daily newspapers were discussed.

Officers were elected for the coming year as follows: President, J. F. MacKay, Toronto Globe; first vice-president, M. E. Nichols, Winnipeg Telegram; second vice-president, J. S. Lewis, Jr., Montreal Star; secretary-treasurer, J. E. Atkinson, Toronto Star.

Directors, J. P. McConnell, Vancouver Sun; J. Kerr, Regina Leader; J. H. Woods, Calgary Herald; J. H. Macklem, Winnipeg Free Press; J. Ross Robertson, Toronto Evening Telegram; E. S. Slack, Montreal Gazette; G. Gordon-Smith, Montreal Witness; G. Fred Pearson, Halifax Chronicle; E. L. McCready, St. John Telegraph; W. J. Blackburn, London Free Press; and P. D. Ross, Ottawa Journal.

A conference of the shareholders of Canadian Press, Limited, and the Canadian Press Association was held after the election to discuss postal rates on newspapers. A deputation representing both bodies was appointed to interview the postmaster-general with the object of ascertaining the views of the Post Office Department on the matter of rates of postage on newspapers. It has been hinted that the department contemplates an increase in the rates at an early date.

Mr. MacKay's election is for a third consecutive term. He was the first head of the organization, which was formed three years ago to supply news to Canadian daily papers through an alliance with the Associated Press of the United States.

### CHOLERA RAVAGES AMONG WAR CORRESPONDENTS.

Dr. Duemuller, a newspaper man and former German diplomat, died at San Stefano on Monday night of cholera. Dr. Duemuller was the correspondent with the Turkish Army for the Berlin Frankfurter Zeitung. Captain Pietsch, correspondent with the Turks for the Vossische Zeitung, is reported ill with the same disease in San Stefano, as is Captain Rhein, another German correspondent, at Constantinople.

### POSTMASTER SELLS PAPER.

A. W. Jackson, postmaster at West Liberty, has sold his half interest in the West Liberty (Ia.) Index to W. G. Maxson. The Index is a Republican weekly that has just entered into its forty-fifth year. The retiring editor has been engaged in newspaper work for thirty years and more than two years ago was appointed postmaster by President Taft.



## A YEAR'S CONSTRUCTIVE NEWSPAPER WORK IN PITTSBURGH.

Few newspapers in the United States have witnessed in one year as solid an era of reconstruction as has been seen on the Pittsburgh Post and the Sun. Rounding out his first year as general manager of these two publications, Emil M. Scholz has helped to place them in the city's front rank. A constant campaign of development has been carried on and the response has been remarkable both from a circulation and advertising standpoint.

Since January 1st the Post has gained over 700,000 agate lines of advertising and the gain in advertising in the Sun has been over and in excess of 600,000 agate lines. Indications point to the papers rounding out the year with a gain of almost a million lines of advertising in each paper. The volume of increased business has not been abnormal in any one direction. Equally large gains were made in local display and classified as well as in foreign advertising.

Among notable strokes of enterprise of these papers was the issuance of the Woman Suffrage edition of the Sun on February 29, at which time the leading Pittsburgh suffragettes got out the edition of the paper entirely, acting as the regular staff. The Post successfully had Earl Sandt, an aviator, make the only flight in a heavier than air machine over the business district of Pittsburgh. All professional airmen shun Pittsburgh on account of the treacherous air currents.

Both papers upheld the Democratic ticket and the greatly increased Democratic vote in western Pennsylvania is attributed to the solid support given the Democratic ticket by these two papers.

The office of the Post and the Sun at Wood and Liberty streets in Pittsburgh presents as busy an appearance as can be found in any American newspaper office. The Post and the Sun have a well regulated efficient plant and a virile force of men. One of the things that have placed the Post and Sun in the foreground on the list of the leading American newspapers has been their campaign for clean advertising. It met with universal commendation both locally and nationally and the columns of both papers have been kept clean of all fake medical and objectionable financial advertising.

Notable features have been the rule. The Post established a successful iron and steel daily market review and price list and its insurance columns are responsible for a largely increased number of readers.

According to Mr. Scholz: "The first test of a newspaper's value is to get in right in the community in which the newspaper is published, and the test is conclusive for the Post and the Sun in the Pittsburgh field."

Cone, Lorenzen & Woodman, New York and Chicago, represent the Post and Sun in the foreign advertising field.



EMIL M. SCHOLZ,

BUSINESS MANAGER OF THE PITTSBURGH POST AND SUN.

### AT WISCONSIN UNIVERSITY.

The Wisconsin Country Magazine, the official student paper of the College of Agriculture of the University of Wisconsin will be published semi-monthly after January 1, 1913. In its enlarged form it will be one of the leading college agricultural journals in the United States. W. A. Freehoff of LaCrosse is editor, and N. M. Coe of Milwaukee is business manager.

Recognition for work done by students on college publications is to be given hereafter at the University of Wisconsin. The award of merit will be in the form of a "W" watch fob and will correspond to the awards now given students who have excelled in athletics or debating. The new award will be known as the journalistic "W" and will be presented to editors and managing editors of college publications after they have completed a year's work.

The awarding board will consist of Professor W. G. Bleyer, head of the department of journalism; Professor T. H. Dickinson, censor of student publications, and Profes-

sor Walter M. Smith, university librarian.

### HOME REMODELED.

The completion of the remodeling of the home of the Waterloo (Ia.) Courier was marked last Saturday by a housewarming given by the publishers, the W. R. Hartman Company, to residents of the entire city. With the improvement in the Courier's quarters the plant of the paper has been enlarged and improved, with new linotypes (giving the paper a battery of five of these machines), new stereotype equipment, and a new Goss press with a capacity of 24,000 twelve-page papers an hour.

The Courier has been published in Waterloo for more than half a century. Its present editor is J. C. Hartman, and its general manager A. W. Peterson. The foreign representatives of the Courier are Alfred B. Lukens, New York, in the East, and A. W. Allen, Chicago, in the West.

### GARNER IS TO PUBLISH HIS OWN PAPER.

News of the establishment of a new daily afternoon newspaper comes from Cumberland, Md., where George Garner, a veteran newspaper man, will introduce the Press next Monday. With Mr. Garner will be associated Frank L. Geary, who for several years published the weekly American in that city. The Press will cover a population of about 100,000 in Maryland and also will reach out into Pennsylvania and West Virginia.

In sixteen years of newspaper work Mr. Garner has served on the Detroit Journal, New Haven Register, New Orleans Times-Democrat, Baltimore Sun and Baltimore News in almost every reporting and editorial position and has had especially wide experience in politics.

Mr. Geary will look after the mechanical department particularly, but will co-operate with Mr. Garner in the business management.

The Press will be strictly independent in politics and in every other line. A modern plant has been installed, including a new press, new linotype machines, stereotyping plant and type, while the job department has been greatly enlarged. Besides his own resources, Mr. Garner is also backed with ample capital by friends.

### MAKES LOCKING A PLEASURE.

Barnhart Brothers & Spindler, Chicago, have introduced a new chase lock, for which they report an immediate and extensive sale. It is a quick action lock, some peculiarities of which are:

The side bars are left in place for each job; the chase is gauged on anywhere on the bed of the press; the crossbar is placed in the notches nearest the chase and the two dogs are put into place; then the adjusting screws on the end of each side bar are screwed up by hand until the dogs are hand tight on top and sides of the chase. The clamps on the bed of the press are screwed up and the chase is held absolutely tight on all four sides, leaving no chance for "off-register" or "work-up." It is made for any size flat bed press.

### NEW MANAGER FOR THE ALLIANCE LEADER.

Frank J. Arkins has been appointed manager of the Alliance (O.) Leader. Mr. Arkins is well known in the states of Montana and Colorado, where he was connected with newspapers in some of their largest cities. Lately he has been a writer on business efficiency subjects for some New York magazines. He started in the business on the Rocky Mountain News, of Denver.

The Leader is one of the trio of Eastern Ohio papers owned by Louis H. Brush of Salem, the others being the East Liverpool Review and the Salem News. Extensive circulation campaigns for all the Brush papers are now in progress, and the group is expanding notably in both circulation and advertising.

## GRAVES HEADS THE NEW YORK PRESS CLUB.

All the candidates on the "regular" ticket were voted into office at the annual election of the New York Press Club on Monday. The new president is John Temple Graves, editor of the New York American.

He succeeds Charles R. Macauley of the World, who filled the office of president for two successive terms, and who during the ensuing year will be a member of Mr. Graves administrative board as a trustee.

Mr. Graves, as president, will have the following associate officers:

First vice-president, George Herbert Daly; second vice-president, Irwin Thomas; third vice-president, Jean I. Charlouis; treasurer, Ralph W. St. Hill; financial secretary, Frank P. McBrean; recording secretary, Frank Kelly; corresponding secretary, Caleb H. Redfern; trustees, Charles R. Macauley, Edward W. Drew, Joseph J. O'Reilly and Percy Linden Howard.

Three of the trustees are elected for three-year terms. Mr. Howard fills a vacancy on the board and will serve a term of two years. The election polls were open from ten o'clock in the morning until seven in the evening.

Mr. Macauley declined a third term as president. Mr. Drew is chairman of the board of trustees, and enters upon his second term of three years as a trustee.

## COMBINATION MEETING FOR SOUTHERN PUBLISHERS.

Plans for the Southern Newspaper Publishers' Association and the Southeastern division of the Associated Press to combine their annual meetings in a trip to Panama in January have been decided upon.

Members of the executive committee of the S. N. P. A. and two officers of the Southeastern division met in the office of Victor H. Hanson, president of the S. N. P. A., and publisher of the Birmingham News, and fixed the date of the meetings for January 17 in New Orleans. On January 18 the party will sail for Panama, returning to New Orleans on February 4, Mardi Gras Day. Reduced rates for the trip have been offered by the United Fruit company.

Those present were:

Executive committee S. N. P. A.—Victor H. Hanson, the Birmingham News; F. W. R. Hinman, Jacksonville (Fla.) Times Union; R. W. Brown, Louisville (Ky.) Times; J. J. Smith, Birmingham Ledger; W. M. Clemens, Birmingham News.

Southeastern Division Associated Press—President D. D. Moore, the New Orleans Times-Democrat; Secretary F. P. Glass, the Birmingham News and Montgomery Advertiser. Mr. Moore is also a member of the S. N. P. A. executive committee.

Other matters of interest to the association were discussed and the members spent a full day in the city, being entertained by local newspaper men.



JOHN TEMPLE GRAVES,

EDITOR OF THE NEW YORK AMERICAN, ELECTED PRESIDENT OF THE NEW YORK PRESS CLUB.

## AMERICAN CIRCULATION.

A circulation audit of the New York American by the Association of American Advertisers for six months, from April 1 to September 30, resulted in a certificate being awarded to that paper showing an average daily circulation of 255,751 and Sunday, 705,855 for the period, although this time included the three summer months, when the morning circulation is at its lowest. The month of October found the average circulation for month up to 725,089 Sunday, and 273,571 daily.

A group of Democrats in New-  
ton, N. J., are planning to start a party paper.

## NEW PITTSBURGH CLUB QUARTERS.

Work on the new quarters of the Pittsburgh Publicity Association is being rapidly pushed in readiness for the formal opening by the middle of December. The association is expending several thousand dollars in fitting up the new rooms and will have, when completed, as fine a suite of ad club headquarters as may be found anywhere in the country.

## NEW APPOINTMENT.

A. M. Allen, Tribune Building, Chicago, has been appointed foreign representative of the Canton (Ill.) Daily Ledger.

## COLLINS GETS AN OFFICE.

The Collin-Armstrong Advertising Company, New York, has elected Clarkson A. Collins, Jr., vice-president. Mr. Collins has been with the Armstrong Company since its organization three years ago as manager of plan and copy.

Among the sales campaigns developed by the company that



CLARKSON A. COLLINS.

have been handled under his direction are those on the McAdoo Tubes, Texaco Motor Oil and Star Safety Razor. Before going with the Armstrong Company Mr. Collins was in the copy department of the Blackman-Ross Agency.

## CITY PAPER MAY QUIT.

The existence of the Municipal Gazette, of Montreal, hangs in the balance as the result of a meeting of the board of control and the members of the legislation committee. The general opinion seemed to be that it had outlived its usefulness, while even Alderman L. A. Lapointe, who favored its continuance, did so on the supposition that some scheme could be devised by which it would bring its municipal information up to date.

Now it is often the case that the skeleton reports which appear in it of council and board of control meetings, weeks after their occurrence, are too late for the aldermen to make much use of them.

## FOR SOCIALISTS.

The Review Publishing Company has been organized in New York to publish a weekly paper devoted to advanced Socialistic education, known as the New Review. The office will be at 150 Nassau street and the first edition is scheduled for New Year's Day.



# TAXING THE GOOD WILL OF A NEWSPAPER.

QUESTION AS TO THE PROPRIETY OF INCLUDING IT IN THE PULITZER ESTATE TAX.

From the New York Times.

Employing the conservative methods that are and ought to be employed in the appraisal of estates under the transfer tax law, Joseph Berry, the state tax appraiser, after diligent inquiry and the taking of much expert testimony, fixes the value of the estate left by Joseph Pulitzer at \$18,525,116. He appraises the World newspaper at \$3,010,455.

The auditor's tables submitted to the appraiser show the net profits of the World during the four years preceding Mr. Pulitzer's death to have averaged \$336,580; in 1908, \$336,673; in 1909, \$662,391; in 1910, \$702,374; in 1911, \$552,883. The gross revenue of the World in 1911 was \$6,382,137, and nearly as much in the preceding years of the period under consideration. Upon this basis Appraiser Berry fixed the value of the World, as above stated, at \$3,010,455.

Of necessity, the state must use great conservatism in fixing appraisal valuations for the purposes of the state transfer tax. The private purchaser of an appraised property might be willing to pay a sum much above the appraiser's figures. His higher offer would be based upon confidence in his own ability as a manager, and he would be taking only an ordinary business risk with his own money.

The state must diligently guard against overvaluation, since in that case it would be taking money not its own; the tax then would be in part confiscatory. Leaving tax considerations out of account, there is a way to estimate the value of the World and of ascertaining what its earnings were under Mr. Pulitzer's management, which yields a result differing from that of the state's appraiser.

Joseph Pulitzer bought the World and came to New York in 1883. He died in 1911. After his twenty-eight years of labor in developing the property and in administering it, with his extraordinary ability, amounting to a veritable genius for journalism, he died leaving an estate that at a fair valuation, not a tax appraisal, would represent the aggregate of \$1,000,000 a year for each of his twenty-eight years of labor.

During the greater part of his time in all of the years after the World had begun to be very prosperous, Mr. Pulitzer lived upon a generous scale. Houses, yachts, costly works of art, endowments and charities were the solace and pleasure of the hours not devoted to his business.

He spent a great deal of money every year, a sum large enough, we suppose, to warrant the omission from the account of his profits from the St. Louis Post-Dispatch, which he also owned, leaving his estate here as the net accumulation of the profits of the World in twenty-eight years, augmented in some degree, to be sure, by the proceeds of investment. But the World was the



A NEWSPAPER PHOTOGRAPHER RISKED HIS LIFE TO GET THIS PICTURE OF LOS ANGELES' MASKED DYNAMITER.

Photo by International News Service.

source of his fortune.

We think that the Pulitzer estate is most generous to the state of New York in consenting to pay a tax upon the good-will of the World, which the Appraiser estimates at \$1,000,000. Good-will is intangible, the state does not tax it in the annual levy. Certainly, good-will does not seem to be a proper subject for the application of the transfer tax.

## REMARKABLE PHOTOGRAPH.

Here is one of the most remarkable newspaper photographs ever taken. It was made by Photographer Elias K. Spencer of the Los Angeles Examiner. It shows Carl Reidelbach, alias Carl Warr, alias Albert Henry Davis, sitting at bay in the Los Angeles central police station on the morning of November 19. On Reidelbach's lap is an infernal machine loaded with sixty sticks of 80 per cent giant powder, or enough to blow up an entire city block.

Reidelbach's left hand, inserted through the hole in the bomb, is on the trigger of the machine, and he is threatening to explode it if any one interferes with him. His right hand is painted a bright red, and he is wearing a strange black mask, or head covering, with green goggle eyepieces, which he used to conceal his identity.

The photographer entered the room where Reidelbach was sitting, and at the risk of his life made this photograph. When Reidelbach appeared at the Central Police Station everybody fled, leaving the dynamiter in full possession. For nearly two hours he held the station, blocking traffic and putting the police to their wit's end to devise some plan to capture him before he could set off his deadly machine.

Fearing the worst, Chief of Police Sebastian roped off the streets in the vicinity of the Central Station, and was removing the prisoners from the jail when Reidelbach was overpowered through a ruse worked by Detectives Hosick and Brown.

Brown engaged the dynamiter in conversation, when Hosick suddenly dashed at him and knocked the man unconscious, but not before Reidelbach had set off the mechanism of the bomb.

Hosick and Brown then ran to the street with the box, tore it to pieces, scattered the dynamite sticks and extinguished the burning fuse without injury to any one.

## SUBSCRIBERS TO CONTROL.

An interesting experiment in cooperative journalism is announced with the current issue of Survey, a magazine which for the last fifteen years has been conducted under the direction of the Charity Organization Society of the City of New York. The magazine is to be controlled henceforth by its own subscribers, who, under the title of Survey Associates, Incorporated, will have a voting interest in the affairs of the publication.

Included in the original board of directors named in the act of incorporation are Miss Jane Addams, Robert S. Brewster, Robert W. de Forest, Edward T. Devine, John M. Glenn, Julian W. Mack, Charles D. Norton, Simon N. Patten, V. Everitt Macy, Frank Tucker, Paul M. Warburg and Alfred T. White. The present editor, Paul U. Kellogg will continue in his position.

## AN ASSIGNMENT.

The publishers of the Sacramento Free Press have made an assignment for the benefit of creditors. The Free Press is a weekly owned by the A. J. Johnson Company.

## TO PLAY HOCKEY.

The employees of the Ottawa (Can.) Journal Printing Company interested in hockey held an organization meeting last week and elected A. E. Ingram as manager and T. V. Armstrong as the secretary-treasurer for the season's campaign. The Journal Hockey Club expects to hold a banquet about the middle of December.

## BUILDING UP THE CIRCULATION.

According to E. C. White, circulation manager of the Memphis News-Scimitar, agents for newspapers in country towns can build up good, substantial lists of subscribers for any good newspaper by following the course he outlines to his own distributing force. Here it is:

First, of course, you must get the agency for a good newspaper; one that covers the news of that part of the country in which your town is located. You do not need local news, that is the happening in your town, for those things are covered by the papers published in your own town, but you want a daily paper from the nearest big town; a metropolitan paper that will cover the general news of the world, the local state news and markets and the most important happenings in your locality.

Second, having secured the agency, no matter how few subscribers you have to start with or how many, you should lay your plans to secure every possible subscriber out of your town or territory. Write the circulation manager of the paper you are representing, and tell him you are going to work your town for new subscribers (he will likely fall dead, too).

Ask him to send you twenty-five to fifty sample copies a day for a week or ten days. Before these papers arrive, sit down and make up a written list of every business man or family in your town or on your route that is not taking your paper. When your first sample copies arrive, call on the first twenty-five on your list and tell each one that you are the local agent for the So-and-So paper, that you want to leave them a sample copy and to please read it.

Tell them it's a fine newspaper and you are sure they will like it. Continue to leave each one of these people a paper for five or six days, then call on them and say:

"Mr. Jones, I would like to have you for a regular customer, while I am agent for the News-Scimitar. I will give you good service, and will collect every week. The cost is only ten cents a week. I know you can well afford the price and am sure you will like the paper."

Make that talk to every one of the people you have been delivering the samples to, and you are sure to get half of them.

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

**NEWSPAPERS** contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

**The CONSOLIDATED PRESS CLIPPING CO.**  
115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

at least. Then take the next twenty-five names on your list and do them the same way. You will be surprised how easy it is.

It's a fact that most people have to be asked to take a paper. Not many come to the agent and subscribe voluntarily. You have to go after them, just as the life insurance agent has to go after people to get them to protect themselves. It's strange but it's true. If you want any business you must get out and go after it. But when you do, it comes easy.



E. C. WHITE.

Any live, wide-awake boy can work up a good newspaper route in any town if he will follow the above instructions. Don't be backward; get out among the business men and get acquainted; get so you can call every man or woman in your town by name when you meet them on the street. That will please them, and they will say what a little business man that boy is. Keep it up; never let up on a man who is not one of your customers. You will get him sooner or later. Even the worst old grouch in the town will fall for a manly boy if he is persistent in the right way. Every man likes to see a boy hustle. He admires the bright, aggressive youngsters, and is always willing to help him along by giving him his patronage, even though he may not need the paper the boy is carrying. Try it.

A. H. Dooley, publisher of the Roanoke (Va.) Evening World, reports the conclusion of a successful subscription campaign. Two automobiles and four trips to Europe were awarded as prizes to contestants securing the largest number of votes in a period of nine weeks. The Special Service Company, 306 Publication Building, Pittsburgh, conducted the campaign.

Five Bermuda tours, a number of diamond rings and watches and ten per cent. commission to those who do not win a prize are offered by the Kingston (N. Y.) Express in a big voting contest under the management of the John H. Musgat Company of Fond du Lac, Wis.

The Middletown (N. Y.) Times Press reports fine financial returns from a voting contest it has just closed. The campaign was conducted by J. Frank Dreher of Strouds-

## SPOT - HITTING ARTICLES For CIRCULATION GETTING

### ARTISTIC CHINA for Particular People.

Our goods are new and up to the minute, bringing results with a large number of the big dailies at the moment.

On plans suggested by us you get your subscriber without it costing you one cent.

China Ware lies close to the heart of the housewife, and is the BEST PREMIUM for subscription getting.

Just send us word that you are looking for a premium, and we will put you next to the good ones.



**The E. H. Sebring China Co.**  
Sebring, Ohio.

burg, Pa., formerly editor of the Stroudsburg Daily Times. During the voting returns were received from more than 100 contestants.

The Philadelphia Press is using as a premium the five-volume set of Everybody's Encyclopedia. The premium is being distributed on the coupon and cash basis.

The Norfolk (Neb.) Daily News is conducting a voting contest with two automobiles, a number of pianos and other articles as prizes. A feature of the contest is a ten per cent. commission to those who do not win a prize of some sort. The contest is under the management of the John H. Musgat Company of Fond du Lac, Wis., and is the second contest which this company has conducted for the Daily News within ten months.

The Spokane Evening Chronicle is attracting attention to its want ad page through a broken sentence contest. Persons who piece the sentence correctly receive a free ticket to the Orpheum Theater. The Chronicle also offers merchandise prizes in a beauty contest for unmarried woman.

The Lynn (Mass.) News is running a contest in which two automobiles, motor cycle, piano, diamonds, etc., are being given as prizes. The William L. Betts Company, World Building, New York, is in charge.

The Pittsburgh Chronicle is creating much interest among the younger element of the city by a doll contest.

The Pittsburgh Dispatch has begun a circulation campaign, in the form of a subscription contest with \$32,000 worth of prizes. The main attractions are automobiles.

The Providence (R. I.) Journal today publishes a review of books

for young readers. The list is classified to facilitate the selection of any book wanted. Each title will be followed by a brief annotation to indicate the character of the book. The review should prove a valuable help to anyone wishing to choose reading for the young.

S. Blake Willenden of Chicago has about ready for production a new map of the United States, showing the Parcel Post Zones, with complete text, and is making special contracts with the papers throughout the United States for this new feature. It is designed to be a reference work for business men, also to R. F. D. subscribers of newspapers and magazines.

### CHANGES ON SEATTLE P-I.

Several changes have taken place recently in the editorial rooms of the Seattle Post-Intelligencer.

With the departure of A. R. Fenwick for San Francisco where he will become managing editor of the Call, E. H. Thomas, formerly night editor, becomes managing editor.

Tasse Brien DeDesrochers, telegraph editor, is now the night editor, while Alfred W. Dyer takes his place at the telegraph desk.

Gustav R. Stahl is shifted from the local copy

Northwest editor, where he succeeds Eric W. Allen, who resigned to organize a school of journalism at the University of Oregon.

Bert Kineaid, from Bellingham, is assisting George Turnbull in getting out the six o'clock morning edition.

Jack Becholdt, formerly assistant city editor, is Sunday editor and has charge of dramatics in the office of Tom Dillon, who is assistant to Scott C. Boue, the editor-in-chief.

Charles Eugene Banks, formerly of Chicago, and late editor of the Peace Pipe, becomes assistant city editor.

Mr. J. H. McKeever, Publisher, the Daily American, Aberdeen, South Dakota, writes: "I have fooled with small and inexperienced companies in the past and got acquainted with you because I know that you are one of the best in the country."

**The William L. Betts Company**  
Suite 406, World Building. New York City



## TO PUBLISHERS OF NEWSPAPERS:

We have just concluded a campaign for new subscriptions in which two automobiles and four trips to Europe were used as prizes to contestants securing the largest number of votes in a period of nine weeks.

Among the many contest companies, we chose The Special Service Company, 305 Publication Building, Pittsburgh, Pa., to conduct our campaign for us. Ourselves and the contestants are entirely satisfied with the manner in which this company conducted the contest, inasmuch as there was considerable prejudice to overcome on account of the improper management of some former contests on different Roanoke papers.

We can honestly say that this is the first company ever to give complete satisfaction in managing a contest in Roanoke.

ROANOKE EVENING WORLD,  
A. H. DOOLEY, Publisher.

## THE SPECIAL SERVICE CO.

305 PUBLICATION BUILDING, PITTSBURGH, PA.

## A VALUABLE TIP!

Wire now for  
options on

HOME WANTED

to the

McCLURE

NEWSPAPER SYNDICATE

45 West 34th St., NEW YORK.

NEWSPAPERS BETTER THAN  
EVER BEFORE.

Despite what critics may have to say, Chester S. Lord, managing editor of the Sun, declares that the newspaper of today is better than ever before. He said in a lecture before the Columbia School of Journalism, Monday, that the personnel of the newspaper staffs is better, the standards of newspaper accuracy, honor, and fairness better, and the whole system of newspaper work on a more business-like basis than ever before.

"All decent newspapers," said Mr. Lord, "now take pride in their accuracy of statement in the news columns and there is little intentional misrepresentation. The political campaign just ended was conducted by the newspapers with the utmost fairness. It was reserved for the candidates themselves and the political spokesmen to misrepresent and call names."

"Almost all of the newspapers hereabouts opposed the candidacy of Colonel Roosevelt, yet they described fully and truthfully the en-

thusiasm with which he was received wherever he went, and they reported his speeches and his sayings with an impartial display of totem pole headlines and barbed wire type.

"The newspapers of today are better because more study and thought are put into their construction. Not only are the editorial writers men of education, but the sub-editors, the night editors, the revisers of copy and the reporters are mostly all college-bred men—mental acrobats who have been taught to think and to express their thoughts, who have been taught where to seek and how to find information and knowledge—who have been taught to be confident and self-reliant and original.

"The proportion of college-bred men on newspaper staffs is much greater than it used to be, and to my mind the intelligence of the staffs has increased in exactly the same proportion."

## U. P. CHANGES.

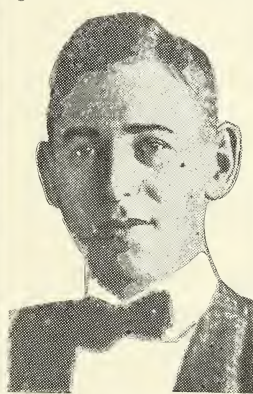
A number of changes have recently been made in the staff of the United Press organization. S. D. R. Smith has been transferred from the Columbus (O.) Bureau, of which he was in charge, to the management of the Detroit office, succeeding W. D. Hines, who has been brought to New York. Mr. Smith's successor is L. H. Merrick.

E. W. Park, of the Chicago office, is now manager of the Milwaukee bureau, succeeding W. S. Forrest, who is now with the Washington staff. B. L. Beebe, formerly of the Indianapolis News, takes the place of Mr. Park at Chicago.

Lawrence Todd of Sacramento, Cal., is a new addition to the Washington staff.

## GOLDBERG'S CARTOONS.

The cartoons of R. L. Goldberg in the New York Evening Mail have been compiled in book form by the Mail under the title "Chasing the Blues." The work contains



R. L. GOLDBERG.

over 100 pages of the best cartoons of Mr. Goldberg with his writings. The book is printed on fine heavy-coated paper with a hard board cover in colors, designed appropriately for Christmas. It may be had for twenty-five cents and a coupon clipped from the Mail.

## PAPER THEFT EXPENSIVE.

For stealing newspapers from doorways James A. Roeser, a nineteen-year-old Pittsburgh youth, was sentenced to pay a fine of \$10 or spend twenty days in jail by Magistrate Saam.

James Guffy, a newsdealer, testified against Roeser. He said that he had many complaints from his customers about not getting their papers. For the last week Guffy said that he had marked the papers. While delivering he said he saw Roeser stealing them and had him arrested.

## MR. HEARST'S CHARITY.

The New York American has arranged to continue its Christmas Fund Charity. Eight thousand baskets of holiday goodies were distributed last year to deserving families through a fund raised by the Hearst newspapers, and 85,000 toys delighted the hearts of their juvenile recipients. This year the task of raising the necessary fund will be begun through the generosity of George M. Cohan, who will give benefit performances for the fund at his theater tomorrow night, and on Monday afternoon, December 9.

## SPECIAL FINANCIAL SUPPLEMENT OF COMMERCIAL.

The New York Commercial on December 14 will issue a Public Utilities Supplement. It will analyze in plain every-day language the physical and financial operations of public utility corporations, whose securities are before the public. Advertising is to be restricted to those engaged in this special field.

## Mr. Business Manager and Publisher:

In this open letter I propose to increase your circulation and spend the least time possible in so doing. You can have me permanent if you pay my price. If not, you can take your turn. Every branch of your Circulation Department will be thoroughly organized; circulars revised and an economic method of mail list collections, original and effective, introduced.

Yours for business,  
"P. H.," care The Fourth Estate.

We conduct all kinds  
of Circulation Contests

Wire



Write

The very best

NEW DAILY COMIC  
on the market

THE NEARLYWEDS

By George McManus,

Write for details.

National News Association  
200 William St., NEW YORK CITY.

FOUNTAIN PENS  
ARE THE BEST

PREMIUMS.

SALZ BROTHERS  
45 West 34th Street, NEW YORK

GET TO-DAY'S  
NEWS TO-DAY

"By UNITED  
PRESS"

General Offices. World Bldg., NEW YORK

Let Us Figure With You When  
You Decide to Run Your Next  
Contest.

The MYERS Circulation  
Co., Inc.  
WATERLOO, IOWA.

THE HOTALING  
NEWS VENDOR

A slot machine for newspapers.  
Sells 8 to 40-page papers at 1, 2, 3  
or 5 cents. Can be emptied and re-  
filled with 60 papers in 30 seconds.

HOTALING BROS.  
Tribune Building, NEW YORK

## SUIT OVER GRAPHIC CHARGES.

Gordon Nye, editor of the Chicago Evening World, which suspended last week, has been sued for \$50,000 damages by Bernard J. Grogan, because of alleged libel. The plaintiff, who is a west side saloon keeper and active in city politics, charges that Nye published an item to the effect that he had been guilty of collecting graft.

## BUYS AN INTEREST.

Thomas Briggs has purchased a one-quarter interest in the Glasgow (Ky.) Times. Mr. Briggs is a former Louisville man and for some time past has been business manager of the Times.

When Your Customers Want  
PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

"BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICE:  
105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 979 FOR THE WEEK ENDING SATURDAY, NOVEMBER 30, 1912

## FRANKING TO BLAME FOR THE POSTAL DEFICIT.

The promised surplus in the Post Office Department for the last fiscal year turns out to be a deficit of more than \$1,000,000, not a large yearly deficit for this branch of the Federal Government, but worth considering the reasons for it.

Postmaster - General Hitchcock reckoned his surplus without taking into account the enormous abuse of the franking privilege in a year of a Presidential election, says the New York Times, which, like THE FOURTH ESTATE, has long contended that the franking privilege is a nuisance which should be abolished as quickly as possible. There is no doubt about that.

Its abuse for political purposes, and by members of all parties alike, can be abolished without violating any tradition or revising the postal rules. Members of Congress are permitted to frank their business letters, but there never was any intent to permit them to send campaign documents through the mails without paying postage.

In the primary and pre-convention campaign last Spring nearly 4,000 tons of political pamphlets were sent through the mails as first-class matter without payment of postage. Of course, much of this matter, including undelivered speeches which appeared in the Congressional Record under the "leave to print" rule, would not have been mailed if postage had been charged.

But the matter was carried and delivered at an enormous cost to the Government, and the loss is fairly estimated at \$3,250,000. The Postmaster General had promised a surplus of \$2,000,000.

In the last fiscal year 3.8 per cent. of the domestic mail was franked. The amount thus carried weighed 61,400,000 pounds, the regular postage on which would have been nearly \$2,000,000.

Nominally the franking privilege was abolished in 1873, but the laws still permit the free mailing by

The advertising firms close on Thursday. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions. One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

members of Congress and other officers of public documents and the Congressional Record, packages of seeds, and correspondence on official or departmental business. Under such loose provisions no member of Congress needs postage stamps, unless he is too high-minded to follow the custom.

### NOTE AND COMMENT.

A notable feature in newspaper advertising during the past week was a campaign in New York and New England newspapers of the New York, New Haven and Hartford Railroad. It told of the successful efficiency test of the road last Saturday in transporting 50,000 persons from New York to the Yale-Harvard football game in New Haven and return, in addition to its normal traffic.

This publicity on the part of the New Haven road is especially noteworthy from the fact that it is an awakening by this company to the possibility of securing new business by newspaper advertising. Heretofore the New Haven road has kept in the background, despite the continuous publicity indulged in through newspaper advertising by the New York Central, Pennsylvania and practically every other railroad in the nation.

It may be of interest to newspaper men to know that the "cuss" word is on the wane. Within a month's time, a simple "Gee!" may result in the offender's arrest. "Gosh dern it!" probably will cost the whole of a \$5 fine, while a real loud, outspoken, whole and hearty swear word will land its maker in the county jail.

Rebelling against what is styled "almost a national disgrace" the Clean Language League of America has come into being with the purpose of checking indecent speech. Its officers claim the tendency in this direction has reached its maximum and blame lax public opinion.

The plans of the league include

improvement by education where possible, by law where necessary, and attacking all indecent or suggestive language in public.

Lincoln W. Walker of Chicago is president and Dr. Thomas H. Russell, also of Chicago, is secretary.

A "matter of life and death." The Toronto Mail remarks: "Had one of them lived to see it, he would probably turn over in his grave."

The newspapers were characterized as "the real safeguard of the investment bankers" at last week's convention in New York of the Investment Bankers' Association of America. President George B. Caldwell of Chicago declared "the press consistently parades the virtues and condemns the illegitimate enterprises before the public" and asked the members to co-operate with the newspapers in driving out parasites who seek to swindle investors.

Answering many requests received THE FOURTH ESTATE begs to point out the fact that a newspaper of this kind, which from its nature may not look elsewhere than to newspaper men for its subscriptions, cannot reasonably be expected to maintain an exchange list. It has always been that newspaper men subscribed to THE FOURTH ESTATE on its merits. The sending of any publication regularly to this office is invited and it will have careful examination with a view to record of and comment upon improvements and changes effected.

A case of ambisextrousness in Philadelphia. Headline in the Evening Telegraph: "Prima Donna Baritone Draws Record Throng."

Since the assumption of control of the St. Louis Star by Frederic B. Warren and Fred. C. Veon in September that paper has been going ahead at an amazing rate. An instance of this is to be found in the increase of circulation. Preceding September 1, when Messrs. Warren and Veon took charge, the six months' average circulation per day was 63,836; since then this average has been increased to 94,629. In this time a complete rejuvenation of the Star has been accomplished.

## JOURNALISTS' MEMORIAL

TO W. T. STEAD.

EDITOR THE FOURTH ESTATE.

SIR: Of all the memorials to "Titanic" victims, we believe that to William T. Stead should command the special sympathy of journalists and authors wherever the English language is spoken.

The monument to be erected on the Thames Embankment will do more than honor one great man—it will honor the profession of journalism on both sides of the Atlantic.

The English committee will raise most of the money needed, but American co-operation is sought so that the memorial may be truly representative of the personnel of

Anglo-American journalism.

The American committee is trying to raise \$1,000 as a contribution from this side of the Atlantic. The sum is not large but the class to whom we can appeal is also restricted. For this reason we invite contributions big and small from all members of the journalistic and writing profession.

All contributions from this side will be forwarded by our treasurer, C. R. Macauley of the New York World, to Lord Northcliffe, treasurer of the English committee.

PERCY S. BULLEN,  
Honorary Secretary.

Mr. Stead as a journalist is esteemed among newspaper writers wherever the English language is spoken, and he was known almost equally on both sides of the Atlantic.

While different views may be taken of Mr. Stead as a crusader and reformer, there is only one opinion about his ability as a journalist. The brilliancy of his gifts, the fervor of his convictions, and the unswerving probity and courage with which he defended what he believed to be the right, are acknowledged on all hands; and the influence which his work exercised upon affairs at important moments is equally on record.

It is desired that a Journalists' Memorial to Mr. Stead in the form of a bust or some other appropriate tribute shall be erected in some fitting place near the scene of his chief work in London, and for this purpose a committee has been appointed representative of the personnel of English journalism. Lord Northcliffe is honorary treasurer and the members include Harry Lawson, C. P. Scott, J. A. Spender, Douglas Straight, George B. Hodgson (president, Institute of Journalists, London), Robert Donald (chairman of the memorial committee), William Hill (honorary secretary of the memorial committee), E. T. Cook, W. L. Courtney, Edward Russell, Thomas Marlowe, Ernest Parke, P. Caruthers Gould, A. G. Gardiner, Harold Spender, J. L. Garvin, T. P. O'Connor, M. P.

While Mr. Stead's work as a journalist was chiefly for British readers it is believed there are not a few members of his craft in America who would be gratified to join with their British confrères in establishing this memorial.

An American committee has therefore been formed to collect subscriptions, which will be forwarded to Lord Northcliffe in due course. The American committee is composed of Adolph S. Ochs, publisher of the New York Times; William C. Reid, publisher of the New York Sun; Arthur Brisbane, editor New York Journal; Melville E. Stone, general manager and secretary the Associated Press; Oswald Garrison Villard, publisher the New York Evening Post; C. R. Macauley, the New York World, treasurer; and Percy S. Bullen, New York correspondent of the London Daily Telegraph. The headquarters of the committee are at 30 Broad street, New York.



## PURELY PERSONAL.

John C. Cook, business manager of the New York Evening Mail, and Mrs. Cook are celebrating their silver wedding anniversary.

David E. Town, business manager of the Chicago Post, will leave shortly for a rest in Arizona for the benefit of his health.

Thomas Magner, sporting editor of the Bridgeport (Conn.) Sunday Herald, has handled the publicity work for a number of the more important football games in that city this fall.

Carl W. Von Coelln, editor of the New London (Ia.) Times, and Mrs. Von Coelln are celebrating their fifty-fifth wedding anniversary.

Charles E. Mahoney of the Bridgeport (Conn.) Sunday Herald acted as coach for the football eleven of the Stamford high school this fall, piloting them to seven straight victories against the best of the Connecticut "prep" school teams.

William Dinwiddie, newspaper man and war correspondent, delivered an address before the Credit Men's Association of Rochester at last week's meeting.

Harry C. Smith, editor of the Rockville (Conn.) Leader, has been elected corresponding secretary of the Rockville Agricultural Fair Association. He refused a re-election as secretary on account of other business.

R. H. McKinney of the J. P. McKinney Special Agency is making a tour through the middle West in the interest of his agency's papers and will not return to New York until December 20.

W. O. Mangun, editor of the Savannah (Ga.) Courier, suffered a loss of \$2,000 damages by a fire in his residence last week.

George Henry Payne, political writer for the New York Evening Mail, has sailed for a trip to Italy.

Charles A. Shelor, head of the American Press Service Bureau, is in St. Luke's Hospital, New York, for kidney trouble. Mr. Shelor is a former war correspondent and saw service in the Philippines.

A. D. H. Smith, war correspondent of the New York Evening Post, has returned from Europe.

George Fitch, chancellor of the University of Kansas, addressed the students in the class of journalism last Friday.

Dr. John Reade, who has been engaged in journalism and literary work in Canada for many years, is celebrating his seventy-fifth anniversary.

Horst Weber, proprietor of the Illustrierte Zeitung, of Leipzig, is in Canada, preparing for a party of German capitalists to visit the Dominion next year.

Earl Godwin of the Washington Star staff has had his household enlarged by the arrival of a third son.

Leon R. Whipple, formerly instructor in journalism at the University of Virginia and now editorial writer on the Richmond Times-Dispatch, addressed the class in magazine writing at New York Uni-

versity last week on "How to Write a Story." By way of illustration he used his own work, which has appeared in recent numbers of Everybody's Magazine.

Philip Sims, Paris correspondent of the United Press, who has been visiting in America for a few months, will sail for his post again within the next ten days.

Roy W. Howard, chairman of the board of directors of the United Press, is on a tour of inspection through the West and on the Pacific Coast.

Byron W. Orr, who is in charge of the ad copy bureau of the Pittsburgh Post and Sun, has been given additional supervision over the publicity work for those publications.

E. B. Hatrick of the International News Service staff in New York was presented by Mrs. Hatrick with a baby daughter last week.

J. H. Bullock, advertising manager of the Herreshoff Motor Company, Detroit, has just returned from a trip to Western points.

## TRAVELING "SOME" IN BOSTON.

Accomplishments of the Boston Herald in the past year under the management of John Wells Farley include a gain of 140,000 in daily circulation; a gain of 40,000 in Sunday circulation; and a gain of 1,092,144 lines of display advertising. Comparison of the present daily circulation of the Herald (243,139) with its circulation when it came into the



W. R. ELLIS.

hands of its present management, two years ago (60,698) shows at what rate this paper is traveling. In the same time the Sunday circulation of the Herald increased from 46,459 to 100,391. The foreign advertising of the Herald is in charge of the S. C. Beckwith Special Agency, New York, Chicago and St. Louis.

The advertising of both the Her-

ald and its afternoon edition, the Traveler and Herald, is in charge of Dr. Walter R. Ellis. A remarkable feature of Dr. Ellis' success is that he is a man trained in the "up stairs" end of the newspaper business. When Mr. Farley took charge he appointed Dr. Ellis advertising manager from his position as managing editor. The Herald set out on its progressive journey forthwith and with the results up to date as noted above.

## WEDDING BELLS.

Robert E. MacAlarney, of the Pulitzer School of Journalism, was married on Saturday to Miss Florence Thedford of New York. Before entering his present work Mr. MacAlarney was connected with the Evening Post and the Evening Mail as city editor.

George B. Newland, of the editorial department of the Cincinnati Post, and Mrs. Marguerite K. Grossius were married last week. Mrs. Newland is a daughter of O. H. Korstendieck, business representative of the American Israelite.

Otis Harris Lindsay, managing editor of the Kingston (N. Y.)

Daily Leader and Sunday Argus, and Miss Grace Evelyn Forsythe of Watervleat, Conn., were married last week. Mr. Lindsay was formerly city editor of the Bridgeport Post and the Troy (N. Y.) Times.

Miss Evelyn G. Stoddard, daughter of Henry L. Stoddard, publisher of the New York Evening Mail, was married on Tuesday to Eugene Beaumont Reynolds of Wilkes-Barre, Pa. The couple sailed on Wednesday for a European tour.

Milton L. Dipple, a newspaper man of Portland, Ore., and Miss Ona Hubbard of Spokane have been married. Mr. Dipple was formerly with the Spokane Spokesman-Review and is at present on the Portland Telegram.

Charles N. King, editor of the Bonners Ferry (Ida.) Herald, has been married to Miss Alma Sydon.

Thomas Flint of the Wheeling (W. Va.) Telegraph staff has been married to Miss Beryl Songe.

E. L. Phillips, political writer for the Chicago Tribune, was married last week to Miss Helen Mathony of Springfield. Mr. and Mrs. Phillips are now on a trip to the South.

C. Woodson Dudley, city editor of the Louisville Herald, and Miss Emily Amos of Flemingsburg have been married.

Allwyn Seekamp, city editor of the Louisville Courier-Journal, and Miss Elsie Brown, were wedded a few days ago.

## VISITORS IN NEW YORK DURING THE WEEK.

E. L. Moore, automobile editor the Cleveland Plain Dealer.

John Wells Farley, publisher the Boston Herald.

W. M. Ramsdell, publisher the Buffalo Express.

James L. LaProbe, the Toronto Star Weekly.

## WHY MORTON SMILES.

Friends of William J. Morton are showering him with congratulations on his becoming the father of a bouncing baby boy. The stork visited the Morton household and left a youngster that gives every promise of upholding the name of Morton in the advertising field in future generations.

Of course, it is hardly necessary to explain that Mr. Morton is the head of the William J. Morton Company, of New York, which has



MRS. WILLIAM J. MORTON.

the foreign advertising representation of some of the finest newspapers of this country and Canada. Everyone who has anything to do with newspapers or advertising knows him.

Mrs. Morton is the daughter of the late Augustus Montgomery Warren of London, and a relative of General Warren of civil war fame. On her mother's side she is related to the late Edward Everett Hale. Mrs. Morton's maiden name was Meriel Louise Warren. Mrs. Warren's grandfather, Montgomery Warren, was one of the foremost philanthropists of London, and was honored for his endowment of one of the largest medical colleges in England's principal city.

## OPERATION ON OLIVER.

Senator George T. Oliver, proprietor of the Pittsburgh Gazette Times and Chronicle Telegraph, is a patient at the Johns Hopkins Hospital, in Baltimore, under treatment for kidney trouble, for which he was operated on several days ago. He is reported to be improving rapidly.

## DARLING TO REST.

J. N. Darling, one of the feature cartoonists of the Associated Newspapers Syndicate, has resigned his position. Mr. Darling recently underwent two operations on his arm, which had become partially paralyzed. He intends taking a long rest in the hope of restoring his health.

## BUSINESS OPPORTUNITIES

Southwestern daily newspaper and job office, which made a profit of over \$4,000 last fiscal year, will be sold for \$35,500. Completely dominates its field and has excellent future prospects.

Proposition F. C.

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York.

## MACHINERY FOR SALE.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

GOSS STRAIGHT LINE WEB, 4 and 8 page, 7 column, 2 and 3 fold, with complete stereotype outfit, fine shape, Cox Duplex Angle Bar, 7 quarto. Wanner Machinery Co., 703 S. Dearborn street, Chicago, Ill.

## U. S. COURT HEARING THE HAWTHORNE CASE.

Julian Hawthorne, well known as a writer, with Josiah Quincy, Albert Freeman and Dr. William Morton, was placed on trial Monday before Judge Hough in the United States Circuit Court in New York, on the charge of having used the mails to defraud. The case is founded on statements made by the defendants in relation to the Hawthorne Silver and Iron Mines Company, which they are alleged to have owned as the Julian Hawthorne Company, the Temagami Cobalt Mines, Limited; the Elk Lake-Cobalt Mines, Limited, and the Montreal-James Mines, Limited, which they owned as the Continental Syndicate, Limited.

## TRIBUNE DRAMATICS.

The department of dramatic criticism for the New York Tribune is now in charge of Roswell Dague. Since the retirement of Arthur Warren as dramatic critic, the work had been in charge of Miss Cecil I. Dorian who had been combining it with her own duties as dramatic editor.

## IN POLITICS.

John A. Anderson of the Boston American staff has been elected to the Massachusetts House of Representatives.

John Lydon of the South Boston Inquirer was elected to a seat in the Massachusetts House of Representatives at the recent election.

Morgan Hennessey of the staff of the Boston Globe has been appointed private secretary to Congressman Roberts. He has moved to Washington for the new term of Congress. Mr. Hennessey is a son of Michael Hennessey, the Globe's political writer.

## HELP WANTED.

## BUSINESS MANAGER WANTED.

I am looking for a young man of unusual ability; one who desires to anchor permanently with a western newspaper of more than 40,000 circulation and the unquestioned leader in its field. I have carried the responsibilities of the business for ten successful years and want an understudy to whom I can shift some of the burdens. The applicant must be of very high character, thoroughly experienced and willing to make an investment of from \$10,000 to \$25,000. Will sell stock at less than market value to suitable man. Information and references required. No hot air merchants or promoters considered. Address SUBSTANTIAL, care The Fourth Estate.

## Salesmen Wanted

by an Eastern Printing Press Manufacturer, two first-class salesmen with successful records in the sale of printing machinery; one for East and one for West. Excellent opportunities for good men. State full particulars, age, and salary. Address "Confidential," care The Fourth Estate.

## Correspondent Wanted In New York

for a French newspaper in Canada. Give full particulars in first letter. Address French, care The Fourth Estate.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

35 LIBERTY STREET,  
Branch,  
730 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## PUBLISHERS REORGANIZE.

The ownership of the Bradford (Pa.) Era has passed to J. W. Milligan, who has organized a new company to conduct the business. Mr. Milligan is the president, James George vice-president, and Morris Milligan treasurer. The secretary is E. C. Charlton. The editorial management will be in the hands of Donald W. Dean, formerly of the Randolph Register.

## CHANGE OF CONTROL.

The controlling interest in the New Albany (Ind.) Evening Tribune has been sold by M. R. Thurman to a group of local business men. A new publishing company has been organized with Edward K. Hackett as president, Anders Rasmussen is vice-president and Edward McCulloch is secretary-treasurer and managing editor.

## NEW SOCIALIST DAILY.

The publishers of the Indianapolis Register, a Socialist weekly, are planning to expand to the daily field. To start with a four-page paper will be issued six days of the week. The Daily Register will sell at one cent.

## AT CHURCH WORK.

Gabriel Farrell, a former Boston newspaper man, is now occupying the pulpit of a church in Milton, Mass. Mr. Farrell formerly worked on the Transcript, but gave up newspaper pursuits to enter the Newton Theological Seminary.

## SITUATIONS WANTED.

## Business Manager

I have been managing daily newspapers of from 2,000 to 30,000 circulation for 12 years on salary basis alone; have had practical experience in all branches. Now want management of daily (South preferred) with opportunity of paying for all or part of stock out of increased earnings as result of my efforts; would consider adv. end only; I know personally all national advertisers and agency men; best of references; no field too difficult. Address A. S. L., P. O. Box 861, Los Angeles, Cal.

## CIRCULATION MANAGER

Thoroughly competent. Experienced in large cities. Age 33, unmarried. Member International Circulation Managers' Association. Compensation \$35. Address "Worklover," care The Fourth Estate.

## GENERAL NEWSPAPER AND MAGAZINE MAN.

Young man 27 years old, eight years' experience on newspapers and magazines, desires a change of position in or near New York City. Best practical references. Address, EXPERIENCED, Room 4, 45 East 42nd Street, New York City.

## ADVERTISING.

Young man (21) 4 years with America's biggest newspaper, wishes position in advertising field. Address, Industry, care The Fourth Estate.

WANTED—Young married man, with 10 years' experience in the business end of daily papers, would like to take charge of business on small or large paper; can furnish best of reference as to ability and character. Address C. Keisch, General Delivery, St. Joseph, Mo.

Advertising solicitor, now employed, desirous of making a change. Is an energetic American, 28 years old, with agency and newspaper experience. Has also been solicitor for local and foreign publications. Address AMERICAN, care The Fourth Estate.

## RECENT INCORPORATIONS.

NEW YORK.—Guy W. Eskridge Company, Inc.; advertising; capital, \$50,000; incorporators, Joseph William Sinnott, Jefferson L. Eskridge and Guy W. Eskridge.

Bankers' Life Magazine Company, incorporated of Manhattan; to publish Bank Life; capital, \$10,000; incorporators, Charles W. Hill, Edwin Weiss and R. H. Sanborn, 141 West 36th street.

Independent Weekly; capital, \$150,000; incorporators, J. S. Hamilton, F. E. Dickinson, E. E. Slosson and William H. Johnson.

Travot Publishing Company; capital, \$10,000; incorporators, William H. Cohen, Henry R. Alexander and J. Maxwell Gordon.

HANLEY, CAN.—Charles H. C. Jackson of Watrous has taken over the Herald.

CANTON, O.—Daily News Company; capital, \$10,000; incorporators, Howard Harmony, H. T. Howells and others.

SPRINGFIELD, O.—Grocery Press; capital, \$10,000; incorporators, George C. Ford, W. B. McAlenan and B. E. Robertson.

CORDOVA, ALA.—Herald Publishing Company; incorporators, H. H. Graves, G. S. Elliott and others.

FISHKILL, N. Y.—Mail Order News Corporation; capital, \$10,000; incorporators, A. F. Meyham, Thomas Copley and others.

PALESTINE, TEX.—Record Publishing Company; capital, \$6,000; incorporators, J. K. Ozment and others.

## SITUATIONS WANTED.

A good live wire circulation man desires to make change and is open for position as circulation manager on metropolitan daily. Ten years' experience. Strictly reliable and able to show results. Steady habits and on the square. Address Box F. A. P., care The Fourth Estate.

## Pressroom Foreman

thoroughly familiar with all makes of web presses, competent in all the essentials that prevail in newspaper pressrooms, desire position where ability and energy counts. Satisfactory references given. Please state nature of your work and press equipment. Address, Pressman care The Fourth Estate.

## Circulation Manager

would like to connect with live daily. Thoroughly capable, an energetic worker and a producer of results at minimum cost. References furnished. Address B. H., care of The Fourth Estate.

Young man, over 21 (German-American), desires position with a newspaper or magazine. Had some experience in editorial and outside work. Also full knowledge of bookkeeping. First-class references as to character and ability. Address G. A., care The Fourth Estate.

WANTED—Situation as foreman of a daily newspaper by a man with twenty years' experience and a record as an executive. First class references. Address "Foreman," care The Fourth Estate.

## Man with varied experience wants desk position in or near New York.

Address Deskman, care The Fourth Estate.

Position desired as Business or Advertising Manager on newspaper in Middle West by young man with fifteen years' experience in newspaper work. Twelve years on one metropolitan paper. Thoroughly understands every branch of the circulation and advertising departments. Personal reasons for desiring to make change from present position. Address Box A. B. C., care THE FOURTH ESTATE.

AN AGGRESSIVE, TACTFUL, successful advertising manager now employed on 20,000 daily seeks broader field. Under 30, married. No bad habits. Salary fair, but opportunity and future must be high class. A. A. A., care Allen & Ward, Boyce Building, Chicago.

First-class editorial writer wants first-class position. Able, experienced. Write "K," care The Fourth Estate.

CHICAGO REPORTER, 34, with city desk, A. P. and business end experience, would like to throw his twelve years of training into some daily in good Western town; strictly high class newspaper man capable of taking editorial charge and injecting new life; no boozier. Address Box 323, 1725 Wilson Ave., Chicago, Ill.

## SOUTH DAKOTAN RETIRES.

After a service of more than a quarter of a century in the newspaper field of South Dakota, H. C. Shoberg has decided to retire. He has sold his paper, the Highmore Bulletin, to R. H. Rockwell, who has been associated with him as editor.



## MEDICAL EDITOR PROBLEM.

### ONE NEWSPAPER THAT HAS STRANGE OBJECTIONS TO NEWSPAPER DOCTOR.

From the Franklin (Pa.) News.

THE FOURTH ESTATE, which is the companion and counsellor of editors and "newspaper fellers" generally, quotes a lot of medical journals and some more daily papers to the effect that there should be a medical editor on every daily paper's staff of workers.

Several dailies have had one on their force for some time. That is probably why some of them have uniformly advocated vaccination and opposed fair play in regard to allowing the plain citizen to choose his own risk when desiring to get cured of some bodily ill. With a physician of the only true medical faith in full charge of a daily newspaper the field is indeed inviting and opposition to abolishing the custom of putting disease germs into the blood of school children has its most perfect work.

To be fair, those papers which, like the New York Herald and Sun, have had a medical editor who censors everything in that line, should have several of them, and some sort of an umpire when they disagree.

The "regular," the Homeopath, the Eclectic, the Osteopath, the Christian Scientist, the patent medicine man and the rest, should have a council meeting over all medical references to appear and should settle the points of difference by arbitration, allowing the paper, meantime, to go to press a few times without the disputed editorial, which could then, of course, be safely put in the baler as too old for use.

It is quite true that newspapers without a medical expert may speak of pleurisy of the brain or shock well-informed practitioners with references to scurvy as a bleeding of the lungs, but this idea of allowing a representative of any medical school to dominate a daily paper does not appeal to an editor who is really on his job, it seems to me, any more than would the idea of letting Mrs. DeMillionbunch censor all the society news.

As the matter stands we may, some time, carelessly get the humerus located under the knee pan or remark on the dangers of indigestion, produced by the loss of vertebrae by reckless dental work, but it won't hurt the public half so much to have these mistakes made as it might do to have some one school of medicine in full control of the daily news and editorial sections.

We shall go blunderingly and hopefully along doing our best to avoid referring to pulmonary peritonitis in an irrelevant way, but we remind the medical profession that our columns are as open as the violet to the sky and when we say something that is not true to any particular division of the medical profession, a mere correction will save the public from disaster and us from the expense of having a medical expert in the office, an expense

that has sometimes proved unavailing.

Incidentally, we may remark that if some of the big city dailies which employ medical censors would put them to work in the advertising department it might help the public rather more than the public is being assisted just now.

### TIMES TO ISSUE FINANCIAL MAGAZINE.

The publishers of the New York Times in January will issue a weekly publication devoted to finances and economics of the nation. It will take the title of the New York Times Annalist and will absorb the present Times Weekly Quotation Review. The object of the project is to give readers at once a survey of the whole economic condition in perspective.

The foreign point of view on American securities and credit will be written by selected correspondents at London, Paris, Berlin, Hamburg, and Amsterdam. From all of the important cities of the United States articles will be contributed, as interest calls for them, by special correspondents. There will be articles weekly on interesting phases of insurance land development, trade movements, and other subjects, by specialists.

In form the Annalist will be one-half the size of the ordinary newspaper page. Printing will be on good durable paper in large type. It will be issued every Monday morning, and will sell at ten cents a copy and \$4 a year. The editor will be Garett Garrett, formerly of the financial and editorial staff of the New York Evening Post. Edgar G. Criswell, formerly assistant advertising manager of Doubleday-Page & Company's magazines will be business manager.

### SALE OF LA PATRIE OF MONTREAL IS DENIED.

"It is all nonsense to say that La Patrie has been sold to the Conservative party," said Eugene Tarte, one of the proprietors of La Patrie, when spoken to in regard to the rumored sale of that paper. "It is absurd to argue that since we advocated protection we are controlled by the Conservative party. There is not enough money in the Conservative party to buy the paper. It is not for sale. It is true that we opposed Laurier at the last election, but that was because he advocated reciprocity. We stand for protection, but otherwise we have always favored the Liberal party."

It will be remembered that the late Israel Tarte broke with Sir Wilfrid Laurier on the question of protection, but in other respects remained Liberal until the time of his death. His sons have followed the same policy, with the addition that they are anti-Nationalistic in their sentiments. Their opposition to Bourassa has been most pronounced.

### GETS NEW MANAGERSHIP.

Robert Sutherland, who was manager of the Galt (Can.) Reformer before its consolidation with the Reporter, has been appointed manager of the New Westminster (B. C.) News.

### A NEWSPAPER WOMAN'S MISSION IN THE WEST.

Proceeding on the theory that a woman does not have to be either a simpering sentimentalist or a maudlin theorist to succeed in journalism, Alice Rohe, a University of Kansas girl, who came to New York a few years ago and earned the reputation on Park Row of being "one of the best newspaper men that ever wore skirts," is gathering a brand new crop of journalistic laurels in Denver, where she has become a bright particular star of Senator T. M. Patterson's Rocky Mountain News.

After leaving the New York Evening World in 1908, following a nervous breakdown, Miss Rohe went to Colorado, where she devoted herself to magazine work for a couple of years while her health was being restored. She then joined



MISS ALICE ROHE.

ed the staff of the Denver Post, but left that paper to go on Senator Patterson's editorial staff as dramatic critic and special feature writer.

A short time ago the city of Denver was shaken up through a church movement against the social evil. Political factions became involved in the movement and all Denver got into the controversy. Stirred by the banalities and hypocritical cant of some of the pseudo reformers, Miss Rohe broke into the controversy through the medium of the columns of the News with a series of articles demanding an economic study of the causes of the trouble and ridiculing the application of fifteenth century methods to a twentieth century problem.

Her logical, plain-spoken, matter-of-fact manner of dealing with the taboo subject and the corroborated evidence she presented following personal investigations of conditions put the problem up to the city officials of Denver in a considerably different fashion than had the stereotyped resolutions of the professional reformers. Club women,

clergymen, educators and sociologists, took sides in the controversy. The Mothers' Congress, the Denver Woman's Club, and a number of educators supported Miss Rohe in her fight.

In all of her writings on sociological and economic subjects, Miss Rohe has endeavored to popularize the problems underlying the whole social upheaval of the present day, reducing them to simple language capable of comprehension by the plain people, with whom the solution must lie in the last analysis.

As a result of the success which has attended her efforts and the individuality which has characterized her work, Miss Rohe has had alluring offers to return to New York or to go to Chicago, but by reason of her belief that the West is considerably more progressive and decidedly less conventional in its attitude toward women and women's work, and because she feels that there is a broader scope for her particular line of work in Colorado, where women have for a number of years played a prominent part in the vital movements of the day, Miss Rohe has consistently refused to listen to the call of the East.

### ADVANTAGES OF NEWSPAPER ADVERTISING.

J. W. Adams, manager of the Daily Newspaper Club, in addressing the students in journalism at New York University pointed out the following advantages of the daily newspaper as an advertising medium:

"Newspapers reach more readers than do the magazines. Newspaper advertisements guide prospective customers to the very dealer in the customer's own town who carries the advertised goods, while the magazine advertisement, save in rare instances, cannot do this, and hence does not clinch the sale.

"Then, too, the newspaper advertisements can be inserted four times a month at the same cost that the magazine advertisement can be inserted once. Newspaper advertising can be placed in just those communities where the advertiser has distribution or some special occasion for advertising. Magazine advertising, on the other hand, cannot be thus regulated, and its advertising is inflexible, arbitrary, and carries the advertisement of, for instance, fur robes, into communities where the advertiser has not immediate distribution, and into Southern sections possibly, where he would never have it."

### VERDICT FOR NEWSPAPER.

The jury in the libel case of P. G. Bowman against the Birmingham Ledger for \$50,000 damages found a verdict for the defendant. The basis of the suit was a telegram sent by the Montgomery correspondent of the Ledger in reference to the removal of Colonel Bowman from the office of back tax commissioner of Jefferson County, which Mr. Bowman alleged was libelous.

Sam M. Braswell is to start the Express at Venus, Tex., on November 18.

WE are permitted to quote from a letter recently sent to THE FOURTH ESTATE by COLONEL ALDEN J. BLETHEN, the widely known Publisher of the SEATTLE TIMES, in which he concisely sums up his experience in connection with our audit of his circulation books.

COLONEL BLETHEN  
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THE AUDITING OF CIRCULATIONS is not a new thing, and the largest buyers of advertising space, and the publication of these American Newspaper Annual and Directory, places at the disposal of the advertiser the following details of our work:

#### THE AUDIT.

A searching examination of books, lists, standing orders and all other records bearing on circulation, by a reputable auditor, experienced in both publishing and advertising and familiar with this branch of accounting, who makes a complete and detailed report to the publishers of the Annual and Directory.

#### THE RATING.

Based on the findings in that examination and audit, the publication is given the highest rating accorded under any circumstances, not only in the general catalogue section of the Annual and Directory, but also wherever in any special classification its name and description appear, it being in each instance set forth, in boldface type, that the net circulation given has been proved by the audit of the American Newspaper Annual and Directory.

#### THE ENROLLMENT.

Every publisher receiving this service is given valuable standing with the advertisers of the country by the inclusion of his publication in the list of those which prove their circulation by means of this audit.

The supreme value of our service lies in the varied and repeated forms in which an audit is announced in the Annual and Directory and in the highly desirable publicity given to the facts. While an audit made by a local accountant, or by those more or less organized for work of that sort, might be correct, it would lack the authentication which we offer. Furthermore, this plan adds to the always laudable disposition of a publisher to make known his circulation the practical advantage



N. W. AYER & SON,

Fifth Avenue Building, New York.

300 Chestnut



Mr. Patterson says: "When we submitted our entire circulation department to the inspection of Mr. Patterson, the special agent of N. W. Ayer & Son, it was not until after I thoroughly examined the situation through N. W. Ayer & Son themselves, and then came the conclusion that it was vastly more proper to have this work done by so eminent and reputable a firm than to have it done in abeyance and suddenly be put to an examination by some other combination, and find out a rascal or a very incompetent person. I then consented to this arrangement, although it cost us \$250 cash to have it done and it took me fifteen days to complete the examination. I think the result was the most satisfactory of anything that has ever been done for us."

The issuing of certificates a novelty, but the doing of these things by the publishers results to all other such purchasers in the book they go by, the benefit of every publisher a plan complete and a service of productive value.

#### THE CERTIFICATE.

Formal attestation concerning the examination and audit is provided in a handsome photo-gravure certificate, original in design and convincing in text, size 18 by 24 inches, on heavy parchment paper, cream tint, done in sepia ink, signed and sealed by the publishers of the Annual and Directory. This certificate, framed appropriately, is delivered to the publisher, to be hung in his office and testify to the standing of his medium.

#### THE FACSIMILE.

A photo-engraved reproduction of the certificate, reduced to the size of a full page, is inserted in still another section of the Annual and Directory, to which the advertisers who consult the book are referred for more detailed information.

#### THE BOOK.

Finally, every publisher who orders an audit receives a copy of the Annual and Directory in which it appears. This book placed within reach will answer many questions for him, for his staff, and for those who patronize his office.

of conveying this knowledge directly to general advertisers, who alone can be expected to use it to a publisher's profit.

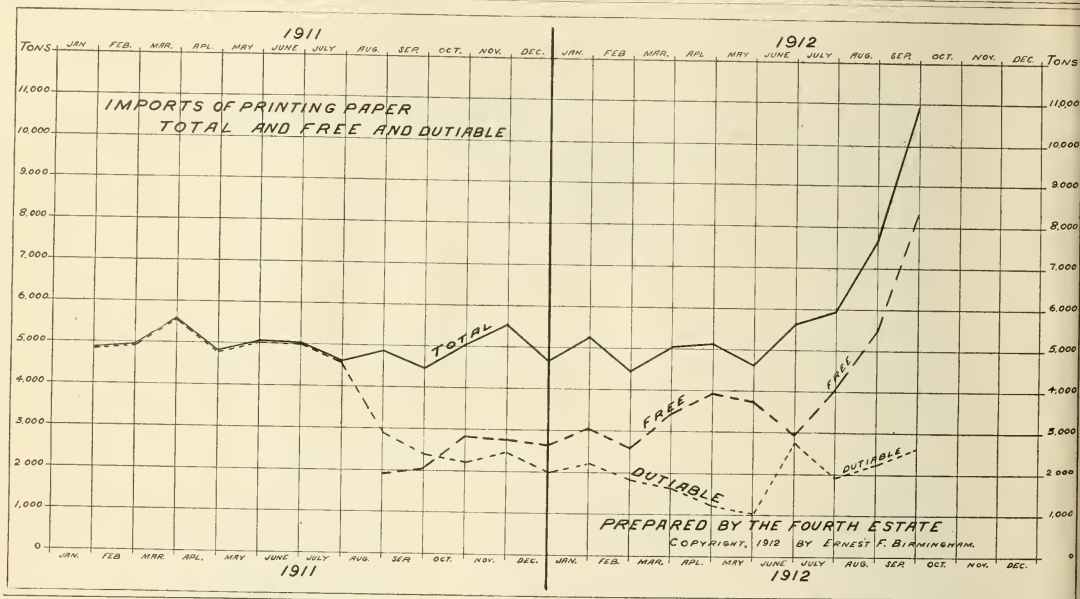
What is set forth above is the outgrowth of dealings with the publishers of this country extending over forty-three years and covering some sixty millions of dollars. We believe in these publishers, in advertising and in ourselves, and think this plan is calculated to promote public belief in all three.

## ADVERTISING AGENTS



Philadelphia.

Old South Building, Boston.



## THE PRINT PAPER MARKET.

This chart is of particular interest in that it shows the very pronounced growth in the total quantity of news print imported since the first of last June, an increase of over 230 per cent.

In addition to the total we show the quantity which pays duty and the quantity which comes in free. Less than 24 per cent. of the importations for September paid any duty.

Stocks of news print paper on hand at the end of September, 1912, as reported to the Commissioner of Corporations by the American Paper and Pulp Association, were 47,231 tons, an increase of 1,243 tons over the figures for August. Stocks on hand at the end of September, 1911, were 49,120 tons.

Production in September was 97,486 tons, a decrease of 8,494 tons, this decrease being largely accounted for by the fact that there were but twenty-four working days in September, against 27 in August. Shipments were 95,370 tons, a decrease of 5,382 tons. The number of companies reporting was 51.

Production was ninety-three per cent of the computed normal, against eighty-nine per cent. in September, 1911. Shipments were ninety-eight per cent. of the production.

To improve its deliveries above Chambers street, Lasher & Lathrop, paper merchants of 18 Beekman Street, New York, have put into operation an automobile delivery service. In addition to prompt ser-

vice Lasher & Lathrop offer all the better grades of staple papers and a great variety of specialties for fine printing is handled exclusively by them.

Word from Edmonton also states that the Federal government will create a reserve of 4,783 square miles on the shores of Lesser Slave Lake and also a large area on Lac de Biche. Around Lesser Slave Lake there are fully 350,000,000 feet of timber available and very large areas of pulp wood. Other extensive forest reserves will be established in the provinces of the west.

## THEATER OWNER SUES.

Alleging the publication and circulation of libelous and defamatory matter tending to impair his business and reputation, Fred A. Pollock, owner of the Princess Theater, Los Angeles, has instituted a \$10,000 damage suit against the Evening Herald Publishing Company.

The plaintiff says he was injured by an account of juvenile court proceedings against his manager, George E. Ryan, who was arrested and held to answer to the superior court on charges preferred by Ladene Earl, a chorus girl, who will be a witness in the Guy Eddie case.

## PRESS STAFF ENLARGED.

S. I. Tunjoroff has been appointed telegraph editor of the New York Press. George W. Stearns is now assistant Sunday editor of the Press, and George N. Briggs is a new addition to the editorial staff. The latter was formerly with the Scranton (Pa.) Tribune and the Chicago Tribune.

## CHURCH PAPER PUBLISHED BY NEWSPAPER MEN.

Recently there has been a conspicuous shifting among religious weeklies, with an evident tendency toward concentration in a fewer number of periodicals of higher quality. The Continent, the Presbyterian national weekly, believes itself to be the only prominent religious paper in the country whose regular staff consists entirely of former daily newspaper men, with not a minister in the list.

The Continent's editorial offices in all three centers, Chicago, New York and Philadelphia, are headed by former newspaper men: Nolan R. Best, editor, New York; Oliver R. Williamson, managing editor, Chicago; William T. Ellis, field editor, Philadelphia; H. L. Bird and H. H. Smith, associate editors, Chicago.

Strange to say, they all report that there is no soft snap in making an up-to-date paper devoted to helping people to be good. There are of course ecclesiastical specialists for special departments. The paper not only is devoted to the Presbyterian church, among both laymen and ministers, but is read by many ministers of other denominations.

## QUITS IN WILLIAMSPORT.

The Williamsport (Pa.) Evening News has ceased publication and its subscribers have been turned over to the Williamsport Sun. This leaves only two daily newspapers in Williamsport, one published morning and one evening.

The combined papers will be officered by Allen P. Perley, president; George E. Graff, manager, and Lewis H. MacLaughlin, editor.

Mr. Graff has been the manager of the Sun, and Mr. MacLaughlin is a former Philadelphian, but for the last nine months has been with the News.

Rumors are in circulation that Globe, Ariz., will have another daily paper soon.

**YOUR  
"WRAPPED"  
ATTENTION**  
is invited to our perfected  
**Nibroc Kraft**  
WRAPPING PAPER

—the handsome "quality"  
kind which gives—  
MOST STRENGTH  
MOST "GLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY

Let us send you proof samples, also name of nearest dealer.

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PORTLAND, MAINE.  
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William B. Dillon J. Santord Barnes

**DILLON & BARNES**  
**ROLL NEWS PRINT**

for high-speed perfecting presses.

2 Rector Street. NEW YORK  
Phone Rector 4955



## NEW PRESS REPRESENTATIVE AT THE HIPPODROME.

The press department of the New York Hippodrome is now in charge of Arthur R. Ryan. He succeeds Miss Anna Marble, who recently retired after having been the Hippodrome's press representative for several years.

Mr. Ryan is a native of Detroit. After his education at the Sandwich College and the University of Michigan he became personal secretary to the late Charles A. Pillsbury of the flour mills of Minneapolis. In 1896 he came to New York and became private secretary to the Rt. Rev. Monsignor Lavelle, rector of St. Patrick's Cathedral, and at that time president of the Catholic Summer School of America, which position Mr. Ryan held for six years.

He then took charge of the publicity, sales and correspondence departments of the Stanley Electrical Works, in the Berkshire Hills, and two years later when they were merged with the General Electric Company, Mr. Ryan joined the staff of the New York World, and was on the editorial staff of the Sun until last summer. Mr. Ryan has had a thorough training in theatrical work through connection with the publicity staff of Henry W. Savage, Inc., from which he goes to the Hippodrome. He also spent four years in the management of the Mahaiwe Theater, with its owner, John H. C. Church, of Great Barrington, Mass.

## BERLIN'S NIGHT PAPER.

The latest journalistic enterprise in Berlin is a daily paper issued at 10.30 in the evening under the title of "The Little Night Journal." The promoters rely for success on the wide extent of night life in the German capital.

## ENDS LONG OWNERSHIP.

George M. Shull has sold the Mount Morris (N. Y.) Enterprise after having been its publisher for thirty-eight years. The new owner is Raymond Haywood.

## SPECIAL AGENCY NOTE.

Cone, Lorenzen & Woodman, New York and Chicago, deny a report that they have discontinued the foreign representation of the Denver Weekly Post.

## THE

# NEW YORK TIMES

## CHRISTMAS NUMBER,

Sunday, December 8th.

Beautiful pictures in colors printed especially for the New York Times by four great American artists.

Printed on one side only on fine calendered paper suitable for framing. Edition limited to 200,000 copies. Greatest achievement in newspaper art.



OSCAR ROESEN,

IN COLOMBO, CEYLON, ON HIS TRIP AROUND THE WORLD FOR R. HOE & CO.

## CARRIED THE HOE NAME AROUND THE WORLD.

Oscar Roesen, well known to publishers throughout the United States as one of the ablest members of the sales staff of R. Hoe & Co., the printing machinery manufacturers, has just returned from a trip around the world for his firm. The tour was a very successful one. The accompanying picture shows how Mr. Roesen lived in Colombo, Ceylon.

One of the first things Mr. Roesen had to say on his return was that he had received **THE FOURTH ESTATE** as far off as Australia. "It was always a pleasure to receive **THE FOURTH ESTATE**," he said, "for it kept me in touch with the run of things in the newspaper offices in which I was interested."

## HIS LIFE THREATENED.

Joseph A. D. Silvestro, editor and proprietor of the Philadelphia paper *La Voce Del Popolo*, has been threatened with death and the destruction of his newspaper plant by dynamite. The threats are the result of articles appearing in Silvestro's paper dealing with the suspension of the Delli Paoli Bank. After the first of the articles appeared, Silvestro received a letter from New York warning him that if he did not cease publishing the articles he would be arrested. Silvestro published the letter in the next issue of his paper. He was then warned that he would be killed by a band of men and he reported the case to the police.

## TO BE AN AGENT.

E. Roy Parsons has retired as advertising manager of the Morehouse-Martens Company, Columbus, O., to start in the advertising bureau business for himself in the same city.

## LINDAU STARTS NEW AD SERVICE BUREAU.

Simplified Selling is the name of a new corporation that has started business in New York. Its purpose is to show manufacturers how to take full advantage of newspaper circulation in the localities where their goods are on sale. The founder, J. W. Lindau, Jr., is well known in advertising and sales circles. He was formerly in charge of the sales and merchandising departments of the H. Sumner Sternberg Advertising Service and the Foster Debevoise Company, New York. Alvin Wortham is the treasurer. Offices are at 320 Fifth avenue.

It is the plan to build business for manufacturers by the practical concentration of selling advertising power where it will produce orders. It is announced that advertising for clients will be placed through a recognized and responsible advertising agent.

## ALLEN AGENCY'S DINNER.

The Allen Advertising Agency's staff, numbering nearly one hundred persons, held its annual Thanksgiving dinner and entertainment at the Hotel Gregorian on Thanksgiving eve.

An oldtime holiday feast was the first order of business, after which songs and speeches enlivened the proceedings. Vice-President J. A. Hanft acted as master of ceremonies.

The Allen luncheons have been indicative of the agency's rapid growth in the last five years, the staff attendance yesterday being 700 per cent. larger than that of last year.

Phil Cumiskey, formerly editor of the *Weed (Cal.) Outlook*, has succeeded Robert Wilson as editor of the *Fort Bidwell News*. Mr. Cumiskey was also at one time with newspapers in Melville.

## SHAW WITH MAHIN AGENCY

David Minard Shaw, formerly of the McManus Company, Detroit, has joined the Mahin Advertising Company of Chicago, and will specialize in the service to automobile advertisers. Mr. Shaw has



D. MINARD SHAW.

had long years of experience in this particular line of work.

Mr. Shaw is considered one of the most successful advertising agency men in the middle west. He has had experience in newspaper work and enjoys thorough acquaintance with advertising conditions throughout the country as a result of handling some of the leading accounts in America.

## BERGER SETTLES SUIT.

The libel case of Thomas J. Neacy against Congressman Victor L. Berger, publisher of the *Social Democrat Herald*, of Milwaukee, has been settled by Mr. Berger, who will print a retraction of the allegations he made in the *Herald* in 1909 concerning the character of Mr. Neacy and his relations toward the men he employs and concerning municipal movements in which Mr. Neacy took part.

The *La Grande (Ore.) Morning Star* has suspended publication.

## THE EVENING WISCONSIN

Milwaukee's Favorite Home Paper. It is **QUALITY** Circulation. It is **merely BULK** Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory returns and poor buyers. Results, not talk, count. The *Evening Wisconsin* has been printing a series of interesting articles, urging its readers to read the advertising appearing in *The Evening Wisconsin*. Our readers do read the advertisements because they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the "worthwhile" home in which this paper is invariably found.

JOHN W. CAMPSIE, Business Manager.  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bdg. People's Gas Bldg.  
NEW YORK. CHICAGO.

## CONGRESS ONCE TAXED OUR ADVERTISEMENTS.

Whatever we may think about the present system of tariffs and internal revenues, most people will admit, says the Cleveland Plain Dealer, that it is more just and reasonable than systems which in times past have held sway in this country. Taxes have been imposed which if revived in these days would come near to starting insurrection.

It is not generally known that the Continental Congress put a stiff tax on newspaper advertising. This act went into effect in 1785 and continued for a number of years. It seems strange that a government which owed its independent existence to popular indignation following a stamp act should immediately put such a law into effect. But it was done, and to many publishers it was a crushing burden.

We are not concerned with the justice or injustice of that tax, however, but with the ingenious way in which one newspaper man evaded it. Samuel Hall was the publisher of the Salem Gazette, which he had founded in 1781. When the advertising tax law went into effect—in August, 1785—Hall announced the fact and added:

"No printer can now advertise, even in his own paper, any books or pieces of piety or devotion, without paying a heavy tax for it, not excepting the Holy Bible. How this accords with his excellency's late 'Proclamation for the Encouragement of Piety, Virtue, Education and Manners,' let the framers of the act determine."

But Samuel Hall was not downed, all the same. An editorial paragraph in the same issue follows:

"Were it not for the tax on advertising good books, the printer hereof would inform the public that he has just published 'Extracts from Dr. Priestley's Catechism,' which he sells at 5 copiers single and 2 shillings the dozen."

This seems to have furnished advertisers with an idea. About a fortnight later the Gazette printed the following communication:

"To the Printer of the Salem Gazette: I hear that you have for sale Mr. Watt's Imitation of the Psalms of David, corrected and enlarged, with a collection of hymns, in one volume; that the Psalms locally appropriated the Doctor's version have been altered by Dr. Joel Barlow of Hartford; and that by a law lately passed which, like the Stamp Act, is of extraction truly British, you are restrained from advertising them unless you pay a heavy tax for it. As several of my neighbors, as well as myself, are anxious to see this valuable book, I hope you will not fail of supplying us. J. R."

There couldn't be any cleverer advertising than that. Hall moved

his paper to Boston at the end of that year, however. The tariff was too much for him, in spite of his attempted evasion of it. In his issue of November 15 he says:

"The printer hereof has found that the tax upon newspaper advertisements has, in conjunction with the decline of trade, operated so injuriously as to deprive him of nearly three-quarters of that branch of his business, and he conceives it his duty not to suffer so great a diminution in his living without at least attempting to repair it. For this purpose he has consulted such in whose friendship he fully confide, and they have unanimously advised his removal to Boston."

The Boston paper was called the Massachusetts Gazette, and Hall sold it two years later. He retired from business in 1805 and died in 1807. With his brother Ebenezer he had been the publisher of various New England newspapers since 1768.

It is interesting to learn that one of Samuel Hall's jobs—while he was publishing the New England Chronicle—was the printing of copies of the diploma given by Harvard to General George Washington conferring upon him the degree of doctor of laws. This was on April 4, 1776, just three months before the birthday of the nation.

## CITY HELPS A. A. C. A. FUND.

Mayor Preston of Baltimore in behalf of the city has subscribed \$1,000 to the fund for the entertainment of the delegates to the convention of Associated Advertising Clubs of America to be held in the city next summer.

The city's subscription will be taken from the special contingent fund of \$5,000 for the entertainment of official visitors.

The publishers of the Baltimore News, American and the Sun have contributed \$1,000 apiece to the fund.

There still remains some \$35,000 which the Ad Club must raise by subscription in order adequately to take care of the big convention next June. The fund now has passed the \$15,000 mark.

## LOVING CUP TO BROOKLYN PUBLISHER.

Herbert L. Bridgman, publisher of the Brooklyn Standard-Union, author, Arctic traveler and geographer, was the recipient of a loving cup on the fiftieth anniversary of his initiation into the Psi Upsilon fraternity. It was the seventy-ninth anniversary of the fraternity, celebrated by the Psi Upsilon Club of New York in the Hotel Astor.

William M. Kingsley presided and Senator John C. Spooner, Justice Isaac F. Russell, Herbert S. Houston and Frederick P. Keppel, Dean of Columbia University, were the speakers.

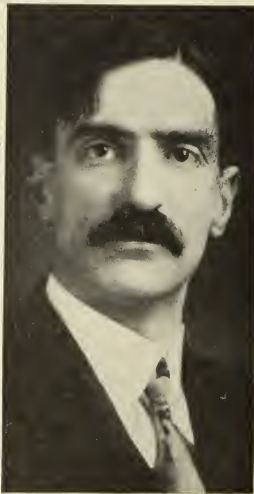
## KIES AGAIN OWNER.

The Wichita (Kan.) Commoner, a weekly newspaper, has once more come into possession of its founder, B. E. Kies, who for eighteen years was its publisher. The recent purchase, which is from Murphy & Son, is shared by Glenn S. Kies, who will manage the paper.

Mr. Kies, Sr. is now engaged in lecture work in Michigan. His home is at Hillsdale, Mich.

## PRESTON'S BIG JOB.

As has been his custom for the past fifteen years, James D. Preston, superintendent of the Senate Press Gallery, has secured the information relating to the mem-



JAMES D. PRESTON.

bers of the press for the Congressional Directory, the official blue book of Congress. The directory will be out on the opening day of the coming session and will show many changes in the lists of correspondents since the close of last session of Congress.

## EOFF ESTATE SETTLED.

In the settlement of the estate of Homer A. Eoff, Mrs. Carrie G. Eoff as executrix has been authorized by probate court to transfer 250 shares of capital stock in the Toledo Newspaper Company, valued at \$100 per share, to her own name, and to reserve fifteen additional shares for the payment of any judgment that may be rendered in the case of Sadie E. Crouse against the Toledo Times Company, now pending in court.

The Toledo Newspaper Company publishes the News-Bee.

## NEWSPAPER "MUCK- RACKING."

J. J. Underwood, a Seattle newspaper man and author, addressing the classes in reporting and copy reading in the Department of Journalism at the University of Washington said:

"There is not much money to be made in newspaper work except by muckracking. But the trouble with muckrakers is that they soon begin to take themselves too seriously and think that they are going to save the entire country. Initiative is one of the best things in newspaper work, for the reporter often finds himself in a position where he is unable to follow instructions, and has to use his own judgment to get his story."

Mr. Underwood warned his hearers against political bribers, men who hand out cigars, money, and such things. All these bribes should be ignored, he said for if once accepted the reporter was placed under the thumb of the briber, who then practically owned him.

Mr. Underwood is a member of the Seattle and National Press Clubs and is a man of varied experience and of very wide personal acquaintance, having traveled quite extensively. He has spent many years in Alaska and is writing a book, "Alaska, an Empire in the Making," to be published this winter by Dodd, Mead & Co.

## AGARDS ENTERTAIN.

Clarence M. Agard of the Bridgeport (Conn.) Post and Mrs. Agard entertained a small party of friends at their home in honor of Miss Antoinette Rochte, formerly of the Poli Players and more recently of the Eleanor Cleveland Stock company playing at the Lyric, who is about to leave the city to join a company for a tour of the west.

The evening was spent in card play, music, social chat, and a good time was enjoyed. Those present included L. J. Carrigill of the Post and Mrs. Carrigill; and Frank E. Nolan, sporting editor of the Standard.

## NOW HIS OWN BOSS.

The Factoryville (Pa.) Local News has just appeared. The editor is Archibald C. Heller, who was formerly with the Philadelphia Press and the Evening Telegram.

## ALL EYES IN TRENTON are on

**The EVENING  
TRUE AMERICAN**  
and the steps of all advertisers, who know by personal observation, are directed to the evening paper that sells goods.

**15,000 Copies Daily**  
in Trenton and vicinity.

The Evening True American  
Trenton, New Jersey.

Foreign Representatives,  
LACOSTE & MAXWELL,  
Monolith Bldg., NEW YORK  
Marquette Bldg., CHICAGO.

**Jenney Press-Controlling Systems**  
WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY  
**MOST OF THE BEST KNOWN NEWSPAPERS.**  
**SAFETY. RELIABILITY. ECONOMY.**

Specify JENNEY universal type motors  
for all purposes and know you will get THE BEST.

**AMERICAN ROTARY VALVE CO.**  
SUCCESSORS TO JENNEY ELECTRIC MFG. CO.  
GENERAL OFFICES:  
150 N. Dearborn St., CHICAGO.  
FACTORY:  
ANDERSON, IND.  
Combination Vacuum Cleaning Machines and Air Compressors.



# FINE COLLECTION OF OLD NEWSPAPERS.

MISSOURI HISTORICAL SOCIETY HAS  
PUBLICATIONS AS FAR BACK  
AS 1,000 YEARS.

What is said to be the most complete collection of newspapers in the world is stored in the library rooms of the Missouri State Historical Society at Columbia. There are more than 6,000 bound volumes of newspapers of every size and shape in the collection, and it takes three large rooms in Academic Hall at the University of Missouri to hold them.

To the large collection of Missouri, United States and foreign newspapers has been added the private collection of Walter Williams, dean of the School of Journalism of the University of Missouri. This collection contains 447 newspapers, representing types of journalism of more than a hundred foreign countries, and printed in almost as many foreign tongues. The private collection comprises eleven volumes.

Countries represented by several papers in Dean Williams' collection are: France, Spain, Morocco, Bolivia, Poland, Germany, China, Japan, Korea, Siam, India, Africa, Tripoli, Italy, Turkey, Porto Rico, Norway, England, Brazil, Canada and Mexico. Many other nations are represented by one.

The smallest newspaper, the Pekin Gazette, published at Pekin, China, is three by nine inches. It is in book form and contains about twenty pages. It also is the oldest in the world. It was founded in the days of the Tang dynasty in China, about 1,000 years ago, and contains official decrees of the government.

The largest newspaper is the Liverpool Mercury, of Liverpool, England. It is twenty-five by forty inches, and contains eight pages.

There are several court newspapers, published, like the Pekin Gazette, merely for circulation in court and imperial circles. To this class belong the London Court Circle and the Imperial Gazette, of Berlin.

The Cape Prince of Wales Gazette publishes news of the world only once in the year, and that is only when a vessel arrives at the Cape. The Eskimo Gazette, of Greenland is printed monthly in the Arctic Circle. The Castle Carey Times, printed in England, circulates only on an estate. Two news-

papers of Paris are devoted to beggars.

The smallest newspaper in the world is one in Philadelphia devoted to cycling. It is printed on a post card. It is not classified as a world newspaper, however.

"At the lowest estimate, counting the cost of binding and the actual price we could get for our newspapers on the market, our collection is worth \$38,200," said F. C. Shoemaker, assistant librarian of the Missouri State Historical Society.

F. A. Sampson is secretary and librarian of the Missouri State Historical Society.

## THE MODEL WRITER FOR THE NEWSPAPERS.

Rollo S. Ogden, editor of the New York Evening Post, told the Columbia School of Journalism, in a lecture on "Writing for the Press," that many of the popular ideas of newspapers were all wrong and that people were coming to be disillusioned on the subject more and more all the time.

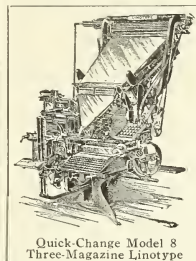
"In the first place," he said, "Horace Greeley's idea that a college man in journalism is no better than a donkey is all wrong. It may have been true at that time, but now some of the best men in New York City's newspaper work are college graduates, and however much of a failure the Columbia School of Journalism may be, it cannot turn out worse men than some of those who now are working on papers in this city without having college educations."

The old idea that the newspaper man leads a gay bohemian life, Mr. Ogden said, was also out of date. "The systematic methods of modern journalism," he explained, "and the large amounts of capital invested have tended to make the modern newspaper man as plain, prosaic, plodding and matter of fact as any other man. It is generally admitted now that the man who spends the night in revelry and then sits down with a wet towel around his head to write an editorial will not give the public any very valuable instruction or guidance.

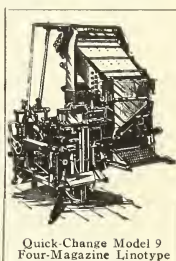
"In my opinion the idea that good newspaper writing is different from any other kind of good writing is another fallacy. Of course, journalism has its own special technique, but in the long run the essential qualities which make a good writer of any kind will make the best writer for a newspaper."

# THEY LIKE THEM BEST WHO USE THEM MOST.

In most of the composing rooms of the leading newspapers of the country, as well as in hundreds of one- and two-machine plants, you will find



Quick-Change Model 8  
Three-Machine Linotype



Quick-Change Model 9  
Four-Machine Linotype

Multiple  
Magazine  
Linotypes

## Nearly 700 Are Now In Use.

And wherever they are installed the verdict is that

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHALER LINOTYPE COMPANY. TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

STANDARD LINOTYPE METAL, A and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

## NO MORE FREE ADVERTISING IN INDIANA.

"News: When It Is News and When It Is Advertising," was discussed at the session of the Indiana Associated Weeklies in Indianapolis by J. F. Warfel. He pointed out that for years it had been the custom of country papers to donate hundreds of dollars' worth of advertising in the shape of "boosts" under the guise of news, and said that advertising agencies over the country had trained their men to take advantage of the practice.

"Job Printing and How to Secure It" was discussed by C. E. Vanvaler and "A Practical Cost System" by Edgar M. Baldwin. A discussion on the question of "Legal Printing; Who Should Print It and Who Distribute It?" was led by O. K. Gleason. It was the sense of the meet-

## SEVENTY-FIVE THOUSAND (75,000) CHASES

in daily use in these United States, all made by us, all guaranteed forever as to quality, and every one satisfactory!!

That is the record of eight years of manufacturing.

ELECTRIC WELDED CHASES. Their quality sells them. Their popularity is universal; they have no rival: the reason? They save money to the user every time they are used. They are absolutely accurate, steel-made, steel-strong, steel-durable. If you have or get one of them that is not absolutely right and satisfactory you will confer a favor on us if you will immediately report on it.

BARNHART BROS. & SPINDLER  
New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

ENGRAVERS  
ARTISTS, ELECTROTYPERS  
NEW YORK, CHICAGO, ST. LOUIS

ins that legal printing should not be confined entirely to county seat towns. "Buying a New Press" was the subject of a paper by C. M. Walter. The "Indiana Associated Weeklies and Their Progress" was discussed by Ora McDaniel.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

MERCHANT'S Linotype Metal

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB

Trade Mark  
M&E  
Smelters-Refiners  
PHILADELPHIA  
NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER  
Registered.

Let the American Ink Co.  
of New York City be your  
FOUR-CENT INKMAN.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

There are in BALTIMORE 100,000 homes

The combined circulation of the AMERICAN and STAR is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES, Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc., 225 Fifth Avenue, NEW YORK.

### BIG DOINGS IN JOLIET.

The advertising writers and promoters of Joliet have had a lively awakening within the past month. A preliminary meeting was held October 25, which was addressed by Julius Schneider, advertising counsel of the Chicago Tribune. A second meeting was at a luncheon held at the Commercial Club, November 19, when the necessary procedure for forming the permanent organization was perfected. The model constitution suggested by the A. A. C. A. was adopted.

The annual meeting will be held December 17, when the permanent officers of the club will be elected. It was decided to become affiliated with the national club organization. The forty-five charter members are enthusiastic for the national slogan "Honesty in advertising."

### AD CLUB WILL MOVE.

The Detroit Adcraft Club will move to Grand River avenue and Washington Boulevard, where it has taken a lease of the rooms formerly occupied by the Industrial School. This will give the club the larger quarters it has needed for some time.

### CLUB GROWING.

The membership of the Spokane Ad Club is now well on to the 500 limit. At last week's meeting

## THE NEW YORK WORLD

Sells (morning edition)

MORE copies than any other two papers Print.

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS. Goes into more homes, offices and work-shops than any other paper.

Best classified medium between New York and Chicago. Write or Telephone. H. C. Rook, Real Estate Trust Bldg., Phila. W. G. Brooke, 225 Fifth Ave., New York. W. E. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.

the following new members were elected: George B. Dennis, George H. May, Max Ackerman, S. W. B. Cohn, Dr. H. D. Kennan, H. G. Cahoe, George Grant, Jr., P. O. Donaldson, Arthur H. Goodens, Charles T. H. Clark, R. E. Stone, F. F. Humeston, H. L. Kingsland and F. L. Mandlove.

### N. P. A. COUNCIL MEETING.

The council of the National Press Association met at Washington last week to plan for the next convention and elect an executive board. President A. C. Moffett, of the Elwood (Ind.) Daily Record, presided. The following were elected members of the executive committee: William F. Parrott, Waterloo (Ia.) Reporter; Charles H. Neff, Anderson (Ind.) Herald; George Hosmer, Fort Morgan (Colo.) Herald; Caroline A. Hul-ling, the Stylus, Chicago; G. L. Parmenter, Lima (O.) Advertiser; and C. E. Nevin, Laurel (Neb.) Advocate.

The departmental programs will be in charge of Professor Charles H. Dillon, of the School of Journalism at the Kansas Agricultural College, he is chairman of the journalistic educational department; George B. Lockwood, Indiana, department of daily papers; Frank O. Edgcomb, Geneva (Neb.) Signal weekly papers. A round table on improving the local or state associations and a cost congress will form part of the program. About twenty-five representatives were present, mainly from the Western states.

### INGOLD ELECTED.

Ernest Ingold was elected president of the Los Angeles Advertising Club at the annual meeting. Mr. Ingold is connected with the Los Angeles Investment Company. Roger Andrews, H. L. Stilwell and Har-eld Janss were elected vice-presidents; W. J. Adams is the new secretary-treasurer. The new board of directors consists of C. H. Mann, H. S. Carroll, A. G. Smith, S. W. Bottsford, E. K. Hoak and O. W. Leonard.

## THE BUFFALO TIMES

have made it the most popular newspaper in Western New York.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave., N. Y., Steger Bg., Chicago.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

### REPRESENTATIVES INSPECT NEW TRAIN.

The Chicago representatives of daily newspapers east of Chicago, last Friday visited the new North Western Limited train of the Chicago & Northwestern Railway, which left Chicago on its initial trip the same day at 6:45 p. m. to St. Paul and Minneapolis.

The Chicago & Northwestern extended an invitation to the newspaper men to dinner on the new dining car, those in attendance being R. J. Virtue, A. E. Chamberlain, F. Guy Davis, H. M. Ford, J. F. Fralick, A. J. Irvin, C. Geo. Krognes, J. E. Lutz, William Seip, Jr., E. Young, J. E. Middleton and E. R. Hodgkinson.

### AD MAN'S NEW WORK.

Charles W. Frisby has been appointed advertising manager for Thomas J. Northway, of Rochester. For the past fifteen years Mr. Frisby has been with the Rochester Herald in the advertising department.

### LECTURES IN BOSTON.

The Pilgrim Publicity Association of Boston has started a series of twenty-two lectures on advertising. Twelve of the lectures are those by the educational committee of the Association and ten are by the committee of the A. A. C. A.

### PUBLISHERS' OUTING.

Members of the advertising and editorial staff of the Outing Publishing Company of East Orange, N. J., participated in athletic games, followed by a dinner, last week at the Essex County Country Club. Covers were laid for twenty.

### RIESKE MAKES A CHANGE.

M. Rieske is the new advertising manager of the Brushaber Stores, Detroit. Mr. Rieske is from Grand Rapids. He was for a time with the Page Advertising Company, Chicago, and later with the Linke Shoe Company, of Detroit.

## The HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.,  
NEW YORK. CHICAGO

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY

REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bldg., N. Y. Tribune Bg., Chi.

### THE N. Y. GLOBE'S AUDIT.

N. W. Ayer and Son have just finished an audit of the circulation of the New York Globe and certified to facts regarding that newspaper that should be of interest to every advertiser and advertising man. For the audited period of nine months, February 1 to October 31, 1912, the total average daily bona fide circulation of the Globe is certified as 132,991.

From the first month to the last there was scored an increase of 35,209 copies, or 30.68 per cent. Compared with the months' average of 132,991 an average for the last six months of the period of 136,159 is proved. The average for October, the last month of the period, was 150,798, the total distribution to actual readers being 99.03 per cent. Circulation in the city and outside territory is divided in the ratio of 87.36 to 12.04.

A feature of the conditions on the Globe, indicating steady and substantial advance in circulation, is to be found in the fact that the last month was "high" and the first month was "low."

### A NEW CLUB.

At a meeting of Lansing (Mich.) advertisers at the Chamber of Commerce the Lansing Advertisers' Club was organized with J. W. Knapp as president, and A. T. Vandervoort as secretary.

## THE LOS ANGELES TRIBUNE

has the largest circulation of any daily paper in Los Angeles. Verified by A. A. A.

OVER 64,000 DAILY

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger, Building, CHICAGO.  
Tremont Building, BOSTON.



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

\$20,000,000 in wages will be paid to  
wage earners in Dayton and Springfield  
during the coming year.

The DAYTON NEWS  
The SPRINGFIELD NEWS  
are read in 75 per cent. of the homes re-  
ceiving this money. It's going to be a  
big year in Dayton and Springfield—the  
factories are busy. Combined circulation  
42,991—combination rate 6 cents per line.  
La Coste & Maxwell, Monolith Bg., N. Y.  
John Glass, Peoples Gas Bldg., Chicago

**STAFF CHANGES.**

Alston Stevens, formerly of Jer-  
sey City, is covering city hall for  
the Bridgeport (Conn.) Post. He  
formerly was well known in the  
college athletic world.

George Finlay, formerly of the  
New Haven Union, is a recent ad-  
dition to the editorial staff of the  
Bridgeport (Conn.) Sunday Her-  
ald.

George B. Wathem, formerly with  
the Memphis (Tenn.) News-Scimitar,  
has joined the forces of the  
San Antonio Express.

Edward Crinnion of San Fran-  
cisco is now connected with the  
Oakland (Cal.) Tribune as automo-  
bile editor.

William Willis has been appoint-  
ed Sunday editor of the New York  
Herald. He succeeds John Har-  
rington, who is now connected with  
the paper in another capacity.

Charles S. Hayden of Kansas  
City is now on the San Antonio  
(Tex.) Light. He recently had  
been on the Express staff.

Robert Montgomery has been  
promoted to the night editorship on  
the Louisville Herald.

Jose Borun is the new night city  
editor of the New York Tribune.

William A. Davenport has joined  
the staff of the New York Amer-

**IN ITS TERRITORY  
THE FIRST PAPER**

In Circulation, In Advertising and  
In Prestige is

**The ST. PAUL  
DAILY NEWS**

OCTOBER  
Daily Average **70,802**  
9c per line. 17,192 more lines of  
Local Display in October than  
Nearest Competitor.  
Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York.  
O. G. Davies, Chicago. J. F. Antidell.

**THE BOSTON  
GLOBE** Has the LARGEST  
TWO-CENT CIR-  
culation in the U. S.  
1911 AVERAGES  
Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.  
This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.  
The Globe reaches the substantial and well  
to do people of Boston and New England.

**CLEVELAND**  
is the metropolis of Ohio. The  
**PLAIN DEALER**  
its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of October, 1912, was as follows:  
Daily 110,742. Sunday, 136,431

J. C. WILBERDING, Representative,  
235 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

ican from the Philadelphia Public  
Ledger.

Marion G. Scheitlen is a new ad-  
dition to the forces of the New  
York World. Mr. Scheitlen for a  
number of years was with the New  
York Herald as news editor and  
later in charge of the Sunday  
Herald.

J. D. Rickman, who has been su-  
perintendent of the printing depart-  
ment of the Kansas State Agricul-  
tural College for the past fourteen  
years has joined the forces of the  
Osage City Public Opinion.

James Clark, who has been con-  
nected with the advertising depart-  
ment of the Chalmers Motor Com-  
pany, Detroit, has resigned. His  
successor has not been named.

**ALBANY JOURNAL  
ADVERTISING HEARING.**

Supreme Court Justice Rudd is  
hearing arguments in the action  
brought by Attorney General Car-  
mody against the Albany Journal  
Company, of which William Barnes,  
Jr., is president, to recover \$12,497,  
in alleged duplicate payments made  
to the Journal for publishing ses-  
sion laws.

The attorney general asserts that  
from 1895 to 1906 the Journal was  
designated both as a state and as  
one of the county papers, and that  
while it published the laws but once  
it presented to the state bills both  
as a state paper for \$81,876 and as  
a county paper for \$12,497.

CONAWAY'S PARTNERS.  
B. F. and A. E. Ferguson have  
purchased an interest with Freeman  
R. Conaway in the Mason City (Ia.)  
Times. B. F. Ferguson becomes  
business manager of the paper. He  
recently disposed of a large part of  
his stock in the LeMars Printing  
Company, of Mason City.

PLANT DESTROYED.  
Fire early one day last week de-  
stroyed the plant of the Hoopes-  
ton (Ill.) Evening Herald. Four per-  
sons were slightly injured in the  
place.

**THE  
PITTSBURGH  
PRESS**  
HAS  
THE Largest  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

**THE NEW ORLEANS  
ITEM** has made New Orleans  
a "one paper city."  
The Association of American Advertisers  
recently gave The Item a Sunday cir-  
culation of 51,318, daily of 47,807.  
That's why The Item month after month  
carries as much advertising as the Ple-  
yune and Times-Democrat COMBINED,  
and from 300 to 500 COLUMNS MORE  
than The States.  
JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

**ACTIVE COAST AGENT.**

A prominent factor in advertis-  
ing agency circles of the Pacific  
Coast is A. Carman Smith, pres-  
ident of the Newitt Advertising  
Company, Los Angeles. Mr. Smith  
has been associated with the Newitt  
Agency for about seven years and  
has directed the affairs of the com-  
pany for the past three years as  
vice-president and general manager  
and as president.

Important Los Angeles advertis-  
ing accounts placed by the agency  
include: The Cawston Ostrich



A. CARMAN SMITH.  
Farm, Bobrick Chemical Company,  
Security Trust and Savings Bank,  
Brock & Co., Feagans & Co., Maier  
Brewing Company, Newmark  
Brothers, M. A. Newmark & Co.  
W. McK. Barbour has just be-  
come associated with Mr. Smith in  
the Newitt Company as already  
told in THE FOURTH ESTATE. The  
combination of this pair of adver-

**J. WALTER  
THOMPSON  
COMPANY.**



The experience  
of forty - eight  
successful years  
Guarantees to  
those who en-  
trust their

**ADVERTISING**

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experience.  
Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

**JOHN BUDD CO.,**  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



**PAYNE & YOUNG**  
SPECIAL REPRESENTATIVES,  
715 Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

**CARPENTER-SCHAEERER**  
SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

tising men can be counted on to  
mean a big expansion in the organ-  
ization.

**TWO SUITS IN JOLIET.**

The Joliet (Ill.) News Company,  
publisher of the Joliet News, with  
James H. Ferris, its editor, H. E.  
Baldwin and Raymond Schroeder  
are defendants in two libel suits  
filed in the Circuit Court. In one  
Minnie C. King, mother of S. W.  
King, asks \$5,000 damages because  
of an alleged untruthful and highly  
colored article printed in the News  
in connection with the filing of a  
separate maintenance bill of Viola  
King against Sam W. King.

The other is also for \$5,000 and  
the complainants are Jacob and  
Mary Gercan. The cause of the  
case was a story published in the  
paper in which it was stated that  
they had maltreated their son and  
other children.

**AD MANAGER APPOINTED.**

W. M. Wesley has been appointed  
to take charge of the advertising  
department of the Inter-Mountain  
Worker, a Socialist paper in Salt  
Lake City. Mr. Wesley was for-  
merly on the staff of the Streator  
(Ill.) Free Press and for several  
years past has been located at  
Ogden, Utah.

Largest proved high-class  
evening circulation.

**THE  
NEW YORK  
GLOBE**

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN 110,000

## FROM THE AD FIELD SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

KASTOR, 28 East Jackson Boulevard, Chicago.—Ballard & Ballard Company; 6,000-line orders being placed with a selected list of Southern papers.

TAYLOR—CRITCHFIELD, Brooks Building, Chicago.—The Black Silk Stove Polish Works, Sterling, Ill.; contracts for 5,000 lines being made with a selected list of Western papers.

STACK, 29 East Madison street, Chicago.—The Union Pacific; renewing contracts with Eastern papers.

HUMPHREY, 44 Federal street, Boston.—Congress Rubbers; orders being placed with a list of Eastern papers.

McGUCKIN & McDEVITT, Morris Building, Philadelphia.—Durham Duplex Razors; will place orders shortly where dealers have co-operation.

HOWARD, 154 Nassau street, New York.—Dewey's Wines and Olive Oil; orders being placed with a selected list of Eastern papers.

THEILE, 10 La Salle street, Chicago.—Dr. J. S. Howell; orders being

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quantity  
involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

189,411 WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

ing placed with a selected list of  
papers throughout the country.

ELLIOTT, 66 West Broadway,  
New York.—Lee & Perin's Sauce;  
orders being placed with a selected  
list of dailies.

BLOOMFIELD - FIELD, 1780  
Broadway, New York.—Placing ad-  
vertising of the Norfolk & Western  
Railway in a limited list of daily  
papers.

WYCKOFF, 13 Ellicott street,  
Buffalo.—Bartholomay Brewing  
Company; orders for two and a  
half inches three times a week t f  
being placed with a selected list of  
Eastern papers.

PRESBRY, 456 Fourth avenue,  
New York.—Hall, Hartwell & Co.,  
Troy, N. Y.; placing extra copy  
with a selected list of dailies.

AMERICAN NEWSPAPER  
SYNDICATE, 11 Haymarket,  
London, S. W., England; Dr.  
Saison, 84 Rue De Hauteville,  
Paris; orders for twenty-two lines  
fifty-four-times being placed with  
a selected list of papers for a Paris  
advertising agency.

ANDREWS & WARRINGTON,  
Drexel Building, Philadelphia.—The  
Botanical Manufacturing Company,  
255 South 4th street, Philadelphia;  
orders being placed with a selected  
list of papers throughout the country.

BLOOMINGDALE - WEILER,  
1420 Chestnut street, Philadelphia.—  
The John Baileys Iron Works;  
placing copy with a selected list of  
New Jersey and Pennsylvania papers.

Dr. Brown; placing copy in New  
York, Boston, Cincinnati and Detroit.

MAHIN, 76 West Monroe street,  
Chicago.—The "Nomoredust"  
Chemical Company, Jersey City, N.  
J.; now placing advertising.

POWERS, 119 West 25th street,  
New York.—The Wright Manu-  
facturing Company, Newark, N. J.;  
placing advertising.

The Hanover Hotel, Philadelphia;  
orders for thirty-five lines two times  
a week t f being placed with a selected  
list of Pennsylvania papers.

Herkness & Stetson, Real Estate,

# THE BOSTON POST

OCTOBER 1912 AVERAGES  
The Daily Post 420,721  
The Sunday Post 318,686

KELLY-SMITH CO., Representatives.  
Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## Nashville, Tenn. THE DEMOCRAT

Circulation? Ask somebody who knows.  
Ask the Association of American Adver-  
tisers, New York City.

The JOHN BUDD CO., Representative  
NEW YORK, CHICAGO, ST. LOUIS

Land Title Building, Philadelphia;  
advertising now being placed with  
a selected list.

The Weightman Estate; eighty-  
eight-line four-time orders being  
placed with a selected list of large  
city papers.

RICHARDSON, 548 Pearl street,  
New York.—The T. A. Slocum  
Company, "Ozomulsion," 548 Pearl  
street, New York; contracts being  
made generally.

ST. CLAIR, Witherspoon Build-  
ing, Philadelphia.—The Pura Manu-  
facturing Company, Lancaster, Pa.;  
making contracts with a selected  
list of papers throughout the country.

FULLER, 623 South Wabash  
avenue, Chicago.—Pundit Amar  
Nath, Holborn Hall, London, W.  
C. England; placing orders with  
large city papers through the above.

HOOPES, 516 Market street,  
Wilmington, Del.—Munyon's H. H.  
Remedy Company, Philadelphia;  
making new contracts through the  
above agency.

LEVEN, Chicago.—The Tobacco  
Products Corporation, recently or-  
ganized under Virginia laws, is re-  
ported as about to start a campaign  
with New York City papers and  
gradually extend to other cities.

LEWIS, District National Bank  
Building, Washington, D. C.—The  
Hydo-Plene Chemical Company,  
"Mustardated Campholine," Wash-  
ington, D. C.; 2,800-line contracts  
being placed with a selected list of  
dailies.

McFARLAND, Harrisburgh, Pa.—  
The Florida Citrus Exchange,  
Tampa, Fla., and 204 Franklin  
street, New York City; reported  
about to send out orders.

SIEGFRIED, 50 Church street,  
New York.—The Petrosol Com-  
pany, Syracuse, N. Y.; advertising  
now being placed.

STACK, Heyworth Building,  
Chicago.—The Sante Fe Railroad,  
Chicago, and the Union Pacific Rail-  
road Company; placing new orders  
with a selected list of papers.

DIRECT.—Derma-Viva, Heisen  
Building, Chicago; orders being  
placed with a selected list of papers.

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average Circulation  
for the first nine months  
of 1912 99,278

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK, CHICAGO.

## THE JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS.

## ADMINISTRATORS SELL PAPER.

Lunsford Jones of Charleston,  
Ind., has purchased the Citizen of  
that place. The sale was nego-  
tiated by the administrators of the  
estate of Carl Brayfield, its former  
publisher. Mr. Jones, for the last  
five years has conducted the  
Charleston Hoosier Record.

## SUFFERS BREAKDOWN.

Harry B. Darling, editor of the  
La Porte (Ind.) Argus-Bulletin and  
secretary of the state board of pardons,  
has suffered a relapse of a  
nervous breakdown and will enter  
a sanitarium at Milwaukee for treat-  
ment.

## AD MEN ON THE BEACH.

Several hundred advertising men  
of Los Angeles with their friends  
spent last Saturday at Long Beach.  
They made the journey by automo-  
biles and a special Pacific Electric  
Railway train. The excursion in-  
cluded a visit to the harbor and  
ship yards and a special dinner in  
the evening.

## BURNED OUT.

Fire in the office of the Port  
Arthur (Can.) Daily News last  
week caused damages of over \$15-  
000. For the present the News is  
being published as a morning paper  
from the office of the Evening  
Chronicle.



## Something to Crow About

The A. of A. recently  
completed a most satisfac-  
tory report of the in-  
creased circulation of the

Pittsburgh Post  
Daily and Sunday, and the

## Pittsburgh Sun

Every Evening (Except Sunday).

Recent audits attest all claims as to  
Quantity and Quality of Circulation of  
these most progressive newspapers of  
Western Pennsylvania—most adaptable  
and valuable for local and national ad-  
vertisers.

EMIL M. SCHOLZ, General Manager,  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO

RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE

## News Scimitar

of MEMPHIS, Tennessee, is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

### CITED FOR CONTEMPT.

Because of his criticism of a verdict of the grand jury Arthur H. Ogel of Belleville, editor of the Daily Illini, a student publication at the University of Illinois, has been cited to answer a charge of contempt in the Champaign County Circuit Court.

The recent celebration of Illinois students after their football victory over the University of Indiana, which was alleged to have caused injury to several people and damage to property, caused the jury to act against the students on the matter. Ogel in an article headed "A Mock Tribunal" charged the jury with being partisan and that it had practically announced its decision before the case was heard.

### WELCOME HOME.

Herbert F. Gunnison, business manager of the Brooklyn Eagle, gave a reception at his home last Thursday evening in honor of Mr. and Mrs. Raymond M. Gunnison. Raymond M. Gunnison is the son of Mr. Gunnison and was recently married to Miss Olive Mason of Brookline, Mass. The young couple have returned from their honeymoon and are living at 1,618 Beverly Road, Flatbush. Young Mr. Gunnison is a member of the staff of the New York World.

THE

## DETROIT TIMES

is available for advertisers who believe in clean advertising to the extent of being willing to buy some.

Not a questionable line in the Times.

JAMES SCHERMERHORN, President and General Manager. The N. M. SHEFFIELD Special Agency, NEW YORK. CHICAGO.

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PREETORIUS, President and General Manager.

Foreign Representatives: BENJAMIN & KENTNOR COMPANY 225 Fifth Avenue, NEW YORK. People's Gas Building, CHICAGO.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

### EDITOR WARREN IS AGAIN IN TROUBLE.

On a federal indictment returned in Fort Scott, Fred. D. Warren, editor of the Girard (Kan.) Appeal to Reason, and J. I. Sheppard, his counsel, have been arrested. The indictment charges "obstruction of justice by inducing witnesses to leave the country."

Warren and Sheppard were released on \$1,000 bond each. The offence charged is alleged to have been committed in connection with the case of J. A. Wayland, owner of the Appeal to Reason, the city editor, Phifer, and M. Warren, charged in a federal indictment issued last May with misuse of the mails in posting prohibited matter concerning the federal prison in Leavenworth, Kan.

Wayland committed suicide several weeks ago. Attorneys for the two other men have filed a demurrer in the case in the Federal Court in Topeka, Kan.

### NEW OFFICER OF FOSTER DEBEVOISE AGENCY.

W. H. Denney, formerly treasurer of the Manufacturers' Publicity Corporation, 30 Church street, New York, has disposed of his interests in that agency and is now associated with the Foster Debevoise Company, 15 West 38th street, this city. Mr. Denney has been elected vice-president of the Debevoise Company.

### WILL MOVE PAPER.

H. G. Geazier of Williamson, N. Y., and Howard Minor have purchased the North Rose (N. Y.) Advocate from E. R. Scott. The paper will hereafter be published at North Rose instead of Williamson.

### NOBBS AS PUBLISHER.

The Hector (Minn.) Mirror has become the property of Ernest W. Nobbs. The retiring publisher is R. R. Strong. The new owner will continue to issue the paper in support of the Republican party.

## The TOLEDO Weekly BLADE

has been published for more than 50 years. There is no effort made to get renewal subscriptions because the readers believe in it and always want it.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr. 213 Temple Court, NEW YORK CITY.

### CANTON REGISTER FAMILY AT DUCK BANQUET.

As a result of a successful duck shooting trip made by C. E. Snively, publisher of the Canton (Ill.) Register, about thirty members of the paper's staff last week enjoyed a duck banquet at the Churchill House. Twenty mallard ducks were served, with all side essentials, and amid decorations of red and white carnations.

Mr. Snively presided, and Ethan Allen Snively gave two short readings, which met with much applause. The only outside guests of the evening were Willard E. Carpenter and Hugo E. Scheerer of the Carpenter-Scheerer Special Agency, New York and Chicago, which represents the Register in the foreign advertising field. The principal talk of the evening was by Mr. Carpenter, who told of the value of furthering the "family feeling" among employees of newspapers, and pointed out the success of the Register as an apt illustration of what co-operation can accomplish. He told of his own experience in business and how he always worked on the "get together" plan with success.

Mr. Scheerer in a talk commended the Register as an advertising medium. Members of the staff also gave a number of short talks appropriate to the occasion. The agreement was reached all along the line: "We are just one happy, harmonious family."

For the past fifteen years Mr. Snively has taken an annual wild duck hunt, and until this year it was his custom to distribute the trophies of his marksmanship among his employees. This year, however, he decided on the duck banquet to the Register family.

### MISUSE OF THE MAILS.

Frank A. Satter, editor of the Ellsworth (Id.) News, pleaded guilty in the federal court at Fort Dodge to the charge of sending obscene matter through the mails, and was fined \$25. The charge against Satter grew out of an article printed in his paper referring to

## The combination rate of the CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc. 250 Fifth Avenue, NEW YORK. Steger Building, CHICAGO. Tremont Building, BOSTON.

the moral conditions said to exist in Ellsworth. The editor of the McCallsbury Tribune copied the article and he, too, is under federal indictment for the use of it.

### INDICTMENTS AGAINST BOOK PUBLISHERS.

Eleven men connected with the Kellar Farmer Company, or as it is better known the Anglo-American Authors' Association, of 225 Fifth Avenue, New York, were indicted by the Federal Grand Jury Tuesday for participating in a conspiracy to sell fake editions de luxe through the mails.

Four of these men, James J. Farmer, head of the association, his son Glen Farmer, Samuel H. Scott and Colonel William J. Hartley were arraigned before United States Commissioner Shields. The two Farmers and Colonel Hartley, who is one of the salesmen for the de luxe dealers, were held in \$5,000 bail each for trial. Scott, who is also a salesman, was held in \$2,500 bail.

Testimony in the trial of the \$50,000 suit brought by Emma Bird, a wealthy widow of Salt Lake City, Utah, against the Farmers and the Anglo-American Authors' Association furnished the basis on which the Post Office authorities conducted their investigation of the alleged book swindle, which according to Assistant United States Attorney Boyle almost reaches the \$50,000 mark.

One of the charges made by the government against several of the defendants is that backmail was sometimes resorted to in the sale of fake editions de luxe.

John Wells Farley, publisher of the Boston Herald, was one of the week's visitors in New York.

### TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

FRANK PRESBREY COMPANY

456 Fourth Avenue, NEW YORK

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
ON ITS MERITS as a newspaper.

**50,925** CIRCULATION  
Daily (Net Paid)

FOR OCTOBER, 1912

No wonder it carries more advertising,  
and at higher rates, than any  
other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

In Quantity and Quality of Circulation

THE TIMES-DISPATCH

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

REV. J. WINGATE WINKLEY, publisher of a New Thought magazine, of Boston, died at his home in that city in his seventy-ninth year. He was graduated from the Harvard Divinity School, studied later for the ministry at Berlin and on his return to Massachusetts filled Unitarian pulpits in Littleton, Beachmont, and Revere. Afterward he took up the study of medicine and was graduated from the College of Physicians and Surgeons in 1894.

SAMUEL ARTHUR BENT, former newspaperman, author and lawyer, died in Boston on Saturday. He was American editor of the Swiss (Geneva) Times and of Galignani's (Paris) Messenger from 1872 to 1878. He was a superintendent of schools in Nashua, N. H. and Clinton, Mass., from 1872 to 1886. He was elected secretary-treasurer of the Bostonian Society in 1890, a position he held for nine years.

JOSEPH A. PAVLISTA, sporting editor of the Cedar Rapids (Ia.) Republican and Times, died last week as the result of injuries received in a gymnastium accident.

LOUIS UEDEMANN, three times Western chess champion and chess editor of the Chicago Tribune, is dead of Bright's disease. Mr.

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of  
the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

IS THE  
**Indianapolis Sun**  
daily average circulation  
during the six months  
ending June 30, 1912, **41,840**

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

Uedemann was born in Saerbeck, Westphalia, Germany, in 1854, and had lived in Chicago since he was twelve years old.

WILLIAM T. GOSS, one of the best known men in the printing machinery trade in this country, passed away in Chicago last week of appendicitis. Mr. Goss was general superintendent of the Goss Printing Press Company, Chicago, and was born in England sixty-one years ago. He was associated in the business with his brothers F. L. and S. Goss and was one of the organizers of the company bearing their name. He was the general superintendent of the Goss factory for the past fifteen years.

JOHN B. CLOVENSTEIN, an old-time newspaper writer, died Saturday morning from cancer at Bridgeton, N. J. He was Court Crier of Cumberland County and was prominent in fraternal circles.

CHARLES EDGAR PASCOE, journalist and author, died recently at Wellington, Surrey, England. Mr. Pascoe was once with the Boston Globe as foreign editor and on returning to England continued to write for various publications, besides writing several books.

EDWARD T. FLETCHER, one of the oldest newspaper men in Washington, D. C., is dead in that city at the age of seventy-five years. Mr. Fletcher had been working on newspapers since he was twelve years old and for the past thirty-five years was with the Washington Post.

WELSCOME U. KIRBY, of the Kirby, Coggeshall & Kirby Advertising Company, is dead in Milwaukee, aged fifty-seven years.

CHARLES W. RYERSON, of the advertising department of the Brooklyn Times, is dead in his fiftieth year.

DR. JAMES W. McLANE, a writer of many medical treatises and contributions to medical journals, died in New York, Monday, aged seventy-five years.

WILLIAM F. MONYPENNY, a director of the London Times,

THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY  
is repeating in the City of Seattle the great success as an advertising medium that has been secured by the evening and Sunday newspaper throughout the United States.

Its circulation is obtained and maintained without the use of premiums or coupon contests. It has a home circulation.

Foreign Representative:  
The S. C. BECKWITH Special Agency,  
NEW YORK CHICAGO ST. LOUIS

## San Francisco CALL

HONEST  
FEARLESS

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGNES,  
Marquette Building, CHICAGO

passed away on Monday. His first literary work was as a contributor to the London Spectator. In 1893 he was made assistant editor of the London Times, and in 1899 became editor of the Johannesburg (South Africa) Star. He served in the Boer War, and in 1902 returned to London and joined the Star staff. In 1904 he went back to the Times. Mr. Monypenny was forty-six years old.

FRANK HALL SCOTT, president of the Century Company, New York, and one of the country's most widely known publishers, died on Monday. For forty-two years Mr. Hall had been connected with the Century Company and he was a former president of the American Publishers' Association. Mr. Scott was born in Terre Haute, Ind., in 1848 and entered the publishing field in New York with Scribner & Co., in 1870. When Scribner's Monthly became the Century in 1881. Mr. Scott remained with it as treasurer.

WILLIAM LUKE, founder and first president of the West Virginia Pulp & Paper Company, died in Wilmington, Del., on Sunday. Mr. Luke was eighty-three years old. His company is one of the largest paper makers in the country with mills in the states of West Virginia, Virginia, Pennsylvania and New York.

JOHN WAKEFIELD WALKER, publisher and editor of the Educator Journal, Indianapolis, is dead after an illness of eighteen months. Mr. Walker was sixty-four years old and rendered much service to the state in educational ways. In 1901 he bought the Indiana School Journal and later consolidated it with the Inland Educator of Terre Haute under the title of the Educator Journal.

JOHN D. MURPHY, for many years a newspaper worker in Philadelphia, and for the last sixteen years cashier of the Philadelphia Mint, is dead following the amputation of his leg for injuries received in an accident last summer.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

Mr. Murphy was sixty-two years old.

J. S. CARTHUN, editor of the Dennison (Ia.) Zeitung, died suddenly last week as he was returning from the funeral of a friend. He was one of the most prominent Germans in the state and widely known as an editor, orator and military man.

J. N. E. DORENTE, for a number of years engaged in newspaper work in Little Rock, Ark., and more recently in Fort Smith, died in the latter city last week. He was sixty-three years old and a native of Spain. He came to this country when young. After practicing law in Pittsburgh he went to the Southwest to do newspaper work.

H. A. PIKE, one of the veteran newspaper men of South Dakota, is dead at his late home at Tyndall. Mr. Pike was editor of the Tyndall Register for twenty-six years and during President Cleveland's second administration was postmaster of the town.

## PRESIDENTS AS GUESTS.

In honor of the coming and outgoing presidents of the Portland (Ore.) Press Club a reception was held at the club room last Friday night. The guests of honor were S. B. Vincent, the retiring president, and John L. Travis, the president-elect.

Confidence back of advertising is advertising's biggest asset. The advertiser must have a business of character before he can advertise in the

## NEW YORK MAIL

Then he is sure of the confidence and support of Evening Mail Readers.

203 Broadway, NEW YORK



## LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily, and the Illustrated Weekly "unique magazine of the sensuous Southwest."

First in their field. The Times is known as the great champion of Industrial Freedom everywhere.

Advertising. Subscriptions. Represented by Williams, Lawrence & Cresmer, Co. NEW YORK CHICAGO.

## SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.

LEADING NEWSPAPER OF THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative, 225 Fifth Avenue, 87 Washington St., NEW YORK. CHICAGO.

## COLONEL ROOSEVELT'S LIBEL COMPLAINTS.

The trial of George A. Newett, editor of the Ishpeming (Mich.) Iron Ore, charged with criminal libel on complaint of Colonel Roosevelt, will take place in the court of Justice Samuel E. Byrne in Marquette on November 26.

This new turn in the proceedings is a result of an error in considering criminal libel a misdemeanor under the common law, whereas it is merely the violation of an ordinance, the maximum penalty for which is a fine of \$100 or imprisonment for ninety days. A case of the kind can be tried only in justice's court, from which, however, an appeal to the Circuit Court can be taken.

The action in holding the defendant for trial in the higher tribunal was quashed. This case is distinct from the civil proceedings filed against Mr. Newett in behalf of Mr. Roosevelt and in which damages in the sum of \$10,000 are asked. The trial of this suit will be in Circuit Court.

## AN ELECTION BET.

E. T. Flood, cashier of the bank of Rosalia, Wash., paid an election bet by hauling C. A. Lynch, editor of the Citizen-Journal, on a wheelbarrow from his office on 5th street to his home on Pittman street, several blocks distant.

"A Daily Newspaper for the Home"  
THE

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. Strong local and national circulation. Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

## ST. LOUIS TIMES

Now generally recognized as the Home Newspaper of St. Louis.

This newspaper has enjoyed the most remarkable growth ever recorded in the Mississippi Valley.

EDWARD L. PREETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

3000 PAID SUBSCRIBERS  
IN FORTY DAYS

is the record of the  
**CANTON**

## Daily LEDGER

which started October 3rd and which will lead the newspaper field of Fulton County, ILLINOIS, with its 50,000 people.  
New York representative wanted.

## FORDHAM'S MONTHLY STARTS NEW YEAR.

Resplendent in a new cover in the university color and containing a large amount of matter interesting to alumni, as well as to undergraduates, the initial issue of the Fordham University Monthly for the scholastic year recently made its appearance in New York. The entrance of the publication upon the thirty-first year of its existence was indeed auspicious.

The issue contains an account of the international extension course in medicine held at Fordham, a poem by T. A. Daly, '01, editor of the Catholic Standard and Times, Philadelphia, and a number of articles by under-graduate students. A wealth of information concerning the alumni appears under the caption of "Old Fordhamites."

## ONLY TRUTH PAYS.

In discussing the subject "Can the Press Be Bought?" in the public forum at the Holy Trinity Episcopal Church, Brooklyn, Sunday night, Oswald Villard, editor of the New York Evening Post, said:

"As long as humanity is frail and human beings publish newspapers, those newspapers will have their faults. But few newspapers are bought or controlled by the interests and few cash bribes are ever offered and fewer are accepted.

"There is less and less coloring of the news, because the newspapers are learning that partisanship, particularly in politics, does not pay. The day of great editorial writers, such as Dana and Greeley, is past, and I regret it.

"I wish to deny that the newspapers in this city ever combined against any public persons. The newspapers have learned that success depends upon telling the truth."

## TIMES' FINANCE REVIEW.

The annual financial review of the New York Times will be published on January 5, and will be its seventeenth annual publication. It will present a review of financial, commercial and industrial progress in 1912, and forecast in 1913.

*The Biggest Value in New England. A Quality and Quantity Combination that Cannot be Excelled.*

## THE Boston Herald, (Morning)

AND THE  
**Boston Traveler**  
AND EVENING HERALD  
Combined Circulation Morning and Afternoon Exceeds

**240,000**

COPIES PER DAY.

Each month shows remarkable gains in Local and Foreign Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS

## PROFESSIONAL TRAINING FOR JOURNALISM.

G. Warfield Hobbs, managing editor of the Philadelphia Public Ledger, declared in an address before the faculty and students of Swarthmore College that present-day interest in journalism in academic circles and the consequent founding of schools for the better training of future members of the profession meant an ethical and intellectual uplift more broad and sure, more real and protective of all the community, than could be accomplished by volumes of congressional enactments. The reference was to recent inquisitorial legislation, drastic in nature and imposing confiscatory penalties.

The address was delivered under the auspices of the Swarthmore class in journalism, conducted by Professor R. B. Pace.

"It may be possible," said Mr. Hobbs, "that only a handful of journalists of exceptional merit may be recruited for the profession from schools of journalism. We hope there may be many hundreds, bringing to their work high qualities of mind and heart to be exercised in the interpretative and critical functions of newspaper making. That may be, but it will be difficult even for successful schools to produce a body of men more zealous of the public weal, more conscientious in the performance of their involved and difficult functions, more deeply attuned to the public conscience than the men who today glean the world's news and strive to direct public thought and endeavor through the columns of our newspapers."

The speaker declared that as valuable a work as the making of journalists will be the awakening by the activities of such schools of a demand for the highest possible type of newspaper on the part of the public generally.

"Those of us who today regard the work we do as a factor in civilization second only to the pulpit, who put into it every whit of skill and conscience we possess, not only stand ready to welcome and to compete with the product of the schools, but we are already reaching out for

A Powerful List is the

## MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania, ..... 24,568  
Only German evening daily in Milwaukee  
Daily Herold, ..... 17,000  
Only German morning daily in Milwaukee  
Sonntag Post, ..... 45,000  
Only German Sunday daily in Milwaukee  
Weekly Germania, ..... 107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly, ..... 22,000  
Die Rundschau, Weekly, ..... 25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK,  
Telephone, 215 Murray Hill.

Let us know what you have to advertise. We will tell you if there is a market for you in Cuba. If "Yes" we will accept your advertisement for the

## HAVANA POST

Cuba's only English Daily, and if "no" we will refuse it. We accept no advertisement unless we know it will pay the advertiser. All inquiries cheerfully answered.

GEORGE M. BRADT, Publisher

higher ideals, for finer consecration, that the mighty power of the press shall prove an increasingly tremendous factor for progress in the future as it has in the past, realizing thereby the utmost demand you may inspire upon the part of a more exacting public for higher ethical and intellectual ideals."

The speaker declared that, while the lamentable influence of the "yellow era" remained here and there, and while sham and hypocrisy seemed to have a lingering vogue in some conspicuous instances, there were evidences on every hand of a growing public appreciation of dignity and seriousness, of conscience and honesty on the part of the individual newspaper reaching out after these standards.

He predicted a golden era of American journalism, delayed only until the editorial mind had adjusted itself more, surely to the marvelous increase in facilities for newspaper making and distribution which have come in the last quarter century, and until the newspaper public, itself educated to higher ideals, shall realize that its wish is the newspaper law.

"I trust," said the speaker, "that the first evidence of the era will be the burial, unwept and unsung, of the Sunday 'comic' supplement."

## THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern customers. We are the oldest and largest agency in the South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

# New York American

## CIRCULATION EXAMINED

### BY ASSOCIATION OF AMERICAN ADVERTISERS.

#### EXTRACT FROM EXAMINER'S REPORT

For six months from April 1 to September 30, 1912.

Examination includes those months when New York morning circulation is at its lowest point.

**SUNDAY EDITION Net Average 705,885**

PAID	AVERAGE	UNPAID	AVERAGE
City Carriers, Newsdealers, Street Sales .....	366,880	Office Employees .....	1,207
		Advertisers and Agents...	841
Total City Paid.....	366,880	Total City Unpaid.....	2,048
Outside Agents.....	333,464	Advertisers and Agents..	1,225
Mail Subscribers.....	2,078	Exchanges .....	190
Total Outside Paid.....	335,542	Total Outside Unpaid.....	1,415
Total Paid .....	702,422	Total Unpaid .....	3,463

**Total Average Circulation, paid and unpaid 705,885**

**WEEK-DAY EDITION Net Average 255,751**

PAID	AVERAGE	UNPAID	AVERAGE
City Carriers, Newsdealers .....	198,453	Office Employees .....	753
Street Sales .....	8,103	Advertisers and Agents...	195
Counter Sales .....	1,542	Total City Unpaid.....	948
Total City Paid.....	208,098	Advertisers and Agents..	993
Outside Agents .....	38,982	Exchanges .....	259
Mail Subscribers.....	3,118	Railway, Baggage and	
Suburban Routes .....	3,095	Express, Post Office, etc..	258
Total Outside Paid.....	45,195	Total Outside Unpaid.....	1,510
Total Paid .....	253,293	Total Unpaid .....	2,458

**Total Average Circulation, paid and unpaid 255,751**

## Sworn Statement of Net Circulation of the NEW YORK AMERICAN Month of October, 1912:

Tuesday, 1	263,847	Wednesday, 9	282,229	Thursday, 17	288,817	Friday, 25	294,848
Wednesday, 2	262,137	Thursday, 10	283,801	Friday, 18	282,963	Saturday, 26	268,860
Thursday, 3	261,018	Friday, 11	282,240	Saturday, 19	276,773	Sunday, 27	722,885
Friday, 4	258,917	Saturday, 12	267,003	Sunday, 20	731,547	Monday, 28	270,671
Saturday, 5	256,101	Sunday, 13	727,364	Monday, 21	277,468	Tuesday, 29	268,940
Sunday, 6	718,560	Monday, 14	274,237	Tuesday, 22	274,557	Wednesday, 30	269,426
Monday, 7	262,179	Tuesday, 15	296,245	Wednesday, 23	271,544	Thursday, 31	270,100
Tuesday, 8	260,869	Wednesday, 16	290,328	Thursday, 24	270,314		

**Sunday Average, net 725,089**  
**Week-day Average, net 273,571**

The above is a true statement of the actual circulation of the NEW YORK AMERICAN for the month of October, 1912; *exclusive of left-over, unsold, returned, samples, exchange, and advertiser's copies.*

(Signed) B. YOKEL, Circulation Manager.

Subscribed and sworn to before me by the said B. Yokel, whom I personally know, this 11th day of November, 1912.  
(Seal) (Signed) L. M. POWERS, Notary Public, No. 68, New York County.



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 980 NEW YORK, SATURDAY, DECEMBER 7, 1912

TEN CENTS A COPY

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's 'Heroes  
and Hero Worship'  
Lecture V

## A RECORD-BREAKING MONTH!

## THE ST. LOUIS STAR

*Shows Advertising Gains Every Day in the Month of November.  
Not a Single Day With a Loss. An Unusual Record.*

### 98,264 LINES GAIN

Over Same Period Last Year!

Every day in November the increase in advertising piled up, showing that St. Louis merchants and foreign advertisers are alive to the fact that the Star, with its present advertising rate and immense circulation, is the one best advertising buy on earth---and business was great with everyone using the Star. The following shows the increase day by day:

INCREASE		INCREASE		INCREASE	
Nov. 1,	2,245 Lines	Nov. 11,	3,467 Lines	Nov. 21,	3,120 Lines
2,	1,155	12,	2,122	22,	3,863
3,	10,004	13,	1,550	23,	557
4,	2,798	14,	2,380	24,	16,975
5,	456	15,	3,770	25,	3,990
6,	1,105	16,	3,675	26,	2,839
7,	715	17,	9,895	27,	1,753
8,	1,230	18,	1,580	28,	1,795
9,	315	19,	3,132	29,	2,020
10,	2,682	20,	3,807	30,	3,269

TOTAL GAIN 98,264 Lines

OR OVER 327 COLUMNS.

## GROW WITH THE STAR!

If you owned the goose that laid the golden egg you wouldn't be any luckier than you are if you have a proper realization of the POWER OF STAR ADVERTISING. It will furnish a solid foundation for any business. The loyalty of Star readers to their paper is an axiom in St. Louis and the Southwest.

## PHENOMENAL CIRCULATION GROWTH!

The unprecedented demand for the Star continues and circulation is increasing by leaps and bounds. The present advertising rate will not remain in effect much longer.

CHICAGO OFFICE: C. D. BERTOLET, Boyce Bldg. NEW YORK OFFICE: JAS. F. ANTISDEL, 366 Fifth Ave.

## PUBLICITY CASE IN SUPREME COURT.

PUBLISHERS AND GOVERNMENT NOW AWAIT THE FINAL RULING.

Arguments on the validity of the newspaper publicity law were presented to the Supreme Court of the United States in Washington on Monday and Tuesday, and the case is now under consideration for a final ruling.

Solicitor-General Bullitt in presenting the case for the Government acknowledged that the bill was weakly drawn. He declared that it was really meant to impose conditions under which newspapers may obtain second class mail privileges, and not to bar from the other classes of mail those publications which will not give the information regarding ownership, circulation, etc., that the law demands. He argued that if the law is not clear in this respect, the Court should make the necessary changes in it that will make it Constitutional.

The government makes these points in defence of the statute:

The United States contends that the proper construction of the act should be as follows:

1. That no newspaper, magazine, &c., shall use the second class mail privileges unless it shall

(a) File with the Postmaster-General and postmaster, and publish in its second issue thereafter, the required statement giving the names of its editor, publisher, bondholders, &c., and its circulation; and

(b) Mark as an "advertisement" anything for the publication of which it receives compensation, and within ten days after receiving notice, by registered mail, of its failure to do those things.

2. That any editor or publisher who, after receiving such notice, uses the second class mail privilege for the transmission of his publication without marking such paid for articles "advertisement" shall be fined from \$50 to \$500.

3. That the foregoing provisions shall not apply to religious, fraternal, temperance and scientific or other similar publications.

Under the power to establish post offices and post roads, Congress has the absolute right to determine what matter may be carried in and what matter may be excluded from the mails; and it may declare the conditions on which it will carry articles and that given class of matter (newspapers, &c.), shall not be carried at the second class rate unless such matter conforms to every requirement Congress may prescribe.

The Solicitor-General admits that "the statute is loosely drawn and might have readily expressed this idea in a more apt form." He admits that the legislation as it passed the House was "in apt form" but that when the Senate came to rewrite it the draftsman was not fortunate in his choice of language.

The Solicitor-General admits that "very probably Congress has no power to regulate the press or to say what shall or what shall not go into newspapers or to require them to print the names of their bondholders or circulation or to prescribe how they shall label their articles." He admits that if the statute be construed as a legislative attempt to exercise such power, especially so far as the advertisement paragraph goes, it may possibly be void.

The Court was urged to hold the rest of the law constitutional even if the "advertisement" paragraph were declared void.

The arguments for the news-

papers were presented by Robert C. Morris, counsel for the New York Journal of Commerce (representing the test cases of the American Newspaper Publishers' Association), and for the New York Morning Telegraph by James M. Beck, former Attorney-General of the United States.

In refutation of the stand of the Solicitor-General in interpreting the law to cover second class mail privileges only, the attorneys for the A. N. P. A. and Journal of Commerce answered by presenting an opinion rendered by Attorney-General Wickersham of September 25, in which he said the "provisions of the statute under consideration should not be confused with those of the statutes relating to second class mail matter." The attorneys added that the construction given the act by the Attorney-General has been adopted by the Postmaster-General.

Mr. Morris, for the newspapers, contended that it was impossible to construe the act as suggested by the Government, by reading into it the words second class and adding the many other necessary words to give the act that construction because the language used is not susceptible to that construction; the intent of Congress was to the contrary; the construction asked would amount to judicial legislation; the construction of the Attorney-General and of the Post Office Department to the contrary; and because the regulation of second class mail was already fully covered by provisions of statutes in no way affected by the Act and for other reasons.

Mr. Morris' main points were that:

The act violates the fifth amendment to the Constitution by depriving newspapers of liberty and property without due process of law;

Discriminates against newspapers and denies equal protection of the laws;

Violates the first amendment by abridging the freedom of the press, and that it is illegal and void, and beyond the power of Congress to act, being an usurpation by Congress of powers expressly reserved to the states, in that it is legislation affecting matters with which the several states alone have the right to treat by legislation or otherwise.

He also quoted the following opinion of Justice Field, in re Pacific Railway Commission, 32 Fed. Rep.:

Of all the rights of the citizen, few are of greater importance or more essential to his peace and happiness than that of personal security, and that involves, not merely protection of his person from assault, but exemption of his private affairs, books, and papers from the inspection and seizure of others. Without the enjoyment of this right, all others would lose half their value.

Mr. Morris also pointed out that this act, if sustained, would establish a Federal control over the press of the country never before attempted, contrary to the spirit of our free institutions and in violation of an express commandment of the Constitution.

Chief Justice White questioned Mr. Morris at length several times, suggesting that the question of the effect of the law was one to be addressed to Congress and not to the courts.

In this connection, he said, he had in mind the oleomargarine case, in which any one "who looked beyond

Continued on Fourteenth Page.

## CHICAGO'S SOCIALIST DAILY AGAIN QUILTS.

The Chicago Evening World, formerly the Daily Socialist, suspended publication Wednesday owing to financial troubles too numerous and heavy to surmount. One edition was issued Wednesday in which an appeal for assistance was printed, and when this was not forthcoming the presses were stopped.

Fifteen days' notice of collection on a chattel mortgage of four years ago was served on proprietors of the World on Tuesday. The morning publication suspended two weeks ago.

For the next two weeks the papers were to continue under the supervision of Marcus Hitch, attorney, at 69 West Washington street, trustee under the mortgage.

"We have not carried on any investigation thus far," said Carl Strover, attorney for the trustee, "and are in no position to talk about plans. It is my understanding that a considerable amount of notes was issued during the summer, how much I do not know. The chattel mortgage of four years ago, however, was issued on all the plant equipment. Under the mortgage originally for \$50,000, there is outstanding about \$33,000 in bonds, owned principally by friendly interests. The payment fell due Tuesday, but was not made."

Employees of the World on Thursday filed a petition in bankruptcy against the Workers' Publishing Society, the corporation under which the paper was issued. Judge Landis of the Federal Court appointed the Central Trust Company of Illinois receiver, with instructions to take possession at once.

The petition in bankruptcy filed by three employees of the advertising department estimates the assets at \$100,000, and the liabilities at \$125,000.

## ALLEGED VIOLATION OF CORRUPT PRACTICES ACT.

The first prosecution of a newspaper for violating the new Minnesota corrupt practices law is against M. G. Mueller, editor and proprietor North Central Progress, of St. Paul.

Mueller is accused, in a complaint sworn to by Dr. C. T. Miller, defeated Republican candidate for coroner, with having published an article in his paper October 31 tending to influence voters against Miller and for Dr. D. C. Jones, successful candidate, without the proper label. The complaint states that the article was an advertisement and as such was not properly designated.

Mueller claims that the article was not an advertisement, but a communication from a subscriber, whose name he refuses to give out, and not subject to any special designation.

## IN NEW OFFICES.

The New York German Journal (formerly Morgen-Journal) has moved its business office from 18 Spruce street to the corner of Spruce and William streets.

## EXPRESS COMPANIES START BIG ADVERTISING.

As a means of protection against any possible loss of business that may be caused by the parcels post to be inaugurated by the Post Office Department on the first of the year, five express companies, Adams, American, Southern, United States, and Wells-Fargo, have formed an alliance to advertise.

The first copy, which appeared on Wednesday in the newspapers is on standard colored "collect" and pre-paid labels adopted by all companies in accordance with recommendations of Government officials. Later advertising will set forth the various facilities of the companies which enable them to give good service. All of this in an endeavor, it may be interpreted, to stimulate express business as against the general influence of the parcels post.

A list of four hundred newspapers, with circulation for the most part in the larger cities of the country, is being used. The advertising is being placed by four agencies, the Collin Armstrong Advertising Company, the H. K. McCann Company, Albert Frank & Co., and Howland-Gardner-Fenton, all of New York. The campaign, it is understood, will continue indefinitely. E. H. Hungerford, advertising manager of the Wells-Fargo Express Company, is secretary of the organization of companies.

The amount of the appropriation set aside for carrying on the missionary work has not been given out but it is said that the advertising will be done on a sufficiently large scale to keep the public well informed as to the advantages of giving the companies its patronage.

## PAPER MERGER IN TRENTON

A deal was completed by the owners of the Trenton Evening Times Thursday afternoon for the purchase of the Sunday Advertiser, the transfer to be made about the first of the New Year. Charles H. Levy and Thomas F. Fitzgerald, joint proprietors of the Advertiser, will retire; Thomas F. Waldron will transfer his holdings to the Times Company and continue as a member of the combined concern, and John J. Cleary, the fourth of the Advertiser's owners, sells his stock to the new company, but will be retained in an editorial capacity.

Under the reorganization A. C. Reeves will continue as president of the Times Company and Owen Moon, Jr., as treasurer. James Kerney will be managing editor of both papers, while John H. Sines will be news editor of the Times and Mr. Waldron of the Advertiser. C. Harold Levy, now assistant to Mr. Sines, will be made city editor either of the Times or the Sunday edition.

## HOTEL MAN SUES.

Charles E. Decker, publisher of the Quincy (Ill.) Bulletin, is charged with criminal libel by Sidney E. Smith, proprietor of the Vermont House, of Quincy Point. The plaintiff says Decker printed an attack in his newspaper alleging that the hotel was a questionable resort.



7,776,268

7,776,268

## The BEST ELEVEN MONTHS in the BOSTON GLOBE'S History

During the present year the Boston Globe's growth, both as a newspaper and as an advertising medium, has exceeded that of any previous year in its history. The Globe's total business, for the 11 months ending November 30, was larger than that of any corresponding 11 months since its establishment.

The cash receipts of the Boston Globe from the sale of papers, for the 11 months ending November 30, were larger than those of any similar period in its history. During the 11 months ending November 30, the Globe printed more lines of advertising than ever before in any similar period.

The following totals explain themselves:

The total advertising in the four Boston newspapers having Daily and Sunday editions, for the 11 months ending November 30, was:

Boston Globe	7,776,268 Lines
Showing a gain of 260,253 lines over the same period in 1911.	
Boston Post	6,289,901 Lines
Boston American	5,718,370 Lines
Boston Herald	4,105,125 Lines

The above totals include all kinds of advertising, from that of the big department store to the smallest want advertisement.

### *Total Want Advertisements for 11 Months ending November 30*

Boston Globe	470,608 Want Advertisements
Showing a gain of 7,362 want advertisements over the same period in 1911.	
Second Paper	153,494 Want Advertisements
Globe's Lead	317,114 Want Advertisements

Want advertisers trace results. They know just what they get for the money they expend in advertising. In Boston, they use the Globe.

## AUTOMOBILE ADVERTISING

During the 11 months ending November 30, the Boston Globe printed a total of 547,467 lines of automobile advertising. Of this total 333,442 lines were display and 214,025 lines were printed on the classified pages, a large amount of it being displayed and paid for at the regular automobile display rate. *The second paper*, during the 11 months, printed 375,090 lines. Of this total, 339,850 lines were display and 35,240 lines appeared on the classified page.

### *More Display Advertising—More Want Advs—More Auto Advs—Larger Circulation Receipts*

The Boston Globe is Growing. Circulated in the homes of Boston and its surrounding territory, among people who answer advertisements and who have the money with which to respond to them, the Boston Daily and Sunday Globe afford one of the best advertising mediums in the world. Liberal advertising in the Boston Globe will increase your sales in the Boston and New England territory.

# NOVEMBER A RECORD BREAKER

THE CHICAGO DAILY NEWS again breaks its record—this time in *both* circulation and advertising.

**IN CIRCULATION:** It ends the month with a record on a majority of the days of the last half of the month of a larger circulation than the daily average of any previous November in its history. Following are the figures:

## NOVEMBER CIRCULATION

*State of Illinois, County of Cook, ss.,*

HOPEWELL L. ROGERS, Business Manager of THE CHICAGO DAILY NEWS, does solemnly swear that the actual number of copies of the paper named printed and sold during the month of November, A. D. 1912, was as follows:

Days	Copies	Days	Copies	Days	Copies
1 . . . . .	294,380	11 . . . . .	319,184	21 . . . . .	333,023
2 . . . . .	279,640	12 . . . . .	323,915	22 . . . . .	332,693
3 . . . . .	Sunday	13 . . . . .	323,110	23 . . . . .	311,461
4 . . . . .	308,667	14 . . . . .	319,174	24 . . . . .	Sunday
5 . . . . .	406,562	15 . . . . .	320,937	25 . . . . .	338,842
6 . . . . .	344,465	16 . . . . .	303,086	26 . . . . .	334,781
7 . . . . .	321,294	17 . . . . .	Sunday	27 . . . . .	331,064
8 . . . . .	316,807	18 . . . . .	334,040	28 . . . . .	Holiday
9 . . . . .	294,827	19 . . . . .	334,115	29 . . . . .	337,458
10 . . . . .	Sunday	20 . . . . .	335,046	30 . . . . .	316,756
Total for month					8,115,327
Less returns and allowances					19,044
Total sold, net					8,096,283
Daily average sold					323,851

All "exchanges" copies used by employees, unsold and returned papers are deducted in determining the net paid circulation.

Subscribed and sworn to before me this 2nd day of December, A. D. 1912.  
[L. S.] HENRY C. LATSHAW, Notary Public.

The highest previous November average was 329,251 in 1909. Monday, November 18, marked THE DAILY NEWS' full recovery from the effect of the preceding seven and a half months' newspaper strike in Chicago, the circulation being 334,040, as against 332,957 on the corresponding day, Monday, November 20, last year.

**IN ADVERTISING:** It printed more advertising—display and classified combined—in November than in any previous November in its history—notwithstanding that space limitations compelled it to omit, and to limit, advertising on many days of the month. Here are the figures:

Display	-	-	-	-	1650.25	columns
Classified	-	-	-	-	1160.54	columns
Total	-	-	-	-	2810.79	columns
Twenty-five publication days averaging	-	-	-	-	112.43	columns

## THESE FIGURES MEAN:

That both readers and advertisers in Chicago have the DAILY NEWS habit stronger than ever.



## SOME SECRETS OF JOURNALISM.

TEACHERS DISCLOSE REASONS FOR SUCCESS AND FAILURE IN NEWS-PAPER WORK.

About twenty-five instructors from colleges and universities giving courses in journalism met in Chicago last Saturday to talk over matters pertaining to their work. A permanent organization was formed, to be known as the American Conference of Teachers of Journalism, with W. G. Bleyer of the University of Wisconsin as president; James Melvin Lee, New York University, vice-president; and F. W. Harrington, of the University of Ohio, secretary-treasurer.

The executive committee is composed of Talcott Williams, Pulitzer School of Journalism; and F. O. Scott, University of Illinois. The next conference will be at the University of Wisconsin, in Madison.

First place was given to accuracy among the essentials of a newspaper by speakers. Terseness was placed second in importance. Spelling, punctuation, and grammar were discussed at length. College students were criticised for shortcomings in these directions, and the elementary grades were blamed.

The principal address at the meeting was by Talcott Williams of the Pulitzer School of Journalism, who declared:

"Journalism is applied literature. It is not an exact science. The success of the journalist lies not in writing as other people have written, which is the necessary basis of academic composition, but in writing something so different it will lead every city editor in town to wonder who wrote that story, how much a week he is getting, and how soon he can be stolen from his office.

"Students of journalism should be prepared in the work of expression rather than in the art of expression. In journalism the capacity to produce such stories rests on what one knows and is able to feel and the stimulus of the event or issue which seems to awaken all dormant and forgotten knowledge as if it were a trumpet. It is out of this double chain of factors, on the reservoir of information and experience and the electrical touch of the actual just as it has happened, that the good newspaper article comes. And it must be immediately described or the freshness will be lost.

"Training in journalism must look to the conditions under which the journalist is led to write. He writes not because he is interested in the subject but because the public is interested in it. Early in my experience in newspaper work I was assigned to 'cover' the death of a notable prize fighter. All of my college training was of no use to me in writing that story. Two volumes on the prize ring which I had read gave me the information I desired.

"The training for writing should be based not on the artificial but the

## Los Angeles Newspapers

*Analysis compiled from reports made by the examiner of the Association of American Advertisers:*

	Total City	Out of City	Total Paid
Record	41,291	6,130	47,421
Tribune	34,404	17,421	51,825
Express	34,097	12,918	47,015
Herald	26,111	8,866	34,977
Examiner	24,504	30,167	54,671
Times	23,100	24,012	47,112

NOTE—THIS LAST OFFICIAL EXAMINATION OF THE CIRCULATION OF the Los Angeles newspapers gives the Record over 7,000 greater paid city circulation than any other Los Angeles newspaper.

### 87 PER CENT OF THE RECORD'S CIRCULATION IS IN THE CITY OF LOS ANGELES.

As every advertiser knows, it is city circulation that produces the big results. This is the day of quick action. You get the quickest action from your money from the paper that has the largest circulation within the smallest radius—that's The Record.

*In the afternoon field—Record vs. Express  
For the first 10 months of 1912*

THE RECORD GAINED 243,900 agate lines of paid advertising.  
THE EXPRESS LOST 397,500 agate lines of paid advertising.

Figures compiled by statistical department of the Los Angeles Times. This remarkable advertising gain of The Record was made by business at fixed rates and without resort to any special inducements or inside rates or special department store rates to users of large space. It was made without any trade deals or schemes or special rates given for the purpose of corraling the large and impressive pieces of copy for the purpose of influencing other advertisers with a show of business prestige. The Record has never been able to see either fairness or logic in padding its columns with special business or big copy at a special rate for the purpose of making wavering advertisers feel that volume copy indicates the best newspaper. The Record charges a fair price for its space, quantity and quality of circulation considered, and it gets that price.

actual. The college paper is better than the classroom theme on journalism. Mere knowledge is of little value. A journalist without a knowledge of science can write a better report of a scientific conference than can a scientist without a knowledge of journalism.

"No one school can give all the training for all the different kinds of journalists. The instruction should be modified by the conditions surrounding the institution and by the newspapers which the instructor has in mind."

F. L. Blanchard of New York, told of some of the requisites of the modern reporter.

"The reason so many newspaper men fail is they are not fitted temperamentally or intellectually for the work and haven't the mental poise to mirror news," said Mr. Blanchard. "A reporter must have the reflective view. It's a great work you are in. There was talk that you could not teach journalism outside of practical work. You can give men the fundamentals. Newspaper work of today is better than that of several years ago, and will be better tomorrow simply because men are being educated."

James Keeley of the Chicago Tribune predicted the eight-column newspaper and condensation of news. A previous speaker had re-

ferred to Charles Dickens and said he had the reporter's vision.

"I like to read Dickens," said Mr. Keeley, "but there is no room for Dickens in the newspaper of today. While paper has gone up in price, most papers are down to one cent, and they have no space. Accuracy and terseness are two things to be aimed at, accuracy first of all. A mistake in a man's name is an insult in his eyes."

Technical instruction in journalism was also discussed by Charles Dillon of the Kansas Agricultural College, N. W. Barnes of DePaul University, F. L. Blanchard of New York, J. W. Piercy of the University of Indiana, James Keeley of the Chicago Tribune, J. W. Cunliff of Columbia University, G. M. Miller of the University of Cincinnati and others.

At the evening session Frank L. Martin of the school of journalism, University of Missouri, gave figures and facts on the growth and scope of journalistic instruction.

#### ROOSEVELT CASE DEC. 31.

Judge S. E. Byrne has formally set December 31 as the date of the trial of George Newett, editor and publisher of the Ishpeming Iron Ore, charged by Theodore Roosevelt with criminal libel.

## CHURCH PAPER TO BE RECONSTRUCTED.

Beginning with the first of next year, the Philadelphia Methodist will be changed to the Methodist Times, and will be published under the management of a committee of prominent ministers of the Philadelphia conference. To this committee will be added representatives of the Wyoming, New Jersey and Wilmington conferences, and the Central Pennsylvania conference, which is not under the Episcopal supervision of Bishop Joseph F. Berry, will also be invited to be represented.

With 1500 ministers, representing a church membership of approximately 250,000, it is expected that the paper will become one of the most powerful of the church papers in this country.

The Rev. Dr. William Downey, who has been editor of the Methodist for many years, will return to the active ministry, and will be appointed to a pastorate at the next session of the conference.

The committee on editorial and business management is headed by the Rev. Dr. George H. Bickley, a district superintendent, as chairman. The other members are the Rev. Drs. G. W. Henson, secretary; C. E. Adamson, treasurer; S. W. Gehrett and Gladstone Holm.

#### SETBACK FOR COLLIER.

The Appellate Division of the Supreme Court in New York, gave a setback to Robert J. Collier, owner of Collier's Weekly, in his litigation with the Postum Cereal Company. Collier got a \$50,000 verdict in the Supreme Court in a libel action based on a Postum advertisement charging that Collier's Weekly was moved to attack its products because it was not favored with advertising patronage.

The Appellate Division set aside the verdict and gave the Postum Company a new trial. Collier then moved in special term of the Supreme Court for permission to amend his complaint to provide for the introduction of evidence which the Appellate Division had declared to be lacking in the first trial and which was necessary in its opinion for a recovery. He got permission to do so without the payment of costs.

The Postum Company then appealed, and the Appellate Division has now decided that he was not entitled to do so without the payment of all costs to date.

#### CHICAGO DAILY NEWS SETS NEW MARKS.

Again in November the Chicago Daily News wiped out all its former records for November advertising and circulation. The sworn statement of circulation by Business Manager Hopewell L. Rogers shows a daily average sale for the month of 323,851. The highest previous November mark was 329,251, in 1909. The new high water advertising mark set for a month was 2,810.79 for twenty-five publication days, a daily average of 112.43 columns.

## I. C. M. A. ELECTION CUSTOM.

### FIGHT BEGUN AGAINST THE ROTATION IDEA OF PRESIDENTS.

There is a warm fight in the International Circulation Managers' Association at the present time over the matter of abolishing the rotation idea in the election of presidents. The faction opposing the custom is led by L. J. Van Laeys, circulation manager of the Houston Chronicle, who recently has had some interesting things to say to President William J. Little, of the Montreal Star, on the subject.

Mr. Little takes the opposing view of the matter on the ground that the majority of the members are satisfied with the present condition of affairs and he has declared the discussion closed in the columns of the official Bulletin of the association after printing out of Mr. Van Laeys' arguments and his answer thereto.

However, the movement which Mr. Van Laeys also claims represents a majority of the members, is to be carried on. Here is some of the correspondence and replies which have passed between Mr. Van Laeys and President Little, in the latter's capacity as editor of the official Bulletin. It explains the whole situation:

EDITOR OF THE BULLETIN:

Much of everything that savors of custom has when analyzed been found to be reactionary and negative to growth. Our twentieth century business organizations do not do anything within their organizations which affect the business barometer "according to custom." They rather scout for new ideas and expect growth and efficiency to follow as a result of the application of the best energy and brain power that can be procured.

It has occurred to me that since the International Association of Managers' Daily Newspaper Circulation has become a large, permanent business organization embracing a membership from practically every quarter of the United States and Canada, that it is too aggressive to be hampered by custom and too modern in thought and usefulness to allow anything in its government not conducive to the most ardent enthusiasm on the part of every member.

The custom of electing the officers of this important organization in rotation, instead of by choice "from the ranks," is a handicap to the growth of the organization and the enthusiasm of its membership.

No member of the entire organization is incapable of being its president, yet the worn-out custom of electing as president the man who has been vice-president the year before and the year vice-president the preceding year (neither of which office is essential in the preparation for the high position) has led to presidential possibilities some of the brightest and most ardent minds of the membership, for few will serve in obscure places for four years or more to secure the honor, and, even so, what selection might be made for an executive committee appears to me that it might not in any sense be the selection of the membership for a higher office four years later.

It is a dangerous custom that saddles upon the future of any organization breathing life, enthusiasm and progress, the selection of its president or its governing body years before such governing head is placed in power.

No offense is meant toward the present organization. The president is a capable, efficient officer and is serving the association well. But the fact remains that the membership is liable at some time to sacrifice the best interests of the organization, rather than disappoint some member who may anticipate promotion, and the sooner the sentiment of the association is determined along this line and made known to the mem-

bership, the better it will be for the organization.

It is admitted that certain lodges locally have followed the prominent idea with no marked success, while in every organization in which unrestricted right of contest can be made without handicap there is seen the best evidence of active service.

A most striking contrast of the reign of successive and free constitutional government is seen in a comparison of the selection of the President of the United States by the selection of the president of this body by hereditary arrangement. Any body capable of self-government is capable of making a selection as the selection is needed.

A reign by succession is not conducive to the highest aspiration from individual membership, and while this association



L. J. VAN LAEYS.

is to be congratulated upon the very splendid presidents it has had, should it not be understood that whereas custom dictates that the first vice-president be made president each succeeding year, the judgment of the membership is that a selection should be made from the entire membership.

The following is the answer to the foregoing by Mr. Little printed in the official Bulletin:

It is not necessary, we are sure, to quiet the qualms of the vast majority of our members on this subject of despotism, autocracy and an iron-bound system developing in our midst, for the simple reason that they have neither been subject to such attacks nor affrighted by what might be the preliminary symptoms of them.

The association may at any election select any of its members for any of its offices. That the association's choice is not always that of every individual member may be an indication that its governmental tendencies are "reactionary" and "negative to growth." We imagine it all depends on the point of view.

It may even be the fact that, in some instances, the selection of officers from amongst the members who had already served the association in some capacity or other, instead of "from the ranks," may have been "a handicap to the enthusiasm of the membership," although the holding of office is not commonly supposed to be the compelling reason for joining the organization.

Such of the higher and most ardent minds of our membership who sense this disability and suffer under it are entitled to sincere and common sympathy during the tedious period of waiting for their ambitions to fructify suddenly and without regard to usage.

In printing the letter to Mr. Van Laeys, and in commenting upon it, the editor has neither desire nor intention to

commit the Bulletin to any polemic on this subject. Such discussions as may be necessary will find ample scope for development at the next annual meeting. We must, consequently, decline to give any further space to it.

EDITOR OF THE BULLETIN.

Mr. Little's comment brought another letter from Mr. Van Laeys, which so far has been unpublished, and shows the matter as it stands at the present time. It follows:

SIR: I have noticed with considerable interest the comment made by you in the October issue of the Bulletin upon my recent communication regarding the election of officers.

Inasmuch as you have the "whip hand" in the case, by automatically laying down the law to the effect that you will give no further space to a discussion of this subject, I suppose I will not be granted the opportunity, which is rightfully due me, to answer the sarcastic insinuation made use of by you in your editorial comment following my letter in the October Bulletin.

I suppose, then, that it is no longer a fact that the official Bulletin is, as stated on the front cover of the October issue, "issued in the interests of members of the International Association of Circulation Managers."

However, if you should decide that you have exceeded your authority in ruling against the discussion of subjects which, though of considerable interest to the "rank and file," are quite a bit more than uninteresting to you—you will rescind your ruling as announced in the October Bulletin. And you will disclose what your personal opinion of the matter may be. I am quite convinced, from the expressions I have heard from members of the association, that the vast majority of our members are decidedly interested in discussing the subject of the election of officers.

And in order that you may be put right on the subject, I will add that my desire for a free and open discussion of the matter under discussion does not justify your remark regarding these who "are entitled to sincere and general sympathy."

In my humble opinion, the time for the discussion of this matter is now, and the "place" where discussed is in the columns of the official Bulletin and not "at the next annual meeting."

If I want to prove that you are in favor of majority rule you will print this letter in the next issue of the Bulletin and allow the free use of Bulletin space to any others who feel like so, and the right to discuss this or any other subject pertaining to the general welfare of the association.

L. J. VAN LAEYS.

## NOTES AMONG THE CIRCULATORS.

E. P. Gosling has been appointed circulation manager of the San Francisco Call, succeeding K. T. Bordan.

F. G. Hay is now in charge of the circulation of the Nashville Tennessean and American. Mr. Hay until recently was circulation manager of the Houston Chronicle.

In appreciation of the fine results from his work in conducting a circulation campaign for the Worcester (Mass.) Gazette, W. G. Naylor was presented with a gold watch by Publisher George F. Booth and an additional check of \$100.

The New York Evening Mail has resumed publication of William C. Freeman's advertising talks.

Mr. E. E. Hicken, Assistant Treasurer of the Lynn (Mass.) News writes: "The contest has been entirely successful and satisfactory. It was conducted in a clean, vigorous and business-like manner and the RESULTS HAVE BEEN VERY PLEASING to the publishers."

**The William L. Betts Company**  
Suite 406, World Building. New York City

## NEW YORK HERALD SYNDICATE

### "THE DREAM OF THE RAREBIT FIEND,"

Full-page comic in color.  
Order being taken now.

Full-page Sunday Features

SPECIAL CABLE AND  
TELEGRAPH SERVICE

Daily Features: News Matrices,  
Comic Matrices, Women's Matter  
and Photographs.

For particulars of any service apply to  
NEW YORK HERALD SYNDICATE,  
Herald Square, New York City.

Canadian Branch:  
Desbarats Building, Montreal, Canada.

### ABOUT THE LOS ANGELES RECORD.

In the progress among newspapers in Los Angeles of late the achievements of the Daily Record have drawn a lot of attention. The Association of American Advertisers has granted a certificate to the Record for an average daily circulation of 47,421, of which eighty-seven per cent. is in the city of Los Angeles. Besides this splendid showing in circulation the Record in the first ten months of 1912 gained 243,900 lines of advertising over the total for the same period of 1911.

### AMERICAN'S CHARITY FUND.

The performance at George M. Cohan's Theater Sunday night for the benefit of a Christmas fund to be distributed by the New York American netted about \$3,400. A part of the receipts was from the sale of flowers and programs and from contributions collected by George M. Cohan, William Collier, and William Collier, Jr., from the audience during an intermission. All the actors who promised to appear kept their promises, and there were several added numbers.

### QUITS IN SEDALIA.

The Sedalia (Mo.) Pettis County Republican, a weekly newspaper established by John Boos several weeks ago in the interest of President Taft, has suspended publication.



## READY SOON!

Beginning January 12, 1913, we release Two New and Original Four Color Comic Pages.

## NOAHZARK HOTEL,

by Varb, and

## MRS. BUMPS' BOARDING HOUSE,

by Dwiggins.

Options should be taken NOW!

**McCLURE** NEWSPAPER SYNDICATE  
45 West 34th Street, NEW YORK

## BUILDING UP THE CIRCULATION.

The Louisville Evening Post has made arrangements with a mine to sell to its readers domestic coal at \$3 a ton. It will accept orders for this coal in any quantity. All that it is necessary to do is fill out the coal coupon printed in the Post and send it to the Post office with \$3. The coal is from the Cypress Creek Mine, located at Booneville, Ind.; the offer is made to Post readers as the result of investigations made into the local coal situation by the Post and is stated to be the result of co-operation of "an independent miner, independent dealer and an independent newspaper." The offer stands good during the entire month of December, and if the results warrant, it will be extended through January.

Dropping copies of the Scranton Truth as he soared over Scranton and surrounding towns in his home-made aeroplane, Elling O. Weeks engaged the attention of thousands. It proved a hazardous undertaking, and after alighting in a field near Throop, with a blade missing from his propeller, Weeks said he had narrowly escaped the fate that overtook Galbraith Rogers, who collided with a flock of seagulls in San Francisco Bay.

One of the papers fluttered against the swiftly revolving propellers and the blade was torn away. Two thousand feet above the city Weeks felt a series of ominous jerks and quivers. The aviator began descending and reached ground in safety.

The Spokane Twice-a-Week Spokesman Review will award the exhibitor of the best Jersey cattle, at the annual Northwest Live Stock Association, with a silver cup. The Twice-a-Week Review is the official paper of the association.

The Century Syndicate, of New York, is to begin publication of a new syndicated Sunday newspaper section that presents many points of novelty. It will be devoted entirely to children, ranging in age from the youngest at the mother's knee to boys and girls of fifteen to sixteen years. It will be heavily pictorial, printed in four colors and for this purpose some of the leading artists in this country have been secured.

It is the purpose of its projectors to take an extreme step away from the "comics" of today and provide

a color section that will not be open to the objections so widely raised to this class of publication. This children's section entitled "Our Boys and Girls," will be eight pages in size. Four pages will be printed in four colors, the other four in black, all heavily illustrated, and carrying a restricted amount of advertising.

The publishing company is now under contract to furnish the section, beginning with January 5, 1913, to the New York Sun, Philadelphia Record, Boston Herald, Buffalo News, Pittsburg Leader and Chicago Inter-Ocean. Printing arrangements are being made that will make it possible to exceed 750,000, and later arrangements will make it possible to carry the edition up to perhaps 1,500,000.

The Century Syndicate's offices are at 50 Church street. Atherton Brownell is the president; F. H. Rice is treasurer; and Carlyle Ellis secretary.

D. C. Frame, circulation manager of the Denver Times, caused considerable excitement on Denver's busiest corner a day or two ago. The Times is conducting a booklover's contest and the first prize is \$1,000. Arrangements were made with the Joslin Company for one of their windows, and the prize, in bright, new \$5 gold pieces, fresh from the mint, were displayed, guarded by Pinkertons—two on the inside and two on the street. The great crowd, anxious to see the gold, blocked the sidewalk for hours.

The New Orleans Daily States started a circulation contest on Monday. Prizes valued at more than \$16,000 are offered, including automobiles, pianolas, pianos, graf-anolas, diamonds and merchandise certificates. The United States Circulation Company, Waterloo, Ia., is in charge of the contest; the campaign manager is J. E. McAllister.

The Oklahoma City Oklahoman's popularity voting has just closed, and reports point to its being a big success. It was conducted under the management of the United States Circulation Company, Waterloo, Ia.

The Sandusky (O.) Star-Journal has just closed a successful Travel Club circulation campaign, whereby four young ladies will receive trips to Europe. Albert G. Bier, circulation manager of the Star-Journal, reports that thousands of new subscribers were added through the feature. The campaign was conducted by D. Foster and assistants of Pittsburgh.

The Aberdeen (S. D.) Daily American has commenced a trip to Bermuda contest to cover a period of about nine weeks. The trips will take up three weeks' time and include one week in New York. It is 5,000 miles from Aberdeen to Bermuda and return. The William L. Betts Company, World Building, New York, is supervising the contest.

The newboys of Denver were the guests of the management of the Denver Post at a big banquet on

Thanksgiving Day at the Adams Hotel. Festivities were followed by a theater party at the Empress, as the guests of the management of that house. T. L. Woods, circulation manager of the Post, was in charge of the arrangements.

The Louisville Herald has just closed a popularity voting contest, which brought big results.

## SPECIALIZATION AMONG THE CIRCULATORS.

EDITOR THE FOURTH ESTATE:

SIR: A vital question with every one of us who publish a daily paper is circulation.

I believe there is no field in this country where the circulation of daily papers might not be increased at least fifty per cent., and in many places it might be increased one hundred per cent.

It seems about as difficult, to impress people with the desirability and necessity of keeping up-to-date, through reading a daily paper, as it is to awaken the active interest of a community in a reform or moral issue.

I note with decided approval the interest THE FOURTH ESTATE takes in circulation matters, and I hope you not only will sustain this interest but if possible increase it.

No one man possesses all the resourcefulness, originality and ingenuity in this world. If this were not so, the patent offices at Washington could all be housed in one good sized room.

You can get a crowd to the circus and keep them, so long as you can hold their interest, but if you were to put on first, the elephant stunts and then repeat it over and over again the crowd would soon lose interest, and directly you would be without an audience.

The great number and wide difference in the kind and character of the places, to interest and amuse people, further proves that no one man can interest all the people.

I write this with the hope that, keeping in mind the foregoing, it may bring many expressions of opinion from publishers.

Personally I am very strongly inclined to the belief that circulation managers should move from time to time. Each man has his own personal methods and ideas; and when these have worked out the field, he would take up the battle again in another place, where it might be thought his particular ideas and methods would produce the best results.

There should be an interchange of information among publishers, men should be classified and known as to methods and results secured.

I should be able to write to my publishing friend in Chicago, or any other place and say to him that I think a certain type of circulation man could work up an interest in my particular field and increase my circulation. That I find in this classification Jones, who is with him. I should be able to ask my friend how soon he thought his field would be worked over by said Jones; that I would like next to have him if I could arrange.

Why is there not an idea in em-

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.

Tribune Building, NEW YORK

Mr. Business Manager and Publisher:

In this open letter I propose to increase your circulation and spend the least time possible in so doing. You can have me permanent if you pay my price. If not, you can take your turn. Every branch of your Circulation Department will be thoroughly organized; circulars revised and an economic method of mail list collections, original and effective, introduced.

Yours for business,  
"P. H.," care The Fourth Estate.

*We conduct all kinds of Circulation Contests*



Wire Write

The very best  
**NEW DAILY COMIC**  
on the market  
**THE NEARLY WEDS**

By George Manus,  
Write for details.  
*National News Association*  
200 William St., NEW YORK CITY.

**FOUNTAIN PENS ARE THE BEST**

**PREMIUMS.**

**SALZ BROTHERS**  
45 West 34th Street, NEW YORK

**GET TO-DAY'S NEWS TO-DAY**  
**"By UNITED PRESS"**

General Offices. World Bldg., NEW YORK

**We Run Contests that Produce Results. Try Us.**

The **MYERS** Circulation Co., Inc.  
WATERLOO, IOWA

**THE SPECIAL SERVICE CO.**

*Experts in*  
**Circulation CONTESTS.**  
306 Publication Bldg., Pittsburg  
Room 32, 23 Park Row, New York

bryo involved in this letter, which in the hands of some better man could be put into practical operation to the mutual benefit of those interested.

Please omit the name of my paper also my own name and the name of our city. I hope I touch a responsive chord. Who speaks next?

F. S.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Press and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICES:  
105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

WESTERN OFFICE:  
319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 980 FOR THE WEEK ENDING SATURDAY, DECEMBER 7, 1912

## WHY NOT SPECIALIZATION IN CIRCULATION WORK?

There is printed on another page of this issue of THE FOURTH ESTATE a letter from a publisher that should be of interest to every publisher, manager and circulation man. It involves an idea of specialization in circulation work, considered in what is believed to be an entirely new light, and in which its originator or believers there are great possibilities.

Our correspondent believes that there is much business to be had in the way of circulation for newspapers that is at the present time untouched, and which would be opened up by his plan.

The basis of the idea is this. Every circulation manager, while a specialist in his department of work, has his own ideas that have resulted in his paper successfully competing for the favor of readers. However there comes a time when he has worked his field for all there is in it from his ideas.

Then comes the task of the paper holding its own in the face of the invasion of new papers or new life inspired in competitors by new men, who have different ideas from their predecessors and arouse interest in an entirely different way.

The feasibility of the plan now becomes evident. Our correspondent believes, while the success of the old manager has come to a standstill in the particular place where he may be at the time, he would be a valuable acquisition to a publisher at another place whose newspaper has reached the same stage of development. The plan would be for the men on the two papers to exchange positions, allowing each to start in a new field and work out the ideas in which they have specialized under conditions that are new to them, and where their strange manner of appeal for business would be received by readers in a way that would be beneficial to the papers.

When the field is again gone over in the new community, and reaches

The advertising forms close on Thurs. day. Advertisements should be received as early in the week as possible, to insure proper classification.

### ADVERTISING RATES.

Transient, 50 cents a line: agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions  
One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

the point of being worked out again according to the managers' methods positions could be exchanged again, which would bring a new man to the place, and allow the present incumbent to seek fields and new and continue work on another paper with good results.

The plan suggests perhaps a classification of circulation specialists, much as in the theatrical field, where everyone is known for his specialty, such as tragedians, singers, vaudevillians, etc. Circulators might be separated into the class of work in which they have been most successful, and have the credentials to back up their qualifications. Perhaps the American Newspaper Publishers' Association might recognize a list of circulators, as it does at present the advertising agents.

Would it not be a good idea for every publisher and circulation man to give good solid thought to the plan, and the International Circulation Managers' Association give it consideration? It seems entirely feasible, and has met with the approval of numerous publishers to whom THE FOURTH ESTATE has broached it. However, it needs working out, and THE FOURTH ESTATE would like to hear from everyone interested and receive suggestions and comment.

### NOTE AND COMMENT.

"There is much loose and wholly unjustifiable talk, says the San Francisco Call, of the decadence of journalism. Men speak regretfully of the good old days when newspapers were incorruptible, when they had not fallen into the hands of rich financiers, and when they represented the People instead of the Interests, to use the cheap argot of present day politics. As a matter of fact, the tone and character of newspapers have grown immeasurably better in thirty years."

"Close" punctuation, which consists of inserting the points fre-

quently, has apparently gone out in the daily press, says the Wichita Eagle, for in a New York City newspaper the other day a sentence of one hundred and six words was noticed which carried no punctuation mark except at the end. How different this from the typographic style in the time of Rufus Choate, that master of the long sentence, whose tribute to Daniel Webster, in a single sentence of over a thousand words, carried nearly half as many commas, semi-colons and dashes.

One of the directors of the Equitable Life Insurance Company says that the society is now disposed to the belief that the best advertising it can buy is newspaper space.

Religious advertising? Why not? The preacher can reach at one time only those few hundreds within range of his voice. The printed newspaper word counts its audience by thousands. And what we read is mighty likely to make a more lasting impression on us than what we hear.

The uses of newspaper advertising are just beginning to be discovered. Some day its full scope and power will be universally realized—and that day will be profitable to the newspapers and to the discoverers of the value of newspapers alike.—Jerome P. Fleishman in the Baltimore Sun.

Police Superintendent Robinson has ordered that two kinds of advertising men should not be allowed the privilege of Philadelphia streets. They are the "sandwich men" and the "banner men."

The Little Rock (Ark.) Gazette is celebrating its ninety-third birthday.

A Columbia (S. C.) newspaper man was robbed of \$7 in Charleston, and there is a newspaper war between those two cities in consequence. The Norfolk News says it can't be true; no newspaper man ever had that much money, and if he had he wouldn't be in Charleston.

Employers in the newspaper advertising and allied fields can obtain by advertising in THE FOURTH ESTATE an intelligent grade of assistants in various lines.

Protesters against conditions prevailing in the New York, New Haven and Hartford Railroad service have strong allies in the New York Evening Post and the Globe in their efforts to bring about reforms they consider necessary to comfort and life protection.

An unnamed director of the railroad is quoted in a New Haven Dispatch in reply to charges against President Mellen's management, which have appeared in the Post and other newspapers, as follows:

"I think if the newspapers stopped publishing these things everything would come out all right. The newspapers are at the bottom of half, or all, of this hue and cry."

Of course the press is at the bottom of every movement for public welfare. There's no special reason

for aiming at the N. Y., N. H. & H. except that it is the public's demand. The fault then must be with the railroad and the only way to end it is for the road to satisfy the public.

The Christian Science Monitor, of Boston, as a Thanksgiving number last week presented one of the most unique publishing accomplishments of its kind ever attempted. It was a paper of ninety-six pages, in eight sections and in which nearly every section of the globe was represented in reading matter or advertising.

The universality of the appeal of the Monitor is well shown by the issue. There were over 1,600 advertisements, and about 100,000 words of news and feature articles from the many widely separated sections of the globe. It was a grand monument to clean journalism, as practised by the Monitor, and a high tribute to the ability of Publisher S. E. Dodds and his associates.

The St. Louis Star made a record in November. Every day showed a gain in advertising, and not a single day had a loss. The total gain over November, 1911, was 98,264 lines. The management of Frederic B. Warren and Fred C. Veon reports that the unprecedented demand for the Star among newspaper readers, continuing and circulation is increasing by leaps and bounds, and that the present advertising rate cannot remain in effect much longer. The foreign advertising department of the Star is in charge of C. D. Bertolet, Chicago, and James F. Antisdel, New York.

Post's Paper Mill Directory for the year 1913 is a compendium of the most valuable information as to "Who's Who" in the paper making world of the United States and Canada. From the nature of its contents it would seem that no publisher or user of paper can afford to do without the directory. The cost is \$2, to L. D. Post, publisher, Tribune Building, New York.

Figures compiled by the statistical department of the New York Evening Post show that the New York World during the month of November carried 1,064,072 lines of advertising. For the year ending November 30, 1912, the total advertising printed in the World was 12,282,544 lines.

The Boston Globe with the end of November closed the best eleven months in its history. In that time it printed 7,775,268 lines of advertising, more than it ever published before in a like period since its establishment, and a gain of 250,253 lines over the same eleven months of last year. In circulation receipts, too, the Globe exceeded any former record for eleven months.

The Republican National Committee, with a view of regaining power four years hence, is urging local organizations everywhere to secure control of at least one local paper to teach the doctrines of Republicanism for the next Presidential campaign. It is reported that one of the first moves made in this direction will be in Columbus, O., in the form of a new weekly paper.



## PURELY PERSONAL.

Samuel A. Perkins, head of the Perkins list of Washington State newspapers and National Republican Committee, heads a party of yachtsmen from the north now in San Francisco to talk with Sir Thomas Lipton relative to an international yacht race in 1915.

W. P. Lyon, business manager of the San Jose (Cal.) Mercury, was one of the week's visitors in New York.

Charles R. Macauley of the New York World will deliver an address before the Albany (N. Y.) Law School on January 29.

Snowden Summers of the New York Evening Telegram is spending several weeks in Texas and Louisiana.

John J. Hill, Jr., a former Los Angeles newspaper man, is being mentioned as the probable appointee as secretary to Chief Sabastian. Mr. Hill has been practising law since 1914.

Harry J. Green, editor of the Decorah (Ia.) Public Opinion, has been appointed to fill the unexpired term of mayor of his town.

E. D. Burrows, an Oakland (Cal.) newspaper man and formerly of the Chicago Record-Herald, is the author of a musical comedy entitled "The Land of Hot Air."

John Corrigan, Washington correspondent of the Atlanta Constitution, is receiving the sympathy of his many friends on the death of his infant daughter last week.

E. M. Hoffman, of the Whiting Special Agency, New York, is in Canada calling on publishers his agency represents in the foreign field.

H. B. Greene, formerly of the Boston Globe, and Mrs. Greene are yachting in Southern waters. At present they are at Daytona, Fla.

J. D. Whitney is on the Woodrow Wilson Bermuda assignment for the New York Evening Post.

Frank Harris, former editor of the English Vanity Fair, the Fraternity Review and the Saturday Review, of London, is on a lecture tour in this country.

Rev. Frederick Edwards, a former newspaper man, who is now rector of St. James Church, Milwaukee, is to be transferred to New York to be select preacher at Grace Church. Mr. Edwards was once a reporter on the New York Press.

Howard D. Sullivan of the Denver News staff has been appointed secretary to Congressman George J. Kendall.

E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company, has been recently made honorary member of the Milwaukee Association of Bookkeepers and Accountants. This honor came as the result of the speech he delivered before the affiliation meeting of the association and the Milwaukee Advertising Club. Mr. Lewis spoke on "The New Gospel of Efficiency."

Dr. J. A. MacDonald, editor of the Toronto Globe, will be speaker at the banquet of the Canadian Club in New York this evening.

## AN OHIO EDITOR GOES TO THE LEGISLATURE.

W. A. Weygandt, publisher of the Ravenna (O.) Democrat, was elected state senator on the Democratic ticket from the district composed of Ashtabula, Lake, Geauga, Portage and Summit counties by a plurality of 1,700 in a district that two years ago was 3,500 Republican. Mr. Weygandt began his newspaper career twenty-one years ago in Ashland County, O., where he was born forty-five years ago on a farm. He had the newspaper germ when a young man on the farm, and was a country correspondent for the Ash-



W. A. WEYGANDT.

land Press, with which he was later connected for ten years in various positions. Later he owned the Lodi Review and was a member of the staffs of the Akron Times and the Akron Beacon Journal. He was city editor of the latter paper for six years.

In March, 1911, Mr. Weygandt purchased the Portage County Democrat, which he has conducted successfully since, making it one of the leading papers of the Western Reserve. It is the only Democratic paper in Portage County. Mr. Weygandt began his newspaper career with the munificent sum of \$10 as his sole possession, financially speaking. He was never a candidate for public office before, except for Presidential elector in 1900, when living in Ashland. He will assume his duties as state senator in January.

## ABOUT MR. WATSON.

Forbes Watson, now with the New York Evening Post, was recently mentioned in these columns as having been formerly managing editor of Munsey's Magazine. While Mr. Watson was formerly with Munsey's, the position of managing editor has been for some years and is at present held by R. H. Titherington.

## WEDDING BELLS.

Robert F. Gorman, news editor of the Middletown (Pa.) Telegraph, has been married to Miss N. V. Myers of Baltimore. The wedding took place at York, Pa.

Bart B. Howard, editorial writer on the St. Louis Republic, and formerly editor of the Joplin Globe, was married in Joplin last week to Mrs. Anna Pitcher Holmes.

Eugene L. Martin, managing editor of the Carlisle (Pa.) Herald, and Miss Ruth Givler have been married.

## CAPPER LOSES IN CONTEST FOR GOVERNORSHIP.

Attorneys for Arthur Capper, Republican, and George Hodges, Democrat, contesting candidates for the Kansas governorship, have signed a peace agreement that will give Hodges the certificate of election. It is agreed that the supplementary vote claimed by both sides shall be counted. This vote, added to the official returns given out by the Secretary of State, increases Hodges's lead from thirty-one to fifty-two.

Capper's only chance now appears to be to file a contest after Hodges's inauguration and get the rejected ballots counted. Capper's attorneys decline to state whether or not a contest will be brought. Mr. Capper is the publisher of the Topeka Capital and other publications in Topeka.

## MR. REID'S HEALTH.

There have been various reports from London lately about poor health of Whitelaw Reid, proprietor of the New York Tribune and Ambassador to Great Britain, but that he has been ill, other than a slight indisposition, is denied at the Dorchester House.

It is stated that while it is true the Ambassador has not been at the embassy for more than a week he is simply exercising care on account of the treacherous weather. His physician says there is absolutely nothing organically wrong with him and that he really is in better health than for a long time.

## HERBERT'S ANNIVERSARY.

A quarter-century service as editor and publisher of the National Printer-Journalist, of Chicago, is being celebrated by B. B. Herbert. There is a widespread interest in the occasion in the trade, and Mr. Herbert is receiving congratulations from all parts of the Union.

Mr. Herbert is now sixty-nine years old, and his newspaper work and public service have given him a country-wide reputation. Mr. Herbert organized the National Editorial Association in 1885, and has always been one of the most active factors in it.

## A PROBATION OFFICER.

William P. Jones, a Boston newspaper man, has been appointed probation officer of the Somerville Police Court. Mr. Jones was a former city editor of the Somerville Journal and the Medford Mercury.

## BROMLEY LECTURES AT YALE BY DR. WILLIAMS.

Talcott Williams, director of the Pulitzer School of Journalism, on Tuesday delivered the first of the two lectures on journalism yearly provided by the Bromley endowment at Yale University. He spoke on "Journalism and the State."

"Education, legislation, and public opinion," he said, "are today each concerning themselves not with editors or newspapers, but with the whole fabric of the periodical press, daily, weekly, monthly. Laws seek to regulate its advertisements and to secure publicity for its ownership and circulation. The public has awakened to the public relations of journalism."

"Journalism has become the organized social consciousness of the community as a whole. The press as a whole has become one of those organs, like the bench and bar, the medical calling and boards of health, the body of teachers from the primary school to the university, the network of religious organization through which society both knows its needs, makes up its myriad mind and finally acts. Where the state needs these to complete its will, it adopts them as its own. Where they can act apart, as the church, the state protects but leaves them free."

"The problem of journalism today is how this relation with a great public need shall be maintained under the stress of material profits. Such material temptation once warped the action of bench and bar, of physician and clergyman. These callings rose above this stress in our English-speaking folk by education, by the growth of professional consciousness and penalties for unprofessional conduct. The press, through the education of the journalist, will enter on the same evolution and serve the state, as has been true of the journalist from the beginning, with a larger sacrifice and a lesser material reward."

## HONORS TO MRS. HEARST.

Mrs. Phoebe Apperson Hearst, mother of William R. Hearst, was the recipient of many congratulations on the occasion of her seventieth birthday, which was celebrated Wednesday, when thousands of students, faculty members and the alumni of the University of California hailed her as the greatest educational benefactor in California.

The exercises in Harmon gymnasium were deeply impressive and the auditorium was filled to capacity, hundreds being unable to gain admittance.

On behalf of the regents, faculty, alumni and students, the president of the university presented to Mrs. Hearst engrossed resolutions, which bespoke the love and loyalty of all.

## WRITING A BOOK.

Captain Paul Beck, U. S. A., who was a newspaper man before entering the service, is writing a boys' book on aeroplanes at Fort McPherson, Georgia, to which he recently returned after finishing his detail as the chief of the army aviators.

## NO CAUSE FOR DAMAGES IN PHILADELPHIA SUIT.

The action for libel against the Philadelphia Press brought by Elwood S. Johnson, of Atlantic City, a former president of the Board of Health there, resulted in a verdict of "No cause for damages." The libel suit resulted from the publication of an article sent to the Press from Atlantic City last summer during the excitement following the disclosure of concrete boardwalk grafting and the confession of the accused councilmen.

The writer of the article mentioned that Burns operatives were investigating a Municipal Hospital scandal and that they had learned that the American Ice Company, "of which Johnson is manager," had been selling ice and coal to the Municipal Hospital during 1910, when Johnson was president of the Board of Health.

Technically, Johnson was not "Manager" of the American Ice Company. That office was held by some one in Philadelphia and Johnson was on the payroll as "collector." His brother was the superintendent in Atlantic City.

Following the publication of the article Johnson brought his suit for libel. The answer of "The Press" in court when the trial was begun was that it had made no charges against Johnson; that it had not called Johnson a grafter, or had maliciously intended to do so.

## NEVER TOOK THE RISK.

Stuart H. Perry, publisher of the Adrian (Mich.) Daily Telegram, writes:

"I don't know if I could get along without THE FOURTH ESTATE; I never tried."

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

**THE CONSOLIDATED PRESS CLIPPING CO.**

115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.



THOMAS REES.

PUBLISHER OF THE SPRINGFIELD STATE-REGISTER AND NEW PRESIDENT OF THE ILLINOIS DAILY NEWSPAPER ASSOCIATION.

## PRICE CURRENT SOLD.

A deal has been closed for the sale of the Price Current, of Cincinnati, of which Charles B. Murray, former superintendent of the Chamber of Commerce, is editor and publisher. It is understood that the publication, which is devoted to live stock, grain, etc., is to be taken over by the Hay & Grain Publishing Company, a Chicago concern.

Mr. Murray has been the publisher of the Price Current since 1872, and poor health is now the cause of his retirement. It is the purpose of the new owners to maintain the established characteristics of the paper.

## GREATER SOUTH DES MOINES.

Des Moines will soon have a new newspaper under the title of the Southsider. It will be a weekly publication, edited and published by Charles Pumphrey. The chief pur-

pose will be to boost for a bigger and better South Des Moines. No plans have been made other than the announcement that the paper will be published, but it is stated that the Park Avenue Improvement League will contribute largely to its support.

## EDITOR SUES EDITOR.

A. D. Duchow, editor and publisher of the Sonora (Cal.) Independent, has brought suit for \$25,000 against A. Van Harlingen of the Sonora Union Democrat.

In the recent campaign Harlingen was candidate for the assembly, while the competing newspaper espoused the candidacy of Mr. Clarke, who was elected. Consequently much of the discussion of the campaign revolved about the editors of the two papers in question with the result that the Democrat was alleged to have made slanderous statements.

## NEW YORK AMERICAN'S TITANIC FUND.

Announcement was made on Thanksgiving Day of the disposition of the great Titanic Relief Fund, which William Randolph Hearst started and in connection with the New York American raised a total of \$62,020.47. Through the fund, a great number of half orphans and widows will be assured of a good start in life. In some cases money is given outright, while in others, to insure the children against any bad business judgment on the part of their mothers, trust funds are being created.

To make their Thanksgiving Day mean something to them, the managers of the fund telegraphed the good news to many of the widows who might now be without homes had it not been for the generosity of the public in providing for them through this and other funds.

A request was made by the Woman's Relief Committee at the time of the sinking of the Titanic that the New York American Titanic Fund be held in reserve until the widows were settled in their minds as to what they would do. For some months the work of investigation has been going along and information has been exchanged with the Red Cross Society and with the London Lord Mayor's Fund and now the awards are made.

The committee having charge of the New York American Titanic Fund consisted of William B. Joyce, president of the National Surety Company; C. M. Zion, also of that company; Mrs. Nelson Henry, Mrs. E. B. Brunner and Mrs. William Randolph Hearst, all of whom served on the Woman's Relief Committee, and Victor A. Watson and G. W. Langdon, representing the Hearst newspapers.

The Red Cross and the New York American fund are to care for all persons who remained on the two American Continents, including British possessions here, such as Canada. The Lord Mayor's fund was to care for all other cases.

All the survivors were traced and were invited to file requests with the New York American's fund. They were finally divided into two classes. Class 1 was made up of widows and orphans and Class 2 of sisters, mothers and other relatives of lost persons. In some of the latter class it was found that the relatives were wholly or partly dependent upon the persons who were drowned.

The American will keep open for inspection all reports, affidavits, letters, applications, and other memoranda connected with the fund. These papers may be seen by any person who contributed to the fund or in any way helped through participation in benefit entertainments to increase its total.

The final items of the fund, which are not covered in the reports previously made public, went to the establishment of trust funds to enable a number of widows to embark in business enterprises through which they might become self-supporting, and to provide education for a number of orphaned children.





THE DENVER TIMES' NEWSBOYS.

### SOME NOTES OF THE CRAFT IN CONNECTICUT.

Residents of Walnut Beach, a winter-summer resort, near Bridgeport, are arranging a reception for Frank E. Nolan, sporting editor of the Bridgeport Standard, who has recently joined their colony as a commuter. He has already announced that he plans to run for warden at the next election, promising a police force, fire department, dance halls and sewers, all of which have been received with much enthusiasm by the city exiles spending the nights there. He has received assurance that there will be no opposition candidate, as any one wanting the job of hearing the numerous complaints can have it uncontested.

James E. Kerrins of the Bridgeport Standard's city staff has been a guest of relatives in Waterbury.

Clarence P. Beers, Sunday editor of the Bridgeport Post, has again assumed his duties after being confined to his home by illness.

Lester J. Cargill, covering the police beat for the Bridgeport Post, has returned from South Norwalk, where he was called by the serious illness of his mother.

Miss Grace Benham of the Bridgeport Standard's proof desk, passed a Thanksgiving vacation with relatives at Woodbury.

The Stratford Times is making a feature of a series of stories founded on experiences of a newspaper man, written by Clarence M. Agard of the Bridgeport Standard.

Kenneth B. Crandall of New Haven has become sporting editor of the Bridgeport Morning Telegram, filling the vacancy caused by the resignation of James H. Haberlin.

The newly established Stratford Times, of which Louis E. Peck is editor and publisher, is supporting the reform movement in that town and demanding that the town officers do their duty in enforcing the liquor and social evil statutes.

Louis Reilly, formerly city hall reporter for the Bridgeport Evening Post, is now covering the same beat for the Evening Farmer.

Bert E. Barnes has resigned as city hall reporter for the Bridgeport Evening Farmer to join the New York Press, covering the state of Connecticut in the interests of the Progressive party. It is in-

tended to make a feature of this news. He will continue to make Bridgeport his home.

The timely cartoons in the Stratford Times, that have been attracting much attention, are from the pen of Charles E. Wheeler of Stratford, better known as "Shang" Wheeler. Several of his cartoons have been on the recent series of wrecks on the New Haven road and have been particularly apt.

E. T. Davis, Associated Press operator for the Bridgeport Standard, is passing a vacation with relatives in northern Connecticut.

C. J. Haynes, Associated Press operator for the Bridgeport Morning Telegram, has been passing a brief vacation in New York. A number of automobiles were looked over, tentative plans being made for securing one to ride to and from his home in Stepney.

### MILLIGAN BUYS PAPER.

The Bradford (Pa.) Era, one of the best known morning newspaper properties in western Pennsylvania, has been purchased by J. W. Milligan from Messrs. D. A. Dennison and Bryan.

A predilection for newspaper work seems to run in the Milligan family, for Mr. Milligan's son, Carl G. Milligan of Spokane, is former editor of the American Theater Show News. He is now manager of the American Theater, Spokane, and does his own press agenting in a rarely capable manner, and can always put up good stuff that will "get by."

### PENNELL'S DRAWINGS.

The Panama Canal series of drawings that recently appeared in the New York Times are now on exhibition among the etchings and lithographs of Joseph Pennell in the Fine Art Society's Gallery, London. They form an outstanding feature of the exhibition. Mr. Pennell will give a lecture before the Society of Arts on December 18 on his work with special reference to the Panama series.

### A GEORGIA INFANT.

The Fitzgerald (Ga.) Press has just appeared. The owner is Wright Paulk, a local man. The paper is under the editorial charge of W. G. McNelly of Atlanta.

### CHRISTMAS STAMPS ON MAIL.

In view of the general practice of affixing non-postage "Christmas" stamps or other adhesive charity stamps or labels to articles mailed during the Christmas season, the Post Office calls attention to the fact that no adhesive stamps, or imitations of stamps, of any form or design whatever, other than lawful postage stamps, may be affixed to the address side of domestic mail matter, but that such adhesive stamps, provided they do not in form and design resemble lawful postage stamps, and do not bear numerals, may be affixed to the reverse side of domestic mail matter.

All domestic mail matter bearing on the address side, adhesive stamps, or imitations of stamps, other than lawful postage stamps, will be returned to the sender, if known; otherwise they will be forwarded to the division of dead letters.

The following countries refuse to admit to their mails articles bearing non-postage "Christmas" stamps or other adhesive charity stamps or labels:

Austria, Norway and Portugal, if they resemble regular postage stamps.

The following countries, unless postage thereon is prepaid, and unless the non-postage stamps are affixed to the back and not to the address side of the covers:

British East Africa, Uganda, Antigua, Barbados, Bermuda, British North Borneo, Cayman Islands, Cyprus, Gold Coast, Dominica, Falkland Islands, Gambia, Gibraltar, British Honduras, Guatemala, Union of South Africa, Jamaica, Mauritius and dependencies, Montserrat, Nevis, Southern Nigeria, Saint Christopher, Saint Lucia, Saint Vincent, Seychelles, Sierra Leone, British Somaliland, Trinidad, Turks and Caicos Islands, Virgin Islands, Germany, Great Britain, Southern Rhodesia.

Unless the foregoing conditions are complied with articles bearing non-postage stamps will not be despatched from this country, but will be returned to the sender, if known, otherwise they will be sent to the division of dead letters.

To preclude delay in handling articles bearing such stamps the covers of the articles should bear the full name and address of the senders.

Lynn, Mass., is to have a new daily, known as the Telegram.

### STARTS BANK ACCOUNTS FOR ITS NEWSIES.

D. C. Frame, circulation manager of the Denver Times, did something Thanksgiving Day that set the town talking. The biggest and happiest Thanksgiving treat ever accorded the little street newspaper salesman was arranged for; instead of free papers or a dinner, each boy was presented with a brand new bank book made out to him and showing the record of \$1 deposited at the Hibernia Bank, as the beginning of a savings account.

Many of the boys are frugal and with the impetus of a bank account already started, the Times believes that many of them will begin the accumulation of funds sufficient at some later date to start them in business.

### MAGAZINE AD MEN TO HOLD ANNUAL BANQUET.

The Representatives Club of New York will hold its annual banquet at Louis Martins, in the Greek Room, next Friday evening. An elaborate program has been arranged. The speakers will include W. H. Johns, of the George Batten Advertising Agency; Walter Page of Doubleday, Page & Co.; Irwin Cobb, the humorist, and other well known men.

Special arrangements have been made to have present Maurice and partner for dancing features; a quintette of negroes with music, etc. Special stunts by members of the Representatives Club will be interspersed with songs and dances.

"A Daily Newspaper for the Home" THE

## CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday. Strong local and national circulation. Dependable, honest advertising. Undoubtedly the most closely read newspaper published.

For advertising rates address CHRISTIAN SCIENCE MONITOR, Boston, Mass. New York office, 1 Madison Avenue. Western office, Peoples Gas Bldg., Chicago

## ADVERTISERS' BIG CONVENTION.

TWO DAYS TO BE DEVOTED  
IN JANUARY TO MEET  
IN SYRACUSE.

The thirteenth annual convention of the Association of American Advertisers is to be held at the Onondaga, Syracuse, N. Y., on January 28 and 29, 1913.

It is planned to devote part of each day to open sessions at which all advertisers, though not members of the association, will be welcome, and when there will be present representative publishers in the magazine and newspaper fields, agency men, and a goodly mixture of invited guests, representing every department in advertising.

It is the idea to hold the annual banquet on the night of January 28; the plans provide for three speakers of national reputation with real messages for every man present.

This coming "3 A" Convention will differ from most assemblies of advertising men in that no time will be allotted to any man for boosting his own individual interests and all speakers will be warned that they must get down to brass tacks with both feet on the ground at all times. This convention is not assembling to hear orations, but is after facts and they will be presented in a new way.

On the evening of January 29, the members and their guests and visitors will be entertained at an informal reception by the "S A M" Club in the new club rooms.

Invitations will be issued to a large list of men in the advertising field and as a matter of fact, everyone will be welcome at the meeting.

W. B. Cherry of Merrell-Soule Company, Syracuse, is chairman of committee on arrangements, together with Messrs. Drake of Buffalo; Bruch of Chicago; and Barnum of Syracuse. The chairman suggests that it will be wise for persons intending to visit Syracuse at the time of the convention to make reservations at the Onondaga, which is bound to be filled during the two convention days with advertising men coming from Coast to Coast.

### ENDS STRENUOUS LIFE.

The Plattsmouth (Neb.) News-Herald, which has had a checkered career for twenty-one years, Saturday folded its tent and quietly withdrew from the newspaper field. The mortgages sold the plant to R. A. Bates, publisher of the only competitor the News-Herald had in the county seat, the Plattsmouth Journal.

### GEIGER'S NEW POSITION.

Joseph P. Geiger has been appointed assistant manager of the classified advertising department of the Chicago Examiner. Mr. Geiger for the past six years has been engaged in publishing and advertising work and was for a good part of his time with the old Chicago Chronicle.



HUGH E. AGNEW,  
MANAGER OF THE CANTON LEDGER.

### WAKING UP AN ILLINOIS COUNTY.

Hugh E. Agnew is the manager of the Canton (Ill.) Daily Ledger, the newspaper that recently made its debut rather auspiciously in Fulton County. Before the Ledger was five weeks old its publishers were able to announce a circulation of more than 3,000 paid subscribers, secured on a straight soliciting plan without inducements of any kind, but by putting out a newspaper that took with readers on its merits.

In Mr. Agnew the Ledger has the benefit of a manager with an extensive newspaper and business experience. After starting "sticking type" on the Hillsdale Collegian when a school boy, and serving as business manager of the college paper at Ypsilanti, he acquired a varied experience on Michigan newspapers. In 1903, the year after graduating from the University of Michigan, he bought the Dowagiac (Mich.) Republican. He was also interested in the Benton Harbor Twin City Blade for a time, and in 1908 he combined the Dowagiac Republican with the Herald, and with A. M. Moon published the Daily Herald and Weekly Herald-Republican for about two years.

When he sold out his interest he entered the mail order printing and binding business, which he left to go to Canton to take charge of the Ledger. He expects to have the paper in the 5,000-class by January.

The Ledger Company is headed by U. G. Orendorff as president. Mr. Orendorff is also a member of the agricultural implement firm of Parlin & Orendorff, of Canton. A. J. Slaton is in charge of the editorial department. Samuel T. Hurd is advertising manager, W. S. Scott, circulation manager, and J. Ross Arnold, mechanical superintendent. The foreign representation is in the hands of A. W. Allen, Tribune Building, Chicago.

### INCREASING ITS FORCES.

The Hanniss Jordan Company, of New York, publishing the Magazine Maker, has added to its forces Russell E. Smith, a newspaper man and author of short stories and photo-plays. Mr. Smith, associated with Herbert C. Hoagland of Pathe Freres, will take charge of the scenario department of the company. Mr. Smith was formerly with the United Press and has been a free lance magazine writer for some time.

## THE FIELD OF THE NEWSPAPER.

FROM THE VIEWPOINT  
OF A NATIONAL  
ADVERTISER.

Some points that newspaper publishers must explain more clearly in their solicitation of more business from national advertisers were discussed by Harry Tipper, advertising manager of the Texas Company, in his address before the Six-Point League, of New York, on "The Field of the Newspaper." From the viewpoint of the national advertiser Mr. Tipper considered some of the newspapers' alleged limitations and shortcomings. He said:

"The newspaper on account of its position and the character of its reading pages, without respect to its policy, is of necessity a concentrating force having a tendency to consolidate the force of the advertising on one community, and consequent-



HARRY TIPPER.

ly produces a more rapid, a more thorough and a more effective local stimulation. It is to be doubted, however, whether there is much affect carried beyond the borders which naturally limit the newspaper published in any one particular place. The readers of the newspaper involve all classes, and consequently, the proportion of readers of the newspaper which belong to any particular class or another, represent only a very small proportion of the total.

"In fact, the strength of the newspaper as an advertising medium lies in the same plane as its strength as a general news medium. It carries to the people those items of interest which in general appeal to the whole community; it cannot devote more than a modicum of space to inter-

Continued [on SEVENTEETH PAGE.



## IMPROVING THE PRESS.

Frank A. Munsey continues to improve his New York Press. A new twelve-page fiction section, which is in many respects unique in its field, has been added to the Sunday edition. The Sunday Press also contains eight pages of dramatic news with cuts, and it is to introduce some new ideas in dramatic features. The staff of the Sunday Press has been considerably enlarged in the art and editorial departments. It is also printing many handsome pictures, catering principally to women readers.

Glenmore Whitney Davis, dramatic critic of the Press, has resigned and is succeeded by Wendell Phillips Dodge.

Harry P. Staton is now the art manager of the Press, leaving the Globe, where for some time he filled a similar position.

Eleanor Ames is also a new addition to the Press forces. She was formerly with the Mail and the American.

## CHARGE UP FRANKING.

EDITOR THE FOURTH ESTATE:

SIR: Why not introduce a separate kind of stamp to be used by the departments and by others who have franking privileges?

Make it compulsory upon these to use the same kind of envelopes as heretofore, and, in addition, to stamp their letters, etc., with these stamps according to the regular mailing rates.

The stamps would be supplied free of charge to all entitled to them against their vouchers.

The books of the Post Office would then show how much free work it does for other branches of the Government. They would also show that the Post Office works with a profit, and not with a deficit. Congressmen would perhaps become a little more careful in the use of the franking privilege.

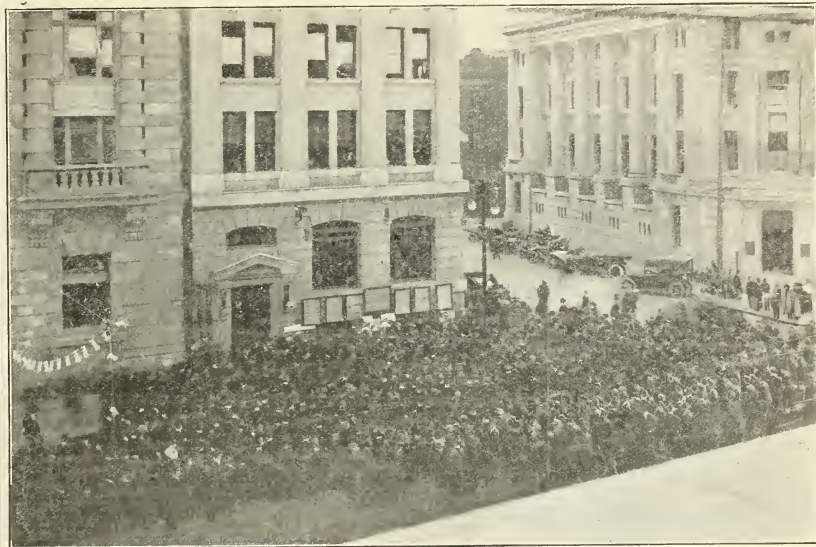
I wonder whether this could not be done without legislation by simple Post Office regulation? B. D. S.

## REALE GOES TO PRISON.

Felice Reale, editor of the L'Italao Americano, of Trenton, has been sentenced to the Mercer County workhouse for a period of eighteen months by Judge Gnichtel in Mercer Court. Reale was given a year for assault and six months for carrying concealed weapons. He was also fined the costs, \$107.68. In sentencing him Judge Gnichtel stated that he gave careful consideration to the verdict of the jury and also made an outside investigation, and was satisfied that he could not pay any attention to his request for a probation sentence.

Reale's trouble is directly traceable to his writings as the editor of the paper. He printed a story detrimental to the character of Gerardo Perugini, who demanded an explanation. The demand resulted in his being shot by a bullet from a revolver in the hands of Reale.

The Mount Carmel (Ill.) Register has recently installed a new press and new type equipment.



WATCHING THE WINNIPEG FREE PRESS' WORLD'S SERIES BASEBALL BULLETINS.

## NEW McCLURE OFFERINGS.

The McClure Syndicate is now offering a service of illustrated fashion articles by Anne Rittenhouse, well-known as one of the leading authorities in that line.

Miss Rittenhouse goes to Paris twice a year and has a regular representation there, including an artist and three women assistants. She furnishes a double page for Sunday and one-and-a-half columns daily.

The Rittenhouse articles, which have been appearing in the New York Times, will be transferred to the New York Sun, and among other papers that have already signed up for them are the Philadelphia Ledger and Chicago Tribune.

The McClure Syndicate has also signed a contract with Jack Rose, the gambler, covering his entire output for one year. Rose is writing a book of one hundred thousand words, entitled "Twenty Years of the Underworld," which will appear first in the shape of page stories through the McClure Syndicate.

First on the list of papers to order the Rose series is the New York American. Rose in his articles will have nothing to do with the Rosenthal murder, but will cover the subject of graft in general, wire-tapping, shop-lifting, white slave traffic, etc., subjects on which Rose may be said to be as expert an authority as J. Pierpont Morgan on finance.

## LOST IN FIRE.

The building occupied by the Jonesburg (Mo.) Journal was destroyed with all its contents in a fire that swept part of the business section of the town last week.

## THE BALTIMORE JOURNAL RESUMES PUBLICATION.

Judge Stump in Circuit Court No. 2, at the request of the receivers for the Baltimore Journal Publishing Company, Inc., issued an order continuing the publication of the two editions controlled by that company—the Baltimore Journal and the Sonntags Post.

The receivers submitted the fact that both publications are now on a paying basis. Edward H. Pfund has been placed in charge of the two publications, and on Tuesday the Journal resumed publication.

## PAPER FOR MINERS.

The latest acquisition to the mining camp of Patagonia, Ariz., is to be a newspaper. This announcement is made by J. B. Price and Wilfred Wadell, who will call their publication the Santa Cruz Patagonia.

## BASEBALL INTEREST IN FAR-OFF WINNIPEG.

The accompanying cut shows how the Winnipeg (Can.) Free Press satisfied the desires of its readers for the scores of the recent world's championship baseball games played in New York and Boston, 2,000 miles away. The publishers of this hustling Canadian paper find it necessary to cater to our national game as much as we do ourselves.

## SCRIBES MAROONED.

Eight newspaper men and their wives, who went to Bermuda with President-elect Wilson, were wrecked on a coral reef Monday night while returning from St. Georges to Hamilton in a sail boat. The boat ran on a reef about a mile off Hamilton and the party was marooned for three hours. They were discovered by the searchlight of the British cruiser Cornwall, which sent out a launch and took them off.

## When Your Customers Want PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

# "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

McCLURE SYNDICATE

McCLURE SYNDICATE

McCLURE SYNDICATE

## PUBLICITY CASE IN SUPREME COURT.

Continued from Second Page.

his face" knew that the object was to prohibit the manufacture of a product while it merely purported to levy a tax.

He also suggested an interpretation that would permit the "advertisement" section to stand as a valid act only as to newspapers in the District of Columbia, or jurisdictions over which the United States has exclusive jurisdiction.

### BECK'S POINTS.

Mr. Beck in attacking the law for the Telegraph made these points impugning its Constitutionality:

The Constitution has not either under the post roads clause or elsewhere delegated to the federal government the power (1) to compel these disclosures and (2) to direct their publication or (3) to compel paid reading matter to be marked as an advertisement.

The Constitution not only failed to give such power but it expressly forbade it by the first amendment, prohibiting any law "abridging the freedom of the press."

The requirement that a certain class of newspapers shall disclose to the public by publication the most intimate details of their business and use their own capital, labor facilities and valuable space for such disclosure is a taking of "liberty" and "property" without due process of law and a like taking of valuable property rights in an assumed public use without just compensation.

Mr. Beck declared that "should the Court sustain the contention of the government in the case at bar, then its great declaration, through Chief Justice Marshall, that Congress may not 'under the pretext of executing its powers, pass laws for the accomplishment of objects not intrusted to the government' will become for many practical and vital purposes a dead letter."

He said there was an alarming tendency on the part of Congress thus to exercise a forbidden power, and he spoke of this tendency as one of the problems of the day.

Mr. Beck, for that complaint-appellant, said in part:

"The construction which the Solicitor-General has attempted to place upon this unambiguous statute in order to save its constitutionality, does plain violence both to the letter of the statute and the clear indications of its meaning and purposes, as disclosed by its proponents in Congress."

The act in itself is plain and unambiguous. It is made "the duty of the editor, publisher, business manager or owner of every newspaper" to comply with certain requirements, and failure to do so subjects the publication to denial of "the privileges of the mail"—not the advantages of second class rates only, but the "privileges of the mail."

Accepting, for the sake of argument, the Solicitor-General's interpretation, I still contend that Congress may not utilize the advantages of second class rates to induce a newspaper to submit to unconstitutional requirements.

Congress can neither enlarge the powers of the federal government over the newspaper press by the dures of exclusion from the mails, nor can it do so by bribing the press by the offer of special rates.

This case and the contention of the government therein has drawn the issue very sharply between arbitrary and unrestricted government and a restricted and free government.

Mr. De Forest of New York, Tuesday introduced in the House a bill repealing the publicity section of the bill. Senator McCumber of North Dakota has introduced a similar measure in the Senate.

Senator McCumber said he was actuated entirely by protests he has

**JACK ROSE** has written six of the Greatest Sunday page stories ever written. They deal with the under-world. Are as interesting to readers of any city as to those of New York. Women will be as much interested as men.

The New York Sunday American has purchased the series. That means more than a page ad.

**WIRE** for prices and reservation of territory. First release December 29th.

McCLURE NEWSPAPER SYNDICATE, NEW YORK CITY

received from proprietors of small country newspapers. He is satisfied, he said, that the legislation is ill-advised and that it will work hardship on the small country publications. An objectionable provision is the one that requires publication of the paper's mortgaged indebtedness.

Some of the publicity features imposed on newspapers were slipped into the bill while it was in conference and barely were considered on the floor of the Senate. In the House the impression seems to be growing that some of the features of the law are unjust and constitute a class discrimination against the newspapers.

It practically is certain that Senator Bourne, chairman of the Senate Post Office Committee, and Senator Bristow of Kansas, who are said to have favored the legislation will oppose any effort to repeal it.

Some of the members who are opposed to it believe, however, that it might be a good idea to allow it to remain on the statute books until the Supreme Court has passed upon the constitutionality of the proposal.

### PANA DAILY HERALD.

The Pana Daily Herald is the latest addition to the ranks of daily newspapers in central Illinois. The new paper is Republican in politics. It presents a creditable appearance, both mechanically and from an editorial standpoint and is generously patronized by Pana advertisers.

Arden Northrup, formerly of Griggsville, is the publisher, and the editorial department is in charge of Orville S. Storm, a young newspaper man of Shelbyville.

### WITH THE A. P.

J. H. McKechnie has become night editor for the Associated Press in Spokane, succeeding George A. Roberts, who is now doing special work for the Spokane Chronicle.

J. C. Royle continues to act as correspondent of the Associated Press at Spokane.

J. Leon Miller, for ten years connected with the Associated Press' telegraph department in St. Joseph, Mo., has gone to the Kansas City office.

### SPHINX CLUB DINNER.

The committee on arrangements for the next monthly dinner-meeting of the Sphinx Club at the Waldorf Astoria on the evening of December 10, states: "We have a trio of spellbinders in the speaking line that will not only make you sit up and take notice but will have you on your feet cheering."

The trio consists of Frank Jewel Raymond of St. Louis, educator of salesmen and saleswomen who will talk on "Backing up the Advertising"; Harry Tipper, advertising manager of the Texas Company, president of the Technical Publicity Association and lecturer in the advertising course in the New York University, whose topic is "Psychology in Advertising"; and F. H. Ralsten, sales manager of the Butterick Company, who will talk on "The Development of National Advertising Campaigns."

### VISITORS NEAR INJURY.

Antonio San Miguel, owner of La Lucha and La Prensa, of Havana, Cuba, and his wife, who are visiting in New York, had a narrow escape from injury in a runaway accident Monday. While alighting from their automobile in front of the Hotel Netherlands, a team of horses ran full tilt into their machine and then swerved on the sidewalk and were almost on top of the Cubans when a policeman stopped them. The San Miguel car was damaged, but the occupants escaped with only a scare.

### "AD MAN" ARRESTED.

J. R. Patterson, suspected of swindling lunch club and beauty shop owners by soliciting and collecting for mythical advertisements, has been arrested in Chicago and is held pending identification by alleged victims.

Patterson was arrested on description given by George T. Bindbeutel, editor of the Aerial Age, official publication of the Aero Club of Illinois. Patterson is said to have obtained money from Gervaise Graham and Madam Clara Le Troupe, representing himself as agent for the Aerial Age.

### WASHINGTON'S DEATH.

Publication of an item in Chicago the other day about the copy of an old newspaper called the Missouri Gazette, published in St. Louis in 1808, has brought to light an even older paper owned by a Chicago resident. J. A. Piper has a copy of the Ulster County Gazette, published at Kingston, N. Y., on Saturday, January 4, 1800, by Samuel Freer & Son. It is a four-page issue and the two middle pages bear a black border in respect to George Washington, of whose funeral services and burial it contains a long account.

The principal news in the issue begins: "On Wednesday last the mortal part of Washington the Great—the Father of his Country and the friend of man—was consigned to the tomb with solemn honors and funeral pomp." Then follows an account of the large crowd that attended Washington's interment at Mount Vernon.

Following this is a poem on Washington "by a young lady."

Elsewhere in the issue is a report of the proceedings of the American Congress on Tuesday, December 10, 1799. Messrs. Bayard, Marshall, Seward and others were appointed a committee relative to a revision and amendment of the judiciary system.

There is also printed a communication sent by the House of Representatives to John Adams in answer to his information concerning the death of Washington.

### ALBANY JOURNAL CASE IN COURT.

Justice Rudd has reserved decision in the action of Attorney General Carmody against the Albany (N. Y.) Journal to recover money paid to that company for the alleged dual publication of session laws while the Journal was a state and county newspaper.

It was charged that but one publication was made and that both the state and county were charged for it. From the state bills aggregating \$81,876 were paid and from the county \$12,497.10. The latter was a subject of the recent investigation and after a demand was made for the return of the money and refused the action was started.



## SHINGTON POST: TUESDAY, OCTOBER 22, 1912.

## ECOCKS AROUSE A HOTEL.

n's Pets Smuggled Into New  
Hostelry Are Not Appreciated.

"k, Oct. 21.—"Urk-urk-eeeeee!"

The tenth floor of the Hotel  
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## THE POST FILES STATEMENT

In Compliance With Postal Law of  
August 24, 1912.

In accordance with the act of August 24,  
1912, relating to the postal laws and regu-  
lations of the United States, which re-  
quires that a sworn statement of the  
ownership, management, circulation, &c.,  
of daily newspapers shall be filed with the  
Postmaster General and with the post-  
master of the city in which such news-  
papers are issued, and that a copy of the  
statement shall be printed in the second  
issue of such newspapers printed next  
after filing of such statement, The  
Washington Post publishes, as follows,  
the sworn statement it has made:

Statement of the ownership, management,  
circulation, &c., of The Washington  
Post, published daily and Sunday, at  
Washington, D. C., required by act of  
August 24, 1912:

Editor, John R. McLean; managing edi-  
tor, William P. Spurgeon; business man-  
ager, Edward McLean; publisher, The  
Washington Post Company, John R. Mc-  
Lean president.

John R. McLean and John F. Wilkins  
majority stockholders, owning over 1 per  
cent of total amount of stock.

Known bondholders, mortgagees, and  
other security holders, holding 1 per cent  
or more of total amount of bonds, mort-  
gages, or other securities, none.

Average number of copies of each issue  
of this publication sold or distributed,  
through the mails or otherwise, to paid  
subscribers during the six months pre-  
ceding the date of this statement: Daily,  
5,273; Sunday, 4,137. Copies through car-  
riers, newsboys, country and suburban  
agents, &c., nearly all copies being deliv-  
ered to regular subscribers or readers:  
Daily, 23,177; Sunday, 45,173. Total: Daily,  
24,397; Sunday, 49,376.

(Signed.) EDWARD McLEAN,  
Business Manager.

Sworn to and subscribed before me this  
21st day of October, 1912.

(Seal.) WM. K. NOTTINGHAM,  
Notary Public.

My commission expires July 22, 1913.

## SECRETARY KNOX RETURNS.

As Ranking Member of the Cabinet He  
is "Acti" "sident."

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Daily 34,397  
Sunday 49,376

THE WASHINGTON POST issues but one edition each morning—there is no duplication of circulation.

THE WASHINGTON POST is the only 2 cent paper in Washington.

THE WASHINGTON POST is edited and managed to appeal to the people whose confidence and approval is worth winning—the people who have the means to satisfy their desires.

*hue* *Beare*

NEW YORK

BOSTON

CHICAGO

## BUSINESS OPPORTUNITIES

**\$75,000 buys rapidly growing southern newspaper property. Record of annual profit of over \$77,000. \$35,000 cash necessary. Proposition F. D.**

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York.

## MACHINERY FOR SALE.

FOR SALE—3-deck press, prints 4, 6, 8, 10, 12, 14, 16, 18, 20, 24 pages. Overhauled and rebuilt. Will sell at very low price. The GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—4-deck press, prints 4, 6, 8, 10, 12, 14, 16, 20, 24, 28, 32 pages. Will be overhauled and rebuilt. The GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE—One Flat Bed Perfecting Press, prints 4, 6, 8 pages. Will be overhauled and rebuilt. The GOSS PRINTING PRESS CO., CHICAGO, ILL.

FOR SALE: One Model No. 4 Linotype, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices, Jackson & Bell, Wilmington, North Carolina.

**JOB PRINTING PLANT FOR Sale.** Established eight years. No junk. Owner will retire. Invoice \$2,400. Price, \$1,375 cash. Wheeler Printing Co., Springfield, O. OBIT.

## RECENT INCORPORATIONS.

ROCHESTER, N. Y.—Burden & Salisbury, general advertising; capital, \$30,000; incorporators, Byron A. Johnson, Stanley S. Burden and A. H. Salisbury.

NEW YORK.—M. F. Levy Company, general advertising; capital, \$10,000; incorporators Benjamin B. Levy, M. E. Friend and Paul T. Davis.

Advertising & Selling Company, Inc., formed by Consolidated Trade Magazine and the Advertising & Selling Company, of Manhattan; publishers: capital, \$60,000; incorporators, Robert C. Gilmore, James Lane Allen and J. T. Emery, 71 West 23d street, New York.

Sphere Publishing Company, Inc., of Manhattan, capital, \$150,000; incorporators, Thomas Kavanaugh, F. I. Connelly and Tristram Tupper, 568 East 166th street.

## TAFIT'S BIG CONTRIBUTION.

Charles P. Taft proprietor of the Cincinnati Times-Star, and brother of the President, led the contributors to the Republican campaign fund with \$150,000, according to the final statement of the Republican National Committee, filed with the clerk of the House. The total contributions received reached \$904,828. The expenditures were \$900,363 for speakers, salaries, advertising, rent and other purposes, including \$75,000 to the American Association of Foreign Newspapers.

## HELP WANTED.

## Salesmen Wanted

by an Eastern Printing Press Manufacturer, two first-class salesmen with successful records in the sale of printing machinery; one for East and one for West. Excellent opportunities for good men. State full particulars, age, and salary. Address "Confidential," care The Fourth Estate.

Correspondent Wanted  
In New York

for a French newspaper in Canada. Give full particulars in first letter. Address French, care The Fourth Estate.

Sporting editor wanted for Bridgeport, Conn., daily. Must understand basketball boosting. Eighteen dollars to start. Address Sport, care The Fourth Estate.

## MISCELLANEOUS.

UNITED STATES  
SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
BRANCHES:  
730 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## IN CONTEMPT OF COURT.

A. H. Ogle, editor of the Daily Illinois, the student publication of the University of Illinois, was fined \$10 in costs by Judge Philbrick in Champaign for contempt of court, the offense being an attack on the grand jury recently in session. Ogle criticised the jury for acting against students in the recent celebration of a football victory. The judge advised that he give his next article of a similar nature to a lawyer before printing it. He added that his ignorance had kept him from more severe punishment, but that a repetition of the offense would draw down upon him the limit penalty.

## PARIS EDITOR SHOT.

What is believed to have been an act of vengeance on the part of a surviving member of the notorious Bonnot gang of anarchists, which early in the present year terrorized Paris, occurred in Montmartre Wednesday when an anarchist burst into the bedroom of M. Ducret, editor of the Free Idea, a newspaper of anarchist tendencies, and shot and mortally wounded Ducret.

The anarchists alleged that Ducret had turned informer while the Paris police were hunting down and exterminating the anarchist band. Ducret, as he lay dying, accused an anarchist named Lacombe of being the assassin.

## FOR BULL MOOSERS.

Leaders of the Progressive Party in New Hampshire and Vermont are considering plans for starting a party newspaper in Brattleboro, Bellows Falls or Keene, with the chances favoring Bellows Falls, since there is only one paper published in that town. It is understood that about \$8,000 has already been subscribed for the project.

Washington, Ill., now has only one newspaper as the result of the Post and News combining.

## SITUATIONS WANTED.

## PUBLISHERS!

DO YOU WANT ME?  
I AM DIFFERENT!  
I NEVER SAY CAN'T!  
I DO NOT MAKE EXCUSES,  
INSTEAD, I MAKE GOOD;  
I CLIMB MOUNTAINS;  
YOU SET THE MARK  
AND THE TIME, I REACH  
THE MARK AT  
THE TIME STATED.

Three publishers who have employed me during the last nine years each say that I am the best circulation manager they have ever known. They are big men too: Let me write to you personally: Address, "Exception," care FOURTH ESTATE.

## Business Manager

I have been managing daily newspapers of from 2,000 to 30,000 circulation for 12 years on salary basis alone; have had practical experience in all branches. Now want management of daily (South preferred) with opportunity of paying for all or part of stock out of increased earnings as result of my efforts; would consider adv. end only; I know personally all national advertisers and agency men; best of references; no field too difficult. Address A. S. L., P. O. Box 861, Los Angeles, Cal.

Young man of unusual  
ability and high character,  
with some experience in  
Editorial and Circulation

departments, now making good as Advertising Solicitor (handling heaviest run) on paper of 50,000 circulation, wants to arrange for a personal interview with the publisher looking for material for a business or advertising position. Address W. G. A., care The Fourth Estate.

GENERAL NEWSPAPER AND  
MAGAZINE MAN.

Young man of 20 years old, eight years' experience on newspapers and magazine, desires a change of position in or near New York City. Best practical references. Address, EXPERIENCED, Room 4, 45 East 42nd Street, New York City.

WANTED—Young married man, with 10 years' experience in the business end of daily papers, would like to take charge of business on small or large paper; can furnish best of references as to ability and character. Address C. Keisch, General Delivery, St. Joseph, Mo.

## Newspaper Pressman

Looking for position as foreman on daily, any state. Have made good in New York City for years. References as to reliability and competency are of the best. Address Web Pressman, care The Fourth Estate.

## Circulation Manager

with over ten years' successful experience on morning and afternoon papers, desires to make change. Ability and reliability vouched for by some of the most successful newspaper men. Address RESULTS, care The Fourth Estate.

Young man (29), ten years' experience in the newspaper business (advertising and publication), six years and at present with New York daily, desires position on paper of 10,000 circulation in New York. Fully competent to take charge of publication under supervision of manager; act as general manager of circulation; charge of classified advertising, or like position. Reference—the best there is in this business. Address C. H. B., The Fourth Estate.

An assistant circulation manager, at present employed, is looking for a position as circulation manager on some small daily or assistant circulation manager on a large daily. He is thoroughly familiar with modern methods in the circulation department, handling of canvassers and premiums, and is confident he can make good. Address R. C. H., Fourth Estate.

## SITUATIONS WANTED.

Want or Classified Advertising  
Manager Wants  
Position.

Fifteen years' experience as a "Want Ad" and Classified Advertising Manager should mean much to some enterprising paper wishing to build up the WANT Advertising end of their paper. Upon receipt of reply to this advertisement I will furnish full information regarding my experience, ability and integrity. Come at me at once if you want the services of a man who knows the "Want Ad" business. Address George, care The Fourth Estate.

A good live wire circulation man desires to make change and is open for position as circulation manager on metropolitan daily. Ten years' experience. Strictly reliable and able to show results. Steady habits and on the square. Address Box F. A. P., care THE FOURTH ESTATE.

## Pressroom Foreman

thoroughly familiar with all makes of web presses, competent in all the essentials that prevail in newspaper pressrooms, desires position where ability and energy counts. References given. Please state nature of your work and press equipment. Address, Pressman care The Fourth Estate.

## Circulation Manager

would like to connect with live daily. Thoroughly capable, an energetic worker and a producer of results at minimum cost. References furnished. Address B. H., care of The Fourth Estate.

Position desired as Business or Advertising Manager on newspaper in Middle West by young man with fifteen years' experience in newspaper work. Twelve years on one metropolitan paper. Thoroughly understand every branch of the circulation and advertising departments. Personal reasons for desiring to make change from present position. Address Box A. B. C., care THE FOURTH ESTATE.

AN AGGRESSIVE, TACTFUL, successful advertising manager now employed on 20,000 daily seeks broader field. Under 30, married. No bad habits. Salary fair, but opportunity and future must be high class. A. A. A., care Allen & Ward, Boyce Building, Chicago.

First-class editorial writer wants first-class position. Able, experienced. Write "R.", care The Fourth Estate.

CHICAGO REPORTER, 34, with city desk, A. P. and business end experience, would like to throw his twelve years of training into some daily in good Western town; strictly high class newspaper man capable of taking editorial charge and injecting new life; no boomer. Address Box 323, 1725 Wilson Ave., Chicago, Ill.

THOROUGH, COMPETENT young newspaperman wishes to locate on a journal that is a paying proposition now. Experienced both metropolitan and otherwise, including editorial, desk, feature and rewrite work. Can prove ability and will go anywhere. Address B. G. H., care The Fourth Estate.

SPORTING EDITOR, NOW on morning daily, desires change to position with better opportunities. Experienced in desk and general reportorial work and will accept position along these lines anywhere. Address Sports, care The Fourth Estate.



## THE FIELD OF THE NEWSPAPER.

Continued from Twelfth Page.

ests which concern only a very small proportion (the covering of such fields on account of this fact have been turned over to publications which deal specially and only with the classes involved). As an advertising medium also the newspaper displays its greatest strength with commodities which are of general interest to the people and in more or less general use.

"Where the commodities are of interest and in use only by a very small and limited class, the power of the newspaper is to a large extent wasted, because its shots are scattered over such a wide number of people in comparison, that the concentrating strength which should be of more consideration is of necessity lost. Outside of the condition which naturally limits a newspaper to a more or less local sphere of influence, the conditions surrounding the newspaper itself, and as a consequence the advertising therein, have resulted in less increase in strength as an advertising medium than the natural advantages of the proposition would warrant. These conditions are:

"The absence of any definite business method of determining rates.

"The absence of any concerted attempt to supervise the character of the advertising accepted.

"While there are a good many important exceptions the newspaper is the last stand of the stock swindler, the real estate swindler, the patent medicine and cure-all fake, and the rest of the brotherhood who have so long taken advantage of the force of advertising to separate the gullible portion of the public from their money for which they do not return value in proportion.

"I have seen in New York City papers advertisements of the sale of the stock by companies who were afterwards pictured on the first page of the same paper on trial for their criminal actions. Inconsistency such as this must of necessity breed that kind of suspicion which affects very seriously the efficiency of all advertising, and from which, if it is ever to take its proper place as an honorable business, advertising must free itself in all reputable mediums.

"It has long been known, and must be recognized by the newspaper publishers themselves, that the smaller newspapers have taken practically any advertising which came along without much attempt to investigate. Were this practice confined to the country weeklies of doubtful value, it might be easily taken care of, but it obtains with some of the largest newspapers in the country and there is apparently neither a tendency nor a desire to materially change their attitude.

"I would not care to have my business office in the same room with a man whose methods were questionable, whose actions were suspicious, and who received his money without giving any value in return. If I would, I could hardly be surprised if the same suspicion should fall upon myself. It is in this kind of company the news-



NEW HOME OF THE HARRISBURG TELEGRAPH.

papers ask the responsible advertiser to place advertisements, which he has been careful to square with the truth of the proposition and which he believes should be believed by the public who read them.

### ABOUT RATES.

"From all the information, investigation and careful study which I have made, I have been unable to find that the rates in newspapers are governed by any regular established method of proportioning, nor are they by any means the same to different advertisers. In an experience with some several hundred mediums of this class I have been interested in the apparent lack of any method of determining the value of any newspaper space per 1,000 circulation.

"A fair price, one price and no discrimination, has become the cry of progressive politicians and of the people in many states. Not a few newspapers have been powerful in leading attacks against discriminations practiced by railroads large manufacturers and others. I see no difference between such discriminations and the practice of the newspaper which charges one advertiser at one rate and another advertiser at so greatly reduced expenditure per line as to be outside altogether any considerations of contract discount.

"The newspaper has a great field. For a great many commodities it is the only medium which will success-

fully concentrate the local effort in such a way as to give the proper sales for the particular commodity in question. In many cases it is of advantage in stimulating local trade. In some cases its very limitations make its value doubtful at the best, and it is not every commodity which can be successfully advertised therein.

"It has a strong position, however, and a large field and no medium can render a more important service in advertising; but the newspaper has neglected to clean its columns, it has neglected to establish its rate upon an equitable basis, it has not squared its business policy with the policy of the editorial department, and if it is to secure the prestige in advertising and the consequent revenue which it should obtain, it will be necessary for it to devote some time and attention to cleaning house in these respects so that the advertiser who has an honest, straightforward business proposition to put out can do so with some knowledge of the company he will keep and the equity of the cost."

### TO BERLIN FOR THE HERALD.

Albert Whiting Fox, of the Washington staff of the New York Herald, has been transferred to the Herald bureau in Berlin. L. E. Brown has been appointed to the Washington staff of the Herald from the Boston Transcript.

### "AT HOME" IN HARRISBURG.

The Harrisburg (Pa.) Telegraph is now housed in one of the handsomest and most complete buildings in its city. Its location is in the very heart of the business district, opposite the post office, overlooking Capitol Park, and less than a block away from the three main lines of the electric railway system of the city.

The new Telegraph building stands on the site of the historic Shakespeare Hall, and is seven stories high, standing on a plot forty-eight by 103 feet. The exterior is designed with extreme simplicity, with a handsome column entrance, bronze escutcheon and Italian marble. The exterior trimming is in Hummelstown brown stone and mottled brick. A large electric clock, with illuminated face tops the structure. The large public lobby is finished in Italian marble and the fixtures are of mahogany.

The Telegraph is published daily evenings, except Sunday, and its publishers have always endeavored to make it clean, up-to-date and reliable. The daily sworn averaged circulation of the Telegraph for the month of October was 23,570, and its average for the first ten months of 1912, 21,155. The Robert MacQuoid Company, New York, and Allen & Ward, Chicago, represent the Telegraph in the foreign field.

### A VETERAN DYING.

William Tabb, an aged negro known in the newspaper circles of Norfolk, Va., for fifty years, is ill in the Norfolk Protestant Hospital. Tabb is the oldest newspaper man in the city. He served his time in the slavery days and then became a pressman on the Norfolk Journal, which later became the Landmark. For a number of years past he has performed sundry duties on the Landmark in various departments and is under pension by S. G. Nottingham since he became too old to work.

### IN BUSINESS CHARGE.

The business management of the Bismarck (N. D.) Daily Tribune has been placed in the hands of Lew Harrison of Minneapolis. George F. McPherson, who has held the position for the last year, has become managing editor of the Tribune. George Weatherhead is now city editor. W. A. Stickley, formerly of the Kenmare News, and Colonel B. G. Whitehead are also members of the Tribune staff.

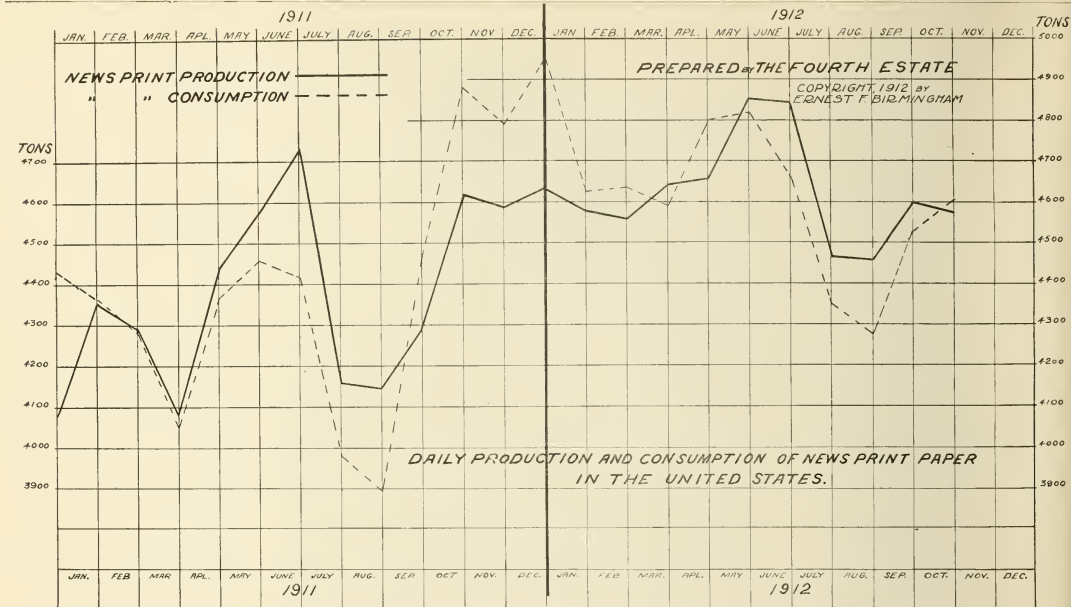
### NOVEMBER

In November the

## NEW YORK TIMES

published 777,581 lines of advertisements, compared with 694,615 lines in November last year, a gain of 82,966 lines.

Clean, honest advertising to the exclusion of fraudulent and misleading announcements.



## PRESERVATION OF PAPER.

RESULTS OF EXTENSIVE INVESTIGATION BY  
JOHN NORRIS.

At the meeting of the committee appointed by the American Library Association to study methods of preserving newspaper files for use of future generations, held at the Montague Branch of the Brooklyn Public Library, John Norris, chairman of the committee on paper of the American Newspaper Publishers Association, submitted the following observations:

"Much has been said recently by librarians about the inferiority of the newsprint paper which goes into bound files of the libraries for the purposes of reference and historical preservation. An examination of the places of storage in the libraries and of the conditions of storage convinces me that while the ordinary newsprint paper may not be in any respect suitable for purposes of preservation, the methods of handling these papers when bound are conducive to deterioration.

"This criticism applies not only to libraries but to newspaper offices and substantially to all places where newspaper files are stored. In many of the libraries, the files are subjected to treatment which deprives the paper of its required moisture. The libraries dry out the newspapers by keeping them in rooms with an average temperature of 70 degrees, which is bound in the course of time to cause deterioration. The artificial heat renders the paper extremely brittle and makes it crumble

like isinglass when handled. Excessive dampness is also disadvantageous.

### HOW IMPROVEMENT MAY BE OBTAINED.

"Improvement in the preservation of these historical records may be obtained:

"By using a printing paper that will endure indefinitely.

"By binding with materials that do not attract minute organisms.

"By storing under conditions (a) that do not deprive the paper of all its moisture; (b) or subject it to excessive dampness; (c) or subject it to chemical action produced by sunshine or gas or artificial heat or similar agencies of deterioration; (d) or propagate insects or other growth.

"In gathering information that relates to the preservation of the printed paper, I have, at the request of newspaper publishers, inquired about the storage and preservation of newsprint rolls which I will also touch upon in this compilation.

"The matter of paper preservation has attracted attention for centuries. Pliny says the ancients preserved their paper and books from moths by washing them with cedar or citron oil. In 1773 the Royal Society of Sciences at Gottingen offered a premium for the answers to questions relating to insects found in records and books. The answers accepted at that time indicated that five insects were destructive and that six appeared to be doubtful. They recommended that bookbinders use glue mixed with alum in place of paste. The ravages of insects vary according to latitude. The cigarette beetle has been described as the most destructive raider upon books. A publication entitled 'Bookworms of Fact and Fancy' gives a list of insects and includes:

"The bed bug, found in wood papers;  
"White ants, found in clay fillers;

"Roaches, after oils and fats in parchment;

"Beetles, in skin bindings;

"Spring tails and Silver Fish, in dry and warm locations;

"Centipedes and scorpions, which prey upon the insects found in libraries.

"These five promoters of paper deterioration may work considerable damage in warm latitudes but in the important libraries which are located in the more northerly latitudes I believe their damage is negligible.

### COMPOSITION OF NEWSPRINT PAPER.

"Newspaper paper is made by the mixture of approximately 75 per cent. of mechanical wood pulp and 25 per cent. of sulphite wood pulp with a slight addition of clay and rosin.

"The agencies leading to decay, according to my limited observation and study, are:

"Artificial heat  
"Gas combustion  
"Sunshine  
"Oxidation  
"Excess of mineral substances  
"Excessive dampness  
"Carelessness in bleaching and inferior materials in binding.

"Mechanical pulp will deteriorate rapidly when exposed to air or light. R. W. Sindall, an English authority, says many of the books printed on wood pulp paper between 1870 and 1880 are in a hopeless condition. With lower grade papers containing mechanical pulp the degradation of color and fibre is inevitable. Clayton Beadle points out that paper which is brittle, when very dry, becomes stronger and more pliant with a certain amount of moisture. With more moisture it loses its power of "felting." There is a point where the maximum strength is obtained. Professor Herzberg, of the German Testing Institute, is credited with the statement that paper containing three to

five per cent. of moisture is at its strongest.

"Newsprint paper will absorb close to 10 per cent. of its weight in moisture. Most of this paper when manufactured contains about five per cent. of moisture or 100 pounds per ton of paper. It is liable to absorb 80 pounds additional of water per ton of paper in transit

Continued on Twenty-seventh Page.

## NEWS PRINT PAPER.

The "satisfactory kind" that runs without breaks and has the right finish for printing well anything from heavy face type to half tones.

**Berlin Mills Company,**

PORTLAND, MAINE.

New York office, 256 Broadway

William B. Dillon J. Santord Barnes

**DILLON & BARNES**  
**ROLL NEWS PRINT**

for high-speed perfecting presses.

2 Rector Street, NEW YORK  
Phone Rector 4955



PROGRESS IN ILLINOIS.

The Lincoln (Ill.) Courier Herald is now installed in its new home, which its publishers consider to be one of the finest printing establishments in the state. The new Duplex press is working, and the company is now operating two daily papers, each with a circulation of over 2,000, and a semi-weekly with a circulation of over 3,000, besides a commercial printing establishment occupying an entire floor.

It is now just two years since Walter H. Niebuhr, president of the Herald-Courier Company, took up work in Lincoln and in that time his business has grown from a \$20,000 newspaper establishment, operating one daily newspaper, into a corporation with an investment of over \$50,000, operating two daily papers, occupying one of the finest buildings in Lincoln. The company now has a battery of four linotypes, a new Duplex press, and seven job presses, besides additional new equipment of every kind.

MOLINE PUBLISHERS ELECT.

The officers of the new Moline (Ill.) Mail Publishing Company are: President C. E. Dietz, a local attorney; vice-president, G. W. Johnson, a large local furniture manufacturer; and C. J. Zaiser, secretary-treasurer. Mr. Zaiser, who has had full charge of the paper for the last four years, will continue in that position. C. J. Peterson is the new cashier.

The Mail has a complete plant, including a twenty-four-page Goss perfecting press, three linotypes, etc. New additions will be made to the plant, the editorial rooms and the working force. Moline is the second largest factory town in Illinois, being the home of steel plows, and includes Deere & Co., a \$65,000,000 corporation; the Moline Plow Company, another large manufacturing concern; and several dozen others of importance.

CLAPP COMMITTEE IS TO HEAR HEARST.

While William R. Hearst will be the first witness when the Clapp campaign contribution investigating committee resumes work at the Senate, it is understood that he will have no evidence to present that has not been made public. Mr. Hearst has made it known that all of the letters and documents in his possession relating to campaign activities of John D. Archbold of the Standard Oil Company have been published. He will testify, however.

Victor Rosewater, editor of the Omaha Bee, who acted as chairman of the Republican national committee, has asked permission to testify before the committee. He will be heard early.

SHERIFF TO SELL.

The property and plant of the Norwalk (O.) Reflector will be sold by the sheriff on December 14 by order of the Court of Common Pleas to settle the action of Agnes B. Wickham against the Reflector Company. The property to be disposed of has been appraised at \$16,500.



JEROME B. HADSELL,  
NEW PROPRIETOR OF THE BINGHAMTON PRESS.

SOLD TO FORMER OWNERS.

Willis & Willis, proprietors of the Seneca (Kan.) Courier-Democrat for the last nine months, have disposed of their interest to Adriance & Adriance, who are now in possession.

G. W. Willis, who has been the editor and active manager of the paper, will move to his old home in Marysville. Previous to going to Seneca, Willis published the Summerfield Sun for nine years.

G. C. Adriance of the new firm owned and edited the paper for two years previous to March 1, last, when he sold to Willis & Willis. Associated with him in the firm is his sister, Dora Adriance. The Courier-Democrat is one of the oldest country weeklies in Kansas. It was started in 1863 by J. P. Cone. It is the only Democratic paper in Nemaha County.

MAY STRIKE IN PARIS.

The linotype typesetting machine operators in Paris threaten to go on a general strike unless a scale of nine hours for a day's work and eight francs (\$1.60) compensation is granted.

FOR NEW ORLEANS ITALIANS.

L. Scalla and Vincent Marciente, two Italian-Americans, are planning to found an Italian weekly paper in New Orleans, to be known as the Independent. The offices of the publication will be on Decatur street, between Canal and Iberville streets. Mr. Marciente will be the business manager. It is the plan of the publishers to run an English department for the benefit of all its readers, to be edited by a well known local newspaper man.

TO BE CURRENT OPINION.

The name of the Current Literature Magazine will be changed to Current Opinion on January 1. In an announcement of the publisher it is explained that the new name will designate more accurately the present character and scope of the periodical, but that there will be no change of consequence in the editorial conduct of the magazine or in its ownership. The size of the pages will be enlarged to seven inches by ten, or about the dimensions it had several years ago.

THE NEW OWNER OF THE BINGHAMTON PRESS.

Jerome B. Hadsell, who recently bought the Binghamton (N. Y.) Press from Willis Sharpe Kilmer, has reorganized the company with himself as president; Ralph E. Bennett, advertising manager of the papers as vice-president; Charles F. Gale as treasurer, and Rome R. Land secretary.

The new owner of the Press has been associated with Dr. Kilmer & Co., of Binghamton, for many years and during the period in which the greatest success of the company was attained. Mr. Hadsell was born in Cobleskill, Schoharie County, N. Y., July 11, 1855.

In 1888 Mr. Hadsell went to Binghamton, and entered the employ of Dr. Kilmer & Co. The business was then in its infancy, and the young man had plenty of opportunity to gratify his ambition to make himself useful. As the business developed, Jonas H. Kilmer came to rely on Mr. Hadsell, who had become conversant with every department of the Kilmer enterprise, including the manufacturing, sales and advertising departments. Subsequently Mr. Hadsell was entrusted with large responsibilities in connection with the banking and real estate investments of Jonas M. Kilmer and his son Willis Sharpe Kilmer, and he was elected a director of the People's Bank, which is controlled by the Kilmers.

The confidential relation that has always existed between Mr. Hadsell and the Kilmer family is indicated in the fact that he is an executor, with Willis Sharpe Kilmer, of the estate of Mrs. Jonas M. Kilmer. When Willis Sharpe Kilmer founded the Binghamton Press in 1904, Mr. Hadsell became closely identified with the newspaper, as vice-president and treasurer of the Press Company, and when Mr. Kilmer decided to relieve himself of the responsibility of conducting the property he offered it to Mr. Hadsell on terms which the newspaper described as "generous."

The Press will be conducted by the new owner on the same progressive lines on which it has been built up. The Press is represented in the foreign field by the John Budd Company, New York and Chicago.

The Cascade (Mont.) Echo is a new weekly.

THE SOUTH.

Growing faster than any other section. Now is the time to advertise to Southern customers. We are the oldest and largest agency in the South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

## PRFSEVATION OF FILES.

BROOKLYN EAGLE TO TRY  
PRINTING ON LINEN—  
INVESTIGATION AT  
WASHINGTON.

A discussion of ways and means of preserving newspaper files for future generations, at the Montague Branch of the Brooklyn Public Library, was participated in by Dr. Frank P. Hill, chief librarian of the Brooklyn Public Library; John Norris, chairman of the committee on paper of the American Newspapers' Association; F. D. Caruthers of the New York World; Herbert F. Gunnison of the Brooklyn Daily Eagle and Mr. Holden, representing the Publishers' Weekly.

The conference and discussion were the result of a report of Dr. Hill concerning the condition of the newspaper files in the Brooklyn Public Library, made to the American Library Association, which was as follows:

"In many instances papers published within the last forty years had begun to discolor and crumble to such an extent that it would hardly pay to bind those which had been folded for any length of time. Further investigation showed that practically all of these newspapers were printed on cheap wood pulp paper, which carries with it the seeds of early decay, and that the life of a periodical printed on this inferior stock is not likely to be more than fifty years."

In a comprehensive report, Mr. Norris for the A. N. P. A. suggested three methods by which improvements may be obtained:

First, by using a printing paper that will endure indefinitely.

Second, by binding with materials that do not attract minute organisms.

Third, by storing under conditions, (a) that do not deprive the paper of all its moisture, (b) or subject it to excessive dampness, (c) or subject it to chemical action produced by sunshine, or gas, or artificial heat, or similar agencies of deterioration, (d) or propagate insects or other growth.

Mr. Norris gave a list of some of the causes of paper deterioration. His report is printed in detail on another page.

An announcement was made that the Brooklyn Eagle, beginning January 1, 1913, would supply libraries with

**ALL EYES in TRENTON**  
are on

**The EVENING  
TRUE AMERICAN**  
and the steps of all advertisers, who know by personal observation, are directed to the evening paper that sells goods at the State Capital of NEW JERSEY.

**15,000 Copies Daily**  
in Trenton and vicinity.

Foreign Representatives,  
**LACOSTE & MAXWELL,**  
Monolith Bldg., NEW YORK.  
Marquette Bldg., CHICAGO.



C. B. JOHNSON,

NOW PRINCIPAL OWNER OF THE KNOXVILLE SENTINEL.

copies printed on linen paper suitable for filing.

The report also dealt with the efforts of the United States Government to secure a permanent printing paper to be used on important historical documents of the government, its original scientific contributions, and the publication of the statutes at large. A paper was finally secured by the government for this purpose, which consisted of 75 per cent. rag and the remainder of bleached chemical wood, free from unbleached or ground wood pulp.

The methods used by the Congressional Library at Washington, in caring for its newspaper files of the nineteenth century, also the system of caring for the files in use in the public libraries in Brooklyn, New York and Philadelphia, were described in detail.

It was conceded that there would

be no profit to the publishers in printing a small number of copies daily upon special paper. However, Mr. Gunnison stated that the Brooklyn Daily Eagle would be willing to undertake the plan for the purpose of making permanent the record of the news of the day.

The proceedings of the meeting will be referred to the newspaper publishers throughout the United States, also to the libraries and historical societies, in the hope that some uniform method of procedure may be adopted that will insure the printing of permanent copies of the great dailies of the country and the expense of so doing be divided between the publishers, the states and the societies most interested in preserving such historical data.

Fred C. Mills of Hamilton, Ont., has purchased an interest in the Peterborough (Can.) Review.

## SOUTHERN PAPERS IN AN IMPORTANT DEAL.

George F. Milton has sold his entire interest in the Knoxville Sentinel to C. B. Johnson, business manager of the Sentinel, and to Hu. M. Johnston, Frank M. Haynes, David C. Chapman and S. M. Johnston, who are associated with him in the new company which will publish the Sentinel.

Mr. Johnson has sold his less than one-third interest in the Chattanooga News to Mr. Milton, whose only associate owner will be Walter C. Johnson. The consideration, it was agreed, was not to be published.

Mr. Milton left Chattanooga in 1895, and after a service of four years as editor of the Sentinel bought a two-thirds interest in the paper from J. B. Pound, who then owned it. He later bought the other third.

When he assumed editorship of the Sentinel it was a four-page paper and its business and value has since increased twelvefold. It is now one of the leading afternoon newspapers of the South.

Mr. Johnson in Knoxville has shown marked ability and in the organization of the new company to take over the Sentinel the men interested, who will not be active in the conduct of the enterprise, are of eminent business standing, and the other stockholders connected with the publication are newspaper men of long training and tried newspaper ability.

Frank M. Haynes is president of the Haynes-Henson Shoe company, vice-president of the Bon Jellico Coal Company and a director of the City National bank.

Hu. M. Johnston is president of the Union bank and vice-president of the King Mantel Company.

D. C. Chapman is vice-president and general manager of the Chapman Drug Company.

S. M. Johnston is one of the owners of the King Mantel Company.

Wiley L. Morgan continues as managing editor of the Sentinel, which position he has held for fourteen years.

## CUMBERLAND PRESS OUT.

The Cumberland (Md.) Press and American, a new afternoon newspaper, with George Garner of Baltimore as editor, and Frank L. Geary, who was editor of the Weekly American, which has been merged with the new daily, as business manager, appeared Monday evening and had a cordial reception. W. E. Burbank, formerly of Reading, Pa., is assistant editor.

The paper is eight pages, is independent and starts with a good advertising clientele. This gives Cumberland two afternoon dailies.

## VETERAN INJURED.

Frederick C. Daniel, a veteran newspaper man, was injured in an automobile accident in Paris, Tex., last week. Mr. Daniel was correspondent for the New York Herald during the Franco-Prussian War. He accompanied the German army and was with it before the siege of Paris.



## AD VIGILANCE COMMITTEE LAYS PLANS.

The National Vigilance Committee of the Associated Advertising Clubs of America at a conference in Cleveland made further plans for the elimination of fraud, misrepresentation and indecency from advertising. There are eighteen men on the committee, and back of them are 130 advertising clubs in the United States and Canada, and over 10,000 individuals, including most of the leading advertisers of the country.

A vigorous campaign will be the result of the conference in Cleveland. Over 100 cases have already been investigated by the local New York committee of the Advertising Men's League, and it is reported that they have resulted in the correction of many abuses.

Henry D. Robbins of New York, chairman of the vigilance committee, made an address at the conference on the "Retail Merchant's Need of an Honest Advertising Law—How It Could Be Secured and Enforced." Mr. Robbins referred to advertising as one of the greatest constructive forces in business life, and said it serves as a powerful educational force on the one hand, and as an incomparable salesman on the other. He alluded to the fact that the old motto, "caveat emptor" (let the buyer beware), is being pushed aside and that the "square deal" is taking its place. The speaker stated that advertising has been the cause of this remarkable change.

Mr. Robbins made a strong plea for a law that will strengthen the hands of all honest advertisers, and drive every other kind to the wall.

## MANAGER RETIRES.

E. F. F. McMahon, for nearly twenty-five years business manager of the Waterbury (Conn.) Democrat, has resigned because of ill health. He will go to Los Angeles to engage in the automobile tire business with his brother.

## THREE MONTHS ENOUGH.

The Mason City (Ia.) Free Press after a career of three months has ceased publication. It was started as a Democratic paper by A. Benjamin Hunkins.

Plans are on foot to start a new paper called the Weekly Progressive in Salt Lake City this month.

## SUIT AGAINST THE MAIL.

State Senator-elect John J. Boylan has brought suit for libel in the Supreme Court against the New York Evening Mail and Thomas F. Devine, who ran against him on the Bull Moose ticket. The damages asked are \$100,000.

Mr. Boylan, who is now Assemblyman from the Eleventh District, complains of an article written by George Henry Payne, who is named as co-defendant, and published in the Mail of October 28, in which he was referred to as the "dummy candidate for Senate of Thomas J. McManus." In the article it was announced that Thomas F. Devine had put up \$20,000 for the detection of fraud and dishonest voting at the election.

One of the stipulations for reward read:

"For the arrest and conviction of McManus's dummy candidate for Senate, John J. Boylan, on proof of abetting or aiding illegal voting, \$2,000."

The suit is based on this paragraph.

## DEAF MUTE EDITOR.

The Lexingtonian, a weekly Republican newspaper in Lexington, Mo., has been sold by E. E. Martindale to Oren M. Elliott.

Elliott is a deaf mute and an experienced newspaper man of much activity in northwest Missouri. For several years he was president of the Missouri Silentists Association, and he has been an officer several times of the Northwest Missouri Editorial Association. He will continue the Lexingtonian under its present policy.

## APPRECIATIVE CITY.

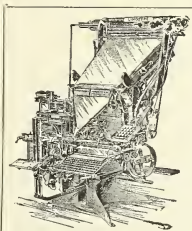
For services rendered as publicity agents of the City Council during Old Home Week, early in October, the Wilmington (Del.) Council has presented souvenir silver watch fobs to E. J. Otteni, W. J. McVey and A. O. H. Grier, newspaper men of that city.

## HATTON'S NEW PLAY.

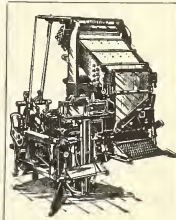
The new play of Frederic Hatton, a Chicago newspaper man, has made its debut in Chicago under auspicious conditions. The work is entitled "Years of Discretion," and is showing at the Powers Theater. Mr. Hatton is dramatic editor of the Chicago Evening Post, and is co-author in the work with his wife.

# THE TEST OF TRIAL.

The successful use of nearly 700 Quick-Change



Quick-Change Model 8 Three-Magazine Linotype



Quick-Change Model 9 Four-Magazine Linotype

**Multiple Magazine Linotypes**

in hundreds of ad rooms of the leading newspapers of the country proves that

*The Multiple Linotype Way Is the Modern Way*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHAL & R. LINOTYPE COMPANY.

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Barometre Street. TORONTO: CANADIAN LINOTYPE LIMITED, 15 Lombard Street.

**STANDARD LINOTYPE METAL** and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

## FIRE IN SIOUX CITY.

Fire early last Saturday destroyed the plant of the Sioux City Daily News. The loss is estimated at \$30,000, with \$22,000 insurance. Until a new plant can be installed the News will be published from the plant of the Journal.

## FRANKS REVIVE PAPER.

The Journal of Agriculture, of St. Louis, has been revived. It will be published by Nathan and August Frank, under the auspices of the National Publishing Company.

## ISSUES TWICE A WEEK.

The News is a new twice-a-week paper to appear at Helena, Ark. The publisher is the Ben Higgins Company. Publication days are Wednesday and Saturday.

**WE ARE PIONEERS** in the manufacture of a hundred printing office specialties, and particularly of STEEL COMPOSING ROOM FURNITURE.

Every month since we began making it has seen some improvement, some increased convenience, some money-making idea added to the product. We are in the front rank, leaving our dust behind. This furniture is constructed along the same lines as the modern steel building. Conservatively, we believe, the use of our specialties will cut off 10 to 15 per cent. of the cost of producing printed matter. Some say 20 to 25 per cent. With your cost system you need that 10 to 25 per cent. of saving. Consult us and we'll engineer the matter for you. We will be glad to show you even if you are from Joplin.

We sell <sup>too</sup> hundreds of tons a year. BARNHART BROS. & SPINDLER New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President. ENGRAVERS ARTISTS, ELECTROTYPERS NEW YORK. CHICAGO. ST. LOUIS

In Mason City, the Cerro Gordo County Leader is a new Socialist paper edited by John Spence.

Let the American Ink Co. of New York City be your FOUR-CENT INKMAN.

1937 Pages. 6300 Gallies. 120 MILLION EMS  
A RECORD-BREAKING JOB  
by Linotype Machines with exclusive use of  
MERCHANT'S Linotype Metal

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB

Trade Mark  
**M&E**  
Registered.  
MERCHANDT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA  
NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER  
Trade Mark.  
**M&E**  
Registered.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

There are **BALTIMORE** 100,000 homes in The combined circulation of the **AMERICAN and STAR** is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGNES, Manager, the Building, CHICAGO.  
VERREE & CONKLIN, Inc., 225 Fifth Avenue, NEW YORK.

### CANADIAN PRINTERS AND PUBLISHERS ORGANIZE.

The Niagara District Printers' and Publishers' Association is the title of an organization formed in St. Catharines, Can., one of the first moves of which will be to increase the price of all class of job printing. Secretary John Imrie of the Canadian Press Association addressed the association showing that considerable work is being done below cost.

The officers were elected as follows: President, W. J. Burgoyne, St. Catharines; vice-president, John H. Thompson, Thorold; secretary, Louis Blake Duff, Welland.

### WOMEN GUESTS OF CLUB.

Society night for the Sioux City Press Club was featured last week. The third annual banquet to the wives and friends of the members was held in the ball room of the new Martin hotel. A feature of the program was that there was no toast list and no toastmaster. Speeches were not permitted.

"Assignment cards" were used as place cards, and table decorations were ferns and roses. A six course dinner was served and each woman was presented with a box of chocolates. Following the dinner, the evening was devoted to dancing and games.

## THE NEW YORK WORLD

**Sells** (morning edition)

**Print.** MORE copies than any other two papers

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C., The Times is Preferred.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS. Goes into more homes, offices and work-places than any other paper.

Best classified medium between New York and Chicago. Write or Telephone. H. C. Rook, Real Estate Trust Bldg., Phila. W. B. Brooke, 225 Fifth Ave., New York. H. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.

### DIVISIONAL ORGANIZATION IN WASHINGTON STATE.

Organization of the Willamette division of the State Press Association was effected and a conference held with the Journalism class of the university by a score or more newspaper men of the western part of Oregon in Eugene.

The purpose in organizing is to secure a more workable unit than the state association. Frank Jenkins of the Morning Register was elected president and Elbert Bede of the Cottage Grove Sentinel was chosen as secretary.

An afternoon was spent in discussions of the newspaper business and of the plans of the university's department of journalism.

Among the newspaper men present were E. E. Brodie, the Oregon City Enterprise; C. C. Page, the Albany Herald; William H. Hornbrook, the Albany Democrat; Fred T. Mellinger, the Dayton Tribune; Colonel E. Hofer, the Oregon Manufacturer; Phil S. Bates, the Pacific Northwest; Sam Evans, the Klamath Falls Northwestern; Elbert Bede, the Cottage Grove Sentinel; and George H. Baxter, the Creswell Chronicle.

### NEW ADCRAFT CLUB ROOMS.

All negotiations have been completed for the lease by the Detroit Adcraft Club of the entire second floor of the building at the north-west corner of Washington Boulevard and Grand River avenue.

The growth of the club, the inauguration of the noonday lunches, and the wonderful success of the "target talks" are the reasons for having to look about for new rooms.

### FORT DODGE AD CLUB.

Over fifty business men of Fort Dodge, Ia., met last week and formed an Ad Men's Club. After a banquet, speeches were made by R. O. Green, Mayor John F. Ford and O. R. McDonald of Des Moines, chairman of the national committee on ad club organization.

The merchants place the volume of their advertising in the

## BUFFALO TIMES

because they know their announcements will be read and that immediate sales of their merchandise will follow.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc., Special Advertising Representatives, 225 5th Ave., N. Y., Steger Bg., Chicago.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

### HARMON HEADS PITTSBURGH PUBLICITY CLUB.

The Pittsburgh Publicity Association at its annual election in the rooms of the Chamber of Commerce, elected T. D. Harmon president to succeed J. C. McQuiston, who has been the head of the organization for the past year. W. H. Duff, II, was chosen vice-president, while Charles A. Holmes and W. A. Kiern were re-elected secretary and treasurer, respectively.

The retiring president was presented with a traveling bag by F. O. March on behalf of the association. A lecture on "Preparing an Advertisement," prepared by the educational committee of the A. A. C. A. and illustrated with stereopticon slides was read.

The new club rooms of the association, which will be on the tenth floor of the Keenan Building, will be ready for a formal opening on or about December 19.

### PLAY WRITING IN SEATTLE.

Play writing among Seattle newspapermen will be encouraged by an offer made by the board of managers of the Seattle Press Club of a cash prize of \$100 for the best play written by an active member of the club, to be produced at the fourth "Wuxtra" of the club next fall.

No limitations of subject are involved in the offer. The manuscripts will be submitted to a board of judges on July 1, 1913. The club this year produced "In the Cow Country," written by Beriah Brown.

### BALTIMORE AD BANQUET.

Officers and members of the executive committee of the Associated Advertising Clubs of America will deliver speeches at the banquet of the Advertising Club of Baltimore at the Emerson, December 19.

Invitations have been sent to the officers of advertising clubs in other cities, urging them to get acquainted with the city which will entertain the ninth annual convention. The banquet committee, of which W. Stran McCurley is chairman, is ar-

## The HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.,  
NEW YORK, CHICAGO

## THE MINNEAPOLIS JOURNAL EVENING AND SUNDAY REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chi.

ranking attractive souvenirs for the guests.

### TO AID SICK CHILDREN.

The Los Angeles Advertising Club and the Rotary Club have united in their efforts to build a hospital for convalescent children of poor parents. The Advertising Club has agreed to buy a lot at one of the beaches as its part of the work.

### OTHER CLUB NOTES.

The San Francisco Press Club last week gave a reception in honor of Sir Thomas Lipton.

The resignations have been tendered as president and secretary, respectively, of the Charlotte (N. C.) Ad Club by J. P. Lindsay and W. H. Davis. Both find that outside business will not allow them to look after the club duties.

### AD MEN DINE HORNICK.

C. W. Hornick, former general manager of the San Francisco Call, was tendered a farewell banquet last week by the Advertising Association of San Francisco. The dinner, which was held at a downtown restaurant, was attended by about fifty advertising men. William Woodhead presided as toastmaster, and toasts were responded to by R. B. Hale, Ernest Simpson, R. N. Lynch, G. H. Warren and R. C. Ayres.

## THE LOS ANGELES TRIBUNE

leads all other newspapers in that city.

LARGEST CIRCULATION OVER 64,000 DAILY

Represented by PAUL BLOCK, Inc., 250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.



ONE Strong Appeal to  
Advertisers for the

# ST. LOUIS STAR

is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

The Only Daily Paper in Cuba  
Printed in English is the

# HAVANA POST

GEORGE M. BRADT, Publisher

Published Every Day in the Year

## STAFF CHANGES.

Eugene Veiock, for several years  
sporting editor of the St. Joseph  
(Mo.) News-Press, has resigned.

William Nightingale is now con-  
nected with the Boston Herald.

Frank G. Weaver, for nearly four  
years connected with the Battle  
Creek (Mich.) Enquirer as reporter  
and sporting editor, has gone with  
the Menominee Herald-Leader, in  
charge of the sporting desk.

M. W. Pershing has become news  
editor of the Lebanon (Ia.) Daily  
Patriot.

Sidney G. Bradford of Edge  
Moor, Del., has become a member  
of the news staff of the Wilmington  
Evening News.

Floyd L. Smith, for some time a  
telegraph editor of the Spokane  
Spokesman-Review, has taken up  
city staff work.

Robert Butler has succeeded  
Henry E. Palmer as city editor of  
the Indianapolis News.

Chester B. Grandy has resigned  
the editorship of the Glens Falls  
(N. Y.) Post-Star, and is now with  
the Times of the same city.

Miss Edith Ebey has left the New  
York Evening Mail staff to return  
to her home in San Francisco.

Edmund McKenna is a new addi-  
tion to the local staff of the New

## IN ITS TERRITORY THE FIRST PAPER

In Circulation, In Advertising and  
In Prestige is

# The ST. PAUL DAILY NEWS

OCTOBER  
Daily Average 70,802

9c per line. 17,192 more lines of  
Nearest Competitor.

Foreign Advertising Department,  
C. D. BERTOLET, Manager,  
Kansas City, Boyce Bldg., New York.  
O. G. Davies, Chicago. J. F. Antisdell.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of Advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.

This included 498,600 WANT ADS—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

## CLEVELAND

is the metropolis of Ohio. The

## PLAIN DEALER

its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of November, 1912, was as follows:

Daily 108,855. Sunday, 140,380

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

York Herald. He was formerly  
with the American and the Press.

Clarence C. Killen has resigned  
his position as secretary of the New  
Castle County (Del.) Democratic  
committee to join the news staff of  
the Wilmington News.

Walter L. Thurston has resigned  
from the city staff of the Spokane  
Spokesman-Review for an editorial  
position on the Spirit Lake (Ida.)  
Herald.

George Laughlin is now with the  
National News Service in Washing-  
ton. He was formerly with the  
United Press.

Henry J. Allen is the new Wash-  
ington representative of the Kansas  
City Star, succeeding Fred S. Bul-  
lene.

Henry E. Ellis, managing editor  
of the Dennison (Tex.) Herald for  
more than a year, has joined the  
staff of the Houston Post.

Harold Herbert has joined the  
staff of the Peoria (Ill.) Journal.  
He was formerly of the Freeport  
Journal, and is succeeded on the  
latter paper as city editor by Rob-  
ert Toole of Mount Morris.

Lawrence Todd, who has been  
Capital reporter, Sacramento for  
the United Press, has been trans-  
ferred to the Washington Bureau  
of that organization.

Max A. Behr has been appointed  
the editor of Golf, a New York  
monthly.

Joseph J. Fox is now city editor  
of the Fort Worth Record. He was  
formerly with the Kansas City  
Journal, the Shreveport Times and  
with newspapers in several cities of  
Texas.

Ed. M. Hermans is now repre-  
senting the Philadelphia North  
American at the West Virginia  
Capitol in Charleston.

## TO EDIT GERMAN PAPER.

Martin Volger, former editor of  
the German Freie Presse, of Coun-  
cil Bluffs, Ia., has been appointed  
editor of the Denison German  
Zeitung, succeeding the late J. S.  
Hartburn.

# THE PITTSBURGH PRESS

HAS  
THE Largest

DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
L. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## The NEW ORLEANS ITEM

has made New Orleans  
a "one paper city."

The Association of American Advertisers  
recently gave The Item a Sunday circula-  
tion of 51,318, a date of 47,807.  
That's why The Item month after month  
carries as much advertising as the Picay-  
une and Times-Democrat COMBINED  
and from 300 to 500 COLUMNS more  
than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

## INDIVIDUALITY ESSENTIAL TO WRITING SUCCESS.

Edward P. Mitchell, editor of the  
New York Sun, talked before the  
students of the Pulitzer School of  
Journalism Monday on "The News-  
paper Value of Non-Essentials." Mr.  
Mitchell said that the School of  
Journalism was not organized to  
"grind down the bones of its stu-  
dents to a pale uniformity and send  
them forth like a file of perfectly  
drilled Prussian soldiers." He would  
have them cultivate "that unteach-  
able thing called individuality,  
which means originality, which  
means imagination."

Mr. Mitchell referred to the indi-  
viduality of Joseph Pulitzer, as con-  
spicuously shown when sent down  
to Washington by Mr. Dana to re-  
port in semi-correspondence the  
critical stage of the Electoral con-  
troversy of 1876. Speaking of this  
incident, he said:

"The man of all it has been my  
fortune to know with the liveliest  
and broadest conception of human  
interest as the basis and guide of  
newspaper making was the least  
tolerant of code or convention or  
precedent. For the ancient com-  
mon law of journalism as derived  
from England and perhaps before  
that from away back in Boeotia, Mr.  
Dana didn't care one comic supple-  
ment."

"In the bottom of my heart I  
don't believe that he had any the-  
ories of journalism other than com-  
mon sense and free play for indi-  
vidual talent when discovered and  
available. And I do remember dis-  
tinctly that when he sent Joseph  
Pulitzer, then fresh from St. Louis,  
down to Washington to report in semi-  
editorial correspondence the critical  
stage of the electoral controversy  
of 1876, Mr. Dana did not think it  
necessary to instruct that corres-  
pondent to assimilate his style to the  
Sun's methods and traditions. Never  
was a job better done, with or with-  
out plain sailing directions; but per-  
haps that was partly due to the fact  
that Mr. Pulitzer was somewhat of  
an individualist himself."

The value of travel in the educa-  
tion of the newspaper writer, Mr.

# J. WALTER THOMPSON COMPANY.



The experience  
of forty-eight  
successful years  
Guarantees to  
those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

## CARPENTER-SCHREER

SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

Mitchell emphasized, saying:

"If some good plutocrat should  
come along with a million dollars to  
add to the Pulitzer Foundation, and  
should honor me by asking advice  
as to the special application of the  
money, he would be advised to buy  
and present to the School of Jour-  
nalism an ocean-going steam vessel  
and to supply the necessary funds to  
keep it about about all the time.

"He would be advised to put  
aboard the ship the best working  
library that intelligence could as-  
semble, together with an excellent  
collection of photographs and other  
illustrations of places, people, and  
objects of world interest.

"He would be advised to embark  
the class next to be graduated, or  
perhaps a selected post-graduate  
class, and keep the bright young  
men afloat, under the direction of  
a picked staff of instructors, visit-  
ing and investigating and visualiz-  
ing the various parts and peoples  
of the world, about which it was  
to be the work of their life to write  
intelligently and with the vividness  
that is born only of personal in-  
terest and personal impressions.

"Thus there would come to the  
beginner, when he needs it most,  
the opportunity that occurs so rarely  
or so tardily, or so incompletely  
in the ordinary making of the news-  
paper man."

Largest proved high-class  
evening circulation.

# THE NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN **110,000**

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

LYDDON & HANFORD, 542 Fifth avenue, New York.—The United Cigar Stores, New York; twelve-time copy being placed with a selected list of middle West papers.

PRESBRY, 456 Fourth avenue, New York.—Pinchurst, N. C.; fifty-six-line one-time orders being placed with a selected list of Eastern papers.

The Review of Reviews, New York; large one-time orders being placed with a selected list of dailies throughout the country.

FULLER, 629 South Wabash avenue, Chicago.—William G. Willard; orders for fifty-eight lines fifty-two times being placed with a selected list of weeklies throughout the country.

William G. Willard; fifty-eight lines fifty-two times being placed with a selected list of weeklies.

MAHIN, 76 West Monroe street, Chicago.—The Goodrich Tire Company, Akron, O.; reported that this advertising will in the future be placed through the above agency.

The advertising of the Diamond Rubber Company, Akron, O., will

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS  
in 1911.  
**165,426** WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

be placed hereafter by this agency.  
A new field will be made up shortly.

BROMFIELD - FIELD, 1780 Broadway, New York.—Making contracts of 2,500 to 10,000 lines with daily papers for the Mitchell Motor Car Company, New York.

DYER, 42 Broadway, New York.—Will place some business in newspapers shortly for the Remington Arms Company and the Union-Metallic Carriage Company, Bridgeport, Conn.

HOOPES, Wilmington, Del.—Munyon Remedy Company; placing new contracts throughout the country.

DAVID, 2100 West North avenue, Chicago.—The Bodi-Tone Company; placing orders in weekly editions and small dailies throughout the country.

STACK, Heywood Building, Chicago.—Union Pacific Railway Company; placing orders with Eastern papers.

MORSE, Dodd Mead Building, New York.—"Piso" Cough Syrup; orders going to weekly editions of small papers throughout the country.

Rumford Baking Powder; will take up season's advertising this month through Mr. Wells.

RICHARDSON, 548 Pearl street, New York.—"Ozo-Mulsion"; orders being placed generally.

REMINGTON, 346 Broadway, New York.—Winsor & Newton will place contracts shortly.

ALLEN, 141 West 36th street, New York.—The Lash's Bitters Company, 721 Washington street, New York, and San Francisco; copy being placed on contracts.

AMERICAN SPORTS PUB. CO., 21 Warren street, New York.—A. G. Spalding & Brothers, book of Olympic games, 142 Nassau street, New York; placing orders with a selected list of large city papers.

DORLAND, Atlantic City, N. J., and 303 Fifth avenue, New York.—W. & A. Gibney, Gibney's Spey Royal Scotch Whisky and London Dry Gin, Fuller Building, New

# THE BOSTON POST

NOVEMBER 1912 AVERAGES

The Daily Post 417,817

The Sunday Post 320,149

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGESS, Western Rep.,  
Marquette Building, CHICAGO.

## Nashville, Tenn.

## THE DEMOCRAT

Circulation? Ask somebody who knows.  
Ask the Association of American Advertisers, New York City.

The JOHN BUDD CO., Representative  
NEW YORK, CHICAGO, ST. LOUIS

York; placing orders with New York City papers for the present.

ARMSTRONG, North American Building, Philadelphia.—S. L. Allen & Co., "Flexible Flyer" sleighs, Philadelphia; placing copy on contracts.

GOULSTON, 18 Tremont street, Boston.—The Great Western Knitting Company, Milwaukee; five-inch twelve-time orders being placed with a selected list of Western papers.

DEARBORN, 525 South Dearborn street, Chicago.—J. H. R. Potts, Chicago; one-inch one-time-a-week orders for fifty-two times being placed with a selected list of Pennsylvania papers.

STEWART & DAVIS, 5 North Wabash avenue, Chicago.—William Wrigley, Jr., Chicago; 5,000-line orders being placed with a selected list of papers throughout the country.

MORGAN, 44 East 23rd street, New York.—Charles Cluthe & Sons, 125 East 23rd street, New York; this advertising will be placed through the above agency.

SCHUCK, Union Building, Newark, N. J.—The Pierce Otis Company, Newark, N. J.; forty-two-line five-time orders being placed with a selected list of papers.

AYER, 290 Chestnut street, Philadelphia.—Stephen F. Whitman & Son, Inc., "Whitman's Chocolates," Philadelphia; orders being placed with a selected list of papers.

BATTEN, Fourth avenue Building, New York.—The Huyler Candy Company, 64 Irving Place, New York; making up a list of newspapers for the holiday trade in cities having stores.

COLTON, 165 Broadway, New York.—The United Fruit Company, 17 Battery Place, New York; orders for thirty-two lines thirteen times being placed with a selected list of large city papers.

DE ROSS JOHNSON, Wellesley Road, Queen's Crescent, London, N. W.—The Dr. Le Clerc Medicine Company, Haverstock Road, Hemstead, England; fourteen-line fifty-

# THE BUFFALO NEWS

employs no advertising solicitors in Buffalo and carries year after year more paid advertising than any TWO other Buffalo dailies combined.

Daily Average Circulation for the first nine months of 1912 **99,278**

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK, CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS

two-time orders being placed with a selected list of Southern papers.

WOOD, PUTNAM & WOOD, 161 Devonshire street, Boston.—The Foster Rubber Company, "Cat's Paw Rubber Heels," 105 Federal street, Boston; list being extended.

LEVEN, 22 West Monroe street, Chicago.—Julius Kessler & Co., Chicago and New York; orders being placed with some Pacific Coast papers.

THIELE, 10 South La Salle street, Chicago.—Placing 5,000-line orders for the Kolger Pure Food Company with a selected list of newspapers in Illinois, Iowa, Indiana and Ohio, where dealers' co-operation can be secured; advertising is on a new product—"Kolger Beef."

Orders being placed with standard magazines for the Chicago National School of Chiropractic.

DIRECT.—J. C. Ayer Company, Lowell, Mass., patent medicines; making new contracts throughout the country.

Douglas Shoe Company, Brockton, Mass.; will make up advertising in a few days; matter in charge of F. L. Erskine.

Derma Viva Company, Heisen Building, Chicago; orders being sent out generally.

Royal Baking Powder Company, 135 William street, New York; will add papers to the list on January 1; matter in charge of Mr. LeFetra.



The Paper that Comes  
Up to the Scratch  
And Makes Good

The paper with snap  
sparkle and steam power  
in its news and editoria  
columns.

The real newspaper in  
Pittsburgh with a growing  
circulation of quality—buying power live  
wire advertisers must have to get best  
results. That's the

## Pittsburgh Post

with approved circulation by the A. A. of A  
EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK, CHICAGO.



Any advertiser seeking information about the circulation of the

# CHICAGO

## RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE

# News Scimitar

of MEMPHIS, Tennessee,

is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

### WINTER TOURNAMENT FOR THE AD MEN.

All arrangements have been completed for the annual Winter tournament of the Advertising Golf Association, which will be held at Pinehurst, N. C., from January 13 to 20, 1913. W. E. Conklyn, who is chairman of the transportation committee, has arranged for a special train to leave New York on the afternoon of January 10. W. C. Freeman of the New York Evening Mail is in charge of the tournament.

Besides the qualification round for six sixteens, with a prize for the winner and a runner up in each sixteen, there will be a prize for the winner of the beaten eight in each sixteen. There will also be eleven special events during the week, including putting and approaching contests, and special four-some events for men and women, besides the special tournament for the women guests of the members of the association.

The gold cup presented by Rodman Wanamaker and now held by Z. T. Miller of the Dunwoodie Country Club will be competed for again. The prizes this year, which will be in gold, will be the most attractive ever given at any of these tournaments. R. N. Mamlok, chairman of the trophy committee, and Louis De Veau, president of the association, have arranged for fifty-four prizes.

### THE

# DETROIT

## TIMES

is available for advertisers who believe in clean advertising to the extent of being willing to buy some.

Not a questionable line in the Times.

JAMES SCHERMERHORN,  
President and General Manager.  
The N. M. SHEFFIELD Special Agency,  
NEW YORK. CHICAGO.

# The ST. LOUIS

## WESTLICHE POST

### and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Foreign Representatives:  
BENJAMIN & KENTNOR COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building, CHICAGO.

# LEVEN

## ADVERTISING

### COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

*"The Leven Service."*

Correspondence invited.

### LIVELY SHOOTING AFFRAY.

V. B. Cheshire, editor of the Anderson (S. C.) Intelligencer, was shot and seriously wounded, J. A. Mullinax was shot in the arm, and W. J. Muldrow narrowly escaped death in an altercation in Muldrow's office. The shooting was a sequel to an encounter brought about by the publication in the Intelligencer of an article to which Muldrow took exception. In a former encounter Cheshire was attacked with a billet by Muldrow.

Cheshire is said to have entered Muldrow's office Saturday and fired two shots at him. The first went wild and the second was diverted by the interference of Mullinax. Mullinax received a bullet in the arm. Muldrow secured a pistol from his desk and opened fire on Cheshire. Two bullets penetrated Cheshire's abdomen and two inflicted slight wounds in his arm. Muldrow's coat was pierced by several bullets said to have been fired through a window by R. L. Cheshire, Jr., brother of V. B. Cheshire. V. B. Cheshire is in a critical condition at a local hospital. R. L. Cheshire was arrested but later released on \$500 bond.

### TEXTILE ADVERTISING IN NEWSPAPERS.

The O'Malley Advertising Company has been started in Boston to specialize in textile advertising. The president is Charles L. O'Malley, who has been for many years engaged in this special branch of the advertising business. It is the plan to conduct the business along lines of special relation to daily newspapers throughout the United States and act as newspapers' special representatives in the textile advertising field. Mr. O'Malley has already put on the Boston Transcript. His offices are at 125 Summer street, Boston.

LeRoy Alexander is about to start a new paper at Ostrander, O., to be called the Crescent.

There was a bad typographical error in the Weekly Blade recently in just one line of type. We had over one hundred letters calling our attention to this error. This shows how carefully

# The TOLEDO

## Weekly BLADE

### IS READ.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

# Results are obtained in the

## SAN FRANCISCO

## CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
413 Temple Court, NEW YORK CITY.

### NOTES AMONG THE AD MEN.

Ed. C. Sherman of the Sherman & Bryan Advertising Agency, New York, is on a trip to the middle West.

A. C. Connor of the Street & Finney Agency, New York, who recently returned from a trip from New England, is now in upper New York State.

T. M. Darlington, formerly with the Capper publications in Topeka, has been appointed to take charge of the advertising of the Farmer and Stockman, Kansas City, Mo.

Richard B. Gardner, formerly with the Edward Marsh Agency, Springfield, Mass., is now with the Munder-Thomson Press, Baltimore.

O. M. Carter has left the editorial staff of the Houston (Tex.) Post, to take charge of the advertising of the Houston Heights Company.

Frederick Downs has resigned as advertising manager of George P. Ide & Co., Troy, N. Y., to become connected with the Esser-Wright Agency.

W. G. Livingston has been appointed assistant to General Manager C. S. Briggs, of the Briggs-Detroit Company, Detroit, with the particular duties of assistant advertising and sales manager.

E. E. Lawrence, formerly with the National Cash Register Company, Dayton, O., has been appointed advertising manager of the Finch, VanSlyck & McConville Co., the Minneapolis wholesale dry goods house.

Jacob Rosenbloom has resigned as advertising manager of the Scranton Dry Goods Company, and is succeeded by J. Hess of Indianapolis.

J. V. R. Lyman, Jr., is now with Charles W. Hoyt, of New York, New Haven and Boston. Mr. Lyman will be connected with the Hoyt New York office, 315 Fourth avenue, and will be in charge of a certain part of the local newspaper

# The combination rate of the

## CLEVELAND

## LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

# 3000 PAID SUBSCRIBERS

## IN FORTY DAYS

### is the record of the

## CANTON

## Daily LEDGER

which started October 3rd and which will lead the newspaper field of Fulton County, ILLINOIS, with its 50,000 people.  
New York representative wanted.

advertising. Mr. Lyman was formerly in the advertising department of the New York Times.

John E. Kennedy has resigned as advertising manager of the Baltimore Bargain House and returns to New York to enter business for himself on January 1. A successor for his place has not yet been appointed.

### BODE RETAINS OFFICE.

E. C. Bode, advertising manager of the Chicago Examiner, denies a report that he has been appointed assistant publisher of the Examiner, succeeding A. H. Messing, who recently resigned to take a trip around the world. Since Mr. Messing's departure, Mr. Bode states that he has been combining his work with Mr. Messing's former duties, but he has not been appointed to the position.

### WITH THE COLTON CO.

A. C. Barrell, recently with the Housekeeper Magazine, has become secretary of the Wendell P. Colton Advertising Company, New York. Mr. Barrell is a former president of the Representatives' Club and was at one time advertising manager of the Union Metallic Cartridge Company and the Remington Arms Company, and manager of the service department of the Butterick Publishing Company.

### TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

# FRANK

## PRESBREY

## COMPANY

455 Fourth Avenue, NEW YORK

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
ON ITS MERITS as a newspaper.  
**50,402** CIRCULATION  
Daily (Net Paid)

FOR NOVEMBER, 1912

No wonder it carries more advertising,  
and at higher rates, than any  
other Syracuse paper.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

In Quantity and Quality of Circulation  
THE TIMES-DISPATCH

## RICHMOND, IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

KELLY-SMITH CO., Foreign Rep.  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

JAMES W. TOOLEY, a newspaper correspondent and one of the charter members of the New York Press Club, died Friday in Philadelphia of heart disease. He was sixty-six years old, and was born in London.

HUGH A. DUFFY, for several years employed in the editorial department of the New York Times, died Friday, aged fifty-five years.

many years connected with newspapers in the Northwest, has passed away in St. Paul. Mr. Smalley retired from active work several years ago on account of poor health.

RICHARD S. THAIN, for forty years active in the advertising field in Chicago, died last week. Mr. Thain was born in a sailing vessel on Lake Michigan, June 14, 1845, and served throughout the Civil War with the Union Army, enlisting as a drummer boy.

T. C. WICKHAM, editor of the Norwalk (O.) Reflector, passed away recently at the age of seventy-two years. Wickham was connected all his life with the Reflector, which was founded by his father.

FRANK G. SMITH, at one time sporting editor of the Buffalo Commercial, passed away last week in Buffalo. He was one of the foremost men in light harness horse

## THE KNICKERBOCKER PRESS

The Metropolitan Newspaper of the Capitol District.

No newspaper in the State, outside the City of New York, has the advertising value of the Knickerbocker Press.

## ALBANY SCHENECTADY TROY

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE FASTEST GROWING  
NEWSPAPER IN AMERICA

IS THE

## Indianapolis Sun

daily average circulation  
during the six months  
ending June 30, 1912, **41,840**

PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

racing in the United States and Canada.

HENRY F. BOYNTON, for many years a newspaper man in Chicago, is dead in that city at the age of sixty-three years. Mr. Boynton was a native of New York City, but early in life went West and took up newspaper work with the Chicago Inter-Ocean, the Daily News and the Tribune. Later he entered the brokerage business and contributed to various newspaper publications under the name of "Harry D. Free." For the past nine years he was with the Chicago post office.

J. R. LEONARD, publisher of the Fairview (Kan.) Enterprise, fell dead Thanksgiving night of heart failure brought on by a long walk. Mr. Leonard had conducted the Enterprise three years, succeeding Colonel A. B. Groesbeck, who also died suddenly. Mr. Leonard went to Fairview from Lawrence, Kan., where he and his brother, O. E. Leonard, conducted the Journal.

J. H. TAYLOR, an editorial writer on the Victoria (B. C.) Times, is dead. He was until recently with the Montreal Herald, but went West in the hope of recovering his health. Before going to Canada Mr. Taylor did newspaper work in England and Australia.

RUSSEL DEAN BENNETT, head of the copy department of the Calkins & Holden Advertising Company, New York, died on Thanksgiving Day of hasty consumption.

MICHAEL G. BOHAN, publisher and editor of the Fort Washington (Wis.) Advertiser, is dead at the age of sixty years.

Mrs. SARAH M. BOLENS, for many years a newspaper worker in Wisconsin, is dead in Port Washington. With her husband, the late Eugene B. Bolens, she owned the Port Washington Star, and supervised its publication with her sons until two months ago. At other times Mr. Bolens was connected with the Janesville Democrat (now

## "As Much as the Times"

The advertising patronage of the  
**SEATTLE TIMES**  
DAILY AND SUNDAY

for ten months of 1911 shows a continuation of the lead held by this paper in the Pacific Northwest field. For ten months of 1911 the Times carried Paid Advertising to the amount of 622,230 inches, or 8,712,620 lines, being an average excess for each month of 14,819 inches, or 207,468 lines.

This is an excess in favor of the Times over its nearest competitor of 148,192 inches, or 2,074,688 lines, being an average excess for each month of 14,819 inches, or 207,468 lines.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

## San Francisco CALL HONEST FEARLESS

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGGESS,  
Marquette Building, CHICAGO

the Recorder), and the Dodge County Democrat (now the Juneau Telephone).

HOWARD CARRINGTON, formerly connected as sporting editor with the Denver News and papers in Colorado Springs, died in the latter city last week, aged thirty-six years.

EDWARD W. HEARNE, formerly publisher of a Democratic newspaper at Pomeroy, O., killed himself after being put out from a meeting of the Federation of Labor.

E. N. STEVENS, a newspaper man of more than sixty years' service, died at Paxton, Ill., on Monday. For forty-eight years Mr. Stevens edited the Paxton Herald, and before that published the Watertown (Wis.) Chronicle and the Wabasha (Minn.) Herald. Mr. Stevens was eighty years old.

CAPTAIN J. W. MEESE, the first business manager of the St. Paul Pioneer Press and widely known in publishing and Grand Army circles, died in New York on Thursday, aged seventy-two years.

JAY V. MCFALL, a magazine illustrator and artist, passed away in Detroit Thursday of tuberculosis. He was a New Yorker and his work was particularly well known in the Saturday Evening Post.

PETER AIHRENS, for thirty years a member of the staff of the New York Journal of Commerce, died Thursday, aged seventy-two years.

Mrs. NATALIE HORNBLow, wife of Arthur Hornblow, editor of the Theater Magazine, New York, died on Thursday.

PP

## WILL START AGAIN.

A. P. Spencer, editor of the Hoopeson (Ill.) Evening Herald, whose plant was destroyed by fire last week, is preparing to start again in the basement of the Hoopeson National Bank. The quarters are being remodeled and Mr. Spencer expects to have the plant in working order by next week.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST CIRCULATION  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative.  
1 Madison Avenue, NEW YORK.

VOTING ON SALES THROUGH  
ADVERTISING.

E. J. Ryan, advertising manager of the O'Neil-Adams Department Store, of New York, has introduced a new idea in department store advertising. It is to allow the patrons to vote for what merchandise they would like to have sales on.

The newspaper advertising of the store contains a coupon for one vote. The articles which receive the most votes are put on sale the first Wednesday of each month. The idea met with success when introduced in November.

The plan keeps the management in touch with the demands of customers and helps it to determine exactly what the people desire. Mr. Ryan is a former newspaper man and at one time was with the Buffalo Express.

## STILL PROGRESSIVE.

Prominent members of the Progressive Party in Michigan are planning the founding of a newspaper in Monroe. The names of A. B. Chapman of Carlton, and Irving Harris of Dundee are mentioned in connection with the enterprise.

S. J. Lang is about to start publication of the Enterprise at Dilworth, N. D.

The influence of one hundred thousand families upon any business in which they believe is very great. Get the one hundred thousand families that believe in the

**NEW YORK MAIL**  
EVENING  
to believe in you, and  
you will get rich.

203 Broadway, NEW YORK



LOS ANGELES

In the Eye of the World.  
The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising Subscriptions.  
Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO.

SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

PRESERVATION OF  
PAPER.

Continued from Eighteenth Page  
from mill to newspaper office. The  
additional weight of the paper when  
delivered has puzzled many news-  
paper publishers who almost invari-  
ably found that their rolls weighed  
more than the weight indicated at  
mill. A recent litigation in Eng-  
land disclosed the fact that jobbers  
had bought a less weight of paper  
than the customer had demanded,  
the jobbers relying upon the absorp-  
tion of moisture in transit to make  
up the deficiency.

HOW THE CONGRESSIONAL LIBRARY  
CARES FOR OLD NEWSPAPER FILES.

"In the Congressional Library at  
Washington, special efforts are  
made to preserve eighteenth century  
files. The volumes are sealed in  
dust proof cases. They are bound  
with buckram and finished with  
materials recommended by the best  
authorities. The books lie flat with  
air spacing every six inches for  
ventilation. Channel iron ribs are  
used in the stacks. Air that has  
been washed or screened to remove  
dust is forced through the stacks  
and then exhausted.

"The temperature is kept uniform  
the year around. Our paste boiled  
with alum is used for binding.  
Protecting sheets of paper are in-  
serted between every double page.  
A thin tough linen ledger paper is  
used for guards. The only possible  
criticism that might be offered to-  
ward the perfection of these pro-  
visions for preservation is the  
occasional sunshine in the storage  
room.

"May I suggest to your commit-  
tee that it gather information from  
the various libraries and historical  
societies upon a blank corresponding  
substantially to the following:

DATA RELATING TO STORAGE OF NEWS-  
PAPER FILES IN PUBLIC LIBRARIES.

Date .....	
City .....	
State .....	
1. Name of library or society.	
2. Number of daily newspapers, the regular issues of which are bound and	

IT PAYS TO ADVERTISE IN THE

ST. LOUIS  
TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the  
most remarkable growth ever re-  
corded in the Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

- preserved by the library or society.
3. Are the bound files stored flat or upright?
  4. Where the sunlight in the room in which the bound files are stored?
  5. Is gas used for illumination or any other purpose in any part of the library, especially near the room in which the bound files are stored?
  6. Is there any ventilation around the bound files that will permit of the free ventilation of outside air?
  7. Is there artificial heat in the room in which the bound files are stored?
  8. Are the variations of humidity in outside air permitted to reach the bound files?
  9. Are the bound files stored in sealed cases or are they kept in such manner as to be protected from dust in the room?
  10. Is any attempt made in binding to guard against insects?
- What suggestions do you offer to secure the preservation of records of current history?

(Signed) Name .....

City .....

State .....

"The mere cost of the paper  
would be a bagatelle. 100 copies of  
an ordinary daily newspaper upon  
the terms and specifications of the  
Government's contract could hardly  
exceed \$2.50 per diem but the cost  
of preparing the plates and rolls to  
meet the varying conditions would  
carry the total cost to a figure that  
very few publishers would care to  
insure as a permanent obligation.

"Some newspaper publishers have  
asked me to gather for them infor-  
mation that will enable them to  
store newsprint paper rolls under  
such conditions that will avoid de-  
terioration. The experience in re-  
cent years has tended to the belief  
that paper stored by manufacturers  
in warehouses near the place of  
consumption has become so brittle  
within three months that it inter-  
fered with prompt printing of the  
paper by reason of breaks in the  
web and increased waste. This  
brittleness is attributed to the arti-  
ficial heat or absence of moisture in  
the warehouses.

100,000 TONS OF PRINT PAPER ON  
HAND.

"The print paper manufacturers  
of the United States carry nearly  
100,000 tons of newsprint paper, of  
which the supply at the mill aver-  
ages:

"40,000 tons, or 9 days' supply for all newspapers of the country	40,000
"6 days' supply in transit, equal- ling	27,000
"6 days' supply in places of con- sumption, equalling	31,500
Total .....	98,500

"This total of approximately 100-  
000 tons of paper represents a sell-  
ing value of about \$3,500,000. Up  
to date there is no evidence of any  
general effort either by manufac-  
turers or by consumers to standard-

The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Exceeded.

THE  
Boston Herald,  
(Morning)  
AND THE  
Boston Traveler  
AND EVENING HERALD

Combined Circulation Morning  
and Afternoon Exceeds  
240,000  
COPIES PER DAY.

Each month shows remarkable  
gains in Local and Foreign  
Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives,  
NEW YORK. CHICAGO. ST. LOUIS

ize the method of storage or to im-  
prove conditions. Obviously it  
would be to their mutual advantages  
to encourage and promote every  
such effort.

The International Paper stores  
over 1,800 tons of paper in the loft  
of the big shed at Pier 39, North  
River, New York. The place is not  
heated in any way and it is subject  
to all the variations of temperature  
and humidity which are incidental  
to the free play of the air on the  
river front. Its officers say they  
can store paper rolls indefinitely in  
that loft (as much as 3 years) and  
deliver the rolls to newspaper con-  
sumers in good condition. Their  
only trouble in storing paper is due  
to one extra handling which is, how-  
ever, less than cartage and storage  
in a warehouse.

"Some of the paper is stored in a  
warehouse in Franklin street, New  
York, in order that the company  
may not have all of its eggs in one  
basket. The Chicago Daily News  
stores 1,000 tons of newsprint paper  
as a reserve. Eighteen months ago  
during the pendency of a paper  
strike, it used 600 tons of paper that  
had been stored for five years in a  
cellar that was open to the free play  
of the atmosphere. The rolls were  
set upright on strips that permitted  
ventilation under and on every side.  
The windows had never been closed  
in all that period. It is reported  
that when the store paper was put  
upon the presses, it ran better than  
fresh paper.

"New York City uses 750 tons of  
newsprint paper per diem. The to-  
tal tonnage stored in this city is not  
readily ascertainable. The Great  
Northern Paper Company carries  
between 8,500 and 9,000 tons at Pier  
42, North River, to supply the needs  
of its customers. The International  
Paper Company now has approxi-  
mately 3,500 tons in storage in its  
loft and on cars in the City. In  
Kansas City, the Star carries 2,000  
tons of paper. In Brooklyn, the  
Eagle carries a month's supply.

EXPERIENCE OF I. P. IN STORING.

"A. E. Wright, vice-president of  
the International Paper Company,  
was asked for suggestions for stor-

A Powerful List is the

MILWAUKEE  
GERMANIA LIST

CIRCULATION

Daily Germania .....	24,568
Only German evening daily in Milwaukee	
Daily Herold .....	17,000
Only German morning daily in Milwaukee	
Sonntag Post .....	45,000
Only German Sunday daily in Milwaukee	
Weekly Germania .....	107,413
Haus-und Bauernfreund (German Farm Journal) Weekly	103,333
Deutsche Warte, Weekly .....	22,000
Die Rundschau, Weekly .....	25,002
HENRY DE CLERQUE, U. S. Rep. 252 Schiller Building, CHICAGO. LOUIS KLEBART, Eastern Manager, 1 West 34th Street, NEW YORK, Telephone, 215 Murray Hill.	

ing paper in the new building of  
the New York Times. He answered  
as follows:

Our experience has taught us that  
paper stored in a room of fairly even  
temperature of from thirty to forty de-  
grees, with a free circulation of air at  
all times, is best suited for the storage of  
newspapers.

As you no doubt know, the warmer  
the air the higher percentage of moisture  
it carries, therefore we suggest a tem-  
perature of from thirty to forty degrees.  
When necessary to get as low a tempera-  
ture as this during the summer months,  
we would suggest some sort of a refrig-  
erating device through which the air  
would pass before entering the store room.  
It is well to avoid as far as possible exces-  
sive temperature and moisture conditions,  
and allow for as free a circulation of air  
as possible.

We suggest the storing of paper on a  
ventilated platform fully three inches from  
the floor, this will allow circulation across  
the bottom of the rolls.

As to the light upon paper, we  
do not think that this has much bear-  
ing, as long as the wrappers are left on  
the rolls. We should say that the most  
satisfactory plan for paper storage would  
be a basement with windows for ventila-  
tion on all four sides, and the paper stored  
on a platform such as recommended above.  
We feel sure that from our experience in  
storing large quantities of paper in roll  
form that if our suggestions are followed  
out as outlined above, very little, if any,  
change in the character of the paper will  
be found, after it has been stored for a  
considerable period.

"It should be stated that no one  
has ever attempted to adopt refrig-  
eration as a method of preserving  
stored paper rolls.

"Another phase of this matter of  
storing rolls is the question of  
carrying rolls in a horizontal or  
vertical position. Practically all the  
paper companies and newspapers  
store the roll vertically because it  
seems to require less space. The  
New York Times, in planning its  
new Annex, has aimed to store over  
1,000 tons of paper and to preserve  
the horizontal position of the roll  
to avoid the waste and labor inci-  
dental to up ending each roll and  
subsequent throwing of the roll to a  
horizontal position. In the Gov-  
ernment printing office, five men  
have been observed helping to  
change the position of a roll.

"Up to this time no effort has  
been made to collate the data relat-  
ing either to the storage of news-  
print paper rolls or the preservation  
of the printed paper. In the com-  
mon interest some definite steps  
should be taken to improve condi-  
tions."

A strong rumor is to the effect  
that another newspaper is to be  
started at Brandon, Can.

MORE THAN **2½ MILLION** LINES AHEAD!

Advertisers arranging their appropriations for 1913 will please note that the

## NEW YORK WORLD

not only has maintained during 1912 its Absolute Supremacy in the Advertising Field of America (which means of the world at large) but has

*Increased by Over 700,000 Lines*

the distance between itself and its once formidable competitor, the **NEW YORK HERALD**.

---

Here are the figures, as compiled by the Statistical Bureau of the New York Evening Post:

*For November:*

*Year Ending Nov. 30, 1912:*

World 1,064,072 lines

World 12,282,544 lines

Herald 769,422 lines

Herald 9,648,163 lines

*World's Lead* 294,650 lines. *World's Lead* 2,634,381 lines

World's Lead year ending Nov. 30, 1911 1,929,894 lines

World's Increased Lead in One Year 704,497 lines

---

These figures are simply a reflex of the judgment of experienced advertisers, and furnish the best proof that **THE WORLD** is

## AMERICA'S GREATEST PAPER



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 981 NEW YORK, SATURDAY, DECEMBER 14, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship"  
Lecture V

TEN CENTS A COPY

## AMERICAN NEWSPAPER ANNUAL AND DIRECTORY

Published by N. W. Ayer & Son, Philadelphia, Pa.

Auditor's Report  
(Nov. 14-19, 1912) on

### The Evening Star

Published at Washington, D. C.

For Period Covering Nine Months, February 1, 1912, to October 31, 1912.

### DETAIL OF DISTRIBUTION—Averages.

City Dealers	6,191	Outside Dealers	5,774
Carriers	36,665	Rural Routes	2,617
Street and Office Sales	11,186	Other Mail	73
Service	996	Service	73
Total City	55,038	Total Outside	8,464

TOTAL AVERAGE CIRCULATION 63,502

### GENERAL OBSERVATIONS AND PARTICULARS.

As in 1911 a similar audit was made, covering an identical period, an exact basis of comparison is provided. It is found that, on averages, a gain of 6.407 copies per day, or 11.22 per cent, has been made. This growth has been about proportionate in City and Outside territory.

Net cash paid percentage is 98.32. Papers "Free for Service" to the extent of 1.68 per cent, were distributed among employes, local advertisers, city officials, policemen and firemen, electric and steam railway men, "complimentaries" on the mail lists, etc.

That the Star's circulation is highly concentrated is proved by the ratio of City output to that in Outside territory—86.67 to 13.33 per cent. These figures would be probably 90 to 10 if the City were given credit for distribution in immediate suburbs whose residents make their livelihood and trade in Washington City.

In the City, Carriers deliver directly to the homes of subscribers 66.62 per cent.; Dealers sell (net) 11.25 per cent.; Street and Office Sales amount to 20.32 per cent.; "Free for Service", 1.81 per cent.

Examination of mail lists and accounts with subscribers demonstrated strict enforcement of the rule calling for discontinuance on expiration of paid term.

During the audit period no coupon-clipping voting contest was conducted.

### ADVERTISING IN WASHINGTON NEWSPAPERS.

DURING SAME PERIOD—NINE MONTHS—FEBRUARY 1 TO OCTOBER 31, 1912.

The Star	-	8,099,025	Third Newspaper	-	4,188,777
Second Newspaper	-	4,288,818	Fourth Newspaper	-	3,125,176

Competition in Washington in both circulation and advertising is for second place only.

The volume of advertising in the Star is exceeded by only a few papers in the United States.

## REJECTS PULITZER APPRAISAL.

SURROGATE SAYS WORLD AND POST-DISPATCH ARE MUCH UNDERVALUED.

Asserting that it is quite apparent that several securities have been undervalued, Surrogate Cohan has rejected the report of the appraiser on the estate of the late Joseph Pulitzer, and instructed Appraiser Joseph I. Berry to take further evidence on the value of the New York World and St. Louis Post-Dispatch.

The surrogate bases his decision upon the fact that the figures show that the Press Publishing Company, owner of the New York World, earned during the last five years nineteen per cent. on the appraised value, while the St. Louis Post-Dispatch during a similar period earned thirty-seven per cent.

On a five per cent. basis of the earning power, says the surrogate, the value of the holdings of the Pulitzer estate in the Press Publishing Company should be appraised at upward of \$11,000,000 instead of \$3,016,455, while the holdings of the estate in the Pulitzer Publishing Company, publisher of the Post-Dispatch, should be appraised at upward of \$8,000,000, instead of \$1,115,717.

### COMPARES SUN APPRAISAL.

According to the statements made on behalf of the estate by its counsel, the average net profits of the papers for four years were \$536,580 for the New York papers and \$408,457 for the St. Louis paper.

William H. Loughran, head of the transfer tax bureau of the Surrogates' Court, calls attention to the fact that in the appraisal of the estate of William M. Laffan, owner of the New York Sun, it was shown that the annual earnings of the New York Sun Printing and Publishing Association for the years of Mr. Laffan's ownership averaged \$96,695, and that on this basis the total value of the Sun Association's property was fixed at \$2,415,000, of which Mr. Laffan's share was \$1,882,840.

Mr. Loughran contends that no objection had been made by the Laffan estate to the justice of this appraisal. He pointed out that although the earnings of the Post-Dispatch were nearly four times those of the Sun, it had been appraised at a lower figure, and that the World, which earned more than five times as much as the Sun, had been appraised at scarcely twenty-five per cent. more than that paper.

Surrogate Cohan in his decision said that the contention of the lawyers for the estate, that the death of Mr. Pulitzer had reduced the earning capacity of the papers, had not been proved. He asked why no evidence as to the earnings for the year following Mr. Pulitzer's death had been submitted.

Mr. Loughran also pointed out that the lawyers for the World and Post-Dispatch had entered three Associated Press franchises held by the Pulitzer papers at \$1,000 each. Inquiries made by the surrogate on

this subject, it was said, revealed that William Randolph Hearst had paid approximately \$500,000 for the old Advertiser in order to get an Associated Press membership for his morning newspaper in this city, and that Frank A. Munsey had paid approximately \$900,000 for the New York Press, which had an Associated Press franchise.

The only statement about the value of these franchises in the appraisal papers, outside a letter on the subject from the lawyers for the estate, was the testimony of Melville E. Stone, general manager of the Associated Press, that it was a co-operative association of eighty newspapers, and that its certificates of membership had a face value of \$1,000 each.

### SURROGATE'S RULING.

This is the surrogate's decision: Joseph Pulitzer died October 29, 1911. His will was duly admitted to probate in this court. His real property in the state of New York as shown by the transfer tax appraiser's report filed in this court November 1, 1912, is valued at \$3,278,000. His personal property, after deducting therefrom the debts, commissions and administration expenses, is valued in such report at \$18,565,484. Among the items of personal property are the following:

4,000 shares of the Press Publishing Company, par \$100 per share, appraised at \$604 per share, \$2,416,455.  
9,164 shares of the Pulitzer Publishing Company, par value of \$100 per share, appraised at \$121.75, \$1,115,717.  
Among the affidavits submitted to the Transfer Tax Appraiser appears one of N. H. Botsford, auditor of the Press Publishing Company, publisher of the New York World, dated January 29, 1912, in which he states the net profits of the Press Publishing Company.

For the year 1909 were.....\$333,673  
For the year 1909 were.....66,691  
For the year 1910 were.....702,374  
For the year 1911 were.....552,883

Total.....\$2,251,321

From this net total the appraiser deducts \$105,000, alleged to have been paid as bonuses to employees of the newspaper.

The nature of these bonuses, whether gifts or contractual, is not shown. Assuming these bonuses to have been voluntary contributions to the employees of the newspaper, in my opinion they have been erroneously deducted, and the net profits for the four years should be placed at \$2,251,321 instead of \$2,146,321.

Continued on Twenty-third Page.

### PARCELS POST FUNDS.

In preparation for the great increase in Post Office business following the inauguration of the parcels post system on January 1, Postmaster General Hitchcock has set aside from the general appropriation for launching the new enterprise \$300,000 for the purchase of automobiles and other vehicles. This sum will be distributed among 1,000 offices having city delivery in proportion to the amount of business transacted, the number of letter carriers employed, and the city's population.

Owing to the fact that New York's postal business is handled through two offices—that of New York and that of Brooklyn—Chicago, on paper, will get the largest single allotment, \$15,000; while New York, like Boston and Philadelphia, will get only \$10,000. Adding Brooklyn's \$8,000 to New York's allotment, however, brings the total for the metropolis up to the first place, with \$18,000. St. Louis will get \$5,000, Pittsburgh \$4,000, and Baltimore, Cleveland, and San Francisco will get \$2,000 each.

## NEW GENERAL MANAGER FOR PHILADELPHIA TIMES.

Herman Suter, for the past five years publisher and editor of the Nashville Tennessean, has just been appointed general manager of the Philadelphia Evening Times, which is the property of Frank A. Munsey. He takes the position formerly filled by H. J. Taft, who goes to New York to take up important work on the Press.

Mr. Suter went South from Washington, following a wide experience in newspaper work and general publishing, to start the Nashville Tennessean for Luke Lea, now United States Senator from Tennessee and the controlling owner of that paper.

After a newspaper war lasting several years the Tennessean in September, 1910, secured control of the old Nashville American and the papers were merged. Mr. Suter continuing as publisher until he received Mr. Munsey's offer to take up the direction of his Philadelphia newspaper.

Mr. Suter began his newspaper career as a newsboy, and though young has crowded into his years a most varied experience in the business, editorial, and mechanical departments of newspapers and magazines. His going to Philadelphia takes him back home as he was born in Pennsylvania. Many will recall him as a Princeton man, where he was prominent as an athlete playing on both the varsity football and baseball teams for several years.

## RECEIVER TO SELL OUT ELECTRIC BULLETIN CO.

The receiver of the Electric Press Bulletin Company, Philadelphia, will sell at public auction on December 24, property of the concern comprising right, title and interest in certain letters patent for the Electric Press Bulletin Machine. George C. Freeman, 133 South 12th street, Philadelphia, is the receiver.

On behalf of the receiver the order for the sale of certain of the assets of the company has not yet been signed by the court. The receiver thought it wise to withdraw certain of the assets, and this has made some delay in the granting of the order of sale by the court.

It is said that there is absolutely nothing in the estate for the creditors.

### BIG COAST FIGURES.

A daily net average circulation of 64,928 is sworn to by the San Francisco Chronicle in its statement to the Post Office Department, in compliance with the newspaper publicity law. These figures are for a period of six months prior to October 1 last, and furnish a most apt illustration of the popularity enjoyed by M. H. de Young's newspaper. C. J. Brooks, Temple Court, New York, is in charge of the foreign interests of the Chronicle and he is responsible in a great measure for the country-wide popularity enjoyed by the Chronicle with both advertisers and readers.

## AMERICAN PAPERS FIRST.

Carr C. Van Anda, managing editor of the New York Times, addressed the Pulitzer School of Journalism Monday on "Presentation of News." According to Mr. Van Anda, English newspapers do not measure up to the standard of American dailies. He said the English sheets are dull and not written with a view to make it convenient for the reader to find the interesting news. He said:

As a case in point take the London papers' account of the Messina earthquake. It was headed "Foreign Intelligence," and began with a paragraph stating that their correspondent had heard rumors of a serious earthquake. Then followed a number of disjointed and disconnected statements from various press bureaus, out of which the reader had to construct his own version of the disaster. I once asked an English editor how this came about and he explained that they did not dare give the story too much prominence because it had not come directly from their correspondent. Intelligent headlines, he explained, were rejected on the ground that they were an American innovation not suited to the dignity of British journalism.

Mr. Van Anda in recommending the position of copy reader to the future journalists told them the importance of good headlines.

"Do not use slang in your headlines," he advised. "There is always the right thing to say and you must say it. It is bad enough to use a trite expression like 'Man Runs Amuck,' but to use such an expression as I once saw, 'Man Runs an Exciting Muck' is unpardonable."

### A. P. HOLDING MEETING.

The executive committee of the Associated Press is meeting in New York at the time of going to press. Executive sessions were also held on Wednesday and Thursday, with President Frank B. Noyes of the Washington Star presiding. Publishers in attendance are:

General Charles Taylor, Boston Globe; Crawford Hill, Denver Republican; Herman Ridder, New York Staats-Zeitung; Victor F. Lawson, Chicago Daily News; Charles A. Rook, Pittsburgh Dispatch; Clark Howell, Atlanta Constitution; Charles W. Knapp, St. Louis Republic; Adolph S. Ochs, New York Times; W. L. McLean, Philadelphia Bulletin; V. S. McClatchy, Sacramento Bee; A. C. Weiss, Duluth Herald; C. H. Clark, Hartford Courant; W. H. Cowles, Spokane Spokesman-Review; and Samuel Bowles, Springfield (Mass.) Republican.

### PRESS CLUB ACTIVITIES.

The New York Press Club will have a concert at the club house tomorrow afternoon, and on Friday evening a dinner will be tendered Sir Thomas Lipton.

### A CUT IN LONDON.

The London Standard is reported to be about to change its price to a halfpenny. At present it is a penny paper.



## PLAN SUCCESSOR FOR THE CHICAGO WORLD.

FEDERAL COURT MAY INQUIRE INTO FAILURE—OFFER FOR PROPERTY

BY LARKE AND OTHERS.

A movement to solicit a fund of \$150,000 to start a new Socialist newspaper in Chicago was started at a meeting of 3,500 supporters of the defunct Chicago Evening World. The meeting was held in the Second Regiment Armory.

Financial management of the proposed organ was withheld from the Socialist party after three hours of contention. A resolution left the dictation of the paper's editorial policy to the Socialist party, but turns over financing and management to a board of directors to be elected from among the subscribers or stockholders.

The resolution, which was presented by Seymour Stedman, provides for the placing of all subscriptions in a bank, under the charge of a committee, and that in case the requisite sum of \$150,000 is not collected in eight months, to hold a meeting of those who have subscribed and have them decide whether the money shall be returned or kept intact until the fund is completed. The resolution declared against any attempt to resuscitate the World.

Before the hall had been cleared Mr. Stedman said \$12,000 had been subscribed.

John C. Kennedy, who was Socialist candidate for governor, in a speech attributed the death of the World to two things. First, the opposition of "capitalism;" second, the lack of working capital, which caused the paper to be working on a deficit and always facing bank overdrafts.

"A political party cannot run a financial institution," said Frank Rogers; "it was politics that wrecked the World."

An investigation into the affairs of the suspended Evening World is to be made by federal authorities.

Federal Judge Landis has asked District Attorney Wilkerson to put several agents of the department of Justice to work on the case.

Reports of manipulations of the affairs of the newspaper prompted the federal jurist to order an inquiry to ascertain if there were unlawful methods used in the conduct of the business.

Many reporters and employees of the advertising department of the defunct paper have appealed to the court to investigate.

A bid for the purchase of the World property was made this week by G. H. Larke, general manager of the Boyce publications, of Chicago. Mr. Larke has stated to THE FOURTH ESTATE that the bid was for himself and three associates, but he, personally, is the principal party in interest.

### FACES MANY CHARGES.

The Shelby County grand jury has returned six indictments against Harry McGill, former editor of the Sidney (O.) Daily Journal. Two charges are for disorderly conduct and four are for criminal libel.



HERMAN SUTER,

NEW GENERAL MANAGER OF THE PHILADELPHIA TIMES.

Copyright by Harris & Ewing

### FACES CONTEMPT CHARGES.

The publisher and editor of the Boise (Ida.) Capital News will have to explain to the Supreme Court why they shall not be punished for contempt in giving publicity to Colonel Roosevelt's view on a decision of the court, which had the effect of keeping the Roosevelt electors off the national ballot.

R. S. Sheridan, publisher, and C. O. Broxon, managing editor, filed a demurrer to the complaint which was overruled and the charges made answerable on December 20. It has been intimated that Colonel Roosevelt might be subject to the same treatment as the newspaper men who published the statement if he were in the city.

### PAPER SUSTAINED.

The Circuit Court of Appeals in Shreveport, La., has affirmed the decision of the late District Judge T. F. Bell, who favored the defendant in the damage suit of H. S.

Hart and J. Dambly, business men, against the Shreveport Journal because of alleged unfair offers pertaining to a subscription contest.

The judge decided that the motion of "no cause for action," which was heard before District Judge Sutherland, should have been sustained, which would have made a trial unnecessary.

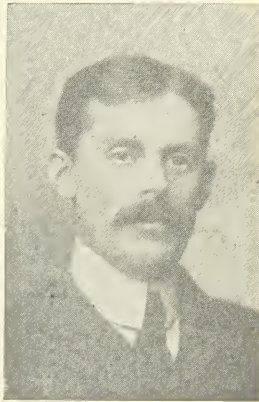
### WESTERN'S IN CONTROL.

There has been a change in the control and management of the Manufacturers' Publicity Corporation, of New York, by which Benjamin R. Western, and his son, W. Hull Western, become the owners of the business. Walter Mueller is succeeded as president by Benjamin Western, formerly secretary, and W. H. Denny, treasurer, has sold his interests and is now associated with the Foster Debevoise Company. The Manufacturers' Publicity Corporation is located at 30 Church street.

### J. M. CRUIKSHANK DEAD.

John M. Cruikshank, vice-president of the Brooklyn Times Company and publisher of the paper, died yesterday morning of heart disease at St. Petersburg, Fla. He had been ill for three months and had been in Florida for the past month recuperating. Everyone thought he was getting on well, but he died suddenly.

Mr. Cruikshank was a native of Carthage, N. Y., and was at various times connected with newspapers in Watertown and Utica, the



THE LATE JOHN M. CRUIKSHANK.

Brooklyn Standard Union, the New York World, Evening Journal and Brooklyn Eagle. With Richard C. Ellsworth he at one time published the Carthage Republican.

In December, 1910, Mr. Cruikshank formed a corporation together with Mr. Ellsworth and other friends to purchase the Brooklyn Times from the estates of Bernard Peters and William C. Bryant, and has since acted as editor and publisher of that paper.

### SCHURMAN PRESIDENT.

The annual election of the Grand Rapids Advertisers' Club has just taken place. Clarke Schurman of the Schurman Advertising Service was elected president; James A. Doran, advertising manager the Herald, vice-president; Otto Friedrich, treasurer; George H. Hobart, Jr., secretary. The members of the executive committee are C. B. Hamilton and E. J. Slemmons, foreign advertising manager of the Evening Press.

On the occasion, the meeting was addressed by Frank J. Campbell, of the Campbell-Ewald Advertising Service, Detroit; A. C. G. Hammesfahr, advertising manager of Collier's Weekly; A. H. Vandenburg, editor of the Press; and O. H. L. Wernicke.

### FIRE IN WINNIPEG.

The building of the Winnipeg Saturday Evening Post was destroyed by fire Monday. The loss is estimated at \$50,000.

## PUBLICITY RIDER IN P. O. BILL.

GOES BEFORE REPRESENTATIVES IN ITS ORIGINAL CONSTRUCTION.

The Post Office Appropriation bill, reported to the House of Representatives on Thursday, contains no provision for the repeal of the act of last session which requires newspapers to file statements of circulation, owners, stockholders and bondholders.

Several measures providing for the repeal of this law, the constitutionality of which is now the subject of controversy before the Supreme Court, have been introduced, but the House Committee on Post Office and Post Roads has refused to take cognizance of that fact in its bill.

It is believed that whatever is done with reference to the proposed repeal of this section will be separate from the consideration of the regular Post Office appropriations. Whether any hearings will be held on the bill of Representative De Forest, of New York, for the repeal of the "newspaper publicity" section, now before the Moon committee, has not yet been determined.

There is apparently a disposition in both the Senate and the House not to consider the question of repealing or amending this newspaper legislation until after the Supreme Court has passed upon the constitutionality of the provision.

No important legislation is contained in the bill reported, its provisions relating chiefly to the support of the postal service during the next fiscal year, for which \$281,791,508 is recommended. This is a cut of approximately \$3,000,000 from the estimates.

The report of the Post Office budget bears out prediction that the Democrats, soon to come into control of the government, will not try to load appropriation measures with objectionable "legislative riders," a practice which caused much trouble last session.

The bill authorizes the expenditure of \$750,000 for parcels post equipment, but the committee says it is without definite information as to the probable cost of the operation of the parcels post and the receipts therefrom.

It is suggested that the amount named will be sufficient for the needs of the next fiscal year, and \$25,000 is authorized for the expenses of the parcels post commission which is to investigate the practicability of a general parcels post.

"The report of the Postmaster General shows a small surplus for the fiscal year ended June 30, 1911," says the committee. "However, the committee, acting on audited accounts, was of the opinion there was a deficiency of about \$627,000, instead of a surplus for the year."

The Review is soon to appear at Irene, Tex., with A. C. Price as publisher.



GILBERT L. JONES,

GENERAL MANAGER OF THE NEW READING NEWS.

### "FRIDAY THE 13TH" NO TERROR FOR READING NEWS.

The first number of the Reading (Pa.) Daily News appeared yesterday. The News is issued as a morning paper, and shares the forenoon field of Reading with the Times. It makes the sixth daily for the city, four of these being evening papers. The News is represented in the foreign advertising field by J. P. McKinney, New York and Chicago.

The general manager of the News is Gilbert L. Jones, formerly of the Wilmington (Del.) Journal. The paper is published by the News Corporation. Albert W. Cummins is the editor, L. M. Rutter advertising manager, and H. B. Baker circulation manager. The News will publish no Sunday edition.

The News occupies a building of its own at 22 and 24 North 5th street. Its equipment includes a four-deck Goss straightline press,

four Mergenthaler linotypes, one Lanston monotype, and complete stereotype outfit.

### MANAGER APPOINTED.

John M. Padgett, formerly of Denver, has taken up the duties of manager of the Trinidad (Colo.) Advertiser, succeeding John H. English, who recently resigned to become associated with the Robinson & Wright Printing Company. Mr. Padgett was for several years with the Associated Press in Denver, and previous to that was editor of the Salina (Kan.) Journal.

Grail Fuller of Roswell, N. M., has succeeded G. M. Williams in the news department of the Advertiser. Mr. Williams has gone to Denver.

### NEW ATLANTA EDITOR.

H. R. Romans, who was for years managing editor of the Chicago Saturday Blade, is now managing editor of the Atlanta Tri-Weekly Constitution.

## ADVERTISING WOMEN PLAN BUSY SEASON.

The League of Advertising Women, of New York, has resumed its activities for the winter season, and shows timeliness in taking up the subject of the present investigations into the State Factory Commissions into infant and woman labor. The league, believing that this is a matter that should be considered carefully by advertising women because of its connection between advertised and unadvertised goods, invited Miss Gertrude Beeks, secretary of the Welfare committee of the National Civic Federation of New York to deliver an address on the subject Tuesday evening with the view of ascertaining how great an interest high grade and well advertised concerns were taking in the welfare work.

Miss Beeks stated that many well known advertisers are leading the welfare movement, and in many cases advertise the fact that their factories are open to inspection; showing that advertised articles are cleaner and manufactured under more desirable conditions.

The winter program of the league has already been arranged with decidedly instructive and interesting features for each meeting. Permanent club rooms have not been decided upon. The meeting and dinner of Tuesday was held at the Women's University Club House, Mrs. Caroline L. Overman, vice-president, presiding in the absence of Mrs. Claudia Q. Murphy. Miss Ida E. Clarke, secretary, reports the league is flourishing and is much pleased with the active part each member is taking.

## ELECTION IN BUTTE.

At the annual meeting this week the Butte (Mont.) News Writers' Club held its election of officers. Charles C. Cohan was re-elected president, and the other officers are: Vice-president, H. W. Grady; financial secretary, James M. Barry; recording secretary, Charles L. Stevens; sergeant-at-arms, John Condon; executive committee, Walter I. Shay and W. L. Browne.

The delegates to the State Federation of Labor are N. C. Haynes and Walter I. Shay. The hold-over members of the executive committee are Louis M. Thayer, W. E. Ellsworth and Harry E. Sultz. Mr. Thayer was unanimously re-elected chairman of the committee. During the past year much progress was made and the organization is in excellent condition.

## SETTLED OUT OF COURT.

An agreement has been reached between Ben M. Wood and William J. Todd, by which the former ceases to have any interest in the Gate City (S. D.) Guide. The agreement takes the business from the hands of the court, which recently appointed C. E. Besancon, receiver of the company at the request of Mr. Wood. The stipulation is that Mr. Todd is to assume all debts and obligations of the partnership, procure complete release of Mr. Wood from all such debts and obligations, and to include all costs of the court litigation.



## PURE AD LAW IN MISSOURI.

### NATIONAL FEDERATION OF RETAIL MERCHANTS TO RUSH MEASURE.

That millions of dollars which are squandered yearly by the 90,000,000 inhabitants of the country on cheap, shoddy and nearly worthless articles of food, apparel, furniture, personal adornment, etc., could be saved by the enactment of a national pure advertising law, is the belief of J. R. Moorehead, secretary of the National Federation of Retail Merchants. A big job he will tackle in the immediate future is the passage of such a law in Missouri.

Mr. Moorehead in an interview compared the benefits to be derived under such a law to that obtained in those states where there is legislation against fraud and deception in the sale of stocks and bonds. Moreover, he thinks, the cost of living will be materially reduced if all advertising to the consumer is honest. His Missouri bill will be the "Model Law" approved by the Federation in its resolution relating to honest advertising.

The aims and purposes of the National Federation of Retail Merchants being to support legislation favorable to the small man in business and oppose legislation for the same reason, following closely to these purposes, said Mr. Moorehead, "the most important measure for immediate consideration and action will be the promoting of the passage of an honest advertising law in all of the states throughout the country."

"The more often the various lines of retail trade get together to discuss problems common to all of them, the more it is evident that the evils of dishonesty and misrepresentation in advertising become apparent and it is difficult to determine at times which line of business suffers the greatest injury."

"Sufficient to say that advertising of every line of trade seems to be honey-combed with this malady, and with the light before the Federation as it now views this question it would seem the better policy to attempt to regulate the evil through the state legislatures with a view to leading to national action on the part of Congress at a later date."

"The disposition of most of our people to speculate and to spend their money away from home affords a fruitful field for those who lose sight of honesty and integrity in spreading abroad through the country the value of the particular line of merchandise which they are offering for public sale. No one doubts the benefits and desirability of a national pure food law except the man who has an impure food to offer to the public."

"With such a law upon the statute books of the state, and eventually a national law covering the same field, the small man in business and the large one also would be relieved of dishonest competition and we would be warranted in saying that with that condition brought about

the merchant who could not hold his own with his competitor would have no reason for existence and should, for economical reasons, go down and out."

"The Federation has a right to expect, in promoting legislation of this kind, the active support of the newspapers of the country including the weekly, the daily and the trade press. They believe the time has come for such action and they solicit the support of the business world and its allies and friends in a campaign that will wipe out one of the evils of the day."

### LABOR IN WATERLOO.

According to a dispatch from Waterloo, Ia., labor has been so scarce there that J. C. Hartman, editor of the Evening Courier, was obliged to husk corn all day to repay a neighbor for plowing the truck patch at his country home, near Sans Souci park.

Having swapped his copy paper for a pair of cotton gloves and his blue pencil for a husking peg, he punctured the frigid atmosphere with ears of golden grain on the William Butterfield farm. The only condition upon which Mr. Hartman could get his garden plowed was to promise to spend a day in Mr. Butterfield's corn field.

### A MINNESOTA MEETING.

The newspapermen of the Seventh Congressional District of Minnesota held their second annual meeting at Montevideo. H. E. Hoard of the Montevideo Leader was elected president; S. E. Farnham, Madison, vice-president; Theodore Christianson, Dawson, secretary; C. A. Bennet, Granite Falls, treasurer; Victor E. Lawson, Wilmer; G. C. Woolan, Glenwood; and Andrew Bromstad, Milan, members of the executive committee.

### "THE PINK 'UN' PROTESTS.

The London Sporting Times has long used pink paper and thereby gained its reputation as the "Pink 'Un." A newly started sporting publication called Town Topics has also adopted the pink paper, and now the Sporting Times is asking the courts to enjoin its competitor from using the paper on the ground of unfair competition and infringement of copyright.

### IN FLOODPROOF HOME.

Merlin Hull, publisher of the Black River Falls (Wis.) Journal, who lost his plant in the floods last spring, has been enabled to move into a new building. The structure is of concrete and is calculated to be able to withstand any repetition of the disastrous floods, which put the paper out of commission before.

### MILLARD'S PAPER SOLD.

The Thomson (Ill.) Review has been sold to the proprietors of the Albany Review. The Thomson plant will be taken hold of immediately by the new owners, and the Review will probably be published as a weekly instead of a semi-weekly. M. D. Millard's death a few weeks ago made it necessary to sell the plant.

### PUBLICITY BUREAU FOR

#### THIS BOARD OF TRADE.

A publicity bureau, with a competent news writer in charge, will be one of the features of the new Delaware Chamber of Commerce, which was formed last week at Wilmington by the merging of the Wilmington Board of Trade with the manufacturers' association of the state.

An effort is being made to have the Delaware Manufacturers' Association join in a body. Robert J. Maclean, until recently secretary of the Spokane, Wash.) Chamber of Commerce, has been selected as business manager of the Delaware Chamber of Commerce at a salary of \$6,000 a year. The chamber proposes setting aside \$25,000 a year for its publicity, convention and industrial work.

### BEAUTIFYING HERALD SQUARE.

There have been quite extensive parking operations in Herald Square, New York, recently, when employees of the Park Department chopped down the scanty forest on the two triangular park plots, pulled up the stumps by the roots and replaced the dead and dying elms by twelve Oriental plane trees. Each is surrounded by a protecting iron railing. Nine were placed in the plot directly in front of the Herald Building. The other three are in the plot at the south end of the square.

### GOING TO THE COAST.

J. C. Raleigh, editor of the Barberton (O.) Telegram, has sold out to Charles Horn of Plain City. Mr. Raleigh has published the paper for the past three years, and will go to California on account of the poor health of his wife.

### GRANGE PRESS AGENT.

During the recent meeting at Spokane of the National Grange, Patrons of Husbandry, J. W. Darrow of Chatham, N. Y., acted as press agent for the convention. Mr. Darrow, for nearly thirty years owned and operated the Chatham Courier.

### ESTATE SELLS PAPER.

The Carlisle (Ky.) Mercury has been sold to Warren C. Fisher of Louisville. The Mercury was published for more than thirty years by Colonel Green R. Keller, who died recently. S. A. Keller, son of the late owner, remains with the Mercury.

### NEW DAILY POPULAR.

George F. Beakley has organized the Fulton County Publishing Company at Johnstown, N. Y., to publish the Evening Telegram. Mr. Beakley is the president of the concern, and the paper in its first issues has the endorsement of Johnstown's business interests in the form of many columns of advertising.

### LYNN EVENING TELEGRAM.

Fred W. Enright and George Warner on Monday started the Evening Telegram at Lynn, Mass. The paper is Democratic in politics.

### CHECKING REPORTERS.

The Omaha Daily News city desk has instituted a system of checking the work of the reporters from day to day to show efficiency. The "bating average," as it is called, shows the number of inches of straight matter, exclusive news and feature work turned in by each reporter, and at the end of each month the results are totaled.

The "beats" scored by the other papers are kept, too, and are charged against each reporter. It is proving a great incentive to the staff to dig for exclusive stories, as it is on this column that the size of the pay check depends.

### TO WAR ON FAKERS.

Fake advertising through displays on garish placards on store fronts and mock methods of every description, which cost Seattle businessmen \$100,000 per year, with no returns on the investment, are to disappear, the fake purveyor of programs, contests, lotteries and similar schemes are to find it difficult to ply their trade and a new Seattle motto is to be coined as the result of a program put forth by President George F. Vradenburg, and endorsed by the Ad Club.

### DUELIST CLEARED.

A jury acquitted John M. Hamilton, editor of the Huntsville (Mo.) Herald, of the charge of assault with intent to kill Van Davis of the Huntsville Times last summer. A difference in political matters resulted in a pistol duel between the two men, in which a bystander was wounded. Hamilton was blamed with having fired the shot.

### SALEM CALL APPEARS.

The latest comer to the field of Oregon journalism is a weekly publication named the Call, which is to be published and edited in Salem by Hal and Gene Hoss. No attempt is to be made to handle telegraphic news and the paper is designed to include Salem news almost exclusively.

### A BIG PUBLICITY JOB.

Ernest J. Ottenj of the Wilmington (Del.) Evening Journal staff has been selected press agent for a committee which is conducting a twelve-day campaign to raise a fund of \$300,000 for extension work at the Delaware Hospital, a Wilmington institution.

### COURT DENIES MOTION.

In the \$50,000 libel action of Dennis T. Shehan against the Troy Publishing Company Justice Chester denied a motion by Mr. Shehan to strike out irrelevant matter in the answer, as the motion had already been noticed for argument before Justice Howard.

### ENDS LONG OWNERSHIP.

John H. Moist and B. J. Swallows have purchased the Alliance (Neb.) Semi-Weekly Times. The retiring owner is Harvey J. Ellis, who has issued the paper for the past twenty-five years. Mr. Moist is a newspaper man from Ohio, and Mr. Swallow is from Cody, Wyo.

## SPOT - HITTING ARTICLES For CIRCULATION GETTING

### ARTISTIC CHINA for Particular People.

Our goods are new and up to the minute, bringing results with a large number of the big dailies at this moment.

On plans suggested by us you get your subscriber without it costing you one cent.

China Ware lies close to the heart of the housewife, and is the BEST PREMIUM for subscription getting.

Just send us word that you are looking for a premium, and we will put you next to the good ones.



The E. H. Sebring China Co.  
Sebring, Ohio.

## BUILDING UP THE CIRCULATION.

Three hundred newsboys and carriers of the New Haven (Conn.) Times-Leader were entertained at the Foy Theatre recently. One part of the house was turned over entirely to them and they haven't ceased talking of the night's fun yet. The boys were under the charge of Circulation Manager Fell and his assistants.

The Toronto World introduces a proverb contest, for which prizes valued at \$5,000 are offered. Seventy-five pictures illustrating familiar English proverbs are appearing in the World, and the contest is to secure correct answers.

The Newark (N. J.) Evening Star is organizing its yearly Empty Stocking Club among readers to

How and why we take advantage of the news of the day for our clients is rather interestingly told in "Newspaperdom" for November 28 and December 12.

"Newspaperdom" may believe it attacked us; we consider that it has done us a service. As it refuses our advertising for its own pages, we take this means to show our appreciation.

We have a few extra copies of both the issues named and shall be glad to send one of each on application as long as the supply lasts. Later we expect to reprint both articles.

THE McFARLAND  
PUBLICITY SERVICE

HARRISBURG, PA.

Jefferson Thomas, Vice-Pres. & Manager.

care for the poor children in the matter of presents on Christmas.

The St. Thomas (Can.) Times has inaugurated a baby competition. Only children are eligible for prizes.

The Austin (Tex.) Statesman is making a strenuous circulation campaign that has already resulted in adding several thousand new readers. The geographical situation and the fact that it is at the capital of the state with complete railroad schedules, giving it valuable advantages in allowing the delivery to the next three great commercial centers, have aided largely in the Statesman's upbuilding. Another factor advantageous is the State University, with a student body in excess of 2,000, which with other local colleges and schools, swell this number to the 10,000 mark.

A newspaper premium in the nature of a household article that bids fair to attain wide popularity, is a self-winding automatic clothes line, manufactured by the Hawthorne Manufacturing Company, at Howard avenue and Spruce street, Bridgeport, Conn. The article suggests a multiplicity of possible uses, and seems especially adaptable as an inducement to newspapers to obtain many new readers.

The Christmas edition of the New York Times, containing reproductions in colors of four paintings by well-known artists, each characteristically suggestive of the holiday season, was eagerly bought up on Sunday. The demand for the pictures was so great that the limited edition of 225,000 copies was practically exhausted before the noon hour. The paintings appeared on individual sheets of super-calendered paper making it possible to frame each of the four pictures. The inside pages of the special section, under this arrangement, showed two pictures side by side, both highly illuminated and of a uniform color scheme.

The Chicago Daily Press provided Thanksgiving dinners for poor families.

Monday closes the bargain day subscription offer of the Fort Worth (Tex.) Star-Telegram. Agents of the Star-Telegram have

made nice increases in their bank accounts taking orders, both for renewals and new subscribers, on the offer, by which they make fifty cents on each order and the subscriber gets a \$6 newspaper, daily and Sunday, for \$3.25. Over a thousand authorized agents and a score of traveling men have been working under Circulation Manager Harold Hough during the past week.

A subscription contest just closed by the Cobalt (Can.) Daily Nugget placed fifteen hundred new names on the mailing list, according to Publisher H. S. Browning.

In Newark, N. J., much interest is centering in the Evening Star's proverb contest. It is planned to close the campaign just before Christmas in order that the prizes may be distributed as presents.

Judging by present indications the offer of the Plainfield (N. J.) Press of high class musical instruments to the three representative organizations or individuals of its section seems destined to be a great success. The instruments will be awarded at the close of a popularity voting contest.

A. V. Markey, circulation manager of the Pittsburgh Post, reports that college pennants used by his paper as premiums are now all the rage in Pittsburgh. Twenty-two different colleges are represented in the set used by the Post.

Six high power 1913 model touring cars head the list of thirty-six prizes offered in a voting contest just started by the New Orleans Daily States. The contest is being conducted by the United States Circulation Company, Waterloo, Ia.

The Chambersburg (Pa.) Franklin Repository has just closed what it states was a most successful voting contest. An auto and other prizes were given away and the John H. Musgat Company, of Fond du Lac, Wis., managed the campaign.

The Carlisle (Pa.) Herald has inaugurated a voting contest to close on Christmas Eve in which a touring car, pianos and other prizes will be awarded. Ten per cent commission will be paid the non-winning candidates. The John H. Musgat Company, of Fond du Lac, Wis., is conducting the contest.

To encourage the designing of American fashions for women, the New York Times offers nine cash prizes for hats and dresses. Three prizes of \$100, \$50, and \$25 will be paid for a spring hat, and original spring dress and a definite account on American design. All entries must be received by January 1, 1913.

Mr. J. H. Higgins, General Manager of the Boston Herald and Herald-Traveler, writes: "After my experience with you on the Traveler I have more confidence in you and your organization than any other within my knowledge."

## READY SOON!

Beginning January 12, 1913, we release Two New and Original Four Color Comic Pages.

NOAHZARK HOTEL,

by Varb, and

MRS. BUMPS'  
BOARDING HOUSE,

by Dwiggins.

Options should be taken NOW!

McCLURE NEWS PAPER  
SYNDICATE  
45 West 34th Street, NEW YORK

and the awards will be announced as near to February 1 as is consistent with careful examination.

The Port Arthur (Can.) Daily News is conducting a contest in which it offers prizes to the value of five thousand dollars.

A cooking school is being conducted by the Spokane Evening Chronicle under the direction of Sherwood P. Snyder. Prizes valued at \$300 will be awarded for the best work of the pupils, and the products of the winners will be auctioned off for the benefit of the Children's Home.

The Madison (Wis.) State Journal is doing a rushing business preceding Christmas through a holiday gift subscription campaign. Ten thousand dollars in presents will be awarded. The campaign is under the direction of Circulation Manager H. F. Sweatland, who in a campaign last September put on more than 5,000 subscribers, and he expects even greater results this time.

The Winnipeg Telegram on Wednesday closed its tenth Shetland pony contest among the boys and girls of Western Canada. Five ponies and outfits were the prizes.

The Rural Weekly, of St. Paul, has changed its style and now features pictorial news.

The Lethbridge Daily Herald took advantage of the Dry Farming Congress to start a big campaign, offering four first prize options and nine other attractive prizes.

The women readers of the Chicago Daily Press have started "Morehouse Scrapbooks" in which they compile the excellent recipes published by Mrs. Anna R. Morehouse, editor of the Press' woman's page.

The Saskatoon (Can.) Phoenix is conducting a big contest for new subscribers, offering many valuable prizes to those securing the largest number of votes. The first capital prize is a \$4,000 house and lot, the

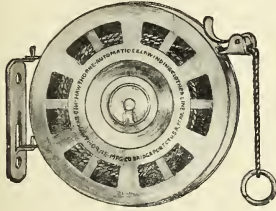
The William L. Betts Company  
Suite 406, World Building. New York City



Mr. NEWSPAPER MAN—I'll wager you a

## Hawthorne Automatic Self-Winding Clothes Line

against a month's subscription to your paper, that if you'll take home this handy labor-saving device your wife will not allow you to take it away.



Then use your good judgment. Wouldn't this make AN IDEAL PREMIUM for your paper—a circulation getter.

It's brand new; there isn't one in your town or city as yet, but they will soon be there—BE FIRST.

Send \$1.00 for sample and illustrated book with special prices.

Money will be refunded on receipt of sample.

**HAWTHORNE MANUFACTURING CO.**

Agents wanted everywhere.

46 SPRUCE STREET, BRIDGEPORT, CONN.

second a \$2,300 touring car and the third a \$1,200 touring car, with twenty others for district winners.

The Sutherland (Can.) Press gave a gold watch, and several other prizes in a voting contest just closed.

The Lansing (Mich.) Evening Press is holding a Six-Tour Travel Club circulation campaign, in charge of D. Foster of Pittsburgh. Mr. Foster recently conducted the Travel Club for the Pittsburgh Post using twenty free trips to Panama.

Last Monday was the last day upon which contestants in the New York Evening Mail's \$8,000 book-lovers' contest could get free all the pictures that had been printed to date.

The Lynn (Mass.) Evening News has concluded a contest which largely increased its circulation. The prizes are two automobiles, motor cycle, piano, diamonds, furniture and money. The contest was conducted by the William L. Betts Company, World Building, New York.

The Bessemer (Ala.) Tribune is a new tri-weekly issued by Frank Rea.

### FAKE SOLICITORS.

Twenty young solicitors have been sent away by the Gerry Society in the last six months and the honest newsboys belonging to the New York Newsboys' Home Club have been trying to stamp out the gang that has been fraudulently asking money for the Newsboys' Home.

The gang is organized and has been holding up citizens nightly. There are two large organizations looking after the newsboys in this city. They are the Children's Aid Society, which maintains three lodging houses for newsboys, and the Newsboys' Home Club.

### HIT BY STRAY BULLET.

A bullet accidentally fired from a gun handled by a youngster struck Enoch Morgan, editor of the Wilmington (Ill.) Advocate, while he was passing along the street. Mr. Morgan's condition is reported as being critical. The bullet entered his head directly beneath his right eye.

### ALLEN STARTS A DAILY.

The Evening Journal is the name of a new paper launched in Boise, Ida. It is published by the Allen Publishing Company, with Arthur Allen as the head.

### NOTES AMONG THE CIRCULATORS.

The Sandusky (O.) Star-Journal continues to increase in circulation under the supervision of Albert G. Bier, circulation manager. Mr. Bier prides himself in having a list of readers, who all pay for the paper, and the territory is so thoroughly covered that in a recent



ALBERT BIER.

canvass made by solicitors, Mr. Bier says, they could not find enough people not subscribers to the Star-Journal to pay them enough money for their hotel bill.

The Star-Journal, owned and operated by the Alvord & Peters Company, has just installed another linotype, and expects to erect a six-story building in the spring on the corner of Market and Jackson streets.

S. E. Secord, who recently sold his interests in the Cobalt (Can.) Daily Nugget, is to enter the circulation promotion field. He has just concluded a contest on the Daily Nugget which added 1,500 new subscribers for Publisher H. S. Brown-ing.

Frank A. Sharp has been added to the circulation staff of the New Haven (Conn.) Times-Leader.

Tony Monico, of the Omaha Daily News circulation department, is an expert at baseball pool.

The Publishers' Service Company has been incorporated at Cleveland to assist publishers to increase their circulation. The capital is \$10,000 and Frank Butler, D. B. Stone, L. Kluger, A. G. Hale and E. L. Giehmer are the incorporators.

C. F. Brann, circulation manager of the Des Moines News, has resigned to become general manager of the J. D. Larkin Subscription & Specialty Company, of Des Moines. The firm specializes in subscriptions and premiums and controls a large number of agents in the central states.

### THE SPECIAL SERVICE CO.

Experts on Newspaper Circulation. Write for our new TRAVEL CLUB ELECTION PLAN. 306 Publication Bldg., Pittsburgh

### THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

HOTALING BROS.  
Tribune Building, NEW YORK

### DO YOU NEED A CIRCULATION COUNSELLOR?

I can increase your circulation and not spend much time doing it. I can thoroughly organize every branch of your circulation department. Will revise circulars and introduce an economic method of mail list collections—original and effective.

P. H. DALY,  
1306 Bales avenue, Kansas City, Mo.

We conduct all kinds of Circulation Contests



Wire

Write

The very best  
NEW DAILY COMIC-  
on the market  
THE NEARLYWEDS

By George Manus,  
Write for details.  
National News Association  
200 William St., NEW YORK CITY.

FOUNTAIN PENS  
ARE THE BEST  
PREMIUMS.

SALZ BROTHERS  
45 West 34th Street, NEW YORK

GET TO-DAY'S  
NEWS TO-DAY

"By UNITED  
PRESS"

General Offices, World Bldg., NEW YORK

CIRCULATION  
BUILDERS.

The MYERS Circulation  
Co., Inc.  
WATERLOO, IOWA

FOUNDER RETIRES.

The Bevier (Mo.) Appeal has been purchased by L. E. Stevens of Brookfield from Francis D. Jones, who started it twenty-three years ago.

When Your Customers Want  
PRESS CLIPPINGS

TELL THEM TO COMMUNICATE WITH

"BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies 15c CENTS.

Subscribers should have their copies of THE FOURTH ESTATE delivered to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 981 FOR THE WEEK ENDING SATURDAY, DECEMBER 14, 1912

## MAGAZINE VS. NEWSPAPER ADVERTISING.

One of the most original ideas in the advertising line during the past decade was the establishment in 1905 of the Postal Life Insurance Company, upon the theory of dispensing absolutely with the services of agencies, solicitors, or canvassers, and depending entirely upon advertising for securing its business.

It will be of great interest to all publishers to know that this company has been successful and that its theory has proven correct in practice. Wesley Sisson, the secretary, thus sums up comprehensively, in answer to an inquiry by THE FOURTH ESTATE, the results of the first seven years of the company's work:

You say you would like to be informed as to the success of the Postal method of selling life insurance—by advertising and correspondence—and also as to what periodical we have found best. Our experience has convinced us that it is not only possible to conduct a great insurance business without agents or canvassers, by the aid of judicious advertising, but that it is much the best way. It relieves the prospective insurer of the annoyance of personal calls and enables him to digest the proposition at the time most convenient to him.

Answering your inquiry as to what publication has given us the best returns for our advertising, I would say that Leslie's Weekly stands at the head of the list.

The first four advertisements inserted this year in Leslie's Weekly, for example, have produced \$113,000 of paid-for business, the annual premiums on which amount to \$3,375, the average cost per thousand being about \$10, bear in mind this is the total advertising cost, and will holders come to the company on the same advertisement; the cost in an agency company would be considerably more the first year, and the business would continue through subsequent years, whereas in the Postal there is no business-getting cost after the first year.

It is interesting, also, to know that the Postal Life Insurance Company has not used newspaper advertising to any large extent, but has confined its appropriations practically to magazines and illustrated weekly publications.

Mr. Sisson says that he tried both kinds of advertising and was not

The advertising forms close on Thurs day. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agree meat use (14 lines to the inch; 140 lines to the column; 500 lines to the page).

One page, \$200; Front page, \$400.

Discounts for consecutive insertions One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

convinced that newspaper advertising paid as well as magazine advertising.

In this respect, of course. THE FOURTH ESTATE believes Mr. Sisson is wrong. It believes that whatever experiment was made in the line of newspaper advertising was not as thorough or comprehensive as it should have been, and it is sincerely to be hoped that the Postal Company will make another and fuller experiment in the newspaper field. Attention is called particularly to the fact that the paper which, according to Mr. Sisson's report, stands at the head of his list in advertising productiveness is that publication which of all those on his list is nearest in character to a newspaper, Leslie's Weekly.

This veteran publication, which calls itself "an illustrated weekly newspaper," lives up to its title and endeavors to cover the news of the day thoroughly in picture form—to a far greater degree than any other publication.

The editor of Leslie's Weekly, John A. Schleicher, is himself a newspaper man of long experience, having been the editor of the Albany Journal during its most successful period.

May it not be possible that the fact that Leslie's Weekly is almost a newspaper accounts for its having secured the best results for advertisers?

## A REVOLUTION IN PRINTING.

There is no field of printing in which manual skill and artistic sense are required in so high a degree as in the printing of etchings.

So important is this that many of our great artist etchers, both past and present, have helped to do the printing themselves.

The process is slow and laborious, but the results are beautiful.

No art lover is without attractive examples both on his walls and in his collection.

If the reproduction or printing of etchings could be done mechanically

with the facility and rapidity of the modern web press, it would attract the attention of the world; it would be revolutionary; it would bring into every home examples of art, the effect of which would be to create new ideals, raise ethical standards and add a new force to the world movement to uplift humanity.

Since 1902 the specialists of Europe have been working to accomplish a machine to do this thing. The results have awakened much interest, but have not reached a stage which attract the American publishers enough for them to go into it.

R. Hoe & Co. believed that the problem could be practically solved along such lines as would make it commercial and therefore of great interest to the progressive publisher.

Less than two years ago they turned the problem over to their famous chief engineer, Mr. Spalckhaver, and the result will appear for the first time in the Christmas supplement of the New York Sun, in the form of four beautiful etchings with framing, to be issued tomorrow.

This achievement is a milestone in the printing and publishing industry.

It has been a patient struggle, and too much credit cannot be given the Sun for its sympathetic and loyal co-operation in working out the details.

THE FOURTH ESTATE will not attempt to go into a detailed description of this Intaglio press. It is practical, it is commercial, it possesses wonderful possibilities.

It is not to take the place of the great web presses which give us our great daily papers, but it has a field all its own, possessing artistic and educational values as yet unrealized.

R. Hoe & Co., and their co-workers, the New York Sun, are to be congratulated on their enterprise, their virility and the result.

## NOTE AND COMMENT.

The sixtieth anniversary achievement number of the Rock Island (Ill.) Argus was received with expressions of praise everywhere. The number was devoted to setting forth in story and picture the Rock Island advancement during the first decade of the 20th century.

At the San Jose (Cal.) Outdoor Art League meeting billboards came up for discussion. It was emphasized that the final solution must rest with property owners who rent their land for billboard purposes and with merchants who advertise in this way. The size and location of billboards can be regulated by law, but the real thing needed is right public sentiment, and this is everywhere fast developing, the billboard question being national.

The New York Evening World on December 6 printed 191½ columns of advertising, more than it ever printed in one day before. The previous high mark made by the World was December 8, 1911, 164½ columns.

Our forefathers, desiring to announce a sale of something or other,

tacked up a sign at some public place, and as many people learned about the sale as happened by while the sign stayed up.

We don't do things that way. The man who wants to sell his house, or rent his apartment, or buy a business, or secure the services of a domestic for his home, or—well, who wants almost anything wantable—puts a little Want Ad. in a newspaper. That want of his is put, in less than twenty-four hours, where thousands of pairs of eyes may read its message!—Jerome P. Fleishman in the Baltimore Sun.

The New York Evening Journal gained 106,890 agate lines of display advertising in November.

The Washington Star is credited by the auditor of N. W. Ayer & Son's American Newspaper Annual and Directory with a total average daily circulation of 63,502 for the nine months' period from February 1 to October 31, 1912. Compared with the 1911 audit for the same period, 1912 shows an average gain by the Star of 6,407 daily, or 11.22 per cent.

A notable feature of the Star's circulation is that the ratio of city output to that in outside territory is 86.67 to 13.33 per cent. Advertising in the Star for the same nine-month period is given by Business Manager Fleming Newbold as 8,099,025 lines.

THE FOURTH ESTATE is the best medium to reach buyers in the newspaper line. Advertise in it.

## AN ADVERTISER'S PROTEST.

EDITOR THE FOURTH ESTATE.

SIR: Some money has been contributed, we understand, by a coterie of gentlemen interested in importing coffee, this fund to be used for advertising coffee.

The advertising has been placed in the hands of an agency, and we learn that skillfully prepared articles have been sent to newspaper publishers under the guise of news items for free publication.

These are nothing more nor less than articles boosting coffee, telling of its merits, etc., etc.

Some papers have inserted them free of cost.

The majority of publishers have not been deceived by this hackneyed form of free advertising. We would have no cause for protest at the free publication of these articles, provided the publishers would print our trade announcements without charge, but we certainly must protest in the strongest kind of a way when a publisher accepts money from us to print our trade announcements, then prints trade announcements free for a competitive article.

POSTUM CEREAL COMPANY, LTD.

A new paper has been started at Sheridan, Wyo., called the Republican.

The Saginaw (Mich.) Evening Press has suspended publication. It was established last June.

Philip S. Newton and Maurice Patin are planning a new paper for Lafayette, La.



## PURELY PERSONAL.

Clark Howell, editor of the Atlanta Constitution, was a speaker at the banquet given by the Canadian Society of New York last Saturday night.

J. Lewis Thomas, a reporter on the Portsmouth (Va.) Star, has been elected police justice of Portsmouth.

John McCurdy, news editor of the St. Paul Daily News, is back on the job after a short illness.

"Buck" Griffith, assistant foreman in the Omaha Daily News composing room, has fallen victim to the ranch fever and has purchased a place out West.

Fred C. Trigg, editorial writer on the Kansas City Star, recently visited Des Moines to study the municipal market in that city.

W. H. Kelly, a newspaper man of Palo Alto and secretary of the San Jose (Cal.) Chamber of Commerce, has been endorsed by the Democratic County Central Committee as candidate for the State Senate, the election for which will be held on January 2.

G. A. Lyon has been nominated for the presidency of the National Press Club of Washington. Mr. Lyon has served the Press Club as treasurer for three terms.

John Fields, editor of a farm paper in Oklahoma City, has resigned as president of the Oklahoma State Fair Association, and is succeeded by J. L. Wilkin.

W. E. Hunter, a publisher of Johannesburg, South Africa, is visiting friends in Dayton, O.

Paul Tyner, editor-in-chief of the Dayton (O.) Journal, has been investigating the commission form of government in Des Moines, Ia.

Charles T. Wilder, managing editor of the Colorado Springs Gazette, has been compelled to take an indefinite leave of absence on account of poor health.

Clarence O. Finch, editor of the Julesburg (Colo.) News, will be a member of the next Colorado Legislature.

Mark Roth, the New York Globe's sporting writer, has just celebrated twenty years of service with his newspaper.

Harold Stevens, a member of the Newark (N. J.) Evening News staff, has been appointed secretary of the Bayonne Chamber of Commerce.

Louis Garthe, of the Baltimore American's Washington bureau, and Mrs. Garthe have returned from Cuba.

C. Newton Merrill, formerly with the Boston Transcript and lately with the Hearst publications, is on a trip to England.

William Barnes, Jr., proprietor of the Albany Journal, has returned from a short stay in Bermuda.

William J. Connors, publisher of the Buffalo Courier and Enquirer, is on a trip to southern California until the latter part of the month.

William G. Bowdoin of the American Tract Society publications is a busy man these days keeping up with the great Christmas demand for the society's works. Mr. Bowdoin has just issued a catalogue

booklet of A. T. S. gift books that has no doubt added much stimulus to their sales. The cover was designed personally by Mr. Bowdoin and the lay-out of the contents shows the touch of expertness acquired by Mr. Bowdoin in his former newspaper and magazine work.

J. M. Wakeman, general manager of the Electrical World, has returned from a trip to Europe that covered the past two and a half years.

J. F. Hume, copy reader on the New York Evening Mail, is ill with the gripe.

Robert Oberwinder, Berlin correspondent of the Munich Bayerische Staats Zeitung, is on a visit to this country to study politics. He arrived in New York Tuesday and is stopping at the Waldorf Astoria.

Wolf Von Schierbrand, for many years Berlin correspondent of the Associated Press and later with St. Paul newspapers, will return shortly to Germany.

Charles P. Sawyer, sporting editor of the New York Evening Post, is on a trip to Ohio.

John H. Cook, editor of the Red Bank (N. J.) Register, has increased his numerous real estate holdings in Red Bank by purchasing a part of the Richard Drummond estate.

Royal J. Davis, of the editorial staff of the New York Evening Post, was one of the judges in the debate at New Haven between Syracuse and Yale. In addition to his regular editorial duties on the Post, Mr. Davis conducts a class in editorial writing in the Department of Journalism at New York University.

W. E. Hull, editor of the Westerville (O.) Public Opinion, has purchased a new residence.

Luther I. Aasgaard, publisher of the Forest City (Ia.) Republican, has been appointed postmaster of his town.

W. F. Cushing, a Bismarck newspaper man, is to be the next secretary of the State Railway Commission of North Dakota.

W. H. Robb, publisher of the Creston (Ia.) Daily American, is a candidate for postmaster.

Deems Taylor has started a column in the New York Press entitled "Between All of Us."

Bozeman Bulger, the New York Evening World's baseball expert, is back from a vacation in Cuba.

Charles E. Chapin, city editor of the New York World, is receiving the sympathy of his many friends on the death of his mother this week in her seventy-fifth year.

Colonel William Hester, publisher of the Brooklyn Eagle, gave a dinner Monday night at the Hotel Plaza, New York, in celebration of his birthday.

Herbert M. Sawyer, city editor of the Worcester (Mass.) Telegram, on Thursday sailed from New York for a five weeks' trip to the West Indies and South America.

John W. Scott, publisher of the Kamsack (Can.) Times, has sold his paper to a local syndicate and has gone West.

## WEDDING BELLS.

Statistics compiled in the office of the Omaha Daily News show a busy state of affairs to be directly traced to the ravages of the matrimonial bug, which has invaded the office and spread infection to all departments. It was less than a year ago that the first victim succumbed and the epidemic spread rapidly.

"Jimmy" Austin, formerly in the advertising department, was one of the first to fall. Then Mel Uhl, Jr., and Milton Uhl, sons of Mel Uhl, Sr., publisher, were stricken in quick succession. Lyman Bryson, the poet of the editorial staff, bought a new pair of shoes and went to St. Louis, to emerge from the Missouri city a benedict and headed for the Detroit News.

These are the casualties to date, but there are still a number who have been exposed and show symptoms. This list includes Earl Allen, court reporter; Byron Price, United Press correspondent; Earl Taylor, copy reader; Louis Cook, sport editor; Leo Bozell, railroad reporter, and Loren Brooks, federal reporter. Hal Flaherty, assistant telegraph editor, and "Jake" Isaacson, "N. E. A." expert, seem to be so far immune.

It is believed the statement of President L. V. Ashbaugh that marriage increased a man's efficiency twenty-five per cent. is proving a serious complication.

Charles W. Ettinger, a member of the staff of the Allentown (Pa.) Call, has just announced his marriage to Miss Esther C. Kuntz.

Niels Christensen, editor of the Beaufort (Mass.) Gazette and state senator from Beaufort County, has been married to Miss Katherine Wales Stratton of Boston.

Thomas W. Keenan of New Haven, Conn., has been married to Miss Katherine A. Robins of Jersey City. Mr. Keenan is financial editor of the New Haven Evening Register.

John B. Day of the Denver Post and Frances May Brown have been married.

Miss Eloise Shannon of the Denver Post staff became the bride this week of William Wallace Richardson, a business man of North Yakima, Wash.

Helen Maloy, former editor of the Granger (Wash.) News, has been married to Daniel Appleton Ward of Missoula, Mont.

Chauncey Rathbun, assistant managing editor of the Seattle Times, was married last week to Miss Edna B. Hatch.

Stephen E. O'Grady, a member of the staff of the Kansas City Star, was married on Sunday to Miss Alice Garrison.

## VISITORS IN NEW YORK DURING THE WEEK.

Charles W. Knapp, publisher of the St. Louis Republic.

Elmer E. Bullis, the Lord & Thomas Advertising Company, Chicago, and Mrs. Bullis.

A. D. Mayo, business manager of the Chicago Record-Herald.

## ABOUT LOUIS KLEBAHN.

A prominent figure among the special representatives in the advertising field in New York City is Louis Klebahn, of 1 West 34th st. Mr. Klebahn began life in the newspaper field with the Scientific Farmer, of Cincinnati. He has stuck type, set ads, made up forms, written copy, read proof and in fact began from the bottom. Later he was circulation manager for the Farmer and increased its subscriptions from twelve to fifteen thousand. Then he became advertising manager and filled the paper with



LOUIS KLEBAHN.

profitable copy, after which he went to Chicago and joined the special agency of Henry DeClerque.

Fifteen years ago Mr. Klebahn came to New York City and has made a specialty of developing the advertising of papers in the western Canada field. He represents there such papers as the Winnipeg Free Press, Calgary Herald, Vancouver Province, Edmonton Journal, Saskatoon Phoenix and Regina Leader.

He is now also giving his attention to the eastern Canada field and represents the Halifax Chronicle and Echo, and the St. John Standard. In addition to this he has the Milwaukee Herold and Germania-Abendpost, the Chicago Staats-Zeitung and Freie Presse, the Clinton (Ia.) Advertiser, and others.

## CURRIE LEAVES THE WORLD.

Barton Wood Currie, who has been a member of the New York Evening World staff for ten years, resigned this week. Mr. Currie will become connected with the editorial staff of the Country Gentleman, published by the Curtis Publishing Company, in Philadelphia. Last Friday night the staff of the Evening World tendered a farewell dinner to Mr. Currie at Moquin's uptown restaurant.

## A BASEBALL DINNER.

Charles Ebbetts, owner of the Brooklyn National League Baseball team, gave a dinner to the newspaper men of New York and Brooklyn last week.

## BUSINESS OPPORTUNITIES

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

\$15,000 cash available for first payment on a satisfactory daily newspaper property. Ohio, Michigan, Indiana or Illinois location preferred.

Proposition F. G.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York.

## MACHINERY FOR SALE.

JOE PRINTING PLANT FOR Sale. Established eight years. No junk. Owner will retire. Invoice \$2,400. Price, \$1,375 cash. Wheeler Printing Co., Springfield, O. OBIT.

FOR SALE: One Model No. 4 Linotype, No. 11231, complete with motor, Rogers attachment and mold; also three fonts of matrices, Jackson & Bell, Wilmington, North Carolina.

## Have You Any SECOND-HAND MACHINERY

For Sale?

An Advertisement in the Want Columns of The Fourth Estate might sell it for you. Worth trying.

## RECENT INCORPORATIONS.

LOWVILLE, N. Y.—Lewis County Publishing Company; capital, \$13,000; incorporators, Ozro B. Phillips, Milton W. Holt and Andrew Watson, Jr., 303 Highland Boulevard, Queens.

SPRINGFIELD, O.—Grocery Press Publishing Company; amendment relative to the capital stock.

BARTON, O.—Booster Co-operative Printing Company; capital, \$10,000; incorporators, James G. Morrow, Ruth Spaulding Morrow and others.

LAREDO, TEX.—Laredo Publishing Company; capital, \$10,000; incorporators, Leopold Villegus, E. Flores and J. G. DeLaGarza.

GREENVILLE, VA.—Independent Publishing Company; capital, \$25,000; incorporators, S. T. Hooker, J. F. Brinkley and others.

## HATHAWAY'S NEW PAPER.

Harris F. Weesner has disposed of the Clayton (Ind.) Enterprise to A. G. Hathaway. The new owner is a member of the Hathaway family owning the Coatesville Herald.

George Findlay has recently resigned from the New Haven (Conn.) Journal-Courier, and is covering New Haven County for the Waterbury and Bridgeport Herald.

## HELP WANTED.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

## Salesmen Wanted

by an Eastern Printing Press Manufacturer, two first-class salesmen with successful records in the sale of printing machinery; one for East and one for West. Excellent opportunities for good men. State full particulars, age and salary. Address "Confidential," care The Fourth Estate.

### Correspondent Wanted In New York

for a French newspaper in Canada. Give full particulars in first letter. Address French, care The Fourth Estate.

Sporting editor wanted for Bridgeport, Conn., daily. Must understand basketball boosting. Eighteen dollars to start. Address Sport, care Lefler, 40 East 22th Street, New York City.

## MISCELLANEOUS.

## UNITED STATES SAFE DEPOSIT CO.,

Branches:  
32 LIBERTY STREET,  
73D STREET AND BROADWAY,  
15TH STREET AND EIGHTH AVE.,  
NEW YORK.

## THE AD SOLICITOR'S CREED.

I believe in the medium I represent, in the people I am working for and in my ability to get results.

I believe that honest space can be sold to honest men by honest methods.

I believe in working, not waiting; in laughing, not weeping; in telling the truth, not lying.

I believe that a man gets what he goes after, that one contract today is worth two tomorrow and that no man is down and out until he has lost faith in himself.

I believe in today and the work I am doing, in tomorrow and the work I hope to do and in the sure reward which the future holds.—Exchange.

## BILLBOARD VIOLATION.

W. H. Caswell, president of the Caswell Advertising Company, of Sacramento, charged with violating the state billboard law, appeared in the police court and pleaded not guilty.

Caswell was arrested on a warrant issued by City Prosecutor Cross. Caswell had a billboard placed around the Sutter building at Fifth and J streets, and is said to have placed advertisements on the board after he had been warned that he was violating the law.

## WILL BRANCH OUT.

The Evansville (Ind.) Star-Bulletin is soon to become a daily. At the present time the Bulletin is published weekly by Colonel William L. Ayers.

## DAILY DIGGIN'S IS OUT.

The Washington mining town of Taylor Gulch now boasts a newspaper. Its title is the Daily Diggin's, and it is published by Byron E. Cooney.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## PUBLISHERS!

DO YOU WANT ME?

I AM DIFFERENT!

I NEVER SAY CAN'T!

I DO NOT MAKE EXCUSES,

INSTEAD, I MAKE GOOD;

I CLIMB MOUNTAINS;

YOU SET THE MARK;

AND THE TIME, I REACH

THE MARK AT

THE TIME STATED.

Three publishers who have employed me during the last nine years each say that I am the best circulation manager they have ever known. They are big men too: Let me write to you personally: Address, "Exception," care FOURTH ESTATE.

## Business Manager

I have been managing daily newspapers of from 2,000 to 30,000 circulation for 12 years on salary basis alone; have had practical experience in all branches. Now want management of daily (South preferred) with opportunity of paying for all or part of stock out of increased earnings as result of my efforts; would consider adv. end only; I know personally all national advertisers and agency men; best of references; no field too difficult. Address A. S. L., P. O. Box 861, Los Angeles, Cal.

## Young man of unusual ability and high character, with some experience in Editorial and Circulation

departments, now making good as Advertising Solicitor, (handling heaviest run) on paper of 50,000 circulation, wants to arrange for a personal interview with the publisher looking for material for a business advertising manager. Address W. G. A., care The Fourth Estate.

Wanted. Position of General or Business Manager or Advertising Manager on daily newspaper that wants to improve its influence, business and profits. No place too big—no task too hard. Understand all departments. Can assist in general policy and conduct if desired. Very successful experience in three largest cities. First class references. Address B. W. T., care The Fourth Estate.

ENERGETIC YOUNG MAN, with eight years of practical training in news and advertising departments seeks position in advertising work offering opportunity. Address Chance, care The Fourth Estate.

## NEW OWNER HAS BIG PLANS.

H. S. Browning, who recently purchased the interests of S. E. Secord in the Cobalt (Can.) Daily Nugget, is planning extensive improvements for the paper and plant. Mr. Browning is a man of newspaper experience in a number of cities of the Dominion. He started with the Sherbrooke Examiner and was subsequently with the Sherbrooke Daily Record, in St. Catharines, Berlin, Toronto and Silver City.

With W. G. Ferguson, Mr. Browning purchased the Cobalt Nugget, then a weekly. With the growth of the town the paper grew likewise and in 1909 a stock company was formed and a daily edition started. Since then it has prospered even beyond the most sanguine expectations of its early promoters. The Nugget is noted for its accuracy and conservatism in connection with the publication of mining news of the Northern camps.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

## Want or Classified Advertising Manager Wants Position.

Fifteen years' experience as a "Want Ad" and Classified Advertising Manager should mean much to some enterprising paper wishing to build up the Want Advertising end of their paper. Upon receipt of reply to this advertisement I will furnish full information regarding my experience, ability and integrity. Come at me at once if you want the services of a man who knows the "Want Ad" business. Address George, care The Fourth Estate.

## Pressroom Foreman

thoroughly familiar with all makes of web presses, competent in all the essentials that prevail in newspaper pressrooms, desires position where ability and energy counts. Satisfactory references given. Please state nature of your work and press equipment. Address, Pressman care The Fourth Estate.

## MR. PUBLISHER.

Do you want a General Manager or Business Manager who is thorough organizer, systematizer and result getter, as well as being considered one of the best circulation experts in the country, and vouched for by many of the leading and successful newspaper men of the U. S. If so address, BUSINESS, care The Fourth Estate.

## An Aggressive, Tactful, successful advertising manager now employed on 20,000 daily seeks broader field. Under 30, married. No bad habits. Salary fair, but opportunity and future must be high class. A. A. A., care Allen & Ward, Boyce Building, Chicago.

First-class editorial writer wants first-class position. Able, experienced. Write "R," care The Fourth Estate.

CITY EDITOR, young, hustling and up-to-the-minute, now on morning paper, wants to change to evening. Not necessarily desk work. Six years' metropolitan and country experience; street, feature, telegraph, rewrite and sports. Go anywhere. Address H. R. W., care The Fourth Estate.

## CLINTON ADVERTISER SOLD.

Woodworth Clum, formerly secretary of the Rock Island (Ill.) Commercial Club, has purchased the Clinton (Ia.) Daily Advertiser. He takes over the interest of L. E. and Charles Fay, who conducted the paper for a number of years.

Mr. Clum will not take personal charge of the paper immediately, but will straighten out some business matters in Davenport. In the meantime the paper will be in charge of Frank McMeekin, formerly of the Rock Island Daily Union, and who is associated with Mr. Clum in the purchase. The new owner of the Advertiser for the past year has been with the Davenport Locomotive Works.

Articles of incorporation have been filed for the new company to publish the Advertiser, with a capital of \$50,000, of which \$35,000 is paid in. The incorporators, besides Mr. Clum, are C. F. Terhune and H. E. Jordan, secretary and assistant secretary of the Clinton Commercial Club. Mr. Terhune is president; Mr. Jordan, vice-president; and Mr. Clum, secretary-treasurer.



## SITUATIONS WANTED.

**Chicago Reporter, 34,**  
with city desk, A. P. and business  
end experience, would like to  
throw his twelve years of training  
into some daily in good Western  
town; strictly high class newspaper  
man capable of taking editorial  
charge and injecting new life; no  
boozier. Address Box 323, 1725  
Wilson Ave., Chicago, Ill.

**Circulation Manager.**

An assistant circulation manager, at  
present employed, is looking for a position  
as circulation manager on some  
small daily or assistant circulation manager  
on a large daily. He is thoroughly  
familiar with modern methods in the  
circulation department, handling of canvassers  
and premiums, and is confident  
he can make good. Address R. C. H.,  
Fourth Estate.

**Thorough Competent**

young newspaperman wishes to locate  
on a journal that is a paying  
proposition now. Experienced both  
metropolitan and otherwise, including  
editorial, desk, feature and  
rewrite work. Can prove ability  
and will go anywhere. Address  
B. G. H., care The Fourth Estate.

**Sporting Editor, Now**

on morning daily, desires change  
to position with better opportunities.  
Experienced in desk and  
general reportorial work and will  
accept position along these lines  
anywhere. Address Sports, care  
The Fourth Estate.

THE DAY OF THE IDEAL  
NEWSPAPER.

Occasionally it becomes the duty  
of a practical editor to give to the  
very intelligent and impractical people  
who are always demanding an  
ideal newspaper a very common  
sense reason why it will never be  
published.

And the reason is based on a few  
questions like these:

Has anybody ever seen or heard of an  
ideal minister?  
Has anybody ever seen or heard of an  
ideal college president?  
Has anybody ever seen or heard of an  
ideal doctor?  
Has anybody ever seen or heard of an  
ideal banker?  
Has anybody ever seen or heard of an  
ideal merchant?  
Has anybody ever seen or heard of an  
ideal lawyer?

We are decidedly of the opinion  
that a loud and emphatic No is the  
answer to each question.

Why?  
Because the representative of the  
callings named are all human, with  
the usual number of virtues and  
faults. And editors, being human,  
are in the same class. Therefore  
when the world is peopled by angels  
and the newspapers are controlled  
by archangels we shall see the ideal  
newspaper and not until then.—  
Boston Globe.

**TROY PUBLISHER RETIRES.**

Michael B. Wallace, a member of  
the firm of J. N. Wallace & Co.,  
proprietors of the Troy Evening  
Dispatch, has retired from the business.  
The other member of the  
firm, James Wallace, died some  
time ago. The business is now being  
conducted by the heirs of James  
Wallace, with Patrick Wallace as  
business manager.

THE RIGHT MAN  
FOR THAT POSITION—

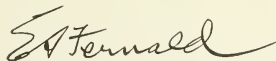
if he is not in sight, I may be able to  
help you find him. It is my business.  
I have been at it nearly fifteen  
years, searching out "who's who" in  
the advertising-printing-publishing  
field, learning qualifications, keeping  
track of changes.

My lists include over 5,000 candidates.  
All departments are represented,  
advertising, editorial, circulation,  
printing, art and engraving.

I am in touch with men whose  
training has been with newspapers,  
magazine, trade and technical journals,  
advertising agencies and the  
publicity end of mercantile and  
manufacturing concerns.

No charge is made to employers.  
No advance fee is required for registration.  
My commissions are paid  
by my successful clients.

Your letter or wire, stating the  
requirements of the position to be  
filled, will receive my personal  
attention.



The Newspaper Men's Exchange, Springfield, Mass.

**HERALD SUIT DROPPED.**

The libel suit instituted by Police  
Commissioner Waldo against the  
New York Herald last summer has  
been dropped with the consent of  
both plaintiff and defendant. The  
Herald, the Tribune and the Press  
were sued by the commissioner for  
publications involving him in stories  
of the death of Herman Rosenthal,  
the gambler. The suits against the  
Tribune and the Press are yet to be  
brought up in court.

**TROUBLE IN MARY VILLE.**

The plant of the Marysville  
(Cal.) Spokesman is still in the  
hands of local officials pending a  
settlement of claims. In addition to  
other claims salary accounts have  
been placed against the company  
by employees who, it is thought, will  
be given first consideration. Two  
attachments were levied prior to assignment.  
It is not thought there will be  
any effort to revive the  
Spokesman.

## SITUATIONS WANTED.

**General Assistant Wants  
Position.**

Young man (29), ten years' experience  
in the newspaper business (advertising  
and publication), six years and at  
present with New York daily, desires  
position on paper outside of New York.  
Fully competent to take charge of publication  
under supervision of manager;  
act as general assistant to manager;  
charge of classified advertising, or like  
position. Reference—the best there is  
in this business. Address C. H. B., The  
Fourth Estate.

**General Newspaper and  
Magazine Man.**

Young man 27 years old, eight years'  
experience on newspapers and magazines,  
desires a change of position in or near  
New York City. Best practical references.  
Address, EXPERIENCED, Room  
4, 45 East 42nd Street, New York City.

WANTED—Young married man, with  
10 years' experience in the business end  
of daily papers, would like to take charge  
of business on small or large paper; can  
furnish best of reference as to ability and  
character. Address C. Keisch, General  
Delivery, St. Joseph, Mo.

**Newspaper Pressman**

Looking for position as foreman on  
daily, any state. Have made good in New  
York City for years. My references as to  
reliability and competency are of the  
best. Address Web Pressman, care The  
Fourth Estate.

**Circulation Manager**

with over ten years' successful experience  
on morning and afternoon papers,  
desires to make change. Ability and  
reliability vouched for by some of the most  
successful newspaper men. Address RE-  
SULTS, care The Fourth Estate.

**Circulation Manager**

would like to connect with live daily.  
Thoroughly capable, an energetic worker  
and a producer of results at minimum  
cost. References furnished. Address  
B. H., care of The Fourth Estate.

**HAS NO AUTHORITY.**

Representing that he was soliciting  
subscriptions with which the  
San Antonio (Tex.) Press Club in-  
tended publishing a booklet, an im-  
poster has been reported to have  
victimized a number of residents of  
San Antonio. The police department  
has been notified by the officers  
of the club that no person is  
authorized to collect under the name  
of the organization and that the  
club does not contemplate issuing  
a booklet of any kind. The police  
are looking for the man.

**NEW GLENS FALLS EDITOR.**

Samuel J. Banks of Watervliet,  
has been appointed managing editor  
of the Glens Falls (N. Y.) Post-  
Star. He succeeds Chester B.  
Grandy, who has gone to the  
Times. Mr. Banks was formerly a  
reporter on the Evening Standard.  
His assistant will be his brother  
Charles, formerly sporting editor  
of the Standard.

**BUYS HALF INTEREST.**

Ralph Payne, formerly of Morris-  
ville, has purchased a half interest  
in the North Lewisburg (O.) Re-  
porter from Levi Millice. The new  
firm will be known as Millice &  
Payne. For some time Mr.  
Payne was with the Prudential Life  
Insurance Company in Columbus  
and he will retain his insurance  
business in addition to his news-  
paper work.

**EDITOR SHOTS HIMSELF.**

Business troubles caused D. B.  
Worthington, editor of the Beloit  
(Wis.) Daily News, to attempt to  
commit suicide by shooting himself  
last week. Just before his act  
Worthington called up friends and  
advised them that something unusual  
was going to happen at his office.  
They found him unconscious.

**MANUEL SELLS OUT.**

The St. Paul (Neb.) Phonograph  
has been sold by C. B. Manuel, head  
of the Kearney Industrial School,  
to J. F. Webster, its present editor.  
Mr. Webster has been conducting  
the Phonograph for the past four  
years, while Mr. Manuel has been  
devoting his time to state work at  
Kearney.

**PARTNERS IN PURCHASE.**

The ownership of the Geneva  
(Ind.) Herald has passed into the  
hands of C. C. Shepperd and  
Harold Mattox.

## ILLINOIS DAILIES TAKE ACTION.

SOME IMPORTANT MATTERS  
CONSIDERED AT THE  
FALL MEETING.

At the annual fall meeting of the Illinois Daily Newspaper Association in Chicago a number of matters of interest to the newspaper field were generally acted upon or discussed.

As guests of the association there were present Oscar D. Brandenburg of the Madison (Wis.) Democrat; E. P. Adler of the Davenport (Ia.) Times; W. F. Parrott of the Waterloo (Ia.) Reporter; C. J. Lumpkin of the Carlinville Enquirer, and B. B. Herbert of the National Printer-Journalist, Chicago.

W. G. Edens, president of the Illinois Highway Improvement Association, spoke in an effort to interest the newspapers in the work of improvement of public highways in Illinois.

A letter and telegram from John Norris, chairman of the print paper committee of the A. N. P. A. contained information as follows:

The news print situation shows a continued tendency toward softening of prices. The lowest and latest quotation I have received was equivalent to \$1.86 f. o. b. mill, New York state. There are a number of additional news machines to come upon the market before the close of the year. These additions to output should accelerate the tendency toward lower prices. I assumed you have received a copy of the bulletin of September 21, 1912, giving data about additional production then installed and to be installed.

There is considerable solicitation on the part of the mills—much more so than at any time in five years. I regard this as the most hopeful sign of the news print paper situation.

The openly quoted price today is \$43 per ton delivered on sidewalk, New York, with indications of further softening.

Within the last week paper has been offered in New York at \$42, delivered in press room. The expansion of production due to the admission of Canadian paper would seem to justify everything that might be said in favor of the work of the paper committee.

The revision of the paper schedule by congress next year will probably throw open the doors to free newsprint paper from all countries and thereby broaden to the utmost limit the market of the American newspaper publisher for his raw material.

### NEW POSTAL REGULATIONS.

A communication from Don C. Seitz of the New York World, chairman of the postal committee of the A. N. P. A., relative to the new regulations law for newspapers and the second class postal service was read, as follows:

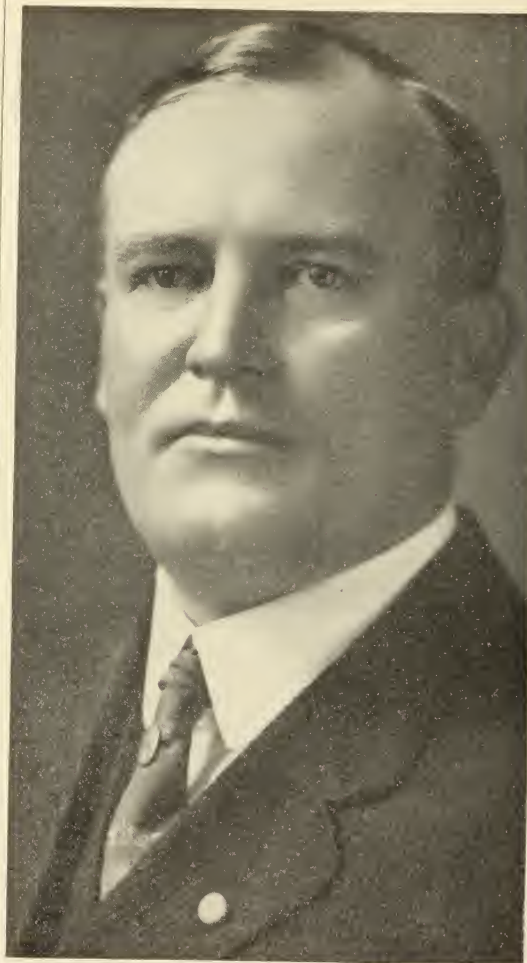
I think a resolution on the second class question ought to be passed, taking the ground that we resent the idea that the second class rate is a privilege.

It costs twice as much to handle second class matter through the post office as it does by other methods and to say that it is to continually put the newspapers in a false light.

We are not asking for privileges but an efficient system of transportation at reasonable rates which the post office fails to provide.

We are at the mercy of Congress in that the power to tax is applied to a transportation system on which no limit may be placed upon the cost Congress chooses to saddle onto it without regard to the ability of the traffic to bear the same.

For example, the last Congress added four million dollars to the compensation of rural mail carriers. This may or may not have been a proper move, but in no way will it improve the efficiency of the service we enjoy, and yet it will be found on weight that the second class matter properly constitutes 70 per cent. of the



W. L. HALSTEAD,

THE NEW BUSINESS MANAGER OF THE ATLANTA CONSTITUTION.

load these men carry and therefore, three million dollars of this new cost should promptly be loaded on our charge.

I hope your association will see the unfair position in which the business generally is placed.

John H. Harrison made a motion that a committee of three be appointed by the chairman to draft a resolution relative to the relations of the Post Office Department and the press. President Rees appointed on the committee John H. Harrison, Verne E. Joy and James H. Ferris. On motion of H. N. Wheeler the following resolution in relation to weight of print paper was adopted:

That contracts for print paper should contain a clause guaranteeing that the average weight will not exceed the weight

contracted for and the publishers should insist upon such clause in every contract made for the purchase of paper and if paper is overweight it should be at the expense of the manufacturer and not the publisher.

The question of extending the limits of the Illinois Daily Newspaper Association was brought up for consideration, but the expression of the members present indicated that they are satisfied with the association as it now stands. Several members expressed the opinion that they had received great benefit from the meetings which they had attended and that in their opinion the association is a success.

On motion of C. J. Zaiser, President Rees appointed a committee to

draft a resolution defining "foreign advertising" as follows: C. J. Zaiser, W. A. Townsend and F. P. Hanafin.

On motion of H. N. Wheeler, the following resolution on "Newspaper Courtesy" was adopted:

That the use of scurrilous or undignified appellations applied to competing newspapers or publishers or editors thereof, is unjournalistic and calculated to lower the dignity of the profession and should not be indulged in by reputable editors or publishers.

### CIRCULATION MATTERS.

On motion of J. H. Ferris the following resolution on "Uniform Circulations Statements" was adopted:

That there should be a standard and uniform circulation statement for daily newspapers, showing both divisions and daily output and that the members of this association be requested to use such form as may be agreed upon by this association.

In the discussion previous to the adoption of the above resolution the question of "what is paid circulation?" came up for consideration. On motion of John H. Harrison, President Rees appointed John H. Harrison, Verne E. Joy and J. H. Ferris as a committee to draft a resolution defining and explaining "paid" circulation, which was as follows:

That every paper distributed for a consideration shall be credited as paid circulation, including employees' copies (carriers included), local advertisers, correspondents, distributing agents and exchanges within circulating territory.

W. F. Parrott of Waterloo spoke briefly on the old time folly of newspaper publishers engaging in warfare, which accomplished nothing but interfered with business and prevented their getting results that they could secure were there a more friendly and fraternal spirit among competing publishers. He gave some personal experiences to illustrate his points, and advised the members of the Illinois Daily Newspaper Association to be on friendly terms with each other even when competitors, and that they could not only protect themselves but could increase their profits by having friendly and mutual understandings on many matters.

E. P. Adler of Davenport advocated the same policy as Mr. Parrott.

John H. Harrison, chairman of a special committee to draft a resolution on postal regulations presented a resolution formulated by the committee and moved its adoption. On motion of H. N. Wheeler the resolution was laid on the table.

On motion of W. A. Townsend, the following resolution presented by him was adopted:

That this association views with disapproval the growing tendency of the United States government to paternalism in matters pertaining to the press and condemns the new law requiring publicity with reference to facts that in no wise concern the general public.

Treasurer Pollard stated that the expenses of the association do not require the full payment of dues, and he made a motion that \$2 be rebated to each member on the dues for the current year, January 1, 1912, to January 1, 1913, which was carried.

A committee consisting of C. J. Zaiser, F. P. Hanafin and W. A. Townsend presented the following resolution, which was adopted:

As each local newspaper maintains a force of advertising solicitors whose work



covers the solicitation of advertisements from stores located in their immediate territory, therefore he it resolved that it is the sense of this association that no commission be allowed foreign advertisers or agents on sales of their business houses who operate a local business.

#### LABOR.

Resolutions regarding apprentices, the reproduction of composition and the "priority" rule insisted upon by the International Typographical and other unions were adopted as follows:

**APPRENTICES**—That every boy in America should have free opportunity to learn any trade which he may desire to pursue, when and wherever he may find opportunity, and that the restriction of apprentices by labor unions is un-American and unfair and should be vigorously opposed by every citizen and especially by every newspaper publisher.

**RESTRICTION OF COMPOSITION**—That when a publisher pays for the composing of any news or advertising matter, that the same is his property exclusively and that he has a right to use it in any manner he may choose, and that the practice of the typographical unions in insisting upon its reproduction or of claiming a bonus, in case it is loaned, borrowed or sold is an unfair proposition and in restraint of trade, and should be opposed under all circumstances.

**PRIORITY RULE**—That the priority law insisted upon by the International Typographical and other unions in the employment of members of their organization whereby the employer may be compelled to engage the services of a tradesman less competent than another who may be available, is absolutely wrong, tends to incompetency and is demoralizing in its effect and should be vigorously opposed by employing printers and newspaper publishers.

That while the International Typographical union insists that the exchange of advertising or news matter between publishers decreases the amount of labor their members are entitled to and that while publishers may be compelled to reproduce such matter under this theory, that under no circumstances should the publisher pay a cash bonus, as the payment of a cash bonus does not give work to anybody but simply takes from the publisher money for services he has already paid for, and gives it to those not entitled to it, and for which no return is extended, and should be resisted.

That the clause frequently insisted upon by local unions in their constitution and by-laws shall be made a part of a contract "is unfair and a dangerous proposition and should be vigorously opposed by employing printers and newspaper publishers in the making of contracts with local unions.

On motion of J. D. White, President Rees appointed a committee consisting of C. J. Zaiser, A. M. Snook and F. P. Hanafin to prepare a cost system.

On motion a committee consisting of A. S. Leckie, C. E. Holt and M. P. House was appointed by President Rees to prepare a style of punctuation, capitalization, etc.

The reports of the above special committees are to be presented at the next meeting of the association.

The following are a number of resolutions which were presented and adopted by the association:

That every communication appearing in the columns of a newspaper, the discussion of matters before the public, should be signed by the individual name of the author, and no article should not be accepted with such signatures as "Liquor Option Committee," "Liquor Dealers' Protective Association," "Pro Bono Publico," and other indefinite appellations.

That newspapers printed previous to 12 o'clock Saturday night and sold as Sunday papers and news readings or date lines as Sunday papers are sold fraudulently unless they carry a prominent statement showing the time the forms are closed.

That the Post Office department should give more prompt and better service to the carrying and distribution of newspapers and that the department should use greater endeavor to prevent the careless, loose and dilatory manner in which newspapers are carried and distributed by the post office department.

That the leeway of two pounds over or under weight, on paper 32 pounds to 500,

which paper manufacturers insist should be inserted in contracts and which amounts to 12½ per cent. leeway or one-eighth of the total weight, is an unreasonable variation and that such condition should be eliminated from contracts for print paper.

That print paper manufacturers should be required to give sufficient strength, attach their pasters, and roll their paper in a manner that will allow it to go through an ordinary press at high speed without breaks, and the failure to do so is just cause for a publisher to claim damages or to annul the contract.

That sixty-five screen is the most practical for halftone cuts for use for newspapers that stereotype their forms, and that engravers be recommended to use this mesh in the production of newspaper illustrations.

The unanimous sentiment favored the re-election of Thomas Rees of the Springfield State Register as president. A. S. Leckie, Joliet Herald, was elected vice-president; H. F. Kendall, Mattoon Journal-Gazette, secretary; and H. W. Pollard, Rockford Republic, treasurer. The directors are R. S. Chapman, Rockford Star; H. N. Wheeler, Quincy Journal; and C. J. Zaiser, Moline Mail.

### CANADIAN ASSOCIATION TO HAVE COST SYSTEM.

The Ottawa Valley Press Association at its annual meeting in Ottawa appointed a committee, consisting of James McLeod, Almonte Gazette; D. A. Jones, Pembroke Observer; and W. E. Smallfield, Renfrew Mercury, to formulate a cost system suitable for adoption by the association.

The officers elected for the next year were: President, R. A. Jeffrey, Arnprior Chronicle; vice-president, W. W. Walker, Perth Courier; secretary-treasurer, J. C. Williams, Arnprior Watchman; executive committee, James McLeod, Almonte Gazette; Charles Styles, Morrisburg Herald; D. A. Jones, Pembroke Observer; W. E. Smallfield, Renfrew Mercury; J. H. Ross, Smith's Falls News.

A feature of the meeting was a farewell address by Charles F. Stone, Perth Expositor, for many years secretary-treasurer of the association, who is retiring from newspaper work to accept a government position.

### WONG WON HIS CASE.

A bit of Chinese philosophy crept into a suit before Supreme Court Justice Hubbs, in New York Monday, sitting in New York County by assignment, in which Ben O. Wong sued to recover \$299 from the former owners of the Chinese Weekly Herald for soliciting advertising for six years. Wong testified that in addition to getting advertisements during this period he sold coal, engravings, rubber stamps, insurance and rice cakes. He had his books to show that his expenses, including hotel bills and railroad fares, were \$19 for the six years.

Wong testified that during this period he borrowed some money from the defendants, and when asked why he didn't collect what was due him instead of borrowing, he said:

"I always ask people to loan me, not pay me, because it's more nice."

Wong won his case.

### "SPECIALS" HONOR WILL CRESMER.

At the annual meeting and luncheon of the Daily Newspaper Representatives' Association of Chicago, on Monday, Will T. Cresmer, of the Williams, Lawrence & Cresmer Company, was chosen president. The association comprises advertising representatives of about 600 of



WILL T. CRESMER.

the largest daily newspapers published in the United States and Canada.

Other officers elected were as follows: Vice-president, P. L. Henri-ford; secretary, Robert J. Virtue; treasurer, Elmer Wilson; board of directors, H. W. Kentner, E. S. Wells, Jr., and H. D. Sulcer.

### CLUB'S ANNIVERSARY.

The Bronx Press Club, of New York, celebrated its first anniversary Monday night with a beefsteak dinner at McKinley's Square Casino. More than 200 guests attended and speeches were made by Chester C. Platt, secretary to Governor-elect Sulzer; Congressman Stephen B. Ayres, founder of the club; John F. Galvin, aqueduct commissioner; Joseph Johnson, fire commissioner; and John Purroy Mitchel, president of the Board of Aldermen. In Mr. Mitchel's address he gave the members of the club advice to put truth before everything else in writing.

### NEW U. P. CLIENTS.

As the result of recent visits by Roy W. Howard and F. J. Nicht of the United Press, a number of papers in Minnesota and the Dakotas have been added to the present list of seventeen being served by the Northwest bureau in St. Paul, Minn. These with a number of others from Wisconsin and Canada are expected to increase the clientele of this bureau to thirty by the first of the year.

### BIRTH OF A LETTER.

The printers and language-nakers of the latter part of the sixteenth century began to recognize the fact that there was a sound in spoken English which was without a representative in the shape of an alphabetical sign or character, as in the first sound in the word "wet."

Prior to that time it had always been spelled as "vet," the v having the long sound of u or of two u's together. In order to convey an idea of the new sound they began to spell such words as "wet," "weather," "web," etc., with two u's, and as the u of that date was a typical v the three words above looked like this: "Vvet," "vveather," "vveeb."

After awhile the typesetters recognized the fact that the double u had come to stay, so they joined the two u's together and made the character now so well known as w. There are books in which three forms of the w are given. The first is an old double v (vv), the next is one in which the last stroke of the first v crosses the first stroke of the second, and the third is the common w we use today.

### NEW CANADIAN FEATURE SERVICE.

A Dominion charter has just been granted to Canadian Writers, Limited, a co-operative organization of journalists who will supply weekly magazine features to the newspaper press. The president and manager of the company is Kenneth Douglas of Toronto, a free lance writer. On the directorate are Marjory Mac-Murphy, M. O. Hammond and C. O. Knowles. The capital is \$1,000, divided into twenty shares of \$50 each.

It is proposed to start a magazine page of special features, including work by Peter McArthur, Kenneth Douglas and others. Later this will be supplemented with other features. Several papers in the larger Canadian cities have already contracted for the Canadian Writers' service.

### J. F. MORROW ARRESTED.

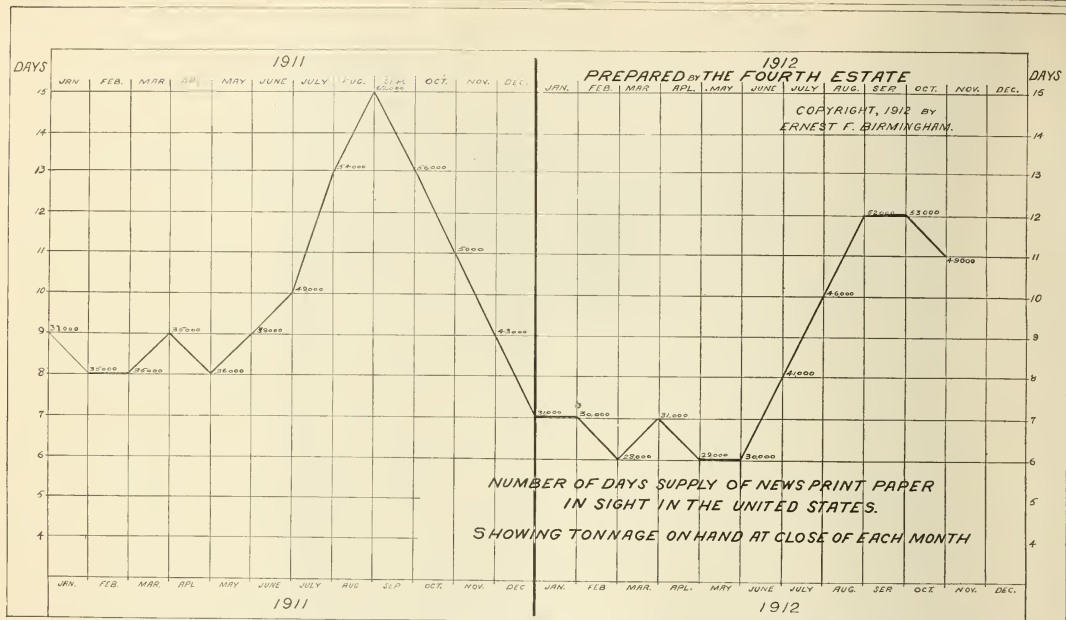
The police in St. Paul have arrested James F. Morrow, formerly office manager of the Classified Advertising Company, of Chicago, on a charge of embezzlement and forgery. The Chicago police were looking for him, and he is said to be also wanted in the east.

### ELEVEN MONTHS' ADVERTISING GAINS.

In eleven months this year the

## NEW YORK TIMES

published 7,599,589 lines of advertisements, compared with 7,369,014 lines in the corresponding period of 1911, a gain of 630,575 lines—a greater growth by many thousands lines than the combined increase of three other New York morning newspapers ranking with the Times in quality of circulation



## THE PRINT PAPER FIELD.

The enormous increase in the consumption of news print paper can best be appreciated by taking three issues of THE FOURTH ESTATE of November 30, December 7 and December 14 (this issue). Open them and place the charts side by side. Then note the very great increase in importations (November 30); next that consumption has passed production in the United States (December 7); then in this issue the available surplus for general distribution on hand November 1.

A new process of making paper was described to the French Académie of Sciences recently which proposes to utilize vast quantities of cellulose from hitherto almost neglected sources, both cheapening paper and saving timber.

The essential features of the process and its advantages are set forth by L. G. Numile in La Nouvelle Revue (Paris, October 15).

The great advantages claimed for the new process are, first, that it is a cold treatment, and second, that the vegetable matter acted on is cheaper than wood, vastly more abundant, more quickly grown, and more easily separable. Bleaching, too, is usually involved in the treatment instead of being a costly separate process. The only steps are:

1. Gathering and transportation.
2. Mechanical defibration.
3. Preparation of chemical bath.
4. Passing through a mortar in the bath.
5. Washing.

Mr. Numile proceeds: "In treating thus certain plants more abundant than wood, whose

renewal requires only a few months instead of years, a low-priced paper is obtained which is durable and of excellent quality.

"And finally, in place of losing the matters incrustated in the cellulose, as is the case in the treatment of wood with lye, they may be utilized either as fertilizers or as raw material for the manufacture of chemical products.

"The plants specially fitted, either by their structure or their abundance, for this operation are the grasses or grains, the rushes, the bananas, and the seaweeds.

"All these consist of four parts: (1) the cell with its cellulose; (2) the incrustated matters and the chlorophyll; (3) water; (4) the skin.

"The chlorophyll, the water, and the skin disappear first, either through the treatment of the tissue or its drying.

"The cellulose and the incrustated matters are separated or absorbed, according to whether they are utilized or thrown on the ground, where their decomposition principally contributes to form soil.

"The most valuable plants for the paper industry are those of long-fibered tissues.

"A plant tissue is an aggregate of cells of the same form. They develop by partition in the conifers, from which the extraction of cellulose is generally undertaken.

"In the grasses . . . the fibrous tissue consists of an assemblage of more or less regular tubes, having strong, thick walls of pure cellulose, which gives flexibility and tenacity.

"The banana demands little care and little labor—the yield is 133 times that of wheat and 44 times that of the potato. The stems of

the banana give a cellulose of extreme fineness and irreproachable whiteness, a pulp of the highest quality. Schubert estimates the annual yield per hectare (2½ acres) of pines, in a forest cut every sixty years, at one and a quarter tons of pulp. From the banana we may expect a minimum of five tons of pulp per hectare every ten months."

The new ground wood mill of the Bronson Company, in Ottawa, is in operation and the output is twenty tons per day, which will be increased later on.

The Spanish River Pulp and Paper Company's news print mill at Sturgeon Falls, Ontario, is running both machines and the daily output is fifty tons.

The Berlin Fibre Products Company, of Berlin, has just obtained a charter and will make various articles from sulphite fibre. The company is capitalized at \$40,000. Another new concern is Fibre Products, Limited, which will have its head offices at Thorold and has a capital stock of \$250,000.

The annual report of the Department of Crown Lands and Forests for the Province of Quebec shows that the changes made in the tariff relative to ground rent and stumpage dues were responsible for a surplus of more than \$400,000 over last year, despite the fact that the quantity of wood cut was less.

It is understood that the Riordon Pulp and Paper Company has extensive plans in view for the erection of a new plant at Merriton, Ont., on a site adjoining the present one, and that work will be started early

next year. The cost will be between \$1,500,000 and \$2,000,000.

The new ground wood mill of Price Brothers & Co., at Jonquire, Que., has started. The output is 150 tons of mechanical pulp daily and the enterprise cost nearly two million dollars.

**YOUR  
"WRAPPED"  
ATTENTION**

is invited to our perfected

**Nibroc Kraft**  
WRAPPING PAPER

—the handsome "quality" kind which gives—

**MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY**

Let us send you proof samples, also name of nearest dealer.

**BERLIN MILLS CO.**

PORTLAND, MAINE.

New York Office, 256 Broadway

William B. Dillon J. Sanford Barnes

**DILLON & BARNES**  
ROLL NEWS PRINT

for high-speed perfecting presses.

2 Rector Street, NEW YORK  
Phone Rector 4955



## STYLE IN JOURNALISM.

THOMAS HARDY'S STRICTURES ANSWERED BY ENGLISH PERIODICAL.

The criticism of "slipshod English" in the daily press made by Thomas Hardy, the British novelist, when he was recently presented with the gold medal of the Royal Society of Literature, has been answered by the London Spectator. The Spectator asks: "Is it true that lack of style is the besetting sin of modern journalism?" And it has little hesitation in answering "No."

"Style," it says, "is essentially something relative, and to attack any style from an obscure standpoint, as Mr. Hardy appears to be doing, would be a futile occupation. An account of a cricket match in the style of Dr. Johnson would not be real literature, nor would a city article in the style of Walter Pater be an example of what Mr. Hardy calls 'the splendors of English undefiled.' They would, to put it bluntly, be simply silly."

"The business of style is to express—that is, to convey to other people the writer's thoughts and feelings—and before criticizing it is essential to discover what it was that the writer was endeavoring to convey. A great deal of what is published in the press, and especially the daily press, is necessarily and almost impliedly ephemeral in its thought. But it is a long step from this admission to Mr. Hardy's wholesale indictment."

"On the contrary, we believe that in this ephemeral field a very great quantity of honest, efficient and able work is constantly being produced by writers whose style, whose power of expression, is of an extremely high order."

"It is no exaggeration to say that there is scarcely an issue of the more important dailies in which there cannot be found at least one piece of writing of real and permanent value. However bad journalism may be, it can never have the corrupting effect upon literature in general which Mr. Hardy suspects."

"To whatever extent the hurried descriptive reports increase, to whatever extent the influx of American journals grows, Mr. Hardy may feel perfectly secure of one thing—that good English prose will continue to be written."

"So long as men have thoughts and feelings they will keep on trying to express them. Usually they will fail and the expression will be inadequate. But from time to time some one will succeed and will express himself adequately, and if his thoughts are profound enough or his feelings splendid enough the result will be great prose."

## LEA TELLS OF THE SOUTH.

Luke Lea, owner of the Nashville Tennessean and American, United States Senator from Tennessee, impressed on the life insurance presidents, at the second session of their association in New York last Friday, the importance of investing their reserve funds in the districts from which the premiums are drawn.

He told of the wonderful natural resources of the South, which needed only capital to develop, and said that if insurance funds were available for farm loans, local capital would be left free for development projects. A system of rural credits must be devised, he said, by which cheaper money could be given to the farmer and as a result of this the high cost of living would be reduced.

## FARM PAPER SOLD.

John Lovett and Ike Lambert have sold the Southwest Farmer, of Hutchinson, Kan., to the Reed Publishing Company, of Wichita, and it will be combined with the Agricultural Southwestern.

Mr. Lambert will go into the loan business and Mr. Lovett becomes secretary to Governor Dunne of Illinois. The Reed Publishing Company will maintain an office in Hutchinson. Last spring it bought the Farmer's Star and the Livestock Inspector.

## FRIENDS DINE KELLEY.

As a token of their friendship and pleasure at his advancement a number of the newspaper men of Hartford and a few of his personal friends gave Thomas J. Kelley of Hartford, Conn., a banquet last week at the Allyn House. Mr. Kelley recently retired as secretary of the Hartford Board of Trade and gave up his newspaper connections in order to become affiliated with the Manufacturers' Association of Hartford County and the Employers' Association.

## BEAT THE REPORTER.

Harry James, a West Side character of Texarkana, Ark., is under charges of assault with intent to kill as a result of attacking with a wrench C. S. Welsh, a reporter on the Press and Courier. James was angry because the paper stated he had been fined \$5 for beating a woman and had been arraigned on a "receiving stolen goods" charge.

## TO EDIT AUTO REVIEW.

Nelson T. Gutlius has become editor of the St. Louis Auto Review. He formerly held charge of the automobile department of the Post-Dispatch. Later he was publicity manager for St. Louis automobile manufacturers. Louis Streamer, formerly of New York, is advertising manager of the Review.

## ANCIENT JOURNALISTS.

While readers do not associate modern newspapers with the Bible and while they are not in the same class, a leading journalist makes some comparisons which are of interest in the days when newspapers are universally read.

In the opinion of Walter Williams, dean of the school of journalism, University of Missouri, the best reportorial work ever done was by St. Luke, who wrote the book of the Bible named after him. The best reading for a speaker or writer, he says, is the Bible.

"The best example of good reporting is the Book of St. Luke," declares the dean. "Matthew may be considered a good Associated Press story—without color or bias, as well adapted to a Democratic as a Republican paper—but St. Luke is full of the heavy touch, which told clearly, truthfully and without exaggerated language."

"Moses was the master of editors. He compiled all that had been written and arranged the best for the world's use."

"I consider the Bible the best reading, aside from the spiritual or religious feature, for the newspaper man. It provides him with a fund of illustrations, besides being an example of effective expression. Champ Clark is a constant user of Biblical quotations, always with good effect."

## ALLEGES MISREPRESENTATION IN STOCK.

The Poultry Ideas Publishing Company of Louisville, is named as the defendant to a suit by Adolph Thum, who asks judgment for \$3,500, or restoration of the business of the Poultry Supply Company, which, he states, he was induced to trade to the defendant for 300 shares of the defendant's stock.

He avers that it was misrepresented to him that the defendant had a wide circulation of its paper and had \$6,000 worth of stock on hand. He says not over \$1,400 of stock had been paid for. Mr. Thum is teller at the German Insurance Bank.

## SCHROERS' HEIRS SUE.

Paul F. Schroers of St. Louis, Mo., has filed suit for possession of a \$5,000 insurance policy he assigned to his father, John Schroers, former manager of the German-American Press Association. John Schroers died December 12, 1911.

Paul Schroers joined in the suit by his wife, Tillie E. Schroers. The action is directed against the Mercantile Trust Company and Mrs. Carrie D. Schroers, widow of John Schroers, executors of John Schroers' estate, and the Germania Life Insurance Company.

## MOVES FOR HIS HEALTH.

E. C. Bacon, editor of the Ouray (Colo.) Herald, with his wife and family, has moved to Logan, Utah, for the winter. His health compelled him to seek a lower altitude than Ouray. Mr. Bacon was the Progressive candidate for secretary of state for Colorado in the recent election.

## NEW HAVEN TIMES-LEADER OUTGROWS ITS PLANT.

The rapid growth of the New Haven (Conn.) Times-Leader's circulation during the past eighteen months has compelled the installation of a complete new mechanical outfit, including a new press, an automatic control system and a large number of other machines, motors, etc. The total cost of the new equipment and improvements approximates \$25,000.

Extensive alterations have been made in the Times-Leader building, the pressroom being enlarged fully fifty per cent. to accommodate new metal furnaces, boring machines, etc.; in the composing room the entire floor has been altered so that artificial lighting is unnecessary. New steam tables, matrix rolling machines, form tables and page chases have been added to the equipment.

The management has invested \$25,000 in the new equipment. The old press was installed only eighteen months ago. Under the direction of William A. Hendrick, general manager, the circulation has increased fifty per cent. in that time.

## IVEY BROTHERS BUY.

A. M. Ivey, publisher of the Wisconsin Poultryman, at La Crosse, and formerly superintendent of the City Mission, has associated himself with his brother, F. J. Ivey, in the purchase of the Nonpareil Journal, published by B. Trumbull in West Salem. P. J. Ivey has had eighteen years' experience in the printing business, being associated with the State Printing Company, of Pierre, S. D.

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU.

## THE CONSOLIDATED PRESS CLIPPING CO.

115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

## THE EVENING WISCONSIN.

Milwaukee's Favorite Home Paper. It is QUALITY Circulation, against mere BULK Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory returns and poor results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do read the advertisements because they have respect and confidence in this favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is the paid yearly, delivered into the home in the kind that creates a buying desire in the minds of its readers. It is the "worthwhile" home in which this paper is invariably found.

JOHN W. CAMPBELL, Business Manager  
Foreign Representatives:  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg., People's Gas Bldg.,  
NEW YORK. CHICAGO

## WHERE JOURNALISM IS TAUGHT.

Statistics, compiled by Walter Williams of the University of Missouri show that instruction in journalism is being offered in thirty-one colleges and universities in this country. These institutions are:

Beloit College, University of California, University of Colorado, Columbia University, De Paul University, Iowa State College, University of Illinois, University of Indiana, University of Kansas, Kansas State Agricultural College, University of Kentucky, University of Louisiana, University of Maine, Marquette University, Massachusetts Agricultural College, University of Michigan, University of Missouri, University of Nebraska, University of North Carolina, University of North Dakota, Notre Dame University, Ohio State University, University of Oklahoma, University of Oregon, University of Pittsburgh, University of South Dakota, University of Utah, University of Washington, University of Wisconsin, New York University, and the University of Southern California.

In three of these universities, Marquette, Columbia and Missouri, instruction in journalism is organized in the form of a professional school, and in seven others it constitutes a separate department of the university—Oregon, Notre Dame, Kansas, Washington, Wisconsin, Iowa College of Agriculture and Kansas State Agricultural College.

Plans were considered by the American Conference of Teachers of Journalism for the establishment of a lecture bureau similar to that of the Associated Advertising Clubs, in order to secure the services as special lecturers of well known editors and writers to address the students of journalism in the various colleges and universities.

## UNDERWOOD IN CHARGE.

The insurance department of the New York Independent has been placed in charge of W. E. Underwood, formerly editor and Underwood of Assurance and the Insurance Critic.

## THE EDITOR TO EXPAND.

Beginning with January 1 the publication known as the Editor, issued from Ridgewood, N. J., will be published twice a month—on the first and the fifteenth.

## A BRYAN NEWS SERVICE?

It is reported that William Jennings Bryan is planning to start a news service in Washington to report the Wilson administration.

## ALL EYES IN TRENTON

are on

**The EVENING TRUE AMERICAN** and the steps of all advertisers, who know by personal observation, are directed to the evening paper that sells goods at the State Capital of NEW JERSEY.

**15,000 Copies Daily** in Trenton and vicinity.

Foreign Representatives,  
LACOSTE & MAXWELL,  
Monolith Bldg., NEW YORK.  
Marquette Bldg., CHICAGO.

## U. S. NEWS AND ADVERTISING FOR BUENOS AYRES.

El Diario, of Buenos Ayres, Argentine Republic, has just opened a branch bureau in New York City, under the management of Frederick M. de Stefano.

The New York bureau will assemble all the news of the United States of interest to the readers of El Diario, which number about a hundred thousand.

Mr. Stefano is a typical South American with the business training of a Yankee. Before he joined the editorial staff of El Diario, in Buenos Ayres, he was on the staff



F. M. DE STEFANO.

of the New York Herald. After introducing United States methods of newspaper work in Buenos Ayres, Mr. Stefano convinced Senator Manuel Lainez, the proprietor of El Diario, that the paper should be represented in North America and Mr. Stefano was selected for the position.

"South America is full of opportunities," said Mr. Stefano to a representative of THE FOURTH ESTATE. "Too few North Americans realize that we have not catered to South Americans in the past as the people of other nations have.

"The United States ranks third as an exporter to Argentine. It should rank first. The people of Argentine and, in fact, of all South America would welcome trade with the United States, but it is foolish to think that they should take the initiative when every country of Europe is fighting to win the good favor of South Americans.

"When El Diario decided to send me to the United States as its representative, I received specific instructions to inform Americans that through El Diario, manufacturers and exporters of this country may depend on every assistance consistent with the policy of any newspaper."

In addition to the duties of sending news from the United States to his paper in Buenos Ayres, Mr. Stefano is also authorized to close contracts for advertising with

American concerns doing business in Argentina. The office of El Diario is Room 1108, Marlbridge Building, 1328 Broadway.

## CLOVER LEAF PAPERS LEAD CRUSADES.

The Chicago Daily Press is a small paper measured by inches, but it's a big paper when it gets into a fight—a fight that it believes is for the rights of the people. Last week the Daily Press began a crusade for better street car service in Chicago. Its disclosures of the conditions forced upon people, who pay more than \$25,000,000 a year for efficient service, startled the public and made the heads of the street car companies sit up.

The Daily Press sent three reporters, Wallace Smith, Miss Honor Manning and Jack Little, to personally investigate street car conditions on the several surface car lines. In a series of articles they told their story.

Because it believed the other Chicago newspapers did not give enough attention to the story of the Etor-Giovannitti-Carusio trial at Salem, Mass., the Chicago Daily Press devoted unusual space to its progress. The address made to the jury by Etor and Giovannitti were reported in full in the Daily Press.

The Press recently enlarged its usual eight-page edition to thirty-six pages and devoted the additional twenty-eight pages to a vigorous attack on the "Subway grab," a city ordinance fostered by State street merchants, and which the Press contends is designed to benefit "loop" department stores at the expense of the rest of the city.

The removal of the St. Paul chief of detectives and some of his subordinates "for the good of the service," and the resignation of the chief of police are said to be the direct result of a crusade the St. Paul Daily News has been carrying on to show conditions in the police department.

## "JERSEY TREAT" BANQUET.

The Wilmington (Del.) reporters who cover the proceedings of the City Council last Saturday evening joined the councilmen and Mayor Howell in a "Jersey treat" banquet, at which municipal problems were discussed.

The Morrison (Ill.) Record, a semi-weekly newspaper, has suspended publication.

## AGAINST BILLBOARDS.

The crusade of the National Highways Protective Society against signs and placards on trees has been carried into New Jersey by Edwin Gould, a trustee of the society, and Colonel Edward S. Cornell, the society's secretary.

Mr. Gould motored over from New York and toured over the country roads south of the Oranges. He said the need of reform was as great as it ever was in New York.

A bill will be framed according to suggestions of Mr. Gould, making it a misdemeanor to tack a sign on a tree. It is probable that a campaign will be started for the removal of signs and placards already in place.

In Summit, N. J., a crusade has been begun against billboards, by imposing a tax on display surfaces graded in accordance with their areas.

The sweeping provision is made that no billboard shall exceed ten feet in height. The license fee for a board containing 250 square feet or less is fixed at \$25, and between 250 and 500 square feet at \$50. Any board containing above 500 square feet shall pay a tax of \$75 a year.

## TRADE MARK DECISIONS.

In the case of Chilton Printing Company against the Class Journal Company Assistant Commissioner of Patents Billings has decided that the words "The Automobile Trade Directory" as applied to applicant's publication must be held to constitute a valid trade mark, these words not being so wholly descriptive of the publication as to fall within the prohibition of the statute.

Also that the title "The Automobile Trade Directory" is not so similar to the title, "The Cycle and Automobile Trade Directory" as to be likely to cause confusion in the mind of the public when applied to the same class of goods.

## KNEW PAPERS BY TOUCH.

William Greenwood, a blind news agent who was able to distinguish one newspaper from another by touch, has just died at Burnley, England.

Sixty-three years of age, he had been sightless from infancy. He was able to make his way along the streets unaided by snapping his fingers as a warning of his approach. Playing the piano or concertina was his recreation.

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE  
NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.

SAFETY. RELIABILITY. ECONOMY.

Specify JENNEY universal type motors  
for all purposes and know you will get THE BEST.

AMERICAN ROTARY VALVE CO.

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.  
GENERAL OFFICES: 150 N. Dearborn St., CHICAGO. FACTORY:  
ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors.



## WHERE'S THE PROFIT FOR THE PUBLISHER?

The advertising manager of a small city newspaper is the writer of the following letter on the free publicity nuisance suffered by newspapers:

Barnum & Bailey's circus visited the city where our paper is printed in 1912, and the suave press agent left the copy for advertisement and readers, and also signed an order for free tickets.

The advertising manager of the paper thought that he would keep account of the number of lines of free reading matter given the circus.

Our paper has no amusement rate, all advertisements coming in at the commercial rate.

Barnum & Bailey's circus bought fifty inches, which is the lowest amount of space sold at the open space rate; this space cost \$43.50.

We ran 1,644 lines of pure reading matter, which at our regular rate of fifty cents per line would amount to \$822.

If this amount of space had been measured as display advertising simply, it would have amounted to 138 1/4 inches and at the display rate for 100 inches of seventy-seven cents, the cost would have been \$106.45.

We received fifty reserved tickets, which were priced at \$1 each, and forty-five admission tickets, priced at fifty cents each, a total of \$72.50 to offset \$822 worth of pure reading matter. We also received \$43.50 for the display advertising. This result caused the writer to believe that very few publishers were aware of the amount of space in the form of pure reading matter which is used up not only by the circus, but by amusement enterprises generally.

The press agents, of course, will glibly state that their press matter is of great interest to readers of the paper; but it all induces dollars into the ticket office of the show or box office of the theatre, and it is advertising pure and simple, and should be paid for at as high a rate as charged any advertiser. No paper would probably give a department store advertiser in a year the amount of free reading matter it hands out to a circus in two weeks; yet the department store would probably pay ten or twenty times as much real money into the cash drawer of the paper as would the circus.

The writer believes that newspaper publishers should refuse to

accept free tickets, which are merely given as a sop to engineer the insertion of many times their value in free reading matter. He believes that the press agents should be told that the newspaper would buy its tickets, and that the amusement enterprises must pay for their reading matter as advertising.

In these days of high wages for members of the Typographical and Stereotypers' Unions, and the corresponding increases asked by members of the entire working force of a newspaper, a publisher has got to get every dollar he can out of his paper. If he gives columns of reading matter to a circus, he must necessarily give some free reading matter to other advertisers.

The usual margin of profit in the publishing of a newspaper will not allow the giving away of any space. This may not apply to the big metropolitan papers, but to papers of a circulation from ten to twenty thousand, it certainly will fit.

## THEATRICAL EDITOR QUILTS.

Retirement from the editorial chair is announced by Will H. Bruno, who has edited the Opera House Reporter, Iowa Falls, since the first of the year. The Reporter is the official organ of the opera houses in the middle west. Mr. Bruno retires because of failing eyesight and poor health. He will re-engage in the theatrical business with which he has been identified for many years. He is succeeded by L. C. Zelleno and George H. Bubb, both well known theatrical managers.

The paper was founded by James S. Cox of Estherville. Mr. Cox sold to Mr. Bruno about a year ago.

## THE NEW SURVEY.

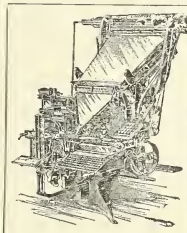
The Survey, of New York, once known as Charities and the official organ of the Charity Organization Society, has discontinued its connection with that organization and hereafter will be conducted as a co-operative commercial enterprise. Any reader of the magazine can become a member of the new company upon payment of \$10 a year toward its support.

"Heretofore we have been running a national paper as the venture of a local organization," said Paul U. Kellogg, managing editor of the Survey. "The time has come to put it on a national basis."

# FOR 25 YEARS

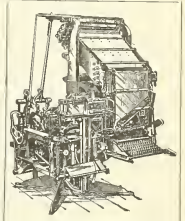
## WE HAVE BEEN BUILDING LINOTYPES.

For 25 years we have watched their performance. For 25 years we have improved and perfected our machines. The result of all this is



Quick-Change Model 8  
Three-Magazine Linotype

Multiple  
Magazine  
Linotypes



Quick-Change Model 9  
Four-Magazine Linotype

No other composing machine is "just as good."

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHALER LINOTYPE COMPANY.

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

STANDARD LINOTYPE METAL and first-class STEREO TYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

## FINED FOR LIBEL.

After an hour's deliberation a jury in Judge Falkenhainer's division of the Court of Criminal Correction in St. Louis fined Anthony A. Pardo, editor of the Polak-American, \$100 on a charge of criminal libel preferred by Rev. J. J. Pudlowski, pastor of St. Casimir's Church.

The trial consumed two days. It was the third time the case was in court, being dismissed twice on defective indictments.

## FOR AN AMBASSADORSHIP.

Close friends of J. A. Robertson, editor of the Monterey News, both in Mexico and the United States, are urging him to become an applicant for the ambassadorship to Mexico, to succeed Ambassador Wilson.

WE ARE PIONEERS in the manufacture of a hundred printing office specialties, and particularly of STEEL COMPOSING ROOM FURNITURE.

Every month since we began making it has seen some improvement, some increased convenience, some money-making idea added to the product. We are in the front rank, leaving our dust behind. This furniture is constructed along the same lines as the modern steel building. Conservatively, we believe, the use of our specialties will cut off 10 to 15 per cent. of the cost of producing printed matter. Some say 20 to 25 per cent. With your cost system you need that 10 to 25 per cent. of saving. Consult us and we'll engineer the matter for you. We will be glad to show you even if you are from Joplin.

We sell TYPE, too—hundreds of tons a year.

BARNHART BROS. & SPINDLER  
New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

## BARNES-CROSBY COMPANY

E. W. HOUSER, President.

## ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

W. R. Steckman has purchased the Logan (N. M.) Leader.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB  
by Linotype Machines with exclusive use of  
MERCHANTS' Linotype Metal

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB

Trade Mark M&E Smelters-Refiners PHILADELPHIA Trade Mark. M&E  
NEW YORK CHICAGO BALTIMORE  
BROOKLYN KANSAS CITY DENVER  
Registered.

Let the American Ink Co.  
of New York City be your  
FOUR-CENT INK MEN.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN** and the **STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.  
**C. GEORGE KROGNESS,** CHICAGO.  
Marquette Building,  
VERREE & CONKLIN, Inc.,  
225 Fifth Avenue, NEW YORK.

### GLEE CLUB IN CLEVELAND.

Formation of a glee club among the members of the Cleveland Advertising Club is expected to give the organization a prestige, not only at home but in other cities where the local "ad" men are wont to visit.

The province of the new glee club will not be restricted to music. "Vodevil" will figure largely in the entertainments it plans to give. Already the club is at work on a novel "stunt."

A. H. Madigan was elected president, Justin R. Weddel, director, and Herman B. Kohorn, librarian. The purpose of the club is "the good of the 'ad' club and Cleveland." Some eighteen members joined and this number will be increased to twenty-five shortly.

### AD CLUB IN EDMONTON.

The Edmonton Ad Club has been organized with a membership of thirty representative business men to help stamp out "fake" advertising. The officers for the coming year are:

President, F. G. McDermid; vice-president, P. C. Byron; secretary, F. V. Holland; treasurer, A. L. Salisbury; executive committee, August Wolf, secretary Citizens' League; F. G. McDermid, P. C.

## THE NEW YORK WORLD

**Sells** (morning edition)

**MORE** copies than any other two papers

**Print.**

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C.,  
The Times is Preferred.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS. Goes into more homes, offices and work-shops than any other paper. Best of classified medium between New York and Chicago. Write or Telephone. H. C. Rook, Real Estate Trust Bldg., Phila. W. G. Brooke, 225 Fifth Ave., New York. H. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.

Byron, F. V. Holland and A. S. Salisbury.

The club will meet at a mid-day luncheon once a week to discuss matters of interest to the advertising profession, and it is expected to enroll 200 active members before the close of the year.

### RULES FOR SOLICITATION.

"The Advertising Man and his Qualifications" was the subject of an address before the Washington Ad Club by Evert C. Palmer.

Mr. Palmer spoke particularly of three important factors—to tell the absolute truth, to study psychology in order to ascertain what will attract the class one wishes to interest, and to cultivate personality along the lines of social activity and to study local and national business conditions.

The address was illustrated, and was along the lines laid down by the national educational committee of the Associated Ad Clubs of America. It was the second of a series of eleven lectures which are to be delivered before the local club.

### N. Y. PRESS CLUB PROGRESS.

During the past year's administration of Charles R. Macauley, as president, the New York Press Club paid off more than \$10,000 in indebtedness on its club house. The outgoing administration wound up its closing days with a campaign that resulted in an increase in membership of nearly 300. Last Saturday the new officers, headed by President John Temple Graves, were installed. During the entire day open house was kept.

### COLLEGE ALLIANCE.

The editors of five Western college student newspapers at a meeting in Chicago organized the Alliance of Western College Dailies. Represented in the organization are the universities of Illinois, Wisconsin, Michigan, Indiana and Minnesota. The main object of the alliance is to further college politics. The president is A. H. Ogle, the

Columns and pages of advertising in other Buffalo newspapers will not reach the readers of the

## BUFFALO TIMES

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc.,  
Special Advertising Representatives,  
225 5th Ave, N. Y., Steger Bg., Chicago.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:  
CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

Daily Illini, University of Illinois; and C. F. G. Weincke, Jr., of the Wisconsin Daily News, is secretary.

### GRIDIRON CLUB'S DINNER.

The landside of 1912, how it happened and the futility of an attempt to reorganize the "G. O. P." on the old lines were the themes upon which played the wit and humor of the Gridiron Club, of Washington, at the annual fall dinner Saturday night.

President Taft listened to the Gridiron Quartet's appeal to him "not to forget us when you go away."

One of the features of the evening was a rendition of a complete act of "Carmen" in burlesque by the vocalists of the club in full costume. This was the famous act of the bull fight, only it was rendered with stranger characters than Bizet ever dreamed of. The "bull" was a full grown bull moose.

### SALT LAKE ELECTION.

Elias F. Woodruff has been elected president of the Salt Lake City Ad Club. Alex. E. Eberhardt is the new vice-president; Guy A. Wilson secretary; H. J. Hall treasurer; and T. Albert Hooper librarian.

### OTHER CLUB NOTES.

An informal party was held by the San Jose (Cal.) Press Club at the club rooms Monday evening. It was the first of a series of similar events scheduled for the winter, with a view of laying more stress upon the social side of the organization.

Mayor Blankenburg was the guest of the Pen and Pencil Club, of Philadelphia, at a dinner in the Bohemian Hall of the club house last week. Fellow guests of the mayor included most of the other city officials and men prominent in the municipal and state affairs.

The printers of St. Paul have organized a Printers' Club.

The Salt Lake City Press Club last week received its friends in its new quarters, 153 South Main

## The HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher,

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.  
NEW YORK, CHICAGO

## THE MINNEAPOLIS JOURNAL

EVENING AND SUNDAY  
REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives.  
Brunswick Bg., N. Y. Tribune Bg., Chi.

street, entertaining with a smoker and Dutch lunch.

The Kansas State Editorial Association will hold its annual meeting in Topeka on January 27 and 28.

A press club is being organized at Victoria, B. C., with quarters in the Hippen Bone Building.

### NOW JOE BRANDT.

The Supreme Court of the State of New York has granted permission to Joseph Brandenburg to assume the name of Joe Brandt. Mr. Brandt is at present publicity and advertising manager of the Universal Film Company, and is widely known in the publishing and advertising world. He was with the Hampton Advertising Agency for eight years, and later was manager of the New York office of the Billboard and advertising manager of the Dramatic Mirror.

### NEW EXPRESS RATES FOR NEWSPAPERS.

The railroad commission of Texas, in approval of the application of the United States Express Company and concurred in by the other express companies doing business in Texas, has amended its express tariff by providing a rate of two cents per pound for transportation of newspapers and periodicals when returned by dealers to shippers.

## THE LOS ANGELES TRIBUNE

is the Progressive, Independent newspaper with the LARGEST CIRCULATION in Los Angeles

OVER **64,000** DAILY AND GROWING.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.



# ONE Strong Appeal to Advertisers for the ST. LOUIS STAR

is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

6 cents a line buys space in the News League Papers. They cover Dayton and Springfield. Read in 75 per cent. of the homes. Circulation for November 45,000. Carry more foreign advertising than all other Dayton and Springfield papers combined.

*News League of Ohio,  
Dayton, O.*

La Coste & Maxwell, Monolith Bldg., N. Y.  
John Glass, Peoples Gas Bldg., Chicago

## STAFF CHANGES.

Dale Empfield has returned to the New Philadelphia (O.) Daily Times as city editor, succeeding Arthur Hoopengartner, who has gone to the Chicago Tribune.

Van Rensueller, formerly connected with the advertising staff of the Council Bluffs (Ia.) Nonpareil, has joined the Omaha Daily News force and will handle advertising on "Automobile Row."

Milton Uhl has resigned his position on the Omaha Daily News advertising staff and has gone to the Los Angeles Express.

H. B. Matthews has left the news staff of the Wilmington (Del.) Every Evening and taken a clerical position with the E. I. duPont de Nemours Powder Company.

E. E. Lewis of Cheyenne, Wyo., has assumed the editorship of the La Salle (Colo.) Optimist.

C. D. Haggerty has been appointed city editor of the Chicago bureau of the Associated Press. For the past year he has been in the service as a travel inspector.

Herbert O. Crews is the new city editor of the Springfield (Ill.) Evening News.

Herman Walker has joined the forces of the Newark (N. J.)

## TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein can he made to earn for you? Your correspondence entails no obligation.

**FRANK  
PRESBREY  
COMPANY**

456 Fourth Avenue, NEW YORK.

# THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper. This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

# CLEVELAND is the metropolis of Ohio. The PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of November, 1912, was as follows:

Daily 108,855. Sunday, 140,380

J. C. WILBERGER, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

Evening News. He was formerly on the editorial staff of the Trenton Times and Washington correspondent of the Newark News.

George S. Kaufman is shortly to start "A Minaret of Mirth" column in the Washington (D. C.) Times.

H. B. Cosgrove, for a quarter of a century on the Wall Street assignment for the New York Tribune, has left newspaper work to go into business for himself. On his departure he was presented with a gold watch fob by his associates.

Jerome Beatty is now doing special writing for the New York Sunday World. He was formerly with the Globe.

Thomas McVeigh has been appointed assistant managing editor of the New York Evening World. Mr. McVeigh until recently was assistant Sunday editor.

Howard Acton of the Cincinnati Times-Star Washington Bureau has gone over to the Cincinnati Enquirer forces in the same city.

F. I. Fealey has been transferred from the Washington staff of the United Press to the Philadelphia office as manager.

James J. Montague is the new correspondent of the New York American in Washington, succeeding Than V. Ranch.

William A. Abbott, who has had charge of the Wall Street news for the New York Evening World, has been promoted to a berth in the sporting department.

Miss Georgia M. Hamilton is the new society editor of the Wooster (O.) Daily News. Miss Hamilton is a daughter of James A. Hamilton, former publisher of the Orrville Crescent.

## FOR PROGRESSIVE PARTY.

Members of the Progressive party in the vicinity of Corning, N. Y., are reported to have plans under consideration for starting a new paper in Corning. It will be a weekly devoted to the party cause.

# THE PITTSBURG PRESS

HAS  
THE Largest  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

# THE NEW ORLEANS ITEM

has made New Orleans  
"one paper city."  
The Association of American Advertisers  
recently gave The Item a Sunday circula-  
tion of 51,318, daily of 47,807.

That's why The Item month after month  
carries as much advertising as the Pica-  
yune and Times-Democrat COMBINED,  
and from 300 to 500 COLUMNS MORE  
than The States.

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

# AN AMERICAN MAGAZINE TO BOOST CUBA.

Edward F. O'Brien, well known  
among newspaper men of the  
United States, has started a maga-  
zine in Havana called the Times  
of Cuba. Mr. O'Brien recently re-  
signed the editorship of the Havana



EDWARD F. O'BRIEN.

Post to launch his own project, the  
object of which is to attempt the  
portrayal of "things as they are" in  
Cuba and spread the propaganda of  
the island in the United States.

With the coming of President-  
elect Menocal, Cuba, and especially  
its large American interests, expects  
an unparalleled era of prosperity  
and investment. Mr. O'Brien says  
he will start his publication Decem-  
ber 15 with a circulation of over  
1,000 copies in the United States,  
in addition to the circulation in  
Cuba.

Since last winter, when he re-  
signed the position of telegraph edi-  
tor of the New York Tribune, Mr.  
O'Brien has been editor of the

Est. 1864.

# J. WALTER THOMPSON COMPANY.

The experience  
of forty - eight  
successful years  
Guarantees to  
those who en-  
trust their



## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

# JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chemical Bldg., ST. LOUIS



**PAYNE & YOUNG**  
SPECIAL REPRESENTATIVES,  
17th Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

**CARPENTER-SCHEEER**  
SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

Havana Post. He has seen service  
in newspaper work from printer to  
publisher and spent some time in  
the Philippine Islands, where he  
edited the Manila Freedom and  
other publications.

## ALBERTA STUDENTS' PAPER.

The Students' Union of the  
University of Alberta, at Edmonton,  
Canada, has just issued the first  
number of the Gateway for 1912-3  
from its own presses. There are  
fifty pages in the current issue. The  
editorial staff is: Editor-in-chief, R.  
J. Gaunt; associated editors, J. H.  
Blackmore, W. F. Seyer; lady edi-  
tors, Miss J. F. Montgomery and  
Miss Bellamy; Alberta College, N.  
F. Priestly; Robertson College, V.  
Leese; Literary Society, H. G.  
Nolan; Y. M. C. A., P. Young;  
athletics, J. Parker; humorous, A.  
T. Glanville. A. E. Hayes is busi-  
ness manager and F. R. Marshall  
has charge of the circulation.

## AN OHIO TRANSACTION.

The New Washington (O.)  
Herald, owned and published by P.  
F. Lantz, has been sold by him to  
Joseph Kleinfelter and Ernest  
Bishop. Kleinfelter has been in the  
printing business and will devote  
his attention to the mechanical end  
of the Herald, while Mr. Bishop  
will take editorial charge.

Largest proved high-class  
evening circulation.

# THE NEW YORK GLOBE

holds certificates of A. A.  
A. and N. W. Ayer &  
Son after recent audits.

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREATSOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

PRESBRY, 456 Fourth avenue,  
New York.—The "Neversip" Man-  
ufacturing Company, New Bruns-  
wick, N. J.; making contracts with  
a selected list of papers.  
Peter Doelger Brewing Company,  
New York; advertising now being  
placed.

MACFARLAND, Harrisburg,  
Pa.—Florida Citrus Company; con-  
tracts being made with a selected  
list of Southern papers.

Walter P. Stokes, Philadelphia;  
contracts for 3,000 lines being made  
with a selected list of Florida pa-  
pers.

NATIONAL, Quincy Building,  
Denver.—Trunk Brothers' Drug  
Company; orders for thirty-nine  
lines twelve times being placed with  
a selected list of Middle West  
papers.

DEIMEL, 735 Bushwick avenue,  
Brooklyn, N. Y.—Sal-Sono; orders  
for ten lines thirteen times being  
placed with a selected list of Pacific  
Coast Sunday papers.

BEERS, Fuller Building, New  
York, and Havana, Cuba.—Placing

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the

## Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

copy of six and a half inches s c in  
Spanish papers of Cuba for C. E.  
Brooks, Marshall, Mich.

Advertising of Marks Arnheim,  
clothing, New York, in Havana  
daily papers.

WYCKOFF, 14 Ellicott street,  
Buffalo.—English Pharmacy and  
Laboratories; Eastern papers are re-  
ceiving 5,000-line contracts.

Tokalon Manufacturing Com-  
pany; account just secured by this  
agency and the January list is now  
being made up.

DAY, Plainfield, N. J.—The  
Eastern Agency, Bridgeport, Conn.;  
two-line fifty-two-time orders being  
placed with a selected list of large  
weekly papers.

HOWARD, 154 Nassau street,  
New York.—The Waterman Pen  
Company, New York; three-time  
copy being placed generally.

KASTOR, Equitable Building, St.  
Louis.—King Sewing Machine Com-  
pany; account just secured by this  
agency and list will be made up  
shortly.

LEVEN, Flatiron Building, New  
York.—Tobacco Products (cigar-  
ettes); placing advertising in New  
York City papers; other sections of  
the country to be taken up later.

VOLKMAN, 5 Beekman street,  
New York.—Cresco Laboratories;  
placing orders throughout the  
country.

TAYLOR - CRITCHFIELD,  
Brooklyn, Building, Chicago.—Noyes  
Brothers & Cutler, Chicago; con-  
tracts for 3,037 lines being made  
with a list of Pacific Coast papers.  
The Book Supply Company; 150-  
line one-time orders being placed  
generally.

The Matt J. Johnstone Company,  
Noyes' Brothers, and Cutler Com-  
pany, St. Paul, Minn.; 3,900-line  
contracts being made with Western  
and Pacific Coast papers.

FOLEY, Bulletin Building, Phila-  
delphia.—The B. T. Babbitt Soap  
Company, 11 Broadway, New York;  
placing copy on contracts with a  
selected list of Pennsylvania papers.

DORLAND, Atlantic City, N. J.  
and 303 Fifth avenue, New York.—

# THE BOSTON POST

NOVEMBER 1912 AVERAGES

The Daily Post 417,817

The Sunday Post 320,149

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGGING, Western Rep.,  
Marquette Building, CHICAGO.

## Nashville, Tenn.

## THE DEMOCRAT

Circulation? Ask somebody who knows.  
Ask the Association of American Adver-  
tisers, New York City.

The JOHN BUDD CO., Representative  
NEW YORK. CHICAGO. ST. LOUIS

The Switzerland Information Bu-  
reau, 241 Fifth avenue, New York;  
orders being placed with a few  
large city papers.

EWING & MILES, 949 Broad-  
way, New York.—The Standard  
Grain & Stock Company, Cleveland;  
ten line t f orders being placed with  
a selected list of Eastern Sunday  
papers.

FREEMAN, Mutual Building,  
Richmond, Va.—Vick's Family  
Remedy Company, Greensboro, N.  
C.; orders being placed with a se-  
lected list of Southern papers.

FULLER, 623 South Wabash ave-  
nue, Chicago.—Elmer Shirley, 6  
Great James street, Bedford Row,  
England; orders being placed with a  
selected list of large city papers.

AMSTERDAM, 1178 Broadway,  
New York.—The Holland House,  
Fifth avenue and 30th street, New  
York; orders being placed on a cash  
basis.

BALLARD & ALVORD, Mar-  
bridge Building, New York.—The  
Bolton Chemical Company, "Listo-  
gen," 256 West 23d street, New  
York; asking for rates.

BATTEN, Fourth avenue Build-  
ing, New York.—The W. H. Kel-  
logg Toasted Corn Flakes Com-  
pany, Battle Creek, Mich.; reported  
that it will place advertising  
through the above agency.

CLARKE, 30 North Dearborn  
street, Chicago.—The Physicians  
Co-operative Association, Chicago;  
orders being placed with a selected  
list of Pennsylvania papers.

CRAMER-KRASSELL, 354 Mil-  
waukee street, Milwaukee.—The  
Heimbach Rubber Heel Company,  
Duluth, Minn.; contracts for 2,000  
lines being made with a selected list  
of Western dailies.

IRONMONGER, 20 Vesey street,  
New York.—The Sonora Photo-  
graph Warerooms, 78 Reade street,  
New York; orders being placed  
with New York City papers only for  
the present.

LOTOS, 17 Madison avenue,  
New York.—The G. Agnel Com-  
pany, perfumes, 359 West Broad-  
way, New York; orders being

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average Circulation  
for the first nine months **99,278**  
of 1912

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH CO.,  
220 Fifth Avenue, Peoples Gas Bldg.  
NEW YORK. CHICAGO.

## THE JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS

placed with a selected list of Pacific  
Coast papers.

The Grape Capsule Company, 105  
Fulton street, New York; placing  
orders with a selected list of papers.

SANDLASS, 7 Clay street, Balti-  
more.—The Resinol Chemical Com-  
pany, "Resinol" Soap, Baltimore;  
orders being placed with a small  
selected list of weeklies for a trial  
campaign. If successful other  
weeklies will be used.

LOYD, 150 Nassau street, New  
York.—The Rapid Remedy Com-  
pany, 14 Vesey street, New York;  
placing new copy on contracts.

LORD & THOMAS, Mallers  
Building, Chicago.—The Goodyear  
Tire & Rubber Company, Akron, O.,  
and the Motz Clincher Tire & Ru-  
ber Company, Akron; making new  
contracts with a selected list of  
papers.

DIRECT.—Douglas Shoe Com-  
pany, Brockton, Mass.; advertising  
now being made up for cities where  
stores of the company are located  
(in charge of E. L. Erskine).  
Bolton Chemical Company, 256  
West 23d street, New York.—Ask-  
ing rates for 500 inches from East-  
ern papers.

ASKING RATES.—Craig Center  
Auto Company, Craig Center, Pa.;  
rates on one and a half inches daily  
for five months in Pennsylvania  
papers.



Last January we said:  
Watch Us Grow.  
Now We Say—  
We Have Grown  
Some. The

*Pittsburgh Post*

Has grown rapidly in public favor because  
it meets the demand for a real, live news-  
paper.

ITS GROWTH IN CIRCULATION AND  
ADVERTISING

is truly an imposing record which is  
backed absolutely by the approval of its  
readers and advertisers. The best news-  
paper is undoubtedly the GROWING one  
for a winning campaign.

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

THE

## News Scimitar

of MEMPHIS, Tennessee, is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

### SPENCER'S AD SERVICE.

The firm of Spencer-Colyer-Dodd, Inc., has been formed in New York to carry on the business established by George B. Spencer. The members, besides Mr. Spencer, are Joseph H. Colyer, Jr., formerly of Joseph H. Colyer & Son, and Arthur M. Dodd, former secretary of the George B. Van Cleve Company.

The company is to conduct an advertising service. Mr. Spencer came to New York about four years ago from the copy department of Lord & Thomas, Chicago, and was for a time with the Butterick publications. He then went into business for himself.

### SPECIAL AGENCY CHANGES.

The St. Louis Republic (daily and Sunday)—from Wallace G. Brooke to Cone, Lorenzen & Woodman, New York and Chicago; to take effect January 1.

St. Louis Farm Progress (semi-monthly) and St. Louis Semi-Weekly Republic—from A. K. Hammond to Cone, Lorenzen & Woodman, January 1.

### A COSTLY BLAZE.

The plant of the Johnstown City (Tenn.) Staff, an afternoon daily, was destroyed by fire last week with an estimated loss of \$20,000.

THE

## DETROIT TIMES

is available for advertisers who believe in clean advertising to the extent of being willing to buy some.

Not a questionable line in the Times.

JAMES SCHERMERHORN,  
President and General Manager.  
The N. M. SHEFFIELD Special Agency,  
NEW YORK. CHICAGO.

## The ST. LOUIS WESTLICHE POST and ANZEIGER

(Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Foreign Representatives:  
BENJAMIN & KENTON COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building; CHICAGO.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

## NOTES AMONG THE AD MEN.

F. W. Kurtz, who recently resigned from the General Motors Company, has resumed his connection with N. W. Ayer & Son, Philadelphia, with whom he was associated for twelve years. At the time of the reorganization of General Motors Company he joined the company and became its advertising manager in May, 1911. Recently the General Motors Company established separate advertising departments in each of the subsidiary concerns, and the central department was discontinued.

J. A. Campbell, who was formerly with N. W. Ayer & Son, Philadelphia, and for the past year a member of the field force of Good Housekeeping Magazine, will on January 1 become associated with the Green-Raley-Lucas agency of Baltimore.

Raymond F. Barnes, formerly of Hamptons' and recently Detroit representative of Lippincott's Magazine, has retired from the advertising field to personally engage in his own special cartoon service to newspapers and periodicals.

W. D. Simonds has been appointed advertising manager of the National Oats Company, St. Louis. He succeeds his brother, G. D. Simonds, who becomes assistant sales manager of the concern.

M. DeW. Hanrahan, who has been on the advertising staff of Hearst's Magazine for the past year, has left to become business manager of the Magazine of Wall Street.

E. W. Strong, formerly with the American Locomotive Company of New York, is now manager of publicity for the American Vanadium Company, Pittsburgh.

E. T. Bromfield, formerly with Suburban Life, has joined the staff

There was a bad typographical error in the Weekly Blade recently in just one line of type. We had over one hundred letters calling our attention to this error. This shows how carefully

## The TOLEDO Weekly BLADE IS READ.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

of solicitors for Good Housekeeping Magazine.

George Nowland, advertising manager of Fels & Co., Philadelphia, has been appointed the chairman of the finance committee of the Eastern division of the A. A. C. A.

The Akrum Advertising Agency has succeeded the Educational Company of Chicago.

The Aurora (Ill.) Daily Beacon has begun a campaign to educate its readers to deal with advertisers. Large space is devoted by the Beacon every day to telling why advertised goods are most reliable and to printing a list of advertisers in the Beacon, with a recommendation to try them.

E. M. Wilkins, for many years connected with the Springfield (Mass.) Republican, and recently a member of the staff of D. O. Haynes & Co. of New York, publisher of the Pharmaceutical Era and the Soda Fountain, has returned to Springfield to assume the business and advertising management of Western New England, the board of trade's monthly magazine. Mr. Wilkins was advertising manager of the Republican for several years preceding his removal to New York.

O. Howard Bosworth, the retiring advertising manager, will go to New Orleans, to engage in advertising work.

W. T. Crawford, of the advertising staff of the Wichita (Kan.) Daily Beacon, and previously in Hutchinson and Winfred, has gone to Kansas City to join the advertising forces of the Missouri & Kansas Telephone Company.

The advertising department of the Roadmaker, of Des Moines, has been placed in charge of H. E. Stout, formerly with the Des Moines Capital.

William B. Seabrook has become a member of the advertising firm of the Lewis-Seabrook Company,

The combination rate of the

## CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

3000 PAID SUBSCRIBERS IN FORTY DAYS

is the record of the CANTON Daily LEDGER

which started October 3rd and which will lead the newspaper field of Fulton County, ILLINOIS, with its 50,000 people.  
New York representative wanted.

Atlanta. For the past three years Mr. Seabrook has been with the Atlanta Constitution.

John C. Benson of the Dorland Advertising Agency, Atlantic City, and Mrs. Benson are back from a European trip.

Robert W. Irving has resigned from the advertising staff of the Birmingham Ledger to become connected with the Beaumont Advertising Agency of that city.

The Advertising Association Company has been incorporated at Alliance, O., with a capital of \$10,000. The incorporators are Milton Bejach, W. T. Edmundson, Jr., and F. M. Kepple.

R. F. R. Huntsman, manager of advertising for the Brooklyn Standard-Union, has issued a new edition of "Poor Bob's Almanak." The entire contents are written and illustrated by Mr. Huntsman and it is worth everybody's while to give a few minutes to reading and considering what he has to say on advertising, for it is as only "Bob" can say it.

Charles W. Hoyt, of New Haven, who is widely known in sales and advertising circles, has completed a book entitled, "Scientific Sales Management." This book applies the principles of efficiency which are being used widely at present in shop practice, to the management of salesmen and sales departments. The book is a summary of twenty years' experience on Mr. Hoyt's part in this field of work, and it contains information and conclusions which command attention from men interested in sales management as well as in advertising in its relation to the sales department.

George M. Davis, advertising manager of the Pierce-Arrow Motor Car Company of Buffalo, has resigned and will engage in newspaper work.

The Riegelsville (Pa.) News, which was recently burned out, has again begun publication.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
ON ITS MERITS as a newspaper.

**50,402** CIRCULATION  
Daily (Net Paid)

FOR NOVEMBER, 1912

No wonder it carries more advertising, and at higher rates, than any other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

In Quantity and Quality of Circulation  
**THE TIMES-DISPATCH**

**RICHMOND,**  
IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

**KELLY-SMITH CO.,** Foreign Rep.,  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

**CLARENCE W. McILVAINE**, a vice-president of the publishing house of Harper & Brothers, and for many years in charge of the London office of that firm, died on Saturday in London. Mr. McIlvaine was forty-seven years old and soon after his graduation from Princeton, in 1885, he became connected with the literary department of the Harper publications. Since 1891 he has been representing the firm in London.

**Miss ANNE V. N. YOUNG**, a magazine writer, died Sunday at Montclair, N. J., aged fifty-one years.

**Mrs. F. WILLIS RICE**, wife of the publisher of the National Hotel Reporter, Chicago, has passed away of pneumonia.

**J. R. LEONARD**, editor of the Fairview (Kan.) Enterprise, died suddenly while sitting at a dining table at a local hotel last week.

**H. L. SELDEN**, a Chicago newspaper representative, died on Tuesday. He was formerly with Lord & Thomas as auditor.

**CHARLES E. TAYLOR**, a Washington newspaper man and former private secretary to Secretary of the Navy Meyer, dropped dead of heart failure this week. For several months past Mr. Taylor had

Said a New York City Agency Man—"I never considered a morning paper in Albany, N. Y., but I'm now using the"

**KNICKERBOCKER  
PRESS."**

Circulation 33,000

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE FASTEST GROWING  
NEWSPAPER IN AMERICA  
IS THE

**Indianapolis Sun**  
daily average circulation  
during the six months  
ending June 30, 1912, **41,840**

**PAYNE & YOUNG**, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

been assistant to Jesse Suter, publicity agent for the Post Office Department.

**ALDEN SPOONER HULING**, who passed away in Topeka, Kan., on Thursday, was the oldest son of the late Edmund J. Huling, long Associated Press representative in Saratoga Springs, N. Y., and a grandson of the late Colonel Alden Spooner, a pioneer editor of Brooklyn. He was for several years connected with the Albany Argus. Mr. Huling went to Kansas about thirty years ago and has since been connected with the Topeka Capital and other publishing industries.

**EDWARD C. HALL**, a member of the editorial staff of the St. Louis Post-Dispatch, is dead after several weeks' illness. He was formerly with the Kansas City Journal and the Associated Press.

**ROBERT R. HOPKINS**, an advertising writer of Chicago, died Monday of tuberculosis in El Paso, Tex. He went South in an effort to regain his health four months ago.

**CHARLES H. GRAFF**, at one time manager of the American Newspaper Supply Company, New York, died Thursday in Brooklyn, where he was commissioner of deeds.

### BAPTIST PAPERS MERGE.

The Central Baptist, an organ of the Baptist denomination in Missouri and the central west, that has been published in St. Louis since 1866, has been sold to the Word and Way, a weekly published in Kansas City and will be hereafter issued in connection with that publication under the latter's name. A. W. Payne, managing editor, has resigned.

### ANOTHER NEW OWNER.

The Victor (Ia.) Record has again changed hands. This time the new editor is Earl Caldwell, who succeeds L. D. Truitt.

The City of Greater Seattle (14 wards) has a population of 237,194 people, according to 1910 U. S. Census, which is an increase of 194 per cent. over 1900, and western Washington and territory contiguous to Washington, nine-tenths of which is thoroughly permeated with copies of THE TIMES, a population of 1,300,000.

THE ACTUAL CIRCULATION  
OF THE  
**SEATTLE TIMES**  
DAILY AND SUNDAY

is by far the LARGEST of any newspaper published west of Minneapolis, and north of San Francisco.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

**San Francisco**  
**CALL** HONEST  
FEARLESS

Most Progressive Paper  
in San Francisco Today

**J. C. WILBERDING**, Representative,  
225 Fifth Avenue, NEW YORK.  
**C. GEORGE KROGNESS**,  
Marquette Building, CHICAGO

**NEWSPAPERS FOR WAIST-  
COATS IN CHINA.**

The Chinese are the greatest consumers of old newspapers in the world. The official returns of the custom house at Newchwang state that that port alone in 1911 received 1918 tons of old European newspapers valued at \$14,500.

It is not at first easy to discover to what use so much obsolete news can be put. However, we gather that the middle class Chinese prefer newspaper to the native variety as a covering for their walls. It has a greater power of resistance and affords a more effective barrier to the invasions of the vermin that plague Chinese houses.

Moreover, the natives are experts at cutting out of the newspapers waistcoats which they wear next to the skin. These paper waistcoats are said to be the best possible protection against a sudden cold snap. In view of these admirable uses to which European newspapers may be put it is not surprising to learn that the imports of 1911 show a considerable increase in weight.

The value of the import has, however, declined. It is interesting to note the reason for this decline. It is explained by the rapid development of the native newspaper press which has taken place during the last few years.—Philadelphia Times.

### FOSTER ADDS ANOTHER.

The Monticello (Ind.) Evening Journal has been sold to Charles Foster, who also publishes the Idaville Observer and the Reynolds Journal. The three papers will hereafter be issued from the Monticello plant. The retiring owners of the Journal are Charles E. Newton and E. F. Newton.

### LINDSTROM SELLS.

B. E. Groom and M. R. Workner have taken over the Langdon (N. D.) Republican. For many years the Republican was issued by A. E. Lindstrom.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

THE **PEORIA  
JOURNAL**

is the only newspaper in Peoria which  
opens its books to the A. A. A.  
THE LARGEST  
NET PAID CIRCULATION.  
H. M. PINDELL, Proprietor.

**CHARLES H. EDDY**, Representative,  
1 Madison Avenue, NEW YORK.

### WOMAN MADE EDITOR.

Mrs. Jean P. Vale has been appointed editor of the Ottawa (O.) Gazette, following the sale of the paper by E. B. Walkup to the Putnam Gazette Printing Company. Mrs. Vale is known as a newspaper woman, musical composer, vocalist and club woman, and is the widow of E. L. Vale, who founded the Gazette several years before they married. After her husband's death Mrs. Vale published the Vidette, of Columbus Grove, for several years.

### RETURNS AS OWNER.

The controlling interest in the South Haven (Mich.) Daily Gazette has been purchased by Fred T. Lincoln, of Kalamazoo. Four years ago Mr. Lincoln established the Gazette for F. F. Rowe, publisher of the Kalamazoo Gazette, who now retires from the presidency of the South Haven publication.

### A SUFFRAGE COMPANY.

The Ohio Woman Publishing Company has been incorporated at Columbus to issue a suffrage paper. The company is capitalized at \$5,000 and the directors are Anna Quinby, Alice E. Power, Sarah C. Swaney, Abbie Elizabeth Donovan, Lillian Medford and Catherine Sibley.

Lloyd M. Bell of the Centerburg (O.) Gazette has been elected treasurer of Knox County.

The newspaper that  
knocks and boasts at the  
same time is never a safe  
adviser. The

**NEW YORK MAIL**  
EVENING

neither knocks nor boasts,  
but tries to be of assistance  
to advertisers.

203 Broadway, NEW YORK



# LOS ANGELES

In the Eye of the World.  
The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising. Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO.

# SEATTLE "P-I"

THE POST-INTELLIGENCER  
Able, alert, always ahead.  
LEADING NEWSPAPER OF  
THE PACIFIC NORTHWEST  
W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

# REJECTS PULITZER APPRAISAL.

Continued from Second Page

This would make the average net profit  
for the four years preceding decedent's  
death \$562,830 instead of \$336,580, as  
shown in the report of the transfer tax  
appraiser.

The affidavit of James T. Keller, auditor  
and treasurer of the Pulitzer Publishing  
Company of St. Louis, Mo., the pub-  
lisher of the St. Louis Post-Dispatch,  
dated January 19, 1912, shows the net  
profits of that corporation

For 1908 were.....\$550,380.89  
For 1909 were.....441,823.40  
For 1910 were.....470,761.46  
For 1911 were.....370,862.12

Total.....\$1,633,827.87  
An average of net profits for each of  
said four years of \$408,456.97.

Among the assets of the Press Pub-  
lishing Company are two shares of stock  
in the Associated Press, and among the  
assets of the Pulitzer Publishing Company  
of St. Louis, Mo., was one share of stock  
in the Associated Press. These shares of  
stock were appraised in each case at their  
face value of \$1,000 per share, and the  
only testimony regarding their value is  
that of Melville E. Stone, who testifies  
that this is the par value of said stock.

UNDERVALUATION ASSERTED.

In view of the fact that the net earn-  
ings of the Press Publishing Company,  
without deducting the bonuses of \$105,000  
from the earnings for 1911, averaged  
\$562,830, and deducting such alleged  
bonuses would average \$336,580 for each  
of the four years preceding decedent's  
death, indicating a return of almost 19  
per cent. on \$3,016,455, the appraised  
value of this stock, and the further fact  
that the average yearly net earnings for  
the four years preceding decedent's death  
of the Pulitzer Publishing Company of St.  
Louis, Mo., were \$408,431, indicating a re-  
turn of almost 37 per cent. on \$1,115,717,  
the appraised value of said stock; and in

"A Daily Newspaper for the Home"

# THE CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
Strong local and national circulation.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

# ST. LOUIS TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the  
most remarkable growth ever re-  
corded in the Mississippi Valley.

EDWARD L. PREETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.,  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

view of the fact that the par value of  
said stock was taken as the appraised value  
of said Press Publishing Company's and  
Pulitzer Publishing Company's holdings of  
the stock of the Associated Press, a stock  
without which any newspaper published in  
New York City and claiming to be first-  
class in its rank could not well exist, it is  
quite apparent that these several securi-  
ties have been grossly undervalued, pos-  
sibly to the extent of many millions of  
dollars; for on a 5 per cent. basis of earn-  
ing power the holdings of decedent's estate  
in the stock of the Press Publishing  
Company should be appraised at up-  
ward of \$11,000,000 instead of \$3,016,455,  
while the holdings of decedent's estate in  
the Pulitzer Publishing Company, on the  
same basis of earning power, should have  
been appraised at upward of \$8,000,000  
instead of \$1,115,717.

If these properties were figured on a 10  
per cent. basis of earning power, the value  
of the estate's holdings in the Press Pub-  
lishing Company would be upward of \$5,  
500,000, and the value of the estate's hold-  
ings in the Pulitzer Publishing Company  
of St. Louis, Mo., would be upward of  
\$4,000,000.

Bearing all this in mind, coupled with  
the circumstance that no witnesses were called  
on behalf of the estate to controvert any  
of the testimony offered on behalf of the  
estate of the decedent, it seems that the  
report should be remitted to the appraiser  
for further and fuller testimony along the  
lines now criticized.

It is contended on behalf of the estate  
that the personality of Joseph Pulitzer  
was in a great measure responsible for the  
earning capacity of these two newspapers,  
and that his death greatly reduced such  
earning capacity. If this contention is  
made in good faith it would be very easy  
for the estate to show the earnings of  
these two newspapers for the year since  
decedent's death, but no testimony of this  
kind was offered.

It would seem that an effort might at  
least be made by the attorney for the  
estate to produce evidence sufficient  
to sustain a finding that would re-  
move the suggestion that the interests of  
the state of New York were not properly  
protected in a matter of such importance  
as the appraisal of the assets of the estate  
under consideration.

Two courses are open for those  
interested in the ultimate settle-  
ment of the estate—one an appeal  
from the decision by Surrogate  
Cohalan that portions of the assets  
have been undervalued in the re-  
jected appraisal, and the other a re-  
quest on the part of William L.  
Stout, attorney for the controller, asking  
a rehearing before the surro-  
gate.

In all probability the question  
that will bear the brunt of the argu-  
ments to be advanced either in  
the case of a rehearing or of an  
appeal from the decision of the  
surrogate will be the value of the  
Associated Press franchise and  
the value of the good will of the  
corporations publishing the news-  
papers embraced in the estate.

Appeal from the surrogate's de-  
cision, if that course is decided  
upon, will be heard by the Appel-  
late Division of the Supreme  
Court.

Surrogate Cohalan on Thursday  
signed a formal order remitting to

*The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Excelled.*

# THE Boston Herald, (Morning) AND THE Boston Traveler AND EVENING HERALD

Combined Circulation Morning  
and Afternoon Exceeds  
**240,000**

COPIES PER DAY.

Each month shows remarkable  
gains in Local and Foreign  
Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS

the transfer tax appraiser all  
papers relating to the appraisal of  
the estate. At the state controller's  
office at the time of going to press  
it was said that no action had yet  
been taken toward a reappraisal.

# BIG IOWA ATTENDANCE.

About fifty editors attended the  
regular winter meeting of the  
Southern Iowa Editorial Associa-  
tion in Knoxville. A program that  
was very instructive and interesting



A. P. NORTON.

was provided, especially an address  
by Paul Junkin of the Creston Ad-  
vertiser on "What the Newspapers  
Are Losing."

Mr. Junkin took up the subject of  
legal advertising, which includes  
board proceedings and all other  
classes of matter for which a legal  
rate can be charged, and clearly

A Powerful List is the

# MILWAUKEE GERMANIA LIST

CIRCULATION  
Daily Germania.....24,568  
Only German evening daily in Milwaukee  
Daily Herold.....17,000  
Only German morning daily in Milwaukee  
Sonntag Post.....45,000  
Only German Sunday daily in Milwaukee  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLEPQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The LARGEST and MOST MODERN  
newspaper plant in any Latin-American  
country is owned by the

# HAVANA POST

which publishes five daily papers every  
day in the year and the only ENGLISH  
DAILY in Cuba

Published Every Day in the Year

demonstrated that the papers of  
Iowa were losing thousands of dol-  
lars simply because they did not  
have the nerve to ask what the law  
says they are justly entitled to. Mr.  
Junkin is one of the best posted  
men on laws relating to legal ad-  
vertising in Iowa and his paper was  
much appreciated.

Among other speakers were:  
Mayor Culbertson of Knoxville; A.  
P. Norton, Freeman Gazette; C.  
W. Gray, the Corning Union Re-  
publican; H. H. Walter, Washing-  
ton Press; Clint L. Price, Indiana  
Advocate-Tribune; R. C. Hoadley,  
Garden Grove Express; Mrs. B. M.  
Huston, Mount Pleasant Journal;  
David Brandt, Iowa City Republican;  
and C. K. Needham, Montezuma  
Republican.

Following the meeting a visit was  
made to the State Hospital for  
Inebriates. The summer meeting,  
which is scheduled for August, will  
be held in Keokuk and an excep-  
tionally large attendance is anti-  
cipated. The president of the orga-  
nization is A. P. Norton, publisher of  
the Freeman Gazette, who was  
elected at the summer meeting in  
Burlington in July.

The Herald has appeared at  
Blossburg, Pa.

# THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

MASSENGALE  
ADVERTISING AGENCY  
ATLANTA, GA.

# The WASHINGTON POST files a Statement.



Daily 34,397  
Sunday 49,376

TON POST: TUESDAY, OCTOBER 22, 1912.

## ROUSE A HOTEL.

mugged Into New  
re Not Appreciated.

1.—"Urk-urk-eeee!"  
nth floor of the Hotel  
and growled a bit.

d over, and the origi-  
nating cussed quite

ig clarion call was re-  
distinctness. In less  
he telephone girl was  
booby hatch and the  
running around in cir-

isting of six bellboys,  
ids, and two clerks,  
the cause of indigna-

ventually toward the  
y Clalborne Maddox,  
sah! On the edge of  
defiant glitter in his  
gamecock.  
swaying picture in an  
cock repled in clear-  
rning song. Only it  
ht from an electric  
ds.

promptly taken to  
fr. Maddox, who  
on in the wrong  
in and learned  
nt below. A  
verish. Then  
olded that it  
the birds in  
Europe.  
said. "Oh,  
e."

PEN.

ed Upon

Alva-  
re-  
day

## THE POST FILES STATEMENT

In Compliance With Postal Law of  
August 24, 1912.

In accordance with the act of August 24,  
1912, relating to the postal laws and regu-  
lations of the United States, which re-  
quires that a sworn statement of the  
ownership, management, circulation, &c.,  
of daily newspapers shall be filed with the  
Postmaster General and with the post-  
master of the city in which such news-  
papers are issued, and that a copy of the  
statement shall be printed in the second  
issue of such newspapers printed next  
after the filing of such statement, The  
Washington Post publishes, as follows,  
the sworn statement it has made:

Statement of the ownership, management,  
circulation, &c., of The Washington  
Post, published daily and Sunday, at  
Washington, D. C., required by act of  
August 24, 1912:

Editor, John R. McLean; managing edi-  
tor, William P. Spurgeon; business man-  
ager, Edward McLean; publisher, The  
Washington Post Company, John R. Mc-  
Lean president.

John R. McLean and John F. Wilkins

majority stockholders, owning over 1 per-  
cent of total amount of stock.

Known bondholders, mortgagees, and  
other security holders, holding 1 per cent  
or more of total amount of bonds, mort-  
gages, or other securities, none.

Average number of copies of each issue  
of this publication sold or distributed,  
through the mails or otherwise, to paid  
subscribers during the six months pre-  
ceding the date of this statement: Daily,  
5,273; Sunday, 4,197. Copies through car-  
riers, newsboys, country and suburban  
agents, &c., nearly all copies being deliv-  
ered to regular subscribers or readers:  
Daily, 29,177; Sunday, 45,179. Total: Daily,  
34,397; Sunday, 49,376.

(Signed.) EDWARD McLEAN,  
Business Manager.  
Sworn to and subscribed before me this  
21st day of October, 1912.

(Seal.) WM. K. NOTTINGHAM,  
Notary Public.

My commission expires July 22, 1913.

## INTERVIEW CAPI

"It begins  
will capture  
election," sa  
of Denver,  
weeks ago t  
lieve that t  
that the Sta  
cratic, but  
have got to  
the regular  
on themse!  
is a deci  
through U

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THE WASHINGTON POST issues but one edition each morning. There is no duplication of circulation.  
THE WASHINGTON POST is the only 2-cent paper in Washington.  
THE WASHINGTON POST is edited and managed to appeal to the people whose confidence and approval is worth winning—the people who have the means to satisfy their desires.

*Lucy Beane*

NEW YORK

BOSTON

CHICAGO



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 982 NEW YORK, SATURDAY, DECEMBER 21, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship"  
Lecture V

TEN CENTS A COPY



*N. W. Ayer & Son*

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*Said the Advertising Manager of one of our Customers:*

"If you could only show people what you  
really DO for your clients, your house would  
have

*All the Advertising  
Business in America."*

There's lots of it we wouldn't want. But with a good, clean  
manufacturing business we often form a mutually profitable alliance between  
our forty-two years' experience and its possibilities.

This is, we believe, the only advertising agency which, with continuity of  
direction and fixedness of purpose, has spanned these four decades of broadening  
commercial activity.

For every minute of that time this house has been in touch with the most  
active business affairs of the country.

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## N. W. AYER & SON

PHILADELPHIA  
NEW YORK

CHICAGO

BOSTON

CLEVELAND

## WHITELAW REID IS DEAD.

FAMOUS EDITOR OF NEW  
YORK TRIBUNE AND  
DIPLOMAT PASSES  
AWAY IN LONDON.

Whitelaw Reid, proprietor of the New York Tribune and United States Ambassador to the Court of St. James, died Sunday in London. Mr. Reid's death followed an illness that became apparent only two weeks before, and developed into a bronchial attack and oedema, which in his advanced age Mr. Reid was unable to fight off. With him at the time of his death were Mrs. Reid, and their daughter, Mrs. John Ward, and the Hon. John Hubert Ward, and a number of England's most celebrated physicians who had valiantly struggled to save Mr. Reid's life. Ogden Mills Reid, Mr. Reid's son and successor in charge of the Tribune, had sailed the day before for London on receipt of news of the serious turn his father's illness had taken.

The ambassador only returned to his post on October 28 from a month's visit to his home here. While in America he attended to a vast amount of business and public celebrations and the result was that he reached England considerably fatigued by the hurried trip. Instead of taking a needed rest he plunged at once into the accumulated business of the embassy.

On December 3 his fatal illness began. Physicians pronounced him in excellent health at the time, but advised a short rest, and another consultation was not considered necessary until Wednesday of last week when symptoms of asthma appeared. Mr. Reid himself did not realize the seriousness of his condition until within a few hours of the end, and even on Friday afternoon all business of the embassy passed through his hands, and all dispatches were read and signed by him.

The King and Queen were in London over the week-end, and on being informed of Mr. Reid's death within an hour sent the King's enquiry to Dorchester House with their condolences.

Mr. Reid had made two trips to America within a year, and since his first trip, nearly a year ago, when he entertained the Duke and Duchess of Connaught at his home, the ambassador never fully regained his strength. On the return voyage to England he caught a cold, which resulted in a bronchial attack that he was unable to throw off before the coming of warm weather in the spring.

Last winter was the first winter during his term of office in which he did not spend part of his time in the south of France to escape the vicissitudes of the London climate, but he considered his duty required his presence in London and insisted on remaining there. With spring came an opportunity to get rid of the bronchial trouble, but not a chance for the rest needed for a real recuperation, for he was compelled to enter at once upon one of the most arduous seasons of recent years,

both in social and official affairs.

By the time the season came to an end and he went to Harrowgate, on August 4, he was much run down physically, and though he was a great deal stronger when he returned to town, on September 4, to prepare for the visit home which followed on September 28, the constant strain of the last several months had left him in a condition which was far from fit to withstand the severe tax he had planned for himself.

The result was that when a bronchial attack came two weeks ago the physical strength to throw off the attack was not equal to the courage and energy which made so brave a show of power so long.

Following a memorial service at Westminster Abbey yesterday, Mrs. Reid and the other members of the family will leave London for home today.

The cruiser Natal has been designated by the War Department to convey the body home. The Admiralty will take charge of the body from the time it leaves Dorchester House, the home of Mr. Reid, until it reaches New York. There will be a military escort at Dorchester House. The body will be placed on a gun carriage, draped with the American flag and a military escort will accompany the cortege to Victoria station, where there will be a special train for the funeral party. This party will include representatives of the British Government and the staff of the American Embassy.

The body will lie in state on the Natal with a special guard of honor during the voyage.

King George and Queen Mary Thursday sent to Dorchester House a wreath bearing an inscription in the King's handwriting in Ambassador Whitelaw Reid's memory.

The social gathering that usually follows the Monday afternoon lectures at the School of Journalism of Columbia University was omitted Monday because of the death of Mr. Reid, who was chairman of the advisory board of the school. Talcott Williams, the director, spoke briefly in appreciation of Mr. Reid's achievements in the profession.

In conjunction with the memorial ceremonies for Mr. Reid to be held in this country at the time of his funeral THE FOURTH ESTATE will issue a special section dedicated to the memory of the dead journalist and diplomat. It will contain many unpublished incidents in Mr. Reid's life, and valuable pictures, many of which have never been published. In contemplation of this coming number THE FOURTH ESTATE limits itself this week to a brief news story of Mr. Reid's death, and a short sketch of his life.

### A TACOMA DAILY RECORD.

Tacoma is to have a new daily beginning with the new year in the Tacoma Daily Record, devoted to commercial, financial and market reports. It will be published mornings. A plant is now being assembled.

The Press has appeared at Palmerton, Pa.

## AMENDMENT TO POSTAL LAW.

PROPOSITION BY MR. MOTT  
—CENT LETTER BILL  
PRESENTED.

Representative Mott of New York has introduced an amendment to the House for the newspaper law, to eliminate the sections requiring the newspapers to publish sworn circulation statements, statements of indebtedness, and the marking of reading matter published for pay.

The amendment would require publications to file the names of their officers and owners, omitting the names of persons owning less than five per cent. of the stock. Religious publications would not be exempted as in the existing law.

"I believe," said Mr. Mott, "that I have embodied the only good features of the hastily considered act, which has been so properly opposed by the best newspapers of the country. I believe it is right that the public should know the ownership of publications and that this provision is in line with the general tendency of legislation to fix responsibility on the right persons. It is in line, for example, with provisions of the pure food law, which command the publication of the names of manufacturers of food products.

"But I see no reason why the general public should know the indebtedness of a newspaper any more than it should know the indebtedness of a manufacturer. So far as the part of the act which requires the marking of all matter for which valuable consideration is received is concerned, I think that is not only unconstitutional but, if carried out to the letter, would be ridiculous."

Calling attention to the fact that there has been no change in the postage rate on first class mail matter for almost thirty years; that the revenue from this class of mail is now over \$162,000,000, of which over \$62,000,000 is profit, and that a lower rate would enormously stimulate the growth of first class mail, Senator Burton of Ohio, Tuesday introduced a bill reducing letter postage from two cents to one cent an ounce.

The bill provides that the reduction take effect July 1, 1913.

### SPECIAL TRAIN TO THE A.

#### A. A. MEETING.

At a special meeting of the Six Point League, Saturday, it was decided to charter a special railroad car for use of those members who wished to attend the annual convention of the Association of American Advertisers in Syracuse, January 28-29.

It is expected that a large number of the Six Point League members will attend this convention, and special headquarters of the Six Point League have been arranged for at the Onondaga Hotel in Syracuse.

The annual meeting of the Kansas Editorial Association will take place on January 27 and 28 at Topeka.

## TABLOID DAILY FOR NEW YORK.

A NIGHT PAPER TO BE  
SOLD FOR FIVE CENTS  
A COPY.

New York is to have another daily, if the plans of George H. Dickinson come to fruition.

Mr. Dickinson, who was formerly connected with the New York World, Herald, Evening Telegram and American in various capacities, proposes to issue under the name of the New York Tabloid News an afternoon (or rather a night) paper, at 8 P. M. every day except Sunday. The paper will have four or eight pages 1½ x 16½ inches, and the price will be five cents a copy.

The stated purpose is to condense the seven New York evening papers, giving a summary of the general news of the day and also a digest of any exclusive story appearing in any of those papers.

It will also give the "opening, closing and fluctuations during the week of twenty of the most active stocks listed on the New York Stock Exchange; comparative average prices today, a week ago, and a year ago; occasional monographs on leading issues, brief opinions of the market from the financial articles in all the evening newspapers," etc.

It will pay special attention to theatrical news, and Mr. Dickinson expects shortly to introduce a half-tonne theatrical supplement on Saturdays.

"Complete results of all events in the realm of sports, indoors or outdoors" will be given.

Hotel, railroad and steamship information will be supplied right up to the minute, and all news bulletins of the United Press between 6 and 8 P. M.

There will be "one 300-word signed editorial on a leading news topic, and excerpts from leading editorials in other evening newspapers."

Mr. Dickinson has formed a corporation under the New York laws, and is offering stock for sale. He believes that the opportunities for making money are very large, particularly in the line of special service to politicians and financiers. The circular says: "For political purposes at least three of its pages could be made over in an hour's time, and matter substituted to meet the exigency of whatever occasion might arise. These political editions, without so being designated, could be placed in the hands of district leaders or election district captains for distribution.

"Excerpts from its columns could be used as copy for advertising, whenever it was found expedient to utilize other daily papers for that purpose." In conclusion the prospectus says:

"It isn't always judicious to use a club, but often the possession of one is not without its moral weight. The same method could apply to its use in the financial district. Proofs of any article bearing on the market could be mailed at night to every banking and stock exchange house and be received before the opening of the market next morning."



## WHITELAW REID'S CAREER.

HOW HE SUCCEEDED  
GREELEY AND WON  
FAME IN MANY  
OTHER FIELDS.

Whitelaw Reid was eminent as a journalist and a scholar and many honors had fallen to him in the course of a long and busy life.

He was born near Xenia, O., October 27, 1837. His father, Robert Charlton Reid, had married Marian Whitelaw Ronalds, a descendant of the Clan Ronalds of the Highlands of Scotland. His paternal grandfather, also of Scottish blood, came to this country about the close of the eighteenth century and settled in Kentucky.

Whitelaw Reid's parents were poor. A kinsman, Dr. Hugh McMillan, a rigid Scotch Covenanter, undertook to educate the future editor and Ambassador for college at the Miami University and Xenia Academy. In 1856 Whitelaw Reid was graduated with scientific honors. He became principal of the graded schools in South Charleston, O., and most of his pupils were older than himself.

He managed to save enough money to repay his father for the cost of his education. He had enough besides to buy the Xenia News. As editor of the News he attracted the attention of the leaders of the young Republican party in his State. He made speeches for Fremont in 1856 and wrote political articles which had real influence. Four years later he advocated the nomination of Abraham Lincoln and was a powerful spokesman in Mr. Lincoln's campaign.

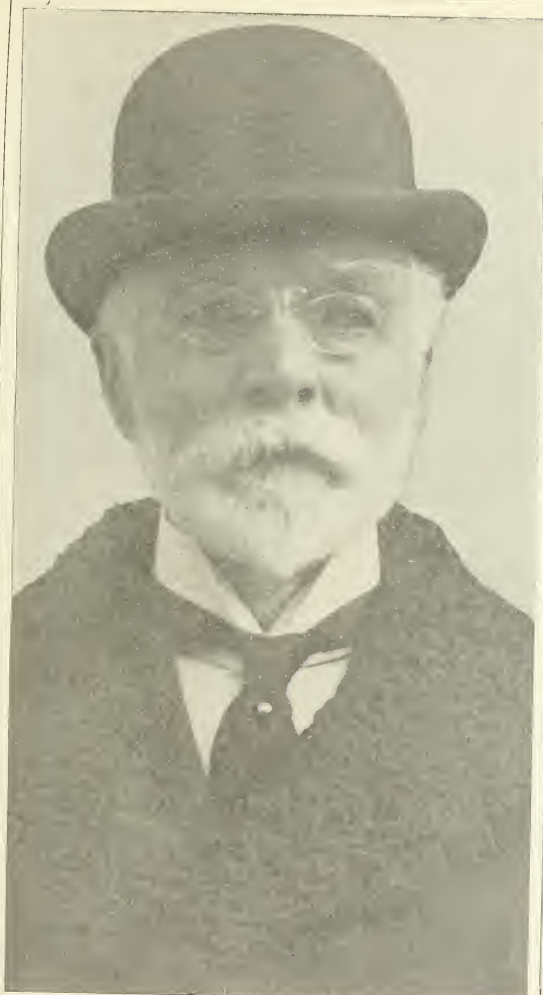
Mr. Reid then moved to Cincinnati and became the city editor of the Gazette of that city. At the outbreak of the civil war he joined the staff of General Morris in West Virginia and later the staff of General Rosecrans. He also acted as war correspondent for the Cincinnati Gazette, writing over the nom de plume "Agate."

His descriptions of campaigns and battles, particularly his report of the battle of Gettysburg, attracted widespread attention because of their clearness and accuracy.

He left a sick bed and witnessed the battle of Shiloh from its start to its finish, the only correspondent who saw it all. It was his account of this battle that stamped him as a correspondent of the first rank.

In 1862 he became the correspondent of the Gazette at Washington and at about the same time purchased an interest in the newspaper. His share of the profits for the first year laid the foundations of his fortune. He distinguished himself as a Washington correspondent and there attracted the notice of Horace Greeley, then perhaps at the top of his fame as the editor of the Tribune. He declined at the time several invitations on the part of Mr. Greeley to join the staff of the Tribune and took up the duties of a leader writer on the Gazette.

On the impeachment of President Johnson Mr. Reid went to Wash-



THE LATE WHITELAW REID,

THE LAST SNAPSHOT TAKEN IN AMERICA OF THE PROPRIETOR OF THE NEW YORK TRIBUNE AND AMBASSADOR TO COURT OF ST. JAMES.

ington and reported the proceedings. That summer Horace Greeley persuaded Mr. Reid to accept a place on the political staff of the Tribune. His post was leading editorial writer, with a salary next to Mr. Greeley's. He was responsible only to Mr. Greeley. He wrote many of the leaders throughout the campaign that resulted in the election of Grant.

A difficulty between the publishers of the Tribune and the managing editor led to Mr. Reid's advancement to the managing editor's chair. In this position he retained the affection and confidence of Mr. Gree-

ley and did much to increase the prestige of the Tribune.

By a bold expenditure in 1870 Mr. Reid and the Tribune covered thoroughly the Franco-Prussian war and from that time, with full power to do so, gradually reorganized and strengthened the news staff of the Tribune.

In 1872, after the nomination of Mr. Greeley for President, Mr. Reid was made editor in chief of the Tribune. After Mr. Greeley's defeat and retirement from active life Mr. Reid, on the strength of his reputation as a successful editor and newspaper manager, borrowed

enough money to buy proprietary control of the paper.

Then he bent himself to the task of making it pay. He worked sixteen hours a day, and within a year and a half the circulation and income of the Tribune were greater than before Mr. Greeley's disastrous political experiment. It was not long before Mr. Reid was able to pay back out of the earnings of the Tribune the money he had borrowed.

From that time he was the absolute master of that paper's destinies. His ability and party services as a journalist were beginning to secure for him offers of high places in the diplomatic and government service. He began to engage in social activities.

In 1881 he married the daughter of D. Ogden Mills, a Californian of great wealth who removed to this city. The results of the marriage were two children, Ogden Mills Reid, who recently succeeded his father in the active control of the Tribune, and Miss Jean Reid, who on June 23, 1908, became the wife of the Hon. John Hubert Ward of England.

In 1878 President Hayes offered to make Mr. Reid Minister to Germany. The offer was declined. President Garfield renewed the offer, but Mr. Reid again declined. In 1878 he was made a regent of New York University, succeeding Governor John A. Dix. In March, 1889, he became Minister to France. After securing the repeal of the French decree prohibiting the importation of American meats and negotiating reciprocity and extradition treaties he resigned his office and returned to this country in the spring of 1892. In the summer of that year he was nominated for Vice-President by the Republican party, but suffered defeat along with his chief, General Benjamin Harrison.

In 1897 Mr. Reid was appointed special ambassador at the Queen's Jubilee in London. In 1898 he was a member of the commission which negotiated the treaty of peace with Spain. In 1902 he was made special ambassador to represent the President at the coronation of King Edward. In 1904 he became chancellor of the University of the State of New York. Early in 1905 he was made the American Ambassador to Great Britain.

Mr. Reid went to England in June, 1905, and spent some busy years there. The diplomatic duties are not so heavy in London as at some posts, but socially the American Ambassador is very much in demand and is more frequently called upon to deliver speeches and addresses than the other ambassadors.

In fact, until the last he was very active in literary pursuits. One of the reasons he desired to give up the Ambassadorship and return home was that he might be enabled to write his memoirs, for which he had a mass of material and to which his friends continually asked him to give his time.

### TEACHER BUYS PAPER.

E. T. Armstrong, superintendent of schools, and R. A. Folk have purchased the Maquoketa (Ia.) Republican and Leader.

## PHILHARMONIC ASKS FOR PULITZER BEQUESTS.

The Philharmonic Society has filed a petition in the Surrogate's office in New York asking for a decree directing the trustees under the will of Joseph Pulitzer to pay the society a legacy of \$500,000 outright and one-third of the income left to his sons, Herbert and Joseph, until they are thirty years old. The total value of the bequest is \$767,000.

The petition said that the legacy was left with the provision that the society's concerts be open to the public at reduced rates, that the programs be not too severely classical and that Mr. Pulitzer's favorite composers, Beethoven, Wagner and Liszt, be recognized. He also directed that within three years the society form itself into a membership corporation having not less than 1,000 paying members.

The petition said that the society had complied with all the requirements of the will, and contained a resolution thanking Mr. Pulitzer for his recognition of the society's work. A list of 1,051 paying members of the society was also submitted.

Counsel for the society said that a request had been made to the trustees for the payment of the legacies, but that the trustees had refused to make the payment until the society had satisfied the Surrogate's Court.

## LEWIS SALE COMPLETED.

By payment of a cashier's check for approximately \$150,000, the Regents' Printing and Machinery Company has completed its acquisition of the Lewis Publishing Company holdings in University City, Mo. The check was paid to Matt G. Reynolds, receiver of the Lewis publishing, realty and banking enterprises, by E. G. Lewis.

This payment marked the practical completion of the sale of the Lewis realty assets. The University City lots, sold at auction, brought nearly \$400,000. Only a few "odds and ends" of the Lewis realty holdings now remain in the receiver's hands.

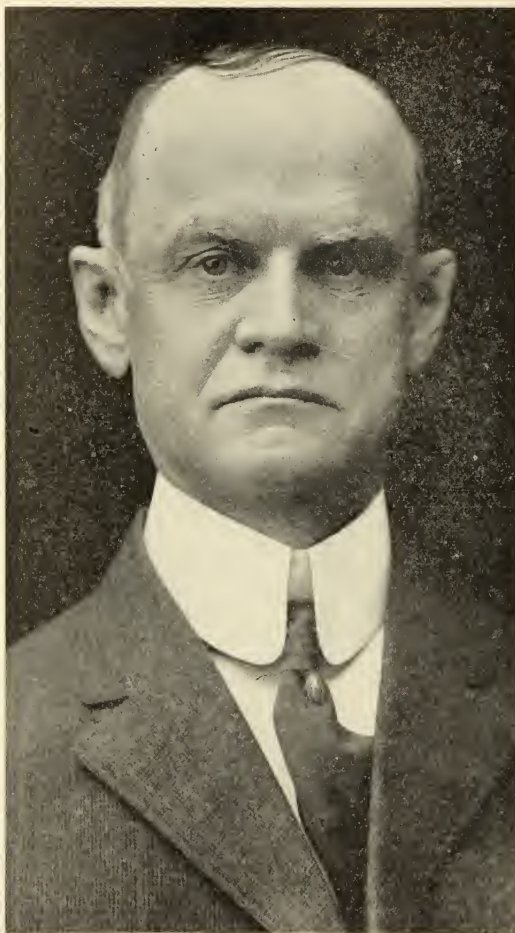
## NOW APPEARS EVENINGS.

The Lincoln (Ill.) Morning Star which has been published for the last two years, has changed to an evening publication. The owners of the Star have been considering the change for some time and believe that there is a greater opening in the evening field than the morning in Lincoln. The city will now have two evening publications and one morning paper.

## COMPANY IN CONTROL.

Orville Kiser has sold the Brigh-ton (Ia.) News to a stock company of business men of the town and vicinity. Under the new ownership the paper will be in editorial charge of Mr. Matlock, recently of Des Moines and at a previous time connected with the News.

Lafe Hill of Villisca, Ia., is planning a newspaper for the town of Manly.



EDWARD H. O'HARA,

PUBLISHER OF THE SYRACUSE HERALD.

## A CALIFORNIA SALE.

Bert Cassidy of Metairie, Wash., has purchased the Truckee (Cal.) Republican and the building in which the plant is located.

Since the death of the former editor of the Republican, W. H. M. Smith, there has been no head to the paper and it has practically been shifting for itself. Mr. Cassidy is a brother of Mrs. A. E. Falch, wife of the owner of the Placer County Republican, at Auburn.

## SALE OF COLORADO WEEKLY

The La Salle (Colo.) Optimist, a weekly, has been acquired by E. E. Lewis. The new owner is from Cheyenne, Wyo., where he was connected with the Tribune.

## SELLS HIS INTEREST.

Emory English, former state printer and publisher of the Mason City (Ia.) Times, has sold his stock in the Success Linotype Company, of Des Moines, to William D. Meek, who becomes president and manager of the company. Mr. Meek was formerly with Wallace's Farmer and more recently has been one of the publishers of the Harlan Republican.

## FOR ROCHESTER ITALIANS.

The Italian Newspaper Company has been incorporated at Rochester, N. Y., to publish a newspaper. The directors are Alexander Insonia, J. Russell Borzilleri and Giuseppe Carucci, all of Rochester.

## O'HARA REFUSED TO FOLLOW THE "PENNY" RUSH.

In the days when it was the popular thing for newspaper owners to adopt the "penny paper" idea there were a few of the publishers in New York State who determined to hold out. They evidently were "conceited enough"—as concerned their newspaper properties—to feel that when they put their papers out at two cents they were giving their subscribers the full value of their money.

Owners, publishers and editors well remember the rush there was to get on the "penny-paper band wagon." Nearly all the papers in all the larger cities fell in line, and those that clung to the two-cent idea were a sad minority.

One publisher who consistently refused to adopt the "penny-paper" idea was Edward H. O'Hara of the Syracuse Herald. With penny papers to the right of him, to the left of him and to the other side of him, volleying and thundering, Mr. O'Hara in the early days probably spent a few sleepless nights thinking over the penny proposition.

The Herald continued to sell for two cents, and it has so continued. There are niches in the newspaper hall of fame for the publishers of the two-cent dailies who successfully held out against the "penny-paper" craze. The Herald progressed and grew and it is still growing. It has one of the most up-to-date newspaper plants in the country; and is an independent paper, firmly established and evidently popular in its field.

## EDITOR BROKE I. T. U. RULE.

St. Louis Labor, a weekly publication, which has a contract for printing the official minutes of the Central Trades and Labor Union, and which is recognized as the official Socialist organ of St. Louis, is minus its union label, which was taken up by Charles Hertenstein, president of Typographical Union No. 8.

The contention concerning the label centers around G. A. Hoehn, editor of the paper, and recently candidate for Congress in the Tenth District on the Socialist ticket. Hoehn, according to the union men, insisted on doing union labor work, that is, he read proofs and performed other work which falls under the supervision of typographical union members.

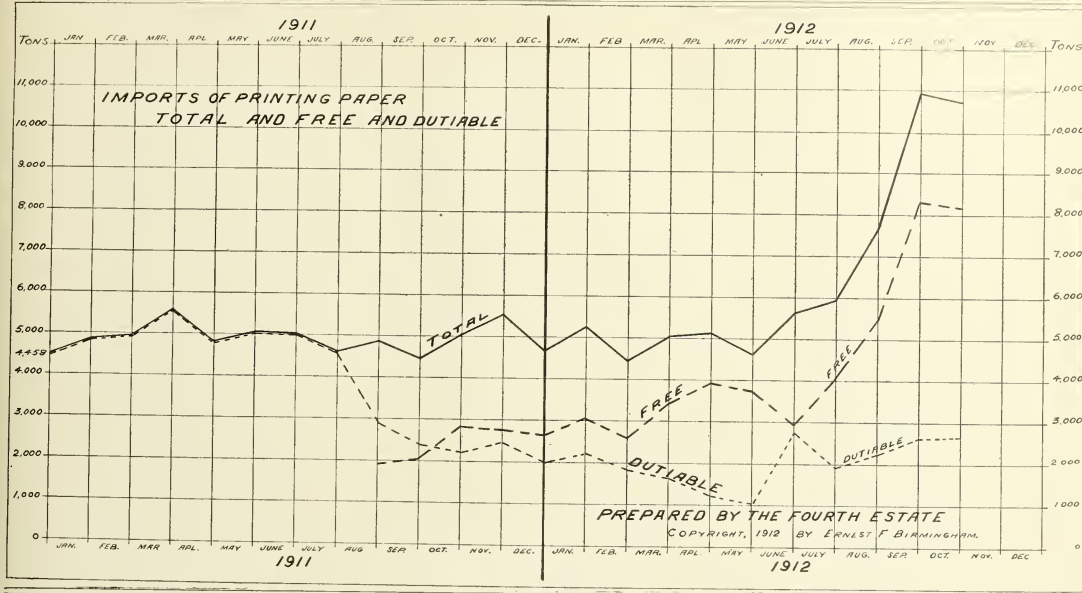
## A NARROW ESCAPE.

J. J. Lloyd, a member of the editorial staff of the Iron Age, had a narrow escape from death when he fainted while on the Times Square Station of the subway and fell beneath an incoming train. The car truck miraculously passed over him. When taken out it was found that Mr. Lloyd had sustained only a scalp wound.

## PRESIDENT RETIRES.

Because of poor health Henry F. Kelleman has resigned the presidency of the Utica (N. Y.) Ad Club. At the last meeting of the club Mayor Baker was the principal speaker.





## IMITATION ADS ILLEGAL.

### TWO COURTS DEAL SEVERE BLOWS TO "CUCKOO" PRACTICE.

A case carried into the Court of General Sessions by a New York newsdealer who maintained his right to insert in newspapers he sold advertising sheets was decided Wednesday against the newsdealer. Judge Foster ruled that any one who inserted in a newspaper a circular or other form of advertising was guilty of a misdemeanor.

The case was that of Samuel Horowitz, who was arrested last January for the insertion of advertising matter in papers. Magistrate Freschi decided against the defendant and fined him \$1.

The action was taken under a section of the city ordinances which makes it a misdemeanor for a person to "throw, cast or distribute upon any of the streets any hand bills, circulars or other advertising matter."

Horowitz was backed by other newsdealers and the case was pushed as a test. In defence it was argued that the ordinance was unconstitutional and also that it was not applicable.

Judge Foster's opinion is said to be final and without chance for appeal.

The placing of counterfeits or imitation advertising pages inside of newspapers is unlawful, according to the opinion written Thursday by Justice Luke D. Stapleton in the Supreme Court, Brooklyn, when he granted an injunction on petition of

the New York World, restraining Levi Brothers & Co., owners of the Berlin Store, in Williamsburg, from continuing that practice.

Adding emphasis to his opinion that this practice was intended to deceive purchasers of newspapers into believing that the false advertising sheets were actually a part of the newspapers for which the recognized publishers stood as sponsors, Justice Stapleton demanded that Levi Brothers furnish a \$5,000 bail bond to assure the Court that they would obey its mandate until further order from the Court or pending trial of an action to declare the practice illegal.

With this decision and that of Judge Warren W. Foster in the Court of General Sessions, Manhattan, on Wednesday, affirming the findings of Magistrate Freschi in fining a newsdealer for disorderly conduct in inserting such false advertising sheets inside of newspapers, a severe blow has been dealt to those merchants who profit by the circulation of newspapers without paying for it.

### SLACK KEEPS GOING.

Until its plant, recently destroyed by fire, can be replaced, the Johnson City (Tenn.) Daily Staff is being issued by Editor E. M. Slack from the Bristol Herald-Courier office.

The new town of Grouard, in the Peace River District of Canada, now has a newspaper called the News.

The Britt (Ia.) Tribune has been disposed of by Edwin N. Bailey to George L. Wellemeyer.

### THREE BIG ADVERTISERS TO PLACE DIRECT.

The advertising of Robert H. Ingersoll & Brother, New York, "Ingersoll" watches, will for the present be placed direct. It had been handled by the Calkins & Holden Agency.

The account of the Union Metallic Cartridge Company, Bridgeport, Conn., and the Philip Morris cigarette, handled by the Frank Presbrey Company, will hereafter be placed direct.

### NO XMAS ENGLISH PAPERS.

All the London papers except the Times and Daily Telegraph and the chief provincial papers, with the exception of the Newcastle Chronicle and the Leicester Daily Post, have agreed not to publish on Christmas Day.

This is the result of many years effort on the part of George Stembridge, manager of the Sheffield Daily Telegraph.

### TO NICHOLSON'S FRIENDS.

Several inquiries have been received by THE FOURTH ESTATE as to the whereabouts of James Nicholson for many years on the New York Herald, who was recently reported in these columns to be ill.

Mr. Nicholson is at the State Hospital, Central Islip, Long Island, N. Y.

### BARNHART IN YOUNGSTOWN.

The Youngstown (O.) Telegram has a new business manager in J. W. Barnhart, formerly with the Indiana Star League papers and later general manager of the Indianapolis Star.

### PAPER IMPORTS.

It is of interest to note that the imports for the month of November fell off in quantity, as compared with the month of October.

Total for November, 10,796 tons.

Free for November, 8,317 tons.

Dutiable for November, 2,679 tons.

This means importations amounting to an average of 360 tons per day for the month of November.

**YOUR  
"WRAPPED"  
ATTENTION**  
is invited to our perfected

**Nibroc Kraft**  
WRAPPING PAPER  
—the handsome "quality"  
kind which gives—

MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY

Let us send you proof samples, also name of nearest dealer.

**BERLIN MILLS CO.**  
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New York Office, 256 Broadway

William B. Dillon

J. Santord Barnes

**DILLON & BARNES**  
**ROLL NEWS PRINT**

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2 Rector Street, NEW YORK

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## BUILDING UP THE CIRCULATION.

The Marion (Ill.) Leader is running an automobile contest under the management of the John H. Musgat Company, of Fond du Lac, Wis.

The New York Sunday Herald offers \$100 each for the best letters in favor of and against woman suffrage. Letters must be confined to 300 words and all women, whether subscribers to the Herald or not, are eligible to take part.

A valuable collection of photographs of "Twenty Best Pictures from the Art Galleries of the World" is to be presented semi-weekly by the New York World. The photographs will be in form for framing or passepartout and free of advertising. The set contains reproductions of the masterpieces of some of the world's best known artists.

Newsboys of Washington were the guests of the management of the Washington Star at the Casino Theater last Saturday evening, where a joint educational lecture and entertainment was given free for their benefit. The subject of the lecture was "The Making of a Newspaper."

The Spokane Twice-a-Week Spokesman-Review is offering \$25 in prizes to boys and girls for 500 word essays on the best ways of marketing farm products through the new parcels post.

As an incentive to secure readers for the Atlanta Journal the publishers are offering inducements to college and school boys, besides their regular carriers and agents, in the shape of trips to Washington, D. C., for the inauguration of President Wilson, on a special train of Pullman cars. The campaign is in the shape of a voting contest, the credit of which is secured by paid-in-advance orders and coupons from the Daily Journal.

The Gulfport (Miss.) Herald recently closed a very successful voting contest, in which \$1,000 in gold was given away in prizes. The publishers of the Herald say that the contest brought in nearly \$7,000 in six weeks' time and that the cost of the circulation thus secured was under thirty per cent. The contest, which was open to both men and

## NEW PARCEL POST ZONE MAP

Now ready for delivery.

Be First In Your Field.

Secure exclusive territory.

Write for terms

S. BLAKE WILLSDEN  
Circulation Features  
S. Wabash Ave. CHICAGO

women and contained many features new to contest work, was under the management of the Pultz Company, Limited, of Racine, Wis., and San Bernardino, Cal.

The Greenville (S. C.) Daily Piedmont secured more than 1,300 new readers and over \$3,000 during the first three weeks of a voting contest now under way on that paper. An auto, pianos and other prizes are offered, with a ten per cent. commission to those who win no prize. The contest is being conducted by the John H. Musgat Company of Fond du Lac, Wis.

The Milwaukee Sentinel last Friday and Saturday had a sale of Everybody's Cyclopedia sets, valued at \$12, for \$1.58. Each set contained five volumes.

The Kansas Farmer, of Topeka, has just concluded a successful contest, which ran for ten weeks. The prizes were an automobile, granola, business college scholarship, diamonds, watches and cash. The entire state of Kansas was taken in by the contest, which was conducted by the William L. Betts Company, World Building, New York.

The big voting contest of the Lincoln (Ill.) Courier-Herald, in which the prizes were two big touring cars, four pianos, diamond rings and gold watches, came to a successful close last Saturday night. The publishers claim the publication's circulation was nearly doubled during the campaign. The contest was under the management of the Pultz Company, Ltd., of Racine, Wis., and San Bernardino, Cal.

A campaign for subscriptions bringing big results is being conducted by Successful Farming, of Des Moines. A six-day record has shown as high as 14,571 new and renewal subscriptions, according to T. W. LeQuatte, advertising manager.

The prediction of Manager Hugh E. Agnew that the Canton (Ill.) Daily Ledger would be in the 5,000 circulation class by the first of the year seems destined to be realized. For the week of December 14 the sworn circulation reached the mark of 4,100, all ordered and paid for. The grand daily average for the week was 4,485.

The John H. Musgat Company, has just closed a second contest for the Chippewa Falls (Wis.) Herald, in which an auto and other prizes were awarded and a ten per cent. commission paid to non-winners.

The Empty Stocking Club, organized by the Newark (N. J.) Evening Star among its readers, has arranged to care for more than 1,500 poor children in the matter of

Christmas presents.

The New York Evening Journal this evening will give its annual athletic meet for the benefit of the city's newsboys at the Sixty-ninth Regiment Armory.

## FOR EFFICIENCY IN CORRESPONDING.

HOW THE INDIANAPOLIS STAR MAINTAINS ITS BIG STAFF.

"Correspondents, How to Get Them, Keep Them, Make Them Loyal to Their Paper, and Efficient as News-Gatherers," was the theme of the address given by S. W. Snively, state editor of the Indianapolis Star, before the students in journalism of DePauw University, Greencastle, Ind.

Mr. Snively declared that he rarely ever discharged a correspondent. He said that instead of attempting to replace poor men with better ones it was better to help the weak to be efficient.

"There are three kinds of poor correspondents," said the speaker. "The first is the man who thinks that he can palm anything off on the editor, so long as he makes it long enough, and wires the story in. This can be made a good reporter, generally, by being shown that such work is theft, not only of his own good name, but also of the reputation of his paper."

"The second is the man who goes up in the air when a big story breaks. The way to deal with this man is to fire him."

"The third poor correspondent is the man who is afraid to spend money or to have the newspaper spend money. This is the man who is afraid to use the wire. All he needs is an intelligent state editor who will take the trouble to explain to him the needs and demands of a newspaper."

In securing correspondents, Mr. Snively said he used three methods. The first is to ask the manager of the telegraph office to recommend a man. The second is to ask the postmaster, and the third is to appeal to the local force for recommendations.

He said that from one of these three sources he was always able to get a good man. He declared that women were undesirable as correspondents, as a general rule, because they could not be depended

## READY SOON!

Beginning January 12, 1913, we release Two New and Original Four Color Comic Pages.

NOAHZARK HOTEL,  
by Varb, and

MRS. BUMPS'  
BOARDING HOUSE,  
by Dwiggins.

Options should be taken NOW!

McCLURE NEWSPAPER SYNDICATE  
45 West 34th Street, NEW YORK

Mr. L. W. Wilgus, Circulation Manager of the Buffalo (N. Y.) Express, says: "Our European trip contest netted the Express several thousands of new subscribers and nearly \$50,000."

The William L. Betts Company.  
Suite 406, World Building. New York City

FOUNTAIN PENS  
ARE THE BEST  
PREMIUMS.  
SALZ BROTHERS  
45 West 34th Street, NEW YORK

GET TO-DAY'S  
NEWS TO-DAY  
"By UNITED  
PRESS"

General Offices, World Bldg., NEW YORK

CIRCULATION  
BUILDERS.  
The MYERS Circulation  
Co., Inc.  
WATERLOO, IOWA

on to cover a story at any time of the day or night.

To keep your correspondents after they have been secured and to make them efficient, it was pointed out, all that is necessary is fair, human treatment and courteous, tactful, helpful criticism. He said that no Star correspondent was ever reprimanded by wire.

If he needed to be called down, a letter was always written him. Then no one finds out about it but himself. But if he does a good piece of work, one good enough to merit a compliment, the compliment is wired to him.

In the matter of payment, Mr. Snively said that he always gave the correspondent a little the best of the deal. If he does especially good work, he is rewarded with a special check. If a staff man happens to be sent into the town the correspondent is always notified, and he is paid for half the space filled by the special writer.

To make them efficient he writes special letters, pointing out faults, showing up mistakes, and making suggestions. As often as possible he visits his correspondents and talks over the situation with them. In this way they become, often, very close, personal friends.

"The correspondent is an essential part of every newspaper," Snively declared in closing. "You want to make him feel this. You want to impress upon him that every man employed on a newspaper is of equal importance with every other, and that when one goes wrong the whole machinery will get out of gear."

"Do this and treat him like a human, and you will have no trouble in building up and keeping a corps of efficient, loyal, dependable correspondents."



**BIG DEMAND REPORTED FOR  
McCLURE STORIES.**

The McClure Newspaper Syndicate reports phenomenal success with its new features, particularly with the six stories of "The Underworld," by Jack Rose, released December 29 for weekly use, and with President-elect Woodrow Wilson's "Story of George Washington," which is to be released for daily use January 6.

The papers that have taken the Rose stories include the New York American, Philadelphia North American, Pittsburgh Dispatch, Cincinnati Enquirer, Buffalo Courier, Minneapolis Tribune, and others.

Publishers look on these stories not only as a circulation feature of extraordinary value, but as an opportunity to publish facts about the Underworld and its methods which will be corrective in their effect and thereby further the cause of decency and public moral reform.

President-elect Woodrow Wilson's "Story of George Washington" is peculiarly timely. The publication of his story of the first President for the few weeks leading up to his inauguration will be widely read. The New York American, Boston Globe and other of the biggest papers in the United States have already taken the series and are making elaborate circulation plans in connection with its use.

**LABOR BAN ON CHICAGO  
NEWSPAPERS IS LIFTED.**

The ban placed on Chicago's newspapers by organized labor during the illegal newspaper strike is now practically over.

The latest step of labor is by the Building Trades council, which unanimously adopted resolutions giving its 100,000 members the privilege of reading any newspaper they desired.

During the past week several other unions have adopted resolutions declaring that in the interest of justice to the newspapers formal action should be taken removing the ban placed early in the strike, when it was found impossible to secure definite knowledge of what had caused the trouble.

At that time the Daily World sent resolutions to every trade union in the city calling for a boycott. A small number of the unions adopted these resolutions. But gradually, as the members learned of the conspiracy behind the strike, very little attention was paid to it.

**PRICE CUTTING AMONG  
LONDON PAPERS.**

A new departure will shortly be taken by one of the old-established London morning papers, the Standard, which will reduce its price from a penny to a halfpenny. Since the Standard was taken over by Sir James Henry Dalziel from Cyril Arthur Pearson, its fortunes have shown no improvement and it has suffered no small loss in the practically complete withdrawal of the Daily Express from the working combination which came possible when the latter paper came into the possession of Ralph D. Blumenfeld, the American journalist.

One of Lord Northcliffe's journals refers to the impending change in the price of the Standard, while carefully refraining from mentioning the name of the paper, in an editorial note. It says:

A halfpenny is now recognized by the public as the price for a newspaper, and by those engaged in making newspapers as the only price which is possible if a great and popular circulation is to be obtained. The position is the reverse of what it was in London a few years ago.

Then the halfpenny newspaper was a novelty; now it is the penny newspaper that is the exception. The production of a newspaper at a halfpenny has passed far beyond the stage of experiment and uncertainty. There is no longer any question as to whether a halfpenny newspaper can rival a penny one in all the qualities and contents that make a great journal.

**BLOCK CHICAGO OFFICE TO  
MOVE.**

The Western office of the Paul Block Special Agency will move on January 1 to the Mallers Building, Chicago, on account of lack of room in the old offices in the Steger Building. Mr. Block's Western representatives are J. Walter Roth, W. M. Messiter, L. M. Chizzola, William E. Scip, Jr., A. F. Thurnau and A. H. Ludwig.

**FAMILY PAPER SOLD.**

S. B. and E. M. Wells, publishers of the Scottsburg (Ind.) Journal, have purchased the plant and good will and subscription list of the Scott County Democrat from John E. Sierp, who has conducted that paper since the death of his father, John H. J. Sierp, who began its publication forty years ago.

**POSTMASTER A PUBLISHER.**

George F. Rainear has purchased the Ocean Grove (N. J.) Times and will assume charge on January 1, succeeding Ernest Woolston. Mr. Rainear is postmaster of Ocean Grove.

**NOTES AMONG THE  
CIRCULATORS.**

J. C. Flagg, for a number of years with the circulation department of the Denver Post, has been appointed circulation manager of the Los Angeles Record, succeeding J. L. Hawthorne, who has been transferred to the San Francisco News.

H. F. Norton has joined the Detroit Journal as assistant circulation manager. For the past seven years Mr. Norton has been with the Toledo (O.) News-Bee.

**N. Y. PRESS CLUB READY FOR  
THE YEAR.**

The board of directors of the New York Press Club met on Monday afternoon and organized for the year 1913. E. W. Drew, who has served four terms as chairman of the board, declined to accept the fifth one and on his suggestion the retiring president, C. R. Macauley, was elected chairman. Frank P. McBreen was chosen secretary. Ten new members were approved.

The board decided to issue a year book of the club early in January, which in addition to the constitution and by-laws, will contain the names of all members who have paid their dues to January 1. The committees for the next year will be announced at the board's next meeting, following a conference between John Temple Graves, the new president, and Chairman Macauley.

Committees were appointed to act upon the deaths of Whitelaw Reid and Peter Doelger, both of whom were life members of the club.

**GOVERNOR GUEST OF CLUB.**

The Seattle Ad Club at its luncheon last week entertained Governor-elect Lister of Washington. Following his introduction by President George F. Vradenburg, Mr. Lister declared that he had always believed in advertising, but he deplored the so-called "fire sales" and similar fakes that occur in the same place monthly. He pledged his support to any reasonable bill that would be placed before him for the elimination of the faker. Congressman-elect Albert Johnson and Representative-elect William Way and Miller Freeman also discussed advertising fakes.

President Vradenburg announced his committee to pass on the best Seattle slogan as follows: H. A. Chadwick, K. H. Mattison, Joseph Blethen, E. C. Cheasty, Walter F. Foster, Henry Stuff and Bert Swezea.

**LEAVES WINNIPEG.**

John Appleton was presented with a gold watch by his associates on the Winnipeg Free Press just before his departure for Toronto to assume the editorship of the Financial News. Mr. Appleton was a resident of Winnipeg for seventeen years and had spent ten years with the Free Press, where he became an authority on financial subjects. At the farewell ceremonies W. J. Healy made a short address and the presentation was made by W. F. Payne.

**THE SPECIAL  
SERVICE CO.**

Experts on Newspaper Circulation.  
Write for our new TRAVEL CLUB ELECTION PLAN.  
306 Publication Bldg., Pittsburgh

**THE HOTALING  
NEWS VENDOR**

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

**HOTALING BROS.**

Tribune Building, NEW YORK

**DO YOU NEED A  
CIRCULATION  
COUNSELLOR?**

I can increase your circulation and not spend much time doing it. I can thoroughly organize every branch of your circulation department. Will revise circulars and introduce an economic method of mail list collections—original and effective.

P. H. DALY,

1306 Bales avenue, Kansas City, Mo.

*We conduct all kinds  
of Circulation Contests*

Wire



Write

The very best  
**NEW DAILY COMIC**  
on the market  
**THE NEARLY WEDS**

By George McManus,  
Write for details.  
**National News Association**  
200 William St., NEW YORK CITY.

**KING PRAISES JOURNALISTS.**

At the annual dinner of the London members of the Institute of Journalists on Saturday evening the chairman read the following message from the King and Queen:

"The King heartily thanks those London members of the Institute of Journalists dining together this evening for the kind message of loyalty and good wishes transmitted by you, their chairman. His Majesty fully realizes how much the general public owe to those who follow the strenuous and exacting career of journalism, and what heavy responsibilities devolve upon the members of that great profession."

**BROWN STARTS ANOTHER.**

The Hazel (S. D.) Register is the name of a new weekly paper. The publisher is George W. Brown, for thirty-two years a newspaper man of South Dakota and for the past five years publisher and editor of the Bancroft Register. The new paper will be independent in politics.

**AN IOWA SUSPENSION.**

The Pisgah (Ia.) News has closed its career after a life of a year and a half, and the subscription list has been sold to the Little Sioux Hustler.

*When Your Customers Want*  
**PRESS CLIPPINGS**

TELL THEM TO COMMUNICATE WITH

**"BURRELLE"**

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY

# THE FOURTH ESTATE.

Entered as second class matter in the U. S. N. Y. P. O. March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, \$2c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of The Fourth Estate delivered to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

MAIN OFFICE:

105 West 40th Street  
(Tilden Building,) NEAR BROADWAY,  
NEW YORK.

PHONE 5200 BRYANT

WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 982 FOR THE WEEK ENDING SATURDAY, DECEMBER 21, 1912

## WHITELAW REID.

The life of Whitelaw Reid may well be regarded as an inspiration to the young journalists of America. The lesson it teaches is that absolute integrity in the conduct of a newspaper, absolute fidelity to the old-fashioned ideals, do really find their reward as we when children were told they would.

An American boy born in a country town became the editor of one of the greatest newspapers in America's greatest city, and, graduating into the diplomatic service of the nation his work honored and helped to build up, dies at his post of duty as the leading representative of that nation in the world outside its borders.

I began professional life under Mr. Reid on the New York Tribune; he is the only employer I ever had before I became an editor myself; and I purpose to devote a special section of THE FOURTH ESTATE of January 4 to an appreciation of Whitelaw Reid, with a compilation of the newspaper and other tributes to his memory.

ERNEST BIRMINGHAM.

## SPOKEN ENGLISH.

People with discriminating ears, of whom there are probably some left in New York, will heartily and gratefully agree with the Board of Superintendents of the school system, says the New York Tribune, that something needs to be done for the improvement of spoken English. We have heard much in recent years about the reform of spelling, but little about the protection of pronunciation.

Well meaning gentlemen have striven industriously to persuade us that life will no longer be worth living if we do not write "thru" for "through" and "mist" for "missed."

But where are the vigilant guards who will save from being lost in the vocal shuffle the "r" in "girl" and the "h" in "which" and shut off a final "r" from "raw" and "saw" and insist upon the recognition of

The advertising forms close on Thurs. day. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; average measure (14 lines the inch; 140 lines to the column; 560 lines to the page).

One page, \$280; Front page, \$400.

Discounts for consecutive insertions: One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

the existence of the "g" in the suffix "ing," and, in brief, prevent a singularly rich and musical spoken language from degenerating into a colorless and monotonous jargon?

Nearly fifty years ago the greatest philologist of his time warned the English speaking world against what he fittingly called phonetic decay. There is, as Max Müller then pointed out, a class of phonetic changes which take place in various languages, and which are the result of nothing else than sheer laziness.

There is a manly, sharp and definite articulation, and there is one which is effeminate, vague and indistinct. The former requires the exertion of intelligent will and muscular energy. The latter is the result of carelessness and laziness. Phonetic decay in a language sets in when those who use it admit the law of *laissez aller* to their orthoepy and shrink from the effort of giving to each letter its due sound; and the process is continuous and cumulative.

The process has already gone far in this part of the world. The considerable number of vowel sounds which once gave to our speech its chief charm of tone color have been largely abandoned in favor of a few blurred and indeterminate sounds which are made to serve almost indistinguishably for all the vowels, while important and really essential sounds, both vowel and consonant, have been either dropped altogether or replaced by others, the utterance of which requires less care and effort.

There is not one of the nine counts in the indictment which is made by the board of superintendents which is not well founded, and to which the general public must not to a deplorably large extent plead guilty. The correction of the evil will not be easy, since it will involve the eradication of habits of speech which are already deeply fixed, and the doing of this in the face of almost universally adverse influences.

It is to be feared that many of

the teachers themselves are victims of phonetic decay, and it is quite certain that those who do teach their pupils right enunciation will have to struggle against the hostile influences of the home, the street, the shop, the theater and almost every other place where English is spoken.

It will not be easy to induce a boy to say "bird" instead of "boird," and "three" instead of "tree," and "my" instead of "meh," and "raw" instead of "rawr," when to do so will make him seem singular among his family and associates and bring upon him bantering, if not ridicule and reproof.

Yet we know of nothing in the present day teaching of English that needs much more urgently to be done.

## NOTE AND COMMENT.

A Missouri paper tells of a man who "suddenly, without warning, dropped to the ground dead." Ever hear of a man who, before dropping to the ground dead, warned the assembled company of his intentions?

A newspaper that practises co-operation with its advertisers to a marked degree is the Philadelphia North American. Through a special promotion department, in charge of C. C. Green, one of the biggest steps in this respect was recently taken by the North American in the form of issuing an American Drug Circular to readvertise manufacturers' advertising in the North American to every rated druggist in Eastern Pennsylvania, Delaware and New Jersey.

The object of the Drug Circular, a paper of thirty-six pages, is to help manufacturers secure a widespread distribution for their goods, and to promote a more cordial spirit of business co-operation. This is only incidental to the main object of influencing nearly 200,000 North American families in favor of advertised goods. The North American believes this is the first time a newspaper has ever done any promotional work of this particular kind for its advertisers.

Franklin Pepps Adams, humorist of the New York Evening Mail, offers a reward for the discovery of the guy that put the Hearst in Parkhurst.

The New York Herald cites as an instance of success in advertising the well known egg of commerce. If you ask for an egg you always get a hen's egg, not because hen's eggs are any better than duck's eggs, but because the hen has a rooster as her advertising agent, and between them they have created an insatiable demand for her product.

The New York Times did an unusual but praiseworthy thing on Sunday in devoting a full page to giving in detail, and by full authority of reliable charitable organizations, the most destitute one hundred people in New York. The appeal of these heart-breaking individual cases to human hearts and to helpful human hands at this Christ-

mas season of charity and joy is irresistible. The Times will forward to wise and just distributors whatever offerings may be sent to its office.

The members of the Massachusetts Press Association in their efforts to suppress free publicity return manuscript to the sender with the following notice, printed blanks for which are supplied by the Massachusetts Press Association.

## PUBLICATION REFUSED.

The Massachusetts Press Association has unanimously declared against the free use of such matter as is herewith returned to you, believing that the usual compensation for advertising should be tendered for the same. The advertising rates of this paper are herewith enclosed.

Signed.....

The University Missourian, the daily paper issued in connection with the School of Journalism at Missouri State University and of which Harry D. Guy is managing editor, sets a commendable example for the future newspaper men in it is helping to educate by cancelling an advertising contract with a local theater because the Missourian disapproves of a play being staged there.

The New York Evening Telegram last week printed 15,343 separate advertisements in six days.

The new Danish law against unfair competition and untrue advertisements, which went into effect October 1, is not unlike certain laws already in force in Germany. It is not liked by merchants because of the provision which forbids more than two "clearing" sales a year by any store.

According to the report of our Copenhagen consul, "exceptions are made in case a bankrupt stock is to be sold or the death of a partner or owner shall cause the closing out of business 'below cost,' or if a bonafide winding up of the business is undertaken, or if the place of business is to be removed to another locality, etc. If, however, any of the above exceptions can be shown not to have been true, a criminal prosecution is possible."

Nearly every European idea comes to America sooner or later, but we already have in Massachusetts a statute against untrue advertisements.—Springfield Republican.

A welcome new acquisition to the advertising columns of the New York newspapers is the full page copy of Arnold, Constable & Co. Although one of the oldest institutions of its kind in the city, this firm has remained very far in the background in the matter of publicity, when compared with the other stores of its kind. The realization that adequate newspaper advertising is necessary to keep up with the trend of the times has come upon it, and it is now carrying space in the newspapers comparable with its competitors.

Does anybody know the present whereabouts of one Lord Sholto Douglas, stated to be a son of the late Marquis of Queensberry, who, in April last, was furnishing syndicate letters to daily papers?



## PURELY PERSONAL.

C. M. Palmer of New York is spending the holidays in St. Joseph, Mo., where he is president of the News Corporation, publishers of the News-Press, which is to move into a handsome new home in January.

William Thompson, assistant publisher of the New York Globe, has returned from a business trip through the Southern sections.

James F. Antisdel, the well known New York newspaper representative, is reported as making fine progress toward recovery from the illness that confines him in a New York hospital. He is expected back at his desk again before long.

W. L. Locke, a member of the editorial staff of the Lincoln (Neb.) State Journal, addressed the State Federation of Suffrage last week.

Cecil M. Baskett, a newspaper man, is said to be the first applicant for the appointment of state game and fish commissioner by Governor-elect Major. He is now a deputy commissioner. Mr. Baskett at one time owned the Mexico (Mo.) Intelligence and for eighteen years was with St. Louis papers.

A. A. Bernard, editor of the Hobart (N. Y.) Herald, and Mrs. Bernard are receiving congratulations on the birth of a son, to be named Herbert Cooper Bernard.

Edgar W. Howe, former editor of the Atchison (Kan.) Globe, and his niece, Miss Adelaide Howe, sailed from San Francisco this week on a trip around the world.

Arthur Capper, publisher of the Topeka Daily Capital, who has for several years been one of the leaders in the good roads movement in Kansas, has been unanimously elected president for the year 1913 of the Kansas State Good Roads Association.

Max Wolff, editor-in-chief of the New Jersey Wiclienschan, of Hoboken, is to leave shortly for a visit to his home in Berlin.

N. D. Perry, editor of the Sundance (Wyo.) Monitor, has been elected to the legislature from Crook County.

C. D. Morris, publisher of the St. Joseph (Mo.) Gazette, has been elected president of the Chamber of Commerce.

John N. Goodell, editor of the Engineering Record, New York, is a non-resident lecturer on engineering at Columbia University.

Edward B. Clark of the Chicago Evening Post and Charles Keyser of the St. Louis Globe-Democrat are the most recent members initiated into the Gridiron Club in Washington.

William Southern, Jr., editor of the Independence (Mo.) Examiner, addressed the students at the University of Missouri School of Journalism last Thursday.

Charles H. Mann, superintendent of the House of Representatives Press Gallery in Washington, has undergone an operation in the Providence Hospital.

John A. Cleary, automobile department manager of the Philadel-

phia Evening Telegraph, is on a tour of the automobile factories of the West.

Lorin A. Thurston, editor of the Honolulu (H. I.) Advertiser, is on a visit to the States.

Henry Rines, editor of the Mora (Minn.) Times, has succeeded in annexing sufficient support to assure his election as next speaker of the Minnesota Legislature.

A. D. Albert, associate publisher of the Minneapolis Tribune, addressed the Kansas City Rotary Club at its last meeting.

H. M. Lambert, Western representative of the Toronto Globe, is returning to Toronto shortly to spend the winter. Mr. Lambert will return to his post again in the spring.

W. E. Haynes, sporting editor of the Butte (Mont.) Miner, is spending a vacation with Mrs. Haines in Spokane.

John A. Fry, publisher of the Hummelston (Pa.) Tribune, is reported ill at Palmyra.

Robert J. Collier has resigned the presidency of the Aero Club of America.

Edward Cone, of the Cone, Lorenzen & Woodman Special Agency, has returned to New York after a trip through the West.

Albert Hansen, New York special representative, has just returned from a business trip through the South in the interest of his papers.

## STEWART MADE EDITOR OF THE CHICAGO PRESS

Charles P. Stewart has been appointed editor of the Chicago Daily Press by W. B. Colver, editor-in-



CHARLES P. STEWART.

chief of the Clover Leaf newspapers.

Mr. Stewart has had a long and interesting career in newspaper work. Beginning as a cub reporter

on the Sioux City Tribune, he soon broke into Chicago, where he served on various newspapers. From Chicago he went to the Indianapolis Star, and from Indianapolis to the Cleveland Press, where he was made city editor. He was later appointed European manager for the United Press, succeeding John Vandercrook.

Upon his relief from that position by Ed. Kean, Mr. Stewart covered the Chinese revolution for the Newspaper Enterprise Association and for the United Press.

Upon his return from the Orient he was placed in charge of the New York end of the United Press cable, which position he resigns to accept the editorship of the newest Clover Leaf daily.

## WEDDING BELLS.

Stephen B. O'Grady, at one time with the Kansas City Times and later with the publicity department of the Henry W. Savage theatrical enterprises, was married in Chicago last week to Miss Alice Garrison.

Ford Inglesby Beebe, a member of the staff of the San Diego (Cal.) Sun, and Miss Frances Carilien Willey, society editor of the paper, have been married.

Claude H. Gamble, for the past three years editor of the Galva (Ill.) News, was married in Galesburg a few days ago to Miss Alta Elizabeth Elder.

Richard E. Zeiske, proprietor of the Belleville (Tex.) Times, and Miss Josephine S. Chesley have been married.

W. H. Brownlaw, editor of the Chewelah (Wash.) Independent, was married last week to Miss A. E. Hall.

Walter F. Budd of Atlantic, Ia., and Miss Nettie Isabel Joy have been married.

Ford Inglesby Beebe, a member of the staff of the San Diego (Cal.) Sun, and Frances Caroline Willey, society editor of the Sun, were married last week at Point Loma.

B. B. Miller, of the Bucklin (Ark.) Banner, was recently married to Miss Myrtle Emmons.

## ON KANSAS CITY POST.

William Barton is now on the Kansas City Post as personal representative for Tamm & Bonfils, the owners of that newspaper and the Denver Post. Mr. Barton was formerly business manager of the Denver Post and for some time past has been in the business and circulation departments of the Spokane Spokesman-Review.

## VISITORS IN NEW YORK DURING THE WEEK.

J. E. Woodman, the Cone, Lorenzen & Woodman Special Agency, New York and Chicago.

W. H. Kentnor, the Benjamin & Kentnor Special Agency, New York and Chicago.

The Port Deposit (Md.) Times, published by E. B. Connor, has ceased publication.

## THE MANAGING EDITOR OF THE SEATTLE STAR.

Leroy J. Ritchie, the newly appointed managing editor of the Seattle Star, has entered on his new duties with a vim to make the Star, as he says, "the snappiest and newest newspaper in the Northwest." The Star is the pivotal paper of the Scripps Northwestern League, consisting of itself, Spokane Press, Tacoma Times and Portland News. It has the largest and best equipped plant of the group and aids the others in the matter of special features, art work, etc.

Since going to the Pacific Coast from Cleveland Mr. Ritchie informs



LEROY J. RITCHIE.

THE FOURTH ESTATE that he has found that the readers of the Star are, almost without exception, enthusiastic admirers of the bold and fearless stand the paper has taken on every question of moment; circulation is growing steadily and substantially, the staff has been enlarged in size and new facilities added.

Of Mr. Ritchie's eight years in newspaper work, four years have been spent with the Scripps League, except for six months as managing editor of the Central Press Illustrated News Syndicate, at Cleveland, and a few months more as city editor of the Cleveland Leader. With the Scripps League, Mr. Ritchie "broke in" on the Akron Press, in his home town, and later was a member of the staff of the Cincinnati Post and Cleveland Press. He went to Seattle from the Press, where he was assistant city editor. Mr. Ritchie is twenty-six years old.

## THREE PAPERS LEASED.

The Hampstead (Md.) Enterprise, the Manchester Telephone and the Glyndon Record have been leased by W. H. Bright to Edward W. Belt.

## BUSINESS OPPORTUNITIES

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

\$15,000 cash available for first payment on a satisfactory daily newspaper property. Ohio, Michigan, Indiana or Illinois location preferred.

Proposition F. G.

C. M. PALMER,  
NEWSPAPER BROKER,  
277 Broadway, New York.

## MACHINERY FOR SALE.

FOR SALE: One Model No. 4 Lino-type, No. 11237, complete with motor, Rogers attachment and mold; also three fonts of matrices, Jackson & Bell, Wilmington, North Carolina.

## Have You Any SECOND-HAND MACHINERY

For Sale?

An Advertisement in the Want Columns of The Fourth Estate might sell it for you. Worth trying.

## CREDIT FOR JOURNALISM SCHOOL TO REID.

Talcott Williams, director of the Columbia School of Journalism, spoke at Cooper Union Wednesday night on "The Making of a Journalist." Mr. Williams in his talk outlined the work of the school of which he is the head and then spent an hour answering questions.

Mr. Williams said that the idea of a school for the training of reporters began with Whitelaw Reid. "Forty-two years ago," he said, "when Mr. Reid left the Cincinnati Gazette and came to New York, he made a speech in which he advocated the establishing of a school such as we now have."

"The only way to train a man to be a reporter," said Mr. Williams, "is to combine in every case the theory of the profession with a lot of good, hard practice. Not every man is fitted to be a reporter, but the only way in which we can find who are so fitted and who are not is to give the theory and then let the application of it speak for itself. So one of the first functions of the School of Journalism is to eliminate those who are not suited for the work."

Most of the questions which were put to Mr. Williams at the conclusion of his talk had to do with the advisability of a newspaper's printing all the news. "Publicity," said he, "goes hand in hand with progress. Of course the publication of the details of crime may lead a few to become criminals, but it awakens in a far greater number a sense of righteous indignation, which makes for better citizenship."

## HELP WANTED.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

### Correspondent Wanted In New York

for a French newspaper in Canada. Give full particulars in first letter. Address French, care The Fourth Estate.

Sporting editor wanted for Bridgeport, Conn., daily. Must understand basketball boosting. Eighteen dollars to start. Address Sport, care Leffler, 40 East 22nd Street, New York City.

## MISCELLANEOUS.

### UNITED STATES SAFE DEPOSIT CO.,

32 LIBERTY STREET,  
Branches:  
730 STREET AND BROADWAY,  
125TH STREET AND EIGHTH AVE.,  
NEW YORK.

## CHANGES IN INTEREST.

MINOCQUA, WIS.—The Times, until recently owned by D. A. and F. I. Christensen, has been sold to E. Millsbaugh.

GERSHAM, WIS.—Joseph Neumeier is the new owner of the Spirit, formerly published by S. A. Perry, deceased.

HARTFORD, ARK.—J. R. Massey has sold the Observer to George Alletton, and will give his entire attention hereafter to the Greenwood Register, which he also owns.

CENTERVILLE, IA.—W. K. Currie has purchased the interests of Walter H. Dewey in the Journal.

BRIGHTON, IA.—George E. Matlock has taken over the News and changed its name to the Record.

BANCROFT, IA.—Mrs. W. F. Laidley has disposed of the Register to Westphal & Hutton.

HAWTHORNE, N. J.—A. G. Cruikshank is now owner of the Independent.

## NEW ENTERPRISES.

MEDICINE BOW, WYO.—The Times is a new paper just started by Herman H. Knobe.

VAN TASSEL, WYO.—The Pioneer has just been brought out by A. H. Forsythe.

NAVARE, O.—George Chase, editor of the Baltic American, is about to start a paper here with Mr. Booher of Dundee.

REDDING, IA.—The Herald is a new weekly published by G. A. Craig.

LOUISA, VA.—The Central Virginian has just made its appearance under the ownership of F. G. Duvall, L. R. Driver and L. S. Pendleton.

## FOR WOMAN SUFFRAGE.

A new woman suffrage paper is to be started in New York next month by the Woman's Political Union. It will be called the Woman's Political World and be half the size of the regular newspaper. Miss Beatrice Brown and Mrs. Nora Blatch de Forest will be the editors.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

### DO YOU want the BEST years of THIS man's life?

Energetic, conscientious, clean-cut young American; 25; married; excellent moral character and habits. Ten years' newspaper and agency experience. Business PRODUCER of PROVEN ability. MAKE-GOOD ideas and record. Now seeking management duty, city, \$30,000. Unquestioned endorsement of employers and every business man in city. Address, EFFICIENT, care The Fourth Estate.

### Young man of unusual ability and high character, with some experience in Editorial and Circulation

departments, now making good as Advertising Solicitor (handling heaviest run) on paper of 50,000 circulation, wants to arrange for a personal interview with the publisher looking for material for a business advertising manager. Address W. G. A., care The Fourth Estate.

Wanted. Position of General or Business Manager or Advertising Manager on daily newspaper that wants to improve its influence, business and profits. No place too big—no task too hard. Understand all departments. Can assist in general policy and conduct if desired. Very successful experience in three largest cities. First class references. Address B W T, care The Fourth Estate.

ENERGETIC YOUNG MAN, with eight years of practical training in news and advertising departments seeks position in advertising work offering opportunity. Address Chance, care The Fourth Estate.

### Circulation and Assistant Business Manager.

I want a position as Circulation Manager and Assistant Business Manager. Am thoroughly competent, reliable and trustworthy. Am 36, clean and strong, morally and physically. Will give reference that will suit any publisher that I am a 99 cent man. Will start on reasonable salary with the right publisher. Address, A. B. M., care The Fourth Estate.

## RECENT INCORPORATIONS.

NEW YORK, Golf, Inc., Manhattan; publishing; capital, \$20,000; incorporators, Clifford L. Turner, Max H. Behr and Karl H. Behr.

National Republican, Inc., of Manhattan, to publish Republican newspapers; capital, \$30,000; incorporators, Morris A. Epstein, Thomas Bingham, Henry Mann and Edward C. Brennan, 154 Nassau street.

Spencer-Colyer-Dodd, general advertising; capital, \$35,000; incorporators, George B. Spencer, Joseph H. Colyer, Jr., and Arthur M. Dodd.

ROCHESTER, N. Y.—Italian Newspaper Company; incorporators, Alexander Insonia, J. R. Borzilleri and Giuseppe Carucci.

BIRMINGHAM, ALA.—Howle's Iconolast Publishing Company; capital, \$7,500; incorporators, J. S. Brown, J. D. Evans and J. D. Thomas.

PALESTINE, Tex.—Record Printing Company; capital, \$61,000; incorporators, J. W. Ozment, A. M. Cohen and Leo Davidson.

HIGHLAND PARK, MICH.—Times Publishing Company; capital, \$3,000.

CLINTON, N. C.—Inter-Church Publishing Company; capital, \$10,000; incorporators, D. T. Mc-

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

### Want or Classified Advertising Manager Position

Fifteen years' experience as a "Want Ad" and Classified Advertising Manager should mean much to some enterprising paper wishing to build up the WANT Advertising and of this paper. Upon receiving reply to this advertisement I will furnish full information regarding my experience, ability and integrity. Come at me at once if you want the services of a man who knows the "Want Ad" business. Address George, care The Fourth Estate.

### Pressroom Foreman

thoroughly familiar with all makes of web presses, competent in all the essentials that pertain in newspaper pressrooms, desires position where ability and energy counts. Satisfactory references given. Please state nature of your work and press equipment. Address, Pressman care The Fourth Estate.

## MR. PUBLISHER.

Do you want a General Manager or Business Manager who is a thorough organizer, systematizer and result getter, as well as being considered one of the best circulation experts in the country, and vouched for by many of the leading and successful newspaper men of the U. S. If so address, BUSINESS, care The Fourth Estate.

First-class editorial writer wants first-class position. Able, experienced. Write "R.", care The Fourth Estate.

CITY EDITOR, young, hustling and up-to-the-minute, now on morning paper, wants to change to evening. Not necessarily desk work. Six years' metropolitan and country experience; street, feature, telegraph, rewrite and sports. Go anywhere. Address H. R. W., care The Fourth Estate.

Keithau, L. E. Corrigan and T. E. Simpson.

JOHNSTOWN, N. Y.—Fulton County Publishing Company; capital, \$12,000; incorporators, George F. Beakley, Earl Edward and John Beakley.

LUBROCK, TEX.—Avalanche Publishing Company; capital, \$12,000; incorporators, J. L. Dow, J. E. Klein and L. B. Wright.

DAYTON, O.—Blakely Advertising Company; capital, \$10,000; incorporators, A. B. Myers and others.

NEWARK, N. J.—Greater Newark Advertising Company; capital, \$50,000; incorporators, J. H. McCord, D. C. Thompson and H. T. Fiers.

CHICAGO—H. V. H. Publishing Company; incorporators, Nathan S. Smyser, Charles R. Young and Arthur A. Basse.

Associated Advertising Managers; capital, \$5,000; incorporators, J. A. Taylor, Robert Wortham Otter and Charles A. Fieldcamp.

MUSCATINE, IA.—Muscatine News Company; capital, \$50,000; incorporators, J. G. Van Lent, E. W. Eichoff and others.

## A NEWBURY STATESMAN.

It is reported that E. H. Buckley is about to start a new daily paper to be called the Statesman in Newburg, N. Y., to take the place of the recently suspended Morning Union.



## SITUATIONS WANTED.

## Circulation Manager.

An assistant circulation manager, at present employed, is looking for a position as circulation manager on some small daily or assistant circulation manager on a large daily. He is thoroughly familiar with modern methods in the circulation department, handling of canvassers and premiums, and is confident he can make good. Address R. C. H., Fourth Estate.

## Thorough Competent

young newspaperman wishes to locate on a journal that is a paying proposition now. Experienced both metropolitan and otherwise, including editorial, desk, feature and rewrite work. Can prove ability and will go anywhere. Address B. G. H., care The Fourth Estate.

## Sporting Editor, Now

on morning daily, desires change to position with better opportunities. Experienced in desk and general reportorial work and will accept position along these lines anywhere. Address Sports, care The Fourth Estate.

## THE JOURNALISTS' SAINT.

It will be news to many journalists to learn that they have an officially selected patron saint. But the Manchester Guardian points out that they have, and have had for the last fifty years.

Pius IX., at the request of a number of continental journalists, issued a decree on the point. He recommended journalists to seek the help of St. Francis de Sales, whose body has just lately been transferred, with great pomp and amidst popular rejoicing, to a new church at Ancey, in Savoy, his native place.

The choice was an apt one, for St. Francis was a man of letters. His famous work, "The Devout Life," is still popular, no doubt because of the lightness of touch with which it is written and the unerring journalistic instinct (if one may put it so) in writing of the work of a saint) with which he compels attention to serious questions by the skillful use of anecdote and illustration.

## WOULD BE POSTMASTERS.

Claude Mann, of the Malvern (Ark.) Times-Journal, and T. L. Pound, editor of the Danville Democrat, are being pushed by their friends for the appointments of postmaster of their respective cities.

Oscar H. Cravens, publisher of the Bloomington (Ind.) Daily World-Courier, has been recommended for the postmastership of that city.

Frank Freytag, publisher of the St. Joseph (Mo.) Observer, a Democratic weekly, is a candidate for appointment as postmaster of St. Joseph.

## A DEATH IN VIRGINIA.

The Galax (Va.) News has suspended publication, and the publishers of the Post-Herald will attempt to fill the gap in the field by changing their weekly to a semi-weekly paper. The latter is owned by the Blueridge Printing Company.

## From a Satisfied Advertiser!

SIR: Truly THE FOURTH ESTATE works in many devious ways, its wonders to perform.

I was aboard a train leaving Louisville, Ky., a few days ago, and was eagerly perusing the last copy of THE FOURTH ESTATE which had been forwarded on to me there from our office in Pittsburgh, as missing a number of THE FOURTH ESTATE is worse than losing a good dinner.

A gentleman sitting behind me on the train, noticing THE FOURTH ESTATE in my hands, asked me if I was not a newspaper man. I replied in the affirmative and introductions followed. He proved to be the publisher of a Kentucky newspaper and from this acquaintance a contract was signed by him for a Special Service circulation campaign for his paper.

May THE FOURTH ESTATE live long and prosper is the New Year wish of

R. J. McCOY,

Gen. Mgr. Special Service Co.

## WORKING HARD FOR THE

## A. A. C. A. MEETING.

A member of the Baltimore Ad Club who is figuring prominently in the work for the coming convention of the A. A. C. A. in Baltimore is



WORD H. MILLS.

Word H. Mills, executive secretary of the club.

Beside his official secretarial duties Mr. Mills is giving much time to the publicity end of the pre-convention work. His former training on the editorial staff of the Baltimore Sun is of much advantage to the Ad Club in disseminating proper matter pertaining to the convention for the newspapers. His personal contributions on the subject are being given much space throughout the country.

## UNIVERSITY OF IRELAND

## TEACHES JOURNALISM.

The governing body of the Cork University, one of the three constituent colleges of the new National University of Ireland, has permanently included in its curriculum a faculty of journalism. A degree of journalism will be granted to students on the completion of a three years' course of study in the university.

Students for the diploma must pass the matriculation examination of the university college, and the three years' course of study will include English literature, history, science, logic, jurisprudence, constitutional law and English composition. The Irish language is made a compulsory subject for both matriculation and degree examinations.

## AFTER J. J. BENNETT.

Charges of grand larceny have been preferred against J. J. Bennett, a newspaper subscription solicitor, who, it is charged, suddenly left Poughkeepsie, N. Y., with several hundred dollars belonging to the Enterprise, leaving in the hands of the publisher scores of names of dead persons with addresses that do not exist. It is charged that Bennett also collected money on genuine subscriptions, which he never turned in. It is said that Bennett also operated in Wappingers Falls and Arlington.

## HOUSEWIVES' MAGAZINE.

The Housewives' League, which was started last January and since has built up a membership of 400,000, is going to publish its own magazine next month. It will be a publication of national scope and covering matters of interest to the home. Mrs. Julia Heath, founder and national president of the league, will be supervising editor of the publication and its offices will be at 31 East 27th street, New York. The subscription price will be \$1 per year.

## SITUATIONS WANTED.

## General Newspaper and Magazine Man.

Young man 27 years old, eight years' experience on newspapers and magazines, desires a change of position in or near New York City. Best practical references. Address, EXPERIENCED, Room 4, 45 East 42nd Street, New York City.

## Newspaper Pressman

Looking for position as foreman on daily, any state. Have made good in New York City for years. My references as to reliability and competency are of the best. Address, Web Pressman, care The Fourth Estate.

## Circulation Manager

with over ten years' successful experience on morning and afternoon papers, desires to make change. Ability and reliability vouched for by some of the most successful newspaper men. Address RESULTS, care The Fourth Estate.

## Circulation Manager

would like to connect with live daily. Thoroughly capable, an energetic worker and a producer of results at minimum cost. References furnished. Address B. H., care of The Fourth Estate.

## RELIGIOUS EDITORS CAN

LEARN MUCH FROM THE  
SECULAR PRESS.

In connection with the recent meeting of the Federal Council of Churches in Chicago a gathering of the press representatives was held at the call of a committee headed by Nolan R. Best of New York, editor in chief of the Continent. Dinner was served at the City Club. A suggestion that the religious press hold their next meeting at the same time as secular press representatives met with some opposition.

Oliver R. Williamson, managing editor of the Continent, insisted that most religious editors have much to learn from the daily press. "I am a former daily newspaper man myself," he said, "and I fully realize some of the shortcomings of the dailies with reference to religious affairs; but the average religious editor has quite as much to learn from the daily men as they have from him. A little more getting-together would be helpful all round."

A committee was appointed to arrange the next meeting.

## HOOSIER DAILIES MERGE.

The Linton (Ind.) Call and Citizen have consolidated and hereafter only one daily paper will be issued in that city. The combined papers take the name of the Citizen and will be published by a company, of which Joseph E. Turner is president, DeWitt Wessell secretary-treasurer, and W. M. Morse director. Mr. Turner will be the business manager. Mr. Morse was formerly publisher of the Call.

## PAPER FOR NEW TOWN.

Claude Snowden, publisher of the Heber Springs (Ark.) Headlight and Panburn News, has established a new paper at Shirley, a new town on the Missouri & North Arkansas Railroad.

## A DOUBLE CHANGE.

Otto R. Reed, editor of the Muncie (Ind.) Weekly Republican, has changed the name of the paper to the Observer and announced that hereafter it will be Progressive.

## TRYING TO SAVE DAILY CLUB.

### CHANGE OF NAME AND PLANS FOR GENERAL EXPANSION OF WORK.

At the last executive committee meeting of the Daily Newspaper Club it was voted that a committee on re-organization, consisting of W. J. Pattison, chairman, publisher of the New York Evening Post, J. B. Woodward and J. W. Adams, general manager, be appointed to consider carefully the plan formulated by the general manager for the expansion and re-organization of the Daily Newspaper Association; make such amplifications or modifications as may be found advisable; and submit the provisions of the plan in final form as proposed articles of agreement for acceptance and ratification by the members.

After careful consideration by the executive committee and the directors, and in accordance with their consensus of opinion, the committee on reorganization now submits these articles of agreement in final form to the members. The by-laws of the organization will continue in present form except as they may be modified or amplified by the adoption of the proposed amendments.

Three of the chief provisions of the articles of agreement for the reorganized Daily Newspaper Association are:

Direct solicitation of advertising from local, general, or national advertisers for newspapers of localities in which advertiser has distribution or a special need for advertising. This work will be conducted through the recently organized Sales Promoters' Association.

Local co-operative service to the advertisers in so far as this is practicable. An equitable assessment of dues.

The plan for direct solicitation of advertising for the newspapers, in accordance with the advertiser's distribution or needs, is essentially different from the plan adopted by the recently organized Association of National Newspapers, which is for direct solicitation of advertising for "all the members or for none" regardless of the advertiser's distribution or special need for advertising.

The new articles of agreement in full are:

The name of the organization shall be the Daily Newspaper Association.

The Daily Newspaper Association shall conduct the general promotion of newspaper advertising and also shall engage in the direct solicitation of newspaper advertising in accordance with an advertiser's distribution or special needs.

A membership whose combined circulation shall cover the whole country shall be secured. In each desirable community—large or small—a daily newspaper or the daily newspapers, best qualified to cover that community shall be selected. An organization of newspapers proclaiming the truth that the daily newspaper is the best advertising medium, and the only thorough one, should, through its membership, cover the whole field. This does not mean the inclusion of every newspaper, but it does mean the inclusion of every section of the country, and the desirable paper or papers therefor.

The annual membership dues shall be paid in quarterly installments in advance, on the following basis:

Class A—Papers of less than 15,000 circulation shall pay per annum \$100.

Class B—Papers of from 15,000 to 30,000 circulation shall pay per annum at the rate of \$35 for every cent of

lowest line rate for general advertising. Class C—Papers of over 30,000 circulation shall pay per annum at the rate of \$50 for every cent of lowest line rate for general advertising.

The minimum annual membership dues shall be \$100.

Each member shall: Supply to the central office a sworn detailed statement of circulation covering the period of one year, such statement to be supplied on or before January 15th of each year.

Supply to the central office an accurate statement of advertising rates, discounts, and commissions, promptly notify the central office of such changes as at any time shall be made, and, further, certify that the said statement of advertising rates so supplied by it quotes lowest rates to be quoted or given by it to any advertiser for advertising of the kind and character and for the quantity indicated.

Refuse publication of any advertisement which is unquestionably "objectionable" and make every effort to investigate any and all advertisements offered concerning which there may be the slightest suspicion.

Render, so far as possible, local co-operative service in conjunction with the central office, for the following purposes: (a) At the request of the central office to gather and to supply it with full data concerning the local advertising and merchandising conditions and with such further data and statistics as the general manager shall need in the administration of the work.

(b) At the request of the general manager, or of actual or prospective advertisers, to co-operate, so far as possible, in the soliciting of an advertiser to secure distribution or of suggesting to the advertiser better methods of advertising and merchandising.

(c) At the request of the general manager to co-operate in the direct solicitation of accounts in its own community. Publish without charge such matter as the general manager shall issue to members for publication in the interest of the Daily Newspaper Association and of its work.

### P. B. THOMAS FOUND.

Philip B. Thomas, a former St. Louis newspaper man who disappeared from his home, is again restored to his family, after having been identified by his daughter, Miss Eleanor Thomas, in the Gibson county poorhouse, where he had been for the past six years suffering of fever and general breakdown.

Thomas was once editor of a paper in St. Louis and is highly educated. He left St. Louis suddenly sixteen years ago, because of business reverses. Since that time, up to six years ago, he had been a wanderer.

### NEW MANAGEMENT.

The Meadville (Miss.) Advocate is appearing under new management. The Advocate Publishing Company, a stock concern, has purchased the plant and business and will incorporate with a capital stock of \$3,000. New machinery will be installed at once and the size of the paper doubled.

The editorial work will be in charge of D. Q. Griffing, while J. P. and P. H. Gough, the former owners, will have charge of the other departments.

### PARTNERSHIP DISSOLVED.

W. G. Johnson and R. G. Culbertson have dissolved partnership as owners of the Worland (Wyo.) Crit. Mr. Culbertson retires, leaving the Grit to the sole management of Mr. Johnson.

### ROBERT AN OWNER.

B. R. Inman has disposed of the Middletown (Ind.) News to Earl S. Robert. Mr. Inman had been the publisher for the past seven years.

### VERDICT FOR NEWSPAPER.

A directed verdict in favor of the Portland (Ore.) News Publishing Company was returned in Circuit Judge Gantenbein's court in the suit for \$15,000 damages instituted against the paper by Albert Cornell for libel. The story on which the action was based was a comic story of how Ernest Spiglebauer was "waffled" out of a \$2000 lot by Cornell and his partner, Joe Kuntz, in a deal for a third interest in a north end restaurant which they owned. Every point in the article was admitted to be true.

Judge Gantenbein held that this admission that the article told no untruth and the fact that Cornell admitted that he had consented to the writing of a "funny" story of the affair was sufficient to warrant an instructed verdict.

### HARTFORD NOT TO HAVE A PROGRESSIVE DAILY.

There is little likelihood of a Progressive daily paper for Hartford, Conn., very soon, according to statements attributed to Senator Alsop on his return from the Progressives' reunion in Chicago. The Senator was one of the most enthusiastic supporters of the idea, but he failed to convince Frank A. Munsey of the feasibility of the plan for the present, at least.

### DINNERS TO PUBLISHERS.

An informal dinner was given in the Perichon house in San Mateo to W. W. Chapin, publisher of the San Francisco Call, and members of the business and editorial staffs by the San Mateo County Development Association. It was the first series of dinners to be given to publishers and editors of the San Francisco newspapers in recognition of aid given development work in San Mateo County.

### VAN HAMM ON THE JOURNAL.

Caleb P. Van Hamm has been appointed managing editor of the New York Evening Journal from his position as managing editor of the American. Mr. Van Hamm takes the place of Keats Speed, who was transferred last June to Atlanta to take charge of Mr. Hearst's newly acquired Georgian and News.

### CAPPER WILL NOT CONTEST GOVERNORSHIP ELECTION.

Arthur Capper, publisher of the Topeka Capital and Republican candidate for governor of Missouri, will not contest in the state senate for the office of governor. His statement is as follows:

"I believe I was elected governor by a plurality of 3,000 or more. Accordingly, I have felt in duty bound to stand by and defend the choice of the people. This I have done so long as there was a fair possibility of rectifying the blunder made by many of the election judges in rejecting the thousands of circle and cross-marked ballots cast in my favor, which the law expressly states are legal and should be counted.

"Even if the blunder of the election judges could be righted in a political body at that late hour, which is extremely doubtful, I can see no hope that as governor I should be able to carry out any definite program of legislation with a hostile political majority against me in both branches of the legislature."

### SPECIALIZE IN CALIFORNIA ADVERTISING.

A newly formed organization that has entered the advertising and publicity field is the Graphic Publicity Company, of Los Angeles, which is to specialize in Southern California. At its head is Samuel T. Clover, former managing editor of the Chicago Evening Post, publisher of the Los Angeles Evening News, and now editor and publisher of the Pasadena Daily News and the Graphic, of Los Angeles, a literary weekly.

The general manager is Harry Hammond Beall, a recent graduate of the department of journalism at Leland Stanford University, formerly dramatic critic of the Los Angeles News, special assignment man with the Evening Herald, and editor of the Rounder, a Pacific Coast theatrical journal. In the publicity field he has been connected with the Pantages circuit of theaters, and other enterprises.

Mrs. Samuel T. Clover, a writer of verse and skits is vice-president of the company, while Caroline Reynolds, associate editor of the Graphic, and writer of verse and review, is secretary and treasurer.

Offices have been taken in the San Fernando Building.

## Collin Armstrong Advertising Company.

We take pleasure in announcing that L. L. Robbins, Jr. has joined our staff. Mr. Robbins has had a broad experience in general sales work and in the magazine field.

C. ARMSTRONG, President.



## HEARST BEFORE INVESTIGATORS.

PUBLISHER TELLS OF S. O. LETTERS—ASSAILED BY OHIO SENATOR.

William R. Hearst was a witness Tuesday before the Senate committee investigating campaign contributions and expenditures. He produced six letters not heretofore published purporting to have passed between John D. Archbold and Senator Penrose of Pennsylvania, ex-Senator Foraker of Ohio and ex-Congressman Sibley of Pennsylvania.

Mr. Hearst's appearance as a witness led to a commotion when Senator George T. Oliver of Pennsylvania insisted that Mr. Hearst should be required to produce before the committee all of the Archbold letters in his custody that have not been brought out, and Mr. Hearst insisted that he had produced all of such correspondence that had any relation to the present hearing.

It was agreed that the jurisdiction of the committee gave it the power to demand the production before it of any correspondence passing between the Standard Oil officers and men in Congress and Mr. Hearst will be required to lay all the letters before the investigating committee to be considered in executive session. It will then be determined just which of them will be received in evidence.

Mr. Hearst told the committee that he knew nothing about the circumstances under which the letters were written and that the correspondence must speak for itself.

Mr. Hearst was questioned by the committee as to how he came into possession of the letters. He admitted he had received photographic copies from John Eddy, who for many years was connected with the Hearst newspapers, but who is now in London. The publisher told the committee he did not know where Mr. Eddy got them, but expressed the opinion that Eddy would be glad to come before the committee and give the information.

In defence of the position in which he was placed by William Randolph Hearst's publication of the Archbold-Standard Oil letters, disclosing association with the Standard Oil as a counsel while serving in the Senate from Ohio, Joseph B. Foraker read before the committee Wednesday a story concerning the letters told him by a negro politician once in his employ. But he specifically declined to vouch for the story. Before quoting this testimony Mr. Foraker made a bitter attack on Mr. Hearst.

According to the statement presented and read by Mr. Foraker, his colored informant related to him the manner in which the letters are alleged to have been obtained.

Two men—Winkfield and Stump by name—noticed a newspaper item about the sale of letters, and, taking some of the Archbold files, tried to sell them, but failed. Finally, they wrote a letter to the New York American, making the offer, and the next day called up. They insisted upon talking to Mr. Hearst, but were contented to meet a "representative" in the "Little Savoy" saloon.

As a result of that conference they



ALONZO SEAMAN TAYLOR,  
PUBLISHER OF THE SEATTLE POST INTELLIGENCER.

went the next day to the private editorial office of the New York American, where a man named Eldridge talked to them. They were told that Mr. Hearst stated that they were performing a great public duty. They talked as to the price with Eldridge, wanting \$10,000, but getting a promise of only \$5,000. The next day they delivered the letters to Eldridge to be photographed, and received fifty \$100 bills.

The statement declared that other letters were wanted and that Winkfield and Stump were given a list of two hundred Senators, Congressmen, judges and Governors, with the assurance that letters from them to Archbold would be paid for well. For one batch of such letters they claimed to have received \$3,000 and for another \$4,000. For the Penrose, Hanna and Foraker letters, the statement said, Eldridge paid them \$7,000.

"Evidently we were the fat cattle," remarked Mr. Foraker.

In all, the statement continued, \$34,000 was paid to the two men. For two signatures of Mr. Archbold, standing alone, they claimed they were paid \$500.

The statement said the signatures were requested of the two men, and that they procured them by having Mr. Archbold write his name in an album.

A third man joined Winkfield and Stump, it was said, and the three put a large number of letters in a safety deposit vault.

After 1908 they claimed to have disposed of some Penrose letters to "a representative of Mr. Hearst" for \$4,000, and made an offer to sell all their remaining letters for \$20,000. They disposed of a batch for \$3,500 last Spring, and negotiations have now been opened for the sale of others, the statement said.

Mr. Hearst Thursday made a long reply in his papers to the Foraker attack, the substance of which was: "If there is any negro thief, and any other thief who can more fully establish the genuineness of the Standard Oil letters and the guilt of Mr. Archbold and Mr. Foraker, by all means let them be called to testify."

## TAYLOR HEADS SEATTLE POST-INTELLIGENCER.

Alonzo Seaman Taylor was elected president of the corporation publishing the Seattle Post-Intelligencer at the meeting of the stockholders just held to fill the office left vacant by the recent death of ex-Senator John L. Wilson. Scott C. Bone, editor, was elected vice-president.

Mr. Taylor acquired his interest in the Post-Intelligencer during the past summer from Mr. Wilson, and since has been in active charge of the paper as publisher. Mr. Taylor is a former Milwaukee man, but has spent most of his life in the financial and banking business in Everett, Wash. Since entering the newspaper field, however, Mr. Taylor has demonstrated that he is out to make as big a success of his newly chosen business venture as he did in former fields.

With George F. Vradenburg as advertising manager, and the William J. Morton Company in charge of the Post-Intelligencer's foreign business, and Mr. Taylor handling the managerial reins with the backing of his extensive business experience, the Post-Intelligencer is going ahead at a very rapid pace.

## SWINDLE IS CHARGED.

On charges of swindling under pretense of aiding newspaper men's clubs in various cities Louis Barnhart and Earl O. Smith have been arrested in New Orleans. The men claimed to be commissioned to write up various prominent citizens of different localities for certain amounts of money which they represented were to be used in the aid of local newspaper clubs. They had operated in St. Louis, Kansas City, Des Moines, Houston, Dallas and Chicago.

## ALDERMAN SUES.

A suit for libel asking \$25,000 damages has been instituted against the Lowell (Mass.) Sunday Telegram by George H. Brown, an alderman. Brown alleges that the Telegram published a false and malicious article about him last month. He is a former mayor of Lowell.

## THE WHITAKERS RETIRE.

The Loomis (Cal.) Recorder is now being issued under the management of Max Eckes. The retiring owners are C. N. and H. E. Whitaker.

## Growth of Sunday's NEW YORK TIMES

In eleven months of 1912 the Sunday edition of the New York Times published 2,589,989 lines of advertisements, compared with 2,338,761 lines in the corresponding period last year, a gain of 251,228 lines, a GROWTH GREATLY EXCEEDING THE COMBINED GAINS OF THREE OTHER NEW YORK SUNDAY NEWSPAPERS.

# THE BIG NATIONAL EXPOSITION

of Printing, Lithographing, Bookbinding Machinery,  
Office Equipment, Advertising, Publishing  
and All Allied Lines,

*New Grand Central Palace, New York City,*

**April 19th to 26th, 1913,**

will reflect the progress that has been made throughout these affiliated industries in the last twenty years.

This Exposition has been OFFICIALLY ENDORSED by the

**PRINTERS LEAGUE OF AMERICA  
NEW YORK MASTER PRINTERS ASSOCIATION  
BEN FRANKLIN CLUBS OF AMERICA  
ELECTROTYPERS BOARD OF TRADE OF N. Y.**

and they are all co-operating to help make this Show the greatest of its kind that has ever been held in the world.

The Exposition is held coincident with the CONVENTIONS of the American Newspaper Publishers Association, Associated Press and Printers League of America, and all their members are being supplied with tickets of admission that will admit them any time during the Show.

The various Importers and Exporters, Consuls and Foreign Chambers of Commerce are also co-operating with us and distributing our literature throughout the world, so as to interest the foreign dealers to attend, and the fact is being impressed on these people that this particular event presents to them the greatest opportunity they have ever had to view under one roof all the up-to-date machinery, processes, systems and methods NECESSARY to people in the above lines of business.

The Bureau of Foreign and Domestic Commerce of the Department of Commerce and Labor at Washington are printing our articles and invitations in their Daily Consular Reports.

The Mergenthaler Linotype Co. is sending out in conjunction with its January Bulletin, 50,000 tickets to printers throughout the United States and Canada and an article in the Bulletin will advise all printers and publishers to arrange their trips to New York so as to be here in April, during the Show.

The Lanston Monotype Machine Co. has arranged to send out 60,000 tickets to the trade, the Dexter Folder Co., 30,000, and other exhibitors many more thousands, covering their mailing lists.

150,000 tickets will be judiciously distributed by us through the different business houses, so that the buying public can view the great progress that has been made in the above industries during the last decade.

## *MANUFACTURERS AND SUPPLY MEN*

To those of you who haven't arranged for your spaces, the question is, WHAT ARE YOU GOING TO DO ABOUT THIS? Are you going to be represented in this Great International Gathering, or are you going to be "penny-wise" and "pound-foolish" and let the cost of a space stand between you and a large volume of new business? ARE YOU GOING TO EXERCISE FORESIGHT OR HINDSIGHT?

The spaces on the main floor of the Palace are selling rapidly and will soon all be gone. We have arranged for the SECOND FLOOR, but if you act NOW, you can secure a choice location on the first one.

If you get in touch with me right away I will be glad to give you many more sound reasons why you should be represented here. Apply to

**HARRY A. COCHRANE, President,**  
Telephone Gramercy 724, 200 Fifth Ave., NEW YORK



## PROTECTIVE ASSOCIATION FOR AUTHORS.

A certificate of incorporation has been granted in New York to the Authors' League of America, which will have its headquarters at 30 Broad street. Rupert Hughes, Rex Beach, Gelett Burgess, Ellis Parker Butler and Arthur C. Train are the incorporators, and stated in the papers that its objects were "to procure adequate copyright legislation, both international and domestic, to protect the rights of all authors, whether engaged in literary, dramatic, artistic, or musical composition, and to advise and assist all such authors voluntarily in the disposal of their productions."

The articles of incorporation also provide for a council, which may place the authors in Class A, B, or C, as it sees fit. There are thirty members of the council, and the following will act until the second Tuesday in April and pass on the writings of different authors:

Class A—Ellen Glasgow, Carolyn Wells, Gelett Burgess, Harvey J. O'Higgins, A. E. Thomas, Cleveland Moffett, Milton Royle, Charles Rann Kennedy, and Hamlin Garland.

Class B—Gertrude Atherton, Rachel Crothers, Samuel Hopkins Adams, Will Irwin, Meredith Nicholson, Jesse Lynch Williams, Walter P. Eaton, Robert Grant, Winston Churchill, and Will Payne.

Class C—Kate Douglas Riggs, Ida M. Tarbell, George Barr McCutcheon, Rupert Hughes, Rex Beach, Arthur C. Train, Owen Johnson, William M. Sloane, Louis Joseph Vance, and Ellis Parker Butler.

The La Platta (Colo.) Miner has moved to Durango, where it will be issued in the future.

How and why we take advantage of the news of the day for our clients is rather interestingly told in "Newspaperdom" for November 28 and December 12.

"Newspaperdom" may believe it attacked us; we consider that it has done us a service. As it refuses our advertising for its own pages, we take this means to show our appreciation.

We have a few extra copies of both the issues named and shall be glad to send one of each on application as long as the supply lasts. Later we expect to reprint both articles.

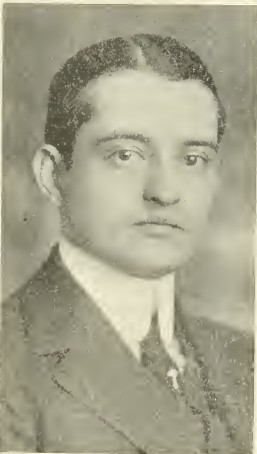
## THE McFARLAND PUBLICITY SERVICE

HARRISBURG, PA.  
Jefferson Thomas, V. Pres. & Manager

## "SPECIAL" MOVES UP.

Albert Hanson is the latest addition to the list of New York special representatives having offices up-town. He has just moved into the Brunswick Building, 225 Fifth avenue.

Mr. Hanson now represents in the foreign field the Birmingham News, the Montgomery Advertiser, the Mobile Item, and the Knoxville



ALBERT HANSON.

Journal and Tribune, having taken over the two last named papers during the past summer.

Mr. Hanson has represented the Birmingham and Montgomery papers now for over two years, having gone on the road for them on September 1, 1910.

Mr. Hanson travels the entire country at frequent intervals and brings the report that foreign advertising all over the United States was never in better condition than right now. His branch office in the First National Bank Building, Chicago, takes care of the Western field north of Cincinnati.

## MAKES A GOOD START.

An edition of twenty pages was the form in which the inaugural issue of the new Reading (Pa.) Daily News appeared. In addition to Gilbert S. Jones, as president and general manager, the staff of the News consists of M. A. Vansant, secretary-treasurer; Harrison Baldwin, managing editor; Herbert Johnson, news editor; and John H. Early, city editor.

## A SAILORS' PAPER.

The Mare Island Tribune, a weekly newspaper published by the employees of the Mare Island navy yard at Vallejo, Cal., is just entering upon its fourth month of existence and is prospering. The editor is Allen W. Stuart, formerly of Sacramento.

## LONG OWNERSHIP ENDED.

The Britt (Ia.) Tribune, which has long been owned by Edwin N. Bailey, is now the property of George L. Wellemeier.

## "WHO'S WHO" INJUNCTION.

A. N. Marquis & Co., Chicago, publishers of "Who's Who in America," have been granted a permanent injunction by the United States District Court against the International Who's Who Publishing Company, which prohibits further publication of "The International Who's Who," or "Who's Who in the World."

Suit was brought against the International Who's Who Publishing Company for infringement of copyrights by copying and using portions of the contents of Who's Who in America in "The International Who's Who," or "Who's Who in the World," and for using the words "Who's Who" as a part of the title of the book.

A preliminary injunction was granted by the United States District Court for the Southern District of New York on March 21, 1912, and the injunction was made perpetual by the same court.

## NO DAMAGES FOR MARSH.

Converse D. Marsh failed to get any damages in a suit in which he asked for \$250,000 from John W. Earle, president of the Union Typewriter Company, for injuries sustained when he was knocked down by Mr. Earle's automobile last April. Mr. Marsh is the president of the Bates Advertising Company.

Mr. Earle declared that Mr. Marsh's injuries were caused by his own carelessness. Mr. Marsh based the amount of his claim on the statement that the accident had prevented him from accepting a big contract to do publicity work for Thomas A. Edison. The jury, however, found its verdict for Mr. Earle.

## SON SUCCEEDS BARNHART.

The Rochester (Ind.) Sentinel on the first of the year will pass from the ownership of the Van Trump Company to Dean L. Barnhart, son of Congressman H. A. Barnhart.

Mr. Barnhart is a graduate of Indiana University and for the past two years has been a reporter on newspapers in South Bend. The Van Trump Company will continue business at Rochester and will establish an independent weekly paper. When Henry A. Barnhart was elected to Congress in 1908 he leased his newspaper property to the Van Trump people.

## OLD OWNER BACK.

Oscar W. Smith, who was for a long time manager and owner of the Bonner (Pa.) Enquirer and who sold out fifteen months ago to Ira M. Long, has re-bought the paper and assumed charge. Mr. Smith spent the past year in Santa Barbara, Cal.

## BUYS OUT BROTHER.

John W. Shaffer has become sole owner of the Renova (Pa.) Daily Record through the purchase of the interests of his brother W. E. Shaffer. The Record was established as a weekly in 1871 by the late John U. Shaffer and became a daily in 1907.

## THE ORIGINAL "READY PRINT."

The first "patent insides" for country newspapers were the invention of Andrew Jackson Aikens, who was born in Vermont eighty-two years ago.

In 1854 Aikens became the city editor, and in 1857 the general manager of the Milwaukee Evening Wisconsin. In 1864 he conceived the idea of supplying rural weeklies with ready-printed sheets containing national, general and state news, stories and miscellany and, with his partners in the publication of the Evening Wisconsin, launched the pioneer "boiler-plate" house.

The idea was a great success and soon spread all over the United States and Canada. By means of the "patent insides" many villages which could not otherwise support a local paper were supplied with home journals. Several corporations are engaged in the business of supplying "ready-prints" to small papers.

## SENATOR AT THE HEAD.

The Giddings (Tex.) News will hereafter be issued by a stock company headed by Senator Hugh N. Watson. For many years J. E. Northrup has been the sole owner of the News.

## A TRADE PROMOTOR.

The Dakota Trade Journal is scheduled to make its first appearance in Fargo, N. D., about the first of the year. Frank Walkin will be the editor and Robert Flynn manager.

H. C. Chappell has started the Daily Sticks at Middlesboro.

## WE READ

and clip for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of where you can secure new business, an order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business

## FOR YOU

The CONSOLIDATED  
PRESS CLIPPING CO.

115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.

## NOTES AMONG THE AD MEN.

W. E. Mitchell, who has been connected with the Standard Oil Company for twenty years, the latter two as advertising manager, has become associated with the National Advertising Agency, Chicago, as director of the plan department. Mr. Mitchell has been prominent in the campaign on Polarine.

At the annual meeting of the Blaine-Thompson Company, Cincinnati, these directors were chosen: John E. Blaine, George A. Shives, Ren Mulford, Jr., Arthur L. Pope and John Ewing Blaine, Jr. The board organized by electing John E. Blaine, president; George A. Shives, vice-president and treasurer; and Ren Mulford, Jr., secretary. Last year's reports were emphasized by the declaration of the usual quarterly dividend.

Charles L. Griggs, formerly advertising manager for the Norvell-Shapleigh Hardware Company, St. Louis, is now a copy writer and local business developer for the Nelson-Chesman Agency, St. Louis.

Humphrey Sullivan, an Eastern newspaper man, has been appointed general publicity agent of the Southwestern Telegraph & Telephone Company, at St. Louis.

Lee W. Maxwell, for the past three years a representative for the Associated Sunday Magazines in the West, has been appointed assistant general manager. Lloyd R. Maxwell has taken his brother's position with the Western office.

Irving R. Parsons has resigned as advertising manager of the Grand Leader department store, St. Louis. He becomes advertising manager of L. Segundo Land & Improvement Company, Los Angeles. His former assistant, D. E. Levy takes his place. W. Kirkman assisting. Thirty-three Grand Leader buyers gave Mr. Parsons a farewell banquet.

A dinner was given to A. E. Chamberlain, retiring president of the Chicago Advertising Association, in the club rooms last week. The affair was in charge of Arthur W. Allen, Ray Woltz, George W. Herbert, Gilbert T. Hodges and H. Walton Heegstra.

Directors of the Advertising Association of Buffalo, Rochester, Cleveland and Detroit have decided to appoint a secretary to edit an official paper.

W. G. Bisbee has become advertising manager of the Carter White Lead Company, West Pullman, Ill. Mr. Bisbee succeeds the late R. I. Cuyler.

New members of the Association of National Advertising Managers are: M. S. Achenbach, advertising manager, H. J. Heinz Company, Pittsburgh; F. A. Miller, advertising manager Auto Stop Safety Razor Company, New York; C. R.

Stephenson, the National Veneer Products Company ("Indestructo" trunks); and Roger D. Smith, S. D. Warren & Co. (paper), Boston.

Charles S. Sharpe has been appointed editor of the Stimulator, published by the Chicago Advertising Association. S. DeWitt Clough, the former editor of the Stimulator, was recently made chairman of the publication committee of the A. A. C. of A.'s Voice and found it necessary to give up some of his work in connection with the Chicago club. Mr. Clough was recently elected a director of the C. A. A.

James C. Johnson, for four years advertising and mail order manager of the Schomoeiller & Mueller Piano Company, Omaha, has come East to Buffalo to be sales manager for the Larkin Company. Mr. Johnson was a charter member of the Omaha Ad Club and one of the most active advertising men in the city.

W. W. Hoops of Chicago has incorporated his business under the name of the Hoops Advertising Company.

Carlisle N. Greig has left the forces of the Charles A. Fuller Company, Chicago, to become associated with the George Batten Company.

F. D. Wood, formerly with the Calkins & Holden Agency, New York, is now advertising manager of Pierce, Butler & Pierce, Buffalo.

George Busser of the George Batten Agency, New York, has returned from a trip through the South.

Charles Thompson, formerly connected with the New York Press and the Brooklyn Eagle, has become associated with the Street Railway Advertising Company, New York, as a travelling man.

Harry C. Griffith, New York special representative, has returned from a business trip through the New England States in the interest of his papers.

N. O. Wilhelm of Orange, N. J., formerly circulation manager for the Kellogg Publishing House and later with the Chautauqua institution as publicity man, believes he has simplified the greatest tangle in newspaperdom. The seventy-five educational papers of the country, with "S" varieties of rates and sliding scales, he has reduced to a unit that, he says, advertisers and advertising agents can use, as a feature of his Educational Press Union.

### SONS TAKE PAPER.

The Indiana (Pa.) Progress, long owned by A. T. Moorhead & Sons, is now issued under the sole management of A. S. and A. Ralph Moorhead, sons of A. T. Moorhead. The father, who was rated as the oldest newspaper man in the state, died a few months ago. The Progress was established in 1813.

## RALPH PULTZER AT JOURNALISM SCHOOL.

TELLS HOW JOSEPH PULTZER VALUED ACCURACY ABOVE EVERYTHING ELSE.

Ralph Pulitzer of the New York World, Monday addressed the students of the Columbia University School of Journalism, endowed by his father, the late Joseph Pulitzer. Mr. Pulitzer spoke on "Accuracy in Journalism."

"Accuracy in newspaper writing was with Joseph Pulitzer a religion," he said. "He had a ravenous craving for information. His intellect was positively leechlike in the way it fastened on any other intellect with which it came in contact, and sucked from it every specific fact it contained that he did not already know."

"He was intolerant of generalizations and impatient of conclusions. He would draw his own. He hated an inaccurate statement as another man would loathe a lie. He was inexorable in running it down and tearing it to pieces. Scrupulous as was his love of accuracy in the news columns, it was nothing compared to the almost painful conscientiousness of his precision on the editorial page."

"Among his intimates, in his spoken words, glowing white-hot from the furnace of his convictions, he was always vibrating, often violent, and not seldom intensely temperate in his statement of a case."

"These same qualities therefore appeared in the first rough dictated draft of an editorial. Paragraph by paragraph, word by word, he would then sometimes for days work his way through that editorial, weighing each word to see whether it was ever so little of an overstatement, or understatement, or a misstatement of exact fact."

"The newspaper is manufactured out of the subtlest, most volatile, most elusive raw material in the world—the truth."

Mr. Pulitzer showed the difficulties with which every newspaper has to contend in getting, writing, printing and distributing its facts, resulting, often in unfortunate but innocent inaccuracies, in order that he might point out and criticize severely those other inaccuracies in some papers which are not innocent but which are vicious, deliberate fakes.

"There are papers," he said, "which cynically avow their motto to be 'Facts merely embarrass us!' but you can pretty well count all of them in this country on the fingers of your two hands. They are evanescent. Any institution that flourishes on an appeal to morbidity by the aid of mendacity can have but a precarious hold on prosperity or even on life itself."

"I don't think that anyone who knows his newspaper history will question the fact that striving for accuracy is steadily growing keener and more widespread. For every four dollars that a responsible paper spends on originally getting a piece of news it spends six dollars on verifying it. And I think I can safely assert that in any important story where the facts are all

available, from a National convention to a murder trial or a football game, the newspapers are extraordinarily accurate."

"If this school proves the success that I sincerely believe it will, every year it will inject into journalism the tonic of a class of young men who regard newspaper work not as a trade, but as a trust, who have been trained not only in the technique but in the highest traditions of their life's work."

"You will realize that truth telling is the sole reason for the existence of a press at all, that every time a journal prints a mistake it is performing an essentially abnormal function; that every time it prints a deliberate fake it becomes a degenerate and perverted monstrosity."

### TOM DILLON LECTURES.

The importance of academic training to a newspaper man was emphasized by Tom Dillon, of the editorial staff of the Seattle Post-Intelligencer, in an address to the students of the department of Journalism of Washington State University.

"The attitude of city editors toward college-trained newspaper men has changed considerably in the last few years," said Mr. Dillon. "Editors realize that the college man has the advantage of a liberal education, and that this, combined with general knowledge of the world, serves to give him a handicap over the newspaper man who has never seen the inside of a university or college."

Mr. Dillon emphasized the importance of perseverance as an attribute of a newspaper man. He grew reminiscent and told his student listeners of interesting experiences in newspaper work.

### KLEBAHN'S BIG CIRCULATION STUNT.

The success of Louis Klebahn, of New York, in his work as a special advertising representative of newspapers can be laid to his many sided newspaper training. His experience covers every form of newspaper work from "sticking" type to circulation and advertising manager. One of his feats as circulation man was to increase the reading list of the Scientific Farmer, of Cincinnati, from 12,000 to 50,000. Justly encouraged by such a showing Mr. Klebahn decided to go deeper into the business and he chose the advertising department, with the result in later years that everybody knows.

### COX STARTS WORK EARLY.

James M. Cox, Democratic Governor-elect, of Ohio, who is publisher of the Springfield and Dayton News, organized the two branches of the Assembly to his satisfaction Tuesday, three weeks before the session, in order that an early start might be made in the redemption of his campaign pledges. Mr. Cox, after seeing to it that the Senate and House caucuses carried out the program he desired, appeared before each caucus and declared his purpose now and hereafter to "aid the Assemblymen in keeping faith with the folks back home."



## THE FLAT RATE FOR DAILY PAPERS.

R. F. R. Huntsman, advertising manager of the Brooklyn Standard-Union,

The man who invented the "flat rate" for newspaper advertising should have a monument erected to his memory.

I wonder who he was or is. Does anyone know?

This would be a fine subject for research, and the men who buy space to-day ought to take up seriously this suggestion.

No other one thing has saved space buyers and solicitors as much time, trouble and toil as the flat rate. It is the "short cut" for everyone concerned.

The space buyer and estimate man will lead a life of serenity when all papers come to the flat rate, which they surely will do some time.

It takes more than a Philadelphia lawyer to figure contracts in some papers. The ordinary rate card has a "crystal maze" beaten a mile for obscurity.

No one knows this better than the space buyer of to-day.

Magazines have secured hundreds of thousands of dollars from advertisers because of fixed rates and the comparative ease of buying magazine space.

Every newspaper which makes it easy for advertisers to enter its columns will get the business belonging to it.

The rebates for time and space, the breaking of rates, and the ever-present uncertainty that the rate you finally pay is not the lowest one, continuously operate against the use of newspapers.

The newspaper which maintains a flat rate and proves its circulation, offers to practically every advertiser a certain and quick profit. Advertisers are finding their way into the columns of such newspapers with surprising rapidity.

A newspaper which offers no rebates whatever, and which treats all advertisers alike, makes it easy for advertisers to do business with it. If it has no other rate than the flat rate, it has no quarrels with its advertisers and no adjustments or readjustments to make. Its solicitors can devote a few pleasant hours each day in sweet communion with advertisers, demonstrating the worth of the paper. They need devote no time whatever to the question of price, because that is no subject for argument when you have a flat rate.

I have found in my experience

that the price rarely sells anything. It is the worth of the article which has to be demonstrated to the purchaser. Most successful products on the market to-day are those selling at a fixed price, which give generous profit to the producer. As soon as there is an uncertainty about the price of anything, there is an uncertainty as to whether you dare buy it.

I know of newspapers where half the time of the advertising manager is devoted to patching up quarrels and differences with advertisers, or in bringing back to its columns advertisers who have been driven out because of difference in rates.

When there is no opportunity for a difference in rate, the entire energies of the soliciting force may be directed in proper channels. Every newspaper which maintains a fair, flat rate and opens its circulation books to advertisers will have no difficulty in making a tremendous success in any community.

## WOULD ELEVATE THE TONE OF NEWSPAPERS.

Articles of incorporation of the Citizens' Protective League, an organization formed by 100 leading business and professional men of Denver to purge Denver newspapers and restrain newspapers from printing sensational untruths to the detriment of the moral, social and business life of Denver and Colorado, has been filed with the secretary of state. The incorporators are: T. Chester Hitchings, Jesse M. Wheelock, Robert J. Pitkin and P. D. Whitaker.

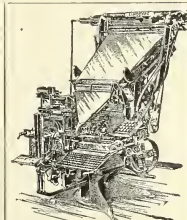
"This is not a reform movement; it is a crusade," declared Jesse M. Wheelock, one of the executive committeemen. "We are in this fight to stay. We are not asking a favor from anyone; we are going to force certain newspapers in this city to give us a fair deal and to give the city of Denver a fair chance."

"The movement will not be confined to Denver people alone, but will spread throughout the state, and before we are many months older there will be 200 branches of our league, scattered throughout the state and composed of the foremost men and women of each community."

C. N. Whittaker is the owner of the Monrovia (Cal.) Messenger, succeeding Homer Fort.

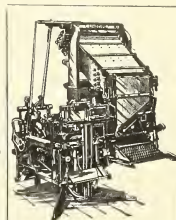
# EFFICIENCY

In composing machines is largely a matter of flexibility and versatility. On



Quick-Change Model 8  
Three-Magazine Linotype

**Multiple  
Magazine  
Linotypes**



Quick-Change Model 9  
Four-Magazine Linotype

changes of face, body and measure are made instantly by the operator without leaving his seat.

## The Multiple Linotype Way Is the Modern Way.

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

## MERGENTHALER LINOTYPE COMPANY. TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street.  
TORONTO: CANADIAN LINOTYPE LIMITED, 35 Lombard Street.

STANDARD LINOTYPE METAL and first-class STEREOTYPE METAL now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS. B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

## McKAY "COMES BACK."

Edward B. McKay, publisher of the Port Arthur (Can.) Daily News, which suffered a partial loss of its plant by fire last month, has bought a new tubular rotary press, which, with three linotypes and two monotypes, will enable the News to get out a thoroughly up-to-date daily paper.

## CARR SELLS PAPER.

The Fowler (Ind.) Republican Leader has been acquired by Harry Fulwiler and Frank A. Wiles. The paper for many years has been owned by John Carr.

## CHANGE OF OWNERS.

D. H. Gwinn and J. K. Buchanan have succeeded F. W. Michelson as proprietors of the Garfield (Wash.) Enterprise.

WE ARE PIONEERS in the manufacture of a hundred printing office specialties, and particularly of STEEL COMPOSING ROOM FURNITURE.

Every month since we began making it has seen some improvement, some increased convenience, some money-making idea added to the product. We are in the front rank, leaving our dust behind. This furniture is constructed along the same lines as the modern steel building. Conservatively, we believe, the use of our specialties will cut off 10 to 15 per cent. of the cost of producing printed matter. Some say 20 to 25 per cent. With your cost system you need that 10 to 25 per cent. of saving. Consult us and we'll engineer the matter for you. We will be glad to show you even if you are from Joplin.

We sell TYPE, too—hundreds of tons a year.

BARNHART BROS. & SPINDLER  
New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

## BARNES-CROSBY COMPANY E. W. HOUSER, Preside ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

Sherman Myers is about to start another paper at Anita, Ia.

1937 Pages. 6300 Galleys. 120 MILLION EMS  
A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of  
MERCHANT'S Linotype Metal

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB

Trade Mark  
**M&E**  
Registered.  
NEW YORK  
BROOKLYN  
CHICAGO  
KANSAS CITY  
BALTIMORE  
DENVER  
Trade Mark.  
**M&E**  
Registered.

**MERCHANT & EVANS CO.**  
Smelters—Refiners  
**PHILADELPHIA**

Let the American Ink Co.  
of New York City be your  
FOUR-CENT INKMAN.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

There are in **BALTIMORE** 100,000 are in the combined circulation of the

**AMERICAN STAR** is from 130,000 to 140,000 daily. These two papers reach practically every person in Baltimore whose patronage is worth having.

C. GEORGE KROGESS, Marquette Building, CHICAGO.  
VERREE & CONKLIN, Inc., 225 Fifth Avenue, NEW YORK.

### SOLICITORS MAKE MERRY.

The Representatives' Club of New York held its annual dinner last Friday night at Louis Martin's restaurant in Times Square. There were about 300 in attendance. A feature of the dinner was a cabaret performance.

The serious feature of the evening was a talk by William H. Johns, who spoke on behalf of the Advertising Agents' Association. He said he had been challenged by the dinner committee to speak frankly about the men who were engaged in the business of soliciting advertising. He divided them into several classes. He described the "trailer" who devoted his energy to visiting those whose advertisements he had seen in other publications. He spoke of the "misrepresentative" who lacked knowledge concerning the quality and quantity of the circulation he had to sell, and the "advertising peddler" who had "the gift of gab" and sold advertisements impartially for all kinds of publications.

Mr. Johns paid tribute to the "true representative" who, he said, was ready and able to show the advertiser and the advertising agent full particulars about the quality and quantity of the circulation he offered. He then put before the representatives the ideal attitude in soliciting business. This, he said,

## THE NEW YORK WORLD

**Sells** (morning edition)

**MORE** copies than any other two papers

**Print.**

The Remarkable Advertising Growth of the

## WASHINGTON TIMES

Is built on the Foundation Stone of

Size of Circulation

Confidence of its Readers

A Right Rate

In Washington, D. C., The Times is Preferred.

## Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER FAILS.

Goes into more homes, offices and workshops than any other paper. Best classified medium between New York and Chicago. Write or Telephone.

H. C. Rook, Real Estate Trust Bldg., Phila. W. G. Brooke, 225 Fifth Ave., New York. H. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.

involved an appreciation of the problems confronting those who had an advertising appropriation to distribute. These problems, he said, concerned every channel in which the appropriation might be spent wisely and the true representative, he added, was always willing and able to see his proposal from the standpoint of the "man on the other side of the desk."

### ST. LOUIS AD MEN ELECT.

James W. Booth, advertising agent of the Missouri Pacific-Iron Mountain Railroad, was unanimously elected president of the St. Louis



J. W. BOOTH.

Advertising Men's League. Allen W. Clark, who was a candidate for the office of president on an oppo-

The circulation of the

## BUFFALO TIMES

is constantly and steadily growing both daily and Sunday. No advertiser who wants to reach the buying public can do without it.

NORMAN E. MACK, Proprietor

VERREE & CONKLIN, Inc., Special Advertising Representatives, 225 5th Ave. N. Y., Steger Bg., Chicago.

The Local Advertisers are using the

## Grand Rapids News

MORE heavily than ever before.

Representatives:

CONE, LORENZEN & WOODMAN  
NEW YORK ATLANTA CHICAGO

sition ticket, withdrew in favor of Booth.

P. J. McAliney, president of the St. Louis Poster Advertising Company, was chosen vice-president; Joe T. McAadoo, assistant advertising manager of the Brown Shoe Company, second vice-president; A. F. Fay, advertising manager of the Mound City Paint and Color Company, third vice-president, and Glenn W. Hutchinson, Buxton & Skinner Stationery Company, secretary-treasurer.

President Booth has been in advertising work for more than 10 years, and was appointed to his present position as advertising agent of the Missouri Pacific-Iron Mountain System, August 1, 1907. He went to St. Louis in 1904 from the offices of the Michigan Central at Detroit to take a position in the Missouri Pacific passenger department.

### AN INTERESTING DEBATE.

The National Press Club, of Washington, was crowded last Thursday night with Senators, members of Congress, newspaper correspondents and guests to hear a debate on the question: "Resolved that bowlegs are a greater menace to navigation than knockknees."

Governor-elect Sulzer of New York spoke in support of the affirmative and Senator Penrose of Pennsylvania upheld the knockknee end of the argument. John Hays Hammond, the referee, said he could not decide the question, so well were the arguments on both sides presented, but he recommended that both bowlegs and knockknees be abolished.

### KENTUCKY PRESS PROGRAM.

The program for the midwinter meeting of the Kentucky Press Association to be held in Louisville, December 26 and 27, and promises one of the most interesting sessions ever held by the association. In addition to the many interesting addresses and papers which will form the schedule of the business meetings, though little effort is usually made for social en-

## The HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

JOHN W. HUNTER, Publisher.

Representatives:  
J. C. WILBERDING, A. R. KEATOR,  
Brunswick Bldg., 15 Hartford Bldg.  
NEW YORK, CHICAGO

## THE MINNEAPOLIS JOURNAL REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

O'MARA & ORMSBEE, Representatives,  
Brunswick Bg., N. Y. Tribune Bg., Chi.

tainment at the midwinter meeting, a buffet luncheon, a theater party and other forms of amusement will be provided.

### MILWAUKEE NOMINATIONS.

Nominations of the Milwaukee Press Club for the annual election of January 8 are: For president, Warren R. Anderson, Charles Dean, Walter L. W. Distelhorst, Guido E. Enderis; for vice-president, William J. Bollenbeck, Julius Bleyer, Charles D. Hunter; for treasurer, Frank A. Markle (renominated for eighth time); for secretary, Leonard E. Meyer (renominated for fifth time); for two directors, A. Earl Stumpf, John G. Pallange, Ashley W. Patton, William F. Streit.

### A WORTHY CHARITY.

The Rochester Ad Club has set out to raise \$100,000 for the Infants' Summer Hospital. Last year the club raised \$2,700 for the hospital by means of a two-night vaudeville entertainment at the Lyceum, and on February 3 next another entertainment of the same sort will be given for the same purpose.

### STUDYING ADVERTISING.

The Advertising Men's League of New York is holding "Round Table Study Courses" for the purpose of affording education in different branches of advertising. There are

## THE LOSANGELES TRIBUNE

is the clean, home paper of Los Angeles. No objectionable advertising accepted.

LARGEST CIRCULATION IN LOS ANGELES.

Represented by PAUL BLOCK, Inc., 250 FIVE AVENUE, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the **ONLY**  
**INDEPENDENT**  
**NEWSPAPER**  
in the Mississippi Valley.

classes in sketching, printing, English language, and the principles of appeal and response. An advanced course, under Professor Frank A. Parsons, on the "Principles of Advertising Arrangement" will start January 6.

#### A PROSPEROUS PRESS CLUB

The twenty-third annual meeting of the Wilkes-Barre Press Club was held last week, when the following officers were elected:

President, George A. Edwards, the Record; vice-president, William P. Gallagher, the Record; secretary-treasurer, Isador Coons, the News; librarian, J. Bennett Smith; attorney, P. F. O'Neill; trustees, Isaac Long, the Record; F. C. Kirkendall, the Times-Leader; William Buckley, the News; Joseph Forestal, the Times-Leader; and James Shanley, the Record.

By unanimous vote George A. Edwards was made a life member of the club. Captain Pitcher and Warner Searles of Philadelphia were elected to membership. The club has a healthy cash balance, showing assets of \$5,000 free of debt.

#### INDOOR GOLF.

The New York Newspaper Golf Club on Wednesday, Thursday and Friday played an indoor tournament. A course of several holes was arranged for the tournament, which was the first of its kind held in New York. Last winter a similar competition was held at Chicago.

#### STUDENT PAPERS LEAGUE.

An association of the college agricultural papers of the corn belt to promote better relations with advertisers, was formed at a meeting of student representatives of the

#### TO MANUFACTURERS

If the links between the making of your product, your sales department, your advertising, your distributing channels and the consumer are not welded into one harmonious unit, your advertising cannot be made to produce its highest possible volume of returns. The Presbrey method has united these various branches in the case of many others. Why not learn wherein it can be made to earn for you? Your correspondence entails no obligation.

**FRANK  
PRESBREY  
COMPANY**

456 Fourth Avenue, NEW YORK.

## THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circula-  
tion in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061 lines of Advertising. This was a GAIN of 447,953 lines over 1910 and was 2,227,821 lines MORE than any other Boston paper.

This included 498,600 WANT ADS—more than three times the number carried by any other paper.

The Globe reaches the substantial and well to do people of Boston and New England.

## CLEVELAND

is the metropolis of Ohio. The

## PLAIN DEALER

its leading newspaper. The average circulation of the Plain Dealer for the month of November, 1912, was as follows:

Daily 108,855. Sunday, 140,380

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York City.  
JOHN GLASS, Peoples Gas Bldg., Chicago

universities of Wisconsin, Iowa, Illinois, and Missouri, during the recent International Livestock Exposition.

N. M. Coe, business manager of the Wisconsin Country Magazine, was elected secretary-treasurer of the league. Besides the universities already represented, the papers from the Purdue, Oregon, Penn State, Ohio State, and Cornell agricultural colleges are expected to enter into the alliance. These nine publications have a combined circulation of 30,000.

#### FOR A SEATTLE SLOGAN.

Following the aggressive campaign recently inaugurated by President George F. Vradenburg the Seattle Ad Club has offered a prize of \$50 to anyone who will submit the best slogan for the City of Seattle. A committee of the most prominent business men will act as judges in this contest. When finally decided the slogan adopted will be used on all advertising and literature and become a part of the yells and songs of every Seattle organization.

#### NEW KANSAS OFFICERS.

The officers of the First District Editorial Association of Kansas for the next year are: President, Charles H. Browne, Horton; Head-Editorial-Commercial: vice-president, Tom McNeal, Topeka; secretary, John Smith, Huron Herald; treasurer, William Beck, Holton Recorder. The next meeting will be held in Hiawatha in May.

#### INDIANAPOLIS PRESS CLUB.

The first steps in the formation of a newspaper men's club in Indianapolis were taken at a luncheon last week. Ferd Fisher was elected temporary chairman; J. A. Stuart vice-president; R. H. McIntosh secretary; and Leo A. Dupont treasurer. Temporary quarters will be maintained in the Dennison Hotel.

## THE PITTSBURG PRESS

HAS  
THE **Largest**  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURG.

Foreign Advertising Representatives,  
I. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## THE NEW ORLEANS ITEM

has made New Orleans  
a "one paper city."

#### United States P. O. Report.

Six Month's Average Circulation:  
Pitycune..... 19,882  
Times-Democrat..... 22,400  
States..... 29,257  
ITEM..... 44,752

JOHN BUDD CO. Foreign Ad. Reps.  
NEW YORK. CHICAGO. ST. LOUIS.

#### POOR RICHARD LUNCH.

Advertising men assembled at the Poor Richard Club of Philadelphia for its monthly luncheon last week and exchanged bits of commercial wisdom. The principal speaker was A. J. Monagle, who discussed "The Work of the Association from the Secretary's View Point." Lewis G. Kalb, president of the club, presided as toastmaster. A general discussion on the subject of advertising preceded the address of Mr. Monagle.

#### TO PROMOTE OHIO ADS.

The Miami Valley Newspaper Association of Ohio has been formed to help promote advertising in the newspapers of the members. A bureau will be maintained at Dayton. Charles E. Kinder of the Miamisburg News was elected president and J. Anson Hopkins of the National Advertising Sales Company, Dayton, is secretary and treasurer.

#### IOWA AD MEETING.

Arrangements for the annual convention of the Associated Advertising Clubs of Iowa were made at a meeting of the officers of the organization at Waterloo. The convention will be held in Waterloo about February 15, the exact dates to be left to the discretion of the Waterloo admen.

#### PRESS CLUB AS HOST.

The Evansville (Ind.) Press Club had as its guest Sunday night Raymond Hitchcock, following his performance in the "Red Widow." After an informal banquet and social good time Mr. Hitchcock gave a short talk to those present on his impressions of newspaper men in various parts of the country.

#### GOOD IDAHO MEETING.

A well attended and enthusiastic meeting was held by the Western Idaho Press Association at Parma. New officers elected on the occa-

## J. WALTER THOMPSON COMPANY.



The experience  
of forty-eight  
successful years  
Guarantees  
to those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, failures and losses which are the common result of experiment.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

JOHN BUDD CO.,  
Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Commercial Bldg., ST. LOUIS



PAYNE & YOUNG  
SPECIAL REPRESENTATIVES  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

CARPENTER-SCHAEERER  
SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

sion are: President, M. A. Bates, Parma; vice-president, M. E. Brien, Ontario; secretary-treasurer, F. G. Burroughs, Brunau.

#### OTHER CLUB NOTES.

The Minneapolis Advertising Forum held a dinner and smoker at the Commercial Club last week.

G. B. Bjornson, editor of the Minnesota Mascot, has been elected president of the Seventh District Editorial Association.

#### LESSEE BUYS PAPER.

The sale of the Jefferson (Ia.) Free Lance took place a few days ago. The proprietors were Mr. Nye, formerly of Des Moines, and Mr. Hungerford, proprietor of the Carroll Herald. The purchaser is Mr. Vail, who for the past year has been issuing the Free Lance under a lease.

#### A BIG INTEREST SOLD.

Earl A. Davis, who has been employed on the Manchester (Ia.) Press for several months, and S. R. Young, son of ex-Senator D. H. Young of Manchester, have gone to Glenwood, Ia., where they have purchased a two-thirds interest in a newspaper published there.

Largest proved high-class evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits

# THE NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST

Sunday Circulation  
MORE THAN **110,000**

## FROM THE AD FIELD

SOME OF THE BUSINESS NOW  
BEING PLACED BY THE  
AGENCIES.

PRESBRY, 456 Fourth avenue.  
—Bull Durham Tobacco; placing  
contracts throughout the country to  
start after the holiday season.

The American Tobacco Company,  
"Mascot Tobacco," 111 Fifth ave-  
nue, New York; gradually extend-  
ing orders to new sections of the  
country.

Pinehurst; forty-two-line d c one-  
time orders being placed with a se-  
lected list of Eastern papers.

The Ritz-Carlton Hotel, New  
York; seventy-seven-line d c two-  
time orders being placed with a se-  
lected list of Eastern papers.

SEAMAN, 120 West 32d street.—  
Advertising for the new Hotel Mc-  
Alpin, New York, will be placed by  
this agency by Charles Haller.

Colegate & Co., New York.—  
10,000 line orders being placed with  
a selected list of papers throughout  
the country.

MORSE, Dodd Mead Building.—  
Beecham's Pills; placing contracts  
throughout the country to start after  
the holiday season.

KIERMAN, 156 Broadway, New  
York.—George Sanden Electric

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well known  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

# THE CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

**189,411** WANT ADS  
in 1911,  
165,426 WANT ADS in 1910 in the  
**Atlanta Georgian**  
and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Company, 1161 Broadway, New  
York; making contracts throughout  
the country.

HAINES, Bailey Building, Phila-  
delphia.—Placing advertising for  
the Hawthorne Manufacturing  
Company, self winding, automatic  
clothes-line and other premiums,  
Bridgeport, Conn.

VOLKMAN, 5 Beekman street,  
New York.—Kresko Laboratories,  
1 Madison avenue, New York;  
placing orders where publishers will  
secure distribution (account in  
charge of A. Teichmann).

KASTOR, 4th and Olive streets,  
St. Louis.—The Nello Springs  
Creamery Company; some 1,000  
line orders being placed with a se-  
lected list of papers. The space to  
be used in eight insertions.

The Lloyd Chemical Corporation;  
contracts for 2,000 lines being made  
with a selected list of Eastern pa-  
pers.

CHESMAN, 1127 Pine street, St.  
Louis.—The Root Juice Medicine  
Company; some 500 inches being  
placed with a selected list of South-  
ern papers.

The Canadian Cereal Mills Com-  
pany, Fort Wayne, Ind.; contracts  
for 500 inches being made with a  
selected list of Florida papers.

W. H. Muller "Famous Prescrip-  
tion," 357 Atlantic avenue, Brook-  
lyn, N. Y.; this advertising will be  
placed through the above agency.

DAUCHY, 9 Murray street, New  
York.—The Whittemore Bros.  
Company, Cambridge, Mass., some  
four inch twenty-six time orders  
being placed generally.

Whitemore Brothers & Co., shoe  
polish, 20 Albany street, Cambridge,  
Mass.; orders for four inches  
twenty-six times being placed with  
a selected list of papers.

DERRICK, London.—Williams &  
Humbert, agents for "Johnnie  
Walker Red and White Whisky,"  
1158 Broadway, New York; placing  
advertising with New York City  
papers.

DYER, 42 Broadway, New York.  
—The Remington Arms Company,  
"U. M. C." Company, Bridgeport,  
Conn., and New York; in the future

# THE BOSTON POST

NOVEMBER 1912 AVERAGES

The Daily Post 417,817

The Sunday Post 320,149

KELLY-SMITH Co., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

# Nashville, Tenn. THE DEMOCRAT

Circulation? Ask somebody who knows.  
Ask the Association of American Adver-  
tisers, New York City.

The JOHN BUDD CO., Representative  
NEW YORK. CHICAGO. ST. LOUIS

this advertising will be placed  
through the above agency.

GREEN, Penobscot Building, De-  
troit.—The General Motor Truck  
Company, Detroit; forty-two-line  
thirty-five time orders being placed  
with a selected list of Eastern pa-  
pers.

KASTOR, Kesner Building, Chi-  
cago.—The Belle Springs Creamery  
Company, Abilene, Kan.; 5,000-line  
contracts being made with a selected  
list of Middle West papers.

LORD & THOMAS, 290 Fifth  
avenue, New York.—The Erickson  
Company, Jersey City, N. J.; orders  
will be placed shortly with a se-  
lected list of papers in the vicinity  
of New York City.

The California Fruit Growers'  
Association; contracts for 516 inches  
being placed generally.

AMSTERDAM, 1178 Broadway,  
New York.—The Atlantic Coast  
Lines, 71 Broadway, New York;  
forty-two-line fifteen-time orders  
being placed with a selected list of  
papers.

The Holland House, New York;  
reported that orders will be placed  
shortly with a selected list of papers  
on a cash basis.

BLACKMAN-ROSS, 10 East  
33d street, New York.—W. M. Low-  
ney of Canada, Ltd., Lowney's  
Cocoa and Chocolates; placing new  
copy with a selected list of Cana-  
dian papers.

The Canadian Cereal Mills Com-  
pany, "Tilson Oats," Toronto,  
Can., figuring on renewals with  
Canadian papers only.

CALKINS & HOLDEN, 250  
Fifth avenue, New York.—Belle  
Mead Sweets, Trenton, N. J., and  
New York; making new contracts  
with papers in cities where they  
have stores.

WYCKOFF, 14 Ellicott street,  
Buffalo.—The Wendell Pharmacal  
Company, Buffalo; contracts being  
made with a selected list of New  
York State papers.

The Actina Appliance Company,  
811 Walnut street, Kansas City,  
Mo.; resuming advertising.

The Hot Springs Chemical Com-  
pany, Hot Springs, Ark.; renewals

# THE BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average Circulation  
for the first nine months  
of 1912 **99,278**

EDWARD H. BUTLER, Editor and Pub.  
Represented in the foreign field by  
KELLY-SMITH Co.,  
220 Fifth Avenue,  
NEW YORK. Peoples Gas Bldg.,  
CHICAGO.

# The JOURNAL

IS THE ONLY MORNING AND SUN-  
DAY PAPER PUBLISHED IN

# DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS

will be made with a selected list of  
papers after January 1.

COLTON, 165 Broadway, New  
York.—The Agwi Lines, New York;  
orders being placed with a selected  
list of papers throughout the coun-  
try.

FREEMAN, Mutual Building,  
Richmond, Va.—Placing 168 lines,  
thirteen times for the F. S. Royster  
Guano Company, Norfolk, in lead-  
ing newspapers and farm papers in  
the South.

5,000-line contracts for the Plant-  
ers' Fertilizer & Phosphate Com-  
pany, Charleston, S. C., in a select  
list of dailies and weeklies in the  
South.

Making contracts with leading  
dailies and weeklies in the South  
for the Mixon Seed Company,  
Charleston, S. C.

LOTOS, 17 Madison avenue, New  
York.—Louis Meyers & Sons,  
"Meyer's Gloves," 110 Fifth avenue,  
New York; this advertising will be  
placed through this agency in the  
future.

STEWART, 5 North Wabash  
avenue, Chicago.—The Scotch  
Woolen Mills Company, Chicago;  
contracts for 10,000 lines being  
made with a selected list of South-  
ern papers.

HOUGHTON, Newark, N. J.—  
Advertising of the Swiss Federal  
Railroad official information bureau  
for the first half of 1913 will be  
placed by this agency, instead of the



Think of Pittsburgh,  
Mr. Advertiser, one  
of the richest markets  
in this country. Every  
sign points to a period  
of unparalleled pros-  
perity. There is busi-  
ness here for you if  
you will go after it.

# THE Pittsburgh Sun

(Daily and Sunday)

reaches the prosperous classes with  
speed.

Surely you cannot afford to ignore the  
trade. Let's get together.

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

## News Scimitar of MEMPHIS, Tennessee,

is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

Dorland Agency, Atlantic City, as recently reported.

SNITZLER, Hearst Building, Chicago.—The Mix-O-Ja Coffee Company, 365 East Illinois street, Chicago; reported orders will be placed shortly with a selected list of Western papers.

GREENE, Washington, D. C.—Merz Preparations "Orine"; will add new publications in cities where they have distribution after January 1.

BROMFIELD FIELD, 1780 Broadway, New York.—Placing a large appropriation for the advertising of W. Atlee Burpee & Co., seedsmen, Philadelphia, in household monthlies, magazines, weekly periodicals and agricultural papers.

TAYLOR - CRITCHFIELD, Brooks Building, Chicago.—The J. L. Kraft & Brother Company, Chicago; orders for 126 lines twenty-eight times being placed with Middle West papers.

URMY, 41 Park Row, New York.—Earl & Wilson, New York; orders for 5,000 lines being placed with a selected list of Middle West papers.

ALLEN, 141 West 36th street, New York.—Liggett & Myers Tobacco Company, St. Louis and New York; placing new copy with a selected list of papers.

DIRECT.—Dr. J. H. Schenck & Sons, 6th and Arch streets, Phila-

## THE DETROIT TIMES

is available for advertisers who believe in clean advertising to the extent of being willing to buy some.

Not a questionable line in the Times.

JAMES SCHERMERHORN,  
President and General Manager.  
The N. M. SHEFFIELD Special Agency.  
NEW YORK. CHICAGO.

## The ST. LOUIS WESTLICHE POST and ANZEIGER (Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Foreign Representatives:  
BENJAMIN & KENTON COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building, CHICAGO.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO  
Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—  
"The Leven Service."  
Correspondence invited.

delphia; orders for 5,000 lines being placed with a selected list of Eastern papers.

## AD MEN HARD AT WORK ON A. A. C. A. CONVENTION.

Bent on making the ninth annual convention of the Associated Advertising Clubs at Baltimore the most notable in the history of the organization, the executive officers of the national association and the officers and committees of the subordinate divisions are co-ordinating their efforts and co-operating with the Advertising Club of Baltimore.

Ten committees of Easterners, together with the officers of the Eastern division of the A. A. C. A., including its co-ordinating committees, are meeting weekly developing plans. These co-ordinating committees embrace a committee on vigilance, finance, propaganda, club development, organization, speakers and "On-to-Baltimore." The "On-to-Baltimore" committee is sub-divided into committees on stimulation, arrangements and transportation.

On the first Friday of each month until June there will be a meeting of the committee of these committees at the Aldine Club, New York, at 12.15 noon. At these meetings the chairman of each committee will make a report on the plans and progress of his committee.

The national executive committee met in Baltimore Thursday and yesterday to formulate the program for the convention and transact other important business.

The annual dinner of the Advertising Club of Baltimore was held at the Emerson Hotel on Thursday. Officers of the national association and others prominently connected with preparations for the convention were the guests of the Advertising Club of Baltimore at this dinner.

The town of Waldron, Ark., will have a new paper next month with C. E. Gray of Danville at its head.

There was a bad typographical error in the Weekly Blade recently in just one line of type. We had over one hundred letters calling our attention to this error. This shows how carefully

## The TOLEDO Weekly BLADE IS READ.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## DIGNIFYING JOURNALISM.

From the Christian Science Monitor.

One of the first results of the new department of journalism at Columbia University has been to dignify the calling in the eyes of the university authorities.

Abundant provision has been made in the past for discussion by experts of the particular problems of men of other callings and of the effect upon public affairs of success or failure in pursuit of a professional ideal. But hitherto the journalist has been passed by. Now, however, the situation has changed.

A large bequest by a successful and rich journalist has been accepted with which to endow and operate a distinct school of journalism. To head it an admirable choice has been made in the person of a man with high ideals as well as complete technical knowledge. Students from far and near have enrolled in larger numbers than were expected.

Active journalists, busy at their arduous tasks, who formerly scoffed at the notion of education for journalism, are now co-operating as occasional lecturers to the students.

## ORIENTAL REVIEW IS NOT TO SUSPEND.

Following an announcement at the office of the Oriental Review, a New York magazine devoted to the interests of Japan and the Orient, that the magazine would cease publication with the December issue. Another statement followed that the magazine would continue under new management.

The buyers are known as the Oriental Review Publishing Company, a New York corporation composed of Americans and Japanese. Lucian Thorp Chapman, who was the American editor under the retiring management, will be publisher hereafter. M. Honda, who was the Japanese editor, it is understood, will return to Tokio, Japan. The offices of the publication will be continued at 35 Nassau street, and the first issue under the new management will be the January number.

## The combination rate of the CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## 3000 PAID SUBSCRIBERS IN FORTY DAYS is the record of the CANTON Daily LEDGER

which started October 3rd and which will lead the newspaper field of Fulton County, ILLINOIS, with its 50,000 people.  
New York representative wanted.

## NEWSPAPERS ABOLISH THE THEATER PASS.

Pittsburgh daily newspaper publishers may issue an edict abolishing passes by agreement with the managers of city theaters.

Within the last year or two wealthy advertisers, it is said, have been insisting upon their theater perquisites to the extreme point of refusing to insert advertisements unless they received free tickets. The custom was started by a resourceful advertising manager a few years ago, who gave a theater box to every advertiser who took a page.

By the agreement the papers will buy seats for their critics, and theaters will pay for all "reading notices," excepting the Monday morning criticisms and the Sunday reviews, which will be classified as news.

## ADVERTISERS AND AGENTS CONFER.

The committee on agency relations of the Association of National Advertising Managers held a conference December 11 at the Aldine Club, New York, with a committee from the New York Agents Association and discussed important measures, tending to a closer union between agents, advertisers and publishers. It is understood that the question of rates and commissions was foremost in the discussion.

## All EYES in TRENTON are on

The EVENING TRUE AMERICAN and the steps of all advertisers, who know by personal observation, are directed to the evening paper that sells goods at the State Capital of NEW JERSEY.

## 15,000 Copies Daily in Trenton and vicinity.

Foreign Representatives,  
LACOSTE & MAXWELL,  
Monolith Bldg., NEW YORK.  
Marquette Bldg., CHICAGO.

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
ON ITS MERITS as a newspaper.  
**50,402** CIRCULATION  
Daily (Net Paid)

FOR NOVEMBER, 1912

No wonder it carries more advertising,  
and at higher rates, than any  
other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

In Quantity and Quality of Circulation

## THE TIMES-DISPATCH RICHMOND, IS SUPREME IN VIRGINIA

It reaches the great substantial class  
of readers every day in the year.

**KELLY-SMITH CO., Foreign Rep.**  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

**WILLIAM N. GLADDEN**, who was associated with President Harrison in the ownership of the Indianapolis Journal in 1842, is dead at Healdsburg, Cal., at the age of eighty-six years. He went to California, across Panama, with his wife in 1869.

**THOMAS CRANE**, for thirty-eight years an employee of the Detroit News, is dead as the result of injuries sustained in a street car accident. Mr. Crane spent forty years in newspaper work in Detroit, starting in on the old daily Union.

**HOMER C. WARNER**, a former newspaper man and printer, died at Mitchell, S. D., last week.

**SAM HOUSTON BURT**, former publisher of the Rural World, the St. Louis Spirit and the Western Yeoman, passed away recently in St. Louis.

**J. R. LEONARD**, editor of the Fairview (Kan.) Enterprise, passed away suddenly of heart trouble a few days ago.

**SAM FIFE**, editor of the Des Arc (Ark.) Guidon, is dead at the age of fifty-three.

**LEO J. SEXTON**, business manager of the Concord (N. H.) Patriot, died last week.

**JAMES OTIS KOLER**, at one time connected with the Boston Journal and later with the New

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE FASTEST GROWING  
NEWSPAPER IN AMERICA  
IS THE

## Indianapolis Sun

daily average circulation  
during the six months  
ending June 30, 1912.

**41,840**

**PAYNE & YOUNG, Representatives.**  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

**York Sun**, died a few days ago at Portland, Me. He was sixty-four years old and retired from newspaper work many years ago to give his time to book writing.

**ROBERT O. DORNER**, for forty years with the Richmond (Ind.) Palladium and later with the Telegram, is dead at the age of eighty-eight years.

**M. H. KETCHAM**, who was formerly connected with the New York Journal, the Tribune and the old Recorder, died in Middletown on Friday after a long illness. Mr. Ketcham learned the newspaper trade as a printer in Middletown and since his health failed a few years ago he has been living at that place. He was a member of the Typographical Union No. 6 of New York.

**JOHN BAKER**, former part owner of the Carlisle (Pa.) Herald, died recently after a long illness at the age of sixty-four years. He had been engaged in active newspaper work for forty years.

**ROBERT W. WRIGHT**, a Chicago newspaper man, is dead at Kankakee, Ill. He was forty-nine years old and started his newspaper work in Cleveland.

**HERMAN METHFESSEL**, a staff artist of the New York World, died at Great Kills, Staten Island, Tuesday after an illness of five months. He had been on the World since 1901 and previously was with the Sun and Herald.

**DANIEL MCGILLICUDDY**, for many years a Canadian newspaper man, is dead in Toronto. Since July, 1910, when he was forced to give up the proprietorship of the Calgary Daily News, Mr. McGillicuddy's health had been failing. The direct cause of his death was heart trouble.

Mr. McGillicuddy was sixty-two years old and was born at Carlisle, Eng. He was brought to Canada early in life and learned the printing trade on the Guelph Mercury and afterwards, with his brother Thomas, now of Toronto, published the Brussels Post until 1878. He

To carry as much news "as the Times" is the ambition of all newspapers in the Pacific Northwest. To carry as many photographs "as the Times" to print as good cartoons "as the Times" to possess as good franchise, and have as large a circulation "as the Times" is the dream of Northwest publishers.

To be as loyal to the common people year in and year out as the

## SEATTLE TIMES

DAILY AND SUNDAY

is a performance not to be surpassed.

The reward of all this is a splendid, clean circulation to readers who do not have to be coaxed by gifts of merchandise, "y" "bargain days," voting contests, or other bargain counter methods; and a quantity of paid advertising unsurpassed in the Pacific Northwest.

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

## San Francisco CALL

HONEST  
FEARLESS

Most Progressive Paper  
in San Francisco Today

**J. C. WILBERDING, Representative.**  
225 Fifth Avenue, NEW YORK.  
**C. GEORGE KROGNES,**  
Marquette Building, CHICAGO

then went to Goderich and published the Signal and from there moved to Ottawa. A few years ago he went West and started the Calgary Daily News.

**J. CHEEVER GOODWIN**, a former Boston newspaper man, died in New York Wednesday, aged sixty years. After leaving the Boston Traveler Mr. Goodwin acquired a wide reputation as an author of musical comedy librettos.

**WILL CARLETON**, editor of Everywhere, a Brooklyn weekly paper, and an author of ballads, passed away on Wednesday, aged sixty-seven years.

## ON CIVIC COMMITTEE.

The newspaper profession is well represented on the committee appointed by Mayor Gaynor to consider whether or not the tercentenary of the settlement of Manhattan shall be celebrated, and to conduct the ceremonies in case one should be decided upon. On the committee are Frank A. Munsey; William Berri, publisher of the Brooklyn Standard-Union; Herman Ridder, publisher of the Staats-Zeitung; John A. Schleicher, editor of Leslie's Weekly, and Herbert Gunnison of the Brooklyn Eagle.

## PROGRESS IN READING.

The Reading (Pa.) Times and Telegram under their new management are making very noticeable progress. Walter F. Dumser, the editor and manager, has caused a general awakening among the Reading merchants and captains of industry to a true realization of the fact that "Printers' Ink Makes Millions Think," particularly if it is used in sufficient quantities in the columns of a daily newspaper. Whole pages of mercantile advertisements now adorn the ten to sixteen-page issues of both the Times and Telegram.

As editor of the Times and Telegram Mr. Dumser is strongly advocating the organization of a Greater Reading Chamber of Commerce and the employment of a paid secretary,

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY  
**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which  
opens its books to the A. A. A.

THE LARGEST CIRCULATION.  
NET PAID

**H. M. PINDELL, Proprietor.**  
**CHARLES H. EDDY, Representative.**  
1 Madison Avenue, NEW YORK.

so that Reading can be placed, and placed most conspicuously on the map of Pennsylvania, and enjoy the mercantile and industrial distinction it merits and deserves. "Do It Now" is the slogan that Mr. Dumser has followed since he assumed the helm of the Times and Telegram. The editorial forces of both dailies have been reorganized and several thousands of dollars worth of new equipment has been purchased. A battery of seven linotypes is kept busy day and night, and less than a twelve to sixteen page issue of the Telegram is the exception rather than the rule.

Alexander Troup, Jr., son of the founder of the New Haven Union, is president of both the Times and Telegram. Walter F. Dumser is the secretary-treasurer as well as the editor and manager. Frederick S. Fox is the managing editor of both papers, while Lewis E. Reigner, as night editor, has charge of the Times.

As the result of a subscription contest which has just closed the circulation of both the Times and Telegram was practically doubled.

## A SEATTLE SUN.

Soon after January 1 the Seattle Sun, a new afternoon newspaper will appear. The promoter is E. H. Wells, who founded the Seattle Star and the Tacoma Times, both of the Scripps Northwest League.

## THE NEW YORK MAIL EVENING

regards the advertising it  
prints as real news of  
interest to all the com-  
munity, and makes up its  
pages accordingly.

203 Broadway, NEW YORK

38—

New "Foreign" Accounts  
started in the

**KNICKERBOCKER  
PRESS** since last August.  
"There's a Reason."

THE **KNICKERBOCKER  
PRESS**, with a minimum rate of  
4c a line for 33,000 circulation  
represents an exceptionally good  
buy.

**ALBANY, N. Y.**



# LOS ANGELES

In the Eye of the World.

The **TIMES**, Daily,  
and the Illustrated Weekly  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO.

# SEATTLE "P-I"

The only seven day A. P. paper in the  
Metropolis of the entire Northwest. The  
one paper in the entire West without com-  
petition in its field. It reaches into the  
homes of the most prosperous people on  
earth.

W. I. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Westinghouse Bldg.,  
NEW YORK, CHICAGO.

# CHICAGO WORLD MYSTERY BEING CLEARED.

Mystery of the disappearance of  
the "\$10,000" mailing lists from the  
offices of the bankrupt Chicago  
Evening World was dispelled Monday  
in the examination of witnesses  
before Referee in Bankruptcy  
Wean. They were taken surrepti-  
tiously to the office of William Whit-  
lock, who was the paper's circulation  
manager, and by him were delivered  
to Frederick Elman, a creditor of  
the paper.

The examination was ordered by  
Federal Judge Landis when it was  
represented to him that the lists  
had disappeared and the value de-  
stroyed on account of having fallen  
into the hands of other newspaper men.

Mr. Elman, who is the largest  
creditor of Workers' Publishing So-  
ciety, was ordered to bring into  
court all the books of the World.

This action was taken after  
Elman was placed on the stand  
as witness. He gave his occupation  
as financial business. In response  
to Judge Landis' questions he said  
he was a creditor of the World and  
held as security the accounts receiv-  
able.

In answer to questions he said  
that they were to pay no interest,  
but by agreement, he was to obtain  
1 per cent. a month for his services.  
The agreement was made with Mr.  
Kennedy, the president.

The offer of \$10,000 for the good  
will and lists of the World by

"A Daily Newspaper for the Home"

# THE CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
Strong local and national circulation.  
Dependable, honest advertising.  
Undoubtedly the most closely read  
newspaper published.  
For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.  
New York office, 1 Madison Avenue.  
Western office, Peoples Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

# ST. LOUIS TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the  
most remarkable growth ever re-  
corded in the Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

George H. Larke and associates,  
noted in THE FOURTH ESTATE last  
week, was withdrawn by the bid-  
ders, after being held over by Judge  
Landis for one day, owing to the  
unusual circumstances surrounding  
the disposition of the records.

To THE FOURTH ESTATE Mr.  
Larke stated: "I made a bid of  
\$10,000 for the name, 'good will,'  
advertising and circulation con-  
tracts, accounts and record books.  
In the meantime I learned that all  
the books had been abstracted from  
the office the night before the mort-  
gagee took possession of the prop-  
erty, and next morning the referee  
in bankruptcy on being appraised of  
this, learned that it was true and  
my bid was withdrawn. That ended  
my connection with the matter."

"The Chicago newspapers persist  
in stating the bid was by W. D. B.  
Boyce, of the Boyce Publishing  
Company, whereas Mr. Boyce at  
the most would have been a minor-  
ity stockholder, and I would have  
controlled the venture."

# THE EVENING POST SUIT FOR DAMAGES BEING HEARD.

Supreme Court Justice Page  
granted an order Tuesday direct-  
ing Comptroller Prendergast,  
former Commissioner of Ac-  
counts Fossick and former Elec-  
tion Commissioners Dooling,  
Kane and Smith to testify in two  
suits in New Jersey arising from  
the charges by Mayor Gaynor  
that the New York Evening Post  
wrongfully accepted money for  
election advertising in 1910.

The suits are brought by the  
Evening Post and by William J.  
Pattison, its publisher, against  
Alfred J. Lane, publisher of the  
Summit Record, where Mr. Pat-  
tison lives. The complaints allege  
that Lane libelled the plain-  
tiffs by accusing them of fraudu-  
lently obtaining money for  
election notices. In asking for  
the testimony of the New York  
witnesses Mr. Pattison said they  
would testify that the payment of  
the money to the Evening Post  
was authorized.

# BIG PITTSBURGH OPENING.

The new quarters of the Pitts-  
burgh Publicity Association were  
formally opened with a housewarm-  
ing reception on Thursday  
afternoon and evening. At the  
ceremonies in the evening Elbert  
Hubbard delivered an address on  
"The Romance of Business."

The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Exceeded.

THE  
**Boston Herald,**  
(Morning)  
AND THE  
**Boston Traveler**  
AND EVENING HERALD  
Combined Circulation Morning  
and Afternoon Exceeds  
**240,000**

COPIES PER DAY.

Each month shows remarkable  
gains in Local and Foreign  
Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS

# STAFF CHANGES.

Walter E. Brown, formerly of  
Salina and Kansas City is now con-  
nected with the Belleville (Kan.)  
Telescope.

Walter Johnson has been ap-  
pointed to the staff of the Hutchin-  
son (Kan.) Gazette.

Frank O'Bryan has been appoint-  
ed to the Sunday staff of the New  
York Press.

E. N. Bloomer is now doing the  
railroad assignment for the Kala-  
mazoo (Mich.) Gazette.

Dudley A. Siddell has joined the  
staff of the Grand Rapids Press as  
state editor from the Daily News,  
of which he was telegraph editor.  
He succeeds Charles R. Angell, now  
with the Detroit Free Press.

Wilbur D. Nesbit has left the staff  
of the Chicago Evening Post to de-  
vote his entire attention to literary  
work.

Carl S. Brandebury has been  
placed in charge of the Associated  
Press outgoing dispatches in New  
York.

Charles E. Crane is now in charge  
of the early morning desk at the  
New York office of the Associated  
Press.

George Davis, formerly of the  
Grand Forks (N. D.) Times, is now  
connected with the Tampa (Fla.)  
Times.

A. J. Clark, manager of the Lan-  
caster (S. C.) News, has resigned.

William P. McLoughlin, assistant  
city editor of the New York Even-  
ing World, has left the World after  
twenty years' service.

Bensyl Smythe, city editor of the  
Seattle Star, was recently sent to  
the Portland News to take charge  
during a local campaign.

Francis O'Grady, late of Oberlin,  
Kan., has been added to the report-  
ing force of the St. Joseph (Mo.)  
News-Press.

J. R. McIntosh of Marion is a  
new addition to the reporting staff  
of the Carbondale (Ill.) Free Press,  
succeeding Miss Bessie Frece. Mr.  
McIntosh is a brother of Fred Mc-

A Powerful List is the

**MILWAUKEE**  
GERMANIA LIS'I

CIRCULATION  
Daily Germania.....24,563  
Only German evening daily in Milwaukee  
Daily Herold.....17,000  
Only German morning daily in Milwaukee  
Sonntag Post.....45,000  
Only German Sunday daily in Milwaukee  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CLERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

The LARGEST and MOST MODERN  
newspaper plant, in any Latin-American  
country is owned by the

**HAVANA POST**  
which publishes five daily papers every  
day in the year and the only ENGLISH  
DAILY in Cuba

Published Every Day in the Year

Intosh, editor of the Marion Post,  
and Harry McIntosh, formerly of  
the Marion Leader.

J. W. Howe is again editor of the  
Abilene (Kan.) News, succeeding  
S. C. Carroll.

F. B. Lamb is the new editor of  
the Mercedes (Tex.) Enterprise.

# MUNSEY TRUST CO. READY TO START.

Incorporation papers were pre-  
pared Wednesday in Baltimore for  
the Munsey Trust Company. En-  
gene L. Norton of Baltimore will be  
president and Frank A. Munsey of  
New York chairman of the board  
of directors. The company will  
have \$1,000,000 capital. No infor-  
mation has been given as to the di-  
rectors, but they will represent New  
York and Baltimore interests.

The company intends to begin do-  
ing a general trust company business  
about January 15.

# ADDRESS BY HORGAN.

The National Association of Em-  
ploying Lithographers at their din-  
ner at the Aldine Club, New York,  
Wednesday inaugurated the idea of  
having a technical talk by practical  
men with an address by S. H. Horg-  
an, the photo-engraving expert, on  
"Three and Four Color Process  
Block Making."

# THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

**MASSENGALE**  
ADVERTISING AGENCY  
ATLANTA, GA.

# We Have No Lies to Tell of Others— Just Some Truths About Ourselves

Following up the little lies of envy is waste effort. In time they kill each other off and leave their sponsors on the broken reed of lost confidence. Those who bear false witness against their neighbor succeed only in giving very direct evidence against themselves.

The average net paid circulation of THE EVENING MAIL for a period of six months ending November 30, 1912, was 136,744.

This is the average for six days a week, exclusive of copies that are complimentary, exclusive of those that are furnished advertisers and agencies, exclusive of those used for service.

If copies thus furnished were added to the net paid circulation (and there is no valid reason why they should not be) the daily average for six days a week would be 139,407.

The Saturday Evening Mail, with its Illustrated Magazine, is sold at five cents up to 4 o'clock, after which hour it can be had at one cent without the Illustrated Magazine.

Naturally the five-cent price reduces the net paid circulation for Saturday and lessens the six-day average.

The average circulation five days a week (Monday, Tuesday, Wednesday, Thursday and Friday), exclusive of all free copies, for the past six months was 143,739.

The distribution of the circulation is 87¾ per cent. in New York City and 12¼ per cent. in the country.

THIS IS A HIGHER PERCENTAGE OF CONCENTRATED CIRCULATION THAN CAN BE SHOWN BY ANY OTHER NEW YORK EVENING NEWSPAPER.

ADVERTISERS WANTING TO GET 100 PER CENT. EFFICIENCY AMONG THE WORTH WHILE PEOPLE OF NEW YORK CITY, MUST USE A PAPER WHICH, LIKE THE EVENING MAIL, BULKS ITS CIRCULATION WITHIN A SPECIFIED AREA.

The above circulation figures are certified to by a recognized authority—the DATA CIRCULATION AUDIT COMPANY of NEWARK, N. J. The Data Company has already certified to the circulation of 110 other newspapers in this country besides The Evening Mail. Its chief actuary is Mr. C. Godwin Turner, who for many years was the auditor of the Association of American Advertisers, and in that capacity

audited and certified the circulation figures of the Evening Mail a year ago.

At that time, for a period of six months, ended October 31, 1911, the audit showed an average net paid circulation of 103,514 for six days a week. The month of October, 1911, showed an average of 115,677. These figures were of net paid circulation exclusive of all free copies.

There has been a CONTINUOUS increase in the average net paid circulation of The Evening Mail for several years, but during 1912 the increase has been somewhat above the average, which reflects the cumulative influence of steady expansion without sensation and without schemes.

The advertising supremacy of The Evening Mail, in its field, HAS BEEN MAINTAINED FOR A PERIOD OF FOUR YEARS, ELEVEN MONTHS, FOURTEEN DAYS, as is proven by the following figures (showing the number of lines printed), furnished by the statistical department of the New York Evening Post, the last report ending with the semi-monthly December statement of date December 14th:

	1908.	1909.	1910.	1911.	1912.
Mail,	2,941,312	3,865,550	4,258,133	4,596,829	4,556,135
Globe,	2,803,297	3,412,981	3,737,935	4,190,283	4,496,898
Sun,	2,229,588	2,342,871	2,633,003	2,903,403	2,911,341
Post,	2,607,847	2,731,298	3,432,052	3,462,980	3,151,786

The Evening Mail is FIRST, in its field, in NET PAID CIRCULATION.

The Evening Mail is FIRST, in its field, both in volume of advertising printed and in the net revenue received therefrom.

The Evening Mail is THIRD in average net paid circulation among all the evening newspapers of New York—the Evening Journal and Evening World alone exceeding it.

The Evening Mail has made this uninterrupted progress by attending to its own affairs, thus giving its readers and advertisers alike the benefit of its exclusive efforts and energies.

The Evening Mail wastes no time worrying or lying about its neighbors.

## THE EVENING MAIL

203 Broadway, NEW YORK

*"One paper in the home is worth a thousand on the highway."*



A NEWSPAPER  
FOR THE  
MAKERS OF  
NEWSPAPERS

ESTABLISHED 1894

Published Every Saturday  
at 105 West 40th Street,  
New York City.

TWO DOLLARS A YEAR.

# THE FOURTH ESTATE

No. 988 NEW YORK, SATURDAY, DECEMBER 23, 1912

"EDMUND BURKE  
said that there were  
Three Estates in Par-  
liament, but in the Re-  
porters' Gallery yonder  
there sat a 'Fourth  
Estate' more impor-  
tant far than they all."

—Carlyle's "Heroes  
and Hero Worship"  
Lecture V

TEN CENTS A COPY

"A necessary member of  
the editorial staff of every  
newspaper."

—THE FOURTH ESTATE.

An invaluable helper for  
every advertiser and adver-  
tising agent.

It will Answer any Question you may ask it.

## THE WORLD ALMANAC

AND ENCYCLOPEDIA FOR

### 1913

Over 25,000 Facts and Figures.

Covering more than 2,500 subjects.

With each volume New Life is added by particularly  
New Features, making it the

INDISPENSABLE REFERENCE BOOK.

It will protect you in thousands of arguments, and  
the knowledge to be had from this big little book is  
a schooling in itself.

It will Save you Money every day in the year.

READY JANUARY 1

25c ON NEWS STANDS (West of Buffalo and Pittsburgh 30c) BY MAIL 35c

## NEWSPAPER AD IMITATIONS.

### RULING OF THE SUPREME COURT PUTTING END TO NUISANCE.

The decision of Justice Stapleton in the Supreme Court granting to the New York World an injunction restraining Levi Brothers & Co., proprietors of the Berlin Store in Brooklyn, from inserting advertising sheets in the Sunday newspapers promises to put a stop to the attempts of some merchants to steal advertising and to relieve newspaper readers from a growing nuisance.

Twenty-four hours before, in Manhattan, Judge Foster, of the Court of General Sessions, also upheld on appeal a fine imposed nearly a year ago on Samuel Horowitz, a newsdealer, for inserting similar padding in newspapers. So it appears that the courts offer to the public and the publishers a double protection against this fraud. The merchant who tries underhandedly to get the advertising and the newsdealer who abets his scheme can both be reached by the law.

In the case of the World against Levi Brothers & Co., of Brooklyn, Justice Stapleton censured the practice of using newspapers as an indirect advertising medium. The World was represented at the hearing by Morris & Plante, counsel for the American Newspaper Publishers' Association.

Justice Stapleton in his opinion held that the sale of a newspaper differed from the sale of food commodities, for instance, in that the control of the publisher did not cease with the sale; that the sale of a newspaper was for circulation and that non-interference with the make-up of such a newspaper was implied.

He labeled the scheme to get cheap advertising as "unfair competition in business" and said the scheme was "plainly a design to deceive the ordinary reader."

Justice Stapleton said: "The paramount profitable feature of its business (the Press Publishing Company) is its availability as an advertising medium. Its success as a business enterprise is almost dependent upon the profits realized from the advertisements, which it carries in its publication."

"Its position as a valuable advertising medium has been attained by the expenditure of large sums of money and the exercise of that peculiar skill and enterprise which catch the attention and secure the patronage of the reading public in these days."

"The act of the defendant (Levi Brothers & Co.) of which the plaintiff complains is that it causes the local dealers to whom the plaintiff sells its newspapers, for the obvious general purpose of distribution to the readers, to insert within each newspaper a sheet of matter, printed on both sides, containing an advertisement of defendant's business. The character of the sheet, as to size, is practically the same as the sheets within which it is folded, and it closely resembles the advertising sheets of the newspapers as to typography and general structure. The sheet is printed with black ink on green-colored paper. At the top of the inserted sheet is the inscription:

"This Publication is Not a Part of Any Newspaper."

"The method by which the defendant's design is accomplished is that it contracts

with a third person to cause the insertion and the delivery to be made, and that third person contracts with the local distributing dealers to do the actual work of insertion and delivery. Both intermediate acts for compensation."

"The plaintiff claims that the act constitutes an unlawful interference, to its injury and damage, with its business as the publisher of a modern newspaper, the prosperity of which is so largely dependent upon the advertising feature of its enterprise."

"The defendant contends that it is pursuing a fair and lawful purpose, that the plaintiff, having absolutely sold the particular print of its newspaper—that the latter has no interest in the matter, as it has no right to project its control beyond its original sale, as the power to do so was not reserved by express agreement at the time of the sale by this plaintiff, through intermediaries, to the local distributing dealer."

"The sale, by a publisher, of newspapers to a newsdealer, is distinguishable in many respects from the sale of other marketable commodities, as, for instance, clothing and groceries. Producers of the latter have no interest in the sale, it tends beyond the sale to the distributor, while in the case of a newspaper it is to the intent of the publisher that it should not surreptitiously be cluttered with extraneous matter, as it is to the interest of the advertisers that its contents be not depleted."

"The sale is for circulation and that the publication be distributed in form and substance without improvement or unfair addition, subtraction or defacement, is implied from the circumstances of the transaction. The sale of the commodity by the plaintiff does not involve the impairment or destruction of its right to protect and control its advertising business."

"Could the defendant, before distribution, leave out any part of the advertising pages? If the publisher has not control which survives the sale, I cannot see why this could not be done with impunity. The statement that it could be done is destructive of its own soundness in any system of jurisprudence having justice for its object."

"The plaintiff has a business of value, the character of which is peculiar and the success of which is its advertising capacity. It has the right to send its print through the ordinary channels of fair dealing, unobstructed by the imposition of any device having an unjust purpose, it matters not how ingenious the design or how plausible the disclaimer of an intent unlawfully to interfere."

"The obvious purpose of the defendant was not alone to secure distribution of its advertising matter, but to tack such matter on to plaintiff's publication, to impress upon persons with the belief that it was part of the newspaper, to trade on the favorable reputation of the plaintiff in the opinion of its customer, and by the use of an ingenious device which, unless the design be as suggested, is otherwise purposes."

"What was the purpose of the defendant in resorting to the device? Why the similitude between its sheet and plaintiff's pages? Why the physical incorporation of its sheet with the print of the newspaper at the time of distribution? Why the imperfect attempt to warn, in print, that the similarity should not be taken for that which it appears to be?"

"The scheme is plainly a design to deceive the ordinary reader, casually reading, into believing that an extensive advertisement of his competitor was printed in a newspaper of recognized efficiency as an advertising medium. It is not essential that the simulation be perfect and complete, if it be such as to cause as will probably deceive the ordinary reader into giving such attention to it as is ordinarily given."

"Unfair competition in business, conducted with the intent on the part of the unfair competitor to avail himself of the reputation of his competitor and to palm off his goods as those of the other has in proper cases constituted ground for equitable relief."

"In my judgment equity should restrain not only the actual competitor in the advertising business, but the person who has contracted with him to do the unlawful act."

"The plaintiff may enter an order restraining the defendant, during the pendency of the action, from directly or indirectly inserting or folding in and delivering, with the newspapers published by it, to the readers, such advertisements and purchasers thereof, or to the public, any page or sheet which is similar, as to

typography and general structure, to the sheets of the newspaper."

Other cases, both civil and criminal, involving the same misuse of newspapers by mercantile concerns or their agents for advertising purposes are pending.

### BUILDING IN PHOENIX.

Work will be commenced immediately after the first of the year upon the construction of a new home for the Phoenix (Ariz.) Gazette—a four-story reinforced concrete building to be erected by the first of August on North First avenue between Adams and Monroe streets.

The Gazette's business offices, editorial rooms and composing room will occupy most of the first floor, giving it about 5,200 square feet of floor space on the first floor. The paper will also have about 3,500 square feet of space in the basement to be used by the press room, mailing room and department for carriers in the delivery service.

The Gazette quarters will be especially built for the paper and will be modern in every way, containing all the latest conveniences.

### A CALIFORNIA MERGER.

The Petaluma (Cal.) Courier has bought out the Petaluma Independent which has been ably edited by Mrs. Anna Morrison Reed for the past four years. The work of getting out a daily has been too much for Mrs. Reed in conjunction with her magazine and other literary work, and hereafter she will devote herself to the Northern Crown, and to her job printing business. The Courier will be served to the Independent subscribers, and the advertising contracts filled out. Later the Courier may take up the morning field for newspaper work.

### SALE IN COLORADO.

The Rocky Ford (Colo.) Tribune has changed hands, L. T. Stanley of Lovington, Ill., being the new proprietor. Mr. Stanley has had a long experience in the newspaper business and will be assisted by his two sons, J. R. O'Connor, who has owned the paper for a number of years, has not announced his plans for the future, but it is said that he may get a state political appointment.

### ASKS NAME INJUNCTION.

The New York Telephone Company, which has been protesting against the use by H. Lee and Robert H. Sellers of the name of the Metropolitan Telephone and Telegraph Company in selling bonds for their Telenost company and allied enterprises, filed suit Thursday in the Supreme Court for a permanent injunction.

The complaint alleges that the name is being used as the result of a "wicked, evil, fraudulent scheme" to sell bonds of little or no value to the public.

### NEW A. N. P. A. MEMBER.

The New York Warheit has been elected to membership in the American Newspaper Publishers Association.

## DODGE MAY HEAD THE "I. P."

### BURBANK IS REPORTED TO BE ANXIOUS TO RETIRE.

One of the trade journals connected with the paper-making industry is authority for the statement that Alonzo N. Burbank, president of the International Paper Company, will refuse a reelection at the annual meeting next month, and that he will be succeeded by Philip T. Dodge, who has been president of the Mergenthaler Linotype Company almost from its inception, a quarter of a century ago.

Negotiations to this end have been going on for some time past, and when it was learned that Mr. Dodge would sail for Europe on December 18, a representative of THE FOURTH ESTATE asked him for permission to make the announcement. Mr. Dodge replied:

"I would prefer that you make no reference to the subject at the present time. You can accept my word that the matter is not settled, and it may not be. The office has been offered to me, but my time is so fully occupied with the duties pertaining to the presidency of the Mergenthaler Linotype Company that I don't see how I can take on any additional work."

When Mr. Dodge was reminded that he had a son, Norman Dodge, who for some years past has been closely associated with him in the management of the Mergenthaler Company, and who might possibly now relieve him of the duties of the presidency, he said:

"Yes, it is true that I am fortunate in that respect, but nothing has yet been definitely decided."

### DECISION IN CITY AD SUIT FOR THE POST.

Supreme Court Justice McCall Tuesday sustained the motion made by counsel for the New York Evening Post in the suit for \$16,920 brought against that paper by the City of New York for alleged wrongdoing in collecting payment for the city election advertising printed in the Post's Sunday issue of October 16, 1910.

Counsel for the Post moved that the city should only be allowed to sue for the \$1,880 collected for the matter printed in the Sunday issue and not for \$16,920, the full amount received for all the election advertising.

### LIPTON AT PRESS CLUB.

The New York Press Club entertained Sir Thomas Lytton Friday night at a dinner and smoker, and when he had made a speech and John Temple Graves, the president and toastmaster, had acclaimed Sir Thomas as the best newspaper man he had ever known the 200 members and guests went upstairs to hear Broadway's leading theatrical artists.

Sir Thomas told some stories himself earlier in the evening and took a prominent part in the general singing of lyrics written in his honor by the club poets.



## ALL READY FOR PARCELS POST.

### FINAL INSTRUCTIONS GIVEN FOR THE NEW YEAR'S INNOVATION.

For the purposes of the parcels post, which will become operative for packages up to eleven pounds in weight beginning with the new year, the country is divided into units of fixed area of one-half of one degree, or thirty minutes square each. There will be about 5,500 such units. Combinations of units make zones, of which the number is eight. Until shippers thoroughly understand the fundamental relation of units and zones the law is likely to prove confusing, because outside a given unit area postage for packages will vary according to distances as well as weight.

As against fixed areas for units the zones are extremely variable. A zone is defined by the law as that area having a mean radial distance of approximately fifty miles from the center of any given unit of area; the second zone is the area within a radius of 150 miles, the third within 300 miles, the fourth 600 miles, the fifth 1,000 miles, the sixth 1,400 miles, the seventh 1,800 miles and the eighth all units outside the seventh, including the Philippines, Canada, Mexico, Cuba, Porto Rico and Panama.

Maps prepared by the Post Office Department in Washington show the units in squares, each with a central dot. Every unit must have its own zones, to be determined by the measurements, as prescribed above by law. New York's unit, No. 767, and Brooklyn's, No. 717, have zones with borders far apart, although the two units lie contiguous. Parcels rates to given destinations may thus be different from these two places of origin.

The flat postage-rate for all distances, to which the public has been accustomed, has no place in the parcels post system except for shipments of more than 1,800 miles, which will cost twelve cents a pound. For lesser distances each locality must figure out zones from the center of its own unit area. There will be the widest possible geographical variations.

The department will supply each parcels post office in each of the fixed units with maps which in circles of red ink mark the zone boundaries of such unit. Official guides will also be prepared for sale, whereby intending shippers in every district may wrestle with the problem.

#### ABANDON FOURTH CLASS MAIL.

With the advent of parcels post all matter carried heretofore in the mails as fourth class will go as parcels, abandoning the old class designation. Such matter will not hereafter be received as registered mail, and it may be insured for safe delivery.

Fourth class registered matter carries liability for \$25. As parcels post matter it may be insured for \$50. The change in law will not materially affect the cost to the



CHARLES S. YOUNG,

NEW BUSINESS MANAGER OF THE SAN FRANCISCO EXAMINER.

shipper. Insurance will cost ten cents to the \$50 limit.

Postmasters invite particular attention to certain requirements of the new law: (1) Distinctive parcels post stamps must be used on all fourth class matter, which will otherwise be treated as "held for postage." (2) Parcels will be mailable only at offices designated by the Postmaster, meaning that they will be received in regular post-offices, and not in drug stores or newspaper street boxes. (3) Parcels must bear the return card of the sender or they will not be accepted for mailing.

Parcels less than three feet, six inches in length may measure as much as two feet, six inches in girth, or around its thickest part.

A shorter parcel may be thicker; thus, if it measures no more than three feet in length it may measure as much as three feet in girth, or around its thickest part. Measurements will be made by means of a six-foot tape line furnished to postmasters by the Department. So much of the tape as is not used in

measuring the length is the measure of the maximum girth permissible.

The express companies are preparing to meet the rates that will be put into effect under the Parcels Post law. They will compete for the parcels that come within the scope of the Bourne act. It is the purpose of the express people to try to hold their business in the towns and cities. They cannot deliver their parcels in the rural districts.

If the express companies cut their rates to compete with the Parcels Post law, starting with New York as a central point or basis, the following reductions must be made:

From 25 cents on a one, two or three pound package, within fifty miles of New York, to 5, 8 or 11 cents; from 30 cents on a four or five pound package, to 14 or 17 cents, and from 35 cents on a six, seven, eight, nine, ten or eleven pound package, to 20, 23, 26, 29, 32 or 35 cents.

Six pounds, about the medium weight for a parcel, will be carried by the Post-Office Department 50 miles for 20 cents, 100 for 26, 200 or 300 for 33, and 400 or 500 or 600 for 38 cents, 1,000 for 44. For the same service the express companies would charge: 100 miles for 35 cents, 200 for 45; 300 or 400 miles for 50, 500 miles for 55, 600 miles for 60,

700 or 800 or 900 for 70, and 1,000 for 80.

The parcels post package cannot weigh more than eleven pounds, but one can send sixty-six pounds in six packages fifty miles for \$2.20, for which the express companies charge \$3.05. A comparison of aggregates shows that the express companies charge \$51.50 for what the parcels post would charge \$38.28. The parcels post rate reduction from the present express charges is 25.67 per cent.

In order to meet the competition better the express companies will increase their delivery force and employ the most modern equipment. The contest is to be spirited.

Before the express companies can put into effect their competitive rates they must give three days' notice to the Interstate Commerce Commission.

### PUBLICITY FOR THE STOCK EXCHANGE.

A publicity agent for the Stock Exchange and the abandonment of its policy of refusing to establish intimate relations with the public are to be the sequel of the investigation of the so-called money trust by the Pujo Congress committee, according to the opinion of many Wall Street men.

This action will be taken on the Stock Exchange's own initiative, after years of constant criticism and black-eye blows at the hands of investigating committees.

Stock Exchange authorities have long maintained that the institution was of a private character and that the public was not entitled to know more about its affairs than the exchange governors saw fit to divulge. As a result, it is declared, it suffered in public opinion more than it deserved.

The purpose of a publicity agent would be to create a more favorable sentiment toward the exchange.

The Stock Exchange governors have considered the question of making a statement of its position, which has been placed in an unfavorable light by the Pujo committee. The governors will meet again soon after the holidays.

It is known that there is considerable agitation among the members of the exchange for greater publicity and more confidential relations with the public.

### MAY BAR LIBELER.

Eduard Mylius, who some time ago was convicted of libeling King George of Great Britain, may be barred from entrance to the United States. He arrived Sunday on one of the French liners and is now at Ellis Island pending deportation proceedings on the ground that he was convicted of a crime. Mylius intends to appeal to Washington.

### YOUNG MADE MANAGER.

C. S. Young, for the past year assisting manager of the San Francisco Examiner, has been made business manager of that newspaper. Mr. Young was formerly advertising manager of the Chicago, Milwaukee & St. Paul Railroad.

## PECULIARITIES OF BRYAN AFFAIRS EXPLAINED.

A report of the state tax appraiser of New York State on the estate of Joseph Bryan, proprietor of the Richmond (Va.) Times-Dispatch and News-Leader, just filed with the Surrogate's Court, is said to show several peculiarities; one of them that Mr. Bryan used Wall Street speculations securities to the value of \$1,000,000 belonging to estates of which he was trustee.

At the time of his death Mr. Bryan was a director and shareholder of the Equitable Life Assurance Society, the American Locomotive Company, director of the Associated Press and other important organizations. Few Southern men were as widely known and liked.

The list of liabilities and assets in New York State show liabilities were \$684,899.50 in excess of the assets. Word from Richmond, however, states that any effort to show that the liabilities of his estate were in excess of the assets is without foundation of fact, as, after the payment of all outstanding debts, he left an estate estimated at \$3,000,000.

No man in the South was held in higher esteem than Mr. Bryan. The city of Richmond has erected a magnificent statue to him in its principal park, and his wife and sons, after his death, gave to the city a park named in his honor. Two years after his death the heirs of the D. K. and John Stewart estates, which he managed, gave a magnificent school building as a memorial for the faithful way in which he had performed his duties as trustee of the estates.

They say, as did his son at the hearing in this city, that his speculations were with the consent of the heirs.

John Stewart Bryan, a son of the decedent, at a hearing before Appraiser Coggey stated that there was an "oral understanding" between his father and the persons interested in the estates of which he was trustee by which he had authority to use the securities.

## NEWSPAPER WORK AS STUDY.

A new idea in English courses is to be tried next term at the Boston Institute of Technology, when the regular thirty-hour course for freshmen is to be changed to suit the needs of members of the news staff of the Tech, and those trying out for positions. This was announced by Professor Arlo Bates.

The course will be limited to twenty men, and the required thirty hours will be cut to fifteen, the other fifteen being allowed for work on the paper. Only students who have received a qualifying mark in first-term work will be allowed to take the course. The amount of written work actually done must be not less than 3,500 words, to be made up of copy printed by the Tech, or of special articles submitted to the instructor.

This recognition by the faculty of work on the student daily is a feature that has long been sought by the Tech, and it is thought it will materially aid the paper.

# The SATURDAY BLADE. The CHICAGO LEDGER.

1,200,000 circulation among small town and country

## Boyce's

people is a prize worth the while of any *General Publicity Advertiser*.

WHAT IS THE GENERAL PUBLICITY ADVERTISER DOING TO REACH THIS GRAND ARMY OF 6,000,000 READERS?

## BIG

His products are found in every hamlet and village. Does he get the trade of as many country and small town people as he might have, to help move his goods from the shelves of the dealers in these villages and hamlets?

## Weeklies

REACH THEM BY THE BOYCE ROUTE.

You agents who want to make your client's advertising pay tell them what you know about BOYCE'S WEEKLIES.

## W. D. Boyce Company

500 DEARBORN AVENUE, CHICAGO, ILLINOIS

EASTERN OFFICE: 212 METROPOLITAN TOWER, NEW YORK

1,200,000 Circulation for \$3.00 per Line

## CLUM IS THE OWNER.

Woodworth Clum of Davenport, Ia., denies a report that he is associated with anyone in his recent purchase of the Clinton (Ia.) Advertiser, neither will Frank McNeekin be business manager of the paper, as a recent report stated, according to Mr. Clum. The new owner of the Advertiser is a former secretary of the Greater Davenport Committee, and has seen service on the Washington Post, Washington Star, Washington Times, Cleveland World and News and newspapers on the West coast. He succeeds as owner of the Advertiser, L. E. and Charles Fay. He has organized a company incorporated with \$50,000.

## PAPER FOR HOBOES.

A monthly magazine for hoboos is to be published in Chicago by Jeff Davis, new president of the International Brotherhood Welfare Association. It will be known as the International Hobo Review and, according to President Davis, the contributors will include James Eads How of St. Louis, the founder of the organization; Jack London, James Seymour, the hobo poet; Walter Maillard and Robert Hunter.

## CHANGE IN MANAGEMENT.

The Hollister (Ida.) Herald is now being issued under the management of Karl Hale Dixon, until recently with the Twin Falls News.

## AGAINST IMMIGRATION BILL.

Amerikai Magai Nepszaza, a Hungarian newspaper in New York, is appealing to all Hungarian born citizens of the United States as well as all Hungarian immigrants to sign a petition asking President Taft to veto the Dillingham Immigration bill, having a literacy test, which has already been the object of many protests.

The Amerikai Magai Nepszaza publishes a blank form of the protest, which it hopes to put in the hands of every citizen and immigrant of Hungarian birth. The announcement is made that a protest meeting will be held in New York City in the near future when further action will be taken to defeat the enactment of the Dillingham bill.

## CHURCH EDITOR RETIRES.

Arthur DeWitt Burton, editor-in-chief of the Biblical World, Chicago, has tendered his resignation to take effect the first of the year. Mr. Burton, however, will continue as director of the library and editor of the American Journal in Theology. He will be succeeded on the Biblical World by Professor Shailer Matthews, who is at present dean of the School of Divinity of the Chicago University. Professor Matthews went to the University of Chicago in 1894 as associate professor of New Testament history and interpretation. On the establishment of the World Today in 1903, he became its editor.

## N. Y. EDITOR WINS LIBEL SUIT IN ITALY.

In the libel action brought in Rome by Charles Barsotti, proprietor of Il Progresso Italo-Americano, a New York Italian daily paper, Ernesto Butta, the Rome correspondent of Il Giornale Italiano, another New York paper, has been condemned to three years' imprisonment and to pay a fine of \$600 and the costs of the case.

Another defendant, the Rev. Giovanni Preziosi, has been exonerated.

The suit was brought by Mr. Barsotti against several persons whom he accused of having printed charges against him in various newspapers of Rome. Mr. Butta was not present at the trial. According to Italian law, he was tried in his absence. Another defendant, the Rev. Giovanni Preziosi, wrote some articles on Italian immigration problems here, to which Mr. Barsotti took exception.

The third defendant was G. Comandini, a member of the Italian Parliament, belonging to the Republican Party. He was the editor of the leading Republican daily of Rome and permitted the articles against Mr. Barsotti to be published.

All the press of Italy was deeply interested in the trial, as well as the Italian Government and many well known persons were summoned as witnesses.

## XMAS IN TORONTO.

The Toronto Ad Club held its annual Christmas tree entertainment on December 19. About 100 members were present and received one or more gifts from the heavily laden Christmas tree that was the feature of the suitably decorated club rooms.

The gift to the Honorary President, H. C. Hocken, mayor of Toronto, was a doll's chair labelled "The civic chair for 1912." Mayor Hocken is out for re-election as Mayor of Toronto for 1913, and the club's gift is a foretoken to him of what will be his when the poll is counted on January 1, 1913.

During the evening the members sang a number of "spasms" that had been composed for the occasion by the musical director of the club, E. Jules Brazil. Other members contributed songs and readings. Supper, served in the club dining room brought to a close a most enjoyable evening.

Dr. James A. Macdonald, managing editor of Toronto Globe and Mayor Hocken, the two honorary presidents of the club, were tendered a complimentary dinner recently, by the members.

## A HANDY WIFE.

While J. D. Coffman is in jail at Springfield after being fined \$100 by Judge Alfred Page of the Criminal Court his wife is conducting the Fair Grove (Mo.) Times. Coffman attempted to collect an advertising account with a shot gun. He refused to hire an attorney and entered a plea of guilty. He declares that he will not pay his fine.



## MANY HONORS TO WHITELAW REID.

ENGLAND'S DEEP SORROW—  
PLANS FOR RECEIVING  
BODY HERE.

The body of Whitelaw Reid is now nearing America for its final resting place in Sleepy Hollow Cemetery. The funeral ceremonies will be held next Saturday at the Cathedral of St. John the Divine, New York. Bearing the body of the late ambassador, the first-class British cruiser Natal sailed from Portsmouth for New York last Saturday afternoon, while a salute of nineteen guns was fired from Nelson's flagship, the Victory.

London's last tribute to the dead journalist and diplomat was profoundly impressive. The route of the funeral procession from Dorchester House to the Victoria Station was thickly lined with people standing with bare heads. The boom of guns from St. James' Park marked the progress of the military cortege, escorting the gun-carriage on which the coffin was placed.

A special train took the body from London, those accompanying it including the Earl of Granard, representing the Reid family; William Penn Cresson, representing the embassy, and Consul General John L. Griffiths.

As the train entered Portsmouth all the ships in the harbor lowered the Stars and Stripes to half mast, while minute guns began to boom. The train ran to the jetty pier, alongside which the Natal was lying, and there was met by the civic authorities, in their robes of office, headed by the Lord Mayor, and by the naval authorities, headed by Sir Hedworth Meux, admiral of the home fleet.

As the casket was removed from the train sailors and marines from the Victory and the Excellent, who lined the station platform, reversed arms. Borne across the purple-carpeted jetty, the coffin was placed in a little mortuary chapel on the deck of the Natal, the buglers of the ship sounding the "Last Post," while the crew of the warship lined the rails. President Taft's wreath was laid at the foot of the casket. Those from King George and Queen Mother Alexandra and the immediate members of the Ambassador's family were also placed in the little chapel.

Mrs. Whitelaw Reid and Ogden Mills Reid and wife took passage on the Campania for New York from Liverpool.

The Secretary of the Navy has selected the battleships Florida and South Dakota and the destroyers Roe, Paulding, Drayton, and McCall to act as escort to the Natal.

The six vessels will rendezvous at Tompkinsville on Tuesday, and proceed to sea so as to meet the Natal off Nantuxet Light about sunset Thursday, and accompany her to the North River.

Admiral Bradley A. Fiske will command the special squadron, and will fly his flag from the Florida. He will also have general charge of the arrangements for the removal of the body from the Natal to the

Beginning January 1, 1913,

*The Pittsburgh Gazette Times*

AND

*Pittsburgh Chronicle Telegraph*

will be represented in the eastern territory by J. C. Wilberding, 225 Fifth Avenue, New York City, and in the western territory by the John M. Branham Co., Mellers Building, Chicago.

Cathedral of St. John the Divine. Two companies of seamen and two of marines will be landed from the Florida and the North Dakota, and will form the funeral escort when the body is landed Friday afternoon.

### NEW PRINTING EQUIPMENT.

Barnhart Brothers & Spindler, Chicago, report a good business for their steel composing room furniture, with orders ahead for several months. The two large orders recently placed were for Stovel & Company, of Winnipeg, and the Winnipeg Free Press. These concerns will have among the finest composing room equipments in Canada.

### EDITORS IN TROUBLE.

Charles H. Beech of the McCall-Burg (Ia.) Tribune has been indicted by the Federal Grand Jury for reproducing a comment on a news article originally appearing in the Ellsworth News. The News Company was also indicted, but individuals were not mentioned. The charge against both is sending obscene matter through the mails.

### WHITE GOING SOUTH.

Bergen F. Morgan of Sidney, Ill., has just closed a deal for the purchase of the Homer Enterprise. J. G. White, who has published the Enterprise for the past three years, expects to soon leave for the South with his family and reside there permanently. The new proprietor has been on the Sidney Times for the past three years.

### FOR CONSUL-GENERAL.

Among the nominations sent to the Senate by the President is that of Lucien Memminger, a native of South Carolina and a resident of Washington, D. C., for about five years at one time, who is now recommended as consul-general of Salina Cruz, Mexico.

Mr. Memminger was a newspaper and had a wide acquaintance. After correspondent in Washington D. C. he entered the consular service he was vice consul at Boma, in the Kongo Free State, Africa. While there he made an investigation of the Belgian atrocities, later became vice consul general at Naples, was acting consul in Beirut and is now at Paris.

### ANTI-FAKE CRUSADE ON IN SEATTLE.

The Seattle Ad Club Legislative Committee is beginning to do very effective work. The following is a result:

A bill which is expected to prohibit the advertising of fake sales, either in newspapers, periodicals or by banners or other methods of publicity, was passed by a unanimous vote of the council. The proposed ordinance is identical with a law of the state of Oregon, which has been held constitutional by the supreme court of that state.

It provides that any person who, in a newspaper, or other periodical, or in public advertisement or by letter or circular, knowingly makes or disseminates any statement or assertion concerning the quality, the quantity, the value, the price, the

method of producing or manufacture of his merchandise or professional work, or the manner or source of purchase of such merchandise, or the motive or purpose of any sale, which is untrue or which is calculated to mislead, shall be deemed guilty of a misdemeanor.

The penalty for violation is a fine of not less than \$10 nor more than \$100, or imprisonment in the city jail for not to exceed thirty days, or both fine and imprisonment.

The measure was urged before the council by a committee of Second avenue business men headed by H. R. King, chairman of the legislative committee of the Seattle Ad Club.

### EDDY'S BOSTON OFFICE.

Charles H. Eddy, the newspaper representative of New York and Chicago, will open a Boston office



A. C. MACCARY.

on January 1, in charge of A. C. MacCary. The quarters will be at 723 Old South Building. Mr. MacCary has been associated with Mr. Eddy in his New York office.

### SUNDAY PAPER PLANNED.

Lewiston, Me., is soon to have a new Sunday paper published by H. to local and city news. A stock company to finance the enterprise is now being organized. The paper will succeed the Catholic Opinion, a weekly which has been published by Mr. Haswell for the past three years. State Librarian H. E. Holmes, who has been editor of the Opinion will continue in that capacity on the new Sunday paper.

### LIFE THIRTY YEARS OLD.

Friends and associates of John Ames Mitchell, founder, proprietor and editor of Life, tendered him a dinner on the occasion of Life's thirtieth birthday. Every celebrity of the literary world that could possibly be present was there to present congratulations.

## SPOT - HITTING ARTICLES For CIRCULATION GETTING

### ARTISTIC CHINA for Particular People.

Our goods are new and up to the minute, bringing results with a large number of the big dailies at this moment.

On plans suggested by us you get your subscriber without it costing you one cent.

China Ware lies close to the heart of the housewife, and is the BEST PREMIUM for subscription getting.

Just send us word that you are looking for a premium, and we will put you next to the good ones.



The E. H. Sebring China Co.  
Sebring, Ohio.



## BUILDING UP THE CIRCULATION.

The columns of THE FOURTH ESTATE are open as a mediary to all branches of the circulation field. Through them THE FOURTH ESTATE is ready to co-operate with any circulation manager looking for means of building up circulation, through ideas, features, premiums, etc.

To the manufacturers of premiums they offer the opportunity for the speediest intercourse with the men who buy their goods. The FOURTH ESTATE invites correspondence from all persons following this branch of the business, and it may be able to put them in touch with purchasing customers.

The annual benefit given under the auspices of the New York American to secure money to buy Christmas dinners and toys for poor children, was held Sunday night at the Hippodrome. The long program included stars of the whole theater world regardless of business affiliations. About \$10,000 was secured.

The Indianapolis News' newsboys were entertained last Saturday at B. F. Keith's Theater, and in the evening they attended the minstrel show given by the Hoosier Motor

Club for the benefit of the News Christmas Cheer Fund. The News has been very busy this season in its Christmas charity work, which was directed by Circulation Manager I. M. Schmid.

The Fort Worth (Tex.) Star-Telegram broke all newspaper records Sunday, December 15, when it issued its annual development edition of 250 pages. This edition was as remarkable for its art and mechanical effects as for its size. It contained eighty-six seven-column art layouts, an eight-page pictorial section, an eight-page color section and an eight-page illustrated maga-



HAROLD HOUGH.

zine section. In the advertising line the edition contained 122 pages of advertising, including seventy-four full-page ads.

To issue a 250-page paper and break the world's record is somewhat of an achievement, but when the size of the Star-Telegram's plant and its force is taken into consideration the feat is little short of remarkable. The edition throughout was handled by the

regular force. Not an outsider was employed in any department; all of the type was set by the battery of seven linotype machines and all of the paper printed on one quadruple Goss Press, the new Goss Sextuple, which is being installed, not being available.

The matter and ads for the edition were handled without the necessity of long hours of night work or without interference to the daily editions, the city editions for several weeks preceding the Development Edition averaging from sixteen to twenty-four pages each day. In order to facilitate the delivery of the paper, the big edition went to press one hour and five minutes ahead of scheduled time. A big auto truck and several vans were used in handling the papers between the mailing rooms and the trains, and the thirty-nine carriers used from one to four light wagons each and from four to ten helpers in order to reach their subscribers on time.

Colonel Louis J. Wortham is editor-in-chief of the Star-Telegram, Amos G. Carter is business manager, A. L. Shuman advertising manager, J. M. North, Jr., managing editor, and Harold Hough circulation manager.

The Washington (Pa.) Record and the New Brunswick (N. J.) Times have just completed successful voting contests. The prizes in each were automobiles, pianos, diamonds, watches, gold, etc. Both were conducted by the William L. Betts Company, World Building, New York.

Nearly 2000 newsboys dined at the Grace Methodist Episcopal Church, Indianapolis, Saturday night as the guests of S. P. Matthews, president of the Indianapolis Newsboys and Messengers' Protective Association. E. A. Snyder of the Indianapolis News on the behalf of the newsboys presented Mr. Matthews with an umbrella.

The Rochester (N. Y.) Herald has concluded its puzzle contest. W. A. Faver conducted it successfully.

The Rutland (Vt.) Evening News is conducting an auto prize contest under the guidance of Circulation Promotor McDonald.

### BACK IN THE FOLD.

Edward S. Austin, a former St. Louis newspaper man, has bought the Capital City (Mo.) News, an independent morning newspaper founded by C. B. Corwin, and will be its editor in the future. Mr. Austin has been with the state insurance department during the past four years.

Situations in newspaper offices, and newspaper work of various kinds, may be obtained by advertising in THE FOURTH ESTATE.

A NAME LIVES LONG WHEN BACKED UP BY CHARACTER. Our name has lived long and will live still longer, because nobody has ever questioned its character or its business integrity, and nobody ever will.

The William L. Betts Company  
Suite 406, World Building. New York City

## NEW PARCEL POST ZONE MAP

Now ready for delivery.

Be First In Your Field.

Secure exclusive territory.

Write for terms

S. BLAKE WILLSDEN

Circulation Features  
32 S. Wabash Ave. CHICAGO

FOUNTAIN PENS

ARE THE BEST

PREMIUMS.

SALZ BROTHERS

45 West 34th Street, NEW YORK

GET TO-DAY'S  
NEWS TO-DAY

"By UNITED  
PRESS"

General Offices. World Bldg., NEW YORK

CIRCULATION  
BUILDERS.

The MYERS Circulation  
Co., Inc.  
WATERLOO, IOWA

### TO BOOST THE TOWN.

Lafe Hill, formerly of the Grant (Ia.) Chief, will soon launch a paper at Elkhorn, to be issued weekly. The paper will have the support of the Commercial Club of Elkhorn, which organization has been active in inducing Mr. Hill to locate in the town.

### A GOOD START.

The town of Owensmouth, Cal., which a week ago celebrated the completion of the electric railway that links it with Los Angeles, already boasts of a newspaper. It is a weekly called the Gazette and is edited by R. M. Lamoreaux.

### NEW SEMI-WEEKLY.

The town of Oelwein, Ia., has another newspaper called the Standard. It is a semi-weekly published Tuesdays and Fridays with Kinney & Baroddy, as publishers and editors.

### NEW CONTROLLING OWNER.

Robert L. Baily has bought from Senator Sewell a controlling interest in the Campton (Ky.) Courier.

## WE READ

AND CLIP for you daily everything printed in the current country and city press of America pertaining to the subject of particular interest to you.

## NEWSPAPERS

contain many items daily which would inform you exclusively of, where you can secure new business, on order or a contract; where a new store has been started, a new firm incorporated or a contract is to be let. A daily press clipping service means more business.

## FOR YOU

THE CONSOLIDATED  
PRESS CLIPPING CO.

115-167 Washington Street, CHICAGO  
Send Stamp for Booklet.



## ANNOUNCEMENT!

This is to announce a change in our policy for the year 1913. During the past four years we have conducted several hundred voting contests, sometimes operating as many as sixteen simultaneously.

It is almost impossible to employ enough COMPETENT and HONEST contest managers to operate so many contests so we have decided to change our policy and conduct ONLY ONE CONTEST AT A TIME. We expect to handle larger deals. All such deals will be PERSONALLY CONDUCTED by Frank Hicks, General Manager of this company.

Associated with Mr. Hicks on all contests will be Mr. and Mrs. R. C. Fetherlan, who have been connected with this company during the past two years and Mr. Geo. Ellis, formerly employed by THE ADAMS-FAVER-ELLIS COMPANY.

While we are featuring "THE SHOWER OF GOLD FOR BABIES" we also conduct Automobile Prize Contests, Tour of Europe Contests, Bermuda Trip, and Inauguration Trip Contests. We GUARANTEE RESULTS ON ALL CONTESTS.

If you have had all other kinds of contests we can follow with our "SHOWER OF GOLD FOR BABIES" and get you MORE NEW SUBSCRIBERS AT LESS EXPENSE THAN ANY OTHER KIND OF A CIRCULATION CAMPAIGN. Let us prove it!

Since all campaigns operated by this company will be PERSONALLY CONDUCTED BY Mr. Hicks it will be necessary for publishers to make advance bookings for our service, so we would advise that you write TO-DAY for open dates.

We have just concluded successful campaigns for the Streater (Ill.) Free Press, and the Canton (Ill.) Register and are now operating the fourth campaign for the Lorain (O.) News.

No large city newspaper has ever operated our "SHOWER OF GOLD CONTEST." If you are a circulation manager or publisher of a newspaper in a city of more than 25,000 and want to be the first to use this feature write us at once.

**The UNITED CONTEST COMPANY, Inc.,  
CLEVELAND, OHIO.**

## William H. Watson's

Pictures, Stories,  
Lectures, Dramas.

"The consensus of press opinion of both continents, speaking eloquently of Dr. Watson's work, is that he is a master of art and literature. Highly instructive, illuminating and very wondrous books. Each picture a work of art."

**Art School Publishing Co.**  
2317 Michigan Avenue, CHICAGO, U.S.A.

## ASKS U. S. COURT TO STOP CUT-RATE CLUBBING OFFER.

The Popular Mechanics Magazine has brought suit in the United States District Court of Massachusetts for \$5,000 damages and an injunction against the School Arts Publishing Company, of Boston. This company, the publisher of the School Arts Magazine, it is charged, has been offering Popular Mechanics Magazine in a cut rate combination with its own publications. H. H. Windsor, president of the Popular Mechanics Company, Chicago, states:

"The cut rate offer was made without consulting the Popular Mechanics people in any way, and in spite of the fact that Popular Mechanics Magazine has printed for years in large type on its front cover every month, the statement that 'Popular Mechanics Magazine Offers No Premiums; Does Not Club, and Employs No Subscription Solicitors.'"

"This suit is said to be the first of its kind ever brought. Its outcome will be watched with a good deal of interest.

"The chief claim made is that 83 per cent of Popular Mechanics circulation is on news stands, and

the publisher has given his pledge to the newsdealers that he would not join in cut rate clubbing offers, and has advertised that fact in trade journals for newsdealers, and elsewhere.

"As a result of this policy, the newsdealers generally throughout the United States have shown their approval by giving Popular Mechanics good window and counter display, which of course is an asset greatly desired by every magazine. Hence to be advertised in a cut rate offer would naturally lead the dealers to believe that the Popular Mechanics had either changed its policy or was deceiving the dealers, neither of which is true.

"The publisher has sent out hundreds of letters to other publishers stating his position, and has tried in every way to prevent his magazine being clubbed. The subscription agencies without exception have respected his position and do not offer his magazine in their 'clubs.' Having apparently failed to protect himself by all ordinary means, he now invokes the help of the United States Courts."

## SOCIALIST PAPER FAILS.

The Starke County Socialist, of Canton, O., suspended publication Saturday, with the announcement that it could no longer exist with the meager support it was receiving. The paper had been issued weekly for several years, part of it being printed in Cleveland.

## SUES PRESS CLUB.

Damages of \$25,000 are asked from the Press Club of Chicago in a suit filed in Superior Court by Nels Levin, who claims that he was injured in the club's building.

## NOTES AMONG THE CIRCULATORS.

Charles G. Scholz, for several years circulation manager of the Sacramento Bee, has resigned and gone to Milwaukee to take charge of the circulation department of the Sentinel. Mr. Scholz is a brother of Emil M. Scholz, general manager of the Pittsburgh Post and Sun, and E. A. Scholz, circulation manager of the Chicago Record-Herald.

O. W. Bacon, formerly of the Brockton (Mass.) Enterprise, is now road circulator for the Manchester (N. H.) Leader, which is making large gains in the state territory.

C. Dekker, formerly of the business department of the Sault Ste. Marie News, is now city circulator on the Manchester (N. H.) Leader.

Distribution of the Brooklyn Citizen's calendar for 1913 was begun this week. Calendars are presented on presentation of a coupon cut from the paper.

## HEARST'S XMAS CHARITY FEEDS 61,000 PEOPLE.

More than 11,000 of the poorest families in the city awoke to a real Christmas, full of warmth and cheer as a result of the charity work of the New York American.

This Christmas distribution, made from the Sixty-ninth Regiment Armory in Manhattan and the Twenty-third Regiment Armory in Brooklyn, was the largest ever undertaken in the world.

There were gifts and dinners for 60,000 persons on Christmas Eve. Each were given a basket containing:

One 4-pound chicken, can of corn, quart of potatoes, bag of sugar, pound of coffee, four cubes of Steero bouillon, can of Richardson & Robbin's plum pudding, can of Sadler's tomato soup, box of candy, six apples.

And when each family had received its basket, there were three pretty young women at the end of the aisle to give away dimes to each person for charity.

For several months experts have been working on distribution of the fund. Every appeal for cheer on Christmas Day was thoroughly investigated.

## NEW YORK NEWSBOYS HAVE CHRISTMAS FEAST.

More than 600 New York newsboys were fed at the annual Christmas dinner begun by the late William F. Fliess and continued in his memory by his son, William M. Fliess, Jr. The dinner was in the Newsboys Lodging House at 14 New Chambers street. The guests behaved like little gentlemen and, contrary to tradition, wielded their knives and forks in approved fashion. It was the fifty-first annual dinner.

J. M. Fisher, superintendent of the lodging house, was in charge. To feed the newsboys required 400 pounds of turkey, a barrel of potatoes, two crates of cranberries, a

## READY SOON!

Beginning January 12, 1913, we release Two New and Original Four Color Comic Pages.

**NOAHZARK HOTEL,**

by Varb, and

**MRS. BUMPS'**

**BOARDING HOUSE,**

by Dwigins.

Options should be taken NOW!

**McCLURE** NEWSPAPER  
SYNDICATE  
45 West 34th Street, NEW YORK

## DO YOU NEED A CIRCULATION COUNSELLOR?

I can increase your circulation and not spend much time doing it. I can thoroughly organize every branch of your circulation department. Will revise circulars and introduce an economic method of mail list collections—original and effective.

**P. H. DALY,**

1306 Bales avenue, Kansas City, Mo.

## THE SPECIAL SERVICE CO.

Experts on Newspaper Circulation,

Write for our new TRAVEL CLUB ELECTION PLAN.

306 Publication Bldg., Pittsburgh

## THE HOTALING NEWS VENDOR

A slot machine for newspapers. Sells 8 to 40-page papers at 1, 2, 3 or 5 cents. Can be emptied and refilled with 60 papers in 30 seconds.

**HOTALING BROS.**

Tribune Building, NEW YORK

*We conduct all kinds  
of Circulation Contests*

Wire



Write

The very best

**NEW DAILY COMIC**

on the market

**THE NEARLY WEDS**

By George McManus,

Write for details.

**National News Association**

200 William St., NEW YORK CITY.

## Sell Your MSS.

Ex-magazine editor, whose own books are published by leading publishers, will accept manuscripts for placing and revision. References: Jack London, Winston Churchill, John Burroughs, Julian Hawthorne, and others. Address Editor, Box 4L, 435 West 119th St., NEW YORK CITY.

crate of celery, 60 quarts of ice cream, 125 mince pies, 1,000 rolls, one tub of butter, a half barrel of turnips and half a barrel of onions, and each diner got an orange and a half pound box of candy.

A new Duplex Press has been installed by the Brandon (Can.) Times.

# THE FOURTH ESTATE.

Entered as second class matter in the N. Y. P. O., March 29, 1894. Issued every Saturday by The Fourth Estate Publishing Company, E. F. Birmingham Pres. and Treas., at 105 West 40th Street, New York City.

Subscription: TWO DOLLARS a year. Postage free in the United States, Hawaii, Porto Rico, the Philippines and Mexico. Postage extra to Canada, 52c; to other countries in the Postal Union, \$1.04. Single Copies TEN CENTS.

Subscribers should have their copies of THE FOURTH ESTATE addressed to their homes, so as to avoid chance of loss in the mass of exchanges which go to all newspaper offices.

ERNEST F. BIRMINGHAM, Publisher.

## MAIN OFFICES:

105 West 40th Street  
(Tilden Building), NEAR BROADWAY,  
NEW YORK.  
PHONE 5200 BRYANT

## WESTERN OFFICE:

319 Record-Herald Building, Chicago.  
Phone 906 Main.

No. 983 FOR THE WEEK ENDING SATURDAY, DECEMBER 28, 1912

## MONOPOLY ADVERTISING.

One popular conception of advertising is that it is a means to get business away from competitors. It is more than that, says the Philadelphia Record. It is a means to get business, even though no competitors exist.

The New York, New Haven and Hartford Railroad Company has a practical monopoly of transportation by land and water throughout New England. If advertising were only a means of weaning away the trade of competitors this great railroad system would have no need of advertising, as it is to all intents and purposes without competitors. Yet it is spending large sums of money in forceful newspaper advertising in the territory in which it operates.

This railroad company is extremely unpopular, for reasons with which every reader of the news columns is familiar. Some of these reasons are not based on a just conception of the facts. The company is engaged in placing the facts prominently before its patrons by advertising. It is thereby strongly testifying to the influence of the advertising columns of the daily press.

If monopolies need the power of advertising to promote their business—and this railroad company is only one of hundreds of monopolies which have recognized the need—what shall be said of the indispensability of newspaper advertising to the business concern which has to overcome not only an adverse public opinion or public indifference, but the activities of numerous competitors?

## PROFESSIONAL SECRETS IN JOURNALISM.

Are journalists bound to professional secrecy, is a question which is now of topical interest in Paris on account of a recent legal case, and L'Opinion, a leading political and literary weekly, has been obtaining the views of several prominent

The advertising forms close on Thurs day. Advertisements should be received as early in the week as possible, to insure proper classification.

## ADVERTISING RATES.

Transient, 50 cents a line; agate measure (14 lines to the inch; 140 lines to the column; 560 lines to the page). One page, \$20; Front page, \$40.

Discounts for consecutive insertions. One month, 10 per cent; two months, 20 per cent; three months, 30 per cent; six months, 40 per cent; one year, 50 per cent. These discounts are based upon advanced payment.

Small advertisements under classified headings, such as Help Wanted, For Sale, To Let, Instruction, Writers, Correspondents, 25 cents a line (about 7 words) each insertion, without discount. Situations Wanted, 10 cents a line, net.

Advertisements in special position (not less than 28 lines in depth of column) double price.

Paris newspaper men who also have had a legal training.

Andre Tardieu, the political writer, in talking on the subject of the divulgence of secrets of international politics, points out that while this cannot expose the journalist to legal penalties it may give rise to a very perplexing case of conscience, since to make such revelations may sometimes be of great service in the cause of truth.

Edouard Clunet, who is a recognized authority on the legal aspects of journalism, states that not only is the newspaper man who reveals a secret entrusted to him immune from legal penalty in all cases, but that if he refuse to state in the witness box any fact that may be in his possession he is subject to the usual fine for contempt of court.

One contributor to the symposium takes an ironical tone.

"It is well known," he says, "that persons exercising the same profession pass their time when together in telling each other the secrets they have been able to get hold of. How, then, can there be such a thing as a professional secret?"

## NOTE AND COMMENT.

An interesting comment was tried by the New York Evening Sun on Christmas eve in the publication of a special Christmas section provided with material by the Sun's readers. Thirty-five columns were devoted to this presentation of stories, articles, verses and drawings, for which the Sun paid regular space rates, with double rates for the best picture, article, story and copy of verses. Altogether 2,300 manuscripts and drawings were submitted, and of these 100 were selected.

The experiment throws light upon the high degree of literary culture that is to be found in the general public, to whom occasional writing is an amusement and not a pursuit.

By a vote of seventeen to six, the Panama Assembly has passed a

law creating official press agents for the Nation, to be stationed in the United States and Spain. As the Secretary of State is the correspondent of the Associated Press, Panama, it has been commented, ought to be pretty well represented in the newspapers. The publicity man for the United States is to be stationed in Washington. The Spanish agent will be sent to Madrid.

The new administration, with President Porras at the head, which came into power recently, is eager to advertise the advantages of Panama. The fact that good cattle and farming lands will be given free to actual settlers will be a feature in booming the country.

The following official statement from the management of the Columbia Theatre, Chicago, carries its own explanation:

"As a result of the fact that newspaper advertising has been found to yield better returns than any other form, the Columbia Amusement company, owner of the Columbia Theatre, has decided to make permanent its policy of using no media except the daily papers. Last week the Columbia played to the largest week's business in the history of burlesque.

"A total of 12,204 people paid to see the show, which is a larger business than was ever done in the same length of time by a burlesque house anywhere. Early in the present season the Columbia decided to make the experiment of eliminating all advertising except that in the newspapers. The result was a steady increase in box office receipts.

"The high-water mark was attained last week. While the uniform merit of Columbia Theatre attractions has had its effect on business, the managerial increase in business is due to a great extent to the fact that it has discarded lithographs, billboards, street car cards, 'L' station stands, etc., and has used the money thus saved in buying more liberally of advertising space in the daily papers."

For "New York's 100 Neediest Cases," as set forth in the magazine section of the New York Sunday Times a week ago, so much sympathy was stirred and so much generosity prompted that into each of those desolate households something of the joyousness of the day entered. For each of the men and women and little children who figured in those hundred paragraph tragedies there was something from benevolent people from many parts of the country.

Begin the New Year right by subscribing for THE FOURTH ESTATE.

Something unique in pictorial copy for advertisements was furnished in the Boston papers during Christmas week by the Massachusetts Brewery Company. Almost the entire space used in each advertisement was devoted to a picture of a Christmas scene in the old colonial days with a background of Christmas bells and holly. About four lines in each ad-

vertisement was devoted to the well wishes of the Massachusetts Brewery Company to its customers. The campaign was laid out by C. A. Chandler of Boston, vice-president of the Amsterdam Advertising Agency.

An edition of the New Orleans Item last week broke all its former records for size and advertising carried in that paper, and it is claimed by Publisher James Thomson to be the largest regular edition of any newspaper ever printed in the South. It carries 370,000 columns of advertising, all planned and handled by Business Manager Arthur G. Newmyer. The post office report for six months' daily circulation of the Item shows 44,752. During the year 1912 the Item gained over 191 more than a million lines of agate advertising.

## THIS SEMI-WEEKLY ON THE RIGHT TRACK.

From the Fairmount (Ind.) News.

"From laborer at a dollar a day to the presidency of the largest group of motor car producing companies in the world," is the way a reading notice starts out that was sent to the News for free publication.

Then the story goes on to advertise the merits of an automobile known the world over. This is a sample of the kind of "literature" that floods newspaper offices with the request "please publish." There are still a few suckers in the newspaper business who bite at this kind of "literature."

The people who are authorizing this work to be done are capitalized at millions, and can well afford to pay for advertising space in every paper published in the land. The same individuals would not for a moment think of going into a clothing store and asking for a suit of clothes without offering to pay for it.

Thank heavens, publishers are beginning to see the point, and when asked to publish, here, matter which is clearly advertising and which costs money to produce, they are learning how to consign it to the waste basket, where it properly belongs.

The free space graft has had its part in putting many a publisher on the hummer, but the News honestly believes that this sort of thing is being gradually cut out.

## THE WORLD ALMANAC IS THE BEST EVER.

It does not seem possible that any newspaper man can manage to get along without a copy of the 1913 edition of the New York World Almanac. Its information on thousands of subjects is especially adapted to the busy man's needs because of convenient classification and briefness of statement.

The almanac covers every question in a way to be of the most worth to the busy information hunter. For many years past the World Almanac has been in the class of an encyclopedia, but this year it is more elaborate than ever. It retains its usual price of twenty-five cents a copy.



## HONOR FOR CUNNINGHAM.

The only candidate unopposed in the election of the National Press Club of Washington, held yesterday was Austin Cunningham of the San



AUSTIN CUNNINGHAM.

Antonio Express, for the secretaryship.

As Mr. Cunningham has been a Washington correspondent for only two years his selection for this important position in the Press Club of the Nation's Capital comes as a distinct compliment to him. In addition to representing his Texas paper Mr. Cunningham is attached to the bureau of the Louisville Courier-Journal and Times.

## MCLEAN'S CELEBRATE XMAS.

Edward Beale McLean, publisher of the Washington (D. C.) Post, and Mrs. Evelyn Walsh McLean Christmas eve donned huge aprons and superintended the cooking of the Christmas dinner and later assisted in serving their employees. Eighteen servants of the McLean household attended the feast, which was served in the carriage house, and after everything was ready, Mr. and Mrs. McLean sat down and joined with them.

Besides a gift of \$25 in gold to each, gold-rimmed meerschaum pipes, suit cases and other novelties were distributed.

Mr. McLean has imported from Russia a \$60,000 sable coat especially made from selected skins as his Christmas gift to his beautiful wife. Mrs. McLean's collection of white furs are among the rarest in this country.

## COMPANY TAKES HOLD.

The newly organized Times Publishing Company, of Coshocton, O., has taken over the Daily Times, for the past five years published by W. T. Alberson.

## PURELY PERSONAL.

George N. Graham, business manager of the Los Angeles Tribune, has returned from a week's business trip to Chicago.

Charles Van Loan, for a number of years a "bar line" man on the Hearst papers, now under contract as a magazine writer, is at Venice, Cal., for the winter.

H. Irving Dillenback, formerly connected with New York, Boston and Providence papers, and at one time managing editor of the Boston Post, has been transferred from the managership of the Nelson Theatre, of Springfield, Mass., by S. Z. Poli to take charge of the Poli Theater in Bridgeport.

James H. Haberlin, formerly sporting editor of the Bridgeport (Conn.) Morning Telegram, is visiting old friends in that city and at his home in Providence.

Walter R. Agard, a former newspaper correspondent in New England and now a student at Amherst college, was a member of that institution's debating trio in the annual contest with the Wesleyan University debating club.

Frank E. Nolan, sporting editor of the Bridgeport (Conn.) Standard, and Clarence M. Agard of the same paper are handling the publicity work for a large share of the boxing bouts in that city during the present season.

Charles E. Welch of the local staff of the Rochester Evening Times is handling publicity work for the national B. P. O. E. convention in Rochester next summer.

Ben Fuellman, a Milwaukee newspaper man, has been appointed committee clerk on the County board.

Joseph R. Wilson, city editor of the Nashville Banner, was given a banquet by the Nashville Press Club last week. Mr. Wilson is a brother of President-elect Woodrow Wilson.

Joseph E. Youakin, editor of Al Ettehad (the Union), a Syrian weekly paper of New York, is visiting in Louisville.

W. G. Robertson of the Toronto Star has been appointed secretary of the Ontario Motor League. He was formerly with the Edmonton Bulletin and Varsity.

Roy W. Howard, chairman of the executive committee of the United Press, is back in New York, from a trip to the Pacific Coast.

William Henry Fox, a former Philadelphia newspaper man, has been appointed curator of the Brooklyn Institute Museum.

William P. Nisbett, editor of the Michigan Bulletin, Big Rapids, has been appointed private secretary to Governor-elect Ferris. Mr. Nisbett was at one time mayor of his town.

Harry Griffith, New York representative, is making a business tour of the West and South in the interest of his papers.

Randolph Marshall, news editor of the New York Herald, has returned from a tour through the country during which he met the Herald correspondents at important points and arranged to add to

the paper's already extensive and comprehensive service.

Joseph Curtis, publisher of the Rochester Union and Advertiser, is a patient at the John Hopkins Hospital, Baltimore, where he has undergone an operation.

Daniel J. Sweeney, managing editor of the Buffalo Times, has been elected president of the St. Vincent Club of Buffalo.

Theodore Wright, editor of the Philadelphia Record, is spending a vacation at Long Beach, Cal.

J. A. Vye, agricultural editor of the St. Paul Pioneer Press and Dispatch, is spending a few days at Wilmar, Minn.

Clinton S. Scott, editor of the Arizona Magazine, of Phoenix, has been confined to his home by illness in the past few days.

C. C. Whitney, editor of the Marshall (Minn.) News Messenger, is ill at the Soldiers' Home, Minnehaha Falls.

R. W. Pillsbury, proprietor of the Manchester (N. H.) Union, is a candidate for the United States Senate.

Frank J. Knight, of the New York office of the United Press, has returned from several months in the West on a special assignment.

Charles W. Dobbins, of the New York Herald's city department is recovering from an operation for cancer at his home in Flushing, L. I. The operation involved the loss of the entire left jaw bone.

C. F. Kelly, of the Kelly-Smith Company, New York and Chicago, is on an extended trip through the West in the interest of his papers.

## WALKING 'ROUND THE WORLD.

The Spanish journalist Senor Guillen, who is walking around the world in twenty years on a wage of \$60,000, and who started from St. Petersburg on October 1, 1908, has so far covered 41,607 miles.

There remains to be covered 68,310 miles. Senor Guillen will come to America shortly, and after he covers the two continents here will go to Asia and Australia.

## CLUB CLOSES YEAR.

A number of new members were welcomed by the Los Angeles Advertising Club at the final weekly luncheon of the year. The slogan of the club is now "a 250 membership by February 1." January 14 was set aside as Woodrow Wilson Day. On January 7 the new officers will be installed.

## NAME INJUNCTION ASKED.

An injunction restraining Clark J. Herringshaw, a publisher, from using the name "The Blue Book" in conjunction with a publication he is said to be about to establish is asked in an appeal filed in the Superior Court, of Chicago. The Chicago Directory Company is the complainant in the suit. The director company claims the exclusive right to the use of the name "Blue Book," which has been copyrighted.

## A CAMERA MAN WHO "GETS THE GOODS."

E. K. Spencer, who risked death to take a picture of Carl Reidelbach, the masked dynamiter, who on November 19 threatened to blow up the Los Angeles Central Police Station, is the veteran photographer of the Los Angeles Examiner staff. The picture was reproduced by THE FOURTH ESTATE in its issue of No-



E. K. SPENCER.

vember 30, through the courtesy of the International News Service.

"What did I think when I saw the grotesquely equipped desperado?" echoed the camera man, when asked to recount his sensations. "The only thing I was thinking about was getting a 'shot' at him with my 'box.' I was so deeply interested in that I guess I hadn't time to think of danger. Then, too, light conditions were none too good, and the maneuvering I had to do to overcome them also gave me something else to think about."

Spencer took three "shots" in all at the masked bomb man. Meanwhile, the latter sat in a chair holding his infernal machine in his lap, threatening each minute to release the trigger held by his left hand, which was strapped to the device. So unmindful was the camera man, however, that two of the pictures came out nearly perfect.

The plucky photographer's feat but added to an already well-established reputation for being able to "get the goods." He was the only camera man to get into the court room and make pictures of Judge Bordwell sentencing the McNamara brothers after they pleaded guilty to the charge of dynamiting the Los Angeles Times. This Spencer accomplished by constructing a small camera and hiding it in his derby. Deputy sheriffs had been specially instructed by Judge Bordwell to see no pictures were taken, but Spencer got a half dozen without being detected.

## BUSINESS OPPORTUNITIES

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

\$50,000 cash available for first payment on a daily newspaper property at a fair price. Illinois, southern or eastern Michigan or Indiana location preferred. Proposition F. J.

**C. M. PALMER,**  
NEWSPAPER BROKER,  
277 Broadway, New York.

HUNDREDS OF PUBLISHERS are using my simple process of printing on glass for reproduction of moving picture slides. Can be done in any country office; no chemicals used. Send \$1.00 for full particulars. Gorder Printing Company, Campbellsville, Ky.

## MACHINERY FOR SALE.

FOR SALE: On Model No. 4 Linotype, No. 1127, complete with motor, Rogers attachment and mold; also three fonts of matrices. Jackson & Bell, Wilmington, North Carolina.

GOSS STRAIGHT LINE WEB PRESS, 4 and 8 page; full stereotype outfit, guaranteed erected; sold account consolidation. Printing Machinery, large stock. Send for lists, Wanner Machinery Co., 703 S. Dearborn Street, Chicago.

## Have You Any SECOND-HAND MACHINERY

For Sale?

An Advertisement in the Fourth Estate might sell it for you. Worth trying.

## RECENT INCORPORATIONS.

GRAFTON, W. VA.—Leader Publishing Company; capital, \$5,000; incorporators, J. H. Barlow, Leo Bennett and others.

ROCHESTER, IND.—Van Trump Company; capital, \$14,000; incorporators, H. Van Trump and others.  
EL RENO, OKLA.—El Reno Publishing Company; capital, \$15,000; incorporators, John E. Kavanaugh, Harve Roland and M. E. France.

MAPLEWOOD, Mo.—Maplewood Publishing Company; capital, \$2,000.  
CHICAGO—Cincinnati Prize Current; capital, \$5,000; incorporators, J. Carver Strong, Louis J. Pierson and M. L. Goodrich.

BENTON HARBOR, MICH.—Leader Publishing Company; capital, \$40,000.

ANTWERP, N. Y.—Antwerp Publishing Company; capital, \$6,000; incorporators, D. W. Fuller, George E. Bailey and others.

CDAR RAPIDS, IA.—Saturday Record Company; capital, \$10,000; incorporators, S. S. Snouffer and others.

SPRINGFIELD, Mo.—Cornbelt Stockman Publishing Company; name changed to the Frost Publishing Company.

## HELP WANTED.

ADVERTISEMENTS under this classification, 25 cents per line each insertion. Count seven words to the line.

### Correspondent Wanted In New York

for a French newspaper in Canada. Give full particulars in first letter. Address French, care The Fourth Estate.

## MISCELLANEOUS.

### UNITED STATES SAFE DEPOSIT CO.,

Branches:  
727 STREET AND BROADWAY,  
125th STREET AND EIGHTH AVE.,  
NEW YORK.

## CHANGES IN INTEREST.

BOZEMAN, MONT.—Jerome Williams has succeeded Jean P. Decker as publisher of the Big Timber Pioneer.

MARKLTON, PA.—Charles E. Holmes, postmaster at Medford, has acquired the Central Record from Clymer.

ARMSTRONG, IA.—The Journal is now being issued by J. E. Tierney of Lake Mills.

HOMER, ILL.—Bergen F. Morgan has purchased the Enterprise from J. G. White.

ALPENA, S. D.—Henry Hatch has assumed charge of the Journal.

TOLSTOY, S. D.—G. D. Rasmussen is now publisher of the Pilot.

MITCHELL, S. D.—J. M. Crow has purchased the controlling interest of H. Hammond in the Gazette.

HONOLULU, HAWAII.—William O'Bryan has again taken over the Times on the expiration of the lease of Hulse & Kelsey.

OTERO, N. M.—Charles P. Donis has purchased the Advertiser and the News and combined the papers.

NORTH GIRARD, PA.—Dwight J. Robins has bought the Success Weekly.

FLORENCE, S. D.—George A. Anderson has leased the Forum and will publish it in connection with his other paper the Hunter Herald.

THOMPSON, IA.—McCartney & Son, of the Albany Review, have acquired the Review of this place.

RINGSTED, IA.—A. L. Anderson, formerly of the Jewell Record, has taken over the Dispatch from W. M. Magner.

FONDA, IA.—H. E. Horner of the Journal has acquired the Times and consolidated the two papers.

SCOTTSBURG, IND.—S. B. and E. M. Wells, publishers of the Journal, have also acquired the Democrat and combined the papers.

FRENCH LICK, IND.—Will C. Gruber has acquired the Herald from a stock company. He was publisher of the paper ten years ago.

## NEW ENTERPRISES.

CULBERTSON, MONT.—M. A. Levany has begun publication of the Homestead Broad-axe.

LOOMSBURG, N. M.—This town is to be published by J. R. Ownby and J. E. Allen.

TORONTO, CAN.—A new weekly called the Teller has been started in

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

### DO YOU want the BEST years of THIS man's life?

Energetic, conscientious, clean-cut young American; 25; married; excellent moral character and habits. Ten years' newspaper and agency experience. Business PRODUCER OF PROVEN ability. MAKE-GOOD ideas and record. Now general manager daily, city 30,000. Unquestioned endorsement of employers and every business man in city. Address, EFFICIENT, care The Fourth Estate.

Wanted. Position of General or Business Manager or Advertising Manager on daily newspaper that wants to improve its influence, business and profits. No place too big—no task too hard. Understand all departments. Can assist in general policy and conduct if desired. Very successful experience in three largest cities. First class references. Address B. W. T., care The Fourth Estate.

ENERGETIC YOUNG MAN, with eight years of practical training in news and advertising departments seeks position in advertising work offering opportunity. Address Chance, care The Fourth Estate.

### Circulation and Assistant Business Manager.

I want a position as Circulation Manager and Assistant Business Manager. Am thoroughly competent, reliable and trustworthy. Am 36, clean and strong, morally and physically. Will give reference that will satisfy any publisher that I am a 99 per cent. man. Will start on reasonable salary with the right publisher. Address, A. B. M., care The Fourth Estate.

### General Newspaper and Magazine Man.

Young man 27 years old, eight years' experience on newspapers and magazines, desires a change of position in or near New York City. Best practical references. Address, EXPERIENCED, Room 4, 45 East 42nd Street, New York City.

the interests of the staff of the Sterling Bank of Canada.

FOSTER, NEB.—Vernon Sears has started the Pioneer.

CORRECTIONVILLE, IA.—It is reported that a second paper is to be started here.

## A PARTNERSHIP IN IOWA.

Guy P. Leavitt has sold his interest in the Glenwood (Ia.) Tribune to Sam R. Young and Earle A. Davis. By the terms of the transfer Messrs. Young and Davis become joint owners with Frank Hill in the newspaper. The new partners are experienced newspaper men formerly in business at Manchester, Ia.

## MADE BUSINESS MANAGER.

S. C. Barnes of the Ann Arbor (Mich.) News has been made business manager of the Bismarck (N. D.) Tribune. Mr. Barnes was formerly advertising manager of the Tribune, but left to take charge of the advertising department of the Ann Arbor paper.

## TO ISSUE EVENINGS.

A daily paper will be established at Estherville, Ia., some time next month. Charles T. T. Wakeland will be the publisher and the paper will appear evenings.

## SITUATIONS WANTED.

ADVERTISEMENTS under this classification, 10 cents per line each insertion. Count seven words to the line.

### Pressroom Foreman

thoroughly familiar with all makes of web presses, competent in all the essentials that prevail in newspaper pressrooms, desires position where ability and energy counts. Satisfactory references given. Please state nature of your work and press equipment. Address, Pressman care The Fourth Estate.

## MR. PUBLISHER.

Do you want a General Manager or Business Manager who is a thorough organizer, systematic and result getter, as well as being considered one of the best circulation experts in the country, and vouched for by many of the leading and successful newspaper men of the U. S. If so address, BUSINESS, care The Fourth Estate.

CITY EDITOR, young, hustling and up-to-the-minute, now on morning paper, wants to change to evening. Not necessarily desk work. Six years' metropolitan and country experience; street, feature, telegraph, rewrite and sports. Go anywhere. Address H. R. W., care The Fourth Estate.

## Circulation Manager

with over ten years' successful experience on morning and afternoon papers, desires to make change. Ability and reliability vouched for by some of the most successful newspaper men. Address RESULTS, care The Fourth Estate.

## Circulation Manager

would like to connect with lively daily. Thoroughly capable, an energetic worker and a producer of results at minimum cost. References furnished. Address B. H., care of The Fourth Estate.

## Newspaper Pressman

Looking for position as foreman on daily, any state. Have made good in New York City for years. My references as to reliability and competency are of the best. Address Web Pressman, care The Fourth Estate.

## MEXICAN EDITOR SIEZED.

Although he had been given a passport by General Trucy Auburt that he might return to Chihuahua, W. Haswell and devoted entirely J. Marie de la Garez, editor of El Monitor, was arrested by secret service agents in Juarez. Garez had started for El Paso with the passport and intended to return to Chihuahua, when he was seized and the passport not recognized. It is said that the complaint on which he was arrested was made by Juan Neftali, a lawyer of Juarez.

## CHRISTMAS MUSICALS.

The New York World employees were given a Christmas concert in the Pulitzer Building assembly hall, Monday afternoon. Among those who helped entertain were Joseph Levey, Albert Hafkin, Robert Gray, Charles Hass, David Walsh, J. J. Naven, Charles Pahlke and Will S. Dillon.

## AGAIN IN CHARGE.

C. F. Quinn, who published the Diagonal (Ia.) Progress for a number of years and about a year ago leased the paper to Joel Overholser, has returned from California and again taken the active management of the paper.



# RICHMOND PUBLISHING FIRM INCORPORATES.

A \$25,000 charter has been granted by the state corporation commission in Virginia to the Newspaper Supply Company, Incorporated, which concern will establish offices in Richmond. The business of the corporation, as set forth in its charter, will be to manufacture, buy and sell or lease accessories of newspaper and job printing offices, and to conduct, print and publish weekly, daily and Sunday newspapers and magazines.

The officers of the corporation are R. S. Barbour, South Boston, president; W. H. Vincent, Capron, Va., vice-president; J. W. Hough, Norfolk, secretary. The officers also form the directorate. The incorporators are W. McDonald Lee, state commissioner of fisheries; G. W. Lancaster and M. S. Llewellyn.

General Manager Solon B. Woodfin, of the Richmond Virginian Company, says that this charter had no significance as to the policy or personnel of the paper and that the Virginian would remain in the same hands. The only relation between the new company and his paper, he said, would be the leasing of machinery to be used in the Virginian's new plant at 7th and Franklin streets. Concerning rumors to the effect that the Virginian would have a new editor and policy, Mr. Woodfin branded them as false and idle gossip.

## A BOYCE APPOINTMENT.

Cal J. McCarthy has been appointed Eastern advertising manager of the W. D. Boyce publications, comprising the Chicago Saturday Blade and the Saturday Ledger. For a number of years Mr. McCarthy has been prominent in advertising work in St. Louis and Chicago. A. H. Stillwell, heretofore of the Eastern office, will be associated with Mr. McCarthy in the representation of the publications.

The Eastern offices have been moved from 225 Fifth avenue, New York, to the Metropolitan Tower, where they occupy a handsome suite on the twenty-first floor.

## EGE HURT AGAIN.

M. A. Ege, business manager of the Colorado Springs Gazette, sustained a compound fracture of the right arm in a fall on the icy pavement last week. The injury is considered very serious, as it is the second time that the arm has been broken in the last four months. Bones in the wrist joint were fractured in California four months ago in an automobile accident while Mr. Ege was on a vacation.

## WORTH THE MONEY.

Floyd J. Rich, proprietor of the Carthage (N. Y.) Republican, writes:

"I could not afford to be without THE FOURTH ESTATE. It keeps me in touch with the newspaper world and there is never an issue but what something is published regarding some of my friends and acquaintances in the business. It is worth the money."

William L. Betts, general manager of the William L. Betts Company, Suite 406, World Building, New York City, writes:

*"You will find enclosed contract for renewal of our advertisement for the year 1913. It gives us great pleasure to sign this contract, as we feel that our advertisement in The Fourth Estate has been of great value, directly and indirectly."*

*"A few days ago we were very much surprised to receive a letter from the other side of the world—Manila, P. I.—stating that our advertisement had been noticed, and details of our plans were requested by return mail."*

## DAUGHTER TO TAKE CHARGE.

Miss Flora Harrington is to succeed to the editorship of the Kansas (Kan.) City Chief when her father, Grant Harrington, leaves to assume his duties as private secretary to Governor-elect George H. Hodges, to which he has just been appointed. Miss Harrington, who is nineteen years old, has been a reporter on the Chief for the past year.

## MADE OFFICE MANAGER.

Fred C. Clayton is now office manager and auditor of the Washington (D. C.) Herald. He was at one time president and general manager of the Albany Knickerbocker Press, and later was business manager of the New Brunswick (N. J.) Times, and connected with the Auto-Plate Company of America.

## TRADE PUBLISHER SELLS.

T. J. Tobin has sold to the Acton Publishing Company his interest in the Dry Goods Record, Ready-to-Wear and Men's Wear, of Toronto, and is now associated with the Canadian Countryman as advertising manager.

## PAPER FOR MAPLEWOOD.

S. J. Harris, at one time with the Clayton Argus, and later proprietor of the Kirkwood Courier, is to start a paper in Maplewood, Mo. He heads the Maplewood Publishing Company, just incorporated, with \$2,000 capital.

## A SATURDAY PAPER.

The Universal Advance is a new Saturday paper in Milwaukee. Lyman H. Brown is the editor. The president of the corporation is G. T. Koehler, vice-president A. Ehrman, and secretary-treasurer H. J. Spalthoff.

## A BIRTHDAY CELEBRATION.

The Harrisburg (Pa.) Star-Independent is celebrating its thirty-seventh birthday by installing a new Goss press and other machinery.

## CHAPIN ADDS EDITION.

The San Francisco Call has added a new six o'clock morning edition, containing telegraph and local up to the minute news. The edition is sold on the streets at the regular price of five cents, is on the same lines as that inaugurated successfully on the Seattle Post Intelligencer when W. W. Chapin, general manager of the Call, was publisher of that paper.

## FOR THE NATIONAL SERVICE.

A new paper, called the American Standard, has begun publication in Washington, D. C., in the interest of the American soldier, sailor, marine and national guardsman. The offices of the Standard are at 14th and E streets N. W.

## ATWOOD RETIRES.

The Stillman Valley (Ill.) Graphic has been sold by Representative John A. Atwood to Albert L. Hall of Elgin. Mr. Atwood edited and published the Herald for nineteen years of the paper's twenty-three years of life.

## FARM LIFE SOLD.

The George H. Currier Company, of Chicago, has sold Farm Life to C. A. Taylor, publisher of the Agricultural Epitomist. The publication will be moved to Spencer, Ind., and issued in its present form.

## SUIT OVER BAD PRINTING.

A law suit based on peculiar grounds has been instituted against the publishers of the Washington (D. C.) Directory. The plaintiff, Rosa B. Smolik, asks \$35,000 damages because of alleged defections in the printing of her picture in an advertisement.

The suit alleges that Mrs. Smolik was subjected to public ridicule and criticism, as the picture was so blurred as to obscure her face and features. She claims that she had patented a device and was organizing a company to exploit it, and that it was necessary for her protection that her features and personality be clearly defined for herself and others to benefit by the advertisement.

## A HOOSIER SALE.

The Tipton (Ind.) Morning Advocate has been acquired by A. W. Tracy of Washington, D. C. The price paid is said to have been \$6,000. The new owner was at one time editor of the Hartford City Times and more recently was with the New Castle Times.

## GARRISON PROMOTED.

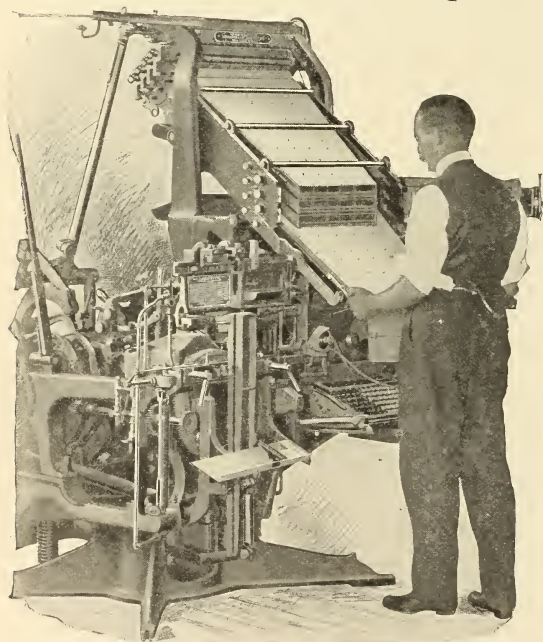
J. C. Garrison is now managing editor of the New York Press, succeeding John A. Hennessey, who resigned last week. Mr. Garrison has been connected with the Press for some time as dramatic critic and editorial writer.

**Alliance Press Co.**  
Printers to Publishers

110-12-14 West 32d St., NEW YORK

# The LINOTYPE Was the FIRST It Remains the ONLY, Practical

*This Is the Quick-Change Model 9  
Four-Magazine Linotype*



*Sold on Easy Terms*

FOUR MAGAZINES, All Interchangeable.  
EIGHT FACES, Four Fonts of Two-letter Matrices.  
720 CHARACTERS from the Standard Keyboard of only 90 Keys.  
ALL FACES Mixed at Will in the Same Line.  
ALL BODIES, 5 to 36 Point.  
ALL MEASURES, 4 to 30 ems.  
UNIVERSAL EJECTOR, For All Bodies and Measures.  
WATER COOLED MOLD DISK.

Nearly 1,000 Patents cover and protect the Linotype and its many improvements.

Over 15,000 Linotypes are in the United States, including the most versatile Composing MODEL 8 and Model 9

In order to meet the demand for these manufacturing facilities and enlarge the output square feet of floor space, has been added to the plants already completed, together with the new of approximately nine acres, to accommodate our



WORKS OF THE MERGENTHALER LINOTYPE COMPANY

CHICAGO:  
1100 South Wabash Avenue.

SAN FRANCISCO:  
638-646 Sacramento Street.

MERGENTHALER LINOTYPE  
TRIBUNE BUILDING



# and after a Quarter of a Century Composing Machine in the World.

Successful daily operation in the  
than 700 of the newest and  
machines, the Quick-Change  
Multiple Magazine Linotypes.

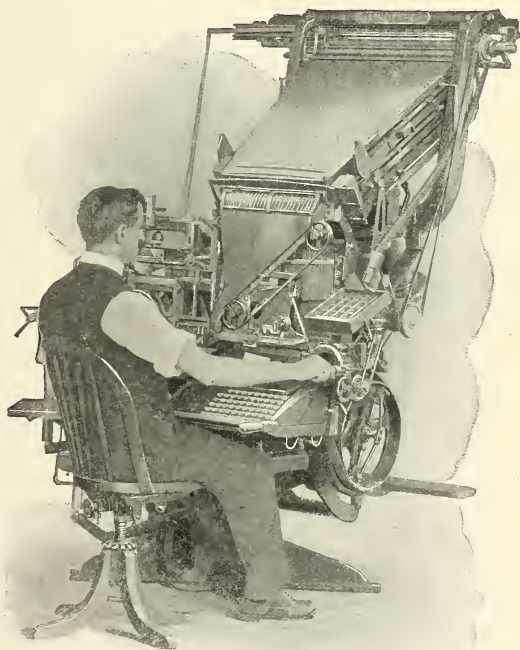
At machines it has been necessary to increase our  
works. A nine story extension, containing 57,000  
feet. Various other extensions and improve-  
ments, give the Linotype factories a total floor space  
for 1,000 employees.



MARK AVE. AND RYERSON ST., BROOKLYN, N. Y.

OTYPE COMPANY,  
NEW YORK.

## *This Is the Quick-Change Model 8 Three-Magazine Linotype*



### *Sold on Easy Terms*

THREE MAGAZINES, All Interchangeable.  
SIX FACES, Three Fonts of Two-Letter Matrices.  
540 CHARACTERS from the Standard Keyboard of only 90 Keys.  
ONLY ONE Assembling and Distributing Mechanism for All  
Magazines.  
ALL BODIES, 5 to 36 Point.  
ALL MEASURES, 4 to 30 Ems.  
UNIVERSAL EJECTOR, For All Bodies and Measures.  
WATER COOLED MOLD DISK.

Sixty Million Matrices, in 1,000  
Different Faces, available at a  
moment's notice.

NEW ORLEANS:  
549 Baronne Street.

TORONTO:  
Canadian Linotype Limited  
35 Lombard Street

## DAILY CLUB SALES PROMOTION.

### PLAN OF REORGANIZATION COMMITTEE FOR CO-OPERATION WITH ADVERTISERS.

The plan outlined for the installation of the new sales promotion department for the Daily Club is as follows:

The method to be followed by the Daily Newspaper Association in its sales promotion work will be exactly that which has been employed by the association in its promotion of national advertising. The engagement of a director will relieve the general manager of a large part of the work to which at present he is compelled to give his immediate personal attention; and will make it possible at once to engage in direct solicitation work in addition to the promotion and general solicitation work which the association has conducted, and thus to increase the scope and the value of the association to its members and to the whole newspaper field.

The immensely valuable educational work, and the "advertising newspaper advertising" work, of course, be continued and enlarged.

Through the Sales Promotion Department the Daily Newspaper Association can come into even closer contact than at present with the local, general, or national merchandisers. It can study their advertising and merchandising problems and needs and be able to offer them the most effective plans for the merchandising and the advertising of their commodities.

It is essential that such a department be established and that a man of the greatest experience and aptitude be selected as its head. This need has long been suggested by the general manager.

This department will place before manufacturers and distributors the wonderful possibilities which the localized national advertising plan affords.

It would show them the opportunity of increasing their business materially, with each one of their dealers, through an effective newspaper campaign.

It would show them the most feasible, the only practical, and by far the most economical way of obtaining dealers' co-operation.

It would show them that the attitude of the dealer towards a newspaper is not an instinctive one, owing to the relatively insignificant benefit he has received from big magazine advertising campaigns.

It would show them the plan regarding the dealer has for the trade-building power of his local newspaper.

It would show them the proposition from the dealer's point of view.

It would present the big, vital facts concerning the business-building powers of the newspaper to the manufacturer from the new angle, from the standpoint of being a constructive, efficient, compelling, and exceedingly profitable method of increasing his sales in any one locality, in any number of localities, or in all localities—where the goods are distributed.

It would show that the newspapers which comprise the membership of the Daily Newspaper Association, individually and collectively, are an incomparable sales-building power.

It would also wield tremendous influence

in directing the advertising appropriations intended to exploit new product, because there is nothing so effective or that carries so much weight in stocking dealers with new merchandise, in any locality, as the advertising campaign that is to be conducted in the local daily newspaper.

This department would urge the same idea upon manufacturers whether their products were trade-marked or non-trade-marked goods.

Extended consideration is given in this prospectus to the special sales promotion work in connection with "trade-marked" commodities sold through department stores not because attention to this work would be a departure from our policy, but merely because this is the part of our work that is least known and generally understood. It is, of course, only a relatively small, though a very important integral part of our whole work for the increasing of newspaper advertising through direct solicitation of advertising and the promotion of sales by national, general and local advertisers.

The particular part of the work of the Sales Promotion Department would demonstrate to manufacturers and to dealers: That no manufacturer producing other than an absolute necessity, expecting to profit materially from the cumulative advertising value of a trademark, can possibly reap the full benefit of its dealer's prestige and facilities for serving his customers by simply loading up that dealer's shelves.

#### CO-OPERATION.

That the only reason why a dealer should give a manufacturer a whole-hearted co-operation in exploiting and selling that manufacturer's trade-marked product is because the benefit to be derived as well as the expense involved is to be mutually distributed.

That so long as a manufacturer is satisfied to expend large sums in magazines from which the dealers derive little or no return, he cannot expect them to utilize their own money, or devote expensive display in exploiting his product.

There is nothing novel nor untried in this doctrine. It has been preached and followed for scores of years.

Its entire practicality has been tested and demonstrated in one of the largest retail brands of underwear, with such products as a high-grade shoe of national distribution, an extensively advertised brand of hats, a well-known dress form, three well-known brands of corsets, two well-known brands of underwear, two high grade makes of men's shirts, and also with other well-known trade-marked articles, such as men's collars, women's dress shields, fountain pens, trunk mattresses.

It developed that though magazine advertising had indeed helped to make these brands well known, it had a relatively few customers direct to the retail shops where these goods were on sale, and therefore had signally failed directly to stimulate the retail sales.

Furthermore an investigation has been conducted by an advertising manager to determine the relative efficiency and productivity of magazine advertising and newspaper advertising in the creation or stimulation of demand for the goods advertised. The results of this investigation demonstrated the overwhelming superiority of newspaper national advertising in efficiency and productiveness.

He is the fact that the investigation Reports were solicited from sixty-seven (67) stores in a very large center of distribution.

Demand for thirty-five (35) extensively advertised trade-marked articles, advertised regularly and recently in the

current issues of two of the greatest and most influential magazines of so-called "national" circulation, constituted the basis of the report.

Fifty-six (56) stores replied.

Eleven (11) did not answer.

Fifty-one (51) submitted reports and included letters.

Five (5) submitted letters, but no specific report.

Each of the fifty-one (51) reports shows:

Big demand for only four articles;

Little demand for seven articles;

And no demand for fourteen articles.

Letters to the association advertisers formerly in the list of articles of demand in "branded" goods generally, and the summary of the reports shows that the relatively small actual demand created for a good proportion of the articles advertised extensively in the magazines to the exclusion of localized methods, overwhelmingly justified this attitude.

A very great part of the advertising appropriation now being wastefully and unprofitably expended for the work of the manufacturers of "trade-marked" goods, can be diverted by the Daily Club to the cause of national advertising which will produce direct tangible return for every dollar invested. This special sales promotion and direct advertising solicitation work is, of course, an integral part, but an integral and important part—of the general sales promotion and direct advertising solicitation work of the Daily Newspaper Association.

This particular part of the work of this department would show the manufacturers of the well-known brands of shirts, the opportunity of increasing their present business several hundred per cent. It would show them the incentive necessary to arouse interest on the part of their many dealers in each community and secure their hearty support. It would show them the liberal window displays, and the enthusiasm so vital to consummating sales.

It would show the manufacturer of mattresses, for example, how to double and triple the sale of its mattresses in every community where it has its product. It would show the manufacturer of tooth-powder, etc., for another example, how to secure a tremendous increase in sales by localizing its advertising and acquiring the collective support of every dealer in each section. It would demonstrate the same general truth to other national advertisers.

The sales promotion department would show manufacturers of trade-marked articles—such as: Handkerchiefs, hosiery, knit underwear, petticoats, raincoats, sweaters, waists, shirts, clothing, hats, shoes, luggage, umbrellas, neckwear, toilet articles, labor-saving devices, household necessities, automobile accessories, pencils, book cases, carbon papers, duplicating machines, typewriters, writing papers, &c.—that they have overlooked an ill-exploited, but splendid opportunity by not cultivating the important distribution centres of this country through the mediums that are read by the greatest number of consumers in each one of these trade areas every day in the year.

#### PLAN OF OPERATION.

The initial plan of operation of the sales promotion department is to:

Establish a thorough and satisfactory understanding with newspaper publishers to insure their hearty and united support.

Establish a thorough and satisfactory understanding with each newspaper to insure the local support and co-operation in developing the plan to its fullest efficiency.

Effect a reorganization of membership that will retain our present member-publications and new member-publications in centres of distribution where there are not already member-publications of this association, and provide adequate funds to accomplish the proposed plan of sales promotion department as outlined.

Secure the co-operation of the most important dealers in each locality.

Secure a comprehensive array of evidence from these dealers that will back up each step in the conditions and possibilities already indicated.

Secure a verified list of extensively magazine-advertised commodities now carried in stock by the majority of the most important dealers (grocers, druggists, shoe dealers, haberdashers, furniture retailers, department stores, etc.) in each locality, together with the dealer's affidavit of the unproductiveness of the manufacturer's present system of exploitation in magazines as compared with the more efficient localized plan which

Continued on Twenty-third Page.

## THE PRINT PAPER FIELD.

The Port Frances Paper Company, of Canada, has contracted for two more 186 inch fourdrinier machines. The company intends building a new mill for the machines and will use them exclusively for the manufacture of news print paper. The machines will be in operation in about eight months and will have a capacity of seventy tons.

Following default of payment on the bonds of the Eastern Canada Power & Pulp Co., of Ottawa, Canada, the Superior Court has issued an order for the closing up of the business and the appointment of a permanent liquidator, the Montreal Trust Company acting in the position until an appointment is made. The trouble is the culmination of a series of difficulties, which have made it economically impossible to proceed with business. The most difficult proposition was the lack of water power on the Murray River, where the company's reserves are situated.

#### SALE OF DOVER NEWS.

Sperry T. Locke of Portsmouth, a prominent New Hampshire Progressive, has purchased the Dover Evening News, which since November, 1911, has been published by W. T. Billings. Sperry Moulton will continue as editor, and also James Dawson as city editor. Mr. Locke was a recent candidate for state senator.

#### HERALD OFFICE TO MOVE.

The New York Herald on February 1 will move its downtown offices from 23 Park Row to the southeast corner of Fulton street and Broadway.

**YOUR  
"WRAPPED"  
ATTENTION**  
is invited to our perfected

**Nibroc Kraft  
WRAPPING PAPER**

—the handsome "quality" kind which gives—

**MOST STRENGTH  
MOST "CLASS"  
MOST WRAPPING "AREA" TO  
THE POUND  
MOST VALUE FOR YOUR  
MONEY**

Let us send you proof samples, also name of nearest dealer.

**BERLIN MILLS CO.**  
PORTLAND, MAINE.

New York Office, 256 Broadway

William B. Dillon J. Sanford Barnes

**DILLON & BARNES**

**ROLL NEWS PRINT**  
for high-speed perfecting presses:

2 Rector Street, NEW YORK  
Phone Rector 4955

## Jenney Press-Controlling Systems

WITH "INDEPENDENT SLOW MOTION" SAFETY FEATURE NOW USED BY

MOST OF THE BEST KNOWN NEWSPAPERS.

**SAFETY. RELIABILITY. ECONOMY.**

Specify JENNEY universal type motors for all purposes and know you will get THE BEST.

**AMERICAN ROTARY VALVE CO.**

SUCCESSORS TO JENNEY ELECTRIC MFG. CO.

GENERAL OFFICES: 156 N Dearborn St., CHICAGO. FACTORY: ANDERSON, IND.

Combination Vacuum Cleaning Machines and Air Compressors



## EAGLE'S BINDING EDITIONS PLEASE LIBRARIANS.

A report was made to the Brooklyn Public Library trustees of the result of the conference committee of librarians and representatives of the American Newspaper Publishers Association held recently to consider ways and means of preserving the newspaper files intact for future generations.

The trustees were told that the action of the Brooklyn Daily Eagle in consenting to print a special binding edition on a permanent paper consisting of 75 per cent. rag, was highly commended by librarians and historical societies all over the country, and that the Eagle's example was to be followed by the Washington Star, the St. Paul Pioneer Press, the New York Evening Post and other papers that were not mentioned.

It was stated that this endeavor on the part of the newspapers to make permanent the news of the day was in no sense a commercial proposition, but is solely for the accurate historical guidance of future generations.

The Eagle has received letters from librarians throughout the country expressing appreciation of its binding edition.

## A RECORD BUSINESS.

Sixty columns of advertising in one issue of the Carthage (N. Y.) Republican on December 11 and a total of 151 columns in the three issues preceding Christmas, is a record made by Floyd J. Rich, publisher. The issue of December 11 was a record breaker in the number of columns of advertising published in any one issue in the history of the paper, which extends back over a period of fifty-two years.

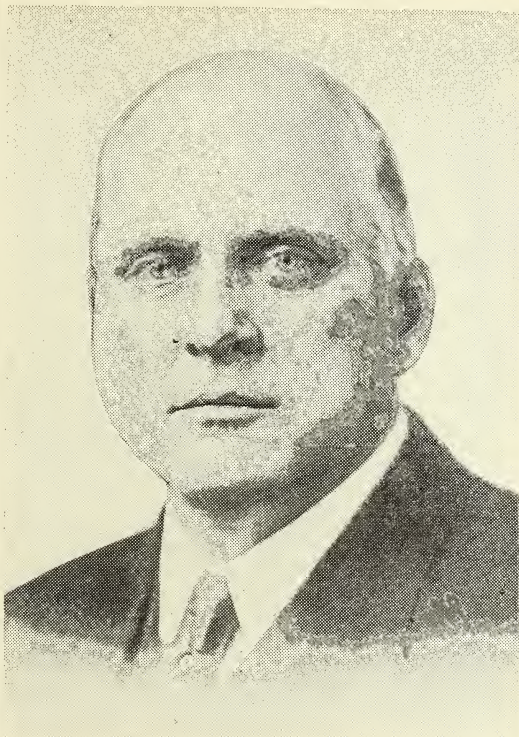
The Carthage Republican is strictly a home newspaper, printing all the local news of interest. It has a well equipped plant and covers Carthage and West Carthage, with a population of 6,000, the villages and rural districts within a radius of fifteen miles of Carthage, and for fifty miles along the line of the C. & A. Railroad.

Mr. Rich was for fifteen years connected with the Watertown Standard, working his way up from carrier boy to assistant business manager. In 1909 he became manager of the Hudson Republican and in May, 1911, purchased the Republican.

The Muscatine (La.) News Publishing Company has increased its capital stock from \$25,000 to \$50,000.

If both volume and character of advertising unite—as they do in the columns of the **NEW YORK MAIL EVENING**—is it not well for an advertiser to use such a medium?

203 Broadway, NEW YORK



HERBERT QUICK,

NEW PROPRIETOR OF THE NEBRASKA FARM MAGAZINE.

## QUICK TO PUBLISH HIS OWN FARM PAPER.

Herbert Quick, formerly editor of the Farm and Fireside, has secured a large interest in the Farm Magazine, of Omaha, and on January will take charge of that publication as publisher and editor, controlling it in every department.

Mr. Quick is one of the best known of the agricultural writers of the country along the lines of what have come to be known as "progressive principles," "conservation," etc.

Mr. Quick was prominently mentioned as a probable Secretary of Agriculture when Woodrow Wilson should select his first cabinet, but Mr. Quick himself was never a candidate, preferring to remain free in his chosen field of activity.

Mr. Quick is a product of the "short-grass country." He was born on a farm in Grundy County, Iowa, in war time, his parents being pioneer settlers on the prairie. He grew up on the farm, taught district school, read law in Sioux City, of which town he afterwards became the mayor. He has written numerous novels and plays and an exhaustive treatise on American Inland Waterways, as well as hundreds of papers dealing with scientific, political and agricultural subjects. He is a speaker of note.

The first editor of LaPollette's magazine was Mr. Quick and he has been the close friend of nearly every public man who in the last twenty years has appeared as a champion of Progressive principles. Mr. Quick's alliances and activities have not been limited to any party. He has been quite as welcome in the council of the Progressive Democrat as in the council of the Progressive Republican.

His tongue and pen have ever been enlisted in behalf of better conditions for the American farmer through changes in National politics and the reform of commercial and financial conditions, and in this he has been typical of the conflict that has been waged between the great West and the money center and financial control of the East.

After many years of agricultural journalism he is going back to the "short-grass country" with the intention of building up a great journal, which will be the champion and advocate of the Middle West. The Farm Magazine, which passed under Mr. Quick's control, has already a circulation of over 60,000.

## THE EVENING WISCONSIN

Milwaukee's Favorite Home Paper. It is **QUALITY** Circulation, against mere **BULK** Circulation that the "Today" advertising man desires.

Cheap quantity means large waste and unsatisfactory returns and poor buyers.

Results, not talk, count. The Evening Wisconsin has been printing a series of interesting articles urging its readers to read the advertising appearing in The Evening Wisconsin. Our readers do read the advertisements because they have respect and confidence in their favorite paper. We will not accept objectionable or questionable advertising.

Our circulation is paid yearly, delivered into the home kind—the kind that creates a buying desire in the minds of its readers. It is the only paper in which this paper is invariably found.

Foreign Representatives:  
**JOHN W. CAMPSIE**, Business Manager,  
CHAS. H. EDDY, EDDY & VIRTUE,  
Metropolitan Bldg. People's Gas Bldg.  
NEW YORK. CHICAGO

## BOOK ON THE PRACTICE OF JOURNALISM.

"Essentials in Journalism" is the title of a book that covers the routine of newspaper work by Professor H. F. Harrington, of the Ohio State University, and T. T. Frankenberg, of the staff of the Ohio State Journal.

The book is practical, not theoretical, showing the student the why of everything he does and keeping to the standards of the average newspaper office. An appended series of assignments, stories, articles, and other exercises give opportunity to put the theories into practice.

The publishers are Ginn & Co., 29 Beacon street, Boston.

## VETERAN RETIRES.

Frederick Schnake has announced his retirement as editor of the Omaha Lose Blaetter, at the age of seventy-seven years. The veteran German editor, who was a personal friend of Abraham Lincoln and of President Grant, took a conspicuous part in saving the arsenal at St. Louis and later six steamboats from Confederate capture or destruction. He was a military judge in General Rosecrans' time.

## INSIGNIA FOR EDITORS.

A replica of a brass linotype matrix, symbolical of the journalistic profession, was adopted by the executive committee, Stanford University, as the official design for the watch fobs to be presented to all students who rise to the rank of news editor or above on the staff of the Daily Palo Alto.

On one side of the medals will appear the Palo Alto tree, from which the name of the college publication comes, and on the other will be lettering giving the significance of the fob, with the owner's name. Miss Margery Bailey, '14, art editor of the 1914 "Quad," suggested the design.

## SAW THE HERALD MADE.

Professor P. B. de Schweinitz, head of the department of mechanical engineering at Lehigh University, South Bethlehem, Pa., in showing the wonders of New York to the class of 1913 included the plant of the New York Herald. The students called at the Herald offices and inspected every department of the paper. At the end of two hours they agreed with the professor that the making of a newspaper like the Herald was a triumph of the age.

## NOTES AMONG THE AD MEN.

Fred M. Randall has resigned the charge of the Detroit office of the Charles H. Fuller Company, of Chicago, to become associated with Gleason Murphy in the management of the Detroit branch of the H. K. McCann Advertising Company, of



F. M. RANDALL.

New York. Mr. Randall went to Detroit three years ago and since that time has handled the appropriations of twenty-two manufacturers, whose annual advertising appropriations approach a million dollars. The Detroit offices of the McCann Agency are in the Boyer Building.

Clifford A. Williams, formerly of the Charles H. Fuller Company, has become associated with the Williams & Cunningham Advertising Agency, Chicago, as secretary of the company and a member of the board of directors.

A. C. Mower, formerly of the advertising department of the Quaker Oats Company, Chicago, has been appointed manager of the Montreal

office of the E. L. Ruddy Company, Toronto, outdoor advertisers.

H. H. Morgan has been appointed manager of the Detroit offices of the Taylor-Critchfield Advertising Company, Chicago, succeeding James F. Ryan.

C. D. Arries, manager of the western office of the J. C. Wilberding Special Agency, has resigned, and is now with the Chicago office of the Clover Leaf newspapers. Adolph W. Wolfe by promotion becomes his successor.

F. W. Kastor, of the Kastor Advertising Agency, Kansas City, has returned home from a 6,000-mile trip through the West with his family.

W. R. Patterson, secretary of the Dallas Advertising League, surprised all except a few of his intimate friends last week by taking a quiet trip to Oklahoma for his wedding to Miss Mae Martyn of Harts-horne. Mr. and Mrs. Patterson will visit New York and other points in the East before returning to Dallas.

Mrs. Andrew P. Coon has been placed in charge of the advertising department of the Illinois Club Bulletin, Chicago.

Louis N. Geldart has become associated with the Wood-Norris Advertising Agency, Toronto.

P. T. Gould has joined the forces of the Campbell-Ewald Advertising Company, Detroit. Mr. Gould at various times was with the Curtis Advertising Company, in Detroit, and the Clarke-Helme-Loomis Company, of Chicago, as well as being advertising manager for two years of Peter Smith & Sons, Detroit. His most recent connection was with the Federal Advertising Agency, Chicago.

The Smith-Faber Advertising Agency, Peoria, Ill., has dissolved and in its stead the Smith Advertising Agency has taken over all the contracts of the former partnership. Fred Faber retires in order to devote his entire attention to his position on the Peoria Herald-Transcript. Sidney Smith is now the sole owner of the business.

Ira Fleming has been appointed advertising manager of George P. Ide, Troy, N. Y., succeeding Frederick Drowns. Mr. Fleming was formerly with the McCrum-Howell Company, and the advertising staff of the Luther Burbank Society, Santa Rosa, Cal.

T. Vaughn Staples, formerly of the Tracy, Perry & Stewart Agency, Philadelphia, has been appointed advertising manager of the Sharples Cream Separator Company, West Chester, Pa., in place of W. A. Spear, who has become advertising manager of the Meyer Cream Separator Company, Bloomfield, N. J.

The advertising department of the re-organized United States Motor Company has been transferred from New York to Detroit and will be under the direction of the Flanders

management, with E. Leroy Leltier in charge. Berry Rockwell, recently general advertising manager of the United States Company, and M. H. Newton, a division advertising manager, have resigned.

L. I. Robins is now associated with the Collin-Armstrong Advertising Co., New York.

## COURT FINDS "NEWSIES" NOT IMPRISONED.

A general charge was given for the defendant, the Birmingham Ledger, in two cases out of fifty brought by newsboys against the Birmingham Ledger Publishing Company in Judge C. W. Ferguson's division of the City Court, after the evidence in the two cases had been gone into before a jury. The jury thereupon rendered a verdict in favor of the Ledger.

The cases mentioned grew out of a suit of fifty or more newsboys brought against the Birmingham Ledger for alleged "false imprisonment" as a result of the newspaper activity in Birmingham during the Baltimore convention of the Democratic party. The boys made the allegation that they were falsely imprisoned in the Ledger building during the convention when extra editions of this paper were being issued every few minutes.

Counsel for the Ledger raised the point, after the evidence had all been submitted that a previous decision of the Supreme Court had held in an identical case that if a corporation is liable for damages in a suit of this kind it must be shown that the act was committed by the controlling board of such corporation, and also that the plaintiffs would have to show malice to recover.

It was brought out in the evidence of plaintiffs' witnesses that the Birmingham Ledger furnished sandwiches and ice cream to the newsboys while the latter were awaiting the issuance of the extra.

## CHURCH PAPERS MERGE.

The merger of two magazines of Catholic history in America has just been accomplished. They are the Record of the American Catholic Historical Society and the American Catholic Historical Researches, formerly edited and published by Martin I. J. Griffin in Philadelphia. The merger follows the death of Mr. Griffin.

## THE "YELLOW" JOURNALIST.

In a certain Western city, which has been educated to a taste for yellow journalism, there is a city editor who is famous; he is a bachelor, fifty years of age, always faultlessly attired, quiet and scholarly in demeanor. When there is a sensation, he is all fire; when there is none, life to him is a hopeless bore. He can see every possible feature of a story after looking at the "tip," which may not contain more than fifty words. Therein lies his genius.

Instructing a new reporter in his view of news one day, he said, "The world is a circus, a great, seething mass of performers, always doing the unusual and the startling. You are the press agent or the bill poster for this show. Keep in mind how the circus man calls everything 'daring, dazzling, death-defying,' and all such junk. That's what goes. The people must be made to read it. Slam it in their faces."

This city editor takes a Sunday off every two weeks. He goes to church in the morning, because it quiets his nerves, and spends the afternoon in the country, walking.

"Why do you always go to the country?" a friend asked him one day.

Without any indication that he considered his answer out of the ordinary, he replied calmly, "To keep from going baghouse."—Chester T. Crowell in Leslie's.

## GRADE CROSSING TRAGEDY.

W. T. DuBose of the Atlanta Constitution staff was seriously injured in an automobile accident last week. Miss Carline DuBose was hurt so badly that she died a few minutes after being removed to the Grady Hospital. The accident occurred on a railroad grade crossing near Cartersville, their car being hit by a freight train.

## FORGERY CHARGED.

Paul J. Bithorn, who says he is editor of the Waterways Magazine, is being held to await the action of the St. Louis grand jury on \$1,000 bail. Bithorn is charged with forgery in presenting a check for \$24.85 to the Northwestern Bank on December 2.

## A WOMAN'S DAILY.

Mrs. Edwin L. Tate of Dawson, Tex., has purchased the Commercial from Miss Maude J. Allen, and plans to convert the paper into a daily.

## THE NEW YORK TIMES and American Fashions.

To encourage the creation of American fashions on dress for women, the New York Times offers prizes ranging from \$100 to \$25 for designs of spring hats, spring dress and evening gowns. The designs will be judged by an authoritative board of judges.

Address Fashion Editor, The Times, Times Square, New York.

## When Your Customers Want PRESS CLIPPINGS TELL THEM TO COMMUNICATE WITH "BURRELLE"

CHARLES HEMSTREET, MANAGER.

45 Lafayette Street, Telephone Franklin 4735 NEW YORK

ESTABLISHED A QUARTER OF A CENTURY



ENGLAND'S BIG DAILIES  
STOP FOR A DAY.

Christmas was celebrated by a real novelty in English journalism. Fifty of the leading papers arranged not to appear on Christmas Day, so that the public was practically newsless.

Even the Times, which was first published in 1785 and has never failed to go to press since, except on Sundays, bowed so far to the Yuletide holiday spirit as to limit its circulation to its regular subscribers, served by post. There was no sale to the general public.

It has been customary with English evening papers not to publish on Christmas Day, but hitherto the morning papers have always come out, except when the feast fell on Sunday.

A few years ago G. E. Stemberge, manager of the Sheffield Daily Telegraph, started the movement for a Christmas Day rest. There was little success at first, and only this year did the movement grow to noteworthy proportions.

The chief objection to a complete suspension of newspapers was that the newspaper is the servant of the public, and that a servant cannot be spared even for one day.

Mr. Stemberge called upon the public who thought they could dispense with a newspaper for one day to write the proprietors of their favorite publications telling them so. Other considerations doubtless operated in the decision of Lord Northcliffe, Lord Burnham, and other newspaper publishers, but it is understood that a large number of letters upholding Mr. Stemberge's plan were received at various offices.

The meeting of representatives of the principal distributing firms of London passed a resolution approving of the non-publication of newspapers on Christmas Day.

Those papers which at first had hesitated to join in the holiday movement were threatened with a boycott by dealers, one big firm of whom said it would not pay to get his staff together to distribute one or two papers.

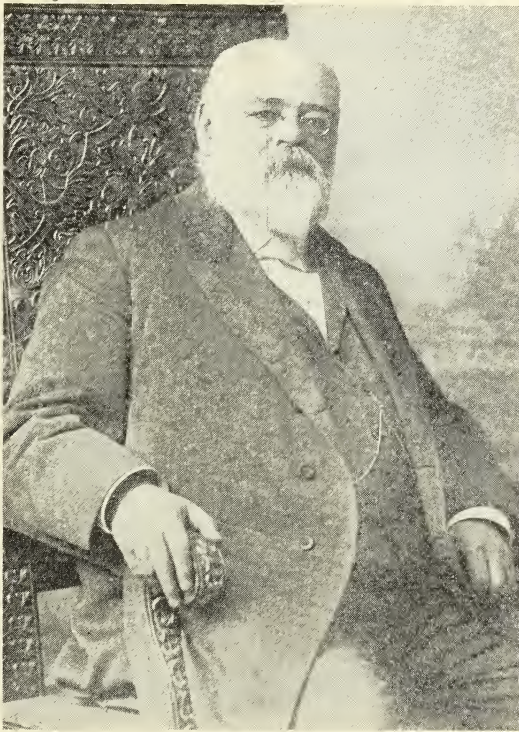
MOLINE TO RIVAL CHICAGO.

Within a short time the Tri-City Press Club of Moline, Ill., may have but one rival for size in the West—that in Chicago. It is now proposed to include as eligible to membership newspaper men of Clinton, Muscatine, Monmouth and Galesburg.

With a rush the motion was carried and prospects for a club of 200 members and with influence ranging over territory hundreds of miles in extent at once made themselves felt. A special committee to consider the plan has been appointed by President C. J. Zaiser and consists of E. F. Adler, E. C. Boggs, Paul Kersch and Woodworth Clum.

FOR PROGRESSIVES.

It is being by leading members of the Bull Moose party in Wisconsin that if they consider it necessary to the propaganda work of the party a weekly paper may be established in Milwaukee to disseminate Bull Moose ideas.



E. PRENTISS BAILEY,  
SIXTY YEARS AS EDITOR OF THE UTICA OBSERVER.

MISLEADING HEADLINES.

EDITOR THE FOURTH ESTATE.

SIR: In connection with the recent sentence to prison of Charles H. Hyde the newspaper headlines pretty generally announced the sentence substantially as follows: "Hyde Sentenced to Two Years," or "Hyde Gets Two Years' Prison Sentence."

These headlines were based on the minimum sentence imposed and said nothing of the maximum sentence, which was three years and six months. It is optional with the Parole Board to release on parole a prisoner at any time between the expiration of his minimum and the expiration of his maximum sentence. Such headlines react badly upon the public, which naturally enough believes that a peculiarly light sentence has been imposed. Recently at the American Prison Association meeting at Baltimore Judge Warren W. Foster presented an able paper on the indeterminate sentence, in which he states:

I have known one newspaper in the city of New York to take the minimum of the indeterminate sentence law as the actual sentence, and another newspaper to take the maximum as the actual sentence, and one to place a headline over the account of the crime and sentence to say: "Smith Gets Off Easy," and the other to say, "Smith Gets Severe Sentence," the name Smith, of course, being fictitious. I have known this to happen not once

but many times, and thus the public is misled and in a measure caused to lose confidence in the courts and in the administration of the criminal law.

O. F. LEWIS,  
General Secretary Prison Association of New York.

COUNTY AUDITOR BUYS.

W. C. Hills has sold the Onawa (Ia.) Press to C. E. Blanchard. Possession will be given on January 1. Mr. Hills owned the Tribune for the past eighteen months, and on the first of the year Mr. Blanchard will retire as auditor of Monona County, after a service of six years, to take charge of his new property.

LOST IN FIRE.

Fire destroyed the plant of the Delta (Ia.) Press last week. Through the courtesy of the Sigourney Review and News, Publisher Lewis was able to continue his paper without interruption.

RECORDER BUYS PAPER.

F. H. Brannan has taken a financial interest in the Muscatine (Ia.) News-Tribune and will become its managing editor. Mr. Brannan is the city recorder, but also a former newspaper man. He has been in the service of the city since 1910.

SIXTY YEARS FOR BAILEY.

E. Prentiss Bailey is celebrating his sixtieth year as editor of the Utica Observer. On the occasion the New York Herald pays him this compliment:

Probably no man in his time in the newspaper world occupied more cordial and admirable relations with President Cleveland than Mr. Bailey. During all those sixty years of service Mr. Bailey has been a power in the Democratic party and has also rejoiced in the lifelong friendship of eminent statesmen in the Republican party, notably Roscoe Conkling. And yet Mr. Bailey has always been staunch in his Democracy and was the confident and adviser of Samuel J. Tilden, Horatio Seymour and Democrats of that type.

While Roswell P. Flower was governor Mr. Bailey was president of his Civil Service Commission. President Cleveland twice called him to the postmastership of Utica and he saw service during two terms of Cleveland and during a portion of the single term of President Harrison, Postmaster-General Wanamaker standing firmly against his attempted removal on invented and false charges. Mr. Wanamaker remains today proud of the stand he then took.

SENATOR WILSON'S WILL.

The will of the late John L. Wilson, proprietor of the Seattle Post Intelligencer, just filed for probate, leaves the whole estate, valued at \$500,000, to his widow, Mrs. Edna Hartman Wilson, and his daughter, Mrs. Helen Stewart Chapin. The will, dated December 23 last, is brief and neither in it nor in the petition for probate is any detailed reference made to the testator's holdings. The attorney, who filed the will, stated that the property was entirely in the jurisdiction of the court and the state of Washington.

MAGERS RESIGNS.

J. W. Magers, business manager of the Baltimore Sun, has resigned. He has bought the Sun Job Printing Office, which has been a department of the newspaper for many years and will take it over on January 1.

Robert B. Vale, assistant general manager of the Sun, has been appointed to take Mr. Magers' place as business manager.

An amalgamation has been effected between Der Nordwestern and Farm und Haus, of Toronto.

L. J. Swarthout is the publisher of a new paper called the Chronicle at Delevan, N. Y.

Charles Johnston has begun publication of the Columbia Valley Times at Althamar, B. C.

The Capitol City (Mo.) News, a morning paper, has been taken over by Edward S. Austin, of St. Louis.

O. W. Dingman and R. E. Dingman are arranging to establish the Eagle at Davids, S. D.

Douglass R. Corner, formerly with the Syracuse (N. Y.) Journal and Watertown (N. Y.) Standard, is now classified advertising manager for the New Haven (Conn.) Times-Leader.

## THE BOSTON JOURNAL

has made its tremendous success in a clean, legitimate, newspaper way. It has used no premiums or coupons in its circulation work, but has depended upon the merits of the paper itself to become an established factor in the homes of New England, as it has become. It has shown to advertisers the absolute value of such a paper, built on right lines for New England people, and has proved its usefulness to the merchants by bringing to them, through its splendid constituency of home readers, a most desirable clientele of real and continuous purchasers. The Journal, as a result carries now the biggest amount of advertising ever carried in its 79 years' history.

There are in **BALTIMORE** 100,000 homes  
The combined circulation of the  
**AMERICAN STAR**  
is from 130,000 to 140,000  
daily. These two papers reach practically every person in Baltimore whose patronage is worth having.  
**C. GEORGE KROGNES,**  
Marquette Building, CHICAGO.  
**VERREE & CONKLIN, Inc.,**  
225 Fifth Avenue, NEW YORK.

### ROCHESTER MEN ELECT AND PLAN FOR "ROASTFEST."

At the annual meeting of the Rochester Newswriters Club officers were chosen as follow: President, Harry J. Dodgson, the Evening Times; vice-president, John E. Mabie, the Morning Herald; secretary, Allen M. Franklin, the Post Express; treasurer, Albert M. Flannery, the Union and Advertiser. James Gordon Fraser, Morning Herald, and Curtis W. Barker, Democrat and Chronicle, were elected members of the board of governors for three years, and Hermann M. Ferno, the Abendpost, was chosen to serve on the board for the unexpired term of Allen M. Franklin, elected secretary.

Tentative plans for the annual "Roastfest," the original affair of its kind in the world, were discussed and President Dodgson was empowered to appoint a committee to take the affair in charge. A "Roastmaster" will be elected by majority vote of the club, the "insurgent" element having gained this end after a hard fight on the floor of the meeting. The waiting list for invitations to the newswriters dinner now is numbered in hundreds, so that the success of the affair is assured.

THE  
NEW YORK  
WORLD  
Sells (morning edition)

MORE copies than  
any other two papers  
Print.

## The Remarkable Advertising Growth of the WASHINGTON TIMES

Is built on the Foundation Stone of  
Size of Circulation  
Confidence of its Readers  
A Right Rate

In Washington, D. C.,  
The Times is Preferred.

### Pittsburgh Dispatch

Greater Pittsburgh's Greatest Newspaper. A Medium that NEVER Fails. Goes into more homes, offices and work-shops than any other paper. Best classified medium between New York and Chicago. Write or Telephone.  
**H. C. Kook, Real Estate Trust Bldg., Phila. W. G. Brooke, 225 Fifth Ave., New York. H. M. Ford, 122 So. Michigan Ave., Chi. W. E. Edge, Atlantic Ave., Atlantic City. Dorland Co., 3 Regent St., London, Eng.**

### BUSY AD MEN.

The Rochester Ad Club is at present engaged in pushing two ambitious undertakings the presentation of the annual vaudeville entertainment for the benefit of the Infants' Summer Hospital, at Charlotte, and the raising of a \$1,000,000 endowment fund for that institution. The club has contributed over \$10,000 through its activities in recent years and is receiving general support in the endowment fund project. Edward M. Eggleston is chairman of the committee in charge of preliminary work.

### AD CLUB IN BRIDGEPORT.

At an enthusiastic meeting of advertising men the Publicity Club of Bridgeport was organized with a membership of thirty-eight. Stanley H. Bullard was elected president by unanimous vote of the charter members. His associate officers are: Vice-president, C. D. Davis; secretary, Charles A. Phelan; treasurer, A. H. Hancock; board of governors, W. J. Baird, H. M. Goddard, Thomas E. Joyce, H. A. Green, F. W. Montayne, W. G. Taylor and Earl M. Christie.

### MORE RED ROOSTERS.

The Red Roosters, of Chicago, at a banquet in the Hotel La Salle last week elected several new members. Lee W. Maxwell was the guest of honor and James O'Shaughnessy was toastmaster. The advertising men initiated to membership were J. M. Dunlap, of the Dunlap-Ward Advertising Company; James A. Townsend, Butterick Company; Jesse Mattison, Gundlach Advertising Company; and R. R. Spencer, Gueder, Paeschke & Frey Company, Milwaukee.

### AGATE CLUB OFFICERS.

The Agate Club of Chicago elected new officers as follow at its annual meeting: President G. T. Hodges, of the Munsey Company; vice-president, James A. Townsend; secretary, Jules Balmar, the Lupton Company; treasurer, F. E. M. Cole,

## The special features in THE BUFFALO TIMES

have made it the most popular newspaper in Western New York.

**NORMAN E. MACK, Proprietor**

**VERREE & CONKLIN, Inc.,**  
Special Advertising Representatives,  
225 5th Ave. N. Y., Steger Bg., Chicago.

The Local Advertisers are using the

### Grand Rapids News

MORE heavily than ever before.

Representatives:

**CONE, LORENZEN & WOODMAN**  
NEW YORK ATLANTA CHICAGO

McClure's; assistant secretary, A. W. Schrier, Associated Sunday Magazines.

### GRIDIRON CLUB ELECTS.

Rudolph Kaufmann, one of the owners of the Washington Star, was unanimously elected president of the Gridiron Club, of Washington, at its annual meeting. Arthur G. Walker of the Boston Herald was elected vice-president; and John H. Schriber, of the Baltimore American was re-elected secretary. Treasurer Louis W. Strayer, of the Pittsburgh Dispatch, was also chosen again to fill his office for another term.

The executive committee for the ensuing year is composed of Arthur J. Dodge, Minneapolis Tribune; Edgar C. Snyder, Omaha Bee, and George E. Miller, Detroit News. An addition to the membership of the club is John E. Monk of the St. Paul Dispatch.

### BALTIMORE AD BANQUET.

Stirring messages of great tasks and greater opportunities awaiting Baltimore and words of praise for energetic work were brought out by business men of national fame at the fourth annual banquet of the Advertising Club of Baltimore at the Hotel Emerson last Friday. The speakers included George W. Coleman, president of the A. A. C. A.; Herbert S. Houston, Mayor Preston, A. W. Thompson, Richard H. Waldo, William Woodhead and Douglas N. Graves.

### WANT BETTER SERVICE.

The North Carolina Association of Afternoon Newspapers has just been organized to secure a better news service. Owen G. Dunn of the New Bern Sun was chosen president, and J. L. Horne, Jr., editor of the Rocky Mount Telegram secretary. One of the objects of the association is to induce one of the news associations to establish a filing point in North Carolina from which news distribution can be facilitated.

## The HERALD HAS THE LARGEST MORNING CIRCULATION IN WASHINGTON

**JOHN W. HUNTER, Publisher.**

Representatives:  
**J. C. WILBERDING, A. R. KEATOR,**  
Brunswick Bldg., 15 Hartford Bldg.,  
NEW YORK, CHICAGO

## THE MINNEAPOLIS JOURNAL EVENING AND SUNDAY REACHES MORE HOMES IN MINNEAPOLIS THAN ANY OTHER NEWSPAPER.

**O'MARA & ORMSBEE, Representatives.**  
Brunswick Bg., N. Y. Tribune Bg., Chi.

### OTHER CLUB NOTES.

At a meeting of a number of business men of Bay City, Mich., plans were formulated for the organization of an advertising club. At a meeting to be held in the near future a constitution and by-laws will be adopted and officers elected and arrangements have been made for addresses by Herbert Casson and F. M. Randall of the McCann Agency, New York.

Bridgeport (Conn.) newspaper men have arrangements under way for a stag banquet to be held on some Saturday night during January. An out of the city newspaper man will be special guest and speaker.

The Illinois Press Association has accepted an invitation of Mrs. Julia K. Barnes and Mayor Bennett to hold a summer holiday in Rockford during June.

Editors and publishers of religious weeklies of New York at a luncheon this week formed a religious press club to hold meetings monthly and discuss professional affairs.

The annual meeting of the Iowa Associated Dailies, of which E. P. Adler of the Davenport Times is president, will be held at Des Moines on January 28 and 29.

## THE LOS ANGELES TRIBUNE

has the largest circulation of any daily paper in Los Angeles. Verified by A. A. A.

OVER 64,000 DAILY

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Sieger Building, CHICAGO.  
Tremont Building, BOSTON.



ONE Strong Appeal to  
Advertisers for the  
**ST. LOUIS  
STAR**  
is that it is the ONLY  
INDEPENDENT  
NEWSPAPER  
in the Mississippi Valley.

6 cents a line buys space in the  
News League Papers. They cover  
Dayton and Springfield. Read in  
75 per cent. of the homes. Circu-  
lation for November 45,000. Carry  
more foreign advertising than all  
other Dayton and Springfield  
papers combined.

*News League of Ohio,  
Dayton, O.*

La Coste & Maxwell, Monolith Bldg., N. Y.  
John Glass, Peoples Gas Bldg., Chicago

## STAFF CHANGES.

Harry Burke is now assistant city  
editor of the New York Evening  
World succeeding William P. Mc-  
Loughlin.

Harry Jones, who covered the  
Federal and Superior Court runs  
for the Los Angeles Tribune, has  
gone over to the Associated Press  
staff.

Frederick L. Long is again on the  
editorial staff of the New York  
Globe after a sojourn in Chicago.

James Wynkoop is on the Los  
Angeles Examiner again, after hav-  
ing spent several months at news-  
paper work in Salt Lake City.

Frank Dyas, after having con-  
ducted a publicity bureau during the  
Presidential campaign, is on the  
Los Angeles Herald staff. He was  
with the Herald before it swung  
from the morning to the afternoon  
field, later going to the Tribune.

L. V. Rucker, who did the In-  
dianapolis "dynamite conspiracy"  
trial for the United Press, has re-  
turned to the New York office to  
take charge of the foreign cable  
desk of that association. He suc-  
ceeds Charles P. Stewart, who has  
become managing editor of the Chi-  
cago Press, one of the Clover Leaf  
League of newspapers. Mr. Rucker

## TO MANUFACTURERS

If the links between the making of  
your product, your sales department, your  
advertising, your distributing channels  
and the consumer are not welded into  
one harmonious unit, your advertising  
cannot be made to produce its highest  
possible volume of returns. The Pres-  
brey method has united these various  
branches in the case of many others. Why  
not learn wherein it can be made to earn  
for you? Your correspondence entails no  
obligation.

**FRANK**

**PRESBREY  
COMPANY**

456 Fourth Avenue, NEW YORK.

## THE BOSTON GLOBE

Has the LARGEST  
TWO-CENT circu-  
lation in the U. S.

1911 AVERAGES

Daily 184,614. Sunday (5c) 323,147.

The Globe in 1911 carried 8,376,061  
lines of advertising. This was a  
GAIN of 447,953 lines over 1910 and  
was 2,227,821 lines MORE than  
any other Boston paper.  
This included 498,600 WANT ADS.—more  
than three times the number carried by  
any other paper.

The Globe reaches the substantial and well  
to do people of Boston and New England.

## CLEVELAND

is the metropolis of Ohio. The

## PLAIN DEALER

its leading newspaper. The average cir-  
culation of the Plain Dealer for the  
month of November, 1912, was as follows:

Daily 108,855. Sunday, 140,380

J. C. WILBERDING, Representative,  
225 Fifth Avenue, New York.  
JOHN GLASS, Peoples Gas Bldg., Chicago

was for many years on the staff of  
the St. Louis Post-Dispatch.

C. E. Fisher and W. B. Saylor  
have left the Vancouver (B. C.)  
News Advertiser to join advertising  
forces of the San Francisco Call.

Frederick Lazier Walters of Buf-  
falo and Willie Broadhooks of  
Batavia are recent additions to the  
local staff of the Rochester Morning  
Herald.

J. C. Walsh has resigned the edi-  
torship of the Montreal Herald.

Blinn Yates is now with the ad-  
vertising department of the Chicago  
American.

Jules L. Goldberg of the Newark  
(N. J.) Star is now with the Hearst  
newspapers in New York.

William Charles Richards, for-  
merly sporting editor of the Syra-  
cuse Post-Standard, who began  
work on the Rochester Democrat  
and Chronicle, is again with that  
paper as assistant sporting editor.

Kenneth B. Crandall has resigned  
as sporting editor of the Bridge-  
port (Conn.) Morning Telegram.  
His plans for the future are unde-  
cided.

George A. Roberts, formerly with  
the Arkansas City Traveler, is now  
on the News staff of the Spokane  
Chronicle.

J. W. Marksbury is the new cor-  
respondent in Columbus, O., for the  
Associated Press. He was formerly a  
traveling inspector in the Eastern  
and Central divisions.

Joseph Jordan has succeeded to  
the place on the New York World's  
rewrite desk formerly occupied by  
Burton W. Currie.

Charles M. Vernon, formerly of  
the St. Louis Globe-Democrat, is  
covering courts for the Los Angeles  
Express.

John Vivartes, formerly on police  
for the Los Angeles Record, is now  
with the Tribune.

C. F. Hardy, advertising manager  
of the Canadian Horticulturist,  
Petersborough, has resigned and  
joined the staff of the Montreal

## THE PITTSBURGH PRESS

HAS  
THE Largest  
DAILY AND SUNDAY  
CIRCULATION  
IN PITTSBURGH.

Foreign Advertising Representatives,  
L. A. KLEIN, Metropolitan Tower, N. Y.  
JOHN GLASS, Peoples Gas Bldg., Chicago

## The NEW ORLEANS ITEM

has made New Orleans  
a "one paper city."

## United States P. O. Report.

Six Month's Average Circulation:  
Picaune.....1,882  
Times-Democrat.....22,400  
States.....29,257  
ITEM.....44,752

JOHN BUDD CO., Foreign Adver. Reps.,  
NEW YORK. CHICAGO. ST. LOUIS.

Star. He is succeeded by C. S.  
Thompson of Toronto.

R. J. Sechthanove has been ap-  
pointed a member of the editorial  
staff of the New York Press.

John E. L. Hines has come from  
the Denver Rocky Mountain News  
to New York to become connected  
with the copy desk of the Globe.

J. W. Hastie has joined the Min-  
neapolis office of the Orange-Judd  
and Phelps publications, succeeding  
W. H. Castner.

Alfred H. Kirkland, day city edi-  
tor of the Chicago Record-Herald,  
has been promoted to night city edi-  
tor.

William Kilner, formerly of the  
Boston Herald and Springfield  
Union, is now in charge of the  
classified advertising department of  
the Manchester (N. H.) Leader.

C. L. Prefontaine of Fond du  
Lac has been appointed associate  
editor of the Profitable Poultry  
Journal, published at Milton, Wis.

Sam D. Fuson has left the Spring-  
field (Mo.) Leader to become con-  
nected with the State Board of  
Health. His successor is Clinton L.  
Chalfant, formerly with the Joplin  
Tribune.

Dr. Charles T. Cutting has been  
appointed associate editor of the  
Westerner Magazine. He retires

## The Evening True American LEADS IN TRENTON'S ADVERTISING

For the first twenty days in December 1912, the EVENING TRUE  
AMERICAN led the Trenton Evening Times by

**73,346 Lines of Local Advertising**

Trenton merchants KNOW the newspaper that is nearest the hearts  
of Trenton people.

To the National Advertiser this should be of Vital Significance. The  
local merchant is the sure guide in matters of local advertising mediums

**THE EVENING TRUE AMERICAN**  
TRENTON, NEW JERSEY

Foreign Representatives: LA COSTE & MAXWELL,  
Monolith Building, NEW YORK Marquette Building, CHICAGO

## J. WALTER THOMPSON COMPANY.

Est. 1864



The experience  
of forty - eight  
successful years  
Guarantees to  
those who en-  
trust their

## ADVERTISING

to us immunity from the mistakes, fail-  
ures and losses which are the common  
result of inexperienced.

Nos. 44-60 East 23d Street, NEW YORK  
CHICAGO. BOSTON.

## JOHN BUDD CO.,

Representing Newspapers of  
Brunswick Bldg., NEW YORK  
Tribune Bldg., CHICAGO  
Chambers Bldg., ST. LOUIS



## PAYNE & YOUNG

SPECIAL REPRESENTATIVES,  
Fifth Avenue Building, NEW YORK  
750 Marquette Bldg., CHICAGO

## CARPENTER-SCHEEER

SPECIAL AGENCY  
Fifth Avenue Building, NEW YORK.  
People's Gas Building, CHICAGO.

from the Empire Life Insurance  
Company, Seattle, to take up his  
new duties.

Connor Arthur Lynch of Chicago  
has been appointed manager of the  
Aledo (Ill.) Democrat.

## LATCH STRING IS OUT.

The new permanent home of the  
Pittsburgh Publicity Association  
was visited by 1,000 or more Pitts-  
burghers and many out of town ad-  
vertising men on opening day last  
Thursday. The latch string of this  
association is always open to visit-  
ing ad men at the new home, on the  
tenth floor of the Keenan Building,  
Chamber of Commerce. On Tues-  
day the usual mid-day luncheon was  
held in the clubrooms, and A. H.  
Buck, of the Ivan B. Nordham  
Company, delivered an address on  
"Poster Advertising."

## SOLD TO NED KIMBALL.

A deal which has been under dis-  
cussion for some time has been  
completed by which C. A. Kimball  
sells his interest in the Manhattan  
(Kan.) Mercury-Republic to Ned  
W. Kimball. The latter, with C. A.  
Kimball, will hereafter be in sole  
charge of the paper.

THE

# NEW YORK EVENING JOURNAL

prints and sells more  
copies than any other  
Daily Paper in America.

## YOU MUST USE THE LOS ANGELES EXAMINER

to cover the GREAT SOUTHWEST  
Sunday Circulation  
MORE THAN **110,000**

## FROM THE AD FIELD SOME OF THE BUSINESS NOW BEING PLACED BY THE AGENCIES.

AYER, 300 Chestnut street, Philadelphia.—Tone Brothers, baking powders, spices, etc., Des Moines, Ia.; twenty-one-inch forty-three-time orders being placed with a few selected lists of Western papers.

ALLEN, 141 West 36th street, New York.—The Tel-Electric Company, 299 Fifth avenue, New York; contracts being placed with a selected list of Western papers.

BROMFIELD & FIELD, 1780 Broadway, New York.—The Madison Square Auto Show, Grand Central Palace Auto Show and the Hotel Astor Auto Show, New York; the advertising will be placed.

CLAGUE, Otis Building, Chicago.—The William Galloway Company, Waterloo, Ia.; advertising now being placed.

COWEN, 50 Union Square, New York.—The Eastern Steamship Corporation, Pier 14, North River, New York; advertising will be placed through the above agency.

WASHINGTON AGENCY, United States Savings Bank Building, Washington, D. C.—The New

Advertisers who have  
always used the

# NEW YORK TRIBUNE

because of its Quality  
Circulation well know  
that its Increase in Quant-  
ity involves no sacrifice of  
Character, and that its  
readers can be reached  
through no other paper.

THE

# CHICAGO EVENING AMERICAN

has the largest circulation  
of any paper in Chicago,  
Morning or Evening, and  
largest of any paper west  
of New York.

## 189,411 WANT ADS in 1911, 165,426 WANT ADS in 1910 in the Atlanta Georgian and News.

Most people know that it takes a  
HOME paper to get Want Ads.  
GREATEST IN THE SOUTH.

Prague Flouring Mill Company;  
orders being placed with Southern  
papers.

WYCKOFF, 14 Ellicott street,  
Buffalo.—The E. L. Carswell Medi-  
cine Company; contracts for 500  
inches being made with a selected  
list of Southern papers.

SEAMAN, 116 West 32d street,  
New York.—B. Fisher & Co., "Hot-  
el Astor Coffee," New York;  
orders being placed with a selected  
list of papers.

TAYLOR CRITCHFIELD Co.  
Brooks Building, Chicago.—J. L.  
Kraft & Co., Chicago; 126-line  
twenty-six-time orders being placed  
with a selected list of Middle West  
papers.

LORD & THOMAS, Mallers  
Building, Chicago.—The California  
Fruit Growers' Exchange, 192  
North Clark street, Chicago; 518-  
inch four-time orders being placed  
generally.

MCCANN, 11 Broadway, New  
York.—The Rumely Products Com-  
pany, Inc., "Toe Hold Tractor";  
one-time orders with a selected list  
of Pacific Coast papers.

PROCTOR-COLLIER, 16 East  
23d street, New York.—The Isle of  
Pines Company, 225 Fifth avenue,  
New York; orders being placed  
with New York State papers.

RICHMOND, Mutual Building,  
Richmond, Va.—The George C.  
Mansfield Company, Milwaukee,  
Wis.; placing advertising with  
Southern papers.

KILMER, Birmingham, N. Y.—  
Placing "Swamp-Root" new copy on  
contracts.

FEDERAL, 231 West 39th street,  
New York.—Weingarten Brothers,  
"W. B." Corsets, Marbridge Build-  
ing, New York; again placing  
orders with a selected list of large  
city papers.

FISHER STEINBRUEGGE Co.  
1627 Washington avenue, St. Louis.  
—The International Shoe Company,  
St. Louis; making 1,000-line con-  
tracts with Western papers.

KASTOR, Equitable Building, St.  
Louis, and Steger Building, Chi-  
cago.—The James E. Pepper Dis-  
tilling Company, Chicago; 5,000 line

THE

# BOSTON POST

NOVEMBER 1912 AVERAGES  
The Daily Post 417,817  
The Sunday Post 320,149

KELLY-SMITH CO., Representatives.  
1 Madison Avenue, NEW YORK.  
C. GEORGE KROGNES, Western Rep.,  
Marquette Building, CHICAGO.

## Nashville, Tenn. THE DEMOCRAT

Circulation? Ask somebody who knows.  
Ask the Association of American Adver-  
tisers, New York City.

The JOHN BUDD CO., Representative  
NEW YORK. CHICAGO. ST. LOUIS

orders being placed with a selected  
list of papers.

DILG, 12 State street, Chicago.—  
The Chicago Tribune, Chicago;  
contracts for 5,000 lines being made  
with a selected list of Michigan and  
Kansas papers.

DIRECT.—Pictorial Review, 222  
West 39th street, New York; will  
place advertising in dailies after the  
first of the year.

H. E. Bucklen & Co., Philadel-  
phia; this company has just moved  
from Chicago and is now making  
contracts throughout the country  
through E. V. Righter.

The Rock Island Railroad Com-  
pany, New York and Chicago.—  
Placing Eastern orders through the  
Frank Seaman Agency, New York;  
the Western orders are being placed  
through the Taylor-Critchfield.

The Southern Railroad Company,  
50 Church street, New York and  
Washington, D. C.—Placing Eastern  
orders through Bromfield & Field,  
New York; Western orders by the  
Charles Advertising Service, 150  
Fifth avenue, New York.

## LEAVES SAN FRANCISCO.

The Banker and Lawyer, of San  
Francisco, after January 1 will be  
published from Jackson, Miss. The  
publisher states that the reason for  
making the change is that he desires  
to get nearer the center of popula-  
tion.

## STARTING A NEW ONE.

Emmett Smith, an old-time news-  
paper man of Itasca, Tex., is going  
to establish a paper at Hillsboro  
with W. P. Connolly, former state  
printer, as his associate.

## ONLY ONE LEFT.

There is but one paper in Fonda,  
Ia., now. Harry Horner of the  
Journal has bought the Times from  
the Fonda Publishing Company and  
will combine the two papers.

## GETS HALF INTEREST.

J. N. Stonebraker, formerly of  
Cantril, has purchased a half inter-  
est in the Carrollton (Mo.) Repub-  
lican-Record.

THE

# BUFFALO NEWS

employs no advertising solicitors  
in Buffalo and carries year after  
year more paid advertising than  
any TWO other Buffalo dailies  
combined.

Daily Average Circulation  
for the first nine months of 1912 **99,278**

EDWARD H. BUTLER, Editor and Pub.  
Representative in the foreign field by  
KELLY-SMITH CO.  
220 Fifth Avenue, NEW YORK.  
Peoples Gas Bldg.  
CHICAGO.

## The JOURNAL IS THE ONLY MORNING AND SUN- DAY PAPER PUBLISHED IN DAYTON, OHIO.

JOHN M. BRANHAM COMPANY, Reps.  
Brunswick Building, NEW YORK.  
Mallers Building, CHICAGO.  
Chemical Building, ST. LOUIS

## LEAVES EDITORIAL WORK.

W. K. Lampot, managing editor  
of the South Bend Tribune, has re-  
signed to become advertising man-  
ager for the Ellsworth Store, the  
largest retail dry goods house in  
northern Indiana. Mr. Lampot has  
a wide acquaintance and has long  
been interested in advertising. In  
his new work he will take to it  
practical newspaper training and a  
knowledge of the newspaper view  
of advertising.

This resignation causes a number  
of changes in the Tribune staff. R.  
M. Hutchinson, telegraph editor,  
will go to the editorial desk as an  
editorial writer. Wilber Arm-  
strong, now covering the city hall,  
will become telegraph editor. R.  
Everett Carr, doing the courthouse  
run, will be promoted to the city  
hall work. David Ettinger, at pre-  
sent doing reporting work, will be  
promoted to the courthouse run. R.  
H. Horst, who has been news editor  
since the death of the city editor,  
H. W. Armstrong, will become man-  
aging editor.

## MADE AD ASSISTANT.

William Pfaffe has been appointed  
assistant advertising manager of the  
Rochester Morning Herald. He suc-  
ceeds Charles Frisbie, who resigned  
to enter the firm of Northway &  
Frisbie, dealers in automobiles.



## That Post Rooster

just can't resist getting in  
another crow about the

## BIG GAINS

made in advertising up to  
December 1 in the

## Pittsburgh Post

(Every Morning and Sunday)

There must always be a top-notch  
in every field. In the great Pittsburgh field  
the POST is a top-notch advertiser  
value because there is no waste circulation  
and best results are assured.

EMIL M. SCHOLZ, General Manager.  
CONE, LORENZEN & WOODMAN,  
Foreign Representatives.  
NEW YORK. CHICAGO.



Any advertiser seeking information about the circulation of the

## CHICAGO RECORD-HERALD

will find the circulation day by day for the preceding month on the editorial page of every issue.

New York Office, 710 Times Building.

## THE News Scimitar of MEMPHIS, Tennessee,

is the LEADING afternoon newspaper in circulation and importance in the Mississippi Valley South of St. Louis and in a territory over 800 miles wide.  
Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## SECRETARIESHIPS FOR LOS ANGELES MEN.

After having acted as private secretary to Chief of Police Sebastian nearly a year, Clare Snively, formerly police reporter on the Examiner, has become the private secretary of Mayor Alexander of Los Angeles.

Chief Sebastian selected John J. Hill, Jr., to take Snively's place in his office. Hill at the time was covering editor for the Herald. He has been admitted to practice law, and before going to the Herald had the City Hall run for the Record.

It was on Snively's last day in the chief's service that Dynamiter Carl Reidelbach threatened to blow up the Central Police Station. Snively was one of the first men to be confronted by the masked bomb carrier and figured prominently in the plans which resulted in the wresting of the infernal machine from him without damage.

## EDITOR'S AWARD APPEALED.

The Bell Telephone Company has appealed from the decision given a short time ago to Walter H. Bonsall, editor and proprietor of the Germantown (Pa.) Guide, a weekly publication, in Judge Staples' Court, when the newspaperman received a verdict of \$2,500 for injuries resulting from an electric shock sustained while in the act of telephoning. Editor Bonsall's left arm has been partially paralyzed.

THE

## DETROIT TIMES

is available for advertisers who believe in clean advertising to the extent of being willing to buy some.

Not a questionable line in the Times.

JAMES SCHERMERTORN,  
President and General Manager,  
The N. M. SHEPHERD Special Agency,  
NEW YORK.

## The ST. LOUIS WESTLICHE POST and ANZEIGER (Morning)

reaches the German reading and speaking population of St. Louis as no other medium can.

EDWARD L. PRETORIUS,  
President and General Manager.

Foreign Representatives:  
BENJAMIN & KENTNOR COMPANY  
225 Fifth Avenue, NEW YORK.  
People's Gas Building; CHICAGO.

## LEVEN ADVERTISING COMPANY

BEN LEVEN, President  
Majestic Building, CHICAGO

Newspaper, Magazine and Outdoor Advertising. Campaigns planned and placed everywhere.

Complete and efficient personal service—

"The Leven Service."

Correspondence invited.

## MUST STAND TRIAL FOR CONTEMPT.

The demurrer filed by Attorney-General McDougal to the answer of R. S. Sheridan, publisher, and C. O. Broxen, manager and editor of the Boise (Ida.) Capital News, in contempt of court proceedings, was sustained by the State Supreme Court.

The Attorney-General argued that the defendants did not answer the information upon which the contempt proceedings were based.

The defendants were cited for contempt for the publication of a message from Theodore Roosevelt, in which the decision of the Supreme Court barring the Progressive candidates for Presidential electors from the Idaho ballot was criticised.

## DINNER TO THEATRE MAN.

J. Edward Elliott, city editor of the Bridgeport (Conn.) Standard, is secretary of the committee of Bridgeport citizens that gave a complimentary banquet to S. Z. Poli, the New Haven theater magnate on December 23 in connection with the opening of his new vaudeville theater in that city. Other newspapermen on the committee were Frank W. Bolande of the Post, City Editor James L. McGovern of the Farmer, Managing Editor Richard Howell of the Herald and President Archibald McNeil, Jr., of the Morning Telegram. The banquet was one of the most elaborate of the season.

## SCRIBES HAVE THE CALL.

A. E. Crockett, for several years connected with the local staff of the Rochester Post Express, has resigned to become assistant secretary of the Rochester Chamber of Commerce. He is the third newspaper man to take the place, the preceding two having advanced to secretaryships in other cities. Mr. Crockett is well fitted for Chamber of Commerce work, having a large acquaintance in the city and a thorough knowledge of business methods.

There was a bad typographical error in the Weekly Blade recently in just one line of type. We had over one hundred letters calling our attention to this error. This shows how carefully

## The TOLEDO Weekly BLADE IS READ.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## Results are obtained in the SAN FRANCISCO CHRONICLE

THE LEADING NEWSPAPER OF THE PACIFIC COAST.

CHARLES J. BROOKS, Eastern Mgr.  
213 Temple Court, NEW YORK CITY.

## INDOOR BASEBALL SEASON IN BRIDGEPORT.

The Bridgeport Newspapermen's Indoor Baseball team made its initial appearance of the season last week, being defeated at the Armory by the crack nine of the Coast Artillery Hospital corps. Another game has been arranged. James E. Kerrins of the Standard is acting as manager and booking games throughout the state. There is an attempt being made to form a Connecticut-Massachusetts Newspaper Men's League.

The scribes lasted about one inning in the first game, it being their first real exercise for some time. Sergeant J. A. Hazel and Sheridan A. Ladd of the police department, Drs. C. R. Pratt and W. H. Curley of the Emergency Hospital and Dr. H. R. Schultz, former emergency hospital surgeon, played with the writers in the places of exhausted players. They have been signed for the season.

Among the newspapermen who took part were Sporting Editors Frank E. Nolan of the Standard, Earl Donegan, the Post, and Thomas Magner, the Herald; C. M. Agard, Clifford Roberts and James E. Kerrins of the Standard; Louis Reilly of the Farmer and C. J. Haynes of the Telegram.

## 'PHONE "TRUST" INQUIRY.

Samuel Hill of Seattle, president of the Home Telephone & Telegraph Company of Portland, Ore., conferred with James A. Fowler, assistant to the Attorney General, regarding the investigation by the Department of Justice into the American Telephone & Telegraph Company to determine whether it is a trust within the meaning of the Sherman law. Mr. Hill, representing an independent company, discussed the general telephone situation.

The Government's telephone investigation has been completed, and Attorney General Wickersham is now engaged in deciding whether the law has been violated and suit should be instituted.

## The combination rate of the CLEVELAND LEADER-NEWS

makes it possible for advertisers to cover the Nation's Sixth City at a very profitable rate.

The CLEVELAND LEADER-NEWS has the second largest circulation in Cleveland, and without question the largest home delivered circulation.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

## 3000 PAID SUBSCRIBERS IN FORTY DAYS is the record of the CANTON Daily LEDGER

which started October 3rd and which will lead the newspaper field of Fulton County, ILLINOIS, with its 50,000 people.  
New York representative wanted.

## PULITZER FOUNTAIN FOR THE PLAZA.

The executors of the estate of Joseph Pulitzer, who left \$50,000 for a fountain in Central Park, announce that the city authorities have approved a site on the Plaza, south of the Fifty-ninth street entrance, and that a limited competition for a design had been started. Each competitor will receive \$1,000, irrespective of who wins.

Although the principal object of the competition is to secure an appropriate design and location for the fountain contemplated in Mr. Pulitzer's will, the executors hope that a study of the broader problems of developing a good architectural treatment of the whole Plaza, including the main entrance to Central Park, and its concrete expression in the designs submitted in the competition, will stimulate public interest and result in the adoption by the city of the best plan. The plans are to be ready on January 15.

## FIGHTING THE FAKER.

The National Vigilance Committee of the Associated Advertising Clubs of America has published a pamphlet for the purpose of increasing public confidence in honest advertising by discouraging that which is not honest. Constructive thought and moral suasion are to be used on the one hand, the committee says, and "drastic measures on the other."

Largest proved high-class evening circulation.

## THE NEW YORK GLOBE

holds certificates of A. A. A. and N. W. Ayer & Son after recent audits

## THE SYRACUSE POST-STANDARD

is steadily increasing its circulation  
ON ITS MERITS as a newspaper.  
**50,402** CIRCULATION  
Daily (Net Paid)

FOR NOVEMBER, 1912

No wonder it carries more advertising,  
and at higher rates, than any  
other Syracuse paper.

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

In Quantity and Quality of Circulation  
**THE TIMES-DISPATCH**

## RICHMOND, IS SUPREME IN VIRGINIA.

It reaches the great substantial class  
of readers every day in the year.

**KELLY-SMITH CO., Foreign Rep.,**  
NEW YORK. CHICAGO.

## OBITUARY NOTES.

COL. JAMES A. MCSWENEY, an editor and newspaper correspondent, died last Saturday at Hazelton, Pa., at the age of sixty-two years. He was a veteran of the Civil War and served in the Pennsylvania legislature.

Mrs. SALLY I. STONE, for many years society editor of the St. Louis Republican (now the Republic), and at one time associate editor of the St. Louis Spectator, is dead at Grenada, Miss. She was said to be the first newspaper woman west of the Mississippi and one of the first to conduct a woman's page.

CORNELIUS N. VAN HOSSEN, pioneer editor of the Springfield (Mo.) Republican, is dead of pneumonia. He was fifty-six years old, and for several years had been register of the United States Land Office. Mr. Van Hosen was a native of Minnesota, and went to Missouri shortly after the Civil War. Always a staunch Republican, "Van," as he was familiarly known, was noted as a campaign orator.

R. S. GRANT, a member of the board of directors of the Sun Printing & Publishing Company, New York, and of the Lanston Monotype Company, Philadelphia, passed away in New York last week.

ROBERT C. MCQUILLEN, publisher of the Dedham (Mass.)

It's a great sight to see the people in the Union Station at Albany, N. Y. You, who know, realize what a great travel center Albany is. A strategic point to carry many an advertising campaign.

## THE KNICKERBOCKER PRESS

Albany's morning newspaper continues to break records. Its circulation is now 33,300.

## THE LEADING PAPER IN THE NATION'S CAPITAL. THE WASHINGTON POST

Represented by **PAUL BLOCK, Inc.**  
250 Fifth Avenue, NEW YORK.  
Steger Building, CHICAGO.  
Tremont Building, BOSTON.

THE FASTEST GROWING  
NEWSPAPER IN AMERICA  
IS THE

## Indianapolis Sun

daily average circulation during the six months ending June 30, 1912

**41,840**  
PAYNE & YOUNG, Representatives,  
Fifth Avenue Building, NEW YORK.  
Marquette Building, CHICAGO.

Transcript and Standard, has passed away.

LOUIS M. DUVAL, secretary of the Public Service Commission of Maryland, is dead in his home in



Baltimore. He was formerly business manager of the Baltimore News and a member of the bar.

At the time of his death Mr. Duval was the vice-president of the A. S. Abell Company, operating the Baltimore Sun publications.

OSCAR F. JONES, well known in newspaper circles of Wisconsin, is dead at Oconomowoc after a long period of ill health. He was eighty years old.

WILLIAM H. STINER, a correspondent for the New York Herald during the civil war, is dead at the age of seventy-eight years at his home in Great Neck, L. I. He reported the battle be-

*The Puget Sound Country has*  
THE HEALTH of a temperate climate.  
THE SCENERY of a combined Switzerland and Norway.  
THE WEALTH of forest and field, of mine and factory, of rails and sails.  
SEATTLE IS ITS PRINCIPAL CITY AND ITS BIGGEST NEWSPAPER IS THE

## SEATTLE TIMES

DAILY AND SUNDAY

Foreign Representative:  
The S. C. BECKWITH Special Agency.  
NEW YORK CHICAGO ST. LOUIS

## San Francisco CALL

HONEST  
FEARLESS

Most Progressive Paper  
in San Francisco Today

J. C. WILBERDING, Representative,  
225 Fifth Avenue, NEW YORK.  
C. GEORGE KROGINSKY,  
Marquette Building, CHICAGO

between the Monitor and Merrimac, the inauguration of Jefferson Davis, and the first battle of Bull Run.

CYRUS ELDER, for many years editor of the Farmers & Mechanics' Almanac, died recently of heart failure in Philadelphia. He was one of the organizers of the Bessemer Steel Company.

THOMAS H. TOWNE, editor of the Troy (Ala.) Herald, is dead at the age of sixty-seven years.

F. C. FREDERICKS, for a number of years proprietor of the Butternut (Wis.) Eagle, is dead of cancer.

MANLY A. BRIGHAM, a member of the staff of the Auburn (Me.) Free Press, has passed away in Lewiston. He was at one time editor of the Rumford Citizen.

JOHN C. FOSNOT, founder of the Oakville (Pa.) Enterprise, is dead at the age of eighty-one years. He was also for a quarter of a century editor of the Newville Star and Enterprise.

A. C. HEYER, publisher of the Sheboygan (Wis.) Herald, is dead at a local hospital following an operation.

WILLIAM F. ROBINSON, a newspaper man of Denver, passed away last week.

CHARLES S. MILNES, a former newspaper man of San Francisco and more recently a publisher in Eureka, died last week at Placerville.

WILLIAM E. CAIGER, an advertising man of Toronto, died recently after an illness of one week. He was at different times advertising manager of the Toronto World, the News, and the Star, and later conducted an advertising agency of his own.

E. C. BENNETT, for forty years with the Waverly (Ia.) Republican, is dead at Fresno, Cal., where he went six months ago.

STEPHEN BELDING, who has been for many years on newspapers in southern Indiana and Cincinnati, is dead at Washington, Ind. Mr.

## THE BOSTON AMERICAN

*Largest  
Circulation*

IN NEW ENGLAND  
DAILY AND SUNDAY

**Over 400,000**

## THE PEORIA JOURNAL

is the only newspaper in Peoria which opens its books to the A. A. A.  
THE LARGEST CIRCULATION.  
NET PAID  
H. M. PINDELL, Proprietor.

CHARLES H. EDDY, Representative,  
1 Madison Avenue, NEW YORK.

Belding was seventy years old. He was postmaster of Washington during the administration of President Cleveland and afterwards founded the Washington Advertiser, which suspended after a few years. Since that time he had been on the Democrat as associate editor.

GEORGE W. HODGE, for more than twenty years with the Louisville Courier-Journal and newspapers in Nashville, Chicago and New York and with the Associated Press, is dead in Louisville, aged forty-three years.

JOHN SPRAGUE, editor of the Hennessey (Okla.) Clipper, is dead. The body was taken to Pearl City, Ill., his old home, for burial.

CHARLES S. MILNES, a newspaper man, died at Placerville, Cal., on December 10. He was a graduate of the University of the Pacific and had been associated in responsible positions with the San Jose Mercury and San Francisco Chronicle. Later he was proprietor of the Humboldt (Cal.) Times.

NICHOLAS RIEMERS, an employe of the Bayonne (N. J.) Evening Review, is dead of injuries received in an automobile accident a month ago.

BRUNO E. WAHL, for many years editor of the Brewerytown (Pa.) Herald, and widely known as a German translator, died on Monday in Philadelphia. Mr. Wahl was a native of Geussen, Germany, and was born in 1847.

WILLIAM E. HUGHES, until recently editor and owner of the Fulton (N. Y.) Times, is dead at the age of fifty-nine years. He served several terms as postmaster of Fulton.

EUGENE SMITH, editor-in-chief of the Aquarium, a magazine published in New York by the Aquarium Societies of the United States, died Tuesday at his home in Hoboken, N. J., aged fifty-two years.

The plant of the Shelbyville (Ky.) Record was destroyed last week.



# LOS ANGELES

In the Eye of the World.

**The TIMES, Daily,**  
and the **Illustrated Weekly**  
"unique magazine of the  
sensuous Southwest."

First in their field. The Times  
is known as the great champion of  
Industrial Freedom everywhere.  
Advertising Subscriptions.

Represented by  
Williams, Lawrence & Cresmer Co.  
NEW YORK CHICAGO.

# SEATTLE "P-I"

The only seven day A. P. paper in the  
Metropolis of the entire Northwest. The  
one paper in the entire West without com-  
petition in its field. It reaches into the  
homes of the most prosperous people on  
earth.

W. J. MORTON, Eastern Representative,  
225 Fifth Avenue, 87 Washington St.,  
NEW YORK. CHICAGO.

# DAILY CLUB SALES PROMOTION.

Continued from Fourteenth Page.

the Daily Newspaper Association advo-

Present this formidable array of evi-  
dence to the manufacturer in a manner  
which cannot possibly fail to impress  
him with its genuineness or fall short  
of creating his intense interest in the  
possibilities of the merchandising plan  
we recommend.

Show the manufacturer the opportu-  
nity we have established through our local  
cooperation service for assisting him to  
secure the hearty support and co-opera-  
tion of dealers in every one of the lo-  
calities represented by the Daily New-  
paper Association membership and in  
other localities.

Advise the newspapers and their estab-  
lished representatives of whatever favor-  
able impression or progress we have made  
with any particular manufacturer toward  
conforming him to the localized and de-  
larized plan.

Follow up a prospective convert with  
tangible and convincing evidence that  
persuades directly to his individual product  
and method of exploitation, until he is  
convinced.

Announce, in our "advertising news-  
paper advertising" campaign in news-  
papers—members and non-members—and  
also in trade-papers which are carefully  
read by manufacturers or their advertis-  
ing managers, the strongest evidence as  
to the specific achievements of the sales  
promotion department.

Authorize the publication by the as-  
sociation of a booklet, entitled "Sales  
Promotion" or some other title to con-  
vey its purpose, that it would present the  
facts, figures, accumulated evidence and  
service of this sales promotion depart-  
ment, and be circulated to every manu-  
facturer that could possibly be interested  
by its contents. This would tend to  
bring the work of the Daily Newspaper  
Association prominently and impressively  
before every prospective advertiser. In

"A Daily Newspaper for the Home"

THE

# CHRISTIAN SCIENCE MONITOR

Four editions every day except Sunday.  
Strong local and national circulation.

Dependable, honest advertising im-  
pressively before every prospective advertiser. In

Undoubtedly the most closely read  
newspaper published.

For advertising rates address  
CHRISTIAN SCIENCE MONITOR,  
Boston, Mass.

New York office, 1 Madison Avenue.

Western office, Peoples Gas Bldg., Chicago

IT PAYS TO ADVERTISE IN THE

# ST. LOUIS TIMES

Now generally recognized as the  
Home Newspaper of St. Louis.

This newspaper has enjoyed the  
most remarkable growth ever re-  
corded in the Mississippi Valley.

EDWARD L. PRETORIUS,  
President and General Manager.

Represented by PAUL BLOCK, Inc.  
250 Fifth Avenue, NEW YORK.  
Siegler Building, CHICAGO.  
Tremont Building, BOSTON.

quires for further information would  
bring the representative of the Daily  
Newspaper Association with a definite  
plan for developing each particular man-  
ufacturer's business. The next step  
would be to notify the members of the  
Daily Newspaper Association and let  
their representatives do such supplement-  
ary work as may be necessary.

Advocate a cleaner newspaper through  
the elimination of obnoxious and ques-  
tionable advertising.

Strive to further our cause by solicit-  
ing the aid of our contemporaries  
through heralding broadcast the virtues  
of all newspapers, by recommending to  
an advertiser the employment of non-  
member publications whenever their em-  
ployment is desirable in order to render  
his newspaper advertising fully efficient  
in localities not covered by our mem-  
bership, and by never resorting to hostile  
criticism of any advertising medium.

Build and develop our wonderful re-  
sources with a full realization of the in-  
evitable law: "That one must give in  
order to receive," and "that permanent  
business success is founded on actual  
materialism."

## EDUCATION.

This department would accomplish its  
purpose of educating and creating news-  
paper advertisers without jeopardizing  
the established interests of either adver-  
tising agency or newspaper representative.  
Indeed it would contemplate and promote  
solicitation by special representatives of  
newspapers and would materially assist  
them to produce even larger and more  
gratifying results.

In fact its policy would in no way tend  
to tear down that which has already  
been up-built. It would be not destruc-  
tive but constructive. It would be in  
hearty accord with the best interests  
of every factor now instrumental in cre-  
ating and developing business for the  
newspaper. It would recommend no  
particular agency or special representa-  
tive, but advise that whatever business  
it is instrumental in developing be placed  
through the regular channels of any re-  
putable agency and established special re-  
presentatives of newspapers.

The Daily Newspaper Association pur-  
poses to maintain and to increase the  
effectiveness of its educational and pro-  
motion work. It purposes to expand  
its organization so that it may aggressively  
undertake and pursue the direct solicitation  
of newspaper advertising. The in-  
creased work and scope of the Daily  
Newspaper Association justifies and nec-  
essitates the organization of the sales  
promotion department.

This is not in essence a departure nor  
an addition. It is a mark of growth and  
of functioning—a matter of organizing  
and of departmentizing the work. Its  
establishment and maintenance will en-  
able the Daily Newspaper Association  
to accomplish its aim and object to the  
maximum.

## GROCERY PRESS MEETING.

The fourth annual meeting of  
the Grocery and Allied Trade  
Press of America will be held at  
the Hotel McAlpin, New York,  
January 27-29. The banquet will  
be on the evening of the final day.

## PART OWNERSHIP SOLD.

G. M. Baird and his son have  
acquired the interests of Frank A.  
Watkins in the Hastings (Neb.)  
Daily Republican. They become as-  
sociated in the publication with Sid-  
ney Evans, who retains his holdings.

*The Biggest Value in New  
England. A Quality and  
Quantity Combination that  
Cannot be Excelled.*

THE  
**Boston Herald,**  
(Morning)  
AND THE  
**Boston Traveler**  
AND EVENING HERALD

Combined Circulation Morning  
and Afternoon Exceeds  
**240,000**

COPIES PER DAY.

Each month shows remarkable  
gains in Local and Foreign  
Advertising.

The S. C. BECKWITH Special Agency,  
Sole Foreign Representatives:  
NEW YORK. CHICAGO. ST. LOUIS

ALLIED TRADES EXHIBIT  
ENDORSED.

The executive committee of the  
Ben Franklin Club of America and  
the Electrotypers' Board of Trade  
of New York have endorsed the  
National Printing, Advertising,  
Publishing and Allied Trades Ex-  
position to be held in New York  
during the publishers' convention  
week of April 19 to 26, 1913.

President Harry Cochrane of the  
exposition reports that the exposi-  
tion project is being taken up with  
enthusiasm everywhere, not only  
from the standpoint of the manu-



HARRY COCHRANE.

facturers who will exhibit their  
machinery, but also for the great  
convenience it will be to printers,  
publishers and their superintendents  
and other employees who will be  
given an opportunity of becoming  
familiar with all the latest improve-  
ments and methods.

MYSTERIOUS "M. L. G." COSTS  
NORTHCLIFFE A BET.

A story is printed in the New  
York Sun from London that Lord  
Northcliffe (Alfred Harmsworth),  
publisher of the London Times, re-  
cently lost a large sum in a wager  
based on his ability to judge and  
trace literary style.

He told the English publisher of  
"To M. L. G.," the anonymous  
novel supposed to have been writ-  
ten by an American actress and

A Powerful List is th.

# MILWAUKEE GERMANIA LIST

CIRCULATION

Daily Germania.....24,56  
Only German evening daily in Milwaukee  
Daily Herald.....17,000  
Only German morning daily in Milwaukee  
Sonntag Post.....45,000  
Only German Sunday daily in Milwaukee  
Weekly Germania.....107,413  
Haus-und Bauernfreund  
(German Farm Journal) Weekly 103,333  
Deutsche Warte, Weekly.....22,000  
Die Rundschau, Weekly.....25,002  
HENRY DE CERQUE, U. S. Rep.  
702 Schiller Building, CHICAGO.  
LOUIS KLEBAHN, Eastern Manager,  
1 West 34th Street, NEW YORK.  
Telephone, 215 Murray Hill.

Let us know what you have to ad-  
vertise. We will tell you if there is a  
market for you in Cuba. If "Yes" we  
will accept your advertisement for the  
**HAVANA POST**  
Cuba's only English Daily, and if "no"  
we will refuse it. We accept no ad-  
vertisement unless we know it will pay the  
advertiser. All inquiries cheerfully an-  
swered.

GEORGE M. BRADY, Publisher

which has created a considerable  
stir on both sides of the Atlantic  
because of the mysterious author-  
ship, that he was not mystified. He  
said he was absolutely certain that  
the book was written by the Baron-  
ess von Hutten.

The English publisher doubted it,  
though he had no clue as to the  
author's identity, his dealings hav-  
ing all been carried on through an  
agent. He took up the big wager  
Lord Northcliffe wanted to make,  
and asked the literary agent, who  
knew he wouldn't reveal the secret,  
to give a statement as to whether  
or not Lord Northcliffe was right,  
sworn to before a commissioner of  
oaths. The agent declared that the  
Baroness was not the author, and  
Lord Northcliffe paid his bet.

The identity of the author has  
not yet been revealed, though the  
literary agent has given out a state-  
ment that she is to be married this  
fall to "M. L. G.," the hero of the  
book.

## EDITOR BUYS PAPER.

The East Moline (Ia.) Herald  
has been purchased by F. O. Lovins,  
its managing editor. The retiring  
owner of the Herald is Floyd  
Thompson.

# THE SOUTH.

Growing faster  
than any other  
section. Now  
is the time to  
advertise to Southern cus-  
tomers. We are the oldest  
and largest agency in the  
South.

**MASSENGALE**  
ADVERTISING AGENCY  
TA, GA.

## FOR SALE AT A BARGAIN.

One Wesel Pneumatic Steam Table and Compressor. This machinery is of latest pattern and absolutely new, never having been used. Price very low.

DUPLEX PRINTING PRESS CO.,  
World Building, NEW YORK.

### JURY CONVICTS.

After deliberating all night a jury in the County Court, Brooklyn, found Frank V. Sparacino, editor of the Italian newspaper L'Aurora, guilty of criminal libel. The complainant was Agostino de Biasi, editor of the Italian Herald. Several times the jurors reported they were unable to agree, but each time the defendant insisted that they be sent back to see if they could reach a verdict.

### "SOLICITOR" ARRESTED.

Leo Malone, or Crenshaw, as he says his real name is, is being held by the St. Louis police on five warrants, each charging him with swindling women out of small sums of money by posing as a solicitor for various publications. He is said to have admitted the charge, saying that he wanted to earn the commissions offered for subscriptions so that he might finish his college career. Malone says his home is in Kansas City.

### TO OWN A PLANT.

Louis E. Peck, publisher of the Stratford (Conn.) Times, has returned from a trip to Wilmington, Del., where he has been negotiating for the purchase of a newspaper plant. His enterprise has grown to such an extent that he had decided to buy his own equipment. A location has already been secured.

### FROM A CONGRESSMAN.

Representative Edwin S. Underhill, publisher of the Corning (N. Y.) Advocate and Leader, writes:

"THE FOURTH ESTATE is a very valuable medium for newspaper men and enables me to keep in touch with what is going on among the craft."

### THE ST. PAUL DISPATCH'S MANAGING EDITOR.

Herbert Randolph Galt, the new managing editor of the St. Paul Dispatch, is a Virginian by birth, son of Dr. Francis L. Galt, who is sole surviving officer of the Confederate cruiser Alabama. He began his newspaper work on the local staff of the Baltimore American in 1900. In 1902 he joined the local staff of the Baltimore News and

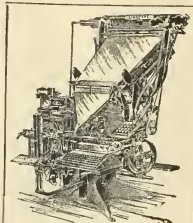


H. R. GALT.

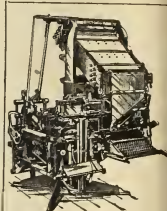
during the following three years covered every sort of assignment, that period including the Baltimore fire. He became assistant city editor of the News in 1906 and in 1909 went to the St. Paul Dispatch as head of copy desk. In May of that year Mr. Galt became city editor of the Dispatch, then news editor and managing editor.

"My program is to get as close as I may to the folks who read the paper around the library table after supper," said Mr. Galt to THE FOURTH ESTATE. "The more I learn about those people the more I am persuaded that they like plenty of entertaining features and are interested in mighty little news save that of real importance—and they want that little told briefly."

## MULTIPLE MAGAZINE LINTYPES



Quick-Change Model 8  
Three-Magazine Linotype



Quick-Change Model 9  
Four-Magazine Linotype

Are machines of all around usefulness, both on straight matter and in the ad room. We could ask for no higher endorsement than the character of the newspapers using them.

### More Than 700 In Use.

It will soon be easier to list those leading offices in which they have not been installed than those in which they have.

*The Multiple Linotype Way Is the Modern Way.*

All two-letter Linotypes are covered by patents having a number of years to run. No Linotype having two-letter matrices, multiple magazines, or the other improvements which place the present machine far ahead of the earlier models can be used without the consent of this company. Any person or persons counterfeiting or imitating our machinery, or using such goods, will be held strictly accountable in the courts.

### MERGENTHALER LINTYPE COMPANY.

TRIBUNE BUILDING, NEW YORK.

CHICAGO: 1100 South Wabash Avenue. SAN FRANCISCO: 638-646 Sacramento Street. NEW ORLEANS: 549 Baronne Street. TORONTO: CANADIAN LINTYPE LIMITED, 35 Lombard Street.

STANDARD LINTYPE METAL and now being used and endorsed by the Leading Publications throughout the United States. Manufactured by the NASSAU SMELTING AND REFINING WORKS, B. Lowenstein, Proprietor, 603 West 29th Street, NEW YORK.

### JOURNALISM WEEK.

The annual Journalism Week at the University of Missouri will be May 12 to 16, 1913. The program will include, as in previous years, addresses by distinguished American journalists. The Missouri Press Association, the Woman's Press Association of Missouri, the Association of Past Presidents of the Missouri Press Association and the Daily Newspaper Publishers' Association will meet in Columbia during the week.

### TO PRINT IN PORTUGUESE.

At Lemoore, Mont., a group of Portuguese are to start a native newspaper, which will be managed by J. C. Seib, John Mello and Arthur Avila. The publication will devote its attention to San Joaquin Valley.

WE ARE PIONEERS in the manufacture of a bonded printing office specialties, and particularly of STEEL COMPOSING ROOM FURNITURE.

Every month since we began making it has seen some improvement, some increased convenience, some money-making idea added to the product. We are in the front rank, leaving our dust behind. This furniture is constructed along the same lines as the modern steel building. Conservatively, we believe, the use of our specialties will cut off 10 to 15 per cent. of the cost of producing printed matter. Some say 20 to 25 per cent. With your cost system you need that 10 to 25 per cent. of saving. Consult us and we'll engineer the matter for you. We will be glad to show you even if you are from Joplin.

We sell TYPE, too—hundreds of tons a year.

BARNHART BROS. & SPINDLER  
New York, Washington, St. Louis, Kansas City, Chicago, St. Paul, Dallas, Omaha, Seattle.

### BARNES-CROSBY COMPANY

E. W. HOUSER, President,  
ENGRAVERS

ARTISTS, ELECTROTYPERS  
NEW YORK. CHICAGO. ST. LOUIS

J. C. Brookfields has established the Democrat at Wynn, Ark.

1937 Pages. 6300 Galleys. 120 MILLION EMS

## A RECORD-BREAKING JOB

by Linotype Machines with exclusive use of

## MERCHANT'S Linotype Metal

SEND FOR FULL PROOF OF THIS RECORD-BREAKING JOB

Trade Mark

M&E

Registered.

MERCHANT & EVANS CO.  
Smelters—Refiners  
PHILADELPHIA

NEW YORK  
BROOKLYN

CHICAGO  
KANSAS CITY

BALTIMORE  
DENVER

Trade Mark.

M&E

Registered.

Let the American Ink Co.  
of New York City be your  
FOUR-CENT INKMEN.

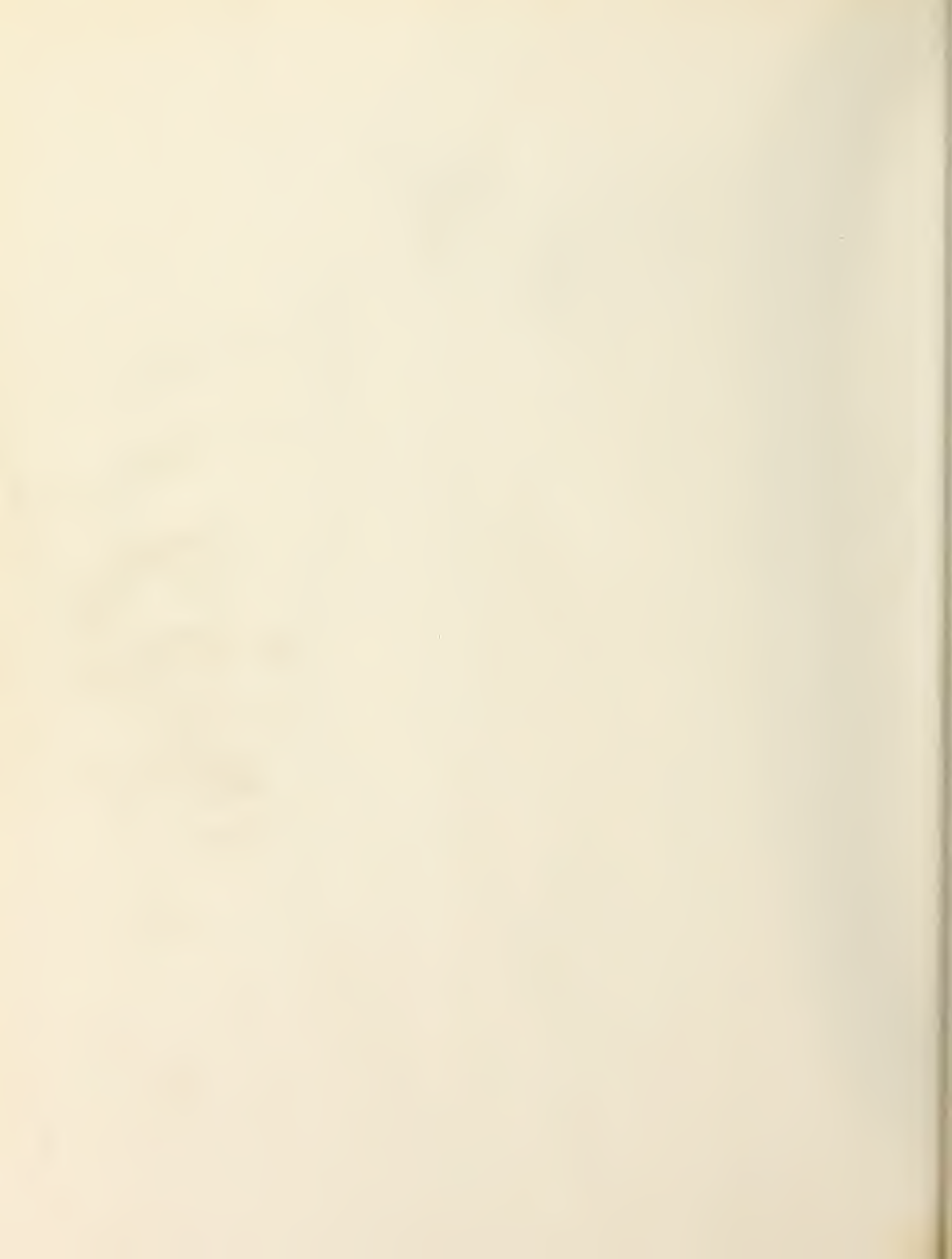
















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